

# 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 4 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

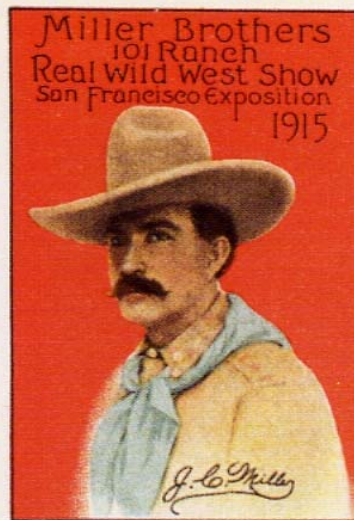
[http://www.postcard.org/ppie\\_zone/ppie\\_zone\\_part\\_4\\_of\\_4.pdf](http://www.postcard.org/ppie_zone/ppie_zone_part_4_of_4.pdf)





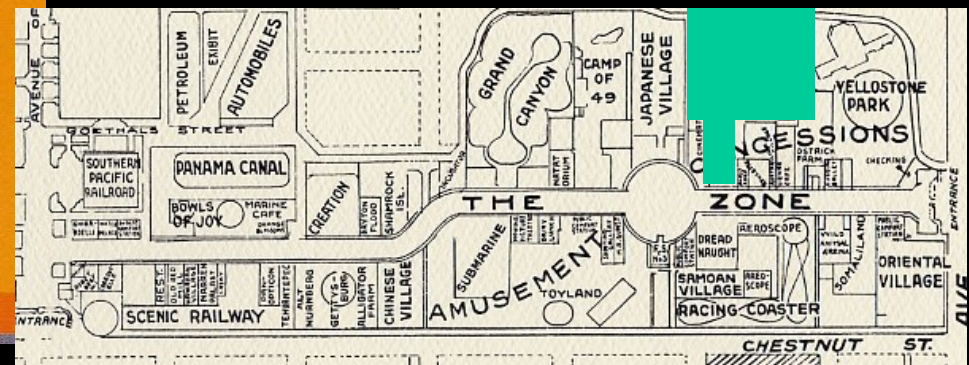
**Number X-48, Entrance to the 101 Ranch, Published by Pacific Novelty Company**





Above Photo Shows Entrance to The  
101 Ranch Exhibit.

On Left, Cinderella's (Poster Stamps)  
from the 101 Ranch







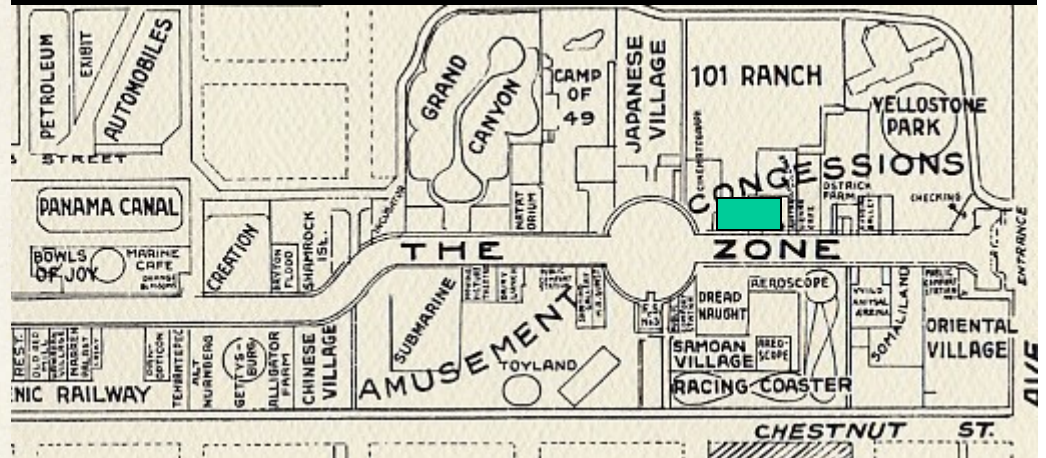
**Anonymous Real Photo Postcard showing the Ostrich Farm, Orange Blossom Candy, and Soakum Concessions on the Zone.**

