

VOL. 1.

Published Monthly.

ST. LOUIS, AUGUST, 1899.

By World's Fair Publishing Co.

NO. 2.



ADOLPHUS BUSCH.

Largest Individual Subscriber to the World's Fair Fund.



August, 1899.

WORLD'S FAIR BULLETIN.

# The Third National Bank Of St. Louis.

CAPITAL, \$1,000,000.

## OFFICERS.

CHARLES H. HUTTIG, President.  
WM. B. WELLS, Vice-President.

GEORGE H. GALBRAITH, Cashier.  
JOHN R. COOKE, Assistant Cashier.

## DIRECTORS.

GEO. T. CRAM.	J. B. CASE.	JOHN N. DRUMMOND.	JOHN S. DUNHAM.
H. F. KNIGHT.	J. B. M. KEHLOR.	EDWARD S. ORR.	G. W. GALBRAITH.
THOS. WRIGHT.	C. H. HUTTIG.	W. B. WELLS.	Cashier.

Condensed Statement of Condition, from Report Made to the Comptroller  
of the Currency, June 30, 1899.

RESOURCES.		LIABILITIES.	
Loans and Discounts.....	\$6,304,519.84	Capital Stock.....	\$1,000,000.00
U. S. Bonds and Premiums.....	1,050,659.48	Surplus and Undivided Profits.....	230,355.96
Other Stocks and Bonds.....	727,381.51	Quarterly Dividend of 1½ per cent, payable July 1st.....	15,000.00
Banking House.....	200,000.00	Circulation.....	313,100.00
Other Real Estate.....	12,788.26	DEPOSITS.....	\$11,355,869.39
CASH AND EXCHANGE.....	\$4,618,976.26		
	\$12,914,325.35		\$12,914,325.35

Attention is called to the condition of the bank as shown by the accompanying statement.

WE SOLICIT YOUR BUSINESS.

Depositors will be accorded courteous treatment and extended such facilities as are warranted by  
their balances, business and responsibility.



# WORLD'S FAIR BULLETIN.

DEVOTED TO THE INTERESTS OF THE LOUISIANA PURCHASE CENTENNIAL.

VOL. I.

ST. LOUIS, AUGUST, 1899.

NO. 2.

## 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, \$2.00 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.

Close the subscription.

The Railroads are in line.

The Ladies' Department is assured.

The subscribers now number 15,000.

There is to be Midway, and a good one.

Subscribe now; don't promise, but sign.

It is to be a Fifteen Million Dollar Fair.

St. Louis County is bidding for the Fair.

The man with a suggestion is now in evidence.

The Fair will be the greatest educator of modern times.

Banks and trust companies still head the subscription list.

The Missouri Pacific Railway has made the largest single subscription.

The dry goods business has subscribed \$200,000 and will increase this fifty per cent.

So far as the site is concerned, we know no East, no West, no North, no South.

It used to be "If I could only pick the winner." It is now "If I could only guess the site."

Subscribe first and then suggest, but whatever you do, don't doubt the success of the Fair.

Chairman Wm. A. Thompson, of the Finance Committee, is enjoying a much needed rest in the East.

The daily press is a unit for the Fair. What little opposition there has been

to the movement has been weakly as well as weekly.

The Real Estate Agents have subscribed forty per cent in excess of the amount asked from them.

The West and Southwest are as a unit for the Fair and its friends are to be found in all sections of the country.

One applicant for a position has secured sixty-seven indorsements. His energy is premature with a large P.

Mr. S. M. Kennard, Vice-Chairman of the Executive Committee, is engineering most of the detail work just now.

R. H. Stockton is the original World's Fair subscriber. It would take a Philadelphia lawyer to decide who first suggested the celebration.

The cost of the Fair can be computed in dollars and cents, but the prestige and possibilities that will come to St. Louis are beyond estimation.

Every civilized country on the globe will be represented at the great Fair and the display will exceed that of any exposition in the world's history.

Everyone seems to have a better plan for raising the subscription fund than those who have given the matter three or four months' anxious thought.

There are still two or three banks and one trust company to be heard from. The financial institutions generally have come forward promptly and generously.

Organized labor has rallied to the support of the Fair with commendable promptness. Many of the local Trades and Labor Unions have liberally subscribed to the fund.

The best investment that a St. Louisan can make is a liberal subscription to the Fair. His children and children's children will share in the benefits that will accrue from it.

The subscribers' roll contains the names of residents in Ireland and France. The former subscription was originally received by cable and confirmed by the mail. The latter was received through the mail by Mr. Alex. N. DeMenil.

It is hard work soliciting subscriptions with the thermometer exerting itself to reach the century mark; but several of

St. Louis' best citizens have devoted three or four hours a day to World's Fair work on the hottest of hot days.

It is safe to say that 90 per cent of the business men who contemplate a change of base have this city under consideration. When the preparations for the Fair are started, solid St. Louis will be the Mecca of capitalists and mechanics.

Kansas City is hand and glove with her metropolitan sister in the World's Fair movement. St. Joe, Hannibal, Sedalia, and other Missouri cities have also extended the hand of good fellowship to St. Louis, and promise it hearty support.

It is significant that the shortest of St. Louis lines, with the longest name, has practically run to nowhere for years, but is now to be extended to Kansas City. Wonder if this would have been done but for the World's Fair movement?

The immense amount of capital which is being invested in costly business structures in the downtown district is an evidence of the fact that investors appreciate what impetus to business of every description, the Louisiana Purchase Centennial must necessarily be.

The man who suggested that funds should be raised by announcing that applications for positions should each be accompanied by a five dollar bill, overlooked the detail of arranging for bonds for those arrested for making an improper use of the United States mail.

Gov. Francis always says the right thing in the right place. When asked whether the World's Fair was behind any or all of the numerous County Belt Line projects, he said they were not, but added that enterprise of this character was the natural outcome of the World's Fair movement.

St. Louis' mammoth wholesale houses are enjoying an unusually good business at this period of the year many country merchants, who have placed their orders in other cities for years, give St. Louis the preference this season not only for commercial considerations but the prominence this city has attained, in all sections as the site of the great Fair.

# IN SIGHT!

## THE \$5,000,000 FUND NEARLY RAISED.

ST. LOUIS WILL CERTAINLY HAVE  
A WORLD'S FAIR IN 1903.

A RESUME OF THE WORK OF PROMOTION  
BROUGHT UP TO DATE.

Prospects of Carrying Both City and State at  
the Polls—Caliber of the Leaders—Other  
World's Fairs and Their Financial Success  
—The Secretary on the Site Question.

Since the last issue of the BULLETIN marked progress has been made with the preliminaries incident to the St. Louis World's Fair, celebrating the Louisiana Purchase Centennial. The entire subscription of \$5,000,000 had not been secured at the time of going to press, mainly owing to the usual summer exodus of prominent St. Louis citizens from whom large subscriptions are expected. The subscription blanks signed and filed away in the vaults of the preliminary organization, call for upwards of \$3,250,000. Added to this is a subscription of \$1,000,000 from the Transportation interests, including Steam Railroads terminating in or closely identified with St. Louis. This subscription has been practically made, although some details of apportionment between the companies making it are still to be settled. The various Boards of Directors are now carefully considering the matter, and it is expected that in the course of a week or two at latest, the necessary formal signatures will have been obtained and a wholesale addition thus made to the subscription totals.

It is somewhat singular that although the sentiment of the St. Louis Legislature was unanimous in regard to the Fair, and everything asked for in the way of legislation was promptly granted, some enactments of the Legislature have indirectly and unexpectedly delayed the completion of the subscription fund. In the early stages of the agitation for the World's Fair, the Brewers of St. Louis were looked upon as certain to subscribe about \$400,000 towards the fund. The Brewing interest of the city is a very large one, and St. Louis beer is shipped to all parts of the world. In every movement for the good of the

city the gentlemen at the head of the different establishments have been not only exceptionally liberal in subscribing, but they have always remembered that prompt giving is as important as actual liberality. The passage of the Beer Inspection bill with its indefinite hampering of this business, has naturally caused the brewers to proceed with caution, and the large subscription relied upon has not yet been received. At World's Fair headquarters something more than a hope is freely expressed that the Beer Inspection bill may be found wanting when weighed in the balances, in which case the \$400,000 will soon come in, and this will practically complete the fund.

