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Bismarck, N.D.  
History of North Dakota's First  
**Industrial Exposition**



Held at  
**Bismarck, North Dakota**

September 24th to October 15th, 1911

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North Dakota  
Industrial Exposition

THE FIRST OF  
ITS KIND IN THE  
UNITED STATES

SUCCESSFUL BEYOND EXPECTATION  
VISITORS FROM FAR AND WIDE

D. OF R.  
SEP 6 1912

## North Dakota Industrial Exposition

When the North Dakota Industrial Exposition closed its doors on October 16th, after a continuous run of twenty days, the most successful demonstration of a state's development, progress and resources ever offered to the public of the United States was brought to a happy termination.

Not only North Dakota, but practically every state in the Union furnished its quota of visitors to swell the tide of attendance, and the keen appreciation evinced of the rich ag-

when the scheme for an exposition devoted exclusively to the products and development of the state was first launched. The location of the proposed exposition was far removed from the beaten track of such undertakings; the strict limitation of entry for premiums to residents of the state, while at the same time preserving the higher standing of an exposition over a mere state fair; the general apathy and even opposition from some quarters, which had to be over-



TOWNER COUNTY EXHIBIT.

ricultural and other exhibits spread before them, and of the many profitable openings in mercantile and industrial pursuits disclosed, testifies unmistakably to the unerring judgment of the promoters when they conceived and carried out the enterprise.

Considered then from both the standpoints of numerical attendance and attainment of the avowed objects of its inception, the exposition has proven to be an unqualified success, and its annual recurrence as a fixed institution is now assured.

As with all new undertakings the element of uncertainty was present

and replaced by a spirit of unity and initiative; the short time available wherein to secure proper advertisement and response from prospective exhibitors; all these and many more minor yet troublesome obstacles had to be adequately met and provided for, and might well have proven insuperable to less indomitable spirits than those that directed the destinies of the project.

Intelligent application and enthusiasm, however, will work wonders. The present instance offers no exception to the rule, and undoubtedly future historians will recognize the

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

first North Dakota Industrial Exposition to have been an epoch-marking event in the state's history.

The horizon was by no means all cloudy in the commencement of active work, however. The generosity of the Northern Pacific Railway company placed at the disposal of the management a building which proved to be almost as well adapted for its new purpose as if it had been specially built with that purpose in view.

tural implements, both premiums offered to successful exhibitors and implements shown for educative purposes, although the state university, flour, brick and government good roads' exhibits were also located on this level. The premiums offered in competition were also displayed here.

The large room on the first floor may be described as the main hall of the exhibition where were to be found attractive and artistically arranged



AMERICAN STEEL & WIRE CO.

An army of bricklayers, carpenters and plasterers was turned loose in the interior and in a few weeks there appeared a remodelled and renovated structure admirably adapted for the further evolution of the scheme of display planned for the exposition. Thus the large basement was generally set apart for the display of the larger and more unwieldy agricul-

booths for the display of flowers, pottery, porcelain ware, etc. Down the center of this room, at intervals of 25 feet, great pillars of different grains, separate and blended, contained in heavy plate glass, supported the ceiling above, while the outer sides of the room were separated from the aisle by a waist-high balustrade, the posts of which were of smaller metal-

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

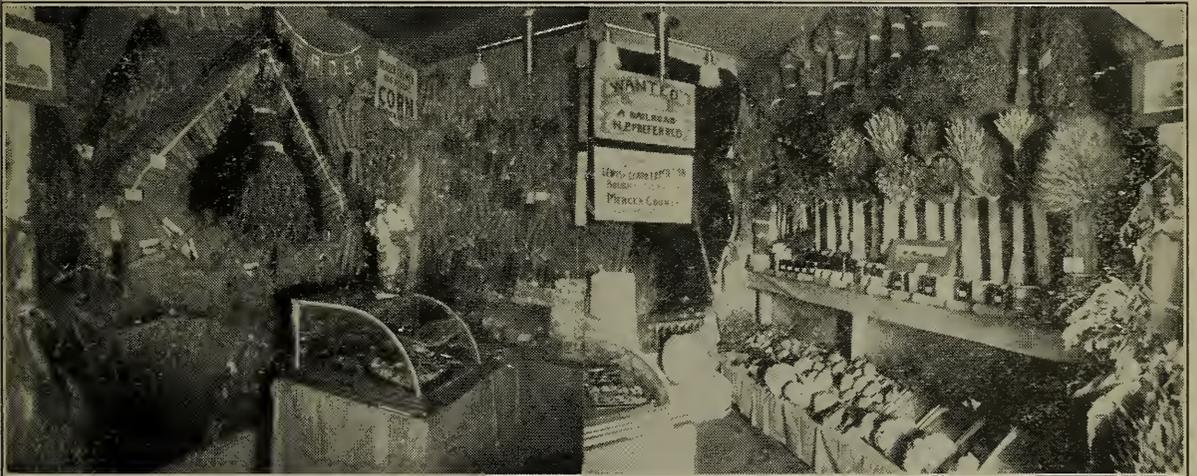
capped pillars containing each a different grain or grass seed.

On the same floor, with a northern frontage, the old hotel dining room—the largest in the state—was remodeled and enlarged into a splendid auditorium, capable of seating nearly a thousand spectators, and here were given daily vaudeville shows and lectures on agriculture and kindred topics.

The second floor was devoted almost entirely to individual county exhibits, the exception being in the large room formerly used as a hotel parlor, where were displayed pianos and other musical instruments, and

out of the former guest chambers, an arrangement peculiarly suited to the advantageous display of the varied county products. The upper floor was occupied by county and individual firm exhibits, and also by the executive offices of the exposition management.

From basement to roof every room was utilized for some public or individual display, each possessing an individuality of its own, thus maintaining the lively interest of the visitor until the last had been seen, and it is doubtful if ever before an exposition so largely agricultural in its character, has been so successful in



MERCER COUNTY EXHIBIT.

where was carried on an interesting and unique feature of the exposition, namely, a competition in musical proficiency for a handsome piano offered to the winner by the enterprising music house of Stone & Co. of Fargo, North Dakota. In a wing by itself, approached from this floor, was to be found the ladies' department, where in profuse display were arrayed all the dainty details of dress and furnishings connected with effective and economic housekeeping, including paintings and other wall decorations. On this floor and the one above the old entrances into the rooms had been enlarged so as to make alcoves

compelling such unflagging appreciation from all classes that visited it.

### RAILROADS.

Strongly contributing factors to the success of the exposition were the displays of the great railway corporations whose main lines traverse the state on their transcontinental journeys. Both in material and moral support each of these energetically and liberally exerted itself to further in every way the objects of the enterprise, and it would indeed be difficult to over-estimate the value of the assistance rendered by free trans-

# THE NORTH DAKOTA INDUSTRIAL EXPOSITION

portation of exhibits, special passenger rates, and by the hearty cooperation of each system on those special days named for the respective companies when the highest officials honored the Exposition by their presence.

The Northern Pacific occupied a booth on the main floor of the large hall, and by means of illustrated pamphlets, literature and other displays, told the story of the road's de-

ward to the Atlantic and westward, through Canada, to the Pacific Coast.

Both railway exhibits were in charge of efficient, well-informed officials, distributing literature and furnishing more detailed information by word of mouth to every inquirer.

