

# ON THE JOY ZONE

1915

At the Panama Pacific International Exposition

On the Joy Zone at the Panama Pacific International Exposition 1915

A Postcard and Photographic Tour by Glenn Koch

This is Part 1 of 4

On the Joy Zone: Part 1 of 4

[http://www.postcard.org/ppie\\_zone/ppie\\_zone\\_part\\_1\\_of\\_4.pdf](http://www.postcard.org/ppie_zone/ppie_zone_part_1_of_4.pdf)

On the Joy Zone: Part 2 of 4

[http://www.postcard.org/ppie\\_zone/ppie\\_zone\\_part\\_2\\_of\\_4.pdf](http://www.postcard.org/ppie_zone/ppie_zone_part_2_of_4.pdf)

On the Joy Zone: Part 3 of 4

[http://www.postcard.org/ppie\\_zone/ppie\\_zone\\_part\\_3\\_of\\_4.pdf](http://www.postcard.org/ppie_zone/ppie_zone_part_3_of_4.pdf)

On the Joy Zone: Part 3 of 4

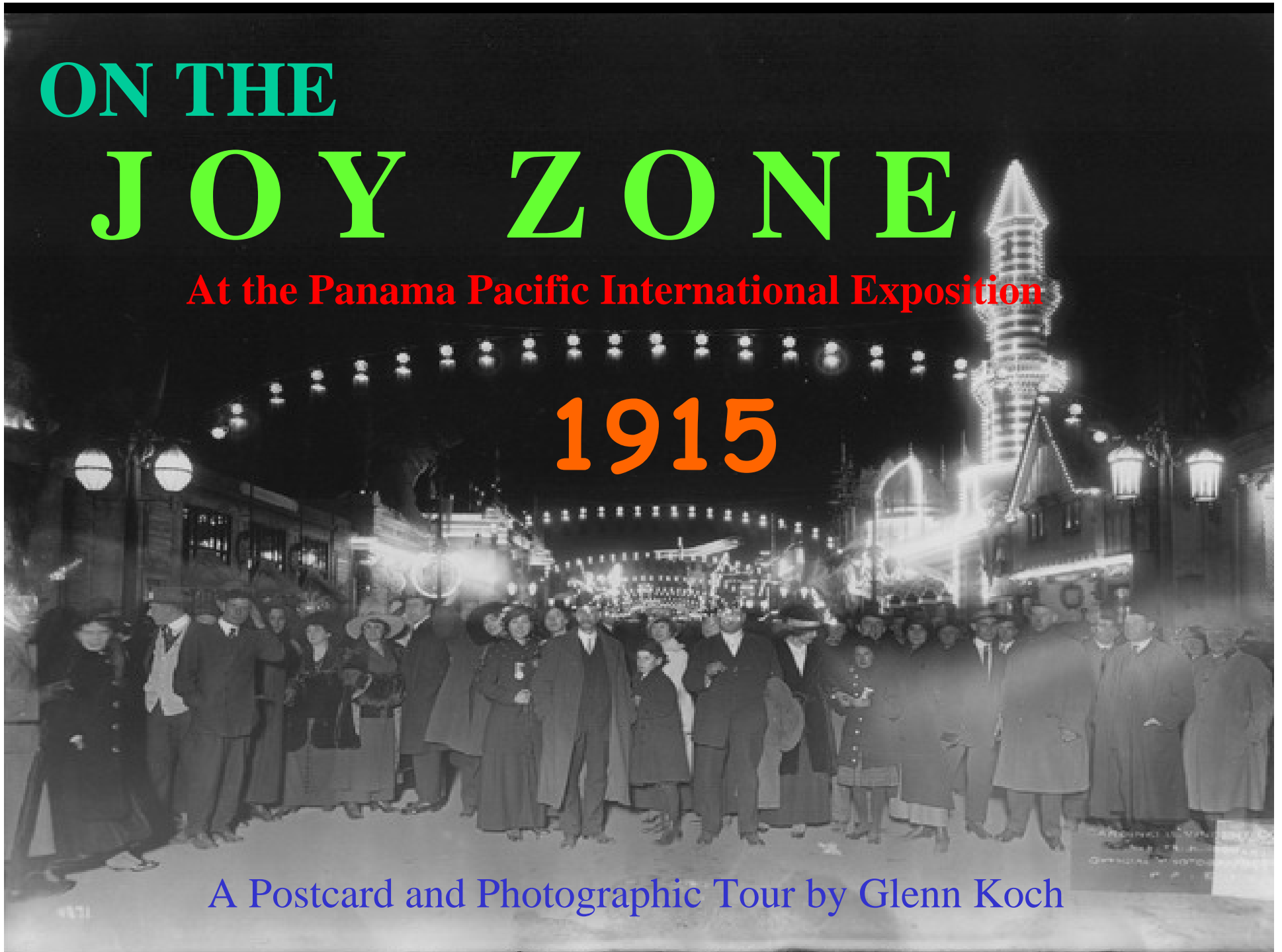
[http://www.postcard.org/ppie\\_zone/ppie\\_zone\\_part\\_4\\_of\\_4.pdf](http://www.postcard.org/ppie_zone/ppie_zone_part_4_of_4.pdf)

