

Keystone State Fair and Industrial Exposition

CAPITAL \$1,500,000.00

has Been Organized and Chartered Under the Laws of the Commonwealth to Give to Pennsylvania What it Has Long Needed

A GREAT STATE FAIR

The Keystone State Fair and Industrial Exposition Company, with a capital stock of \$1,500,000, has been organized to give to Pennsylvania what it has long needed—an appropriate State Fair, where the people of this and other commonwealths may foregather to see at a glance all that Pennsylvanians make, mine and grow. It will gather the products of Pennsylvania homes, of Pennsylvania farms, of Pennsylvania waters, of Pennsylvania mines and her industries all within the boundaries of a great 410 acre park, fitted with immense unroofed, concrete and steel buildings, a two-and-a-half-mile auto speedway, a one-mile race course, also a half-mile course, and varied and interesting amusements.

The fair and Exposition will surpass anything of its kind in the United States.

A plot of ideally situated land, of 410 acres in extent and one and one-half miles along the front of the famous Susquehanna River, with beautiful rising hills on the opposite side, which give to the eye a great view of Nature's picturesque scenery.

The site lies along the main line of the Pennsylvania Railroad, just outside of Harrisburg. In fact, the main line tracks cut across the land of the Fair Company near the public road, and it is here that it is proposed to erect a passenger station especially for the Keystone State Fair. Nearby will be sidings and freight sheds adequate to handle the vast number of exhibits that will go to make up the annual Fair.

Along the entire one and one-half miles of land run the lines of the Harrisburg Street Railways Company, with through cars from the Fair Grounds to Harrisburg, Middletown, Highspire, Steelton, Oberlin, Enhaut, Paxtang, Hummelstown, Hershey, Lebanon, Progress, Penbrook, Carlisle, New Cumberland, Mechanicsburg and dozens of smaller communities that make up the intensely settled community of which the Keystone State Fair is the very center.

Within a radius of three hundred miles of Harrisburg 18,000,000 people reside, according to the United States census bureau, and to bring this vast population to the Keystone State Fair there is centered in Harrisburg the great Pennsylvania Railroad Company with its subsidiary lines, the Philadelphia and Erie, the Northern Central and the Cumberland Valley Railroads.

Then comes the Philadelphia & Reading road with its subsidiaries, the Susquehanna and Schuylkill, the Philadelphia, Harrisburg and Pittsburgh, and the Gettysburg and Harrisburg. These railroads form a net work to all parts of the State.

Harrisburg is one of the most centrally located and easily reached points in Pennsylvania. It is a great manufacturing and farming center, and its advantages as a shipping point are recognized by no less than sixty-seven of the biggest manufacturing concerns of the United States.

It is the capital city of Pennsylvania, and its \$13,000,000 capital, with rare paintings and world-famous sculpture is a show place in itself to which men and women from all over the world come, as the visitors' record at the capital shows.

NEED OF A STATE FAIR

The need of a State Fair for Pennsylvania has been felt for years. Time after time leading agriculturists and stockbreeders have gathered in Harrisburg to discuss ways and means to attain this desired object.

A three days' conference was held in Harrisburg on January 21, 22 and 23, 1913, in which an effort was made to get a State Fair proposition under way. It was attended by Governor John K. Tener; State Secretary of Agriculture, N. B. Critchfield; W. C. Norton of Waymart, Pa., President of the Pennsylvania Livestock Breeders' Association; Chester T. Tyson, Secretary of the State Horticultural Association; G. G. Tyson, a noted feeding expert of Warrior's Mark, Pa., and by farmers, fruitgrowers, stockbreeders and agricultural implement people from all parts of Pennsylvania. It was the unanimous conviction of this gathering that a State Fair is an absolute necessity to the future growth and development of Pennsylvania.

GOVERNOR FAVORS STATE FAIR

Governor Tener said: "I am in hearty accord with the proposition to establish a great State Fair for Pennsylvania."

V. C. Norton said: "I am heartily in favor of a State Fair, and let it be understood that by a State Fair is not meant simply a place for exhibit and discussion of what pertains to the agricultural development of the State alone; not by any means. Everything that is of an educational, scientific, mechanical or other economic character could be included. Not only farm products, but you, but machinery of all kinds and exhibits show the development and improvement of the State ought to have a place."

Secretary Sandles of the State Agricultural Society, took up an entire hour discussing Ohio's great State Fair, telling of what it has meant to the development not only of the farming pursuits of the Buckeye State but of its untold advantages to other States.