Another Act of the Legislature which has interfered somewhat with the World's Fair subscription list, is the peculiarly worded Department Store bill. If literally construed, and upheld by the courts, this bill will involve an enormous tax on some of the large establishments in St. Louis. The moment it is declared unconstitutional, as all the best lawyers seem to agree it will be, additional large subscriptions will be received from these houses.

But after all the question of raising \$5,000,000 is merely a matter of detail. St. Louis has a record of never having started a movement involving the raising of money, without succeeding. When Congress decided that the Columbian Exposition should be held in Chicago, St. Louis instead of sulking, decided to raise a large sum of money for festivity and other purposes, including the erection of a large fire-proof hotel, so that when the question of securing another World's Fair should arise, it would be in position to win out. With but little effort nearly half a million dollars was subscribed in cash to the Autumnal Festivities Association, which devoted one hundred thousand dollars of this as a bonus to secure the erection of another first-class fire-proof hotel, spending the balance in advertising the City and in providing attractions for visitors from Europe and eastern States, who were attracted west by the Columbian Exposition. A City which will raise \$500,000 for festivity purposes is not very likely to fail in an attempt to raise \$5,000,000 for a World's Fair.

It must also be remembered that the Louisiana Purchase Centennial movement has received the endorsement, through the public prints and otherwise, of nine-tenths of the prominent business and professional men of this City. At the head of the Executive Commit-

tee is David R. Francis. Those who remember Mr. Francis' administration of the affairs of the City as Mayor, and the affairs of the State as Governor, to say nothing of the national reputation he made during his brief, but eminently successful career as Secretary of the Interior, will not lose a moment's sleep worrying over the success of a movement with which "Our Dave" is so intimately identified.

At the head of the Finance Committee is Mr. Wm. H. Thompson, President of the Bank of Commerce in St. Louis. Mr. Thompson's career as a financier is too well known to need mentioning. A man who successfully manages the affairs of a bank until it becomes the largest in the west and one of the largest in the world, can be safely relied upon to force to a successful issue any undertaking with which he is connected. Other influential bankers and business men who are committed to the World's Fair movement and have pledged themselves to see it made a success, include Mr. C. H. Huttig, President of the Third National Bank; Mr. Breckenridge Jones, Vice-President of the Mississippi Valley Trust Co.; Mr. S. M. Kennard, who was President of the Autumnal Festivities' Association, and who more than any other man is responsible for the erection of the Exposition Building; Mr. M. C. Wetmore, Mr. Jonathan Rice, Mr. Murray Carleton, Mr. J. J. Wertheimer, Mr. Rolla Wells, Mr. I. W. Morton, Mr. Walker Hill, and others of equal prominence. Every newspaper in the City with one insignificant exception, is heartily in favor of the Fair and has supported it from the commencement.

Nearly 15,000 citizens have already subscribed, and it is expected that by the time the lists have closed there will be about 20,000 subscribers in the books. The voting population of St. Louis is about 110,000, but on the question of a Constitutional or Charter amendment the number of votes cast is never likely to exceed 60,000 or 70,000. When the City votes on the question of the issuance of \$5,000,000 in bonds, the ballot is to be so prepared that only votes cast on the actual question will be counted, and a bare majority only will be needed. The Free Library Building proposition was defeated at the last election, not by the number of votes cast, but by the number of voters who overlooked the proposition entirely, the law being so construed that a majority of the actual ballots cast at the election being neces-



sary to carry the Library question. Had the same plan been adopted as in the World's Fair proposition, the Public Library Building advocates would have carried the day instead of losing it. It is perfectly certain that with 20,000 subscribers to form the nucleus of a vote, the World's Fair incorporators will carry their proposition by an overwhelming majority.

Some doubt is being expressed as to whether the State will vote for a diversion of a million dollars from the State Interest Sinking fund for a State exhibit. As soon as the stock of the Company has been subscribed, proper steps will be taken to explain to the voters of Missouri, first the absolute necessity of the State being represented in fitting manner at the World's Fair; and second, what a trifling burden Missouri is asked to carry. At the present rate of liquidating the State indebtedness, Missouri will be entirely free from debt in about two years. The diversion of a million dollars from the large reserve fund out of which interest is paid, will merely defer the extinction of the debt about six months, and under any conditions Missouri will be in the proud position of being out of debt before the formal opening of the St. Louis World's Fair. When these facts are properly brought before the voters, there is no doubt that they will, by an overwhelming majority, affirm the action of their representatives at Jefferson City, and vote almost as a unit to have the State adequately and magnificently represented at what promises to be the grandest exposition of the world's resources ever seen.

The promoters of the World's Fair have been careful to solicit no subscriptions on a promise, actual or implied, of a return of any portion of the amount signed for. In spite of this, it is believed at headquarters that every dollar subscribed will be refunded. The national financial atmosphere at present is very clear, and should there be no clouds on the horizon between this and the holding of the Fair, there can be no

question as to a large dividend being paid. The Columbian Exposition at Chicago is frequently spoken of as a precedent in regard to our Fair, but conditions are very different. In the first place, it is known that Chicago spent nearly two million dollars in its campaign to secure the location of the fair in Chicago. In other words, about 33⅓ per cent of its subscription on stock account was paid for promotion and preliminary purposes. St. Louis paid nothing

for which no provision had been made. Strikes and labor difficulties immensely increased the expenditures, and it is admitted that hundreds of thousands, and possibly millions of dollars, were wasted. No reflection is intended to be cast upon any one by this statement, which is made on the authority of gentlemen prominent in the management, who say that with the knowledge they now have they could have saved two million dollars in expenditure without any undue

economy or parsimony. In spite of Chicago's phenomenal ill luck in connection with the fair, no less than 27,529,000 people paid admission at the gates, and the total receipts from all sources were \$28,151,000, which should have been enough to yield a substantial profit and the refunding, dollar for dollar, of every cent subscribed by the people of Chicago. It, however, cost over \$10,000,000 to prepare the site, and another \$8,000,000 was spent on buildings, bringing up the total expenditure to \$26,228,000. There was a surplus left, out of which the subscribers have received dividends, and with the information placed at the disposal of the St. Louis World's Fair managers by Chicago friends, much better figures will be forthcoming here.

It will be remembered that Omaha was so successful with its Exposition last year that it is repeating the experiment now. One large Eastern house had subscribed \$5,000 to the Omaha stock, entered the subscription up as "advertising" and wrote it off in profit and

loss account. The manager of the company tells an amusing story of the bewilderment caused at the office when dividends began to be received on the \$5,000 supposed to have been "donated." The Omaha stockholders have been paid back dollar for dollar, and by the time the liquidation is complete, the profit on the investment will be somewhere between 10 and 25 per cent.

Mr. Victor Spiegelberg, who has given the question of World's Fairs considerable study, states that at the first Vienna



DAVID R. FRANCIS,

Ex-Secretary of the Interior, Leading Spirit in Louisiana Purchase Centennial.  
—Photo by Strauss.

ing to secure the World's Fair and its preliminary expenses up to the time of incorporation are not likely to exceed \$20,000, or say two-fifths of one per cent of the subscriptions. Another handicap to financial success at Chicago was the silver panic of 1893, which deterred hundreds of thousands of people from visiting the City on the Lake.

Again, Chicago had no precedent to go by. The magnitude of the undertaking was never realized by the promoters, and the fair assumed proportions



Exposition in 1851, 6,170,000 visitors attended, or an average of 43,536 daily. There were 13,937 exhibitors and the receipts were \$2,625,000.

