



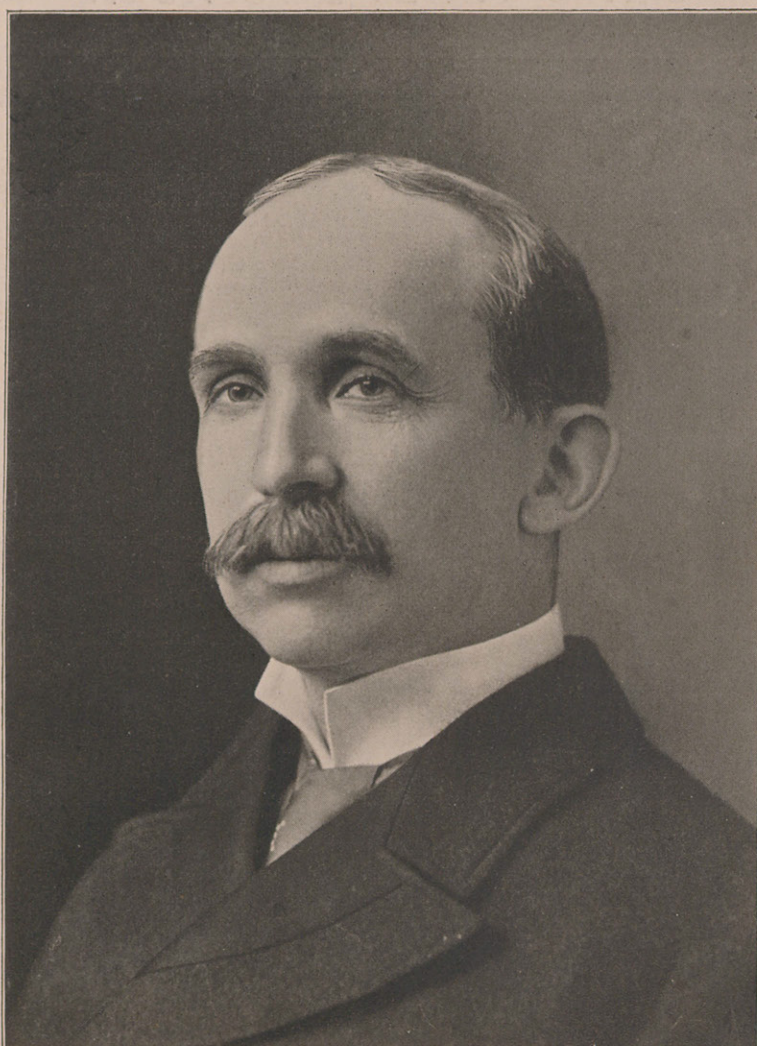
VOL. 1.

Published Monthly.

ST. LOUIS, SEPTEMBER, 1899.

By World's Fair Publishing Co.

NO. 3.



BRECKENRIDGE JONES.

Leading Financier of St. Louis, Prominent in World's Fair Organization.

WORLD'S FAIR BULLETIN.

Continental National Bank.
Of St. Louis.

UNITED STATES DEPOSITORY.

As Rendered to the Comptroller.

ASSETS.		LIABILITIES.	
Loans and Discounts.....	\$6,751,489.07	Capital Stock.....	\$1,000,000.00
Real Estate, Furniture and Fixtures.....	20,750.00	Surplus.....	200,000.00
U. S. Bonds.....	475,460.00	Undivided Profits.....	179,075.31
Premium on U. S. Bonds.....	23,000.00	National Bank Notes Outstanding.....	233,997.50
Other Stocks and Bonds.....	564,713.88	Deposits.....	10,407,838.44
Cash on Hand and Demand Exchange.....	4,185,498.30		\$12,020,911.25
	<u>\$12,020,911.25</u>		

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WORLD'S FAIR BULLETIN.

DEVOTED TO THE INTERESTS OF THE LOUISIANA PURCHASE CENTENNIAL.

VOL. I.

ST. LOUIS, SEPTEMBER, 1899.

NO. 3.

World's Fair Bulletin.

Devoted to the Interests of the Louisiana Purchase Centennial.

PUBLISHED MONTHLY BY

WORLD'S FAIR PUBLISHING COMPANY,
Room 31, Insurance Exchange, St. Louis Mo.

Subscription, \$1.00 per year, payable in advance.
Advertising rates furnished on application.

Advertising matter must be of the most legitimate character to insure publication.

New York City Business Office, 100 William Street,
Room 205. T. L. BROPHY, Representative.
Chicago Business Office, 87 and 89 Washington St.,
Room 514. FRED W. SPINK, Representative.

Address all communications to
WORLD'S FAIR PUBLISHING COMPANY, ST. LOUIS, MO.

The railroads are subscribing.

There are nearly 16,000 subscribers now.

Let us have peace—and the World's Fair.

The World's Fair fund is on the home stretch.

The knockers are conspicuous among the "also rans."

Let him that meaneth to subscribe, subscribe now.

Governor Francis is in harness again after a brief summer vacation.

Gov. Tanner defines the attitude of Illinois on the World's Fair in no uncertain terms.

President Huttig of the Third National Bank stands second to none as a World's Fair worker.

Chairman Thompson of the Finance Committee is expected back from Europe by the end of the month.

Mr. Festus J. Wade is home from his European trip. He is as enthusiastic as ever on the World's Fair question.

Mr. Edwin Harrison suggests that we cross our World's Fair bridge and burn it behind us. This has already been done.

There are few arguments about the World's Fair. Objections raised to the project are as a rule too ridiculous to be discussed.

Mr. James A. Reardon says: "The World's Fair has our good will and our promise must be fulfilled." Mr. Reardon is a typical North St. Louisan and that is about the sentiment of nine-

tenths of the residents north of Franklin Ave.

The St. Louis daily press continues to support the fair loyally and heartily. The State press is equally unanimous in its approval.

Kansas City continues to manifest a general interest in the fair, which it regards as a Missouri rather than a St. Louis enterprise.

Mr. Alex. N. DeMenil has resumed his canvass of Real Estate owners. He and his side partner, Mr. August Gehner, have achieved success in many instances where failure seemed obvious.

It is expected that Mr. J. K. Gwynn, who did such excellent work as Missouri Commissioner to the World's Fair and subsequently as Secretary of the St. Louis Fair, will secure a good position.

One applicant for a position on the World's Fair force has secured over a hundred endorsements. Other applicants have asked for no endorsements at all, preferring to stand on records their work has established for them.

Texas is raising \$100,000 for her exhibit. There is nothing like taking time by the forelock, and the Lone Star State proposes to be in evidence, regardless of historical arguments as to whether it is a Louisiana Purchase State or not.

No matter who the directors of the World's Fair corporation may be, it is a foregone conclusion that the highest office in their gift will be tendered to Governor Francis, and that if he declines to accept it, the entire Board will be consistently deaf to his protestations.

One of the subscribers claims that he was born in England on the day of the first international exposition ever held, and that he was lost at the second, while distinguishing himself as a small boy of ten. If his contention is correct he ought to double his subscription without fail.

Correspondence on file at the World's Fair offices shows that there is little doubt as to the action of Congress on the \$5,000,000 appropriation. Not only will the \$5,000,000 be needed for purposes of expenditure, but Federal partnership in the enterprise will make the

fair international and secure proper recognition by foreign governments.

The Real Estate Men's Convention held at Little Rock insisted on a delegation from the St. Louis World's Fair and wants enlightenment on the details of the enterprise. Arkansas has been in line from the start and is fully alive to the benefits the State will derive from the great centennial.

X. Y. Z. has been resurrected to raise the question as to the right of a corporation to subscribe to the World's Fair fund. It will now be in order for A. B. C. to challenge the right of a corporation to pay for having its office windows cleaned. The average charter is equally silent about one expenditure as the other.

Speculation as to the site of the fair continues to be general. There are some tips being passed around, but as a matter of fact no one knows anything on the subject and tips are of no value whatever. It is safe to assert that the fair will be located solely in the interests of success and without regard to the interests of any section or individual.

Mr. Bert Childs, President of the Building Trades Council, states that "from an educational and financial standpoint the World's Fair will be a bonanza to the laboring man. He will learn as much during the six months of the fair with but little expense, as he would travelling that length of time in foreign lands." This is an argument in favor of the fair which is too seldom used, but which is absolutely unanswerable.

