

# REED'S FAIRS.

FOR  
SOCIETIES,  
LODGES,  
CHURCHES  
ETC.

THE  
Reed Fair Co. INC.  
SALEM, MASS.

# Why

Waste Time, Labor, Material and Money  
To Build a *FAIR*  
That Lasts but a Week or Two  
When You Can Rent

# A

## Ready-Made Fair

Far More Elaborate and Beautiful  
and a  
Much Better Drawing Card  
Than Any Temporary Fair Would Be ?

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The Temporary Fair represents an outlay of a few  
hundred dollars, while the Ready-Made  
Fair costs Thousands to build.

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Which Will Draw the Crowds?

# *The Reed Fair Company*

*Everything from*

## *Complete Fairs*

*Down to*

*The Smallest Detail of a Fair*

*Manufactured and For Sale  
or For Rent*

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*Money Making Games*

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*Prize Goods for All Kinds of Grabs  
and Games*



*Office and Factory,  
ROSE STREET, SALEM, MASSACHUSETTS*

*September First, Nineteen Hundred and Eleven*



The New Building of the Reed Fair Co. on Rose St., Salem, Mass.

## Some Suggestions as to the General Management of Fairs

There are very few societies that do not include in their membership the numbers, the brains and the executive ability necessary to give a successful fair; and if only a proper appreciation of the work to be done is shown at the start and that work is well planned and executed, a gratifying financial result is assured.

Choose a good committee to run the fair and then let them run it. If they are not backed up by the confidence and the assistance of the entire organization they can do mighty little.

A feature of no less importance is the organization of various sub-committees for every table, every game and every department of the work.

The general committee should be merely the officers of a regiment of workers, into which every member of the society should be drafted. One reason why a fair is superior to any form of amateur entertainment, as a means of raising funds, is because it can utilize the services of every member of an organization.

If the members are not willing to take hold and work, no fair can succeed, no matter how clever, how energetic or how resourceful the committee may be.

Goods will not sell themselves, games will not run automatically however handsome and novel their surroundings. There is no store, however magnificently fitted up, where the attendants are not a vital factor.

No matter how much the public are interested in and drawn to a fair by its elaborateness and beauty and novelty as a whole, it is the attendants at the various tables and games that must interest the patrons in the different things waiting to be exchanged for money, make the sales and roll up the profits.

No fair ever makes anything to speak of on its door receipts. The admission fee is too low. The profits are made on the different features inside.

A fair may be compared to a five and ten cent store, as its revenues come from a multitude of small sales rather than from large profits on a few things, excepting such large and valuable articles as may be disposed of as door prizes or by chance.

Any five and ten cent store that is doing a weekly business of two to five thousand dollars in a small city, or eight to twelve thousand dollars in a city of 30,000 to 60,000 population is going some, and everyone will agree that it is ably handled and carefully systematized.

And yet, that is what every fair hopes to do.

The storekeeper can leave some things to work themselves out after he opens, for he expects to continue for years. Not so with the fair committee. They must try to anticipate every condition and contingency, and strike into a winning gait at the first drop of the hat.

In comparison with the store, the fair has some advantages and some disadvantages. Its greatest asset is the support, good will, friendships and influence of some good local organization that stands sponsor for it.



The centre piece of the Mawsim; a Moorish temple or Mosque, 12 x 15 feet in floor area and 25 feet high.

Its most serious disadvantage is that it must perfect its organization and systematize its forces for only a week's campaign, and from such material as it can get for love of the cause rather than for hire.

This is no insurmountable obstacle. It is being done right along successfully. But it shows that a fair is not very closely related to a picnic, even though the church may be the mother of both.

Various conditions seem to make it advisable for some organizations to conduct short fairs of two, three or four days duration instead of a week or longer, and such fairs sometimes roll up quite handsome profits, but they are, nevertheless, the poorest and least satisfactory kind of fairs to hold.

All the preliminary expenses as well as the time and labor are practically as great for the preparation of a three day fair as for one of a week, while the opportunity for reaping the harvest is only half as long. In fact, it is not half as long, for in the former case the first night, largely lost in getting things into running order, means a loss of one third of the working time of the fair, while in the latter case it means only one sixth.

A well started fair gains momentum as it goes along. A two or three night fair ends before it has time to gain momentum or anything else.

Once the general plan is well formed and started, no time should be lost in getting after the details. There are enough of them to swamp any committee if they are left till the last minute. They should be taken up early and carefully worked out, the more carefully, the less confusion, changes and loss of time and money on the opening night.

There are two grand divisions to the work of every fair committee, first get the crowd and then get their money. Without the latter the former amounts to nothing.

You can't get the money if you haven't first got the crowd; but you can sometimes get the crowd and yet fail to get the money.

To get the crowd, your fair must be attractive, novel and different from the scores of fairs before and around it. The public has tired of the sameness of the common fair. Give them something really new and unique and they will not only come, but you will surprise them, and they will go out and talk about it, and that helps a whole lot.

Then advertise it.

What does all your expenditure of money, time, thought and labor amount to if nobody knows anything about it?

Advertise like a circus.

It is not enough to merely let the public know that you are going to have a fair. You must interest them, enthuse them, fill them full of it. Have broadsides in the newspapers. Tell it from the store windows. Let the billboards flame with it. Get everybody talking about it.

A simple announcement repeated three or four times is not enough. To wake the public up and create that degree of enthusiasm you are looking for, you must tell them a score of times and in a score of different ways. The constant reiteration of the same idea in new and attractive guises is the essence of effective advertising.

And now to get the money.

Have as much variety as possible so as to appeal to all tastes, as many booths and games as your space and other conditions will permit.



One of the 12 foot booths of the Mawsim, 17 feet high.

No matter how handsome and unique the booths may be, they will not look finished, complete and attractive until they are "dressed up" with goods.

The most elaborate and expensive show window looks pretty bare and uninviting until it is trimmed.

Remember that the best trimmed booth has the best trimmed customers.

That does not necessarily mean that you must stock up with a great quantity of goods that will be left on your hands at the close of your fair. If your supply of sofa pillows, for example, is not large enough to make a striking and attractive display, borrow more from friends, sew tags with the owners names securely on the back of each so that the pillows cannot get mixed, pin a "Sold" tag on the front so that they cannot be sold as regular stock, and then you have plenty of material for "dressing" your booth, and incidentally the "Sold" tags will make the public think your business is booming. That helps too.

If you have a doll booth, and such a booth can be made a most taking feature, have dolls popping out all over it "from turret to foundation stone."