*Postcard Courtesy of Jack Hudson*



# SOAKUM

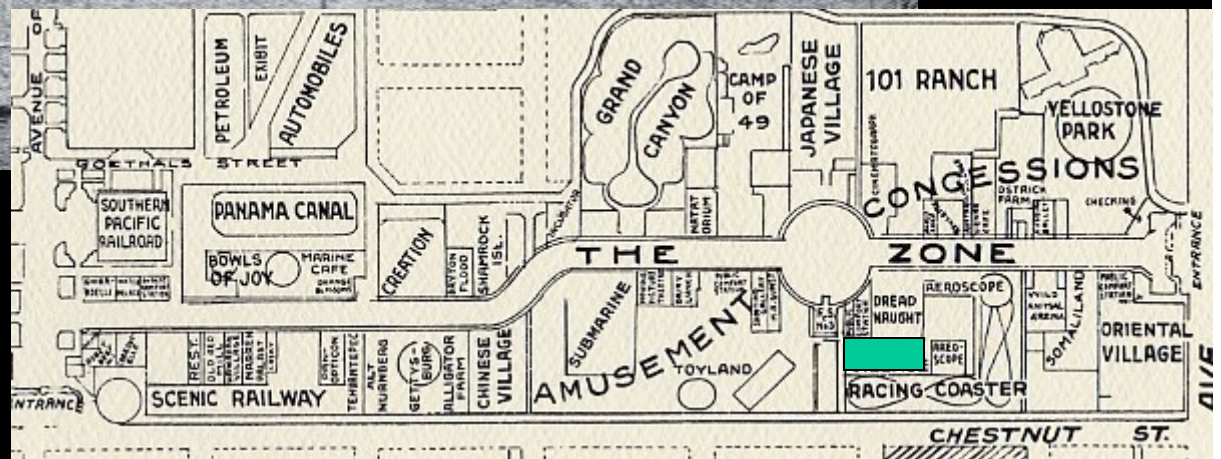
# Anonymous Real Photo Postcard







# Samoan Village





*Postcard Courtesy of Jay Stevens*



**The Plaza, showing the Jewel Concession**



FOR CORRESPONDENCE

Dear Friend.

Be sure you get  
one of the souvenirs  
jewels of the Tower  
of Jewels.

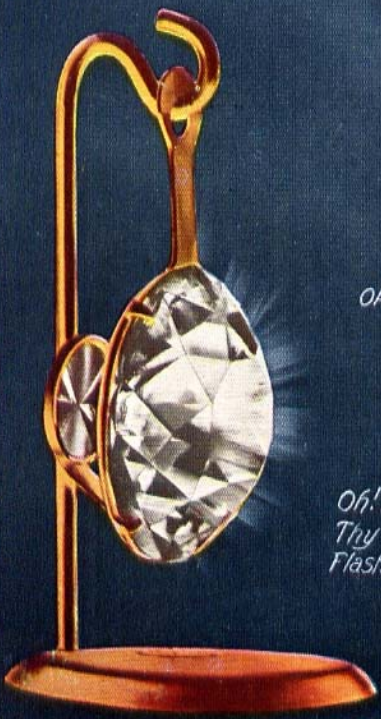
They are simply  
beautiful and I  
understand the  
supply is limited  
on account of the  
war.  
yours Curtis.



CARDINELL VINCENT CO. MFG.



Extremely Scarce Advertising  
Postcard for the Novagem Jewel  
Company, published by  
Cardinell-Vincent



"NOVAGEMS" AS USED  
ON TOWER OF JEWELS

TOWER OF JEWELS  
P.P.I.E. - 1915  
DECORATED WITH 102,000 "NOVAGEMS"

THE OFFICIAL JEWEL SOUVENIR  
THAT IS A PART OF THE EXPOSITION  
AN APPROPRIATE KEEPSAKE OR GIFT

ON DISPLAY AND SALE  
ON THE GROUNDS

BOOTHS LEFT OF TOWER OF JEWELS  
OPPOSITE MACHINERY HALL ENTRANCE  
IN FOOD PRODUCTS BUILDING  
INDIAN TOWER, ZONE PLAZA

ALSO ON DISPLAY AND SALE  
AT HOTEL NEWS STAND

Oh! Tower of Jewels, so wondrously bright  
Thy "Novagems" sparkling by day and night  
Flashing their fame o'er the land and the sea  
Jewel City - 1915 - P.P.I.E.

CATALOGUE UPON REQUEST

NOVAGEM JEWEL COMPANY

1038 PHELAN BUILDING  
SAN FRANCISCO, CAL.



TOWER OF JEWELS P.P.I.E. 1915





THE CALIFORNIA CONCESSIONS COMPANY

GEO. W. SCOTT, President	WALLACE ALEXANDER, Vice President	M.H.ROBBINS, JR., Vice President
A. C. KAINS, Sec'y and Treas.	R. J. TYSON, Ass't Sec'y	E. W. MacCONNELL, Gen'l Manager