Secretary James Cox of the Executive Committee is prominently mentioned as the probable Chief of the Bureau of Publicity. Mr. Cox held a similar position in the Fall Festivities Association, and is well and favorably known to the press of the City and State. He has a host of friends among the subscribers and voters, and will be a hard man to beat if he enters the race. The number of active candidates for the office is legion, but Mr. Cox can hardly be said to be among the number. He hasn't time to consider the question, much less to file an application with himself for any office.

SUCCESS!

GOV. FRANCIS TELLS US FACTS.

THE EAST AND WEST A UNIT IN THEIR SUPPORT.

STEAM RAILROADS SUBSCRIBING WITH CONSPICUOUS ENTERPRISE.

Attitude of the Mayor on the Fair—Certainty of
the Bond Issue Being Voted by the City—
Business and Professional Interests
Working Hand in Hand.

In reviewing the condition of the realty market a few days ago, a prominent trader is quoted as saying that an official announcement from the World's Fair preliminary organization that the fair is actually to be held, is all that is needed to secure an active market for St. Louis property. It is difficult to see how this announcement could be made or why anyone should make it. There was a time when there was a doubt as to the holding of a World's Fair in St. Louis, but that was prior to the convention of last January. When Governor Stephens, at the request of the original Committee of Fifty, agreed to request the Governors of the Louisiana Purchase States and Territories to appoint delegates to a convention to decide whether the centennial of the purchase by Jefferson should be celebrated, and if so, how, when and where, the probability of a World's Fair being favored and of St. Louis being selected as the site, was recognized throughout the city. The matter was discussed informally at Clubs, Board meetings, and in financial, commercial and industrial circles. It was fully determined that should the States decide upon a World's Fair and name St. Louis as the place for holding it, the city would accept the responsibility as well as the honor, and hold a fair equal in every respect to the best yet held, and superior in many details. There has never been any idea of deviating from this line of policy or of backing down.

St. Louis has a reputation for success. It has been known for years as the Convention City, owing to its great popularity in this regard. In its public enterprises, it can count its successes by the thousand, and its failures on the fingers

of one hand. True, it failed to secure the Columbian Exposition which was to have been held in 1892, but which was postponed to 1893. It made a good fight in Congress for the prize, but the matter was practically arranged long before the vote was taken and the success of Chicago was a foregone conclusion. It will be remembered that St. Louis did not sulk over its defeat, but proceeded at once to take advantage of the organization created. Plans were laid for a series of festivities during the Columbian Exposition period, and a sum approximating half a million dollars in cash was promptly subscribed by the people of the city for its general betterment during the years 1891-2-3.

The Autumnal Festivities Association was formed with Mr. S. M. Kennard as its president and Mr. Frank Gaiennie, a man of proved ability in public work, as its secretary. The plan of action was outlined, which included the offering of a subsidy for the erection of a high class fire-proof hotel. Col. M. C. Wetmore was made Chairman of the Hotel Committee, and the result of his good work is to be seen at the corner of Fourth and Pine streets. Mr. John C. Wilkinson was made Chairman of the Illuminations Committee, and under his management gas and electric illuminations on a scale never before attempted in any part of the world, were given to the people of St. Louis and the Mississippi Valley. A Bureau of Publicity was established with Mr. Goodman King as chairman and Mr. James Cox as secretary. The Bureau disseminated literature throughout the entire world, advertised St. Louis in a way never attempted by any other large city before, and established a series of precedents in this line of work which have since been copied by New York, Chicago, Denver, San Francisco and several other cities, all of which ridiculed St. Louis when it first inaugurated the effort.

The benefits to St. Louis during the three years of this work can only be estimated. Business of every description increased in volume. Real estate values doubled and trebled, without the suspicion of an unhealthy boom. Street car lines were extended several miles farther from the business center, and everything flourished like a green bay tree.

These magnificent results were achieved by the expenditure, as already pointed out, of about half a million dollars. The expenditure on the World's Fair on the part of the corporation it-

self will exceed \$15,000,000; including the expenditures by exhibitors, but excluding the expenditure by visitors, the investment will probably be in the neighborhood of \$50,000,000, and perhaps a great deal more. To estimate the advantages to the city of such a fair and such an expenditure, is almost impossible, but it is safe to prophecy that the benefits will be infinitely greater and more lasting than those which followed the triennial already referred to.

As already stated, no one in connection with the World's Fair has ever contemplated the question of failure. It is not likely they are going to do so in view of the support already received. It is true sentiment is not absolutely unanimous in favor of the Fall Festivities. One gentleman of prominence who is an avowed opponent of the World's Fair, objected so much to the Autumnal Festivities that he absented himself from the city as far as possible during the six weeks of each annual carnival. When this fact is remembered, the bottom of his opposition to the centennial celebration movement is knocked out. It would have been remarkable in the extreme had he taken any other attitude than the one he has assumed.

During the last twelve or fifteen years, the new St. Louis idea has been combating the old St. Louis theory. Early in the present generation a St. Louis gentleman in a speech of some importance, made the statement that St. Louis owned itself and did not particularly desire the introduction of outside capital. That in a sentence expressed the ultra-conservatism which the new St. Louis activity and enterprise has been gradually forcing to the wall. The old spirit has cropped out here and there during the World's Fair movement, and at times in an uneasy, but never a dangerous, manner. It is also significant that sixteen of the city's financial institutions of prominence have subscribed liberally to the World's Fair fund, whereas but three or four have held aloof, and some of these still have the matter under advisement. Every wholesale firm of prominence and almost every manufacturing establishment has its name on the Roll of Honor, and St. Louis is committed to the World's Fair from the millionaire to the wage earner, from the River front to the County Line, and from the Chain of Rocks to the mouth of the River Des Peres.

From the outset the Transportation interests have manifested a strong interest in the World's Fair movement, and

the local representatives of the leading railroads were among the most active workers in the early, as well as in subsequent stages. There has been a delay in securing signed subscriptions from these companies, caused by unavoidable detail and corporation red tape. It is certain that no large railroad company interested in St. Louis has ever wavered in its allegiance to the movement or ever thought of not subscribing. Mr. Julius S. Walsh, President of the Mississippi Valley Trust Co., is Chairman of the Transportation Committee, and at his special request ex-Secretary of the Interior, D. R. Francis, was associated with him as co-chairman of the Committee. Mr. Francis on his return from a recent trip to the East made the following statement which should be read by everyone interested in the work and especially those who look for an official announcement that the Fair will be held:

"While in the East I met the presidents and several of the directors of the principal roads, either terminating in St. Louis or having direct connection with the city. I explained to each the apportionment of the Transportation Committee, which as already explained calls for an aggregate subscription of \$750,000 from the steam railroads and about one-third that amount in addition from allied transportation interests, including telegraph and telephone companies, fast freight lines and ocean navigation companies. I was able to report to them that some of the roads, notably the Missouri Pacific and the Burlington, had formally accepted their apportionments of \$85,000 and \$55,000, respectively, and that the Wabash Company's representative, Mr. Ramsey, had also approved the apportionment of \$65,000 as the subscription of that system. In every instance without exception, I was encouraged by the replies I received and the assurances of support. In some cases I received definite promises that our request for subscriptions would be supported before the board for the amount asked, and every official I met spoke favorably of the Fair and of the benefits that will accrue from it to the territory through which the railroads run, and hence as a matter of course, to the railroads themselves.

"My argument in each case was that it is admitted by all that the country tributary to St. Louis is settling more rapidly than any other section of the United States, and the development of the great resources of our territory has hardly begun. Also that, in my judgment, a World's Fair held in St. Louis on the scale now contemplated—and none of the promoters of the enterprise have ever thought for a moment of compromising on the magnitude of the celebration—would be equal in its results to ten years of progress and development, both in the city and its trade terri-

tory, in the ordinary course of events. I pointed out to the railroad presidents and their associates that it is not proposed to hold an exposition like those held at Nashville and Omaha, successful as they were, but to celebrate one of the greatest events in the nation's history by a World's Fair, international in its scope and the best on record in every respect. The difficulty in my mind, I explained, will not be to induce exhibitors to take space or to persuade visitors to come, but to find accommodation for the demands that will be made.