## STATE PENITENTIARY.

The utilitarian trend of modern prison discipline was never more



VIEW OF DISPLAY—MAIN FLOOR.

velopment and of the empire of rich tributary territory awaiting settlement or already pouring forth its wealth for transportation over the road's thousands of miles of trackage.

Just south of the Northern Pacific booth was situated that of the "Soo" system. Here, arranged to the best advantage, were portrayed by pictures and posters all the many ramifications of the road, extending east-

practically demonstrated than in the display offered by Warden Hellstrom of the state penal institution at Grove, near Bismarck. This exhibit occupied a central position in the main hall, just south of the "Soo" railway booth. As is well known, the institution, under its present management, has become justly celebrated for the quality and quantity of output from its twine and rope factory,

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

and, in their display, these products were most artistically featured, the complete process of manufacture, from the raw fibre to the finished article of twine or rope, being so presented that the visitor could readily grasp each detail. A clever specialty was the weaving of the descriptive lettering of the exhibit by means of rope of various sizes. Other industries and activities of the inmates, such as farming, gardening, fruit and vegetable preserving, were illustrated by samples, all indicating the thorough-

duced elsewhere. The State Seal of North Dakota, worked in grains and grasses, attracted much attention, as also did a map of the state constructed from the same material.

Within the balustrade previously referred to as separating the outside wall of the main hall from the aisles, were arranged scores of varieties of small grains and corn competing for the various premiums, constituting a splendid testimony to the state's rich soil and diligent husbandry. Here also were placed individual exhibits



DAIRY EXHIBIT.

ness with which the difficult task of inculcating habits of industry into the lives of the convicts was being carried out at the model institution located in the suburbs of the capital city.

### MISCELLANEOUS.

The southern part of the main hall was occupied by wall and corridor glass cases, containing examples of pottery manufactured from native clays, grains, grasses, etc., artistically arranged and all strictly state products. Specially worthy of mention were the beautiful vases of porcelain, equal in both beauty of design and quality of material to the best pro-

duced elsewhere. The State Seal of North Dakota, worked in grains and grasses, attracted much attention, as also did a map of the state constructed from the same material.

### DAIRYING.

In a large room on this floor level, reached by a passage way from the main hall, was established the state dairy exhibit, in combination with government displays of the same nature. This department was in charge of Dairy Commissioner R. F. Flint, assisted by his deputy, Mr. E. S. Pierce, and the federal expert, Mr. W. F. Merrill. Here the butter and other contests were judged and the prizes awarded. Charts and practical processes conveyed to the visitor de-

tailed and technical information concerning this growing industry. The great advantages of intelligent breeding to dairy strains of cattle was convincingly set forth and every effort made to interest the visiting public and popularize with the farmer this means of utilizing the natural resources of the state. A huge refrigerator has been specially constructed

prising Bismarck firm whose business extends from St. Paul to the Pacific coast, the growth of but a few years, but eminently typical of the capacity for development inherent in any legitimate business proposition undertaken in the northwest. The exhibit covered some four hundred square feet of space, every inch of which was occupied with some beautiful example



HOSKINS' FLORAL EXHIBIT.

in connection with this department as a permanent fixture and is now completely equipped for the proper storage of all dairy products offered in competition.

#### FLORAL DISPLAY.

On the main floor, facing the visitor as he enters the building through the principal entrance, was situated the magnificent floral display of the Hoskins Floral company, the enter-

of the florist's skill, tastefully arranged and compelling the attention of all who entered the building. Heavy gilded chains of ponderous links surrounded the booth, enhancing, if possible, the artistic ensemble.

#### COUNTIES.

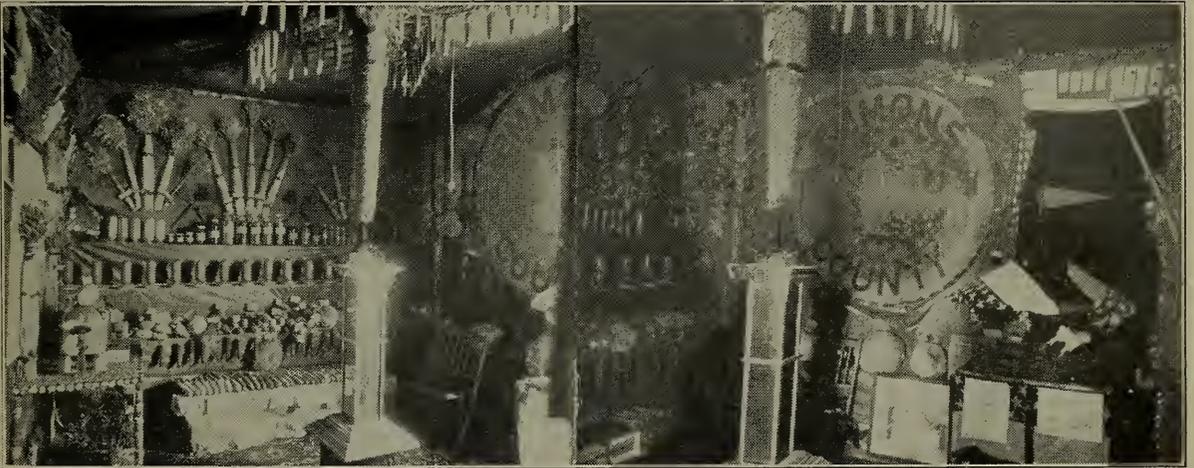
Passing now to the second floor the visitor ascends the spacious staircase and enters the field occupied largely by individual county exhibits of agri-

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

cultural and other products. Each of the exhibiting counties occupied an alcove or booth, enabling the necessary segregation of the individual counties, yet also preserving a reasonable grouping of this feature, constituting an ideally convenient arrangement for both visitors and judges.

It was in this department that the Exposition received perhaps its most gratifying and practical endorsement, and it seems truly marvelous that so much could have been gathered together in the short time available for the premium list and the date for opening the doors of the Exposition

Trade, and \$250 by the Minneapolis lumber companies doing business in North Dakota, for the best and largest collection of grains, grasses, seeds, vegetables and other products, were as follows: Billings, Burleigh, Dickey, Eddy, Emmons, Griggs, Hettinger, Kidder, LaMoure, McHenry, McLean, Mercer, Morton, Ransom, Stark, Stutsman, Towner, Ward, Wells and Williams, and the Red River Valley counties of Cass, Pembina, Walsh, Traill, Grand Forks and Richland, in a joint exhibit for the famous "Breadbasket" of the world. So close was the competition and so uniform the excellence of the differ-



EMMONS COUNTY EXHIBIT.

to the general public. Grains, grasses, roots, fruits, manufactures, artistic work, food stuffs, in short every product of human industry in agricultural communities could be found on this floor and the one above, grouped under the different county banners, displaying in their entirety the most wonderful expression of a state's development ever brought together under one roof in the state of North Dakota.

The counties which were represented by a competitive exhibit for the munificent prizes of \$500, donated by the Minneapolis Chamber of Commerce, \$400 by the Duluth Board of

ent exhibits that the task imposed upon the judges of selecting the prize-winners was indeed a formidable one, and it is creditable alike to the judges and the management of the Exposition that not one word of criticism has been heard of the awards finally made.

