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ALL HAIL TO ST. LOUIS' WORLD'S FAIR!

The History of the Birth of the X476776

Louisiana Purchase Centennial.



The centennial of the purchase of the Louisiana territory, by Thomas Jefferson, is to be celebrated in St. Louis by an International Exposition or World's Fair in the year of 1903. This fact is now practically assured by the generous response of the people of St. Louis to the appeal for subscriptions for a \$5,000,000 corporation, and by the action of the state legislature in unanimously voting for the submission to the voters of the state of a constitution amendment authorizing the City of St. Louis to sell \$5,000,000 worth of bonds in furtherance of the project. Assurance received by the promoters of the enterprise from an immense number of members of congress, justify their relying on a government loan of \$5,000,000. This makes a total of \$15,000,000 and the policy of the promoters has from the first been "A Fifteen Million Dollar Fair, or nothing." It is not expected that a fair of the magnitude desired can be brought to a state of perfection for \$15,000,000, but there are several other sources from which money can be obtained, and the feeling in the city is so enthusiastic that little doubt is entertained as to the ability of the directors of the corporation to raise as much more money as is needed. Seldom, if ever, has a World's Fair project been started under such favorable auspices. In the first place it cost St. Louis practically nothing to secure the fair. Instead of a costly campaign to secure a vote of congress, locating the centennial celebration in the city of St. Louis obtained official recognition and sanction by means of a convention of the states and territories in the Louisiana Purchase. The delegation to this convention, by unanimous vote, decided in favor of a celebration and designated St. Louis as the proper place for the holding of it. The enterprise thus starts out with the backing of fifteen states and two territories, an advantage which it is difficult to over estimate. St. Louis has also the advantage of the experience earned at the cost of millions at Chicago in preparing for the World's Columbian Exposition. The officers of the Chicago World's Fair are giving the benefit of their advice and assistance very freely to the promoters of the St. Louis enterprise. Last summer both Mr. Higginbotham and Mr. Davis were in frequent consultation with the committee, which was then considering the question, and more recently the bond of good fellowship has been still more closely united. It has been frequently stated that several million dollars could have been saved at Chicago if the management had any pre-

The Story in Full Up to Date--It Shows What Western Pluck and Energy Can Achieve--Of Vast Importance to the Great Mississippi Valley.

cedents to guide them. The exposition was so much larger than anything which had preceded it, that it was necessary to start an entirely new plan, and moreover, the time was so limited that expense was frequently a matter of secondary consideration. With ample time in which to make preparations, and with the benefit of the experience acquired at Chicago, the promoters of the St. Louis enterprise think they can give a fair larger than any which has yet been held, at an expenditure of several million dollars less than incurred in the 1893 event.

The name of the man who first suggested the celebration of the Centennial of the Louisiana Purchase by a World's Fair in St. Louis, is "legion." To Mr. James G. Blaine seems to belong the credit of having made the first public suggestion in the matter. At a speech delivered on the floor of the St. Louis Chamber of Commerce some twenty years ago, he called attention to the magnitude of the opportunity and the duty of St. Louis to fitly celebrate the centennial of so grand an event. The matter has been taken up since in various ways and during the last two years suggestions have taken a more definite shape. Labor organizations in particular, have given their attention to the matter and it is claimed that the first practical step in the direction of a World's Fair, was taken at a meeting of one of the Unions, when resolutions were adopted favoring the holding of a World's Fair.

At that time the general sentiment in St. Louis was not in favor of a celebration of this kind, although it was generally conceded that some definite action should be taken in St. Louis in regard to the matter. It is probable that a year ago a majority of the people of St. Louis and surrounding territory were inclined to the opinion that a statue to Jefferson or the erection of some permanent building in the form of a museum, would be the best course to adopt. Early last year, the Missouri Historical Society took the matter up and held several meetings. The encouragement they received at first was not calculated to enthuse and some weeks elapsed before a permanent organization of any kind was effected Appeals were

made to the governing boards of the different commercial, scientific, educational and labor organizations in the city, each being requested to nominate representatives on a committee to take charge of the preliminaries in regard to a fitting celebration of the centennial.

After some delay, this committee was formed, with Mr. Pierre Chouteau as chairman. A more fitting selection of chairman could scarcely have been made, as Mr. Chouteau is the direct descendant of the man who, with Laclede, founded the trading post, which has grown into the city of St. Louis. The Chouteau family have been identified with the growth of the city in every way. Chouteau pond was for many years a conspicuous feature of the city, and has now historical interests, being covered in part by prominent citizens in all lines had positions on the committee, but a number who were appointed did not take any active part in the work, the principal burden of which fell upon a few. Several meetings were held on the matter was discussed in all its bearings. Comparatively few members favored the holding of a World's Fair, and it is stated that among those who were doubtful of the matter was ex-Secretary of the Interior D. R. Francis, now the leader in the movement. Gov. Francis had occasion to visit Europe and spent some weeks in Paris investigating World's Fair subjects, with a result that he came to the conclusion that an international exposition would be the proper form of celebration.

Other members were slow in adopting the same view, and when a committee on design was appointed in the early summer, it was stated that a majority of the members, if not all of them, were still of the opinion that some other form of celebration would be more appropriate and desirable. Suggestions without number poured in, and finally in November, 1898, the committee presented the following report which is of interest as the first definite recommendation in any official form of a World's Fair in St. Louis in 1903.

Your committee beg leave to report: That they have had a meeting every week since they were appointed, and at such meetings have had conferences with

persons representing the different interests of the city, and have in other ways, and especially through the medium of the press, sought to gain as thorough a knowledge as possible of the desires of our people concerning the proposed commemoration of the Centennial Anniversary of the Louisiana Purchase.

There is a general accord of opinion that the occasion should not be permitted to pass without some mark of recognition befitting its great historic interest and importance.

The Declaration of Independence, which determined the character of our institutions, must always remain the great political event of our history; but next to that stands the acquisition of the Louisiana territory, for by that the Empire of the United States was determined, and the great temperate belt of North America was dedicated to institutions of freedom.

The City of St. Louis cannot afford to be indifferent to the Centennial Anniversary of so great an event, the greatest with which its history is intimately associated.

Various modes of commemoration have been proposed among them a statue of Thomas Jefferson, or a great historical museum to bear his name, as a permanent memorial of the great statesman who rendered such signal service alike in making this country free and in making it great; but it is objected, and your committee believes properly, that if nothing more is done the celebration will be essentially local in its character, while nothing less than a general celebration, in which all the States that have been created from the Louisiana territory should take active part, will be adequate.

In such a general celebration the general government could be relied upon for participation and aid and foreign nations, and especially France, should be invited to take part.

For the purposes of a general commemoration your committee is of opinion that only some form of Exposition will serve, at which the development and progress of the arts of civilized life in the territory during the last hundred years may be appropriately displayed.

Many objections have been made to an Expositions, but no substitute, regarded as sufficient even by the objectors, has been yet proposed.

Your committee is of opinion that the objections to an Exposition are not well founded. The experience of the cities which have undertaken Expositions since the year of the World's Fair, and especially that of Omaha, proves that the undertaking is a perfectly feasible one, and also that the interest in them has

not been exhausted. Indeed, so long as the world shall last the story of its progress will always be an interesting one.

We have to deal with a territory that a hundred years ago was, throughout almost its entire extent, a wilderness and a desert. The white settlements within its borders were not of our nationality. The people spoke not our language nor did they profess our laws. In no spirit of boasting may we say that of them must prove to be an object less more thoroughly American than the Louisiana territory. In public spirit and in private enterprise it stands with the first. The achievements of this people during the hundred years that have passed since the American flag was planted here, may well challenge the attention of the world, and an exposition of them must prove to be an object lesson of universal interest.