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## **Previous Amusement Concessions at American-held World's Fairs**

**1893 Midway Plaisance**

**1901 The Midway**

**1904 The Pike**

**1905 The Trail**

**1907 The War Path**

**1909 The Pay Streak**

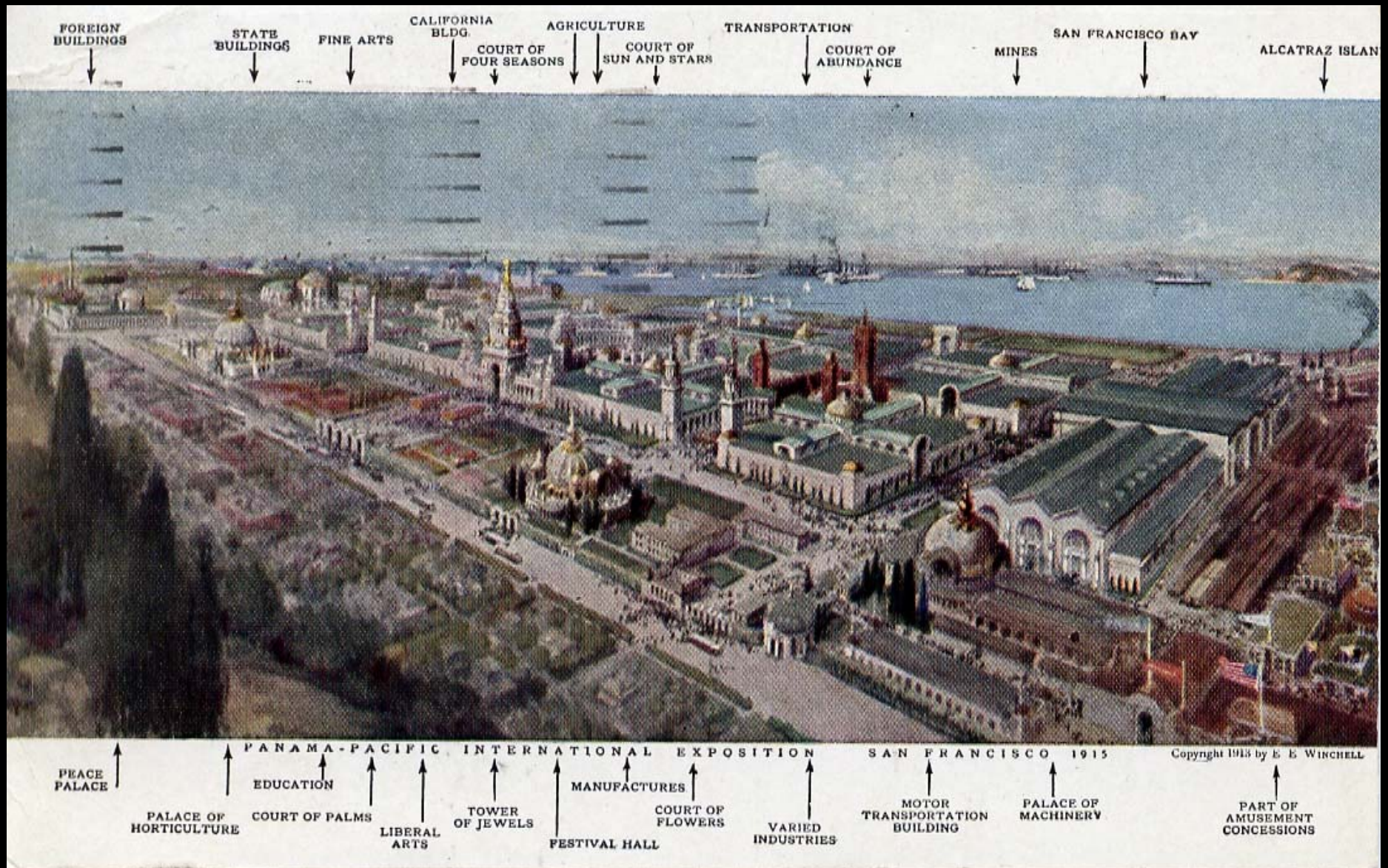


Hop On, And Let's Begin the tour!!!!





# The PPIE.... The Official View Postcard Published by E.E. Winchell







An artist's conceptual drawing of the as-yet-unnamed Concession District

Copyrighted and Published in 1912 by Souvenir Publishing Company of San Francisco



The View from Russian Hill, April 20, 1914

Less than a year before the start of the fair, and only one building on the Zone



Happy New Year. 1915.



A Real Photo Postcard by Charles Weidner For New Years 1915

Note the lack of progress of construction on the Zone compared with the rest of the Fairgrounds