Eddy county was the proud winner of the first prize with a magnificent collection of grain, in sheaf and threshed, corn, squash, pumpkins, garden vegetables of endless variety, fruit in its natural state and preserved, all so artistically and tastefully arranged as to present each product in its most favorable aspect. The

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

arrangement of be-ribboned, selected sheaf grains on the south wall of this alcove especially won the commendations of both judges and visitors, although the corn, vegetables and tame and native grass groupings were also marvels as examples of skillful selection and advantageous arrangement.

The Wells county collection, winner of the second prize, though lacking in a degree the beautiful precision and delicate detail of the first prize winner, nevertheless, by its rich solidity, massive outlines and typical rusticity of general appearance, combined with the real merit of its dif-

It is perhaps fortunate for the winners of the first three prizes that the Mercer county exhibit, which was awarded the fourth prize, was the victim of a series of unfortunate circumstances which seriously impeded the favorable installation of the display. The work was practically done entirely by one man—Mr. C. F. Schweigert—who labored early and late to secure the material to fill the Mercer county booth, finally succeeding in doing so, despite the lack of support and indifference of the county officials and others who failed to place the proper value on the oppor-



WELLS COUNTY EXHIBIT.

ferent items, made a strong bid for preeminence, and only failed by a narrow margin of carrying off the first honors. The heavy shocks of corn on the stalk which pillared the entrance to the room were distinctive features of this exhibit.

Emmons county secured the third prize with a very comprehensive and well-arranged display, embracing in some degree the features of the two preceding winners, and also possessing some unique features of its own, notably a map of the county done in various grains, surrounded by a massive circle, also in grain, containing in relief lettering the county legend and the year 1911.

tunity offered for informing the world at large that Mercer county was on the map. Mr. Schweigert, however, carried the undertaking through to a successful issue and there can be no doubt but that his individual enterprise was largely responsible for the operation of the Northern Pacific branch northward from Mandan in the fall of 1911, the legend "Wanted a Railroad—N. P. Preferred," catching the eye and approval of no less a personage than President Elliott of that system. Considered as the work of one man, or indeed on its merits, regardless of that fact, the collection of agricultural products

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

and native grasses was remarkable and convincing testimony to the fruitfulness of the county's soils and the diligence of her people.

Morton county, representing the largest agricultural area in the state, carried off the fifth award with a comprehensive and well-selected aggregation of products, comprising grains of all kinds, grasses, native and

Cass, Grand Forks, Pembina, Richland, Traill and Walsh was a unique and striking testimony to the wonderful advance made in this fertile valley along the lines of corn culture and fruit growing, box after box of large, rosy apples, equal in appearance and superior in edible qualities to the output of irrigated, western orchards, furnishing practical proof of the



MORTON COUNTY EXHIBIT.

tame, coal, brick and other natural and manufactured resources.

Winning honorable mention in the order named next came the counties of Towner and Stutsman, the vegetables, roots and selected grains in tastefully arranged bundles of the former being specially worthy of mention.

The combination Red River Valley Boosters' display of the counties of

progress being made by Red River Valley orchardists. Row upon row of perfectly formed specimens of dent corn also testified irrefutably that "King Corn" has arrived to stay in North Dakota.

A detailed description of the other competing counties would be simply a repetition of the merits of those that have been named. Only in some minor detail, of arrangement, quan-

tity, or accidental imperfection, did they fall behind the more fortunate of their competitors, the universally high standard of excellence displayed being the subject of general remark among visitors, and constituting a very difficult problem for the hard-worked judges.

On the second floor, occupying all the rooms of the wing which extends southward from the eastern end of the north part of the main building, was located the women's department, devoted to the display of all manner of feminine lingerie, articles of ap-

and corn in the shock, from which a prairie chicken peeps out, the whole surmounted by a magnificent eagle perched upon a rock, also won admiration from the numerous visitors.

In a booth on this floor the various state demonstration farms were represented, each by some sample of wheat, oats, barley, flax or other cereal or tame grass which had been successfully cultivated on their respective plats. Flax, alfalfa, wheat, and corn were the products to receive the greatest attention and the specimens offered indicated the ster-



ENERGY, M'LEAN COUNTY EXHIBIT.

parel, furs, costumes, household decorations and a thousand and one other details of inside, artistic adornment. Works of art graced the walls and the general scheme of arrangement indicated the cultivated and refined taste of those in charge.

On the third floor the hustling little city of Energy in McLean county, presented a prosperous looking exhibit of the grains and other agricultural products in its vicinity. A legend expressing preference for the "Soo" railway as the pioneer through its territory was a conspicuous feature of this exhibit. A picturesquely arranged grouping of garden produce,

ling practical value of these state-maintained little farms. Roots and garden vegetables also came in for their share of scientific study and boxes filled with many varieties testified to the success attained.

Private individuals and firms offering collections of farm and garden products were the Fox Land company, of Bismarck, North Dakota, and the Harvey-Harris company of the same city, each with well-selected and profuse gatherings, and the Boynton Land company of St. Paul, Minn. The O. H. Will company had on view representative samples of seeds, grasses and vegetables, typical of the

wide range of this enterprising firm's operations as a seed and garden supply house. Among the individual competitors with exceptionally large displays may be mentioned A. F. Nohle, of Buford, George L. Grayson of Manning in Dunn county, John Millet of Bismarck.

Other firms not directly engaged in agriculture but dealing in supplies

Borden's Condensed Milk company, with its special line of products, the Hudson-Thurber company of Minneapolis, with machine supplies and hardware specialties, the Wadena Cracker company, Marshall Oil company, the American Steel & Wire company with fence wire and other wire products, Lahr Bros. with auto repairs and supplies, and the "Fa-



STATE UNIVERSITY EXHIBIT.

and products largely used in agricultural districts, whose enterprise prompted them to equip and maintain independent exhibits were the International Harvester company, with an elaborate exhibit of binding twine in its various stages of manufacture, the Goodridge-Call Lumber company, with a booth filled with practically everything used in building, the Stone-Ordean-Wells company of Duluth and Bismarck, with groceries,

mous," millinery. In an alcove at the extreme end of the north wing of the building, on the third floor, the Hudson-Thurber company maintained, throughout the entire exposition, a clever quartette of colored singers and instrumentalists, and the sweet strains of plantation and other melodies made this part of the exhibition a favorite resort for visitors.