We believe, too, that St. Louis is the place for such an Exposition, and that once determined upon our people would make it worthy of themselves and of the great occasion.

But the Exposition should be in no the City of St. Louis, nor even by the State of Missouri, but by the entire Louisiana territory. That it may be so, nothing should be forestalled. All those who are to take part in it should have a voice in determining where it shall be held and what shall be its characteristics.

To this end we recommend that there be called a convention of representatives from all the States in the Louisiana Purchase to meet in St. Louis at an early day to determine the time, place and manner of commemorating the acquisition of this territory by the United States, and we submit herewith a resolution to that effect for the consideration of the Committee of Fifty.

Respectfully submitted,

PIERRE CHOUTEAU,
Chairman.
WILLIAM J SEEVER,
Secretary.

On November 28 the Committee of Fifty adopted the report and passed a resolution requesting Gov. Stephens of Missouri to appoint delegates from his State to a convention and to secure the cooperation of the other States and Territories in the Purchase.

Gov. Stephens at once adopted the suggestion and issued a call for a convention. A Committee on Arrangements was created with Mr. Jno. C. Wilkinson, President of the St. Louis Business Men's League, as its Chairman, and James Cox, Secretary of the same organization, as its Secretary. Active preparations were made for the gathering, and as the Governors of the different States responded promptly to the request for the appointment of delegates, local interest became very general.

The Convention was held at the Southern Hotel on January 10 and 11 of this year. With the exception of two States in the extreme northwest, every State and Territory in the Purchase was represented, and the convention was a conspicuous success. Lieut.-Gov. Milliman was elected permanent Chairman of the Convention, and Committees were at once formed, including one on Resolutions and Order of Business. The Committee on Resolutions consisted of one representative of each State and Territory, and after several hours of deliberation presented a report in which it favored the holding of a World's Fair to celebrate the Centennial of the Purchase, and left to the Convention to decide as to what city the Fair should be held in. The report was adopted unanimously and the roll was called by States and Territories to decide as to the location of the fair. The Chairman of each delegation took advantage of the opportunity to make a little boom talk for his own State, but until Louisiana was called every vote was cast for St. Louis. The vote of Louisiana was recorded for New Orleans, but before the Secretary could announce the vote, that of Louisiana was changed and by rising vote, St. Louis was unanimously named for the holding of the Exposition.

On the evening of January 10, a banquet was held at the Southern Hotel at which the delegates to the Convention were entertained by about two hundred best known residents of St. Louis. The enthusiasm was at its height and brilliant speeches were made by Gov. D. R. Francis of Missouri, Gen. John W. Noble of Missouri, another ex-Secretary of the Interior; the Hon. Lafayette Young of Iowa and several others.

On January 11, the Convention held its final session, at which it appointed an Executive Committee, consisting of representatives from every State, with D. R. Francis as President and James Cox Secretary. A great deal of detail business was transacted and resolutions carried bearing upon the amount of money necessary to be raised to make the movement a success. In all these resolutions the immediate raising of \$5,000,000 by popular subscriptions in St. Louis was made a condition to further help.

The Committee of Fifty promptly accepted the responsibility cast upon it by the vote of the Convention and decided to increase its number to two hundred, also appointing a Committee on Form of Organization. The Committee of Two Hundred held its first meeting on February 10, in the center of the cold wave. More than 120 of the members braved the elements and held an enthusiastic meeting, at which ample funds were subscribed for preliminary expenses. The Committee on Organization presented a report outlining the policy to be adopted, confirming the resolutions already agreed to as to the holding of a World's Fair, and recommending the incorporation of a Company to be known as the "St. Louis World's Fair, Celebrating the Louisiana Purchase Centennial." Four standing committees were appointed the Executive Committee with D. R. Francis as Chairman, Committee on Legislation with F. W. Lehmann as Chairman, Committee on Finance with Mr. Wm. H. Thompson, President of the Bank of Commerce, as Chairman, and the Legal Committee composed of some of the most prominent attorneys in St. Louis, with James L. Blair at its head.

These committees at once commenced work and the next event of special interest was the banquet at Washington on February 25. A large delegation went on from St. Louis and all the Senators and Congressmen, including Congressmen-elect, were invited to the banquet at the Arlington Hotel. The response was general and the event was a brilliant one. At the banquet Gov. Francis, who presided, presented the case of St. Louis and explained how it was proposed to raise the money. On behalf of the Executive Committee, he stated that after St. Louis had raised \$5,000,000 to a stock fund it would ask Congress to appropriate \$5,000,000 in the form of a loan, contingent upon the voters of St. Louis, sanctioning the sale of \$5,000,000 of bonds for the fair, making a total contribution of \$10,000,000. General surprise was expressed at the banquet at the reasonable nature of the request, and although, owing to the lateness of the session, no resolution was introduced or appropriation asked general sentiment seemed to be that there would be little or no opposition to the proposition. The St. Louis delegation waited on President McKinley and were cordially received by him, and finally returned to St. Louis full of enthusiasm and determined to rush matters in true western style.

In the meantime both the Senate and House at Jefferson City had taken action in the matter, appointing Senator Morton, Chairman of Committee of Louisiana Purchase from the Senate and Representative Matt Hall, chairman of a similar committee in the House. With the co-operation of these gentlemen, almost the entire legislature was brought up to St. Louis on March the 11th and banqueted at the Mercantile Club. Great enthusiasm again prevailed, and St. Louis secured another ally. Shortly afterwards the legislature by unanimous vote, passed an enabling bill, authorizing the formation of companies in the State of Missouri for the holding of World's fairs. Under this law steps were immediately taken to incorporate a company with \$5,000,000 capital, and the following form of subscription was adopted:

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



David R. Francis,
Ex-Secretary of the Interior.

—Photo by Strauss

Ex-Secretary of the Interior, D. R. Francis, Chairman of the Executive Committee of the World's Fair, is one of the best known men in Missouri. As President of the Merchants Exchange and Mayor of St. Louis, he established for himself a reputation for executive ability of the highest caliber. He was elected Governor of Missouri a few months before the expiration of his term as Mayor of St. Louis, and his administration of the affairs of the State was uniquely successful. On leaving the capital, he returned to private life in St. Louis, and became identified with a number of undertakings of great importance to the city. Mr. Cleveland during the last year of his presidential term, appointed Mr. Francis Secretary of the Interior, and again "Our Dave"

proved equal to the occasion, and administered the affairs of the department like a born statesman. Having occasion to visit Europe last year, ex-Secretary Francis spent some months in Paris investigating World's Fair matters, and returned home an enthusiast for an International Exposition in 1903. At the Louisiana Purchase State Convention on January 10, he was unanimously elected chairman of the Executive Committee, and appointed by the Convention and later on, when the Committee of Two Hundred appointed a Committee on Organization, he was by acclamation made Chairman of that Committee. He was subsequently appointed Chairman of the Executive Committee of the Two Hundred, and his untiring energy and universal popularity, the great success of the movement so far is in the main due.

said subscriptions shall be payable upon demand of said William H. Thompson, Chairman, which sum may be called in such amount 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 above mentioned.

