

idea of what they may expect by attending the fair or exposition. Then especial care should be taken in the classification of premiums; in adding new and improved breeds in the live stock classes; enumerating new mechanical contrivances, industries and labor-saving inventions; the adoption of rules and regulations that are applicable and in keeping with the progress of the country. It will also add materially to the attractiveness of the list to have them illustrated with views of the grounds, different breeds of live stock, industrial arts, building, &c. To secure profitable circulation I would suggest that officers should endeavor to co-operate with kindred associations in catering—when consistent—to their ideas, and if it is desirable to secure a large display in the horse department, affiliation should be made with the horse breeders' associations; if swine, swine associations; if the fowls or poultry, then to co-operation with their associations. It would doubtless be a profitable result to consult the wants of exhibitors, and a circular asking for suggestions from one year's exhibitors will be sure to elicit valuable information.

#### CIRCULARS.

"Circulars designed to increase exhibits should be made to appear as a personal and an individual solicitation whenever it is possible to do so. In all cases where distributed by mail it would seem to me to be advisable to have them sealed, so as to guarantee that they will be received by the person to whom addressed, as a business man finding a circular sealed as a letter is far more likely to peruse its contents when sent in that form, than he would if received from the mail open to all who may come in contact with it during transmission.

#### BY CO-OPERATION WITH KINDRED ASSOCIATIONS, LIVE STOCK AND INDUSTRIAL SOCIETIES.

By the co-operation with these societies and industries much good may be accomplished, and valuable advertisements of our associations secured if proper attention is devoted to this particular point. Take the State of Illinois, for example; there are associations of cattle breeders, poultry and bee-keepers' societies, horticultural associations, swine and sheep breeders' organisations, &c., &c., formed expressly for the advancement of their several interests. Now, if the secretary of any fair would write to the secretary of any of those associations asking him to prepare a small rubber stamp to read; 'The compliments of the Illinois Poultry Breeders' Association,' with a view of stamping their compliments on postal wrappers and address each wrapper so stamped to members of their association, and then send in each wrapper a copy of the premium list, it would, in my mind, be a valuable advertisement, as the stamping of the wrappers would be an indorsement of that special association and give it the semblance of a poultry breeders' document, equally as much as it would an advertisement of the Fair. The same principle could be applied to all such associations as well as it could be used by enterprising merchants or manufacturers, who would have a local pride and interest in advancing the objects of an association organized and instituted for the purpose of advancing the interests of any particular locality in which the Fair is held; besides, it would insure the circulation of our premium list among people whom we are especially desirous of reaching. For instance, a circular might be issued by agricultural implement dealers, stating that they would have a full line of implements upon exhibition at the Indiana state fair, and enclosing this in a premium list, it could be sent to all their agents. Similar circulars might be issued by commission merchants to their customers, by manufacturers of brick machinery to brick makers, by grocers to their country

customers, and so on through each industry that would be represented at the exhibition.

The circular could be prepared at a nominal cost and, if necessary, at the expense of the association. The stamp of the merchants or manufacturers would be an indorsement of the fair or exposition and have more influence than a list sent from the office of a fair association merely as an advertisement of the exhibition. By this means it would make almost every branch of industry and commerce advertisers of the Fair, and from personal experience, I am led to believe that enterprising merchants and manufacturers would cheerfully co-operate with association in this manner. Having prepared these points from practical experience and principally for the purpose of drawing out the views of all present on the important subject of advertising fairs and expositions, I would respectfully ask a full and impromptu discussion upon the points suggested just as they seem to those whose experience in the matter of advertising has been more extended than my own, as one of my objects is to be benefited by others' experience upon this important part of the duties of a fair official. (sic)

On motion of Mr. Morris R. Locke, of Illinois, seconded by Mr. Robert Mitchell of Indiana, the thanks of the convention were tendered Mr. Wade for the paper and the press of St. Louis were asked to publish it entire.

On motion of Mr. E. A. Barnard, Director of Agriculture, Quebec, Canada, seconded by D. B. Gilliam of Illinois, it was unanimously resolved to ask the agricultural press of the country, to publish the paper, so that it might reach all Fairs and Expositions throughout the United States and Canada.

#### OX WARBLE FLIES.

The valuable lecture on "Estridae" or "Bot Flies," given by Miss E. A. Ormerod, hon. consulting entomologist to the Royal Agricultural Society, to the students of the Royal Agricultural College, Cirencester, has now been published in pamphlet form by Messrs. Simpkin, Marshall, and Co., Stationers Hall Court, London. The figures, which by Miss Ormerod's permission we were enabled to reproduce, are copied from the illustrations given by Mr. Bracy Clark, F. L. S., in his essay on "Bots of Horses and other Animals," and they belong to Miss Ormerod.

#### THE WARBLE FLY.

After referring to the Horse Bot Fly, Miss Ormerod passed on to speak of the Warble Fly or Ox Bot Fly here figured.



OX WARBLE FLY.

She said:—The attacks of the Ox Bot Fly or Warble Fly, the *Estrus (Hypoderma) bovis*, DeGeer, may be taken scientifically as a good example of the division of the Bot Flies that infest the hide. Practically and financially the subject is of enormous importance, not only on account of the suffering and waste of forces of the cattle caused by the attack, but also from the direct loss in value of warbled hides. In a letter (published in December, 1880) by Mr. W. H. Liddell, who is well qualified to express an opinion on this subject, he observes:—"There are at present, I may safely say, three fourths of all our cattle being tortured by this inveterate insect, which, by a little trouble and at a