The first Paris Exhibition under Napoleon III. had 10,691 exhibitors from France and colonies, and 10,608 from foreign countries; there were 5,162,330 visitors; cost of building \$3,373,300, with other expenses swelled the amount to \$5,000,000, while the receipts were \$640,000.

Second London Exhibition, 1862, had 6,211,103 visitors; total cost, \$2,150,000; expenses were covered; 28,653 exhibit-ors.

Paris, 1867, in Champs de Mars, total cost, \$4,688,705; receipts, \$5,251,361, leaving a clear profit of \$562,654; highest number present on best day, 173,923. London, 1871, 33 foreign countries were represented; 1,142,000 visitors; receipts about balanced costs.

Vienna, 1873, 42,584 exhibitors; 7,254,687 visitors; receipts, \$1,032,385, or about enough to pay the running expenses; the total cost was \$12,000,000, so that the loss to the Austrian Government was \$9,000,000. This fiasco may be explained by stating that a very sickly season had preceded the exposition, and visitors were afraid to come to Vienna. A great financial crisis was also prevailing and to this was added the selfish conduct of the people of Vienna, who by raising the price of living to an exorbitant figure, frightened away visitors and invited their own ruin (valuable lesson in this for the future.)

Centennial, at Philadelphia, 1876, 30,864 exhibitors; 8,175 from the United States; Spain and her Colonies leading with 3,822. 9,910,996 persons passed the gates of which number 8,004,274 paid admission fee. Pennsylvania day brought 274,919 people to the grounds in one day; total arrivals by rail 5,907,333 persons.

Paris, 1878, 16,000,000 visitors; cost \$2,530,595; left a small margin.

Paris, 1889, splendid success; receipts 49,500,000 francs; expenses 41,500,000 francs; profit 9,000,000 francs, or \$1,600,000, nearly twenty per cent, not counting the enormous influx of money into Paris. It was estimated that Americans alone brought over and spent 350,000,000 francs in gold. The various railroad companies admit an increase in numbers over the six months of the pre-

ceding year of 1,878,747 passengers at an additional revenue of 66,000,000 francs.

The little Atlanta, Georgia, exhibition of 1897, brought there 1,786,714 visitors; cost \$427,005.86 and yielded a net profit of \$109,132.70.

Questions are being asked daily as to the scope of the Fair and its location. Inquiries at the offices elicited the fol-

lowing statement on this subject from Mr. James Cox, Secretary of the Executive Committee:

"All questions of this kind will be settled by the Directors of the World's Fair Company and not by the preliminary organization. One of the mottoes of the promoters of the fair is 'A Fifteen Million Dollar, or nothing.' It is also a fixed policy that the fair is to be the grandest and most comprehensive the world has ever seen. Beyond these two general statements, the various committees connected with the fair have not discussed details of management at all. The question of site has not even been talked of informally at any meeting I have attended, and I think I have been at every one. Several subscriptions have been tendered conditional on location north or south, or west or east, of certain streets or ward boundaries. No such subscriptions have been accepted. Other subscriptions have been received for a certain amount with a memorandum attached that in the event of the fair being located in a certain part of the city, another sum, generally very much larger, would be subscribed. The memorandum is always ignored and only the amount actually subscribed entered on the books. We have received letters by the score suggesting sites and advocating locations. These have all received similar treatment, namely, a courteous acknowledgment, with the reply that nothing was known as to location.

"As Governor Francis and other speakers have

frequently explained, such questions as to the location of the fair, the appointment of heads of departments, and all details, will be settled by the Board of Directors. In other words, this is to be strictly a people's fair. As soon as enough subscriptions have been received to justify the Finance Committee in believing that \$5,000,000 net can be collected on the sig-



"GOOD THING; I'LL HELP IT ALONG."

—From St. Louis Post Dispatch.



natures, a company will be incorporated under the law passed by the Legislature for the purpose, and steps will be at once taken for the election of Directors. Every share of stock will carry with it a vote. The holder of more than one share will be able to poll his entire

for any fifty candidates he selects, or one vote each for any one hundred; or he can divide up his vote in any other way he thinks proper. The only way the location of site can be influenced is for people living in any one neighborhood to subscribe very largely to the

back doors, combinations of this kind will not be easy, as there will be an immense vote cast for men who have no interest in the question of location except a desire to make the fair an unqualified success.

"I have been trying for about three

### A WORLD'S FAIR DESIGN THAT MAY MAKE THIS CHILD FAMOUS.



The above is a halftone reproduction of a design submitted to the Louisiana Purchase Centennial Committee for use on World's Fair Stationery. Several committeemen favor the adoption of this design, and it will probably be seen all over the world very soon.—St. Louis Post-Dispatch.

votes for any one candidate if he so elects, or he can scatter his votes as he thinks proper. The actual number of Directors has not been determined upon, but assuming it to be fifty, the holder of one hundred shares will be able to cast one hundred votes for one candidate for the Board, or he can cast two votes each

fund and combine their vote for Directors who they know favor a site in their location. Considering the great number of shares subscribed for by wealthy business and professional men who reside on highly improved thoroughfares and private places in the west end, and who certainly do not want the fair at their

months to try and convince applicants for positions that all such applications must go before the Board of Directors, to be elected as above explained. This applies not only to heads of departments, but to subordinate positions. All applications will be placed on file and given prompt attention.



## A BIG SUCCESS.

### THE OMAHA FAIR AND EXPOSITION.

Alex de Menil Writes a Newsy Letter  
About the Show.

Ninety Per Cent Paid Back to Stockholders.  
Facts and Figures.

Alex de Menil, of St. Louis, who holds a prominent place on three World's Fair committees here, was in Omaha. After looking into the facts of the two expositions in that city, the Transmississippi of last year, and the Greater American, now holding, he writes, as follows:

OMAHA, Neb., July 29.—The Greater American Exposition opened its gates to the public on July 1, and bids fair to be even more successful financially than was the Transmississippi Exposition of last year.

Many new features appear in this year's exposition, and many of the best of last year have been retained. The United States Government Building is filled with historical portraits, documents and relics and mementoes of all kinds relating to the period of the Civil War. The Cuban Village, the exhibits in the Colonial Building from the Philippine Islands, Porto Rico, the Hawaiian Islands and Cuba contain much of an educational nature, while mere shows like the Streets of Cairo, Darkness and Dawn, the Moorish Palace, Hagenback's and others in the Midway afford amusement for the time being. The grounds themselves are greatly improved this year by the addition of palm trees, foliage plants, etc., and by a more generous system of illumination. Besides, many of the departments, like the Art Gallery, under the directorship of Mr. John R. Key, the well-known artist, appeal more to the popular taste, being more American in their tendency.

But my purpose is not so much with the exposition of the present as with that of the previous year. I desire to present a few facts and figures to St. Louisans who have not responded to our World's Fair appeals as liberally as might have been expected.

The Transmississippi Congress, in session at Omaha in November, 1895, passed resolutions favoring the holding of a Transmississippi exposition at Omaha in 1898. On Jan. 18, 1896, the exposition was organized by the adoption of articles of incorporation and the elec-

tion of a board of directors and officers. On June 10, 1896, Congress passed a bill appropriating \$200,000 for a Government building and exhibit. Next, subscriptions to the amount of \$404,720 were secured in Omaha and the surrounding country. On April 28, 1897, the grading of the grounds and the digging of a lagoon was begun. July 9, 1897, the directors bought from a trust company five and a half acres of land in a suburb for \$15,000 and the vendors donated five and a half additional acres and \$5,000 upon the condition that after the exposition the eleven acres should be maintained by the City of Omaha as a public park.

