

AC 105
BOX 14
FOLDER 8

December 10, 1912

Dear Sir:

No
I hand you herewith a response from W. J. Black, General Traffic Manager of the Santa Fe Railway System, and plans submitted for a Santa Fe exhibit at the Exposition. You are already familiar with these plans, having considered them with me in Santa Fe.

If it meets with your approval, I will now take up the question of exhibits with the leading manufacturers and commercial houses, proposing that they exhibit with us and suggesting definite plans which will afford them the opportunities which they demand for getting their products before the public, and at the same time harmonize with our general scheme of exhibition. For example: We might invite the Studebaker Company to make an exhibit of its highest achievements, and at the same time show the entire evolution of wheeled vehicles. The Oliver Plow Company might be open to a suggestion that they make as a vital part of their exhibit a display by means of models, as well as originals, of all implements that have been invented for stirring the soil, such as has been shown only at Munich, and there incompletely. Nothing interests the public more than to see demonstrated the successive steps by which great works have been accomplished.

The foundation for exhibits of this character has already been laid in the work now being prepared by my department, with the help of the Smithsonian Institution. If the commercial concerns concur in the general plan, and will prepare exhibits accordingly, it will relieve us of considerable expense. Our relations with the Smithsonian Institution, as well as with all great museums of this country and Europe, will enable us to assist such firms

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very materially in securing specimens and models. Some of the greatest concerns would probably best be seen in person.

Will you also kindly consider the advisability of immediately taking up the question of foreign exhibits with the regularly established organizations that exist for the promotion of such exhibits in foreign countries. For example: The Society for the Promotion of Swiss Industries might be approached on the subject of exhibits of Swiss woodcarving and lace making, etc. ; in every case proposing a general scheme and asking them that the work be shown in actual progress.

From such countries as Hawaii it would be desirable both from their standpoint and ours, if the exhibits would be in their own buildings, by their own native people, who, if sent in large numbers would form a constant attraction to the exposition through the performance of their native music, ceremonies, etc.

I am now ready to take up all matters of this kind. Kindly advise me of your wishes.

I am,

Very sincerely yours,

Director of Exhibits.

J. Col. A. C. Collins

President.