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

The Finance Committee divided up the work among about 12 committees, one for each line of business, and active solicitation for funds commenced. The Clearing House passed a resolution requesting the Banks and Trust Companies to subscribe equal to a year's taxes, the amount aggregating in the neighborhood of \$400,000. Up to date about one-half this amount has been signed for by the banks. The Transportation Interests, Telegraph and Telephone Companies, were asked to subscribe in the aggregate of a Million Dollars. Of this sum about one-fourth has already been

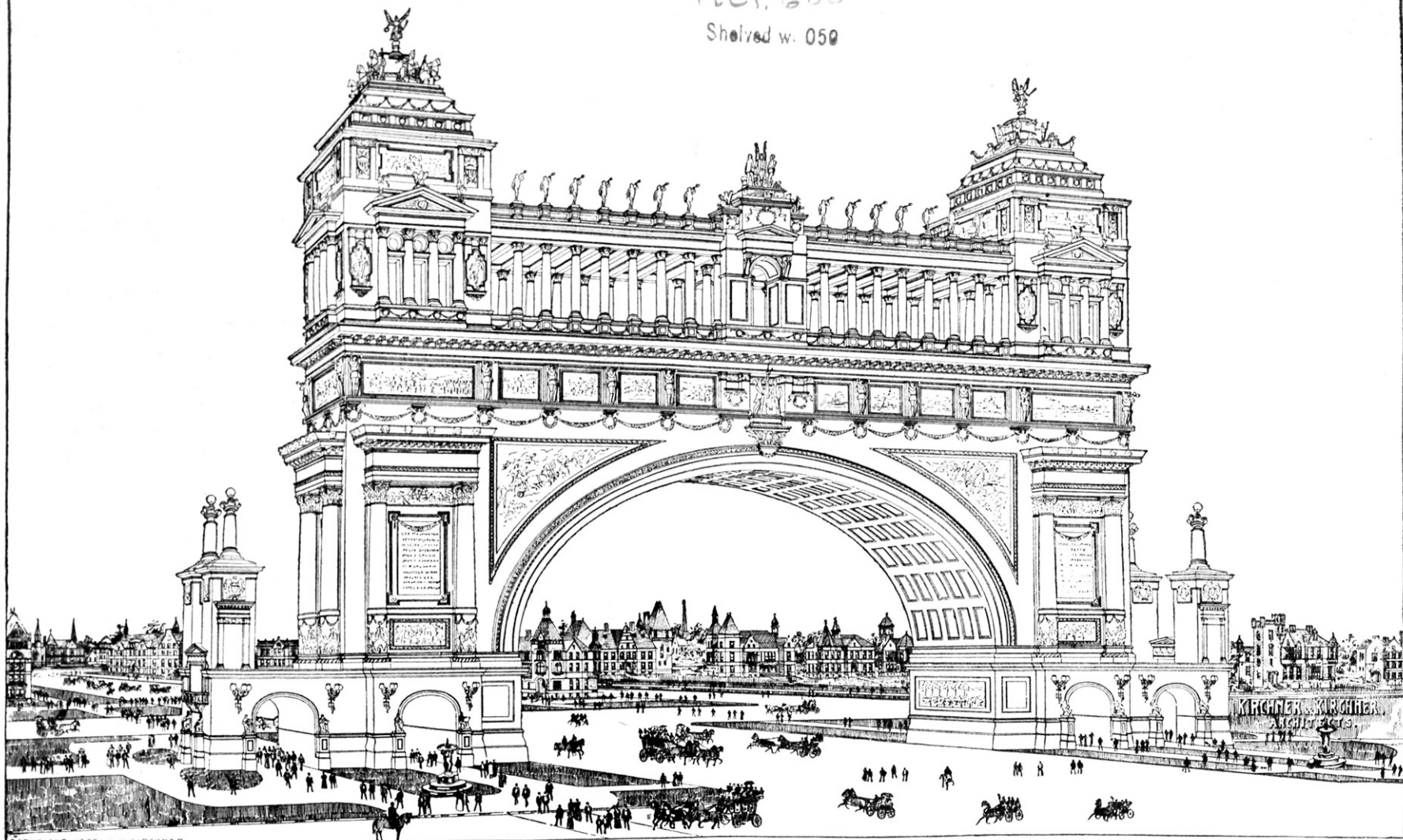
subscribed and the Companies have adopted a plan of apportionment, which will yield more than the Committee asked. The Real Estate Agents were requested to raise among themselves \$100,000. They responded by raising \$131,000 with a promise to make it \$150,000. Other interests responded more or less promptly, and generally with the greatest liberality; and when the Finance Committee felt that it had enough money in sight; only to deserve, but to command success, it called a Mass Meeting to be held in the Music Hall at the Exposition Building on Saturday, April 22

Again the elements were inauspicious a heavy fall of rain keeping away hundreds who had promised to attend. Notwithstanding, this fact, there were nearly three thousand people present when Mayor Henry Ziegenhein called the meeting to order with a characteristic speech. Subscriptions were announced from all parts of the hall with such rapidity that it was difficult to keep a record of them. There were hundreds, indeed thousands, of subscriptions as low as \$10 and \$20, but there were several very large ones. Mr. Wm. H. Thompson of the Finance Committee announced a total of \$100,000, made up of \$60,000 from Bank of Commerce, \$10,000 personal, \$20

(Continued on page 6.)

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FIRST WORLD'S FAIR DESIGN—BY MR. H. W. KIRCHNER, ST. LOUIS, MO.

Proposed Triumphal Arch and Museum for the Louisiana Purchase Centennial World's Fair.

In the planning of the exposition, many structures and features will be suggested and carried out that will be temporary, and live thereafter only through pictures, photographs and in the memory of the individual. In the hurry and bustle consequent to the short time which history has so far allotted in the achievement of former world expositions too little attention has been given to the permanent features of such an enterprise. In Chicago, although \$18,000,000 were spent in improvements, very little is left of a permanent character. The example furnished us, of this exposition alone, should be sufficient to guard the people of St. Louis in the expenditure of the money to be devoted to this present purpose. This city should derive a lasting benefit in permanent structures, and, with proper precautions, fully 75 per cent of the investments could be made permanent. As a suggestion for one of the permanent buildings that St. Louis will acquire through the exposition, the above design is offered by Mr. W. Kirchner, of the firm of Kirchner &

Kirchner, architects. Nothing more appropriate in commemoration of the event could be devised. The Eads bridge has, in its time, added much to the reputation of St. Louis, which was for a long time known as the city at the large bridge. This arch, by many times larger than any in existence and designed on new lines of thought, would, if constructed, make the city even better known than the Eads bridge has done. Located, as St. Louis is, in the Louisiana Purchase territory, the largest city nearest the Mason and Dixon line, in the center today of the population of the country, it is particularly well fitted for a monument gathering within itself all facts of interest that have passed between Spain and America, the North and South, and other history of the country.

The heroic size in which this monument has been designed can only be appreciated by comparing it with other existing structures of its kind, of which the largest to-day is the triumphal arch of Paris. This arch could be placed in-

side one of the towers or buttresses of this design and be completely enveloped.

The general dimensions of this proposed arch will be as follows: Width of arch proper 200 feet in the clear by a height of 110 feet to the keystone; total width over all, 420 feet; total height, 275 feet; depth, 60 feet; peristyle, 320 feet long by 60 feet wide. The interior will contain exhibition rooms, elevators, stairways, grand galleries, containing altogether about 70,000 square feet of floor space, of steel, granite, brick and terra cotta. It is the intention to build this structure thoroughly fireproof, and designed to last for ages.

A boiler plant in the immediate vicinity will furnish the necessary power and heat. Statues of George Washington, Thomas Jefferson, Lafayette, Grant and Lee, Columbus, De Soto, Marquette and historical personages would adorn it. The two towers could be dedicated to the North and South, the arch connecting the same illustrating the principle of unity between them. The panels of the frieze

course, immediately over the arch, would represent in bold relief the battles of eminence recorder in our history. The tablets between the columns on the towers would contain names of all our illustrious generals and admirals. The gallery would contain the pictures of our presidents, their cabinets and all the governors of territory embraced in the Louisiana purchase. A complete history of the Louisiana purchase in maps and pictures would embellish its walls. For reviewing purposes on grand occasions, the buttresses will contain reviewing stands in amphitheater style, one at each end.