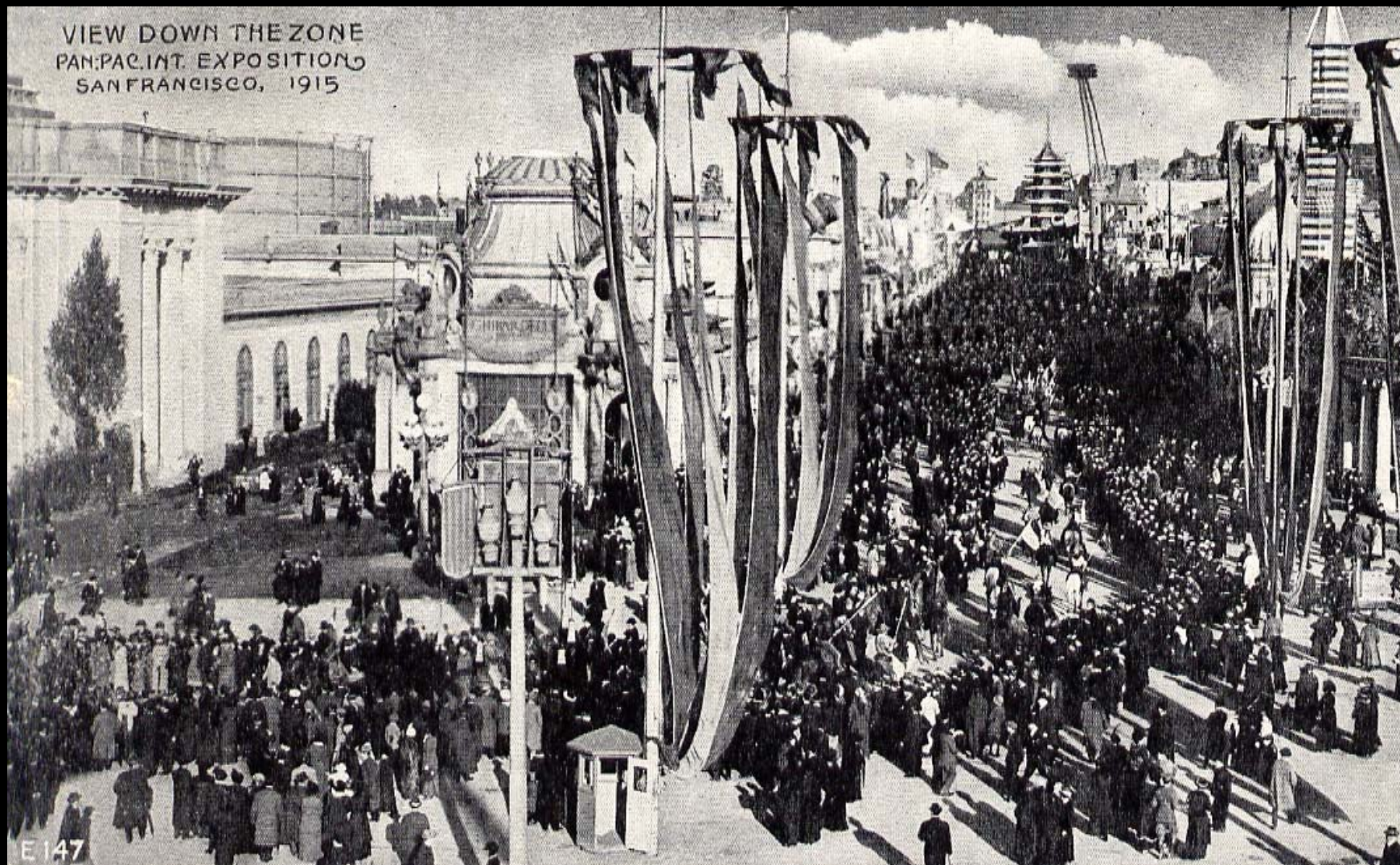


# A Map Showing the Location of The Zone

The Zone extended from Fillmore Street to Van Ness Avenue, and from Chestnut Street to what is today North Point Street

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**VIEW DOWN THE ZONE, taken at the entrance to the Zone**

**Number: E147 Cardinell-Vincent Co. Official Post card Concessionaire**





Above,  
 Architect's Rendering of  
 the Ghiradelli Pavillion at  
 the Entrance to the Zone  
 Bakewell & Brown,  
 Architects

And, The Finished Project below