"The Ohio State Fair," he said, "not only its own expenses but yields a substantial profit. Let Pennsylvania people see what Pennsylvania can do. A State Fair would do more to farming more of a science and a profitable business than any other factor. But don't be stin-

gy when you establish your fair, Farmers; don't be penny wise and pound foolish."

Secretary Critchfield presided and when he called for a vote as to the advisability of a State Fair for Pennsylvania, every one of the 500 delegates present voted "aye."

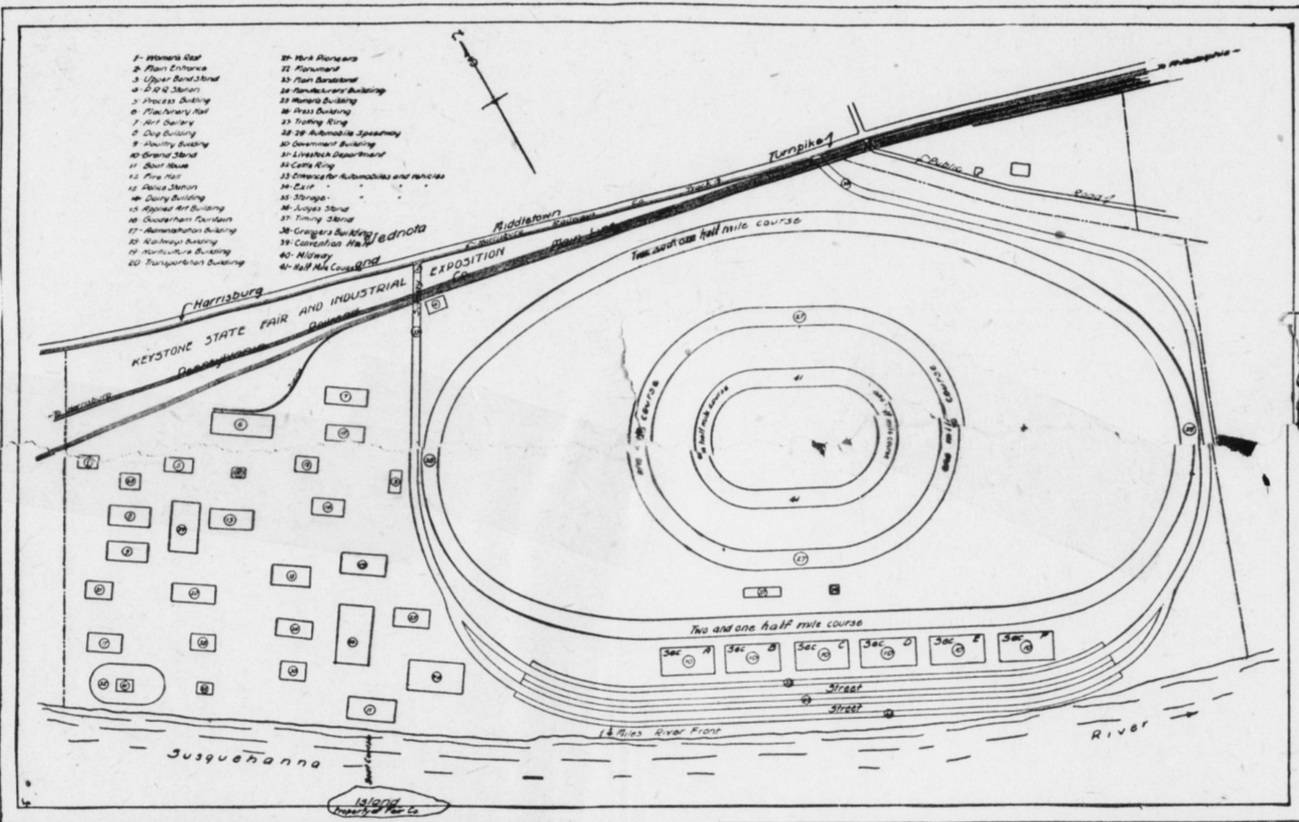
THE KEYSTONE STATE FAIR

And so it comes about that the Keystone State Fair and Industrial Exposition has been formed to give to the farming and manufacturing interests of Pennsylvania a great State Fair, and to the people of the cities a great amusement park.

Every farmer, stock-raiser, fruitgrower, dairyman, manufacturer, mine owner, and all business men in general, including all the citizens in the State, in fact everybody who is anxious to see Pennsylvania keep abreast of the times and apace with the accomplishments of her sister States, ought to be an earnest supporter of the Keystone State Fair.