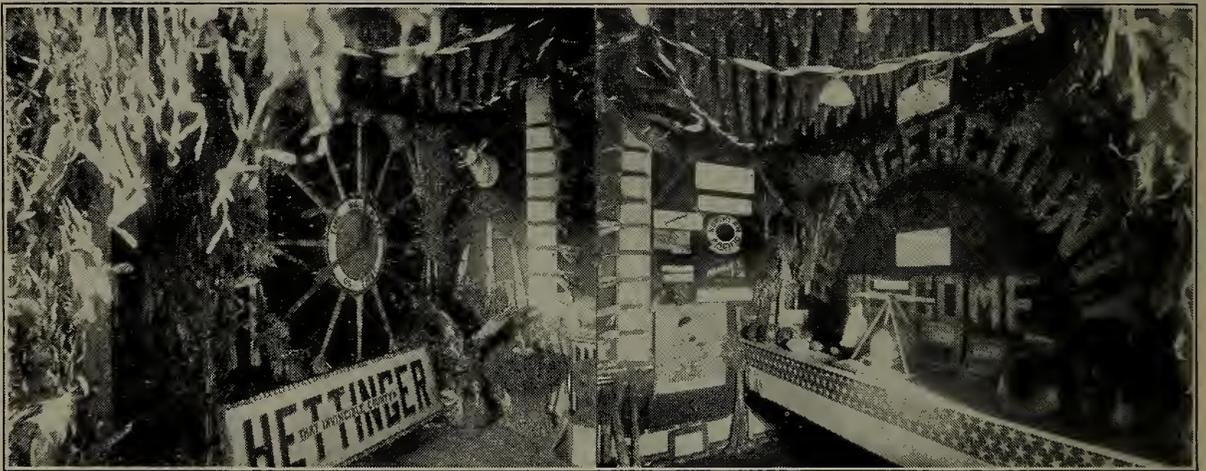
State institutions represented by extensive exhibits were the Agricul-

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

tural College, the state library, department of public instruction and industrial school, each in its special branch graphically illustrating their phase of activity. The State University had a very comprehensive offering in the basement beneath the west wing of the exposition building, illustrative of the many phases of academic research; among the rest and very prominent in the attention which it attracted being samples of briquetting of lignite coal actually manufactured at the sub-experimental station located at Hebron in Morton county.

Also located in the basement were to be found the heavier agricultural machinery exhibits, many of them be-

ica, the Deere & Webber Co., Associated Manufacturers' Co., Twin City Separator Co., Majestic Furnace & Foundry Co., Detroit Vapor Stove Co., Pemberthy Injector Co., Minnesota Linseed Oil Paint Co., A. Y. McDonald Mfg. Co., New England Whip Co., Berger Mfg. Co., Northwestern Electrical Co., Gas Traction Co., Kelly Mfg. Co., Fosston Mfg. Co., McCullough Mfg. Co., Konantz Gaver Co., Schulze Bros., N. D. Metal Culvert Co., Wilberg Plow Attachment Co., Fargo Cornice & Ornament Co., Martin Mfg. Co., More Bros., Hudson & Thurber Co., Standard Oil Co., Stover Mfg. Co., Brandt Mfg. Co., Bristol-Sweet Co., Kelly-



HETTINGER COUNTY EXHIBIT.

ing prizes offered by public-spirited machinery firms, others again being shown for educational purposes and all absolutely the last word in labor-saving mechanical devices for better and more rapid soil tillage. Here were to be found plows, cultivators, pulverizers, seeders, harrows of all kinds, discing machines, clod crushers, pumping machinery, fanning mills and fowl seed separators, cream separators and scores of other farming and household implements of general use on the farm. The generous donors included such well-known corporations and firms as the International Harvester company of Amer-

How-Thompson Co., H. G. Neal, Nicols, Dean & Gregg, Marshall-Wells Hardware Co., A. J. Dean & Co., LaCrosse Implement Co., Racine-Sattley Mfg. Co., Duplex Mfg. Co., Fairbanks-Morse Co., Crane & Ordway, North Dakota Harness Co., American Tent & Awning Co., Hart Heating Co., Emerson-Newton Co., Lindsay Bros., J. L. Owens & Co., Dodson, Fisher & Brockman Co., Gale-Monroe Co., Maytag Co., Stoughton Wagon Co., Fuller & Johnson Mfg. Co., E. C. Atkins & Co., and scores of other leading jobbers and manufacturers of the United States and especially of the north-

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

west. To mention the names of all who contributed by their liberality in donating cash or other prizes to the success of the Exposition would be practically to reprint the complete list of premiums and would be but wearisome to readers of this pamphlet; their contributions were on display in one of the large rooms in the east wing of the basement and thous-

the basement at the northwest corner. This display is meant to be in the nature of a permanent fixture in the Exposition building, and consists of a large room the full width of the building, with walls built up of the different bricks made by the company in artistic designs of columns, sills and cornices. At one end is erected a tastefully designed fireplace, and in



INTERNATIONAL HARVESTER CO. EXHIBIT.

ands of visitors visited this section during the twenty days the exposition was open to the public and expressed their admiration of the generous response to requests for premiums extended to the business interests of the Northwest.

Conspicuous alike for magnitude and artistic arrangement must be mentioned the exhibit of the Hebron Pressed Brick company, situated in

the center of the room is a platform on which is shown a huge mass of clay, weighing over a ton, from which the famous pressed bricks are made, and also a half-ton lump of the lignite coal used to burn the clay. In the southern end of the basement the Dickinson Pressed Brick company offered a similarly arranged portrayal of their manufactures, somewhat smaller in size, but of equal artistic

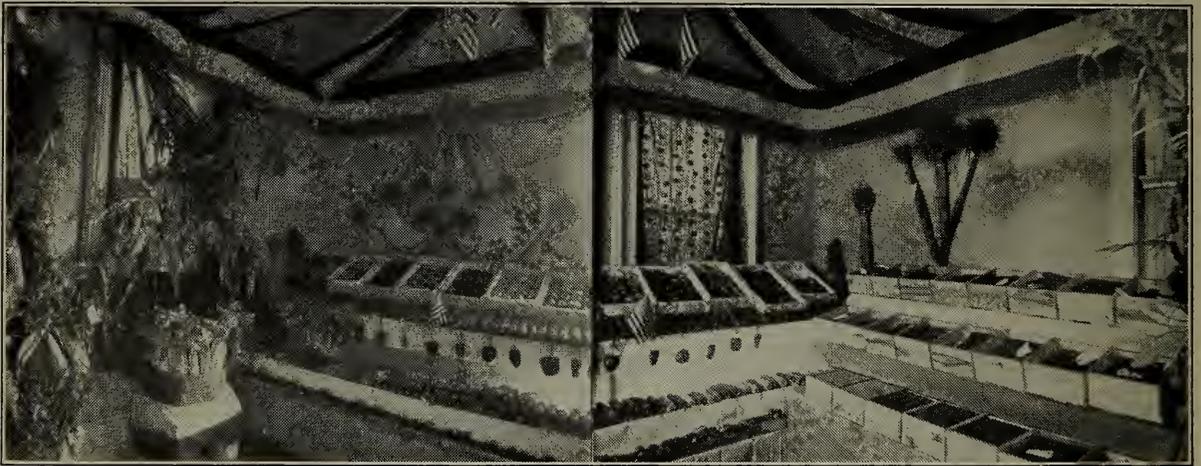
## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

beauty. The Snow sheep wool display also attracted attention, being unique in conception and design.

On the west side of the same basement room was located the federal government "Good Roads" exhibit, one of the most popular attractions of the whole Exposition. Here was shown in model form every possible feature of scientific road construction, including material, method of construction and maintenance. The operation of this department was under the direct personal supervision of

### OPENING DAY.

The ceremonies incident to the opening of the Exposition were of the simplest nature, but none the less impressive on that account. Commissioner of Agriculture W. C. Gilbreath, with whom the idea of the North Dakota Industrial Exposition originated, formally handed over the building and its varied contents to the state of North Dakota, on whose behalf it was accepted by Governor Burke. An address of welcome to



RED RIVER VALLEY EXHIBIT.

a government expert, who also lectured at daily intervals in the auditorium on the floor above.