When the large stores spend thousands of dollars for men to do nothing but dress their windows, it is worth your while to give some time and thought to this feature.

Have as many games as possible. They are not only an attractive feature of any fair in themselves, but they dispose of more goods and at a much larger percentage of profit than any other method. Their value can hardly be overestimated.

Many people will try their luck at a game either of skill or chance, who would pass by the prizes, if sold over the counter at regular prices.

Attractive prizes add much to every game. It is a double attraction to have an interesting game and something worth playing for as a prize.

Select the attendants for the different games with care and discrimination. Many a good game is spoiled by an attendant who does not see its possibilities or who hasn't the knack of interesting the public in it. Don't put A, of the weak voice and retiring nature, in charge of some game that needs a person with leather lungs and plenty of assurance; nor B, who has no love for nor patience with children, in charge of the Fish Pond. There is no need of such misfits. The right parties can be selected for these games, and A and B assigned to other departments for which they are especially adapted, and where they will do admirable work. This applies equally as well to every booth and table and department of the fair.

Utilize your own people. A peg can be found among your own numbers to fit every hole. Why rent out privileges or spaces when you have got members enough and diversity of talent sufficient to handle every scheme proposed? If X offers you a fixed price or a percentage for a certain privilege, he does so only because he sees a chance to make a good thing for himself over and above what he has offered you. Why not run it yourself and keep ALL the profits? Does a Department Store rent out one of its counters or departments to some outsider and let him make part of the profits?

It is net results that you are looking for. Fight shy of any proposed scheme, however large and imposing its gross figures may appear, if, upon



The Windmill, the centre piece of Grooten Winkel, 12 feet in diameter and having five tables.

analysis, you find that the net profits are to be small. It cuts both ways. It takes the maximum amount of money out of the pockets of your patrons while it gives you the minimum of profit. That is putting the cart before the horse.

There is just about so much money to be spent at every fair, and it is for your interest to direct it into channels that offer you the best return. A feature that takes in \$500.00 or \$600.00, and yet gives you but \$125.00 or \$130.00 net, is not to be compared with one that will give you the same amount of net profit on half of the gross business. The former makes twice the drain on the patrons to accomplish the same net result.

There is no mystery, no legerdemain about the conduct of a fair. It is a plain business proposition. There is no magical way of announcing a fair and then waiting for the profits to roll in upon you without any further effort on your part. They won't roll.

It is a special proposition where large results are looked for in a short time. These results can be obtained only by careful planning, thorough systematizing and hard work.

With these three factors in evidence, no organization ever made a failure of its fair. Under these conditions, there is no form of public appeal that can approach a fair in the handsome financial results attainable.

And the best of it all is, you can do all this yourselves. You do not need to go outside of your own ranks and spend a lot of money to accomplish these results. From general manager to water boy, from chairman of the general committee down through the executive and all the various sub-committees to the smallest assignment, you can fill the positions from your own ranks; and so save hundreds of dollars in salaries.

The only thing that you cannot do to advantage is get up the booths. And that arises because of inevitable conditions rather than from lack of taste or ability.

The public wants novelty in fairs as well as in everything else, something new and different from the cheese-cloth affairs that have been seen so often, something to arouse their curiosity and interest, but you can't afford to build such a fair for only a week's use.

We can rent one to you and save you money, bother, time and worry, a fair that by its striking beauty and novelty will draw the crowd. Such a fair includes all of our games.

With the crowds there and the machinery for doing business placed in your hands, it is up to you to get the money.

## Fair Ideas

Nothing that any local organization can handle, offers such great possibilities of profit as a well conducted fair. It can be run a week or even two, while two or three nights is the uttermost length of any form of amateur entertainment. Everybody can do something to contribute to the success of the fair, while only the clever few can take part in the show. The receipts from the show come only from the sale of tickets, while a score or more of different sources contribute to swell the grand total of the fair's receipts.

People will spend three or four dollars in nickels and dimes at a fair before they realize what they are doing, while the same people would refuse to pay two dollars for two tickets to the show.



One of the Dutch houses of Groot Winkel, 12 foot front.

But the experienced one who has been through the mill says, "A fair means a tremendous amount of time, thought and hard work in getting ready, and then our fair will be about the same as all those that have gone before it. There is nothing new, novel or interesting in the scantling and cheese cloth draped booths; and it seems a waste of time to elaborate and embellish a thing that will be taken down with an axe and thrown into the junk pile at the end of a week."

It is a waste of time, and time that can be used to far greater advantage in other ways.

Rent one of Reed's fairs.

Why bother to build when you can rent something far more beautiful than you could possibly afford to get up for a week's use. It will save you time, bother, hard work and money; and every member of the organization can save his strength and energy for the most important part of the work, that part which nobody else can do for you, the getting the dimes and quarters out of the pockets of the patrons.

Such a fair will be a real novelty, not only unusually interesting to your own members, but an attraction to the general public.

And that is the supreme test of any fair.

No fair amounts to much that is supported solely by its own members. That is like taking money out of one pocket and putting it into the other pocket, but when you get the outsider's money, that is real profit.

To get the outsider and his money, something novel must be offered. He is tired of the sameness of the common fair; and something quite out of the ordinary is required to interest him.

In your efforts to get something novel, something that will interest and attract the general public, suppose you say, "We will get up a fair, all our own."

Any kind of a fair built expressly for you, at a cost say of \$500.00, represents an actual outlay of between \$350.00 and \$450.00, the balance being the profit of the builder. In a word, you are getting a \$400.00 show for your money.

By renting one of Reed's ready-made fairs you get a display, the original cost of which was fully five times greater.

Which will be likely to interest the more people, draw the greater crowds, pile up the bigger profit?

