

"MEMORANDUM A."

I respectfully submit the within memorandum referring to the agency for American Exhibitors, of 1900.

The plan and scope of this agency is outlined in the enclosed proof sheet, of a prospectus which, when completed, is to be sent to all persons on this continent who are likely to intend having their goods exhibited at Paris.

As a slight illustration of the great possibilities in the way of profits that could be derived by the agency, I will suppose a case as follows:-

I will assume that such a small number as one thousand exhibitors would send their goods to Paris. Each one of these one thousand would have to have at least one competent representative at Paris, during the eight months of the Exposition. The salary of this representative would be at least \$150 per month, and to this add at least \$75 per month for living and private expenses, and \$150 for ocean travel. Tabulating these expenses, we have the following:-

Salary One Representative at \$150 per mo. for 8 mos...	\$1200
Living and Private Expenses One Representative at \$75	
per mo. for 8 mos.....	600
Transportation One Representative.....	150
	<u>\$1950</u>
1000 Representatives at \$1950 each.....	\$1,950,000

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Thus it would appear that, at a minimum estimate, it would cost a small number of one thousand exhibitors the large sum of \$1,950,000 to be individually represented, leaving entirely out of consideration the cost of putting up, and taking down the exhibit.

It is easy to see that this agency, which could act for one thousand, as cheaply as for one, could well afford to do the work for a great deal less money, and still have an enormous profit.

This is only an illustration of one point, and on a small scale. Greater profits, however, are to be derived from the installation of the exhibits, and concessions, which we expect both from the French and American Commissioners.

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1000 Representatives at \$1250 each.....	\$1,250,000
Salary One Representative at \$150 per mo. for 8 mos....	\$1200
Living and Private Expenses One Representative at \$75	800
per mo. for 8 mos.....	150
Transportation One Representative.....	150
	<u>\$1950</u>

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AMERICAN EXHIBITORS AGENCY,

PARIS EXHIBITION OF 1900.

BUREAU OF ACCOMMODATIONS.

In addition to its functions as representative of American Exhibitors, this Agency will assume the duty of rendering gratuitously to all Americans visiting Paris, such facilities and accommodations as will enable them to attend the Exposition and reside in Paris with comfort and economy.

In the Agency's building there will be commodious rooms furnished with every convenience for the use of visitors, and supplied with telegraph, telephone, express, and cab facilities, ample desk room, American newspapers, &c., and all business accommodations.

Attendants will be constantly on hand prepared to advise and direct visitors as to locations in and around Paris and the Exposition, and to answer all enquiries for information regarding modes of procedure and the most expeditious and economical routes of conveyance.

The Agency will keep an alphabetical register of all visitors and their places of residence, thus enabling friends and acquaintances to locate one another.

Those desiring to make purchases in Paris will be furnished with guides, or directed to stores and business houses where they will not be subjected to excessive charges.

Hotels and boarding house accommodations will be provided in reliable establishments and at lowest rates.

These and all other services in the line of accommodation and comfort for visitors, will be cheerfully rendered by this Agency, **absolutely free of any charge.**

AMERICAN EXHIBITORS AGENCY,

EMILE M. BLUM,

President.

GENERAL OFFICE:

19 Liberty St., and 62 Maiden Lane,

NEW YORK.

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EMILE M. BLUM

President

GENERAL OFFICE:

19 Liberty St., and 63 Wall St.
NEW YORK.

The American Exhibitors' Agency Company,

19 Liberty St., & 62 Maiden Lane,

New York.

The design of this Agency is to facilitate the representation of the industries of North, South and Central America and Mexico at the Paris Exposition of 1900, by reducing the expense of exhibiting to a minimum, and relieving exhibitors of all care, trouble, and annoyance with respect to their exhibits.

The Agency proposes to take full charge of exhibits from the moment they are ready for shipment until their return to their owners after the close of the exhibition. It will pay all charges such as freight, insurance, customs, &c., and meet all other expenses; will secure appropriate space in the Exposition; will put exhibits in place, with all necessary appliances, properly display them, care for them, bring their merits duly to the attention of juries of awards and visitors, and carefully repack and reship them; giving them in fact, the same care and attention as would be given by the exhibitors themselves.

The ability of the Agency to do this, may, in a measure, be comprehended by the consideration that, through its employment, all outlays for salaries and expenses of individual agents of exhibitors would be avoided; that by having always in its employ in Paris, a regularly salaried corps of skilled artisans, mechanics and laborers capable of installing, arranging, and caring for all kinds of exhibits in a satisfactory and expeditious manner, the cost of special labor to each exhibitor would be saved, and the scarcity, unskilfulness, or exorbitant demands of labor guarded against; that by means of the combination of shipments and general charters, ocean freight rates and other transportation charges would be greatly reduced, as would be also, insurance premiums and various incidental expenses. In addition to these considerations of economy, it may be stated that, through the employment of this Agency, exhibitors would be relieved of many costly and vexatious delays and annoyances resulting from unfamiliarity with the French language and French methods of doing business.

Compensation for the Agency's services will be a fixed charge, the amount and terms of which will be duly contracted for with the exhibitor in advance.

Besides acting in the representative character above indicated, this Agency will undertake to sell goods for exhibitors, if so desired, upon such terms as may be specially agreed upon.

The President of the Agency Mr. Emile M. Blum, was U. S. Commissioner General to the Exhibition at Barcelona, in 1888, and Commissioner of Bolivia at the Chicago Exhibition, as well as President of the International Manufacturers' Exposition Agency at Chicago, and naturally has acquired a large fund of experience in Exposition matters. He has moreover an extended acquaintance among French Officials, and is on terms of personal friendship with the members of the United States Commission, who endorse this Agency and consider that it will be a great help to them.

Mr. Blum, whose native tongue is French, will reside in Paris during the Exposition, and personally direct the operation of the Agency there.

This Agency is duly incorporated under the laws of the State of West Virginia with a capital of \$500,000.

Appended is a list of its officers, and names of persons and institutions to whom it refers for commendation.

Correspondence will be conducted in all languages.

The American Exhibitors' Agency Company,

EMILE M. BLUM, PRESIDENT.

[798/5/11/99]

12 Liberty St. & 52 Franklin Ave.

New York.

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