On May 13, 1898, cash being absolutely necessary, the directors of the exposition company voted to issue \$200,000 of negotiable bonds, secured by the property of the company and by a mortgage of 50 per cent of the gate receipts after June 1. Finding it impossible to dispose of those bonds the necessary money was unhesitatingly advanced by the members of the executive committee, and the gates were opened promptly on June 1, 1898. On that day the indebtedness was as follows:

Notes of the corporation .....	\$47,502 63
Warrants of the corporation....	35,488 17
Overdrafts on banks.....	20,000 00

Other items added to these made the total about \$225,000.

On the programme on opening day St. Louis was not without representation. The opening prayer was delivered by the Rev. Samuel J. Nichols, and the words of the "Song of Welcome" were by Mr. Henry J. Blossom.

On Sept. 9, the last cent of the debt in existence on June 1, was paid, and the treasurer announced that the debts contracted from June 1 to Sept. 1 were also paid in full.

An extra expense of \$24,000 was incurred for "Peace Jubilee Week" (Oct. 10-15); on Oct. 12, President McKinley visited the Exposition. On that day 98,845 persons passed in through the gates, and the attendance of the week was 314,151.

The Exposition closed on Nov. 1, and on Nov. 22 the company sold to the Greater America Exposition Co. (which is operating this year's exposition), all the buildings, appurtenances, etc., for 17,500. Distribution of assets were ordered to paid up stockholders as follows:

On Nov. 4, 1898.....	75 per cent
On April 1, 1899.....	12½ per cent
On June 26, 1899.....	12½ per cent

Making a total refund to paid-up stockholders of 90 per cent, and there is still a balance on hand of \$6,896.51.

Besides this, what might be called useless litigation has wasted part of the funds, and there are still many uncollected claims.

I am indebted to Mr. Zachary T. Lindsay, the ex-manager of the Department of Ways and Means, for the following, which stockholders of the St. Louis World's Fair can examine with profit:

Subscriptions to Exposition, which constituted its base of operations:

3284 subscriptions of.....	\$ 10 each
1115 subscriptions of.....	20 each
439 subscriptions of.....	30 each
66 subscriptions of.....	40 each
790 subscriptions of.....	50 each
10 subscriptions of.....	60 each
5 subscriptions of.....	70 each
4 subscriptions of.....	80 each
494 subscriptions of.....	100 each
1 subscription of.....	110
1 subscription of.....	120
22 subscriptions of.....	150 each
94 subscriptions of.....	200 each
48 subscriptions of.....	250 each
37 subscriptions of.....	300 each
2 subscriptions of.....	350 each
4 subscriptions of.....	400 each
64 subscriptions of.....	500 each
3 subscriptions of.....	600 each
6 subscriptions of.....	650 each
3 subscriptions of.....	750 each
36 subscriptions of.....	1,000 each
1 subscription of.....	1,550 each
3 subscriptions of.....	1,500 each
9 subscriptions of.....	2,000 each
9 subscriptions of.....	2,500 each
6 subscriptions of.....	3,000 each
11 subscriptions of.....	5,000 each
1 subscription of.....	10,000
1 subscription of.....	15,000
1 subscription of.....	20,000
1 subscription of.....	25,000
2 subscriptions of.....	30,000 each

This makes a sum total of \$534,010, divided among 6751 subscribers. And this was all the money that the magnificent Omaha Exposition was run on.

Of course, this does not include all the money that was spent on the Exposition. The appropriations made by some 25 States, territories and counties for participating in the exposition, amounted to \$608,000. Adding the \$200,000 of the Government appropriation to the above figures, we have the sum of \$1,342,010—which represents the total cost of the Trans-Mississippi Exposition. If Omaha can give a beautiful, magnificent and successful exposition, with \$1,342,010, what should St. Louis be able to do with twenty or twenty-five millions and with far superior natural advantages?

The following assessments were ordered on the subscriptions to the Omaha exposition:

Nov. 28, 1896.....	5 per cent
Feb. 1, 1897.....	5 per cent
March 1, 1897.....	5 per cent
April 1, 1897.....	5 per cent
June 1, 1897.....	25 per cent
Aug. 1, 1897.....	20 per cent
Feb. 1, 1898.....	20 per cent
March 1, 1898.....	15 per cent

Total.....100 per cent



The total attendance at the Exposition was 2,713,508 persons.

Mr. John A. Wakefield, the former secretary of the exposition company (to whom I am indebted for the figures and much of the information contained in this article) says: "The financing of the enterprise caused great concern to the management and at times was most difficult. The situation was often dark and troubled, but by most persistent energy and manipulation all difficulties were overcome, and later the financial situation was all clear and calmly serene." The members of the Committee of Two Hundred of our own Fair can find much of encouragement in Mr. Wakefield's reminiscences. Similar language has been used to me by Dr. George L. Miller, the President of the Board of Directors of the present Exposition, to whose courtesy I am also indebted for many facts and figures.

In conclusion I would urge the business men and the capitalists of St. Louis who have heretofore failed to lend their assistance to the great project of the World's Fair in St. Louis through fear

of disastrous financial results, carefully to examine the statements I place before them, and, further, bear in mind that much ill-will and litigation have unnecessarily been indulged in in both Chicago and Omaha, and that many blunders have been committed in both places which need not be repeated in St. Louis with the exercise of a reasonable amount of precaution and business judgment.

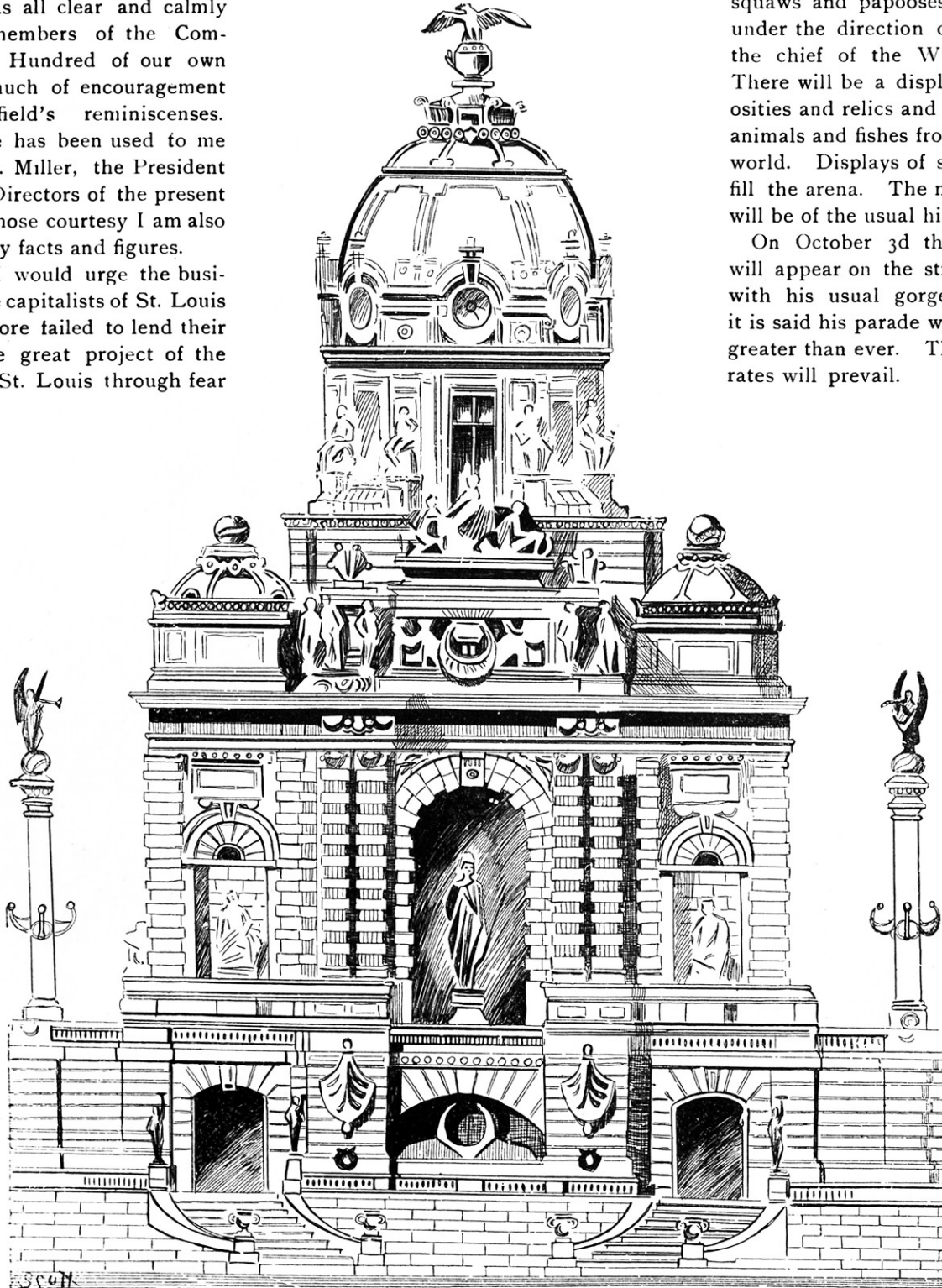
ALEXANDER N. DE MENIL.