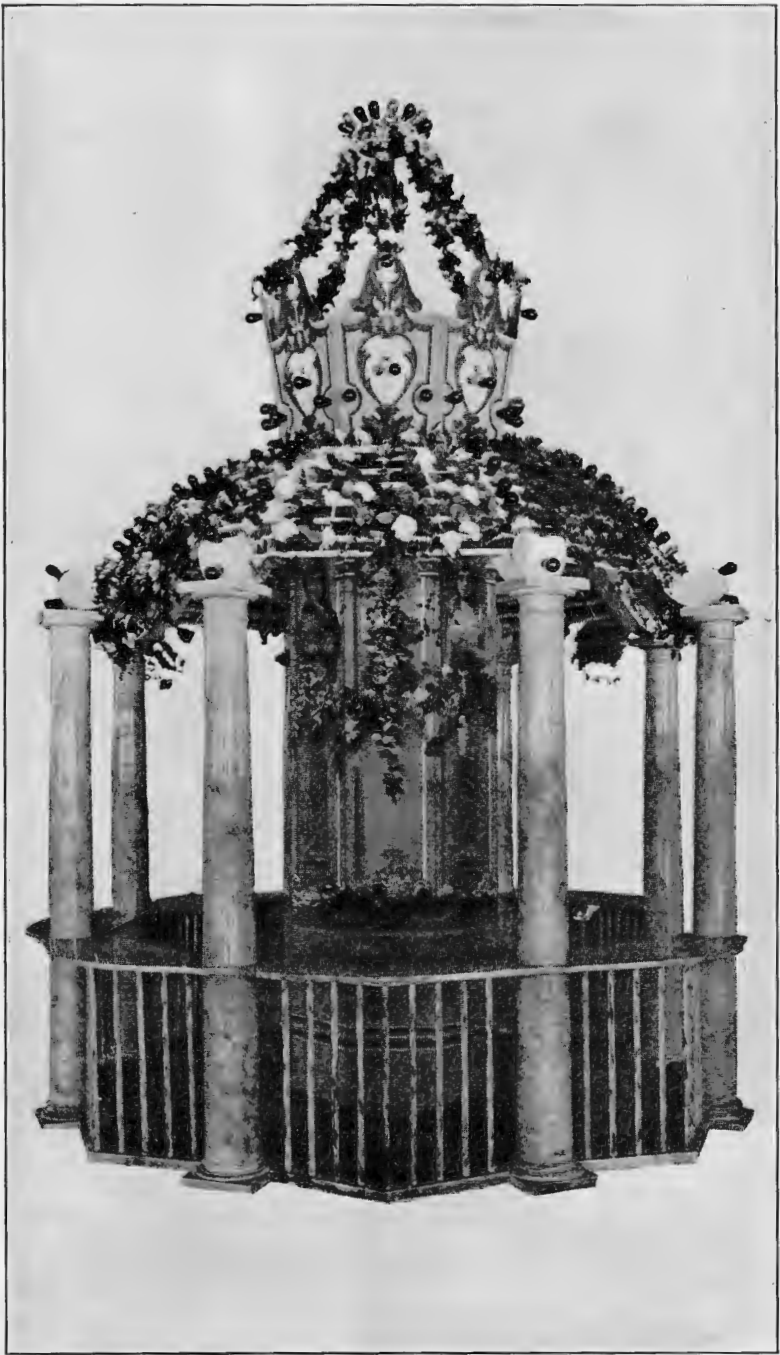
It is a plain business proposition. We can afford to put thousands of dollars into a fair that will last for years and visit many different cities, while the fair built for one society and one week must necessarily be gotten up cheaply.

Why build or buy your fair? There is nothing else in the world that you need for only a week or two, that you would not rent if you could.

Reed's fairs are made of linen canvas stretched on light but strong wooden frames, exactly as theatrical scenery is made, and they are hand painted in water colors from special designs by our own artist.

In this way much more elaborate and striking effects are produced than are possible by even the most skilful draping of colored fabrics over rough boards.

THE MAWSIM or Moorish Bazaar represents an Oriental village with its shops, dwelling places and Mosques or Temples. It consists of ten booths besides the large centre piece, which is 12x15 feet in floor area



The centre piece of Flowerland, having seven tables.

and rises four stories high, representing a Moorish Temple. All of the booths, except three which have special uses, are provided with tables for the display and sale of goods. Some of the booths are 12 foot front, having 12 foot tables, and some are 8 foot front, having 8 foot tables. It is elaborately decorated with electric lights.

"GROOTE WINKEL" is a quaint Dutch village with its red tiled roofs and the peculiar architecture to be seen only in Holland. It consists of eight booths for the sides of the hall and a Dutch windmill for the centre piece. The Mill is hexagonal, 12 feet in diameter and 17 feet high, the arms, which revolve and are outlined with electric lamps, extending up 23 feet into the air. The first story of the mill is decorated with white lamps, while the upper stories are outlined in red, opal and green lamps, flashing alternately for six seconds at a time. Four of the booths are 12 foot front, and four of them are 8 foot front.

FLOWERLAND, as its name implies, is made entirely of floral booths. There are six of them, the Poppy, the Rose, the Wisteria, the Sunflower, Autumn Leaves and Winter; while the center piece represents the four seasons of the year.

The electrical display with this fair is confined entirely to the centre piece which is elaborately and profusely decorated with colored lamps. Three of the booths are 12 foot front, and three of them are 8 foot front.

THE GRAPE ARBOR consists of six or eight, three or four on a side, lattice work booths, heavily and elaborately decorated with grapevine, showing the vine, leaves and both purple and white grapes. Each booth has a 12 foot table. This fair has no electrical display and no center piece, but nevertheless is a strikingly beautiful thing.

This is not a canvas, painted fair, but real lattice work with the grapes, leaves and vine made of paper in remarkable imitation of the real thing.

## Money Making Games

No department of a fair is more important than the games. They not only add in a general way to the appearance and the interest of a fair, but they help to dispose of more goods and at larger percentage of profit than can be obtained in any other way.

A fair cannot have too many games, not duplicates, but a variety to suit all tastes.

With one of our complete fair outfits, an entire set of our games is included. These games are also for rent separately. Prices and further information regarding any of them will be gladly furnished upon application.

### The Electric Maze

THE ELECTRIC MAZE has proven itself to be one of the best money making games ever seen at fairs.

It is attractive in appearance, and as a game interests ladies and children equally as well as gentlemen.

People become absorbed in the game itself, and with the added incentive of an attractive display of prizes, it gathers in the coin in a steady stream.



The Rose booth of Flowerland, having a 12 foot table.

A steel ball is shot from the spring gun in the lower, right hand corner, and rolls down the inclined board, among the holes, gates, pens, bridges and mountain. Wherever it finally comes to rest it will light the correspondingly electric light in the upright board showing the number of that compartment and the prize that is awarded for that shot.

If, while on its way to the compartment in which it comes to rest, the ball passes through a gate, over a bridge or through the tunnel in the mountain, it lights the corresponding special light, and these special lights remain lighted till the shot is completed and the apparatus is restored to its normal position by the attendant. In such a case, the player gets a double or triple prize as the case may be.

Weight, crated for shipment, 415 lbs.

