



OFFICE OF  
DIRECTOR-GENERAL

# Panama-California Exposition

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San Diego, 1915. Sept. 26th

OLMSTEAD BROS. SAN DIEGO, CALIFORNIA	
REC'D SEP 28 1915	
ACK'D Sep 29 1915	
ANS'D.....	BY.....
READ BY.....	

September 19, 1910.

*Oliver*

Messrs. Olmstead Bros.,  
Brookline, Mass.

Gentlemen:-

We desire to engage your attention and interest in the following proposition:

The City of San Diego, California, has undertaken the project of celebrating the completion and opening of the Panama Canal with an Exposition which shall illustrate the resources and development of the Southwestern region of the United States and of our neighbor republics.

It is not contemplated to make it of world-wide scope, but to confine its operations within such lines as shall render it an interesting and important adjunct to the International Exhibition proposed by San Francisco, and in no respect to attempt to rival or compete with that enterprise.

Already plans have been perfected to insure harmony and co-operation between the two. Sufficient favorable responses to invitations extended to the States and Countries concerned have been received to greatly encourage the managers of the Panama-California Exposition in their efforts.

Financially, the entire success of the enterprise is assured by a generous provision for all reasonable pecuniary requirements, two million dollars being available. The people of the City promptly subscribed one million dollars for the support of the project, and by an overwhelmingly majority a bond issue of one million dollars was voted by the city for the improvement of the City Park, to fit it as the site for the Exposition.

The City Park comprises a tract of fourteen hundred acres, only one hundred acres of which have thus far been improved. It is a magnificent body of land, possessing every characteristic to command the highest enthusiasm of the best genius in its development. The possibilities presented for its artistic treatment have never failed to excite exclamations of delight from eminent landscape artists (including Parsons, Cook, Molen and others) who have viewed it. One of

these declared that it would require the wisest and most discriminating art to "avoid spoiling it".

The one million dollars provided by a popular vote must be expended by the Park Commission for the permanent improvement of the Park, and this expenditure contemplates planting and landscape work, roadways, permanent structures, etc. Under the latter head it is designed, as strictly within the purview of the law, to erect a stadium, auditorium and museum; and in the treatment of the grounds it is intended to install golf links, ball grounds, tennis courts, children's play grounds, etc.

In addition to the permanent buildings for the improvement of the Park proper, there will be required all the Exposition structures called for (though several of them will doubtless remain) and the architecture and grouping of these will form part of the general scheme; and their location and erection will be subject to the supervision of this Committee and the architect engaged by it for the designing and execution of the general plan. The cost of the temporary buildings will be met from the fund of one million dollars provided by popular subscription - a portion of which is already available for initial expenses.

Upon the Committee on Buildings and Grounds of the Panama-California Exposition is devolved the entire duty and responsibility of the disbursement of all the appropriation for Park improvement, and a large proportion of the Exposition fund. The Committee is composed of the Director-General of the Exposition ex-officio, the municipal board of Park Commissioners, and four private citizens. The law clothes the Park Commissioners with unrestricted authority for the expenditure of all Park funds, derived from a percentage of annual taxes or from extraordinary levies. The members have been made a part of this Committee with the expectation of cordial and harmonious co-operation, and it is the spirit and purpose of this combination that there shall be entire unanimity in the promotion of Park work and the furtherance and fruition of Exposition purposes. We feel justified, therefore, in declaring that the general architect and designer will not be hampered by bickerings and cross-purposes in any direction, but will be given a free hand to make the most of a situation that can scarcely fail to enlist the sympathetic interest and enthusiasm of the best available talent, which it is our wish to secure.

The purpose of this committee is to bring about the largest possible permanent results for the development of the Park as well as to serve the interests of the Exposition.

We need a general designer and organizing head for architecture, grouping of buildings and landscape work, and know-

Messrs. Olmstead Bros. -3

ing your eminence in all these particulars, we invite you to submit proposals and suggestions, with a view to accepting an engagement to carry out the work herein cursorily outlined. This would embrace general supervision of the whole scheme in prospect, with full liberty to employ your subordinates, subject to the approval of this Committee.

The exigencies of the situation require that the work should be inaugurated at an early date, in order that we may secure the advantage of the winter and spring season for preliminary planting.

An early reply will be esteemed a favor.

Yours respectfully,

*Gerrit W. Marston*

Chairman of Building and Grounds  
Committee.

*H. M. Kitchin*

Corresponding Secretary.