"Since my return to the city the first of the week I have kept the matter up by correspondence and have presented written propositions to the boards of directors of the railroad companies, many of which meet this month, I feel confident of early results. The delay in completing the railroad subscription is unfortunate, but it has been unavoidable. It must be remembered that some of our railroads were in the hands of receivers until quite recently, and that, in other roads, there have been, even up to within the last few days, changes in the personnel of the principal officers.

"Final action will probably be taken by the transportation interests almost immediately, and directly we are able to announce to the public that we hold signed subscription blanks from the railroad and kindred interests for the amount originally apportioned, the difficulties ahead of us will be made to look comparatively small, and a strong, united effort will complete our subscription list and enable actual work to be commenced on preparations for the Fair.

"While in the East I met a very large number of prominent citizens of St. Louis and Missouri and adjoining States. I have no hesitation in saying that the cordiality of their expressions and the great interest they displayed bear out the opinion I formed several months ago, and which I still hold, that the people of St. Louis and Missouri and of the entire Louisiana Purchase, are practically all of one mind in regard to this celebration, and that the holding of a World's Fair in St. Louis in 1903 is now looked upon as a foregone conclusion. The only difference I can see between the sentiment now and the one which prevailed at the time of the holding of the convention which gave the Fair to St. Louis is that the interest is now national, instead of local."

A confirmation of the concluding sentence of Gov. Francis' interview, the following quotation from the New York Commercial of September 9, is worth reproducing. It will be observed that a metropolitan newspaper, not directly interested in the movement, states as a matter of course "That the exposition referred to will be a success."

"The States of the Mississippi Valley are getting ready to celebrate the one-hundredth anniversary of the Loui-

siana purchase. An exposition is to be held in St. Louis in 1903, which, its promoters declare, will be equal in breadth and scope to the Columbian Exposition at Chicago. Fourteen States have been carved out of the Louisiana purchase since the genius of Thomas Jefferson caused him to buy all that stretch of territory, and govern it, "without the concern of the governed." It is interesting to recall that in this very city of St. Louis, founded by the French families even to this day, opposition to Washington authority was pronounced for many years after the convention was signed. It would be pronounced yet but for the fact that good government, as Senator Lindsay has well said, superinduces consent. But for the acquisition of this imperial domain American authority today would extend very little beyond the Alleghanies, whereas it reaches from the mid-Atlantic to the South Seas. That the exposition referred to will be a success we can not doubt. The people who live in what was the Louisiana territory are red-blooded. Pioneers and sons of pioneers, they have converted a wilderness into a garden, and have builded temples where architecture found its highest form in Indian tepees. Four years of preparation will make them masters of the situation, and if those who attend their world's fair are not amply requited we shall be very much mistaken."

We have as above an official statement from the Chairman of the Executive Committee to the effect that the people of St. Louis and Missouri and of the entire Louisiana Purchase now look upon the World's Fair as a foregone conclusion. Prior to leaving the city for Europe, Mr. Wm. H. Thompson was also prevailed upon to give to the press a summary of his views of the situation. Mr. Thompson is the President of one of the largest banking institutions in the world. He is known to combine conservatism and enterprise to an extent rarely met and he has never been known to commit himself to a proposition which was either impracticable or improbable. Here is what Mr. Thompson has to say as to the condition of affairs:

"During the week I have had several conferences with prominent workers in the World's Fair movement. So many members of the Finance Committee are out of the city that no formal meeting has been held, but I have seen most of the members who are in town. I am more than gratified at the determination all these express to speedily complete the subscription list, so that the

company can be incorporated and active work discussed. The idea of abandoning the effort has not been discussed or, I believe, thought of among any of those who committed themselves to the project during the spring. We have, of course, been disappointed at not receiving large subscriptions from some sources upon which we relied, but I have implicit confidence in the loyalty to the city of several gentlemen who are not closely identified with the work, and who, I feel convinced will eventually decide to assume their share of the responsibility. There has never really been any serious doubt as to several very large subscriptions not yet signed for, and, considering the large number of officials and directors in the corporations referred to, who have to be consulted, there has really not been any marked delay. From countless sources I am given assurances of practical support, and when these five and six-figure subscriptions come in the difficulties ahead of us will look comparatively trifling. We are relying upon large investments in the project on the part of companies the officials and directors of which have already, as individuals and property holders, subscribed handsomely, and these gentlemen will, without doubt, secure for the Louisiana Centennial celebration the official signatures we await.

"As soon as the usual fall activity commences and the business men and property holders return to the city, a vigorous campaign will be made simultaneously in every interest to complete the list, and as soon as we are, figuratively speaking, within arm's reach of the desired total, we intend to bring the matter before a number of corporations, with headquarters in the East, but who do considerable business in this city and section. We have received several propositions and suggestions from residents throughout Missouri and adjoining states, in regard to making a canvass in their respective localities for subscriptions to stock.

"We have not, so far, made any attempt to raise money outside of the city, although several subscriptions from a distance have come in unsolicited from different points, as well as from what is more strictly St. Louis territory. We have collected and tabulated a large amount of information, and several lists of names, of companies and firms having agencies here, with a view of taking up this branch of the work when the local field has been thoroughly covered.

"We have not authorized any one to collect money for the Fair. I have received a few cash subscriptions and a few checks for the first call of 10 per cent. These contributions are held intact and will be handed over to the treasurer of the corporation to be formed.

"I shall be unavoidably absent from the city during the remainder of the present month. Breckenridge Jones, vice chairman of the Finance Committee, will be assisted in carrying on this branch of the work by Governor Fran-

cis, chairman of the Executive Committee, and S. M. Kennard, vice chairman, and C. H. Huttig will attend to the interests I have been canvassing personally.

"It is gratifying to note that in spite of the warm weather, the chairmen of several of the recognized collecting committees are conducting a systematic canvass. Returns have not come in very fast during the week, but I am informed by the secretaries that several blanks containing satisfactory signatures have been shown them and are now in the hands of the chairmen of committees and subcommittees, who are trying to largely increase their totals before making final report. I think the work will be expedited by all chairmen adopting the rule, as far as possible, of turning in their blanks frequently, and securing from the office copies of the signatures in duplicate, to be used in the completion of their canvass. This plan enables the books to be kept posted up closely, and prevents unnecessary calls upon citizens and corporations who have already signed for the amount they desire to subscribe."

There are some people who go through life meeting trouble half way—who not only attempt to cross bridges before they reach them, but even imagine obstacles which they are never likely to encounter. Hence it is that a baker's dozen of St. Louisans doubt or profess to doubt the possibility of securing the passage of a charter amendment authorizing the people of St. Louis to increase their bonded debt \$5,000,000, for the purpose of investing, not donating, that sum in the World's Fair enterprise. It must be borne in mind that this proposition is to be voted upon at the next general election. At that election every voter will have his say, and the wage earner who has pledged himself to contribute \$10 to the World's Fair movement, will be given an opportunity to outvote the millionaire who has declined to pledge himself to the extent of a dollar, although his property interests will of necessity be benefitted to the extent of thousands, if not tens of thousands.

To a large extent the Louisiana Purchase Centennial of 1903 is to be a wage earner's fair. The Central Trades and Labor Union claim that the initiatory step towards holding the fair was taken by it. The records show that they are practically correct in this contention, and that the first practical proposition was made by one of its members at one of its regular meetings. From the very first, leaders of organized labor have acted upon the committees and have sat in deliberation side by side with ex-Cabinet Ministers, Mayors, ex-Mayors, ex-

Governors, Congressmen and ex-Congressmen, Merchants and Manufacturers. All have been actuated by the same spirit of loyalty and the same desire to benefit the city and everyone interested in it. Mr. Blackmore, who served a term as State Labor Commissioner is on record as stating that "The fair will give work to thousands of laborers and artisans, which can not help but be beneficial to the working people and the business interests in common, and if managed as outlined by those at the helm at present, will certainly prove the most beneficial World's Fair so far held on this continent." There is no politics in the World's Fair movement and with the labor vote a unit in favor of the proposition to invest \$5,000,000 in the World's Fair enterprise, an overwhelming defeat of the knockers is a foregone conclusion.