## Fish Ponds

Our new Fish Pond is one of the most attractive things that we have ever turned out. It is a real Fish Pond, not a bath tub, a wash tub, a painted box or any of the makeshift things so frequently used.

The Fish Pond is one of the oldest of games used at fairs, but it never seems to lose its popularity, and our new, rock pool is bound to increase the interest in this ever popular game.

It is a rocky pool or pond, built up in relief, an excellent imitation of field, stone and rocks, and handsomely painted, showing the moss, grass, rushes and flowers and vines trailing over the rocks.

It holds water, and the numbered fish look and act like fish, floating upright and naturally, not lying flat in the water like dead fish or pieces of wood.

It stands at just the right height from the floor on horses which are entirely concealed, and attracts the attention of people the moment they enter the hall by its beauty. A prize curtain goes with it.

It is a real ornament as well as a good money earner with any fair.

Weight, crated for shipment, 210 lbs.

## The Candy Wheel

Our CANDY WHEELS are handsomely gotten up, and as every lady and child, and not a few men like confectionery, they are among the biggest money getters of our numerous Fair Games.

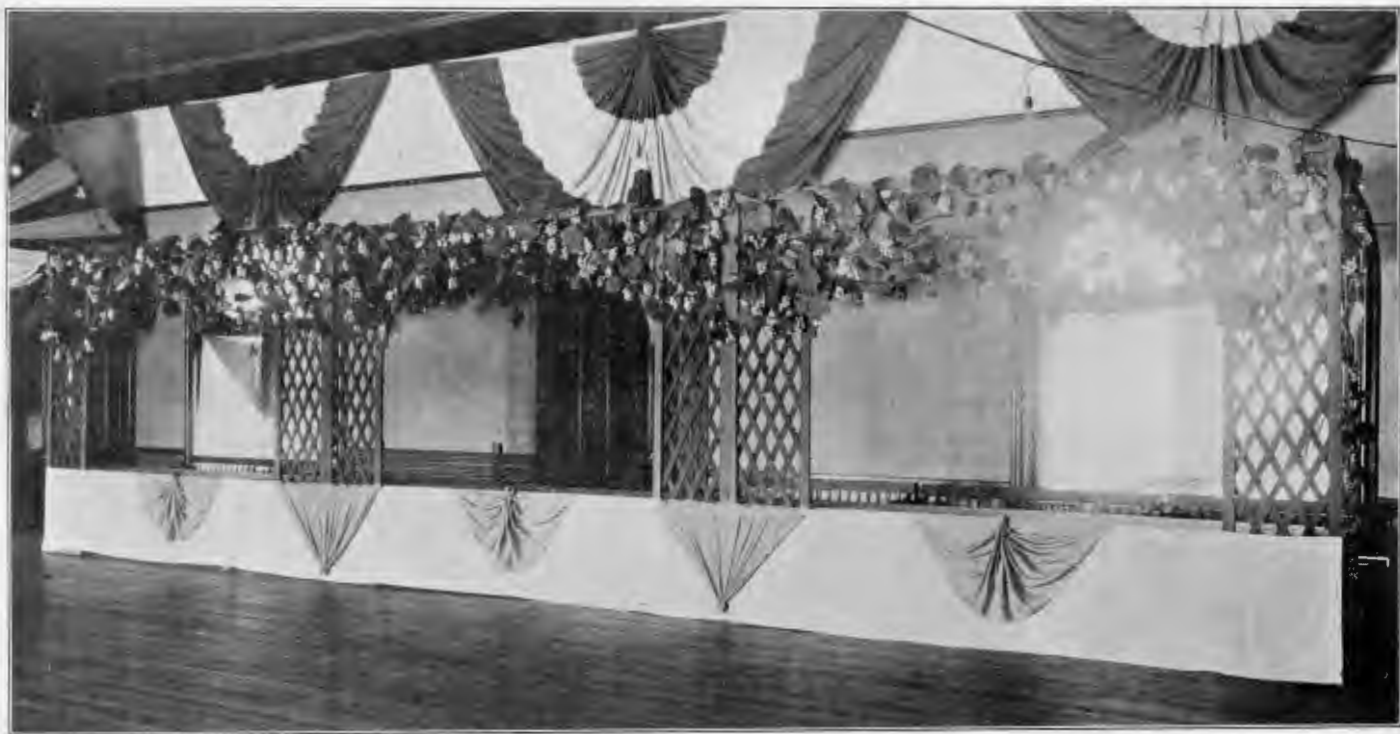
The arrow and its stand are highly polished and nickle plated, and the arrow spins perfectly. The circle with its twenty numbers is painted in colors on white enameled cloth, and the game may be set up on the most highly polished table without harming it in the slightest. There are ten paddles with two numbers on each one.

The game is carefully packed for transportation, and can be set up in two minutes by anyone. Simply lay the cloth over any smooth, level table, place the arrow and its stand in the centre, and the game is ready.

Our upright Candy Wheel is quickly and easily set up, the box in which it is shipped forming the base or pedestal on which it stands, thus avoiding any nailing or fastening of any kind to the floor.

"A pound of high grade Chocolates for ten cents" is a very alluring call.

Sell the paddles for ten cents each, spin the arrow, and the holder of the number where-it stops gets the confection for ten cents; while you



Three of the Grapevine booths, showing the hall decorations at the back and above.

get a dollar a pound for the same goods that you would have to sell over the counter at a flat rate of 40 to 50 c. per box.

Weight, crated for shipment, 20 lbs., for horizontal, 70 lbs for upright wheel.

## **The Japanese Rolling Board**

This is the game run by Japanese boys at many of the large summer resorts, which so many people interested in fairs have wished they could secure for their fairs. We can supply them, and they are just as popular at fairs in the winter as they are at shore resorts in the summer.

They are seven and a half feet long by twenty-two inches wide, well finished and with highly polished rolling surface. The balls are maple, turned true and polished, and roll far better than the cheap, whitewood balls frequently used with this game. A prize curtain goes with it.

Like Johnnie on the Spot, it is purely a game of skill, and attracts groups of friends who roll strings among themselves to see who is the most expert.

Besides the regular prizes displayed on the curtain, special prizes for the highest score each evening and for the highest score of the week can be offered and they add greatly to the interest and to the earnings as well.

Special prizes for high cumulative scores can also be offered and they add still another interesting feature to the game. These special features are described in detail in the instructions that go with the game.

They come in pairs like Johnnie on the Spot, and should be set up side by side for running, one curtain serving for both.