#### THE EXPOSITION OF 1899.

Manager Gaiennie Announces a Few of Its Attractions for This Fall.

Manager Frank Gaiennie of the Exposition announces that the big show of 1899 will open September 14. The music for the occasion will be furnished by Innes' Band of fifty musicians, which has been heard in St. Louis before. The concerts will be held in Music Hall this year and the Coliseum will be devoted to a sportsman's exhibition. Indian squaws and papooses will be exhibited under the direction of White Buffalo, the chief of the Winnebago Indians. There will be a display of Indian curiosities and relics and specimens of wild animals and fishes from all parts of the world. Displays of sporting goods will fill the arena. The mercantile displays will be of the usual high character.

On October 3d the Veiled Prophet will appear on the streets of St. Louis, with his usual gorgeous retinue, and it is said his parade will be grander and greater than ever. The usual excursion rates will prevail.



UNITED STATES BUILDING FOR THE PARIS EXPOSITION.

From a drawing by E. Gorcey in the official publication of the Paris Exposition.



## Philadelphia Exposition.

### EVERY LINE OF AMERICAN MANUFACTURES TO BE EXHIBITED.

Opens September 14. Closes Nov. 30, 1899.

The Philadelphia Exposition of 1899 is a National Exposition of American Manufactures for the Expansion of Export trade, and it will be the first National Exposition of that character ever held in the United States.

It is under the joint auspices of the Philadelphia Commercial Museum and the Franklin Institute, two great public institutions in Philadelphia, whose standing is such as to insure its success. The Franklin Institute, during its career of seventy-five years, has conducted thirty successful exhibitions.

Sanction and financial support have been given to the Exposition by the National Government, the State of Pennsylvania and the City of Philadelphia.

Every line of American manufactured products which is, can or might be exported, from locomotives and the heaviest machinery to the smallest novelties, is to be exhibited.

There is also a department of foreign manufactured goods, consisting of collections of samples made in the commercial countries of Europe and successfully sold in all foreign markets.

Commissioners of the Exposition now abroad, aided by the entire consular service of the United States, are selecting and purchasing these samples. They will show our manufacturers just what competition they must meet, as well as the peculiarities in the demands of every foreign market.

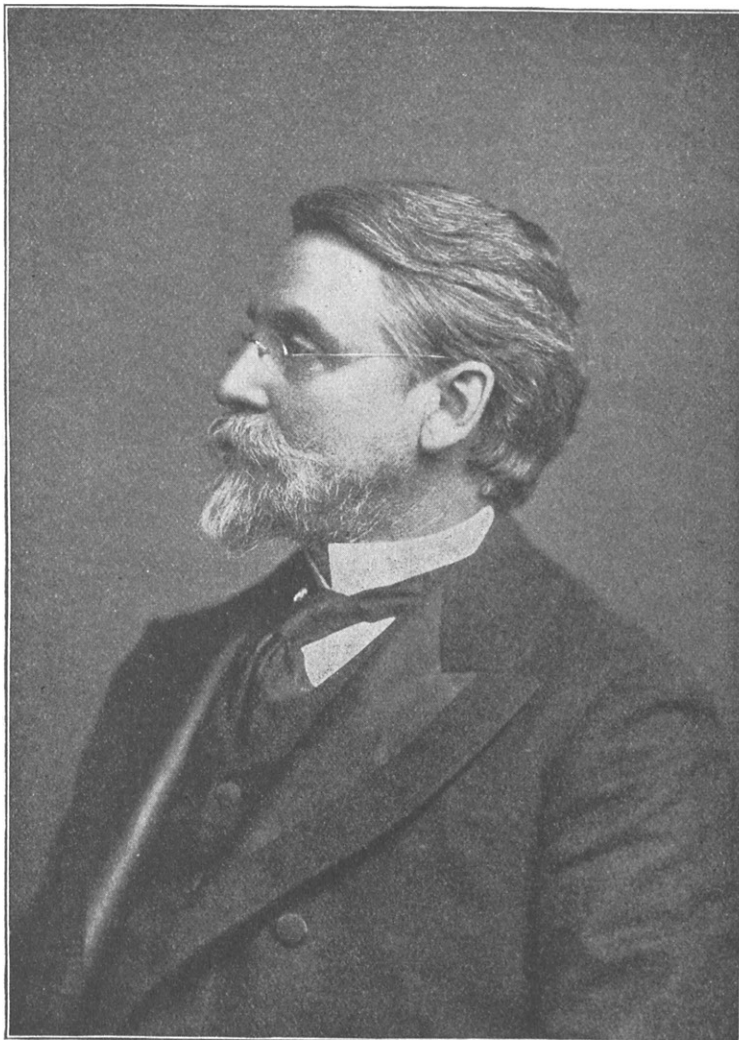
A third department will show how American goods must be packed, labeled and shipped, in order to meet the requirements of foreign trade.

In October, an International Commercial Congress will be held on the Exposition grounds, in connection with the meeting of the International Advi-

sory Board of the Philadelphia Commercial Museum.

Delegates from chambers of commerce and other commercial organizations all over the world will be present. Every foreign government has been invited, through the State Department at Washington, to send an official representative.

The Philadelphia Commercial Museum has also invited 20,000 foreign business houses with which it is in close correspondence, to send representatives



DR. WM. P. WILSON,

Director General National Exposition of Manufactures, Philadelphia.

to the Exposition.

An epitome of the manufactured products of this country, of the highest grade and quality which American genius, skill and experience can produce, will be displayed at the Exposition for the inspection and study of these foreign delegates and buyers.

Eight acres of ground are covered by the main Exposition buildings, which contain available exhibition space of 200,000 square feet. There are fifty-four acres for detached structures,

special exhibits and amusement features.

A postal card addressed to the Department of Publicity and Promotion, Philadelphia Exposition of 1899, will bring to your address each week a copy of the illustrated Philadelphia Exposition Bulletin and Official Program, which will contain a complete account of the progress of the great Exposition.

Blank application for space and special information of every character can be procured from W. P. WILSON, Director-General, 233 South Fourth Street, Philadelphia, Pa.

\*St. Louis being a tremendous manufacturing center, will be represented at the Philadelphia Exposition, and we are reliably informed Philadelphia will do all possible to aid our World's Fair of 1903.

### MR. JAMES COX.

His World's Fair Work Much Appreciated by the Committee.

James Cox, Secretary of the Committee of Two Hundred, of the Convention Executive Committee and the General Executive Committee, served his apprenticeship at newspaper work. He was for several years connected with the Globe-Democrat reportorial and editorial force, and was subsequently editor of the "St. Louis Star," which position he resigned to accept the Secretaryship of the Bureau of Publicity of the Autumnal Festivities Association. He held this position from 1891 to 1894 and on the incorporation of the Business Men's League of St. Louis, was unanimously elected Secretary of that corporation, a position he still holds. Mr. Cox's active connection with the World's Fair

work dates from last December, when he was appointed Secretary of the Committee on Arrangements for the Louisiana Purchase Convention, and since that time the majority of the executive and detail work has been attended to by him. Mr. Cox is a successful author, his more recent works including "Missouri at the World's Fair," "St. Louis Through a Camera," "Old and New St. Louis," "Our Own Country," "My Native Land" and a "History of the Cattle Interests in Texas and the Southwest."