When the exposition has become a thing of the past this structure would always remain as a monument of its purpose, the greatness of the territory it commands, the enterprise of the citizens of St. Louis and the gratitude the country owes those who have gone before and left the memory of their greatness to us.

BUFFALO'S BIG EXPOSITION.

St. Louis Will Have a Suitable Representation.

Delegates from Buffalo to St. Louis Receive Encouragement.

BUFFALO'S EXPOSITION.
A meeting of the directors of the Merchants' Exchange will be held to discuss the Pan-American Exposition to be held on the Niagara frontier, near Buffalo, N. Y., in 1901, and to take action looking to a suitable representation of St. Louis and the State of Missouri at the exposition. Congressman W. H. Ryan, ex-State Senator Daniel H. McMillan and John J. Kennedy, president of the Buffalo Board of Aldermen will address the Board on the aims and objects of the project, and will ask that the St. Louis Merchants' Exchange endorse the plan of holding the Exposition and use its influence to obtain an appropriation for a Missouri exhibit from the State Legislature. John B. Weber, Commissioner General of the Pan-American Exposition, and Norman E. Mack, proprietor of the Buffalo Times, the other members of the delegation, will go to Jefferson City to appear before the Legislative committees and explain the benefits to be obtained by having a Missouri building and exhibit at the exposition. A communication was received from the Buffalo Merchants' Exchange explaining the objects of the exposition, and containing resolutions adopted by the Buffalo exchange in regard to the exposition. The communication was as follows:

It is proposed to hold a Pan-American Exposition on the Niagara frontier in the summer of 1901. This exposition is the outgrowth of a meeting held at the Atlanta Exposition between the foreign and domestic exhibitors, at which the holding of a Pan-American Exposition was warmly advocated. When the Honorable James G. Blaine was secretary of state he organized, in connection with the state department, the Bureau of American Republics, with a view to the promotion of trade between the different countries of the western hemisphere. Mr. Blaine's idea afterwards resulted in the holding of the Pan-American conference at Washington, and found further manifestation in the reciprocity clauses of recent tariff bills. The events of the last year have opened the eyes of the American people to the possibilities of trade expansion, and our merchants and manufacturers are paying more attention than formerly to the foreign departments of their business. It is, therefore, particularly opportune time for holding a large exposition of an international character, specially designed to foster, promote and increase the trade between the United States and the other countries of the western hemisphere. The Atlanta meeting reached the decis-

ion that the Niagara frontier of the State of New York was an eminently proper place for holding this exposition. More than half of the population of the United States lives within a night's ride of Buffalo. The greatest of America's natural attractions lies within an hour's ride of the city. The production and transmission of electrical power has reached on the Niagara frontier its highest development. The summer climate is ideal for visitors; the transportation and hotel facilities are of the best. The United States government has already set the seal of its approval on this exposition. A bill, providing the usual privileges to foreign exhibitors, and appropriating half a million dollars for a government building and exhibit, has been passed by congress and approved by the President, and the Governor and the State of New York and the Mayor and city of Buffalo have also shown their approval. The determination is to have the exposition thoroughly international in character, and on a scale second only to the World's Fair at Chicago. In view of these facts and with the confident assurance that the exposition will mark an important step in the promotion of better commercial relation between the United States and other coun-

tries of the western hemisphere, resolutions were adopted to the effect that, "The Buffalo Merchants' Exchange commends the project to the favorable consideration of the commercial organizations in the State of Missouri, and asks their hearty co-operation in promoting the holding of the exposition, and in securing for it favorable action by their State Legislature on a scale commensurate with the importance of the exposition, and requests them to communicate promptly to their representatives at Jefferson City their support and approval of this project, and that copies of this resolution be sent to the St. Louis Merchants' Exchange by the Buffalo Merchants' Exchange. Since this communication was received Commissioner General John B. Weber was a guest at the Louisiana Purchase Centennial Banquet, given by the Real Estate Exchange of St. Louis, at the Planters' Hotel, Monday evening, April 24. Mr. Weber made an eloquent plea in behalf of Buffalo's Pan-American Exposition, and it is safe to say Buffalo will receive the hearty support of St. Louisians, and the World's Fair corporation. Bradford's World's Fair bulletin wishes Buffalo unlimited success. In helping Buffalo, we are sure to help ourselves.

Bradford's World's Fair Bulletin.

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SALUTATORY.

Bradford's World's Fair Bulletin, makes this its initial bow to the World, for its fame will be world wide by the time the big gates of the Louisiana Purchase Centennial World's Fair to be held in St. Louis, will have been thrown open to the public.

The purposes of this publication are to perpetuate the interest in the Worlds Fair, up to, and after its day of opening. Its columns will be devoted solely to the interests of the Louisiana Purchase Centennial, and it will from time to time publish important communications and news matter, that will be of much value to those interested.

Bradford's World's Fair Bulletin has gone to some expense and its incorporators have devoted much time, capital and labor to this enterprise. They do not look for profit just now, but hope for early appreciation from the public to whom its pages are dedicated.

Respectfully,
H. Allen Bradford,
President,
Bradford Publishing Co.

WHERE WILL "THEY" LOCATE THE FAIR?

That the information every one would like to obtain. Well—Bradford's World's Fair Bulletin will know it and let it be known just as soon as it is official. No doubt the location will be selected at an early date.

Subscribers to the Worlds Fair Fund should not consider their subscriptions in the light of a gift. Omaha Exposition shares paid a dividend, and the Chicago World's Fair Subscribers received back the major portion of their subscriptions. Those people who reside in the great south west, will be assisting in the development and growth of their own territory by assisting in the success of the Louisiana Purchase Centennial. The terms of payment for shares in the St. Louis World's Fair are easy and convenient for even the most limited purse and every man and woman in the great Mississippi Valley should contribute for at least one or two shares, two shares.

A blank application will be found on another page of Bradford's World's Fair Bulletin. Fill it out and mail to Mr. James Cox, Secretary Louisiana Purchase Centennial, Mercantile Club Building, and get your name inscribed on the roll of honor. In the next issue of the Bulletin, the names of World's Fair share holders will be published in full.

The World's Fair now being assured, those who intend making exhibits would do well to get into the field early. The Bradford Publishing Company have opened a Bureau of Information in the Commercial Building, St. Louis, where all inquiries will have prompt attention on receipt of 10 cents in stamps. The Bradford Company may not be able to satisfy all who make inquiries about the World's Fair, but it will do its level best with the information at hand, to give those seeking information the very best possible service. Its channels through which it obtains its information are considered the most reliable.

"Put me off at Buffalo" in 1901, but be sure you send me back to St. Louis in 1903.

A Timely Hint,

To St. Louis City Fathers.

The World's Fair now being assured let us beautify our streets. There should be a boulevard along the great Father of Waters and one direct from the river to Forests Park, while another would add beauty to our many driveways, along King's Highway from Koerner's Garden to the Water Tower. Bestir yourself, ye City Fathers and show that you have the pride to beautify the greatest metropolis inland on the American continent.

Who will be the World's Fair mayor? That is a question we should all take a live interest in. Let the best man and the best only, be selected, irrespective of party.

Col. J. K. Gwynn

Makes an Eloquent Appeal for "A Pull Altogether."

A Characteristic Letter From a Man Who Has Been There.

Col. J. K. Gwynn, formerly secretary of the St. Louis Fair association, and prior to that time secretary and treasurer of National Organization State World's Fair Executive officers, of Chicago World's Fair, feeling a keen interest in the Louisiana Purchase Centennial contributes the following article of much information to Bradford's World's Fair Bulletin. Col. Gwynn is a most capable man for Fairs and Expositions, and his opinions have been much sought after by State Fair officers. St. Louis has missed him since his absence, and it is to be hoped he will return to us. Just now he is located in Chicago, where he is the local representative of the Liggett & Meyers Tobacco Co., who recently sold out to the tobacco trust. Here is what Col. Gwynn has to say of St. Louis' Greatest World's Fair:

Captions conservatism cannot stay the resistless march of human progress. The Fair will be held, not to foster personal, nor to gratify vainglorious ambitions, but because an imperial destiny imposes this "White Man's Burden" upon St. Louis.