Any rental price quoted means for a pair. They cannot be sent out singly.

Everybody takes a roll sooner or later, and some a good many rolls. They are steady and reliable money earners.

Weight, in pairs for shipment, 85 lbs.

## **Johnnie on the Spot**

This is entirely a game of skill, there is no luck about it whatever, and because it requires considerable skill to get a high score, it attracts groups of people who compete with each other for high scores, as well as those who play it simply for the prizes awarded.

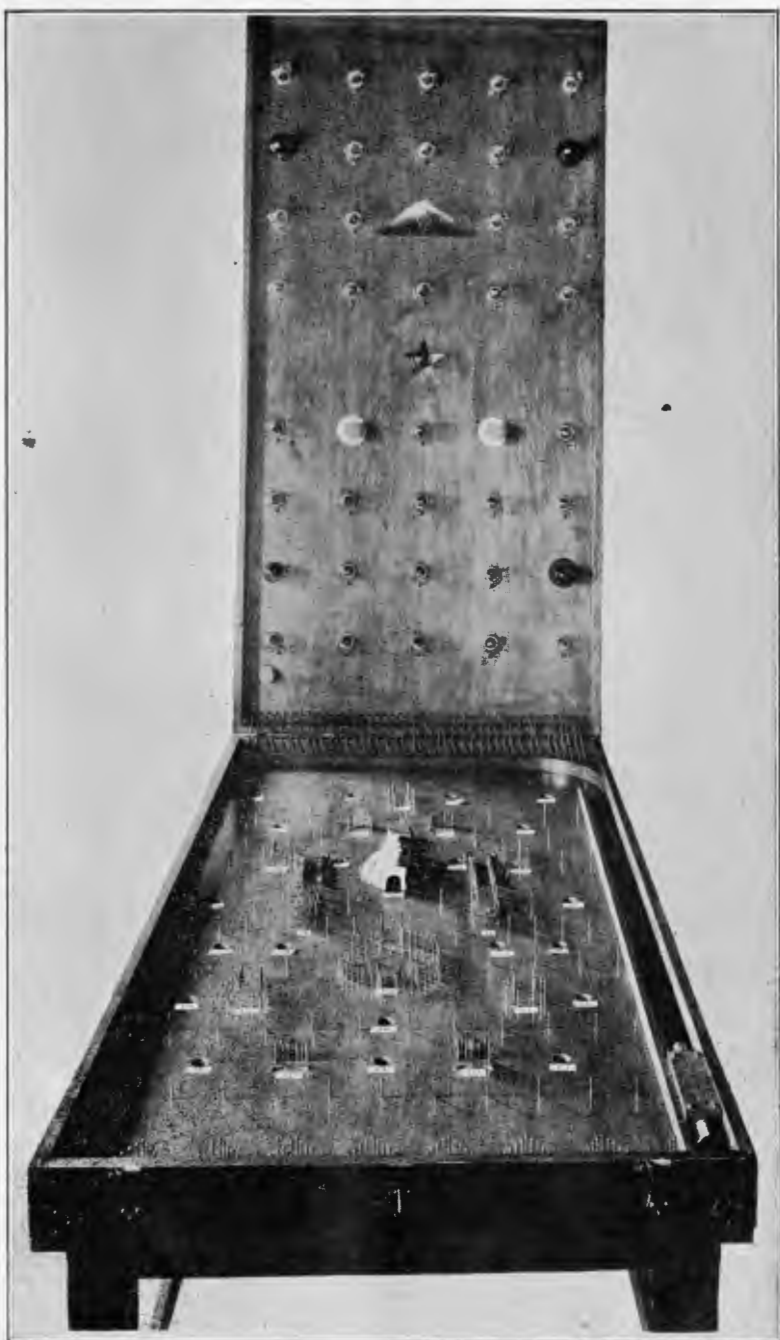
The competitive feature particularly interests people who enjoy games requiring some display of skill and accuracy of hand and eye, and it can be worked up to an almost unlimited extent, adding greatly to the ordinary revenues of the game.

The board is seven feet long and one foot wide. In the centre is a raised alley of quartered oak, highly finished, polished and waxed, with spots at the far end having different values indicated by numbers.

The game is to slide, never to toss or throw, the nickel plated, polished disks down the alley and stop on the spots bearing the highest numbers. Three disks or Johnnies constitute a play, and the numbers of the spots they touch are added together for the score of that play.

A prize curtain for the display of prizes goes with the game.

High scores are just difficult enough to attain, to make the game decidedly interesting; and in their efforts to get these good scores, people will keep playing away, forgetting how much money they are spending.



The Electric Maze.

A number of special prizes and features can be used with the game, adding greatly to the interest in it, and to its earnings as well. These are described in detail in the instructions that go with the game.

This game is always rented in pairs. They fold together, face to face, each acting as the cover for the other and protecting the highly finished alley from damage in transportation.

For use, they should be set up side by side, one prize curtain answering for both. Better results are obtained in that way than to have one in one part of the hall and the other some distance away.

With its handsome appearance and the chance that it offers for parties to test their skill and accuracy in friendly rivalry, it is a decided addition to the attractions of any fair and a good money earner.

Weight, in pairs for shipment, 65 lbs.

### **Jack Horner's Christmas Pie**

This is a new and very taking game based on the nursery rhyme of that name. It consists of a large pie, sixteen inches in diameter and two inches deep, so cleverly painted in imitation of the real thing as to make one's mouth water.

At four points in the crust, it can be lifted up disclosing an opening through which the thumb and finger can "pull out a plum," which is numbered. A handsomely painted prize curtain, divided into compartments and numbered from one to fifty goes with it. Each compartment is provided with a hook from which the prizes can be displayed, and it is so arranged that the best prizes are most prominently displayed, drawing special attention and increasing trade. The better prizes have but one plum in the pie, while the cheaper ones have three and four.

By this arrangement, some really valuable prizes can be shown on the curtain to draw trade, and yet they will not be won so often as to eat up all the profits.

It is a clever idea cleverly carried out, a novelty as well, and it attracts and interests old as well as young.

It comes packed in a small, locked box, can be quickly and easily set up by anyone, and because of its lightness can be sent by express, thus insuring quick delivery, at small expense.

Weight, boxed for shipment, 15 lbs.