FOR THE SEASON

Pass *Mr. Leonidas Wallace* to

CREATION  
and  
The Evolution of the Dreadnaught

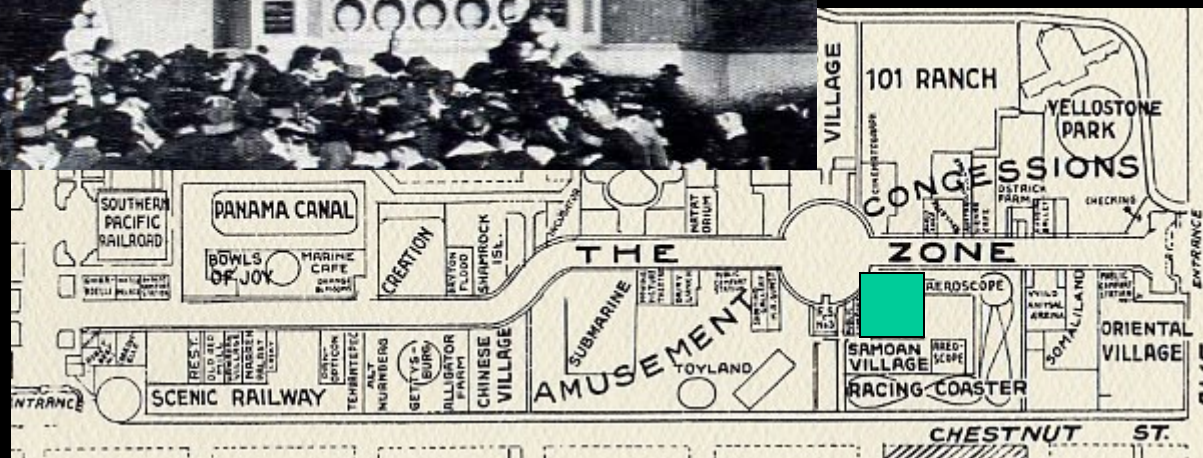
*Mr. & Mrs. Philander C. Haller*

April 1st  
P. P. I. EXPOSITION

SAN FRANCISCO, 1915

### BOARD OF DIRECTORS

GEO. W. SCOTT  
W. M. ALEXANDER,  
M. R. ROBBINS  
A. C. KAINS  
R. J. TYSON  
E. W. MacCONNELL  
HARTLAND LAW  
JAS. D. PHELAN  
ROBT. S. ATKINS  
GEO. H. EVANS  
T. De LURY



# Evolution of the Dreadnaught





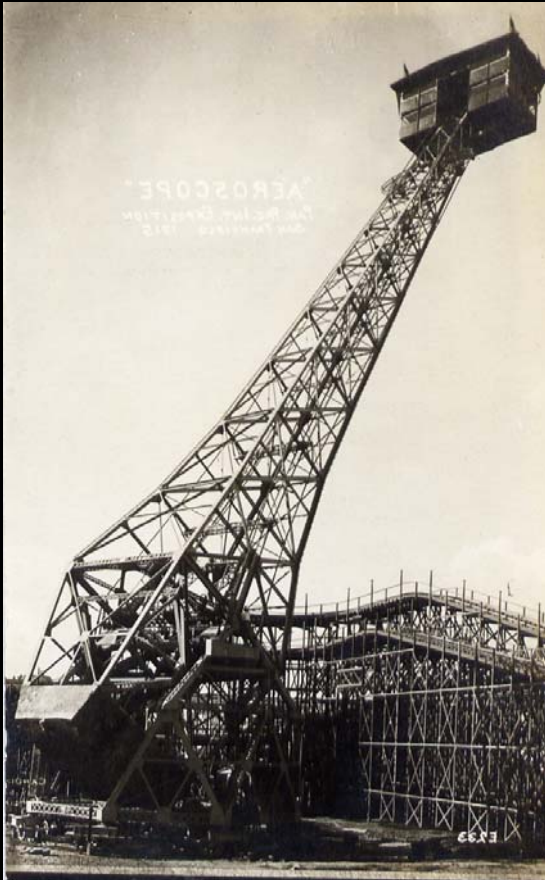
Aeroscope Structure Under Construction

Number E76, Night View of  
Aeroscope, Real Photo Post  
Card Published by Cardinell-  
Vincent