St. Louis is not only the metropolis of the Louisiana Purchase, but she is also the natural trade center for a developing country that is pregnant with every possibility of material wealth and civic greatness. The rank and file of thoughtful St. Louis people grasp the import of these great truths in their far-reaching significance, and will not be deterred from the discharge of the imperative duties of a high destiny, by the conjured phantoms of subsequent "reaction" and "depression."

"To err is human." People make injudicious investments in St. Louis every day in the year. The activities incident to the World's Fair will doubtless multiply and accentuate these individual mistakes. But this does not augur that its aggregate benefits will not infinitely outweigh any reverses that may result from individual imprudence. It might as well be argued that the construction of a railroad, or the erection of a fine building, should be discouraged because, preadventure, some contractor might lose money, or some individual get hurt in the prosecution of these enterprises.

If the holding, or not holding of the World's Fair in St. Louis hinges upon the proposition of material benefits to the city, then there is but one side to the question. The arguments are all in favor of the Fair. Not only will all the money raised in St. Louis be redistributed among the citizens of that city prior to the opening of the Fair, but millions of dollars in addition will be poured into her coffers. Every state, city, corporation and individual in the Louisiana purchase or elsewhere, that makes an exhibit at the Fair, will have to spend large sums for building materials, labor, installation fixtures and

maintenance of officials and employes. Many foreign governments will doubtless make exhibits at the Fair, and spend large sums in installing and maintaining the same. Every mechanical industry in the city will be overrun with work in pushing forward the acres of buildings and their appurtenances, to completion. Thousands of skilled workmen will be added to the normal forces of these establishments, and entirely new industries of great magnitude will spring into existence to aid in supplying the necessary equipment for the mighty enterprise. Hence St. Louis will have her money all back with good interest before the gates are thrown open to the public. After the Fair is formally opened a flood of treasures will flow in and percolate to every nook and corner of the city, giving an unprecedented impetus to business and a new zest to life.

The unparalleled advantages of St. Louis for successful commercial operations and judicious investment, cannot fail to impress hundreds who will visit the Fair, and, as a result, new industrial and commercial enterprises will be the permanent legacy of the Fair to the city.

But I deprecate a purely commercial view of the Fair, which seems to be all too prevalent.

Its moral effect upon the citizens of St. Louis particular, and mankind in general, is the great desideratum.

Communities, like individuals, are ignorant of their capabilities until supreme obligation confronts them. When the citizens of St. Louis wake up, as they will do, to the full realization that the opportunity for exerting a world influence is upon them and that the eyes of the world are focused upon the manner in which St. Louis utilizes this opportunity, she will, under this fierce light of publicity, achieve results that will surprise herself.

When a community is wrought up to that supreme pitch of earnestness and local pride that is inseparable from mighty undertakings, the inspiration of the hour is sure to seize upon some master mind and materialize itself in a way that will stamp the whole enterprise with a striking, permanent and distinctive individuality.

It is indeed, a daring and extraordinary thing for a young city to assume to set the pace for the whole world in boldness or original enterprise, fertility of resource and brilliancy of execution. Yet these are just what are essentially involved in the World's Fair project, and St. Louis can and will, nobly rise to the full measure of these supreme demands. But, commensurate with the requirements are the rewards in material benefit and the glory of achievement. The flood of thought that will rush through the thinking mind, as the enterprise is viewed in its completeness and ready for the public, will be overwhelming. It will be remembered that the domain embraced in the Louisiana Purchase was an unsubdued wild of forest and prairie, dominated by savages, and inhabited by wild beasts. In 1903, in a mighty city within its confines, the triumph of the highest civilization of the human race are epitomized in the metropolis of this recent realm of primeval forest and savagery. From the forest to the farm, from the wigwam to the palace, from the savage to the savant, has been the transition of this brief century. No wonder that the plodding civilization of the old world stand transfixed with mingled admiration and fear at such Aladdin-like transformation. The object of the Fair is, if possible, to fittingly celebrate this century of astounding and unparalleled progress and development. St. Louis has been honored by the states carved out of the purchased territory by being made the hostess of this celebration. She has justly been crowned queen of the galaxy of fair cities within its confines. She will not only wear these honors gracefully, but she will cover herself with glory by the triumphal manner in which she will discharge the weighty obligation imposed upon her.

In the light of these facts it will be inconceivable that any citizen of St. Louis could be so lacking in patriotism, civic pride and municipal loyalty, as to withhold his enthusiastic support from the enterprise. Success in this undertaking means,

for St. Louis, a broad and healthy cosmopolitanism in the place of provincialism. It also mean broadened capabilities, and enhanced efficiency for the rising generation of St. Louis business men.

In summing up the possible benefits of the proposed World's Fair, let them not relate exclusively to sordid motive and material benefit. But let the higher emotions that fire the human heart, and nerve for the human arm for deeds good, great and noble, have their full play. Then indeed, will the name "St. Louis" become a household word wherever on the face of the earth men toil for betterment, or human hearts aspire to achievement.

J. K. GWYNN.

Philadelphia's Big Exposition.

One Million Dollars to Be Expended—
The Sole Purpose to Advertise
American Manufacturers.

Philadelphia, April 22.—This city is to give a great exposition in the fall. It will open on September 14 and close November 30. The plans of the exposition, on which the Quaker City is spending \$1,000,000, differ from those of any fair which has yet been held in this country. It is solely in the interest of American manufacturers and producers. It will be held under the joint auspices of the Philadelphia Commercial museum and the Franklin institute, and confining itself to the specific purposes of its organization, will display manufactured products if the United States, especially suitable for export, and for the purpose of comparison, collections of samples of goods made in the commercial countries of Europe and successfully sold in the markets of the world.

Following so promptly upon the beginning of an era of unprecedented commercial activity and national expansion it indicates that Philadelphia is rapid in some respects at least. Congress has appropriated \$350,000 in aid of the Exposition. The city of Philadelphia has given \$200,000, the state of Pennsylvania, \$500,000, and the citizens of Philadelphia, individually, \$50,000.

Mr. P. A. B. Widener, a well-known Philadelphian who is connected with the street railway systems of several of the larger cities, is president of the exposition association, and Dr. William P. Wilson, director of the Philadelphia museums, is the director-general of the exposition. The board of directors of the exposition association includes a number of the most prominent and energetic business men of Philadelphia.

Bradford's World's Fair bulletin commends the Philadelphia Exposition to the manufacturers that are legion in St. Louis and the great Southwest. Our products are purchased the world over and it is to be hoped that we will generously contribute to the exhibits in the Quaker City. Philadelphia, indeed, is a grand old city, and it will be a pleasure to visit such a hostess, whose fame is world-wide for her hospitality. We should go there and make friends for the greatest World's Fair ever known to be held in our own city of St. Louis.

Elks' Reunion.

A Big Time in St. Louis During
Week of June 20.

St. Louis Will Entertain Thousand
Who Will Again Visit Her During
the World's Fair.

St. Louis is going to be the most popular city in America during the week of June, 20th, 1899. The Benevolent and Protective Order of Elks is going to have its annual convention and Reunion in St. Louis that week and great preparations have been made for the Elks. For their benefit, Bradford's World's Fair Bulletin, publishes the hotel rates, that will prevail. St. Louis does not hoist her prices when a crowd comes—she is a host.