*On all games rented, the lessee pays the transportation charges from and back to Salem, in addition to the rental fee.*

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## **Prize Goods Department**

**The Biggest Money and Greatest Profit at any Fair is in the Games  
The Games cannot run Without Prizes**

We beg to call the attention of Fair Committees to our large and varied stock of goods, suitable for Grabs, Fish Ponds, the Electric Maze, Japanese Rolling Board, Jack Horner Pie, Johnnie on the Spot, and games of all kinds in connection with Fairs.

These consist of novelties, jewelry, fancy goods, toys and staple articles, suitable in style, attractiveness and price for 5 cent and 10 cent Grabs and Games, both for adults and children.



The Fish Pond, showing the Fish laid out on Boards at the top

From our experience, gained at many fairs, we can select full sets of prizes for any game or grab, if we are told its character and the price to be charged per chance, and we frequently do this for committees; or you can select from our price list such articles as you may require to complete a set of prizes, partially made up from your own resources.

ATTRACTIVENESS AND VARIETY ARE THE MOST IMPORTANT FEATURES IN PRIZES.

Every game or grab will go better and make much larger profit, if it has a desirable and attractive line of prizes, and variety adds greatly to the interest.

Every patron, however charitably inclined and willing to spend his money in a good cause, will be more likely to come back and try it again, if he finds that he is getting a good run for his money, a fair show for his white alley.

It is a perplexing and bothersome job for a Fair Committee to gather together, from many different sources, a suitable variety of attractive prizes at proper prices. Importers and manufacturers, even if accessible, do not care to supply the small lots needed for any one Fair, and to buy of the retailer is too expensive.

Our line of goods is selected solely and expressly to meet the wants of Fair Committees. Here you can find, at one place all the variety you wish, and each article in small lots.

*The ability to purchase in small lots, enables you to add greatly to your variety; an important consideration.*

Many of these articles have been bought in job lots, the entire lot, large or small, being taken, to get them at prices suitable for Fair purposes. Because of this, it sometimes happens that a certain line runs out, even in the short time elapsing between our sending a price list and the returning of an order to us. In such cases we substitute some other article to make up the full amount of the bill.

SAMPLE SETS.

Upon request, accompanied by postal money order or bank check covering the *wholesale cost*, as quoted in the price list, we will send you a set of samples of the goods. These boxes do not include samples of everything in the list. Our stock has now grown too large to make that plan convenient or desirable; but they do include \$3.50 worth of goods at the wholesale prices quoted above, and such an assortment as will give you a good idea of our stock in every department. This gives the whole Committee an opportunity to look over our stock at their leisure and convenience, and make their selections. *You take nobody's word for it but actually see the goods.* Later these samples can be disposed of in your Fair, and you are therefore put to no extra expense whatsoever.

UNSOLD GOODS RETURNABLE.

At any time within a week after the close of your Fair, we will take back any of our goods that you may have on hand up to one quarter in value of the original bill; i. e., if you buy, say \$40.00 worth, we will take back \$10.00 worth (one quarter of your original bill) refunding you their full list price.

*What a great saving and convenience this is.* Nothing is so useless and so worthless as a lot of leftover prizes.



The Candy Wheel, horizontal with 20 numbers, 2 to each paddle.

By this plan Committees feel free to order enough to surely carry them through their Fair, thus saving the annoyance and bother of running out of some lines during the progress of the Fair, of repeated small orders through the week, and the extra cost of such orders, often by telegraph, the accumulated express and telegraphic charges, frequently amounting to more than the cost of the goods themselves.

We will send you free, upon application, our latest price list.

*In ordering goods, send cash (money order or check) with your order. This is our invariable rule and cannot be deviated from.* You have had an opportunity to see the samples and know exactly what you are buying.

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## Advertising

The success of any business today depends in a large measure upon its advertising, upon the publicity that is given to it, the interest and curiosity that is aroused regarding it. This is especially true of entertainments.

But attractive, novel, striking advertising—the kind that draws attention and interests—is expensive, prohibitively so in small quantities.

To overcome this difficulty, we have arranged with one of the leading show printing houses, for a fine line of original and handsome colored posters, window cards and advertising novelties to be printed in large quantities, with spaces left for name of the hall, society and date.

These can be supplied in as small quantities as desired, with the names, etc. printed in, at as low price as the ordinary, plain black and white type work; and they are a hundred fold more effective.

This places within reach of every fair committee, a handsome, attractive and forceful line of advertising, that will do much to insure the success of its fair, at a price hitherto unattainable in small quantities.

With each of Reed's Fairs, you are supplied, free of charge, with descriptive reading notices for the newspapers.

No local fair could possibly afford to get up a line of advertising like this for once using.

These are important factors in the great financial success of all the Reed Fairs.

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Our new building containing our factory, store house and office is situated on Rose Street. To reach it, take the Salem—Swampscott—Lynn trolley car from Town House Square or the B. & M. R. R. station, getting off at Broadway. Visitors are always welcome and can examine our large line of prize goods and see all of our games set up and in operation.

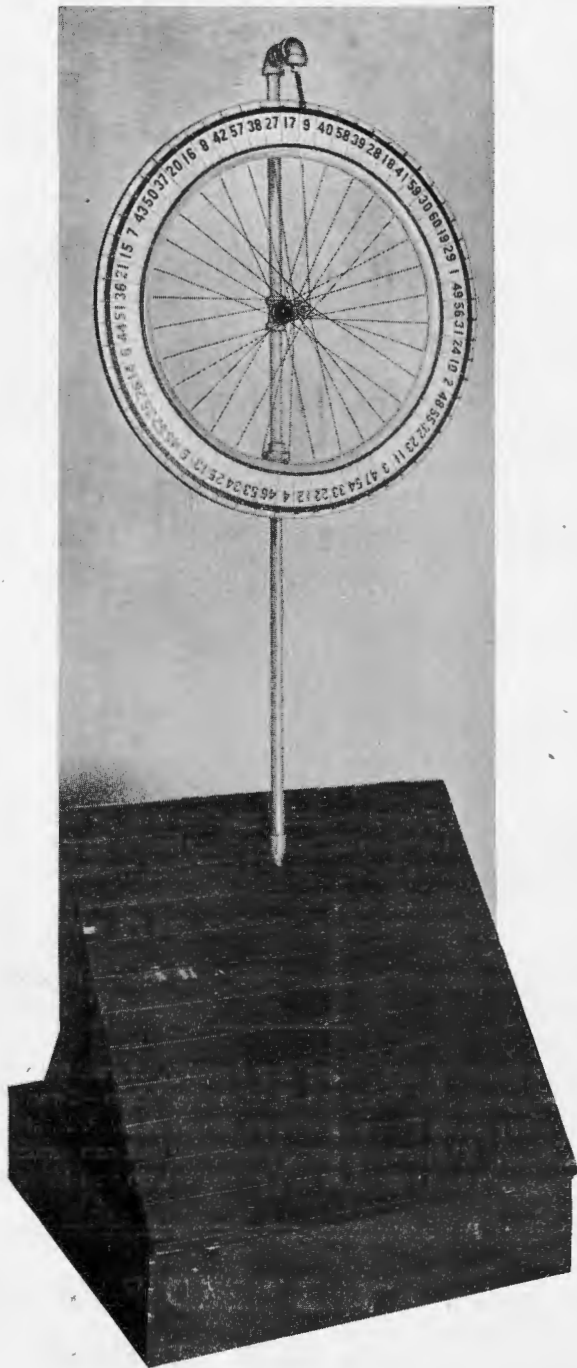
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Mail Address,