Mayor Ziegenhein has been a World's Fair man from the inauguration of the movement and in response to a request recently made him by the Post Dispatch, he made the following official statement of his attitude in regard to the movement:

"The welfare of St. Louis is the concern of every citizen of St. Louis. The truth of this must be plain to every man of common sense. It must also be clear to all St. Louisans that the success of the World's Fair is, above all other things, of the greatest importance to the welfare of the community. It involves the honor, reputation and the future of St. Louis. The World's Fair project has been confided to the people of St. Louis by the representatives of fourteen States. It is a sacred trust. Not to devote all our energies to making the World's Fair of 1903 the greatest possible success would be a betrayal of the confidence of the people of the Louisiana Purchase territory.

"The St. Louis people are not made of the stuff that betrays confidence or fails in any undertaking, however great. I know the people of St. Louis, and I know that they will rise to the demands of this great undertaking. They may be a little slow in getting down to work, but they will get there. But in order to get there in the right way and to reap the full harvest of our opportunities, every citizen of St. Louis must put his hand to the plow. We must get together and act in harmony. We must put aside all personal considerations, and work for the general good of the city in this matter. Every man can do something, and when every man does what he can the best results are accomplished.

"Although the men of wealth must bear the larger share of the World's Fair burden, its benefits will be shared by all. The plain people, the wage earners, the tradesmen, the men of all con-

ditions will profit by the Fair. Its effects will be felt years after. The city will make permanent gains in population, wealth and improvements. It seems to me the one thing necessary to round out the greatness of St. Louis.

"As Mayor of the city, I have a deep interest in the movement and I want to see the whole city united for the purpose of making an exposition that will make the name of St. Louis known and honored the world over."

Enough—more than enough—has been said to show that the World's Fair is going to be held, any rumors or reports to the contrary notwithstanding. There are a few who ought to have subscribed who have not done so. These are not appealed to so much on the ground of public spirit or of duty as on the ground of personal benefit. It is hard to appreciate how much benefit the fair will be to St. Louis. In Paris, World's Fairs have been held so frequently that people know better what to expect and the benefits derived from them, than they do in St. Louis. Ferdinand W. Peck, Commissioner General of the United States to the Paris Exposition, was asked recently as to the financial aspects of the fair to be held in 1900 in the Parisian capital. His reply is one of the strongest arguments that a canvasser for St. Louis World's Fair funds could possibly use. Mr. Peck is a man of national reputation and is strictly reliable and accurate in his statements. This fact should be remembered in connection with his resume, in the course of which he says that "concessions of enormous value and allowing profits amounting to millions of dollars will be let, and the attendance at Paris is estimated at 60,000,000 people."

Commissioner General Ferdinand W. Peck, before going to his summer home at Occnomowoc, spoke of the financial aspects of the Paris Exposition to Paris and France.

"Concessions of enormous value and allowing profits amounting to hundreds of millions of dollars will be let," he said, "and the attendance is estimated at 60,000,000 of people, nearly three-fourths of the entire population of the United States."

"The caterers of Paris are flocking to the office of the French Commissioner General to make inquiries as to conditions in order to bid for concessions, and all hope to make a fortune. Rents for places for restaurants and bars in Paris for use during the exposition are even now placed at enormous figures, and \$10,000 for six months for a bar-room or

hall on the banks of the Seine is the average rental asked.

"At the Exposition of 1889, 86 concessions were granted for restaurants and bar establishments, the total rents for which reached over \$250,000. As a rule all these places realize large returns, one of the establishments making \$300,000 net profits. Of course, the people of Paris and the French Commissioners expect much greater financial results at the coming exposition.

"The railroad receipts during the exposition of 1889 increased 78,000,000 francs, the tax on transportation 12,000,000 francs, the post office receipts increased 8,000,000 francs, and that of the excise taxes 30,000,000 francs, so that it is plain that international expositions are in many ways profitable to the na-



HON. HENRY ZIEGENHEIN,

MAYOR OF ST. LOUIS,

Who endorses the World's Fair most enthusiastically.

tion which holds them.

"The exports of France during the Paris exposition of 1889 increased 450,000,000 francs, while the exports of that year reached only 210,000,000 francs.

"Other industries in France that will be benefited by the exposition of 1900 are the omnibus lines, tramways, boats, cabs, hotels, furnished rooms, boarding houses, theaters and all kinds of business generally. In fact, the benefits of the exposition are even now being felt in Paris. The exposition has restored life to hundreds of factories and given employment to over 150,000 men.

"The sum which foreign visitors will leave in Paris during the exposition in 1900 is estimated at \$250,000,000, and it is not an exaggeration to state that the exposition of 1900 will produce a power-

ful commotion in the commercial and business circles of the entire world."

A REALLY GREAT CITY.

Statistics Showing How St. Louis Leads in Various Lines of Business.

It is admitted by all that the holding of the World's Fair will advance this city in her various enterprises a hundred years. Every branch of business will increase its areas to a wonderful extent and while St. Louis now leads the world in various lines, after the World's Fair she will lead in all the great industries. Here are a few notable facts in relation to St. Louis which are worth mentioning:

- St. Louis has 28 Banks.
 - St. Louis has 17 Libraries.
 - St. Louis has 30 Hospitals.
 - St. Louis has 507 Attorneys.
 - St. Louis has 275 Churches.
 - St. Louis has 34 Cemeteries.
 - St. Louis has 1 Art Museum.
 - St. Louis has 11 Gymnasiums.
 - St. Louis has 26 Public Parks.
 - St. Louis has 210 Publications.
 - St. Louis has 25 Shoe Factories.
 - St. Louis has 3 Cable Railroads.
 - St. Louis has 35 Fire Companies.
 - St. Louis has 106 Public Schools.
 - St. Louis has 46 Masonic Lodges.
 - St. Louis has 250 miles of sewers.
 - St. Louis has 97 School Buildings.
 - St. Louis has 9 Daily Newspapers.
 - St. Louis has 30 Singing Societies.
 - St. Louis has 78 Parochial Schools.
 - St. Louis has 41 Lodges I. O. O. F.
 - St. Louis has 72 Lodges A. O. U. W.
 - St. Louis has 200 Building Associations.
 - St. Louis is the Terminus of 30 Railways.
 - St. Louis has 32 Academies and Colleges.
 - St. Louis has 19 Rowing and Athletic Clubs.
 - St. Louis has a River Front of 20 Miles.
 - St. Louis has 337 Miles of paved Streets.
 - St. Louis has 19 Lodges Knights of Pythias.
 - St. Louis has 25 Electric Lines of Street Cars.
- But beside the above St. Louis is now the proud possessor of the largest Brewery in the world, the largest Hardware house in the world, the largest Wood-ware establishment in the world and the largest Banking establishment but one in the United States. She also leads in many other lines.