Pennsylvania is the second state of the Union. She has farms, worth approximately \$1,111,894,800; her livestock is worth 180,498,000; her crops \$168,770,000; and her fruit \$9,754,000. She has the greatest steel mills in the world and her manufacturing wealth is conservatively estimated at \$2,626,742,000 in yearly products. According to the census of 1909 Pennsylvania had then 27,563 manufacturing plants in which were employed 1,002,171 persons.

Surely it is not too much to expect that such a State could support a State Fair and make it earn profits on the investment, if Ohio, Indiana, Kentucky, New York and a score of other states—including youthful Oklahoma—can operate Fairs and come out at the end of each season many thousands of dollars to the good. And it is proposed to make the Keystone State Fair greater than all of them, just as Pennsylvania stands in the front rank of States.



HIGH COST OF LIVING

The Fair will bring together men and women from every walk of life. It is the intention of the management to conduct conferences at which experts in all the varied branches of agriculture, horticulture, floriculture and stock-raising, industry and manufacture will speak. Minimum cost in production and marketing will be themes of discussion, and "the high cost of living"—a very serious problem despite the jests that have been made concerning it—will be an ever-present theme in these discussions. The Fair will do its part in bringing the producer and the consumer into closer touch and greater harmony. That alone is a worthy mission.

AUTOMOBILE MANUFACTURERS' BIG FEATURE

The Keystone State Fair will have a powerful appeal to the automobile industry of the country; at an expense of many thousands of dollars, a two-and-a-half-mile automobile speedway is to be built, together with machine shops and storage facilities for a large number of cars.

It is the purpose of the Company thus to provide for the automobile manufacturers not only a place where they may test out the mechanism of their machines, but where they come into closer touch one with another. Automobile racing will be one of the big features of the Fair.

But it is not intended that the Keystone State Fair's million and a half dollar plant shall operate two weeks during the fair season of the year and then stand idle.

THE MODERN PLAN

No man would build a manufacturing plant, putting into it one and a half million dollars and then work it only two weeks out of the entire year. Just so it is unreasonable to let 410 acres of Fair ground, with its capacious buildings, its wa-

ter and its power plants, its grandstands and its midway, its two-and-a-half-mile auto speedway and its racing courses stop earning money for the stockholders at the conclusion of the fair season.

The Keystone State Fair and Industrial Exposition Company has a better plan than that. It is conceded, and the newspapers have been protesting for years, that Harrisburg has no building large enough to house the big expositions that are constantly seeking show place here, that while it has twice as many conventions as any other city in Pennsylvania, it has no large convention hall and that it has no building adequate for the food shows, fruit exhibits and poultry exhibitions that are becoming larger and larger each year.

Neither has Central Pennsylvania—within street car ride of two score cities, towns and villages—any amusement park large enough to draw picnics and outings that form so large a part of the life of the people. The fact that trainload after trainload of people are hauled to Willow Grove, an amusement resort in Philadelphia, and to Washington, Atlantic City and even to New York, traversing hundreds of miles for a single day's outing illustrates the possibilities of a big amusement park within the boundaries of their own State.

SUMMER OUTING PLACE

All these needs the Keystone State Fair Association proposes to fill, turning the large island situated in the center of the broad and picturesque Susquehanna, just opposite the Fair Grounds, into a summer outing spot and holding band concerts and fireworks displays on the main land.

Horse racing is to be fostered, the finest auto speedway in the country is being worked out and an annual Pennsylvania automobile meet will be developed.

FAIRS ARE PROFITABLE

So comment are those who are back of the Keystone State Fair and Industrial Exposition on the success of the enterprise that they recognize the necessity of awakening a state-wide interest in the Fair, which is to be for all the people, and they know of no better way than submitting the proposition to the progressive and thriving populace of the great State of Pennsylvania, thereby giving to its citizens the opportunity to share in its ownership and profits.

It has therefore been decided to place on the market sufficient of the stock in the hands of the farmers, stock-raisers, fruitgrowers and manufacturers of Pennsylvania, for whose benefit it has been formed and whose interests it will foster.

IMMENSELY PROFITABLE

Fairs properly managed have drawn thousands of people to them ever since the dawn of history—and where they have been properly managed they have not only fostered farming and industry, but have been immensely profitable to those whose money made them possible.

As far back as the "Bazar" of Babylon, the Fair of Jerusalem and the great Fairs of Greece, we find myriads of people wending their way to them and shrewd business men investing their money in them.