### SPECIAL DAYS.

Following the traditions of exhibitions generally there were several special days designated during the course of the show, each of them appealing to some particular interest, county or association. These dates served as rallying points to maintain the interest of visitors, and furnished opportunity for the meeting of interests and individuals that otherwise might never have come together, thereby establishing a better mutual understanding which cannot fail to bear profitable fruit in the future.

visitors from Hon. E. A. Williams, president of the Bismarck city commission, was also given, and North Dakota's first Exposition was auspiciously launched on its mission of education and enlightenment.

### RAILROAD DAYS.

The first day specially set apart for the railroad interest was Friday, September 30th. On this occasion the Northern Pacific and Great Northern railways were represented in force by their presidents and leading officials and special trains were run from all directions to care for the tremendous crowds that chose this day for their first visit to the Exposition. Prior to the special proceedings of the

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

day, a monster industrial parade wended its way through the streets and past the grand stand erected just outside the Exposition building for accommodation of the speakers. This parade, a feature in itself, comprised allegorical floats of times past and present and illustrative of the industrial progress of the state and city of Bismarck; competitors for the vari-

this pageant, James J. Hill, former president of the Great Northern, addressed the vast crowd, from the specially erected platform, on agriculture and kindred topics. He was followed by President Elliott of the Northern Pacific railway in a brilliant address along the same lines. The general tenor of both speeches showed the sincere desire of these rep-



BORDEN'S COLUMBIAN MILK EXHIBIT.

ous prizes offered, such as for the best saddle horse, work team and driving team, were also participants, and, conspicuous as a delegation from the neighboring city of Mandan in Morton county, were scores of automobiles tastefully decorated, each bearing the legend of their home city. The parade occupied more than half an hour in passing a given point and was replete with interest and animation from start to finish. Following

representatives of two of the largest railway systems on the continent that a friendly feeling of mutual confidence should exist between the transportation companies and the public, especial weight being given to the thought that the prosperity of the one meant the prosperity of the other. These and the following addresses were listened to by a large and attentive crowd, whose constant applause indicated their approval of the senti-

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

ments expressed. In the evening a banquet was tendered the distinguished visitors, which was followed by further speeches of a congratulatory and instructive nature.

This date was also the one selected as Hettinger county day, and a special train from Mott, the capital city of that bustling county, accompanied by a splendid musical organization, helped to swell the crowds on Bismarck's busy streets. The Hettinger county booth at the exposition was the center of attraction for its loyal supporters, whose enthusiasm and indomitable pioneer spirit was in-

gressive enthusiasts from the most southern Slope county.

### FARMERS' DAY.

October 4th was devoted to the farmers of the state, special addresses on institute work, good roads and dairying being features of the day's proceedings. Full advantage was taken of the special offerings by the agricultural element and the day will long be remembered as one of pleasure and profit.

### SOO DAY.

Possibly the largest crowd of the whole Exposition crowded the streets



EDDY COUNTY EXHIBIT.

fectious and instilled life and action into the day's proceedings.

### EMMONS COUNTY.

Monday, October 2nd, was the day selected by the Emmons county boosters for their visit in force to the exposition, and the special train run from Linton, the county seat, on that occasion, was crowded to its limits, it being estimated that over 1,000 Emmons county citizens took advantage of the special service. The county booth at the exposition, which later captured the third prize for county exhibits, was the natural headquarters for this delegation and formed a worthy setting for the band of pro-

of the capital city on October 5th, 1911, the occasion being the day set aside as "Soo" Day by the exposition managers. Five special trains poured their crowds of passengers into Bismarck, and, from the very start, assured the success of the occasion, despite somewhat untoward climatic conditions. A special train from Minneapolis brought President Pennington and fifty guests, included among which were many distinguished officials of the system and business men of Minneapolis. They were shown through the exposition by Commissioner Gilbreath and were astounded at the profusion and beauty of the various exhibits. In the evening a

## THE NORTH DAKOTA INDUSTRIAL EXPOSITION

magnificent banquet was tendered the distinguished guests of the city. Covers for 200 were laid at the Grand Pacific hotel, and every seat was occupied. The orchestra of the Hudson & Thurber company furnished music for the occasion and Governor Burke presided as toastmaster. President Pennington, in a brief speech, expressed his wonder and admiration at the remarkable aggregation of agricultural and industrial products gathered together under the roof of the Exposition, and took occasion to compliment the management and the

four quarters of the earth it seemed as though the jovial knights of the grip had borne down upon Bismarck as the one point to be reached. They took the city by storm, captured it, held it, policed it, and in the name of worthy charity, levied tribute upon it all in a spirit of unchangeable good humor and whole-hearted hospitality, which stamped the day as one of the most successful of the whole Exposition. With this day the Exposition came to a close, and, with a universal verdict of success achieved, passed into the history of the state as the first



M'HENRY COUNTY EXHIBIT.

city of Bismarck upon their progressiveness and energy. He was followed by Mr. Bright, general counsel of the system, who spoke felicitously along the same line of thought.

### OTHER SPECIAL DAYS.

Other days were set aside for Missouri Slope Day, Commercial Club Day, Fargo Day, Educational Day and Commercial Travelers' Day. Each of these days was pregnant with the spirit of the occasion and loyally supported by those in whose honor they were designated. Especially was this the case with the closing function of this nature, Commercial Travelers' Day, held on October 14th. From all the

of what are undoubtedly destined to be annually recurring, epoch-marking events in the progress of the great Northwest.

### HOW IT LOOKED TO OUR VISITORS.

The following extract culled from the Minneapolis Journal for October 1, 1911, speaks for itself, and shows the wonderful impression made by the Exposition on the staid and conservative business men of Minneapolis:

### EXHIBIT IS EYE-OPENER.

Minneapolis business men who visited the North Dakota Industrial exposition at Bismarck, have returned

with an entirely new idea of that state as an agricultural region and are enthusiastic over the prospects of the state as evidenced by the varieties of farm products shown.

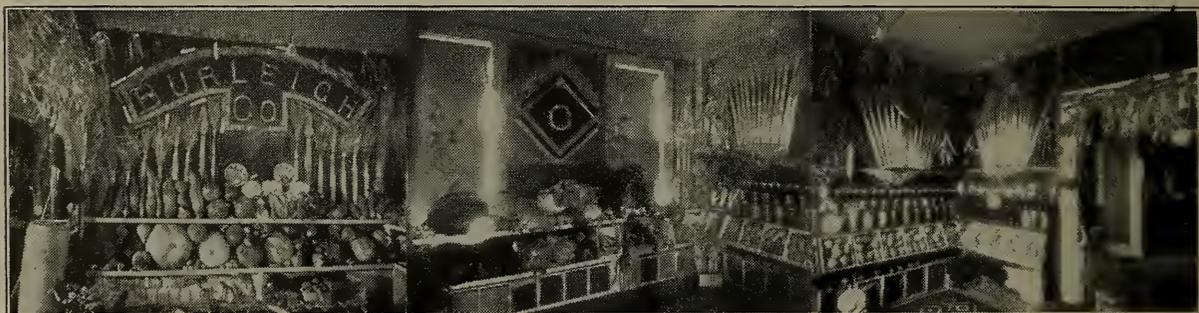
While the visitors saw for the first time the real possibilities of North Dakota, they say they had the added joy of seeing the residents of the state themselves learn for the first time what they can do with their soil. Before the exposition, the Minneapolis men assert, the North Dakota people did not know what they were doing or how rapidly the state was progressing in the way of producing other products than grains. The people found the soil of their state as good for diversified farming as the soil of other states that are far older and better known through such products.