For the information of lodges and members of the Order, the hotels of St. Louis, have named the following rate

for Grand Lodge Week.

The American plan hotels are:
Southern Hotel, -3.50 per day and upwards, according to location.

Planters Hotel, \$4.00 per day straight through the house for each person, rooms to be occupied to their capacity.

West End Hotel, (a high class family hostelry), from \$2.50 to \$6.00 per day, according to the location of rooms.

The rates at the European hotels are as follows:

The Lindell Hotel, \$1.00 per day, and upwards, according to location of room etc.

St. Nicholas Hotel, \$1.50 per day, and upwards, for rooms without bath, and \$2.00 per day and upwards for rooms with bath.

Laclede Hotel, \$1.00, \$1.50, and \$2.00 per day, according to location.

St. James Hotel, \$1.00 per day straight through the house.

Hotel Imperial, uniform rate of \$1.00 per day throughout the house.

Hotel Van Studdiford, single rooms 75 cents and \$1.00 per day, double, \$1.00 and \$1.50 per day.

Hotel Moser, single rooms, \$1.00, two in a room, \$1.50.

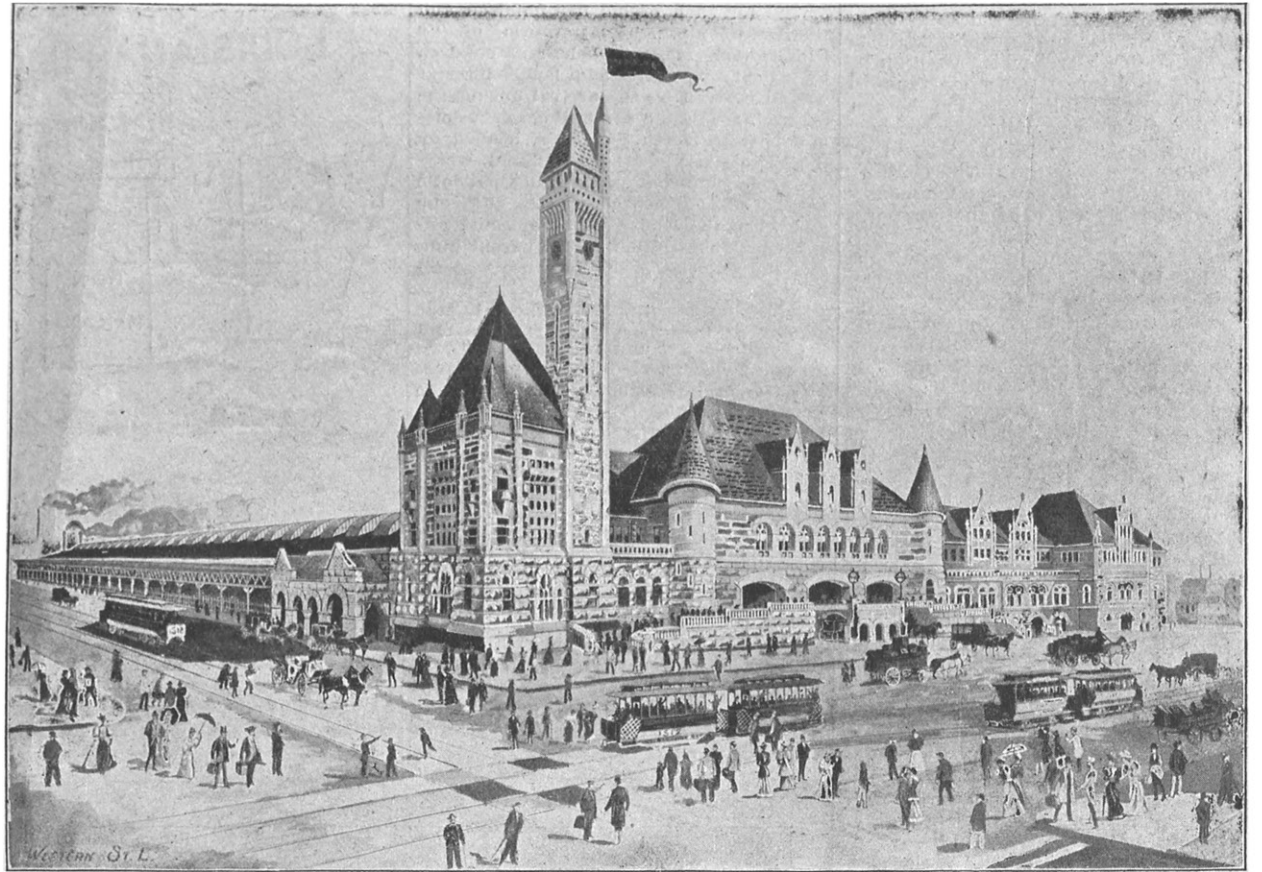
The Benton, single rooms, 75 cents, two in a room, \$1.00.

Cook's European Hotel, single rooms 75 cents, two in a room, \$1.00.

The Edison, single rooms, 50 cents, 75 cents and \$1.00, double rooms, \$1.00, \$1.25, and \$1.50.

Meramec Inn, located at Meramec Highlands, a beautiful resort twelve miles out of the city, and reached by steam and electric roads, will make special rates to those desiring to stop there during Grand Lodge week.

St. Louis' Magnificent Gateway--A Stranger's Welcome.



Union Station at St. Louis--Train Sheds and Terminal Hotel.

Newspapers of St. Louis.

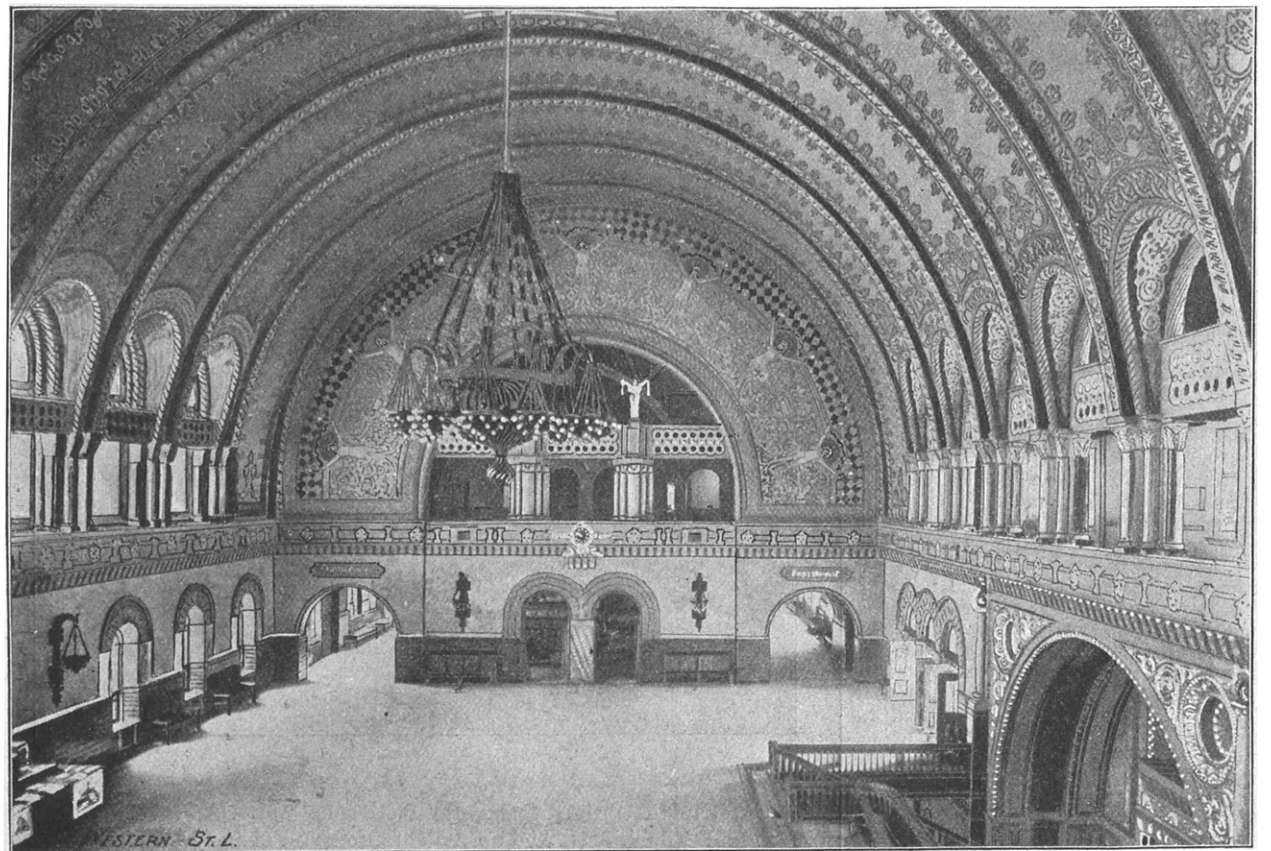
Most Liberal Subscriptions From Publishers and Individuals to the Louisiana Purchase Centennial.