# The Aeroscope



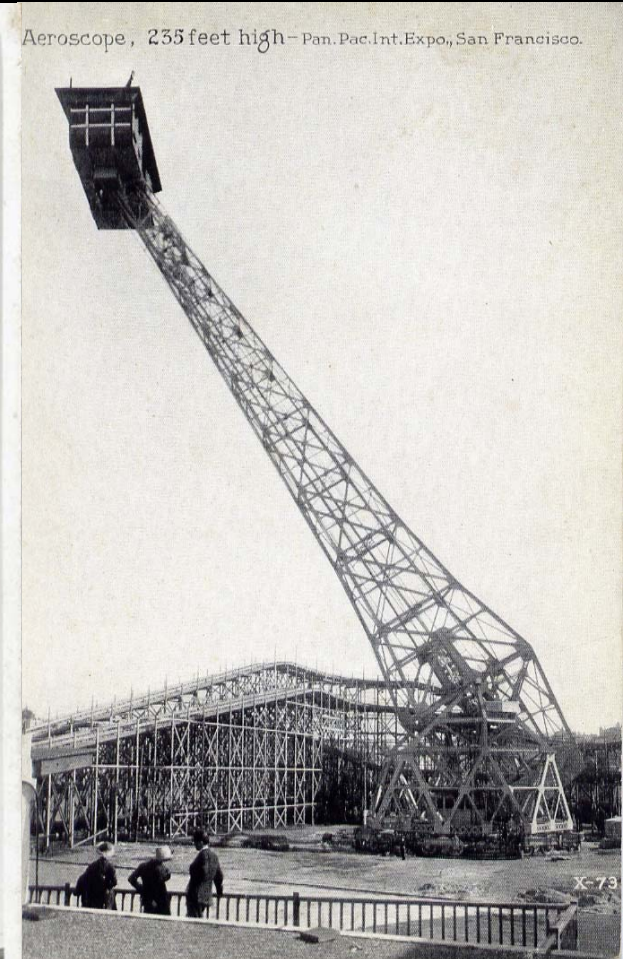




E233, "Aeroscope" by  
Cardinell\_Vincent

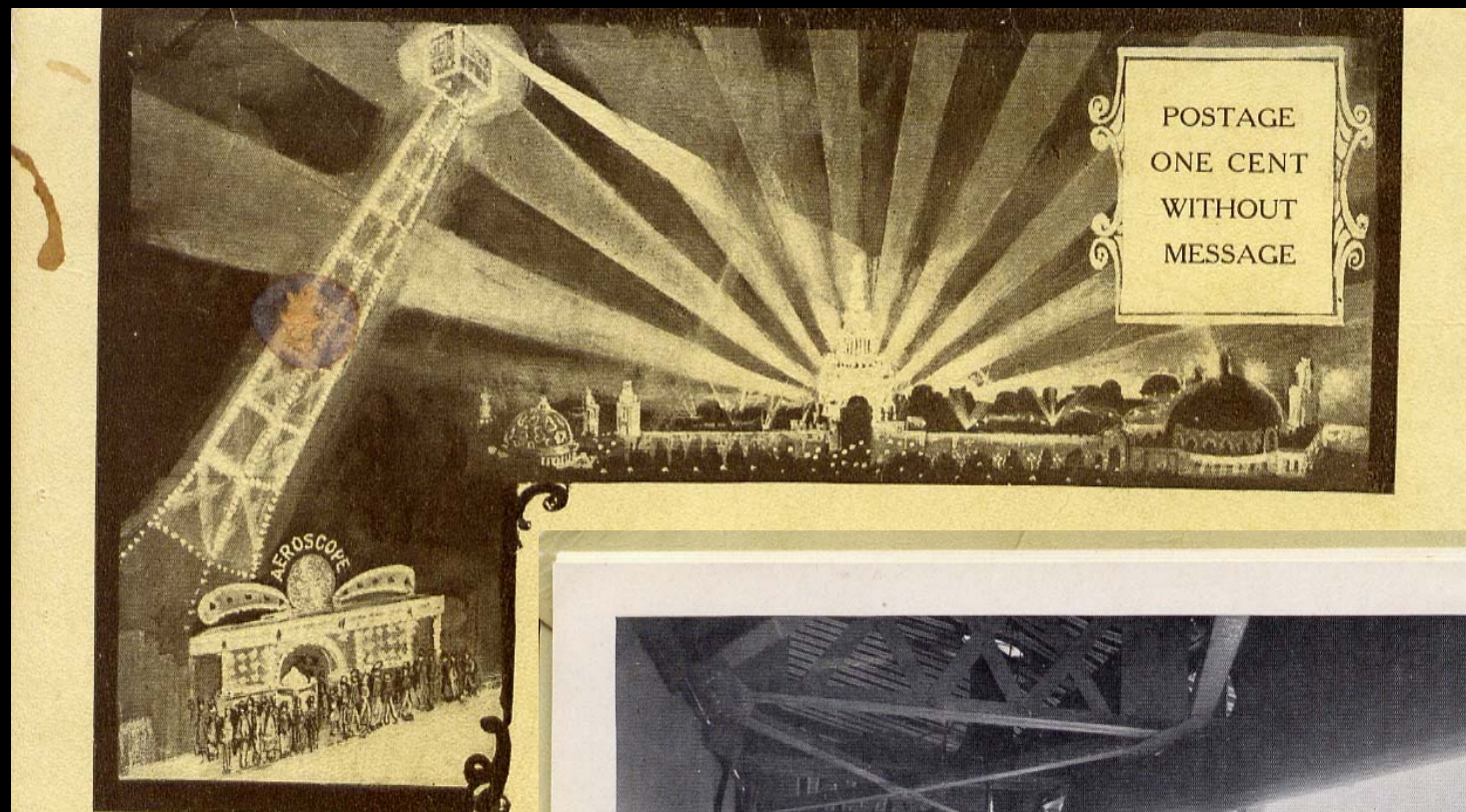


E74, Rear View of Aeroscope, Real  
Photo Post Card, Cardinell-Vincent  
Publisher