Profit for the investors was back of the Market Fairs of the Middle Ages, which yet survive in Leipzig, New Novgorod and throughout the East. In some districts whole cities depend upon the Fairs for their livelihood.

Within the past century local and national institutions have grown numerous and have expanded and diversified until they have become among the most popular, useful and profitable institutions of the age. The first Fair in the United States was held in Washington in 1805, and the premium list was valued at \$100. From this small

beginning beginning has grown the great exposition of today. Statistics show that there is in the United States a permanent investment of approximately \$50,000,000, in the development of fair enterprises (not including the Panama Exposition) an annual attendance of over six million people and a total premium list of about \$1,000,000. Surely investors and this to be a profitable investment.

HIGHER AIM THAN MERE PROFIT

But the Keystone State Fair and Industrial Exposition Company has a higher aim than mere profit—although its affairs will be conducted with an eye to giving the investor a good return for his money. It has started out to fill the big need in the life of Pennsylvania. Its management feels that in no other way can such a powerful influence be wielded for the up-building of the Commonwealth, commercially or educationally, at all comparable with the State Fair.

The application of the Fair was originally intended merely for rural industries, but since that far-off time they have been diversified and extended so as to embrace all the industries, Science, Art, and every branch of education. The fundamental purpose as conceived by our forefathers has been largely fulfilled and old-time methods and plans are fast becoming of the past.

The Keystone State Fair management fully realizes this. It knows that the modern Fair must exploit the science of agriculture and that it must be also inspirational and educational, for those features which inspire and entertain are inevitably educational. Problems of agriculture and mechanics are for man and his betterment. The Fair should appeal to young and old. In fact it should be a family affair and provide in a most generous way for the edification and pleasure of the women and children as well as the men. The Keystone State Fair will fulfill its mission by providing for the hundreds of thousands of patrons who will through its grounds, ample means for the urban and rural population to come and view the advancement and progress made in divers industries, Agriculture, Animal Husbandry, Mechanics, Manufacturing, Art and Science; to cheer and praise the victors in competitive awards, as well as to profit by their achievements, and to amuse and entertain by attractions of the highest moral plane from the largest amusement centers of the world. It makes of its Fair an irresistible mecca for the farmer after the strenuous harvest days of mid-summer are over.

AGRICULTURE AND HORTICULTURE

460,000 square feet of space will be allotted to agriculture, horticulture and floriculture. The display of fruit will be worthy of the great peach and apple growing sections of Pennsylvania which lie at the doors of the exposition grounds. Lancaster County, nearby, richest farm county in the United States, will exhibit their products, and the Cumberland Valley just across the river, and the Lebanon Valley on the other side, will all contribute.

There will be a Grange building and it is hoped to have the various Granges make collective exhibits in competition for substantial cash prizes. Educational experiments from experimental stations and agricultural colleges will also be arranged and every agricultural implement dealer in the United States will be invited, and, it is expected, will participate.

LIVE STOCK

Live stock will naturally play an important part in the exhibits. Pennsylvania is showing increased interest in the growing of cattle and hogs and the development of fine cows and work-horses, especially, while pigs and sheep are also receiving attention. Pennsylvania's dairy interests are large and growing and every effort will be made to make this exhibit at the Fair worthy the important place it holds in the industry of the State.

READY IN 1916

Splendid progress has been made since the project was launched. The buildings to be erected are to be of permanent character—concrete and steel—the grounds must be developed and beautified and the million and one details necessary to such a gigantic enterprise will require the hearty co-operation of the people to make it possible.

The management wants the first exhibition to be all that it has planned and no attempt will be made to open the Fair until 1916. Then the exposition will be inaugurated on a scale that will at once make it one of the noted show places of the country and a profitable investment for its stockholders from the very start.

The Keystone State Fair and Industrial Exposition is going to be the greatest and most talked of exhibition of its kind in the United States. It is up to you to co-operate for its success and to share in its profits, while stock may still be had at par.

THE KEYSTONE STATE FAIR AND INDUSTRIAL EXPOSITION is bound to be the most profitable of all those in the United States. Get in line. Make a wise and dividend paying investment and benefit the farming and manufacturing interests of the State at one and the same time.

Write for free illustrated booklet.

Limited Number Shares
Stock still to be had
\$10.00 per share.

Keystone State Fair & Industrial Exposition Co.

Executive Offices, Kunkel Building, HARRISBURG, PENNA.