The large and liberal subscriptions made by the publishers of St. Louis, to the World's Fair, is most worthy of note, and their generosity has been most effective on other enterprises. Besides the great impetus given the World's Fair by the Press, they have liberally contributed. Much credit is due Messrs. F. D. White and William C. Steigers of the Post-Dispatch, Mr. Danl. Houser, of the Globe-Democrat, and Mr. C. W. Knapp, of the Republic, who is chairman of the Publishers Committee, of the World's Fair.

The St. Louis newspapers have always done more than their share in helping St. Louis, and can always be counted upon to come to the fore.

The following is a partial list of the subscriptions reported:

Post-Dispatch	\$20,000
Post-Dispatch Employees (partial report)	1,630
Globe-Democrat	20,000
Republic	20,000
Republic Employees	1,250
Westliche-Yost and Anzeiger ...	7,500
Daily Record	500
Mirror	350
Sporting News	250
Hotel Reporter	200
Trade papers:	
Age o Steel	100
Farm Machinery	100
Drygoodsman	250
Interstate Grocer	250
Interstate Grocer's Employees ..	50
Furniture News	100
Shoe and Leather Gazette	100
Shoe and Leather Gazette Employees	30
St. Louis Grocer	100
Agricultural publications:	
Rural World	100
Journal of Agriculture	100
Midland Farmer	20
Clayton newspapers:	
C. R. Black	250
F. W. Rauschenstein	250



Grand Reception Hall, Union Station.

Subscriptions made by Publishers who have not signed blanks:
Kellog Newspaper Union 500
Miscellaneous Publications:
A. N. DeMenil, "The Hesperian" 3,000
Mrs. A. L. Y. Orff, "The Chaperone" 1,000
The Overseer 100
The Southern History Co. 250
Missouri Gazette 100
Henry Kaiser 100
W. C. Steigers 500
Bradford Pub. Co. 100

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 character

concerts will be held in Music Hall this year and the Coliseum will be devoted to a sportsman's exhibition. Indian squaws and paposes 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

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 the 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 Centennial, 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," "Old and New St. Louis," "St. Louis Through a Camera," "Our Own Country," "My Native Land" and a "History of the Cattle Interests in Texas and the Southwest."

The daily press has been loud in its praise of Governor D. R. Francis, Mr. Pierre Choteau, Mr. F. W. Lehman, and many other public spirited men of St. Louis, and most deservedly so, but Bradford's World's Fair Bulletin is of the opinion that some share of the press praise is due Mr. James Cox, the indefatigable secretary of the temporary organization of the World's Fair. Mr. Cox has "spent mid-night oil" for months, and is a most tireless worker and probably the "man of the hour," inasmuch as most, if not all, of the clerical portion of the great preliminary work was accomplished by himself and corps of assistants. The people of St. Louis at large have a "soft spot" for Mr. Cox, and he should have some portion of the praise, however small it may be.

It is to be hoped that Mr. Cox will have many days before him, as he is valuable to St. Louis in many ways, more especially now, as his long experience most ably fits him for the work.

All Hail World's Fair!

(Continued from page 2.)

000 from the Planters' Hotel, in which he is a leading stock holder, and \$5,000 from Mr. J. C. Van Blarcom, Vice-President of the Bank of Commerce. Mr. Adolphus Busch, the millionaire brewer, subscribed \$50,000 personally and announced that the brewers hoped to be able to make up a subscription in the aggregate of \$400,000. The Traveling Men's Committee announced that it had raised upwards of \$70,000 and reported under protest as they intended to make the total at least \$100,000. The employees of one of the Street Railways announced total subscription of \$13,610, and one Printing House, Woodward & Tiernan Printing Co., announced \$18,510, of which \$10,000 was from the firm and the balance from its employees. The Newspaper Committee announced a large subscription, the Globe-Democrat, Republic and Post-Dispatch, each subscribing \$15,000. After the list had been read, Mr. D. M. Houser, President of the Globe Printing Co., announced a personal subscription of \$5,000 in addition. Mr. Florence D. White, Editor of the Post-Dispatch immediately raised the Post-Dispatch subscription to \$20,000, and Mr. C. W. Knapp of the Republic and Mr. D. M. Houser of the Globe-Democrat simultaneously increased the subscription of their corporation to a like amount. Other additions to this list made in the same spirit of friendly rivalry brought up the total to about \$83,000, with other papers still to be heard from. The Wholesale Dry Goods houses subscribed for \$80,000 and promised more. The Retail Dry Goods houses subscribed \$105,000 with a statement that only eight concerns had been seen. The Hotel subscriptions ran up to \$67,000, and the Jewelers to about \$40,000. The Simmons Hardware Co. headed the Hardware list with a subscription of \$50,000 and several smaller amounts were added. The Mansur & Tebbetts Implement Co. started the Agricultural Implement list with \$10,000 and the Master Builders handed in \$30,000 as their first subscription with much more to come. The Merchants' Ex-

change announced about \$80,000 subscribed with several interests to be heard from. An interesting feature of the meeting was the announcement of subscriptions from women and children. Gov. Francis announced a subscription of \$100 for each of his five children and there were altogether upwards of 150 subscriptions made on behalf of children by their parents, additional interest was also given by the arrival during the early stages of the proceedings of a delegation from North St. Louis, headed by the First Missouri Regiment Band, wearing their uniforms and playing patriotic airs. The audience cheered to the echo and when the leader of the Band announced a subscription of \$1,000 from himself and associates, the applause was renewed.

Before the meeting adjourned, it was announced that more than \$4,300,000 had been signed for and that about \$1,900,000 more was pledged by representatives of different interests, making a total in excess of \$4,200,000.

* * * * *

P. S.—Since the above was written the full \$5,000,000 has been subscribed—the legislature of Missouri has enacted the World's Fair Bill, and The Louisiana Purchase Centennial is now assured. Now for the work. Let us all work as if one man for its success.

Fine Half-Tone Work.

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

THIS IS FROM ST. LOUIS REPUBLIC.

May 1st, 1899.