**THE PAN-AMERICAN EXPOSITION.**

Commissioner General Weber Well Qualified for That Position.

It was a wise act on the part of the Exposition directors to create an officer to be known as the "Commissioner General." There is great need of some man of agreeable personality, wide acquaintanceship, first class executive ability and aggressive character to have charge of the presentation of the merits of the Exposition to the States of the Union and foreign countries from which it is desired to secure exhibits. The Hon. John B. Weber has proved himself the man of all others to fill successfully this important post. No man has done more during the past three months to bring the Exposition to its present auspicious stage than he. The chief officer of the Bureau of State and Foreign Relations must be a man able to represent the Exposition with dignity and diplomacy wherever it may be necessary to go. Col. Weber by his work among the members of Congress, a body of which he was formerly a member, and more recently as chairman of the delegation of Exposition promoters who went to Michigan has proved his signal capacity for the discharge of such im-

portant duties. At Washington his services were of great value in obtaining the \$500,000 appropriation for a Federal exhibit. Col. Weber has had a varied experience in business and public affairs. His service in Congress and his



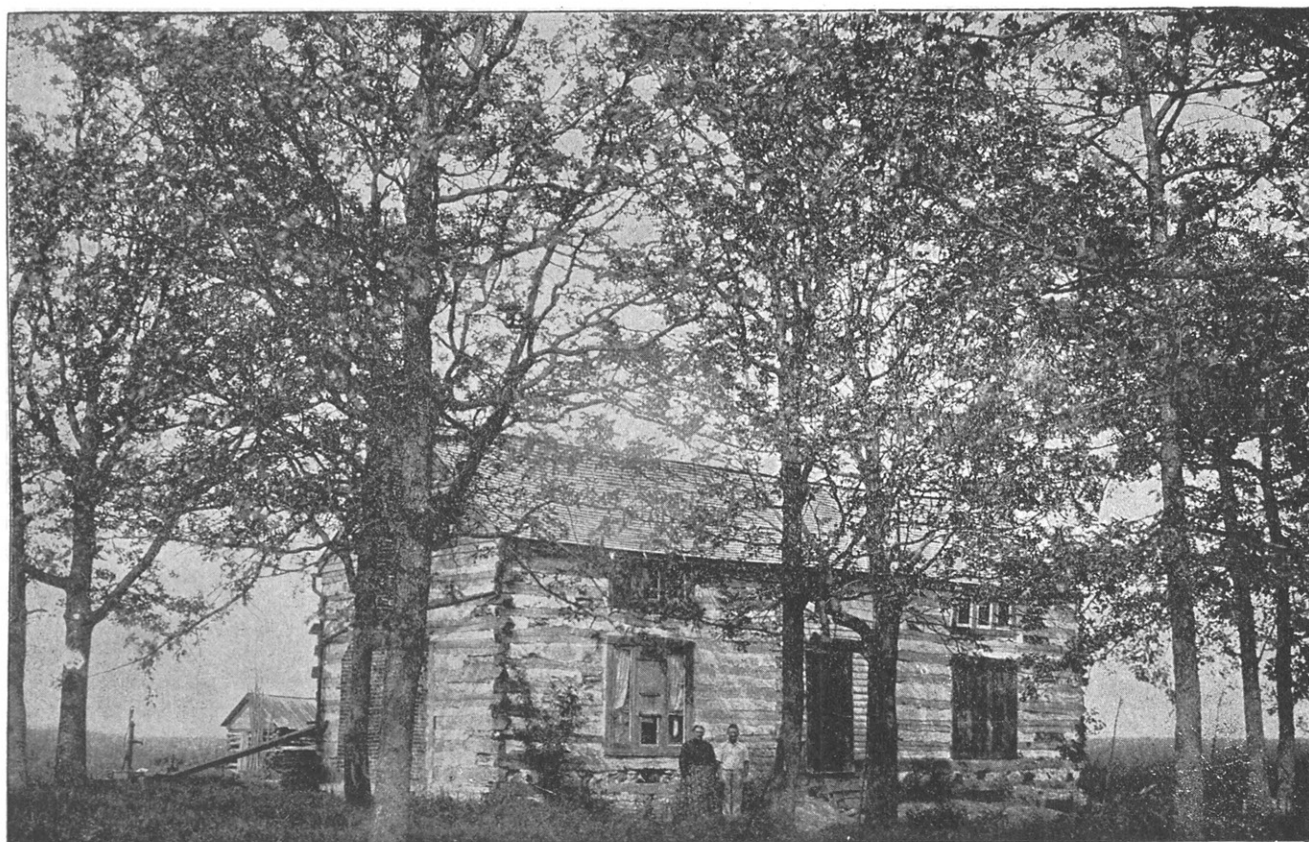
COL. JOHN B. WEBER,  
Commissioner General.

term as Commissioner of Immigration at New York, during which time he was sent to Europe to investigate the subject of immigration, have given him a wide acquaintance among public men both at home and abroad. Col. John B. Weber

was a boy of eighteen when the Civil War broke out. He enlisted in the Ellsworth Avengers, and came out in 1865 as a colonel of the 89th United States Negro Infantry. Then he went into business as a grain commission merchant, wholesale grocer, and finally served as cashier of the American Exchange Bank until it retired from business. Col. Weber has been prominent in Republican politics. He ran for sheriff against Grover Cleveland, but was defeated. He ran again and this time was elected. He went to Congress as Representative of the 33d District, and later was re-elected. He was Commissioner of Immigration at New York and was sent to Europe at the head of a commission to investigate the subject of immigration. He is now secretary of the Grade Crossing Commission, has been president of the Ellicott Club.

"Put me off at Buffalo in 1901"—"but bring me back to St. Louis' greatest World's Fair in 1903," and we know that the Pan-American Exposition will be a success—because they have started right. We are going to help them, and we know that Buffalo will help us—why not?

Oh! by the way—send in your subscription to the World's Fair Bulletin.



GENERAL GRANT'S CABIN.

This Historical Building may be reproduced for the Great Louisiana Purchase Celebration.



## WORLD'S FAIR RACING.

The St. Louis Fair Association Will Offer  
\$100,000 in Stakes and Purses in 1903.

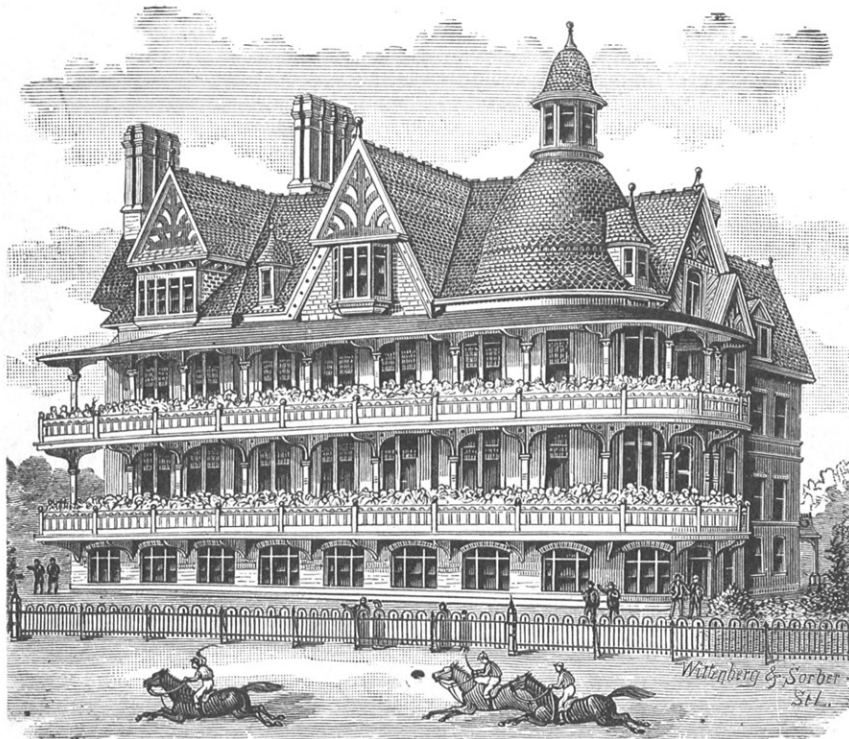
One of the added features, or to be more plainly spoken, one of the big side shows to the World's Fair will be the grounds and equipments of the St. Louis