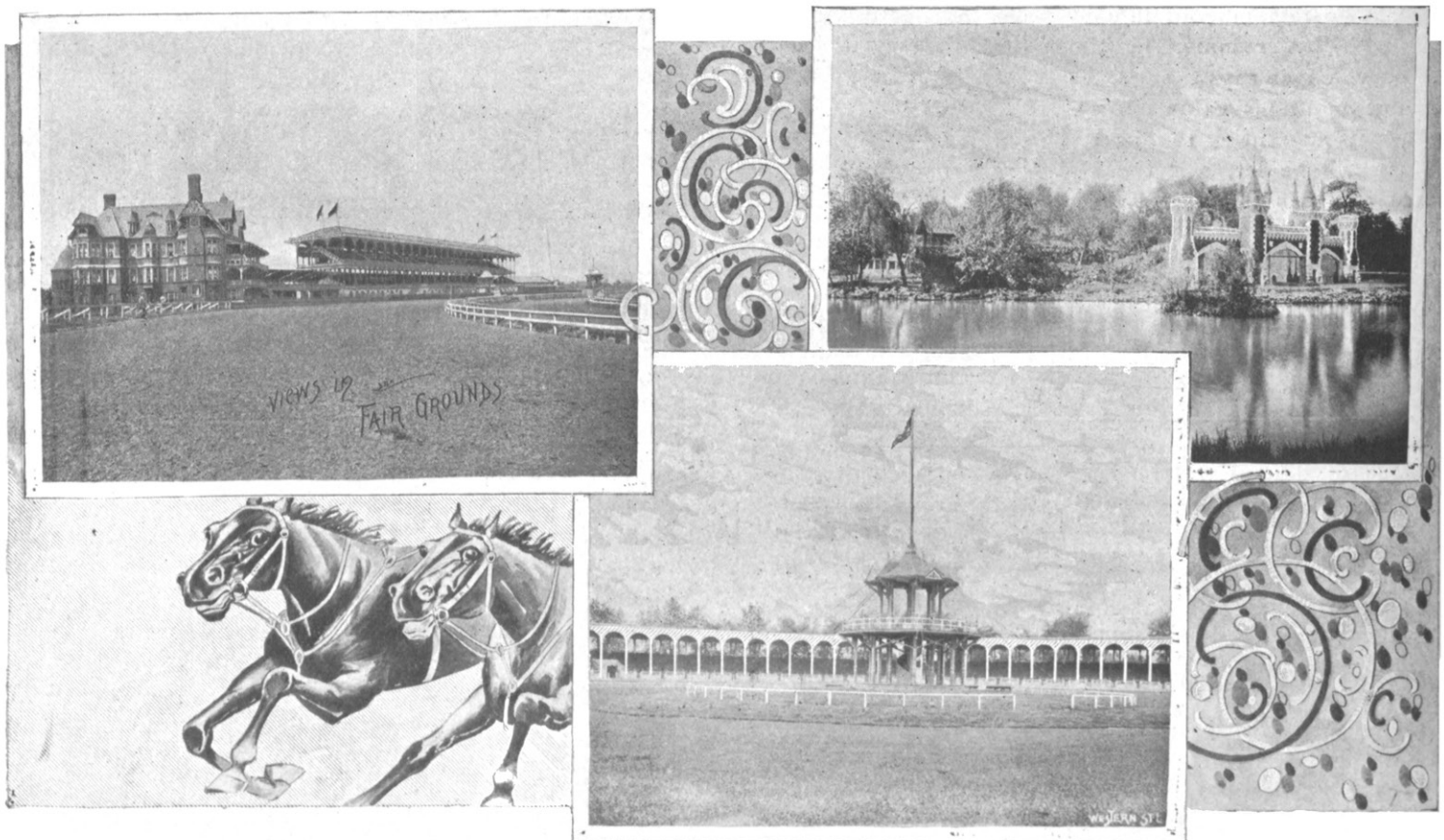


ROBERT AULL.

PRESIDENT ROBERT AULL.

The Leading Fair Grounds Official Predicts Great Success For This Year's St. Louis Fair.

In this issue of the WORLD'S FAIR BULLETIN, appears an excellent likeness of President Aull, of the St. Louis Fair Association. President Aull took hold of the Fair Association only a few years ago, and since the day he took charge, discipline and order have been in evidence all over its immense grounds. Running the Fair and a great race meeting all in the one year is no small task, but Mr. Aull has always proven equal to the occasion and the running races and the Fair each year have always eclipsed the same events which occurred the year previous. President Aull is now at work on the great St. Louis Fair which opens on Monday, October 2, and closes Saturday, October 7. To keep up with the never ending procession President Aull is compelled each year to introduce novelties and to go out of the beaten path followed by his predecessors. This year, beside the usual attractions to be seen at the Fair, there will be a grand harness horse meeting given on the mile track at the Fair Grounds, and the best pacers and trotters in America will be here to try for the valuable purses which are offered. The mile track was used all summer by the running horses, but this week it was prepared for the trotters and pacers and



VIEWS IN THE FAIR GROUNDS—Race Track, Club House and Grand Stand, Amphitheater, Lake and Park.

during Fair week they will hold possession of it. The outlook for a high class trotting and pacing meeting is magnificent. Beside the best pacers and trotters in the West, the stars of the harness horse world will come here from the East to try for the rich purses that are offered. In addition to the trotting and pacing purses offered on the mile track there will be liberal premiums given away in the Amphitheater to the best horses in the light harness, roadster and carriage ring class.

Besides the high class trotting and pacing meeting and the general events at

COL. JOHN W. CAMPBELL.

World's Fair Chief of Police in 1903.

The recent unanimous appointment of Col. Campbell as Chief of Police of the City of St. Louis for four years, definitely settles the fact that he will be the World's Fair Chief. Col. Campbell has made for himself a national reputation as a disciplinarian and an officer of keen judgment, and is fully able to organize the constabulary necessary for the protection of the World's Fair. He is known as "Handsome Jack," and his friends are legion. Recently he received



CHIEF JOHN W. CAMPBELL.

the great St. Louis Fair, President Aull offers this year a genuine novelty in the shape of a Roping Contest, open to the world. The great riders of Texas and the South, and of Kansas and the far West will be here to take part in this exhibition. The great Rough Riders, of Buffalo Bill's Wild West Show, will also be allowed to compete.

The wildest Texas steers will be brought here and mounted cow-boys will try to subdue them with the rope. To the best experts purses aggregating several thousand dollars will be given away. Altogether the great St. Louis Fair this year promises to beat anything of the kind ever seen here and President Aull and his associates are to be complimented on the certain success of their undertaking.

the unanimous thanks of the Board of Police Commissioners for his most arduous work in the recent reorganization of St. Louis' Police force.

STENOGRAPHERS IN LINE.

St. Louis' Shorthand Writers Securing Co-Operation in London and Paris.

The stenographers, who have all along manifested an active interest in the World's Fair movement, have not stopped with subscribing to the fund, but are already hard at work arranging for the greatest exhibit of all that appertains to stenographic work ever given, including a meeting of stenographers from all over the world during the fair in 1903. Mr. Harold Johnson, chairman of the committee on stenographers has just returned from Chicago, where

he delivered an address before the National Association of Shorthand Reporters of America, on the subject of "The Louisiana Purchase Celebration." His remarks were well received and it was unanimously decided to send a delegate to the Paris Exposition next year for the purpose of interesting stenographers of the Old World in the St. Louis World's Fair and inducing them to join in a world's congress of shorthand reporters to be held here in 1903.

Mr. Johnson has been in correspondence with M. Chavasse, chairman of the Paris World's Fair stenographers, and has made plans to go to France and complete the arrangements in person. While in Chicago Mr. Johnson has delivered addresses, before the National Woman Stenographers' Association and the Chicago Law Stenographers' Association. Both of these organizations passed favorable resolutions.

A LIE ON ITS FACE.

The *Mirror* works itself up into a fury on the ground that one of the World's Fair Secretaries has an interest in the BULLETIN, and is "using his official capacity to make money for that publication." The *Mirror* is notoriously reckless in its statements, and its lucid intervals of truthfulness are, like angels' visits, few and far between. No "high-muck-a-muck of the Fair organization," to use the *Mirror's* choice language, nor any employe of the Committee, has, or ever had, any interest in the BULLETIN, or has ever been inside its office. The World's Fair force includes a press bureau which furnishes news about the enterprise, we presume, to all who apply for it. The BULLETIN obtains authentic information and items from this source, precisely in the same manner as the daily newspapers, and as the *Mirror* could do if it desired to print the truth about the Fair, which it evidently does not. But beyond availing itself of the facilities furnished by the Fair organization, it has never received or sought recognition nor endorsement, nor has it permitted any one outside of its office to dictate its policy or its utterances.

The BULLETIN is a purely commercial enterprise and has scored a most welcome success on this basis and platform. Several prominent workers for the Fair have expressed themselves favorably and kindly concerning the publication, but as already stated, no secretary or any other "high-muck-a-muck" has any interest in it whatever.

THE PARIS EXPOSITION.

It May Be Boycotted, But It Will Be a Show That Will Reflect Credit on Its Promoters.

The Paris Exposition will break an international custom to begin with. It will open on time. No other world's fair has done this. The great and little art palaces are almost completed, and the ugly buildings which hid them from the ever passing throngs on the Champs Elysee have been torn down. The beautiful bridge across the Seine is nearly finished. The builders are changing their attention from the framework to the decorations of buildings, and the railway lines are already beginning to feel the great rush of freight business which will clog their lines from now until after the exposition opens. Almost every hotel in Paris has rented many, if not most, of its best rooms for the first weeks of the exposition. The greatest rush will, of course, be during the first weeks, because intending visitors realize that after those weeks are over the fuzz will be off the peach to some extent. It would scarcely be fair to say that the exposition will "wear out" so quickly, but the French show is not being prepared on the scale of brilliant beauty that was the magnificent characteristic of our own World's Fair in Chicago. The buildings, with two exceptions only, are of even a more temporary type of construction than were our flimsiest structures, and their plans include much work which architects characterize as "ginger bread." This will be affected by the lapse of time, and the brilliant paints which are everywhere to be used are likely to grow dingy.