**THE REED FAIR CO.,**

**ROSE STREET,**

**SALEM, MASS.**



The Candy Wheel, upright with 60 numbers, 3, 4, or 6 numbers to a paddle as desired.

## Testimonials

Batavia, N. Y., Nov. 28, 1910.  
The Reed Fair Company,  
Salem, Mass.,  
Gentlemen:—

It is a pleasure for me to advise you of the splendid success of the Odd Fellows Fair held here during the week of Sept. 5th to 10th, and for which you furnished your MAWSIM or MOORISH BAZAAR outfit.

The MAWSIM was a great drawing card and although the three previous years, Fairs were held by other societies, we got the credit of having the finest fair ever held here, and cleared a little better than \$3,600 with two rainy nights thrown in.

When one realizes what he gets with the MAWSIM outfit, in the way of a labor saver, aside from its great attraction and variety of games, I consider it one of the greatest helps to managers, it is possible to get.

I want to especially thank you for the courteous fulfillment of your contract, also "your manager" Mr. Horace E. Coffin, who looked after every detail and assisted us in so many ways in making the Fair a success.

It is certainly a pleasure to do business with such people.

I have been connected with a number of Fairs and knowing what I do about your methods, I can most sincerely recommend them to any one contemplating a Fair or Bazaar.

Yours Very Respectfully,

Charles W. Hartley, Gen. Mgr.,  
Batavia Lodge, No. 197, I. O. O. F.  
Fair.

State Armory,  
Plymouth, Mass., Feb. 2, 1911.  
The Reed Fair Co.,  
Salem, Mass.  
Gentlemen:—

The committee in charge of the fair recently held by the Standish Guards, D Co., 5th Inf. M. V. M., and Pilgrim Lodge, No. 97, K. of P. wish to express their hearty appreciation of "Groote Winkel" and the manner in which it was put on.

It is new and up-to-date and the games are certainly money makers.

It was the talk of the town here and hundreds came to see it and of course spent money after they got in. We had the largest sale of admission tickets ever made at a fair in this place.

We wish to thank you for your efforts in making it a success.

Yours truly,

Charles W. Philburne,  
Chairman, Groote Winkel  
Committee (K. of P.)

L. R. Grant,  
Secretary (D. Co.)

Mont Pleasant Lodge,  
No. 717, I. O. O. F.  
Schenectady, N. Y., Feb. 25th, 1911.  
The Reed Fair Company,  
Salem, Mass.,  
Gentlemen:—

Yours of the 23rd received and we are very much pleased with your promptness and thank you for the same.

It certainly has been a pleasure to do business with your company. Please convey to your agent, Mr. Woodbury, our hearty thanks for his interest and suggestions, for we found him to be a gentleman at all times, and as anxious as ourselves that the fair should be successful.

Our returns are not all in yet, but we have over \$800.00 in cash, and enough more in sight to be sure of over \$1,000.00 clear profit; and considering the various special attractions that were on at the same time, we think we have done well.

The committee was knocked for engaging your outfit at what some considered an unnecessary expense, but when our report was made Thursday night in the lodge meeting, and it was shown in hard cash what money getters your games and outfit proved to be, no one had any kick to make.

I am

Yours very truly,  
P. W. Tucker,  
Chairman Fair Committee.



The Japanese Rolling Boards.

Norwich, N. Y., Jan. 15, 1910.  
The Reed Fair Company,  
Salem, Mass.

Dear Sirs:—

Our fair was a success from start to finish and we were more than pleased with the Moorish Bazaar that you furnished us and the games as well, especially the Electric Maze which was a howling success.

You may refer any one to me who is desirous of putting on a fair. We were especially pleased at the manner in which you fulfilled your contract. You lived up to it to the letter.

Wishing you unlimited success,  
I am

Yours very truly,

George H. Ruckteshler, N. G.,  
Canasawacta Lodge, I. O. O. F.  
No. 105, Norwich, N. Y.

St. Michael's Church,  
North Andover, Mass.  
August 14, 1909.

The Reed Fair Company,  
Salem, Mass.

Gentlemen:—

I send enclosed invoice of goods returned. The Maze and Jack Horner will be shipped either today or tomorrow.

It is a pleasure to state that the three, the Maze, Jack Horner, and the Fish Pond, were very attractive and successful.

If I ever run another party I intend to have them as star attractions.

Yours truly,

J. M. Gallagher, Rector.

Note—This was an outdoor, one day, Lawn party, and our booths, painted in water colors, cannot be used on such occasions only indoors.

Our Lady of the Valley Rectory,  
Sheffield, Mass.  
Sept. 14, 1909.

The Reed Fair Company,  
Salem, Mass.

Gentlemen:—

For two successive seasons you have been in charge of our Bazaar and the results have been gratifying from every standpoint, financial

success, good treatment, satisfaction to patrons, smooth management, resourcefulness in meeting and arranging any unexpected difficulty—in a word, altogether satisfactory.

Very Sincerely,

Rev. James A. Hurley.

Cortland Lodge of Elks,  
Of Cortland, N. Y.

The Reed Fair Company,  
Salem, Mass.

Gentlemen:—

As you know, we were obliged to hold our fair in a building illy adapted for such a purpose. It was dark, poorly ventilated and not one-fourth large enough for our purpose, but there is no question in our minds but what the Mawsim was the great feature that helped us out.

Everything about the Mawsim was delivered to us and installed complete in every detail in accordance with your promise.

It saved us an enormous amount of work and I am satisfied that it would have cost us fully as much to have installed booths ourselves as we paid you for the Mawsim, and then they would not have been nearly as nice as the Mawsim.