stars of the harness horse world. Patchen, Gentry, Star Pointer, will perhaps have outlived their usefulness at that time, but there will be other great horses to take their place and purses will be given to attract them. Although it appears to be beyond the range of possibility, it may be that the St. Louis Fair Association will carry on the race and harness

ability a Wild West Show will be given and it may be that contracts will be entered into for the prolonged stay of Buffalo Bill's greatest of Wild West Shows, which was perhaps the most interesting added feature at the World's Fair at Chicago.

The St. Louis Fair Association grounds will be of sufficient breadth to permit of the exhibition of Agriculture and other industries in that line, which will also be interesting features of the World's Fair, but the Horse Show alone on the big track will be the great attraction offered. The Grandstand of the St. Louis Fair Ground is now the most magnificent structure of its kind in America. But it will be enlarged to accommodate its increased patronage during the World's Fair year. The Amphitheater may be also rebuilt and the two structures will accommodate the largest crowds ever assembled within one enclosure. It is safe to say that more than a million of money will be given away during the time these races are being held, to the horsemen alone. The meeting will be of national importance and it will bring to St. Louis the best thoroughbreds and harness horses from all parts of the world. California will be here striving for supremacy over the far Eastern States. Kentucky, Tennessee and all other states will have their equine representatives here.

This race meeting alone will be of untold advantage to St. Louis and will bring people here from all parts to see the greatest struggles ever witnessed by high class stars on the turf.



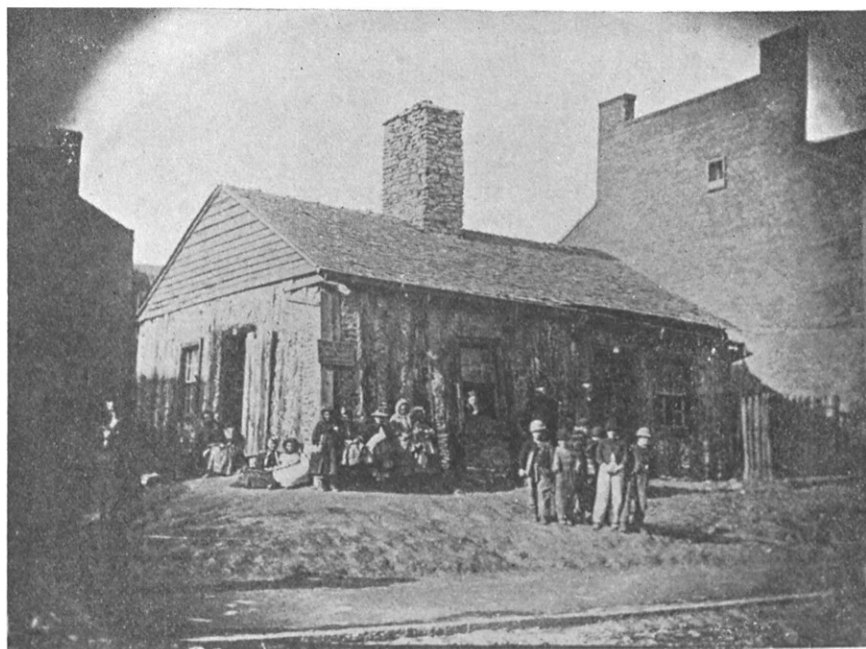
ST. LOUIS FAIR ASSOCIATION'S CLUB HOUSE.

Fair Association. Its mile race track and its magnificent amphitheater will be included in this deal. During the progress of the World's Fair a race meeting will be held that will compare with the race meeting held at Washington Park during the World's Fair at Chicago. The Washington Park meeting of that year was, perhaps, the greatest race meeting ever held in this country. The famous World's Fair Derby, won by Boundless, was witnessed that year by the greatest crowd that ever assembled within a race track enclosure. A World's Fair Derby like that which took place in Chicago during World's Fair year will be one of the features of the St. Louis Fair Association meeting in 1903. \$100,000 was given away at the famous World's Fair Derby at Chicago, and even this sum will be surpassed by the St. Louis Fair Association.

Outside the great race meeting which will be held that year, in all probability a meeting for the best thoroughbreds and harness horses will be given on the big course of the Fair Grounds, a meeting that will bring here all the great

horse meeting within the same enclosure. The running races will be on the regular track and the driving and pacing on the inside course.

In the great Amphitheater, in all prob-



FIRST COURT HOUSE IN ST. LOUIS.

One of the probable exhibits at the World's Fair.



**LARGEST SUBSCRIPTION.**

**Mr. Adolphus Busch Largest Individual Subscriber to the World's Fair Fund.**

Mr. Adolphus Busch never does things by halves. He certainly did the handsome thing, when he made an individual subscription to the World's Fair Fund of \$50,000, the largest one on the list. Mr. Busch is now in Europe, but when he returns, he will take a live interest in World's Fair matters and by his ability and great knowledge, be of great assistance to the World's Fair Committee. In addition to this subscription the Brewery of which Mr. Busch is at the head, made a generous subscription, likewise his son Mr. August Busch and Mr. Edward A. Faust and their whole army of employees.

**THE COUNTRY'S DEVELOPMENT.**

**Two Great Opportunities For the Government to Show a Century's Progress.**

The opportunity for the United States Government is a great one. Much can be done with half a million dollars. An exhibit differing in character from any ever before made can be presented. The opportunities for showing, from the historical, the political, the social and the geographical side, the changes through

which the United States as a nation and as a government has passed, will be numerous and attractive. It is an interesting fact that the Exposition will open just 100 years after Thomas Jefferson became President, he having begun his first term March 4, 1801. It was during his administration that this country began to enlarge its borders, and though the Expansion movement, as represented by the Louisiana purchase, will be elaborately celebrated by the proposed Exposition at St. Louis, it should, nevertheless, be illustrated in an appropriate manner by the Pan-American Exposition of 1901, which would surely be incomplete without some fitting display to illustrate this phase of the country's development during the century.—*The Pan-American.*

FERDINAND W. PECK, B. D. Woodward and John H. McGibbons, of the American Commission to the Paris Exposition, have sailed for Europe on the steamer "St. Louis." Mr. Peck, before leaving, said that he hoped to increase the space allotted this country to 250,000 square feet.

IN 1820 the annual value of the product of the paper manufacturing indus-

try of the United States was estimated at \$3,000,000, in 1829 at \$7,000,000, in 1844 at \$16,000,000, by 600 mills, in 1854 \$27,000,000, in 1860, \$39,428,000, and in 1870, exclusive of paper hangings, \$48,675,000.