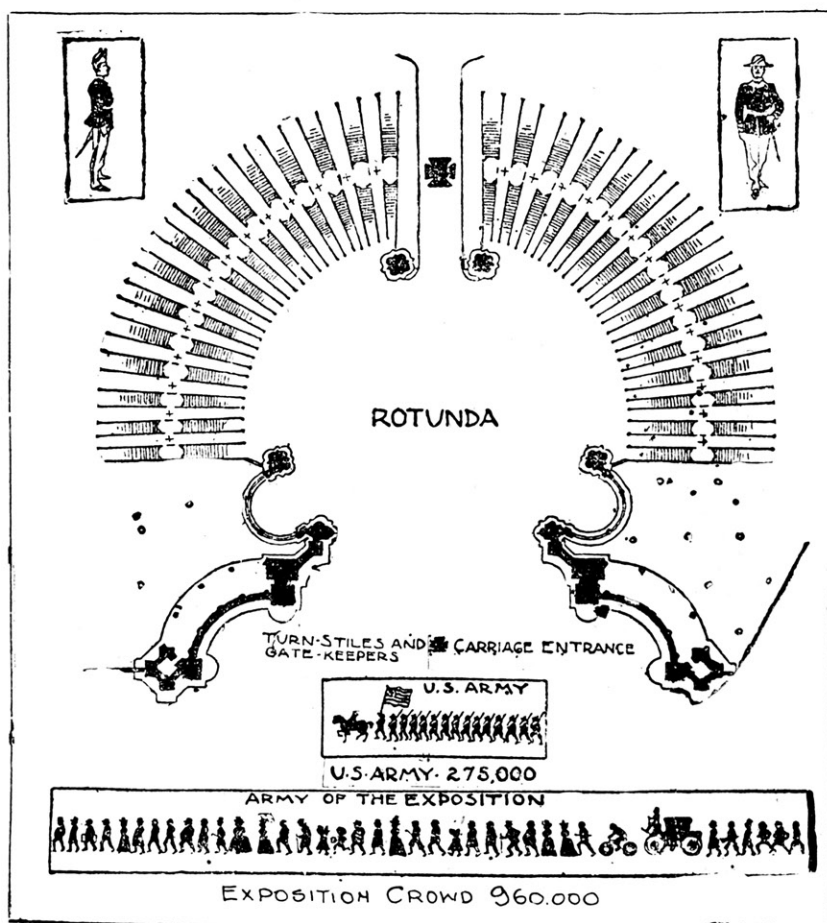
That only two buildings—the great and little art palaces—are being built of the famous French sandstone is a temporary blessing to all Paris. The dust from this sandstone is so white and so penetrating that it becomes a public nuisance. It has actually changed the color of the roadway in the Champs Elysee. From the ordinary brown of the average macadam road the pavement has become a dirty gray from the white dust blown and tracked into it from the neighborhood of the art palaces. This has also had its effect on the health of the trees which have helped to make this famous avenue one of the most beautiful in the world. The stone of which these superb buildings are being constructed is taken from the very bowels of Paris, from the same stratum

of underground France in which the catacombs were dug. It is soft and very easily worked when first taken out, but it hardens after exposure to the air. One of the early wonders of the show is the famous diamond saw, which is now continually at work on the exposition grounds, and which cuts this rock as a sharp knife might cut white cheese, thereby adding to the dust which pervades Paris and blows and blows, until your eyes and your ears and your mouth are full of it. No such machine was ever made before. It is about seven feet in diameter, and its sawing edge is

been about 4,000 times. An object on the surface of the moon 700 feet long will be visible to the eye at the telescope's big reflector as an object one-thirtieth of an inch in length. The very largest ocean steamer that sails earthly seas, would look, if transported and set afloat on a moon lake, somewhat smaller than this when gazed at by the aid of the big telescope.

This machine will cost, completed, more than \$300,000. Its object glasses will weigh 500 pounds, and cost not less than \$120,000.

Its plan of construction is distinctly



THE ENORMOUS CROWD EXPECTED AT THE PARIS EXPOSITION AND THE GREAT GROUP OF TURNSTILES AT THE MAIN GATE.

studded with Brazilian diamonds or "boorts." It has cut stones two feet thick and 12 or 14 feet long in a quarter of an hour. The same work would take three or four days of a competent man's time.

The most interesting of the scientific exhibits will be the great telescope, built on an entirely new plan. The difference between 240,000 miles and 42 miles is said by its projectors to be what this great instrument will bring about when the anxious American looks through it. It will magnify the moon 10,000 times. The highest magnifying power obtained through any other telescope so far has

novel. □ The tube will remain stationary on a great brick foundation, laid horizontally on the earth's surface. Before the object glasses or lenses will be a great mirror, which may be so moved as to throw the reflected image of any part of the heavens into the object glasses. From the other end of the telescope (where the human eye would ordinarily be applied,) the magnified image will be projected on a screen after the fashion of a magic lantern.

This wonderful instrument already nearing construction in the "Palace of Optics," near the bottom of the Eiffel Tower. The big tube will be made

of 24 enormous steel castings, each $7\frac{1}{2}$ feet long and $4\frac{1}{2}$ feet in diameter. The thing is being built by M. Gauthier, the most celebrated optical instrument maker in France.

A list of the wild schemes which have been submitted to the managers of the Exposition would fill columns. The Eiffel Tower and the great wheel already stand on the Exposition grounds. Another plan which will probably be carried out consists of an immense umbrella, with its stem or handle planted firmly in the earth. To the end of each of its ribs will be attached a car somewhat smaller than those of the Ferris wheel. When the steam engine opens the umbrella these cars will be carried up into the air by the ribs.

The "Bottom of the Sea Aquarium and Panorama" will be beautiful and highly educational. In its enormous glass-sided tanks there will be, in the first place, the finest collection of strange fish and submarine animals ever gathered in one place. Sections will also be devoted to rare marine plants. By clever planning it has been arranged to give visitors a perfect view of what goes on at the deep bottoms of the sea. There will be divers at work on the

wrecks of ships, which will show the plain effects of long sojourning beneath the sea. A submarine volcano will be in active eruption, and the method of laying and repairing an ocean cable will be illustrated. One plan in connection with part of the show failed. There are certain fish which can live only in the deepest depths, where the pressure of the water from above is great. These fish have, of course, never been put on show, and an effort was made to arrange a tank for them by means of hydraulic pressure. The scheme was found to be impracticable.