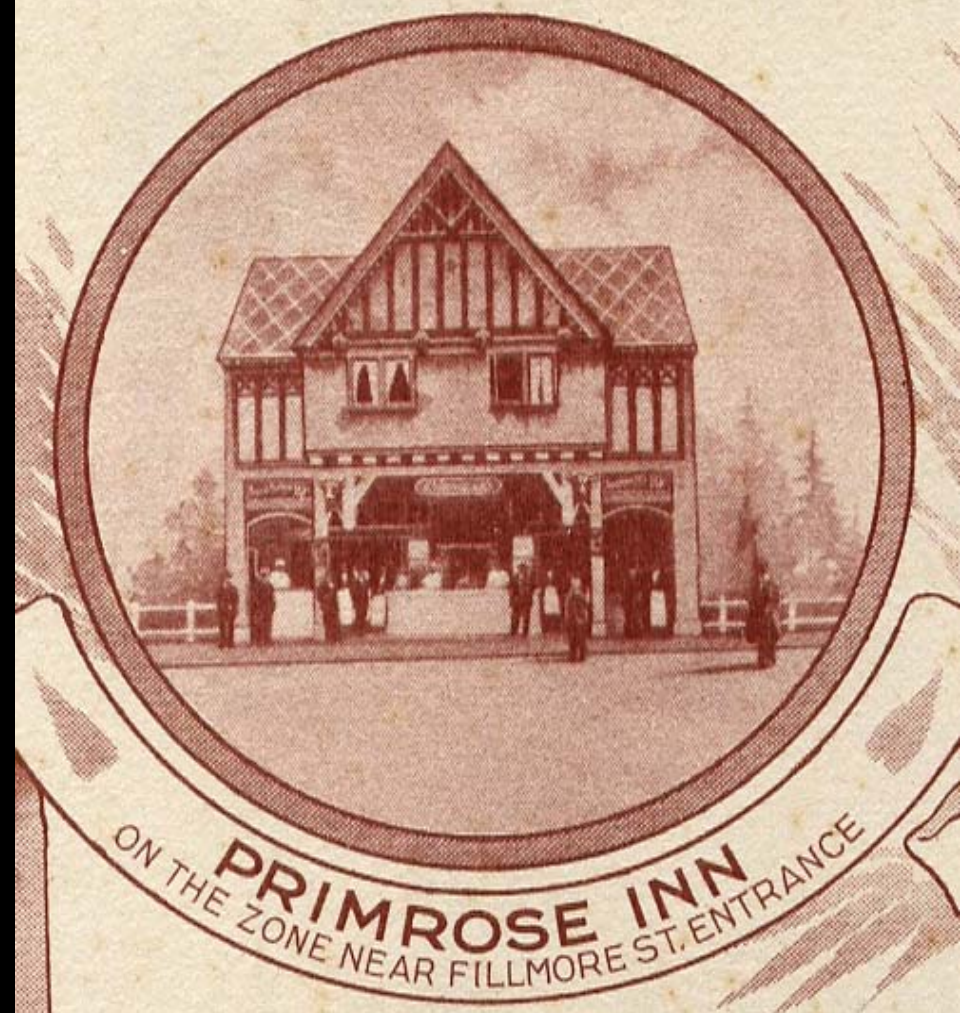






Welch's Grape Juice Pavilion  
Restaurant building surrounds from behind and to both sides





## Desmond Supply Company's Primrose Inn





**Number 78, Unidentified Real Photo Postcard, dated March 9, 1915, the message says”**  
*This is the Zone or the Bowery of the fair. I celebrated my birthday here and am just recuperating. The fair will not be in readiness for 2 months yet. Better (to) spend the Summer here.”*





38, THE ZONE, WORLD'S FAIR, 1915, SAN FRANCISCO, CAL.

