

tor to fertilise the flowers oneself then to leave it to the bees. By taking a little trouble you may have all your melons swelling at the same time—a very desirable but not absolutely necessary matter. If you like to put the sweepings of your lawn round your frame, do so; they will do no harm, and in a cold summer will help the melons to ripen. Having done all these things—have patience. The fruit will seem long in ripening; still, it will ripen, if left long enough. My last melon this year, grown without any artificial heat whatever, was not ripe till October. (1)

Advertising Fairs and Expositions.

The following paper on Advertising Fairs and Expositions was presented by Mr Festus J. Wade, Secretary of the Great St Louis Fair, and Recording Secretary of the International Association, at the Convention of the International Association of Fairs and Expositions, which was held in St. Louis, Mo., on December 3rd and 4th.

"HOW, WHEN AND WHERE TO ADVERTISE."

"The problem of how, when and where to advertise is one in which all trades, professions and industries are equally interested and anxious to solve; and in selecting it as a subject I recognize its importance to our associations, and the advisability of considering it in detail. I will therefore conform my ideas entirely to the advertisement of agricultural and mechanical associations and exposition societies. The numerous mediums through which advertisements may be circulated, make it incumbent upon officials to use their utmost discretion in deciding upon the merits of the schemes presented; and, in order to place the matter in tangible form, I have made four divisions of the more important mediums, subdivided as follows:

"First—The Press.

"Second—Posters and premium lists.

"Third—Circulars, pamphlets, &c.

"Fourth—By co-operation with kindred associations, live stock and industrial societies, merchants and manufacturers generally.

"THE PRESS."

"It is universally conceded that the press of the country has done more to advance and promote agricultural and mechanical associations and exposition societies than any other profession, trade or industry throughout the American continent. Broad as this assertion may seem, I believe that a careful consideration of it will convince the most sceptical of its correctness. Assuming this to be a fact, then, the press of the country is undoubtedly the most valuable of all advertising mediums, and should be treated upon a basis that would be commensurate with its value to our respective organisations. This should be done by extending every reasonable courtesy, or collecting interesting items, and lastly, by the most liberal and judicious patronage in advertisements that may in a slight measure repay those whose energy, intellect and enterprise are devoted to the profession of journalism. The preparation of newspaper advertisements should receive a most careful consideration, attractiveness in appearance and originality in design should be the aim of every advertiser in order to secure the attention of the most casual reader. Special features of the exhibition should be made known in the shortest and most concise manner, and in order to receive

(1) Good advice for the English climate, but, here, the lights must be put on as soon as the bed is made up. The hints about watering the earth and not the plant are of great value.

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the greatest returns from the amount expended, it is very necessary to determine upon the all-important question of

WHEN AND WHERE TO ADVERTISE.

"Advertisements designed to reach the ordinary exhibitor or visitor, if inserted about three or five weeks previous to the exhibition and continued until the opening day, would seem to me to be the most profitable, and in order to find out where to advertise, it would be advisable to ascertain the radius from which exhibitors and visitors attend the exhibition. This may be done by soliciting from railroad and other transportation companies a statement of the percentage of travel over each line from a distance of 50, 100, 200, 300, or 500 miles, and from the information thus acquired a tangible basis can be determined upon as to where to advertise the next exhibition. To reach special exhibits this, of course, does not apply, for instance to a paper devoted to live stock interests, whether in New York or San Francisco, might be used, if you are satisfied that by such mediums you will reach the class of exhibitors particularly desired. Advertising in the form of 'locals' or 'reading notices' I regard as most valuable as well as economical. It is true that the price per line costs three or four times as much as the regular advertising columns, but I maintain that where proper attention is devoted to the composition of a 'local' it will be read by four or five times as many readers as will be the regular advertising columns. If I were to ask the gentlemen here present, or any other company of business men, how often do they read the promiscuous advertisements I believe the force of this argument would be evidenced.

POSTERS.

"The judicious circulation of a neat and attractive poster giving a comprehensive summary of the fairs and expositions, is a most excellent and profitable advertisement where proper care is given to the distribution in towns and cities adjacent to the exhibition, and in order to place them to advantage, I do not think it advisable to send them out upon the supposition that the public generally will see that they are prominently located. The members of this association could accomplish much good by suggesting the best manner of placing posters in their respective localities whenever solicited. In large cities and towns the hiring of bill-posters is, I believe, the most profitable and economical manner of distributing advertising matter of this character. It is true it will generally increase the expense, but if posters are prepared to go before the public, it is better to issue a smaller number and have them properly placed, than to issue a large number and have two-thirds wasted. Of course, where posters are solicited by railroads, whose pecuniary object is to have the Fair well advertised over the territory they traverse, a reasonable supply should always be granted, or when wholesale merchants or manufacturers will issue a private circular to their customers or agents, asking as a special favor that they post the bills conspicuously, and at the same time indorse the character of the Fair or Exposition, then I believe more attention will be paid to placing the advertisement, as it will be done with a view of accommodating rather than advertising a show in which no special interests centres to the person thus solicited.

PREMIUM LIST.

"The premium list is a most valuable medium and I believe it would be profitable to embody a prospectus of the approaching Fair, and also a short description of the previous exhibits at the head of each department, thus giving those who receive a copy, whether visitors or exhibitors, an