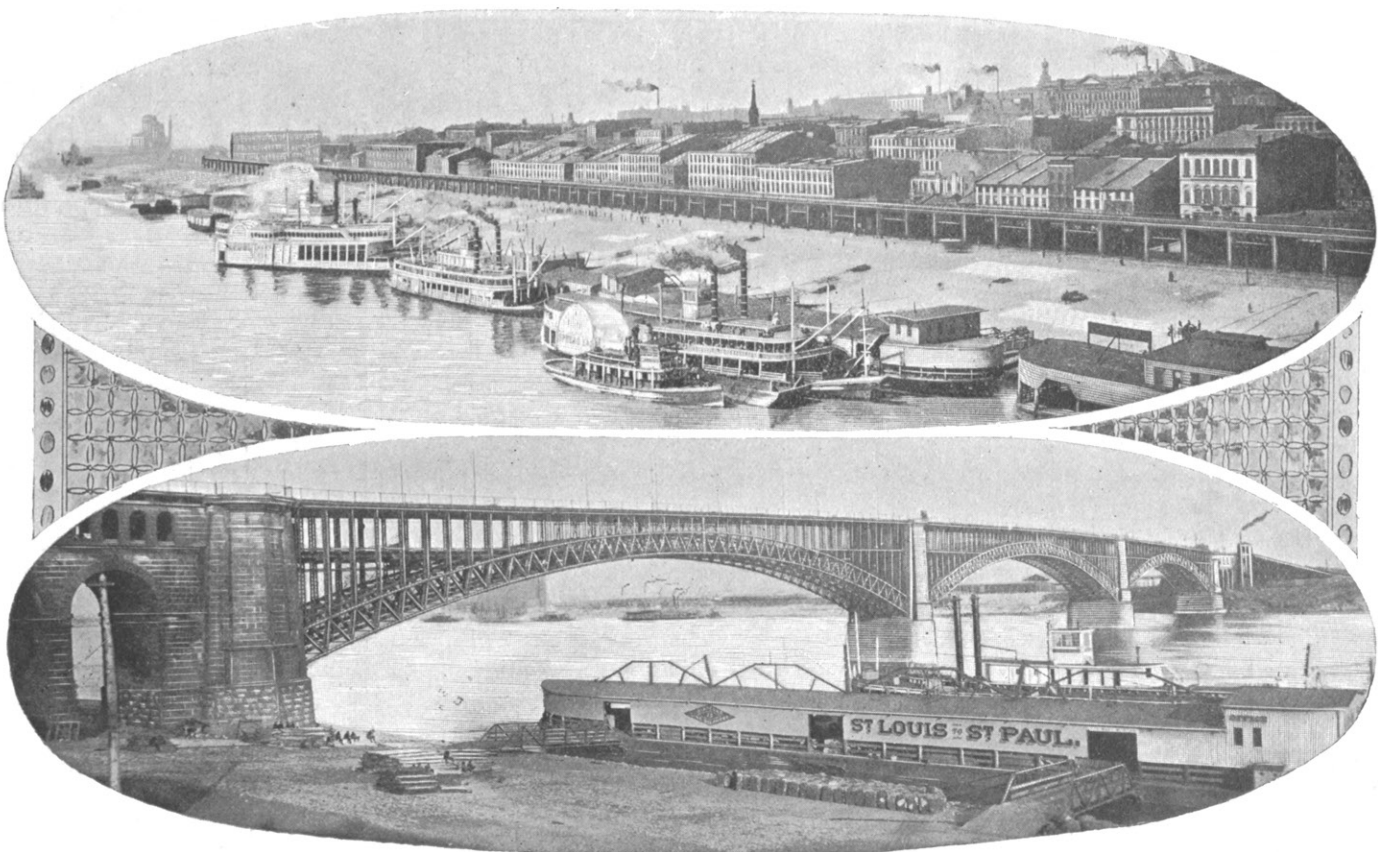
No one seems to know what will take the place of Chicago's Midway Plaisance at the Paris Exposition. Many mysterious concessions have been given out for the neighborhood of the Eiffel Tower, and an "annex" has been arranged for in the Wood of Vincennes. Inasmuch as this is to be largely devoted to athletic games, it seems likely that it will draw the crowds who would be amused by the sort of thing which went on on Chicago's Midway. Nothing, however, is being said, and little can be found out on this most fascinating subject. It is fair to suppose that Paris, the gayest of cities, will quite outstrip

any previous efforts made by more staid municipalities.

Capt. William C. Oldrine, of Boston, it has been announced here, will attempt to walk across the ocean on enormous five-foot cedar shoes, and afterward place himself on exhibition.

The biggest room in the world will also be a feature of the Paris show. There are larger buildings than Machinery Hall will be, but according to the claims made by the Parisian promoters none has ever had so great a single floor space—12,544 meters. The amphitheater has been planned to seat 15,000 spectators, daylight being admitted through an immense cupola of glass.

Two interesting railway features are under way. One is an American railway train consisting of ordinary coaches, palace car and express car, which will run frequently between the main grounds of the Exposition and the annex at Vincennes. One might almost hope that this train might be an object lesson to the benighted Gauls and induce them to give up their antiquated system of compartment cars in favor of our more convenient and healthful designs, were it not for the experience of an English railway some years ago.



THE FIRST GLIMPSE A STRANGER GETS OF ST. LOUIS.

The Historical Levee and Elevated Railroad, Looking South from Eads Bridge.
The Eads Bridge, Wharf Boat and River.

The American line of steamship docks at Southampton. From there to London, trains are run at high speed in two and a half hours. The American line endeavored to please its patrons by inducing the road to put on the most improved and high-class American palace cars. Englishmen would not ride in the beautiful vehicles, and the service had to be abandoned. Those superb cars are now visible—neglected and rotting—side-tracked in the railway yard at Southampton.

The other railway novelty will be an immense panorama of the barbaric scenery along the Czar's famous projected trans-Siberian railway.

An interesting item appeared the other day in *La Temps*. It said that 1,164,000 pounds, or \$8,820,000, had already been invested in the show, which, of course, is very far from what will have been put into it when it opens, on April 15. How much of this will prove to have been pure loss when the gates are finally closed on Nov. 5, of course no one knows, but experts believe that the Paris Exposition of 1900 will be much more successful financially than the World's Fair was at Chicago.

MR. BRECKENRIDGE JONES.

When the movement to celebrate the centennial of the Louisiana purchase with a World's Fair was inaugurated, St. Louis' most prominent citizens aligned themselves in its support. In recognition of his ability and standing in social and commercial circles, Mr. Breckenridge Jones was named as one of the Committee of Fifteen, to which was assigned the arduous and responsible duties incident to organization. With commendable tact and enterprise, Mr. Jones and Governor Francis visited Washington City, secured President McKinley's endorsement of the mammoth undertaking, and secured the co-operation of the leading statesmen of the country, thus giving it national importance. He was equally active and successful in stimulating local interest.

In the active organization of the work he was made Vice Chairman of the Finance Committee, and by that Committee was selected as the Chairman of the Sub-Committee, appointed to devise a plan for raising the \$5,000,000 local subscription. The report of this Committee was unanimously adopted by the Finance Committee, and the suggestions therein outlined have been followed in securing subscriptions with wonderful

success. Mr. Jones is a native of Boyle County, Kentucky, and came to St. Louis in 1878, where he entered the St. Louis Law School. He begun the active practice of his profession in 1889. Mr. Jones served as a member of the Missouri House of Representatives from 1883 until 1888, inclusive. In 1890 he became one of the founders of the Mississippi Valley Trust Company, one of the strongest financial institutions in the West, with a capital of \$4,000,000. In 1894 he was made second vice-president of this corporation, and later became its first vice-president, which position together with that of counsel, he still holds.

FOOD FOR THOUGHT.

What the World's Fair Means to All St. Louisans, Rich and Poor Alike.

Let us contemplate, what the advantages to all of us amounts to by holding the celebration of the Louisiana Purchase Centennial in the great city of the Southwest, St. Louis, in 1903! Many indeed, if you would just but realize the importance of having an interest in the movement, that has been started by men who have been patriotic, and energetic enough, to give their time, brains and money to the preliminary work.

The World's Fair in 1903 to be held in St. Louis means:

Millions and millions of money to be spent in improvements and buildings.

Miles and miles of magnificently paved streets and boulevards.

Thousands and thousands of men, women and children employed.

Hundreds and hundreds of new and permanent enterprises.

An extraordinary increase in the purchasing of every kind of commodity.

New capital for permanent investment and circulation.

Increase in all real estate and rental values.

Tremendous increase in the patronage to retail merchants.

Magnificent hotels and public buildings.

A permanent population of a million. Improvement of the great Mississippi River and its frontage.

A name second to none in the history of commerce throughout the universe.

An export trade second only to New York City.

Close relations to the cities of the Old World.

An unrivaled system of railways reaching every point in the United States.

A wealth of profit to every man in St. Louis, rich or poor.

All these will be ours if we will but assist in the magnificent work already so well started by such men as Francis, Jones, Thomson, De Menil, Stockton, Kennard, King and others whose untiring energies have done much to make the work easy to conclude. Put your shoulder to the wheel and lend a helping hand that you may point with pride to the monument sure to be erected in 1903, proclaiming to the world that St. Louisans never started anything they could not finish.

Local Stocks and Bonds BOUGHT AND SOLD.


Grain, Provisions and Cotton Futures, RAILROAD Stocks and Bonds,

Bought and Sold for Cash

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Official Statement of the Financial Condition of the JEFFERSON BANK.