Number 38, Weidner (?) Real Photo Postcard. Pre-Fair card. Postmarked January 22, 1915. The message states *“Went to work soon after arriving at the “Submarines” and “Dayton Flood” concessions on Zone. Some Fair, indescribable.”*



**Unidentified Real Photo Postcard.**

**Message on back “August 1915, The ‘Zone’ about six o’clock”**



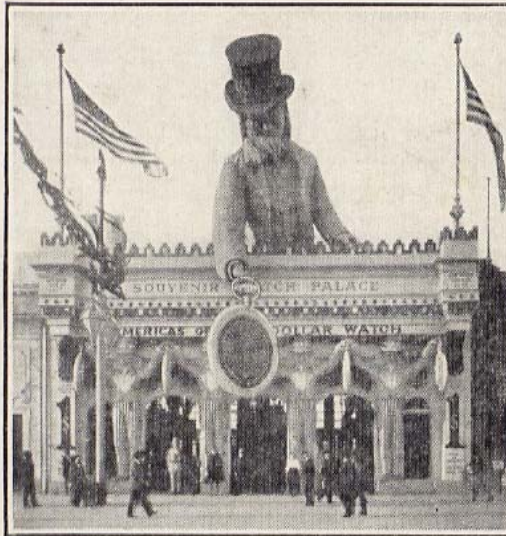


**Unidentified Real-Photo Postcard, Pre-Opening Day**

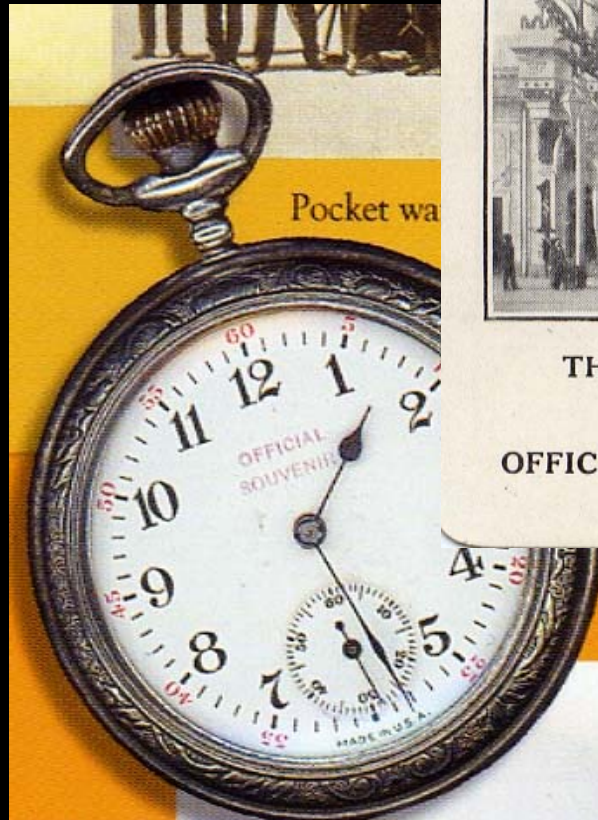
**The Souvenir Watch Palace, of the New Haven Clock Company**