X-73, Aeroscope, published  
by Pacific Novelty Company





Souvenir Postcard  
Booklet, Published by  
Johnston & Fulton



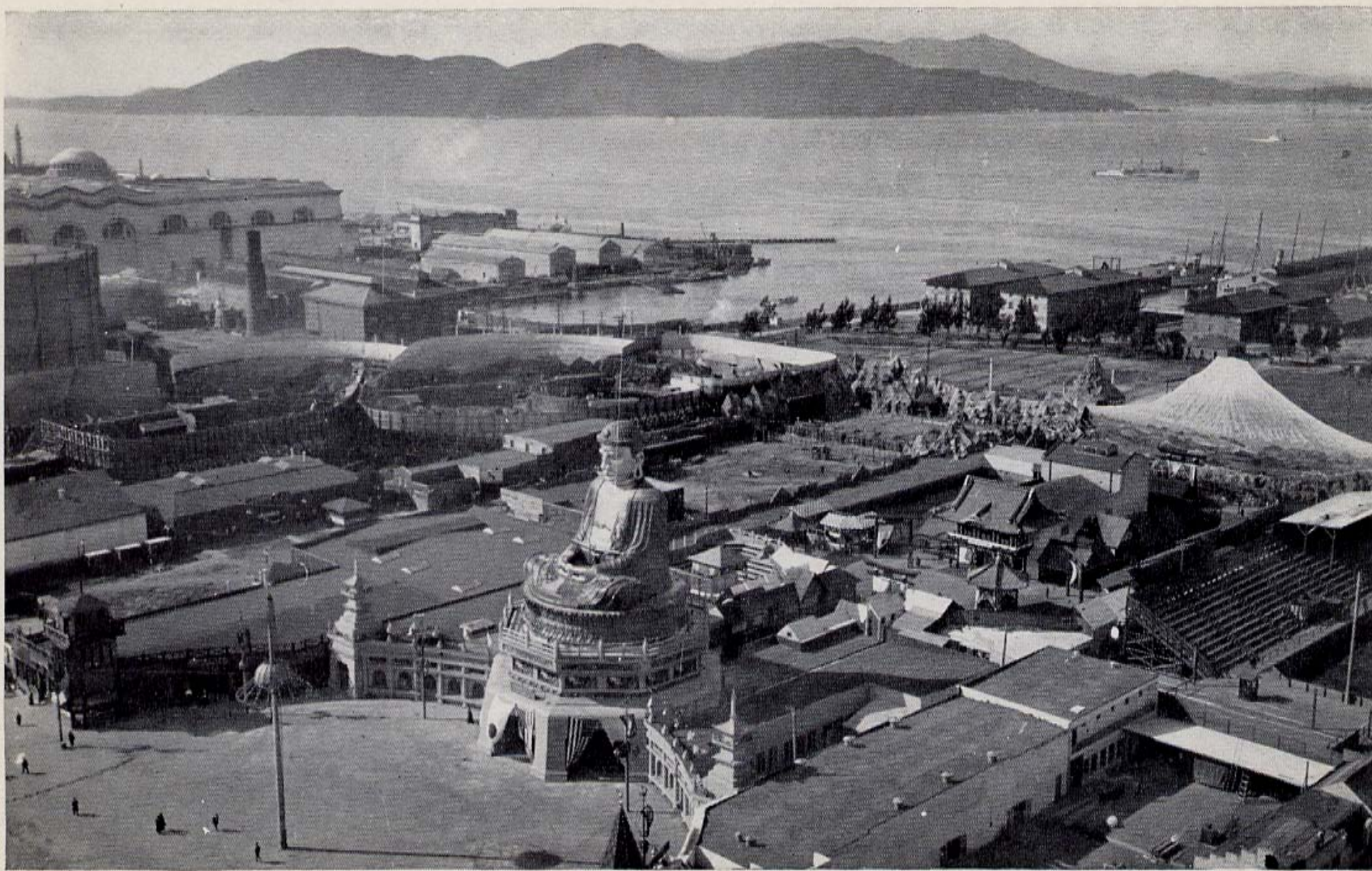
Upper Deck Passengers Viewing San Francisco.





Birdseye View of Exposition Grounds and Golden Gate as seen from Aeroscope.





Birdseye View of U. S. Transport Dock and Mt. Tamalpais as seen from Aeroscope.





Birdseye View of San Francisco Bay, Alcatraz Island, as seen from Aeroscope.