## ONLY STATE PRODUCTS SHOWN.

The exposition differed from a state fair and was devoted solely to the products of the state. Nearly every county was represented and took keen interest in the exhibits, which grain men say compared favorably with any they had seen at state fairs or grain expositions.

The Minnesota visitors predict that the exposition will be an annual attraction and approve heartily of the plan, which, they say, will do more good than anything else to increase the total yield of the state.

"All of us were surprised at the showing and at the quality of the exhibits," said R. W. Stephenson of the Russell-Miller Milling company.



BURLEIGH COUNTY EXHIBIT.

In the minds of the men who went to Bismarck on the special train with James J. Hill, Howard Elliott and other railroad men, North Dakota is no longer considered merely a grazing and grain growing, but as a sound agricultural state. They found many of the farmers wide awake to the possibilities of diversified farming, and found the others willing to learn. Those who had grown grain ever since they went to North Dakota, were as surprised to learn the heavy yields of vegetables and fruits, the Minneapolis men say, as the visitors were to learn what had already been done by the progressive farmers.

"The exposition was an eye-opener for ourselves and for the people of North Dakota as well. In two or three years I believe that this exposition will have a high place in the list of such attractions and will bring North Dakota before the public eye. At the banquet given to us by the Bismarck business men and exposition management, we met many North Dakota people and they appreciate as they never did before the possibilities there."

George D. Dayton, the Dayton company: "The personal side of the exposition appealed strongly to those who saw the exposition. The far-

mers and business men took pride in their work and each showed as much interest as though it had been his private enterprise. The exhibits of grains, grasses and vegetables were astonishing. I did not think the state produced them. The exhibitors showed ingenuity in preparing the exhibits, each of them had its unique feature. Such an exhibition would be a good thing for any city."

ing many North Dakota people and exchanging greetings with them while on the trip. We enjoyed their hospitality and admire their progressiveness."

#### CORN EXHIBIT CREDITABLE.

"We saw corn on exhibition in Bismarck that would have done credit to Iowa or any other corn state,"



LADIES' TEXTILE FABRICS.

"The exposition simply showed what that state can do," said H. L. Moore of the Minnesota Loan & Trust company. "The exhibits were very attractive and especially in the variety of grains. If North Dakota can make such a good showing in a lean year we need not fear for what she will do in the average seasons. In addition to seeing the excellent exhibit we had the pleasure of meet-

said Pierce L. Howe of the Imperial Elevator company. "We saw exhibits of root crops that would convince anyone, even the most skeptical, that they can be profitably grown in North Dakota, away out on the slope.

"There was a big attendance and an enthusiastic crowd, and it was a good big show from beginning to end. The people of North Dakota are alive to their possibilities, they realize that

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they have in no past season produced anywhere near as much as they can produce, and that there should be greater diversification. They are diversifying. Anyone who visited the exposition must have been convinced that North Dakota has a great future."

C. A. Brown, St. Anthony & Dakota Elevator company: "The exhibit of farm products at the exposition was one of the best I ever saw and compares favorably with any similar exposition I ever attended. Except for a few counties, all parts of the state took a keen interest in the attraction and the others will be there at the next one, when they learn how this year's exhibits have advanced North Dakota's interest."

proved that the exposition was a state wide institution. The buildings used for the exposition did not permit of detailed decorations, but the exhibits showed the quality of the soil and the quality of the farmers better than any exhibit I ever saw. Bismarck is a good town and is going to be a leader.

J. A. Latta, Northwestern National bank: "Everyone in Bismarck was cordial and they found time in the rush of their big event to make us feel at home. The exhibition was admirably managed and would have done credit to a city many times its size. We were all impressed by the exhibits from western North Dakota. Many of the best exhibits were from that district and they showed evidence



GOODRIDGE-CALL LUMBER CO. EXHIBIT.

F. W. Bender, Butler Brothers: "There was much to learn at the North Dakota exposition, for the business man as well as the farmer. It was not alone important to North Dakota, but to Minnesota and Minneapolis. The exhibits showed that the state has the kind of farmers we need in this section of the country. We learned what they are doing there and the farmers now know the value of their land and of their work."

### LARGE ATTENDANCE.

F. H. Bezoier, Security National bank: "I was surprised to see the number of people the exposition brought to Bismarck. The crowds

of rapid growth of that region. The exhibits of flax were especially fine and the corn crop is increasing rapidly."

### FACTS ESTABLISHED.

#### THE LESSON OF THE EXPOSITION.

The lesson taught by the Exposition just brought to a successful close is one both definite and far-reaching. The facts disclosed concerning the great commonwealth of North Dakota are important and to many unexpected. That the Exposition should have been the vehicle whereby these facts have been finally demonstrated and given a useful publicity, is, in itself, sufficient justifica-

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tion for its having been undertaken, and should be a source of profound gratification to those who labored so long and earnestly to bring the great show to its final fruition.

Possibly the greatest result attained is the absolute proof that North Dakota possesses more arable land within its boundaries in proportion to its total area than any other state in the

if the Exposition had accomplished nothing further than removing this error from the public mind, its inception would be justified a thousand-fold. The knowledge that millions of fertile acres are yet available to the hand of future homesteaders, ready for occupancy, free from timber or stone, awaiting but the magic touch of the plow and harrow to give



LADIES' FRUIT DISPLAY.

union. The exhibits from Hettinger, Billings, Mercer, Morton, Stark and Williams counties firmly establish the regions west of the Missouri river as agricultural land of the most desirable quality, capable of producing all the staple grains, vegetables and grasses grown in any other part of the state or in similar latitudes elsewhere. At one time the trans-Missouri region was looked upon unfavorably by prospective farmers, and

forth their abundance, has been given to the world and his neighbor, and cannot fail to result in an immediate, accelerated and profitable settlement.

Equal in importance to the message noted above is the cumulative and incontrovertible proof offered of the availability of all the arable area of the state for the successful and profitable cultivation of corn. Not the nubbly, ground-grubbing, light-yielding corn of the aboriginal Indian,

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commonly known as "squaw" corn, but the large-sized, early-maturing, heavy-yielding flint and dent varieties grown in the great corn states of the Union. Corn indeed may be said to have been the distinctive feature of the agricultural portion of the Exposition, so universally was its presence to be noted in each and every one of the exhibits. Visitors from the aristocratic corn states could hardly believe the evidence of their senses as they viewed the splendid specimens of this most useful of all cereals offered for their inspection. They came to be amused, remained to be instructed and went away with a new perspective of North Dakota in their minds, an impression which is indel-

strating the right of the state to be considered the granary of the world. Similarly with flax numerous samples of this grain, including the resistant varieties developed at the state agricultural college, testified to the perfection which has been attained in its cultivation.