PANAMA-PACIFIC  
INTERNATIONAL EXPOSITION  
SAN FRANCISCO  
1915

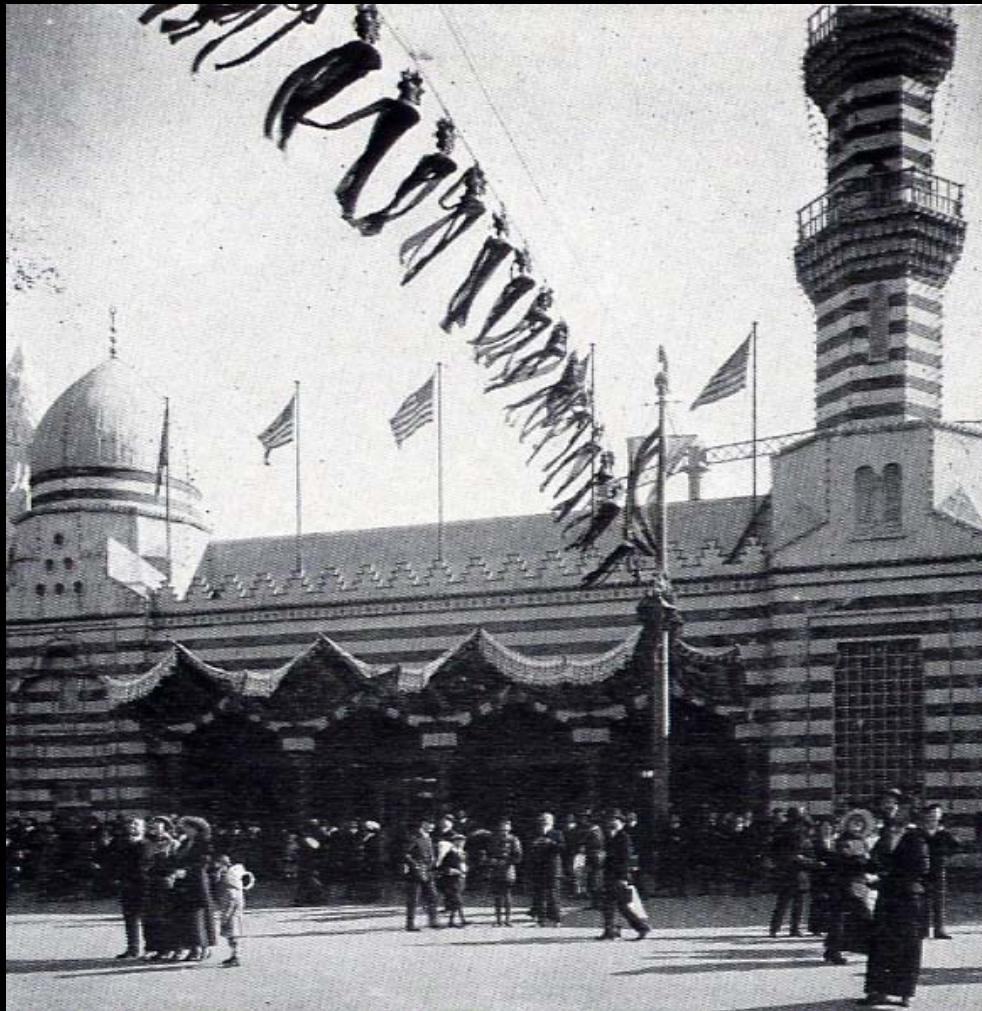


THE WATCH PALACE  
HOME OF THE  
OFFICIAL SOUVENIR WATCH





# Loof's Hippodrome Carroussel



Inside the  
Carroussel  
Building



A Souvenir Badge from the Hippodrome

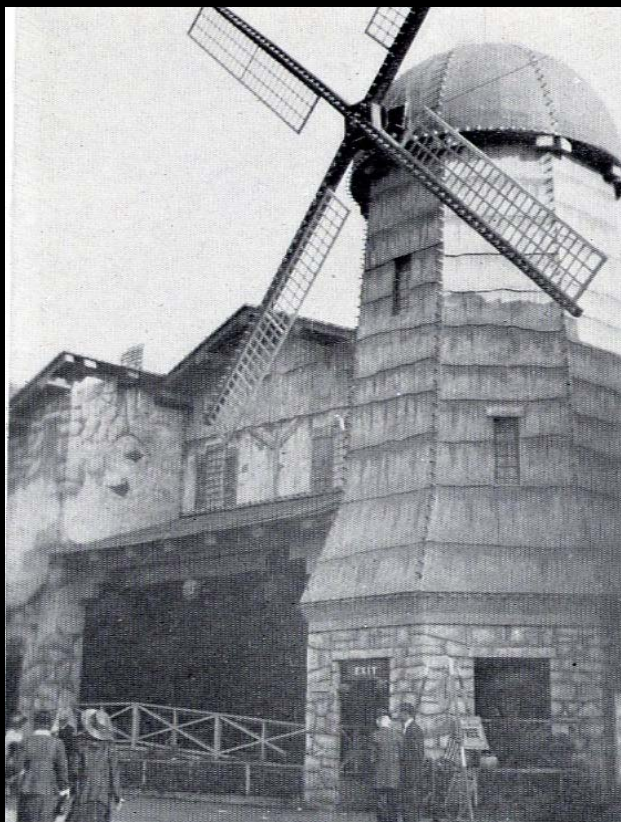






Number 30, Cardinell-Vincent Real Photo. South Pole Exhibit on right side of Zone