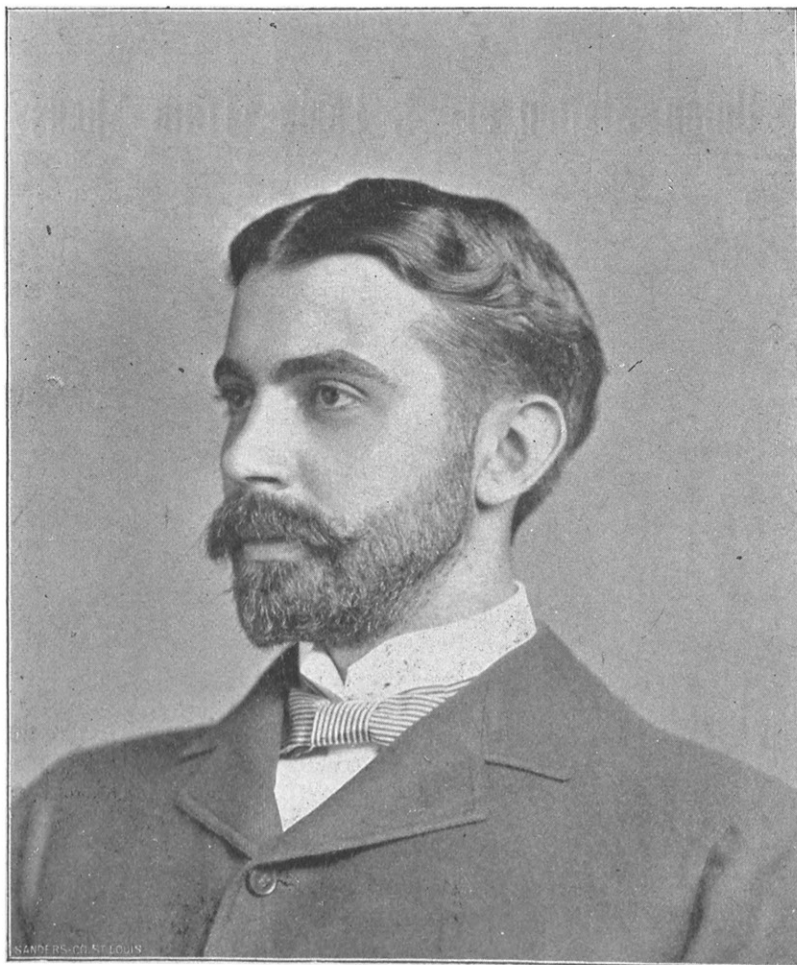


Send the News Abroad.

Every business house in St. Louis should have this map, or some World's Fair device, printed on its envelopes. Just to start the good work. 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

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 week. The above map gives the reader a good idea of the Territory Louisiana Purchase.

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W. P. Deppe,

Newly Appointed Assistant General Passenger and Ticket Agent of the Big Four at Cincinnati, And an Ardent Supporter of the World's Fair.



The Planters' Hotel

SAINT LOUIS,

MR. HENRY WEAVER, Manager

One of the Great Show Places

The Most Popular Hostelry the Louisiana Purchase Territory.

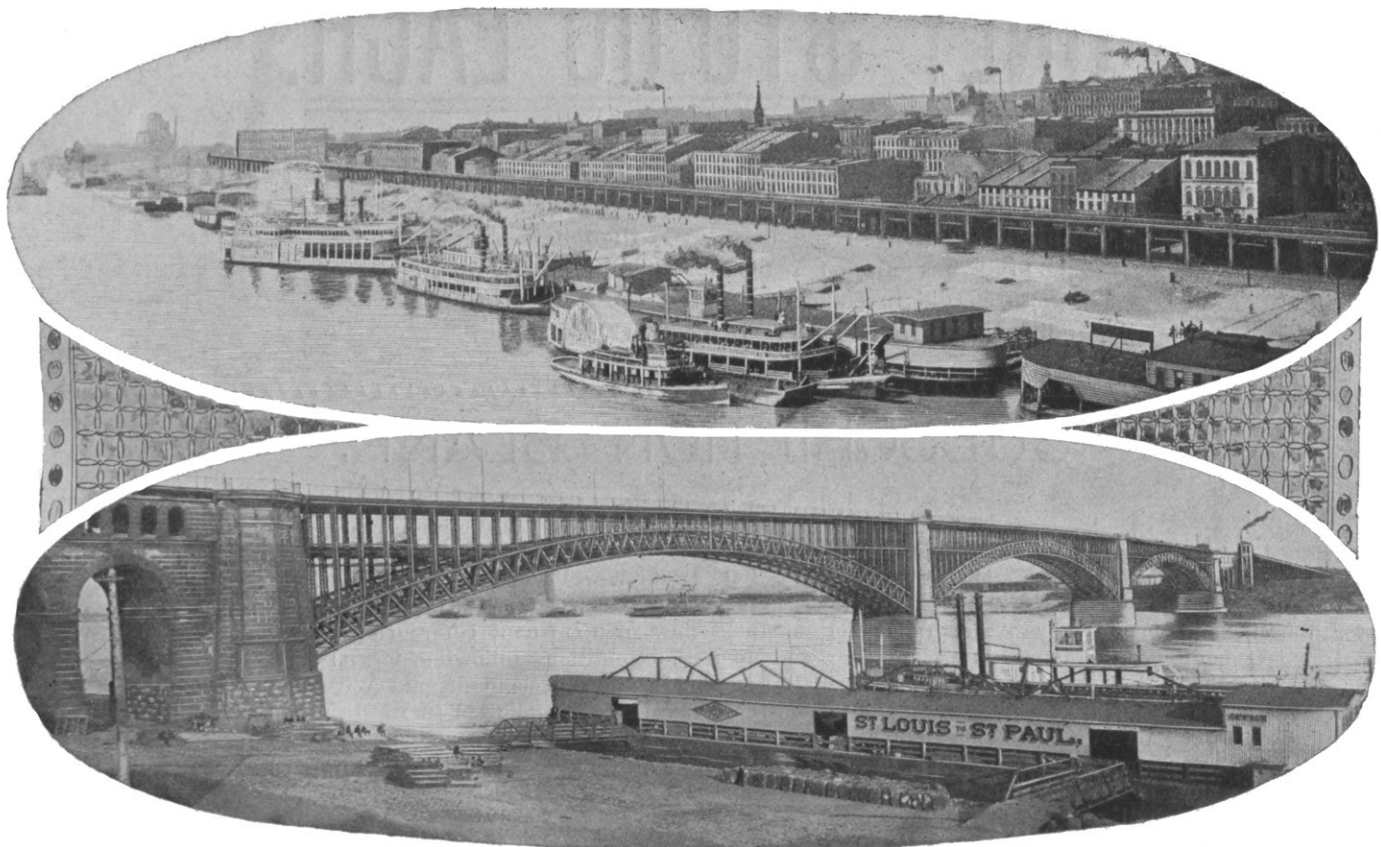
The June Number OF Bradford's World's Fair Bulletin

Will contain valuable and interesting news and illustrations pertaining to the World's Fair, Louisiana Purchase Centennial, Send in your subscription early and get on the list.

Two Glimpses of St. Louis as She Is Now.



OLIVE STREET—A Main Thoroughfare in St. Louis. Looking West on the Right is the Government Postoffice.



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.**

..... BRADFORD'S BUREAU OF INFORMATION.

SUITE 419 COMMERCIAL BLDG.

St. Louis, Mo.



Furnishes in detail any information relative to World's Fair, Louisiana Purchase Centennial, to be held in St. Louis 1903.

Full particulars as to Hotels, Residences, Business Places and Business Enterprises furnished upon application.

In fact Bradford's Bureau of Information can, and will, furnish information relative to any Business, Subject or Enterprise in St. Louis.

Correspondence solicited. Address, with ten cents in stamps for prompt reply.



Bradford's Bureau of Information,

419 Commercial Building,

ST. LOUIS, MO.

Shares to World's Fair

ONLY \$10.00 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.

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 such other name as may be designated in the Articles of Association, hereby agree, each in consideration of the other subscriptions hereto, 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 nine 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.....

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

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