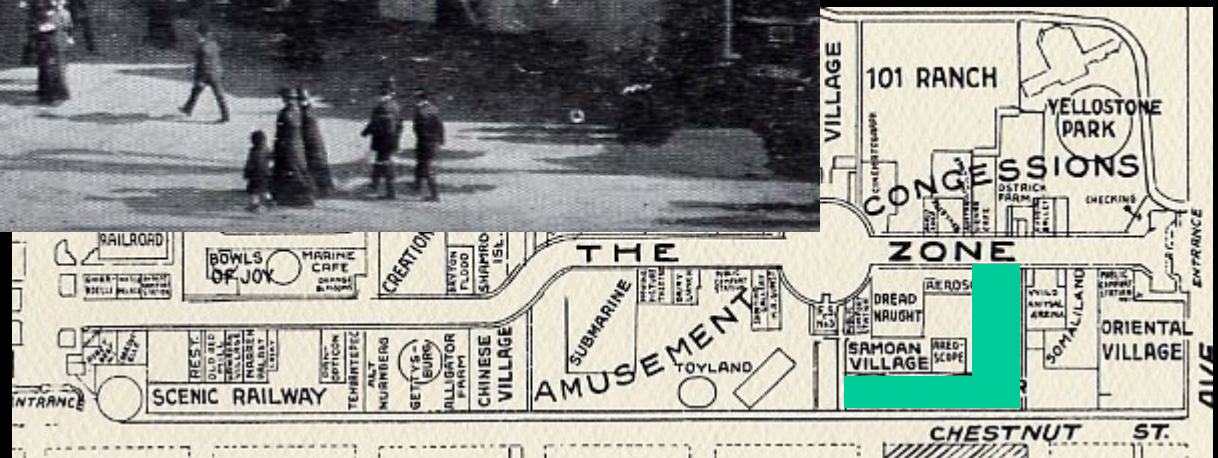


**San Francisco as seen from the Airschope, PPIE, Real Photo Postcard by Anonymous Photographer**





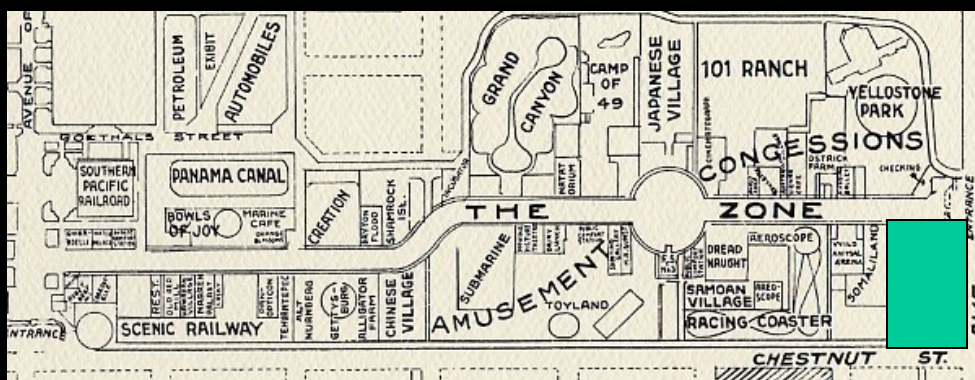
**The Safety Racer  
Coaster**







The Oriental Village/The Streets of Cairo

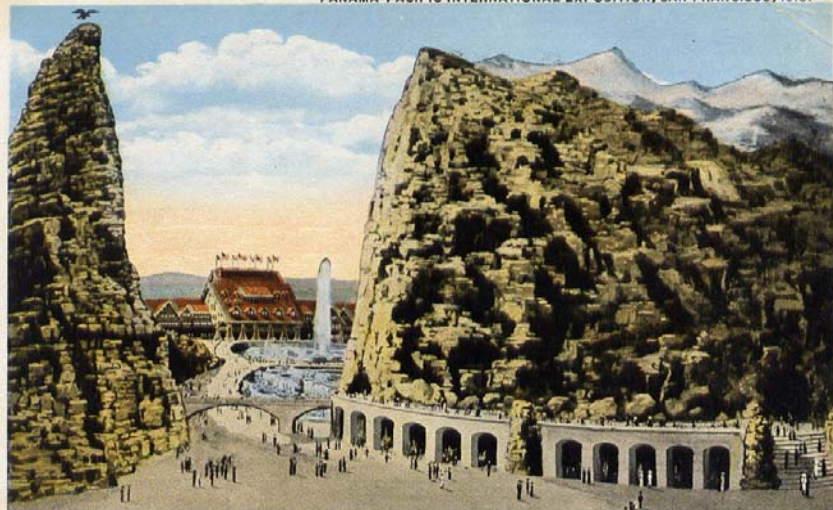


No. 1643, ZONE P.P.I.E., Published by  
Pillsbury Photo Company





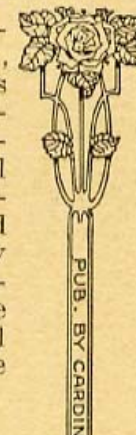
PANAMA-PACIFIC INTERNATIONAL EXPOSITION, SAN FRANCISCO, 1915.



1944. YELLOWSTONE PARK, A WONDERFUL AMUSEMENT CONCESSION ON "THE ZONE".



In the Zone at the Panama-Pacific International Exposition, San Francisco, on  $4\frac{1}{4}$  acres the Union Pacific System portrays the most important features of Yellowstone National Park. Among these Old Faithful Geyser, true to life, throws heavenward great volumes of steam and water every 63 minutes. Beyond question Old Faithful Inn—seating 2000—is the grand cafe de luxe of the Exposition. The official orchestra of 80 skilled musicians here gives daily concerts.