The greatest surprise to many visitors was the evidence offered of progress made in the cultivation of tame grasses and fodder plants. Alfalfa easily takes the lead among these and here again the pre-existent scepticism and ignorance of the general public was very noticeable. The evidence of their own senses was not to be denied, however, and the hundreds of samples of this most useful of all



DEMONSTRATION FARMS EXHIBIT.

ibly fixed and which is bound to bear profitably fruitage in the near future

In both area and yield of spring wheat and flax for many years the preeminence of North Dakota has been conceded, and it but remained for this Exposition to maintain the record. This was more than accomplished and the visitor was indeed unimpressible who failed to realize from the displays of these grains the immensity of the commerce which has accrued to the state by reason of these branches of soil tillage. Almost every known variety of wheat was represented by abundant examples, both in the grain and in the bundle; Fife, Saskatchewan Durum, Blue Stem, Velvet Chaff, and Winter wheat were all present, amply demon-

fodder plants were again successful in removing a popular delusion and instilling a useful knowledge in its place.

In the propagation of a wider knowledge of our coal, clay and mineral resources the Exposition was also an invaluable instrument, and thousands of visitors while acquiring a more accurate impression of our agricultural possibilities and accomplishment also became aware of the many profitable mercantile and industrial opportunities to be found in our midst.

Summed up in one word the message of the Exposition has been "Enlightenment;" the diffusion, in the most practical and useful manner possible, of a wider, deeper and more

comprehensive knowledge, among the great American public, of the actual work accomplished, the great natural resources and vast possibilities that lie ready to the hand of the willing and industrious citizen who elects to make the state of North Dakota his future home.

#### LOOKING FORWARD.

That the gratifying and really remarkable success of the 1911 exposi-

The date of the next exposition has been definitely fixed, beginning October 1 and continuing to the 13th, 1912. While this is somewhat shorter in duration than that of 1911, it is believed that, with the experience gained in the first endeavor as a guide, even more can be accomplished than on that occasion, and each and every moment filled with some event of interest, instruction or amusement.



LADIES' DEPARTMENT.

tion should have assured positively a recurrence of the event in 1912 goes without saying, and already a vast amount of work has been accomplished in preparation for that occasion. A brief recital of progress made and expectations which may reasonably be expected to materialize will be of interest at this time and constitute a fitting close to this little pamphlet.

Already the magnitude and scope of the approaching exposition have surpassed those of 1911 in attractions and exhibits promised, and many new features will be added to give the show a distinction and individuality of its own, and if the plans of Commissioner Gilbreath materialize, as there is every assurance they will do, the 1912 North Dakota State Exposition will definitely take its place

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among the great expositions of the Union. Among the new features already assured may be mentioned a kennel show, a poultry exhibit and an automobile exhibit. It is more than likely also that a real wild west feature will be offered in the shape of an Indian village with genuine tribesmen from the recently opened Fort Berthold Indian reservation. Almost daily new avenues for advertising the state's resources are opening up and being considered by the management.

The greatly enlarged field to be covered by the approaching exposition has already indicated beyond a

commodious barn now situated on city property, and which will have to be moved in order to make room for the new municipal auditorium, will be moved bodily to some site close to the exposition building, where it will be used next October by the exposition management for the purpose of housing the many full-blooded cattle which are expected to participate in the milk-testing contests which will be held to determine the most suitable strain of dairy cattle for our North Dakota creamery patrons. During the summer it will be used by the farmers of Burleigh county as a market place wherein the



HARVEY HARRIS LAND CO. EXHIBIT.

doubt that additional floor space will have to be provided in order to adequately display the added features. Part of this will be provided by covering all or the greater portion of the courtyard at the rear of the main buildings; this will be used for the heavy machinery exhibits and will add something like 11,000 square feet to the 65,000 square feet of the main exposition building. In order to properly take care of the poultry and dairy cattle exhibits an arrangement has been entered into with the county commissioners of Burleigh county and the board of city commissioners of the city of Bismarck, whereby the

country produce can be offered for sale under all weather conditions. A commodious rest house will be provided in connection with this building which will also be available for exposition purposes.

The entertainment of visitors apart from the more serious objects of the exposition, will be elaborately provided for. No visitor to the 1911 show had a word of criticism for the offerings in this line and it is the intention of the management to fairly outdo itself in 1912. Attractions of the highest character will be provided in the vaudeville line within the exposition building. The "White Way,"

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which was promised by the city in time for the 1911 exposition, but which just failed of being installed in time for that event, is now an accomplished fact and over one hundred and thirty beautiful five-cluster ornamental street lights will turn night into day for visitors this coming fall.

There will be of course the usual conventions of interest to farmers and

Cyrus McCormick down to the finished and almost human "binder" of modern agriculture. There will also be a federal "good roads" exhibit, in charge of a practical lecturer, who will inform the visitors daily on the most approved methods of modern road construction.

"Special Days," devoted specially to individual counties, transportation companies and occasions, will also be



LADIES' FLORAL DISPLAY.

others, dealing with up-to-the-minute topics, and also lectures from nation famed specialists along agricultural and industrial lines. A very interesting specialty will be that introduced by the International Harvester Company of America, entitled "Romance of the Reaper," consisting of moving pictures illustrating the evolution of the modern harvesting machine from the primitive invention of

leading features of the program, although the exact dates cannot be announced at this time. However, enough progress has been made in formulating the plans so as to enable the announcement that Northern Pacific, "Soo" and Traveling Men's days will positively be on the slate. A special effort is being made to secure the presence of one or all of the presidential candidates during the

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exposition, as it is felt by the management that this will be a specially opportune occasion for the people to become acquainted with those who are seeking the highest office in the gift of the voters.

Compared with a year ago, the outlook for the coming event is rosy in the extreme. Owing to the bounteous fall rains in 1911 the soil throughout the state is in ideal condition for spring plantings, and a bounteous crop seems assured from the very opening of spring in every quarter. The success of the 1911 show has inspired

are also on the qui vive; the story of the rich prizes borne away in 1911 has been bruited abroad, and it is a certainty that, with an even more enticing premium list in 1912, the competition for first honors in the various classes will be spirited and exciting. The many added features such as live cattle, poultry, automobile and kennel shows, cannot fail to draw large crowds of those interested along these lines, besides offering new inducements to the general public.

As soon as the details can be made up a full and very complete premium



FOX LAND COMPANY.

all those connected with the exposition with that spirit of confidence born of successful effort which is such a valuable factor in all undertakings. Instead of the few weeks available in 1911 for preparation, compelling, as they did, hurried and inadequate attention to many important details, there will be ample time this year for orderly and systematic work to the best advantage, and it will be found on the opening day that each exhibit will be in place, complete in detail and ready for the most exacting criticism of the visitor. A full county exhibit is expected, something that was impossible a year ago, owing to the short time available for preparation. Individual exhibitors

list will be published in an edition of at least 50,000, which will be sent broadcast over all the northwestern states. This pamphlet will contain cuts of the principal prizes offered, names of donors, cash prizes and all other information necessary to be known by prospective competitors and others interested. It will be one of the best advertising mediums ever devised for those seeing publicity in the agricultural northwest.

The State Bulletin which was published last year in the interests of the Exposition, will again make its appearance in ample time to furnish the public with full information concerning progress made as the intervening months roll by. It will en-

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deavor to chronicle faithfully the latest new departures in novelties of entertainment, instruction and development, and will also aim to treat lightly and entertainingly of state matters generally, and especially of departmental activities at the state capitol. Its columns will be open to correspondence on all matters relating to the welfare of our state. It

how he can improve his methods and participate in the general uplift of social and material improvement. It is with this thought in mind that a free and open interchange of ideas is sought through the columns of the State Bulletin.