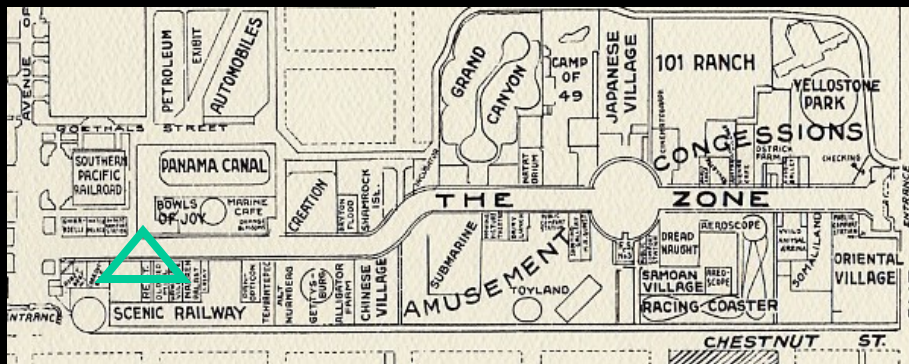


The Old Mill



Young's Restaurant

The South Pole Exhibit after it failed was used for movies and a Lilliputian Village







Cardinell-Vincent Real Photo Postcard, untitled and un-numbered, showing the Old Mill, Hawaiian Village, and the Jester's Palace



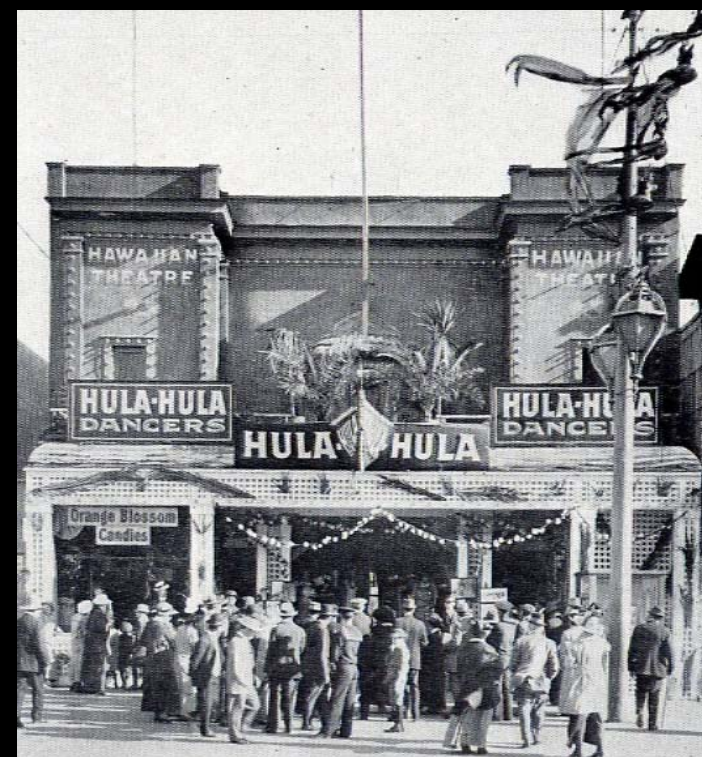


**Unidentified Real Photo Postcard by an Anonymous Photographer**





The Jester's Palace "A Little Fooling Now and Then is Relished by the Wisest Men"



The Hawaii Village, above and their Star Performers, below





Scenic Railway San Francisco  
Fair.  
Aug 17, 1914

**Unidentified Real Photo Postcard of the Scenic Railway, August 17, 1914**

The Fairgrounds were open during construction with the Zone a most Popular Destination



Another View of the completed  
Scenic Railway



Melodia, The Show Beautiful, replaced an earlier concession called the Joy Wheel, but utilized the same fantastical structure