## Union Pacific's Yellowstone Park

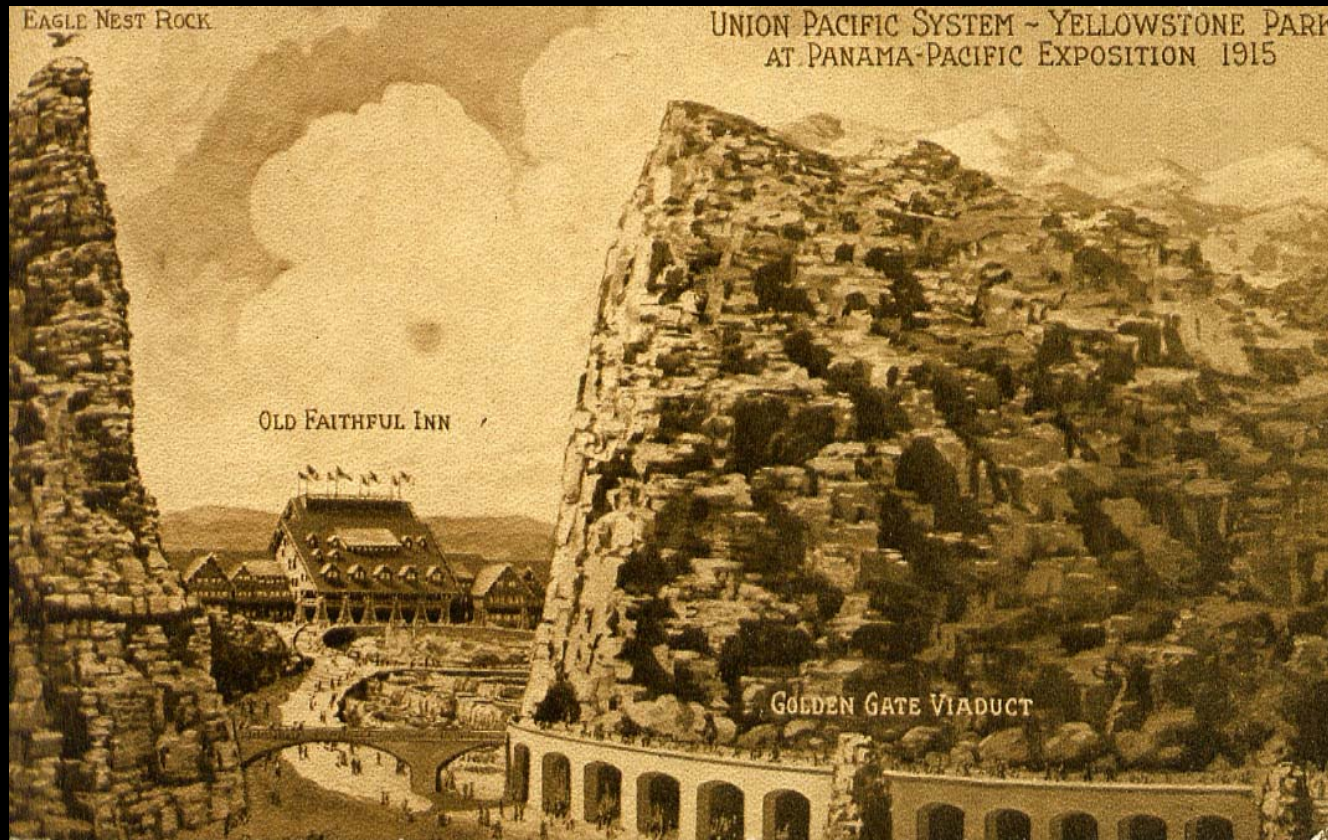
Both Postcards  
Published by  
Cardinell-Vincent

EAGLE NEST ROCK

UNION PACIFIC SYSTEM ~ YELLOWSTONE PARK  
AT PANAMA-PACIFIC EXPOSITION 1915

OLD FAITHFUL INN

GOLDEN GATE VIADUCT







EAGLE NEST ROCK

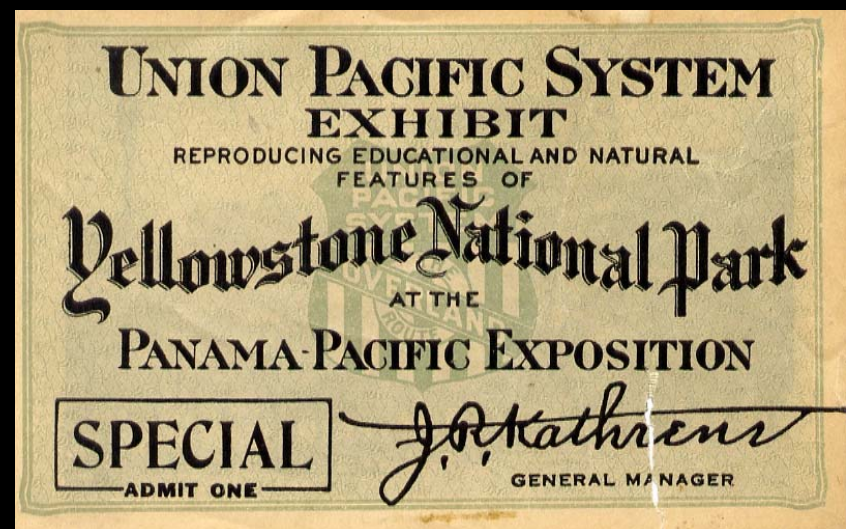
OLD FAITHFUL INN

GOLDEN GATE VIADUCT

Union Pacific System-Yellowstone Park at Panama Pacific Exposition

Union Pacific System Pictorial Postcard,  
unnumbered.

Entrance Ticket for  
Yellowstone Exhibit  
on the Zone





# UNION PACIFIC SYSTEM ~ YELLOWSTONE PARK

PANAMA-PACIFIC EXPOSITION  
SAN FRANCISCO  
1915

OLD FAITHFUL INN  
CAFÉ de LUXE  
SEATING CAPACITY 2000



**Union Pacific System ~ Yellowstone Park, Published by Cardinell-Vincent**





**Union Pacific System ~ Yellowstone Park, most likely published by Union Pacific RR**





**The Great Café and Orchestra - Old Faithful Inn, Union Pacific System - Yellowstone Park, Published by Cardinell-Vincent Co.**





**Real Photo Post Card By Cardinell-Vincent showing the Staff and Administration of the U.P. System's Yellowstone Park Exhibit on the Zone.**



# POST CARD

PLACE  
ONE CENT  
STAMP  
HERE

CORRESPONDENCE

ADDRESS

Realistic mountain and waterfall in the Yellowstone Park at the Panama Pacific Exposition, built by the Union Pacific System. The largest, most restful and delightful participation at the Fair. Old Faithful Inn and the big orchestra of 80 men are real attractions.