So, with this brief message of past happenings and future hopes and possibilities, this little pamphlet is

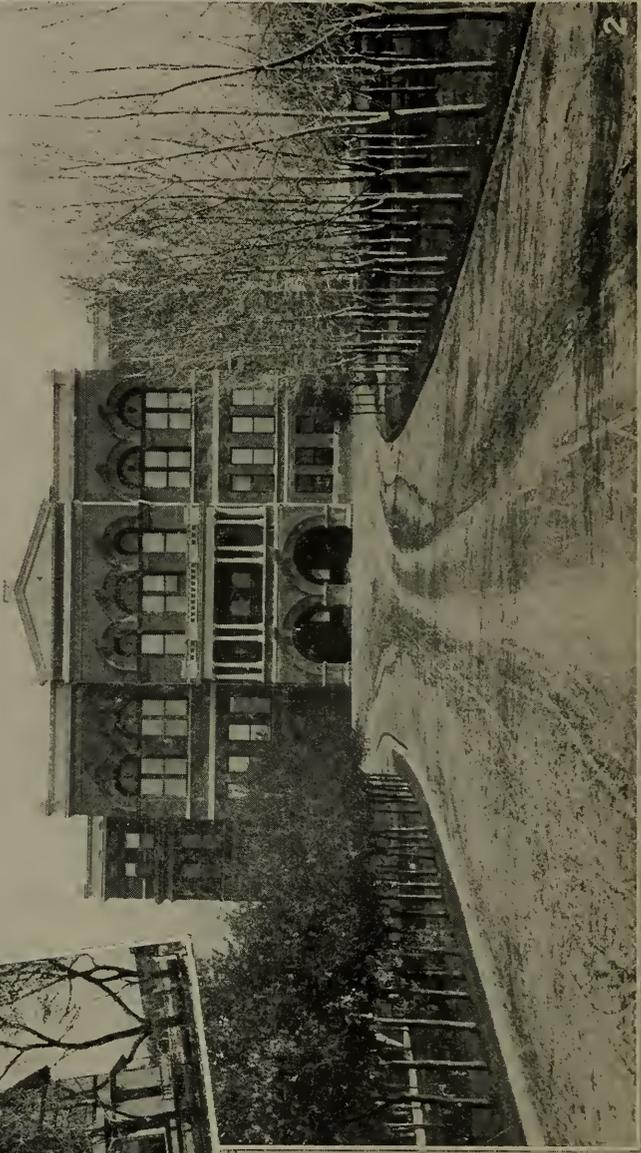


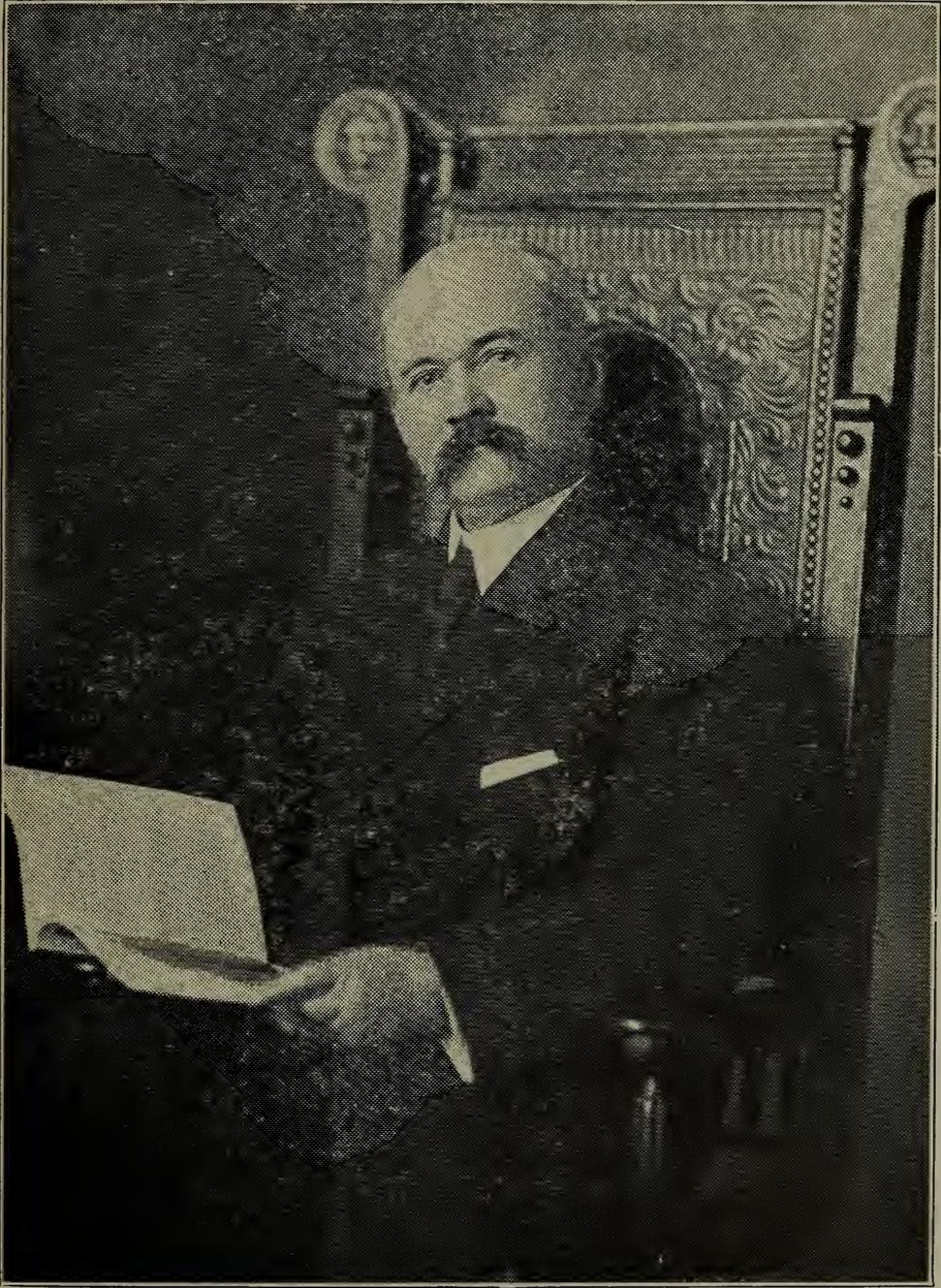
LADIES' REST ROOM.

is the earnest desire of the management to impress upon the mind of the North Dakota citizen that this is his exposition, his opportunity for telling the outside world and his own neighbor what he is doing, what his land is capable of, what are his hopes and aspirations, and also to learn from the similar expressions of others just

brought to a close, with the earnest wish that its perusal may furnish some measure of information to the reader, and inspire him or her to energetic, individual action to the end that the state exposition of 1912 may result in added population, power, wealth and wisdom for the commonwealth in whose prosperity we are all so deeply interested.

STATE CAPITOL AND EXECUTIVE MANSION.





W. C. GILBREATH, GENERAL MANAGER.







SECOND

**NORTH DAKOTA  
INDUSTRIAL  
EXPOSITION**



To be Held at

**Bismarck, North Dakota**

From

**OCTOBER 1st to 13th, 1912**

For Information, Write

**W. C. GILBREATH, Commissioner**

**BISMARCK, N. D.**



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