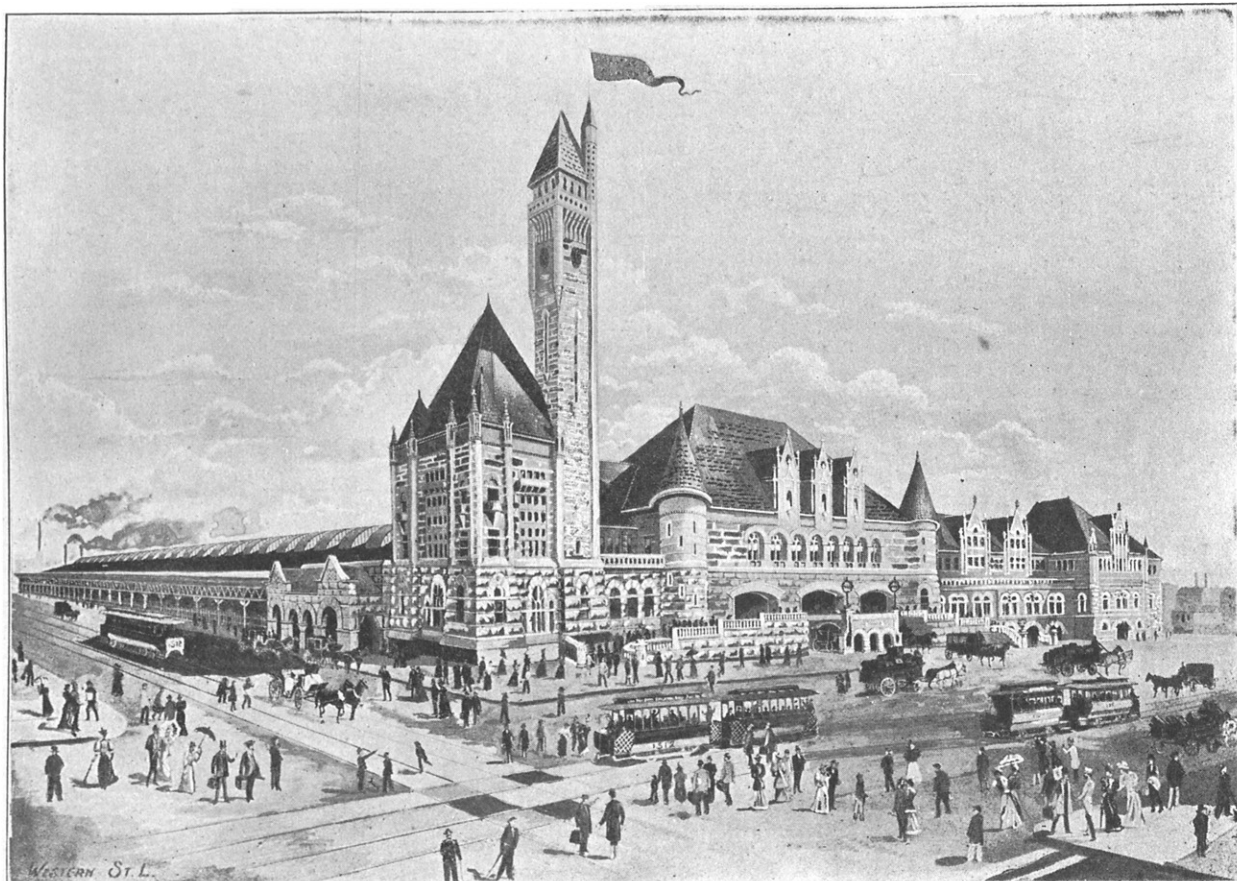
**TIP TOP AND FALSTAFF.**

**Two New Brands of Beer That Are Gaining Popular Favor Everywhere.**

The Lemps and their name is famous, likewise their following legions—have placed upon the market two new brands of beer called "Tip Top" and "Falstaff." At once they jumped into popular favor and so great has the demand been, that the Lemp Brewery has been at some trouble to supply it. The Lemps are large subscribers to the World's Fair Fund and have shown great interest in the success of the "Big Show of 1903," and may be counted upon to do their full share when called upon.

**FINE HALF-TONE WORK.**

The Western Engraving Co., of St. Louis, are the designers and makers of all the half-tone work used in *WORLD'S FAIR BULLETIN*. They are the leaders in their line of art and have unequalled facilities.



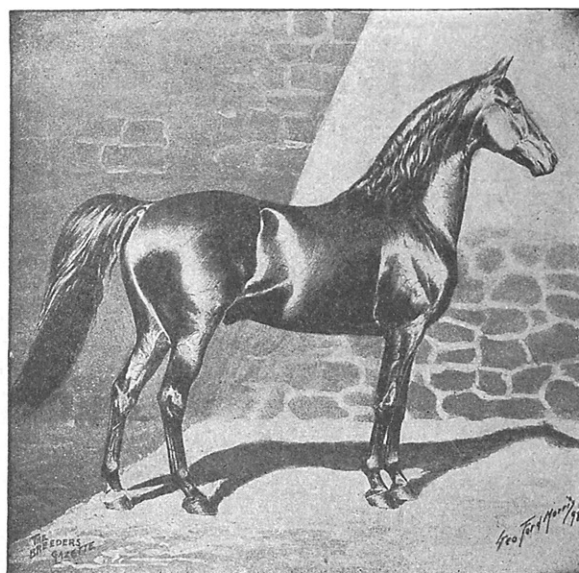
**ST. LOUIS' MAGNIFICENT GATEWAY--A STRANGER'S WELCOME.**

UNION STATION AT ST. LOUIS—TRAIN SHEDS AND TERMINAL HOTEL.



## D. L. Parrish

Makes the highest priced Shirt for men  
made in St. Louis.



GAITED SADDLE STALLION BLACK SQUIREL 2D.  
THE PROPERTY OF MR. D. L. PARRISH, ST. LOUIS.



### SEND THE NEWS ABROAD.

Every business house in St. Louis should have this map, or some other World's Fair device, printed on its envelopes. Just to start the good custom The Republic will present a cut of the map to each of the first fifty business houses which signify their desire to use the design on their envelopes or cards.—St. Louis Republic, May 1, 1899.

This is the way the St. Louis newspapers are working for the Louisiana Purchase Centennial. The Republic, it is said, had calls for over 500 the first week. The above map gives the reader a good idea of the Territory of the Louisiana Purchase.

## ANY INFORMATION RELATIVE TO World's Fair Louisiana Purchase Centennial

Furnished upon application to  
**WORLD'S FAIR PUBLISHING CO.**  
ST. LOUIS, MO.  
Room 31, Insurance Exchange.

## SHARES

—TO—

## World's Fair Only \$10 Each

A GOOD INVESTMENT.

Omaha Exposition Paid a Dividend.

Subscribe now—you can help, even though it is only a mite. The fund has almost reached \$5,000,000. Every man and woman should invest in this, the greatest enterprise ever held in the Mississippi Valley. It's like saving money.

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.....





# COLUMBIA DOME

THERE is no use to pay 10 cents for a domestic cigar, if you can get a

## Columbia Dome Cigar for 5c

Absolutely guaranteed pure long Havana fillers. No manufacturer can claim any better quality for his finest 10 cent brands. But if you want the finest 10-cent cigar made, buy an **EDUARDO H. GATO**, which is a genuine Havana Key West Cigar.

Both these fine brands at all first-class dealers.

# FRIEDMAN

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# CIGAR COMPANY

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# Mississippi Valley Trust Company.

Fourth and Pine Streets, St. Louis.

CAPITAL AND SURPLUS, \$4,000,000.

JULIUS S. WALSH,  
President.

BRECKENRIDGE JONES,  
Vice-President.

DE LACY CHANDLER,  
Secretary.



## 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.



August, 1899.

WORLD'S FAIR BULLETIN.



THE FAST MAIL ROUTE  
St. Louis to Kansas City and the West.

THE COLORADO SHORT LINE, By way of  
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Only one change of cars to the City of Mexico.

For descriptive and illustrated pamphlets, map folders and further information, address any agent  
of the company, or the General Passenger Agent at St. Louis.

C. G. WARNER,  
Vice-President.

W. B. DODDRIDGE,  
General Manager.

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

ST. LOUIS, MO.



"A HAPPY LITTLE ARKANSAS NIGGER."

## 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.