Real Photo Postcard Showing the Waterfalls and Realistic Mountains in the Yellowstone park on the Zone





Real Photo Post Card showing  
mascot the cub bear at the Old  
Faithful Inn on the Zone.

CORRESPONDENCE

Visitors to Old Faithful Inn at the Union Pacific  
System's participation at the Panama Pacific  
Exposition find a playful friend in the cub bear  
—the Old Faithful "Mascot."







The Sandwich Barn, another of the Food Venues on the Zone operated by the Desmond Supply Company.





Number E128, Eastern Half of the Zone, Real Photo Postcard by Cardinell-Vincent Publishers

Western Section of the “Joy Zone”, published by Souvenir Guide Publishers





2017- NIGHT SCENE ON THE ZONE,  
PANAMA-PACIFIC INTERNATIONAL EXPOSITION,  
SAN FRANCISCO, 1915.



Number 2017 (R-57302) Night Scene on the Zone, By Cardinell-Vincent Publishers





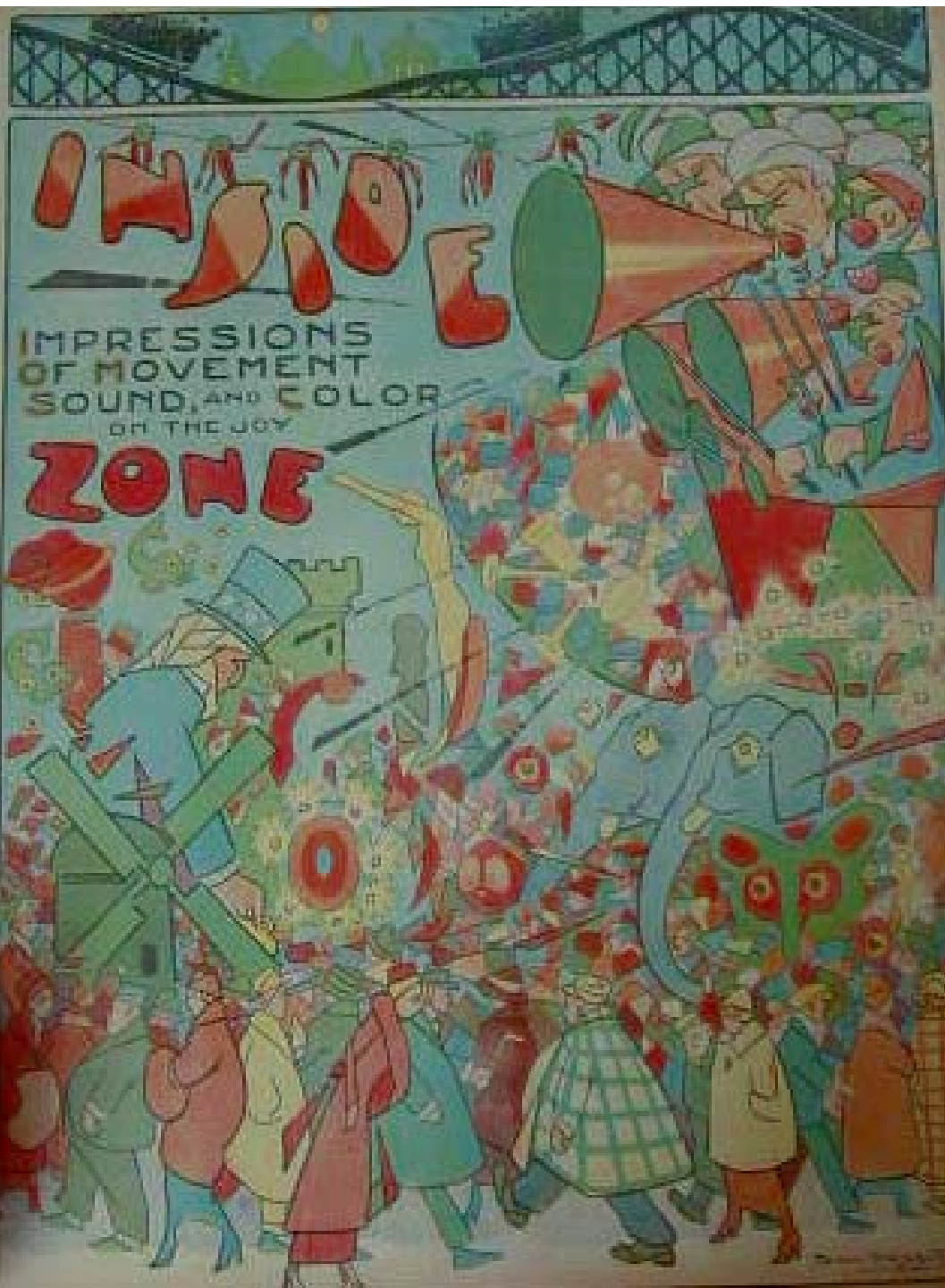
Eden Musee Wax Museum

**Zone Mysteries.... Where were they located???**

**"September Morn" Live Models**









THE END

I would like to thank Jay Stevens, Jack Hudson & John Freeman for providing me with fantastic images and invaluable assistance in preparing this presentation, and I would especially like to thank Chris Pollock for the use of his Projector and his technical support!