At St. Louis, State of Missouri, at the Close of Business, on the 7th Day of September, 1899.

RESOURCES.

Loans and Discounts undoubtedly good on personal or collateral security.....	\$101,396.07
Loans and discounts undoubtedly good on real estate security.....	2,525.00
Overdrafts by solvent customers.....	831.43
United States Bonds on hand.....	
Other bonds and stocks at their present cash market price.....	
Real estate (banking house) at present cash market value.....	
Real estate other than banking house at its present cash market value.....	4,384.59
Furniture and Fixtures.....	1,710.00
Due from other banks, good on sight draft.....	58,784.66
Checks and other cash items.....	779.90
National bank notes, legal tender U. S. notes and gold and silver certificates.....	63,949.00
Gold coin.....	4,167.50
Silver coin, nickels and pennies.....	4,539.04
All other resources.....	
Total.....	\$543,067.19

LIABILITIES.

Capital stock paid in.....	\$100,000.00
Surplus fund.....	35,514.33
Undivided profits, less current expenses and taxes paid.....	
Deposits subject to draft at sight by banks and bankers.....	
Deposits subject to draft at sight by individuals and others.....	314,245.63
Demand certificates of deposit outstanding.....	
Time certificates of deposit outstanding.....	92,075.23
Bills payable and bills re-discounted.....	
Dividends unpaid.....	
Liabilities other than those above stated..	1,232.00
Total.....	\$543,067.19

STATE OF MISSOURI, City of St. Louis, ss:—
We, H. Wood, President, and W. E. Berger, Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief.

Subscribed and sworn to before me this 13th day of September, A. D., eighteen hundred and ninety-nine.
Witness my hand and notarial seal the date last aforesaid. (Commissioned and qualified for a term expiring February 4, 1900.)
Court-attest:

H. WOOD, President.
W. E. BERGER, Cashier.
H. W. KROEGER, Notary Public.
FRED DEIBEL,
WM. H. STEELE,
C. F. BLANKE,
Directors.

Attention is called to the condition of the Bank, as shown in the accompanying statement.

Attention, Tax Payers!

ON SEPTEMBER 1st next I will be ready to receive payment of CURRENT REVENUE TAX BILLS for 1899.

All persons paying same during the month of September will be allowed a rebate on their CITY TAXES at the rate of 8 per cent per annum.

CHAS. F. WENNEKER,
Collector of the Revenue.



The Planters' Hotel,

SAINT LOUIS.

MR. HENRY WEAVER,
Manager.

ONE OF ST. LOUIS'
GREAT SHOW PLACES

The Most Popular Hostelry in
the Louisiana Purchase
Territory.

INTENDING EXHIBITORS And Others Desiring Information Concerning the Pan-American Exposition,

To be held on the

Niagara Frontier, BUFFALO, N.Y., 1901,

Should write to the

Pan-American Publishing Company,
Ellicott Square, - - - - - BUFFALO, N. Y.

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ST. LOUIS, MO.
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Send your subscriptions direct to Mr. James Cox, Secretary, Mercantile Club Building, St. Louis, Mo.

SUBSCRIPTION BLANK.

St. Louis, Mo., 1899.

We, the undersigned, for the purpose of organizing a corporation under the laws of the State of Missouri to celebrate the Centennial Anniversary of the Louisiana Purchase, such corporation to be known as "St. Louis World's Fair, celebrating the Louisiana Purchase Centennial," or by such other name as may be designated in the Articles of Association, hereby agree, each in consideration of the other subscriptions hereto, and each separately for himself, and not for any other, to pay the amounts below, or upon copies hereof set opposite our respective names, to William H. Thompson, Chairman Committee on Finance, in the manner and upon the conditions following, to-wit:

First—Ten per cent of the amount of said subscriptions shall be payable upon demand of said William H. Thompson, Chairman, which sum may be called in such amounts as may be required by said Committee on Finance, and used in its discretion for preliminary expenses incurred or to be incurred in the organization of such corporation and promoting the enterprise for which it is to be formed, and the remaining ninety per cent thereof shall be payable upon the call of the Board of Directors of the aforesaid corporation, when organized, in sums not to exceed twenty (20) per cent during any six months subsequent to the payment of the ten per cent call above mentioned.

Second—These subscriptions shall not become binding until the full amount of \$5,000,000 shall have been subscribed.

Name..... Address.....
No. Share. \$10 each..... Amount.....



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of the company, or the General Passenger Agent at St. Louis.

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W. B. DODDRIDGE,
General Manager.

H. C. TOWNSEND,
Gen'l Pass'r and Ticket Agt.

ST. LOUIS, MO.

1899.

The Thirty-Ninth Annual

1899.

ST. LOUIS FAIR

Opens Monday, October 2d,

And
Closes Saturday, October 7th.

ENTRIES FREE. COMPETITION OPEN TO THE WORLD.

Harness Races on Mile Track on October 3, 4, 5 and 6.

All the Stars of the Harness Horse World Will Then Appear Here.

GRAND INTERSTATE AND TERRITORY

Cowboy Riding and Roping Contest

For the Championship of the World.

About \$2,000 in Prizes Will Be Given for These Two Events.

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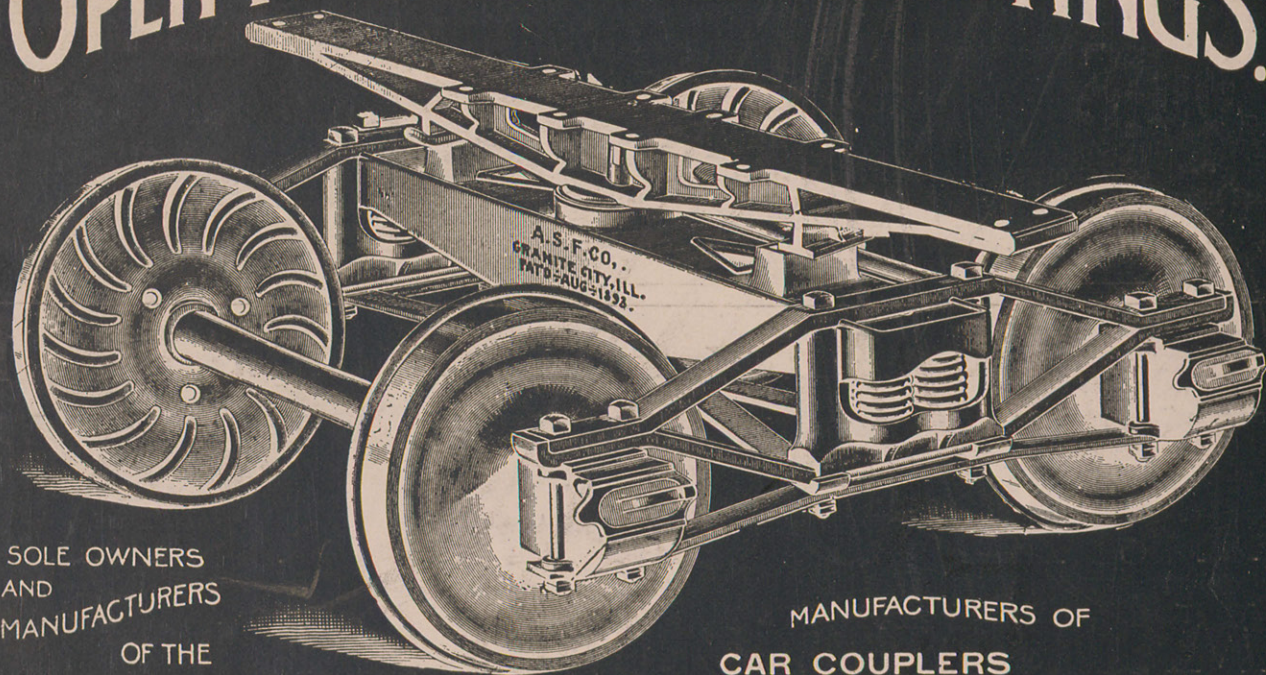
ZACH. MULHALL, Grand Marshal.

ROBERT AULL, President St. Louis Fair Association.

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ST. LOUIS, MO.

OPEN HEARTH STEEL CASTINGS.



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GEN'L SALES AGENTS.

Will be brought in cars equipped with the trucks and transoms illustrated on this page.