As stated above, our location was in a small building. It was crowded night after night. People were anxious to see the Mawsim, and in this way it was a very good drawing card.

We will clean up in round numbers a little over \$1,800. If we had had a suitable building in which to install the Mawsim we could have doubled our receipts.

Very truly yours,

John C. Barry,

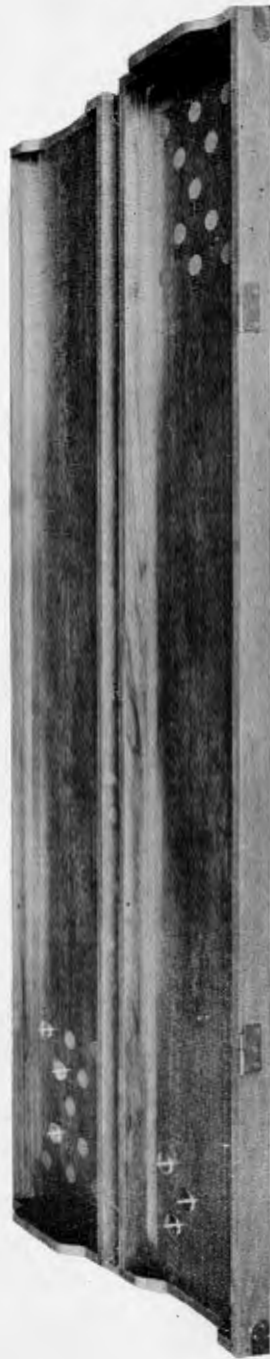
Chairman Fair Committee.

Fraternal Order of Eagles,  
At Fitchburg, Mass.

H. E. Reed,  
Salem, Mass.

Dear Sir:—

Now that our Fair is a thing of the past and we have had a moment to look about and realize the overwhelming success of the undertaking, which we could not do in the rush and whirl of last week, I



Johnnie on the Spot.

want to thank you for your share in that success.

The Eagles and their friends worked hard and unceasingly to promote the interests of the Fair, and the public responded to our efforts most heartily; but it is simple justice, and it is likewise a pleasure to me to say it that a very large factor in our success was your beautiful Fair. It was novel as well as beautiful, and its attractiveness drew hundreds to our Fair, who are not in the habit of attending such things.

It did its full share in making our Fair a most gratifying success; and I take pleasure in personally recommending it to any organization anywhere that is thinking of giving any public entertainment.

Sincerely yours,

Thomas B. Murphy.

Day Nursery Association  
Of Lowell, Mass.

Mr. Harry E. Reed,  
Salem, Mass.

My Dear Mr. Reed:

On behalf of our Fair Committee I am very glad to say that the success of our annual Fair, held as it was in a new location because of the burning of our Huntington Hall, we consider very largely due to our having been able to present to the public the scheme of Moorish Booths with elaborate electric effects gotten from you; *Our "gate receipts" being much greater than for several years.*  
\* \* \* \* In general, as I have above stated, we consider your scheme as constituting a valuable advertising asset and the effect set up, is very beautiful.

Very truly yours,

A. M. Chadwick.

Chairman, Fair Committee of Lowell Day Nursery Association.

Odd Fellows Fair,  
At Little Falls, N. Y.  
The Reed Fair Company,  
Salem, Mass.  
Gentlemen:—

In reply to your letter of the 8th inst., would say that I intended to write to you, but deferred doing so, as I desired to be in a position to give you the exact

amount of the net proceeds of the "Mawsim." However, we know that we will run over \$1,000, and there is still a little money out.

I hardly care to state that the "Mawsim" was a success and stop there. In appearance the "Mawsim" is certainly all you claim it to be, if not more, and it was certainly a drawing card in our city. Your man will tell you what a nasty, rainy week we had for our Fair. There was but a small attendance on our opening night, so small that we took in only \$70.00 that night. But they all came back the next night and brought more with them, and so on till the latter part of the week when it became necessary to remove the temple from the hall in order to accommodate the crowds. Such is the brief history of our Fair.

In conclusion I would state, both personally and in behalf of our lodge, that we are well satisfied with the Fair, nor do we forget that it was your idea to a great extent that contributed largely to make it so; and while we were informed the opening day of the "Mawsim" that all the money would go out in the baggage car that stood down on the branch, it certainly did not turn out quite so bad as that after all. And just one more word:—When your M. Gleason first called upon me in reference to bringing the "Mawsim" to this city, I called for a list of references,—and now that it is all over, to that list you may add,

Yours Truly,

Fred C. Laurent,  
Chairman Fair Committee.

Knights of Pythias Bazaar  
Under the Auspices of Niagara  
Lodge, No. 383, Knights of Pythias,  
Niagara Falls, New York.  
Reed Fair Co.,  
Salem Mass.  
Gentlemen:—

We are just winding up the Bazaar affairs and are so well pleased with the results that I wish to express to you our appreciation of your Fair or Mawsim.

Our attendance increased each night, and the last night exceeded our fondest expectations. This result we think was due, in a great



measure, to the fact that we had your fair we labored under great disadvantage, owing to a very cold spell of weather during the week of our fair, and our hall being a summer hall we were unable to heat it properly.

Notwithstanding this was our first fair and we labored under many difficulties and against inclement weather, we will make about \$1,000.00 for our efforts.

Thinking the above might be of interest to you, and to others who are contemplating giving a fair, we beg to submit same; and will give any further information in my power to any who may be interested in the above.

With kindest regards I remain

Your very truly,

Knights of Pythias Bazaar,

G. W. Cowper, President.

St. Mary's (Catholic) Church Fair  
At Newport, R. I.

St. Mary's Rectory, Spring Street.  
H. E. Reed, Reed Fair Co.

Dear Sir:—

I am sending you by registered mail the cut you sent us for the "Mawsim" ad. as well as the reading notices, which I here enclose.

Our fair was a great success and we are all delighted with your outfit, and personally I am very much pleased with it and with your courteous and gentlemanly fulfillment of all that you promised.

If we have anything of the kind again, I shall certainly look you up.

With good wishes, I remain,

Very truly yours,

William B. Meenan,  
Rector of St. Mary's.

Knights of Columbus Fair  
At Albany, N. Y.

Dear Sir:—

Your letter received. In reply I would say, that you can refer to me at any time for an endorsement of the worth and beauty of your Fair scheme.

We have not the complete returns in as yet, but we will make at least \$7,000.00, which we consider good.

Do not hesitate to call on me at any time.

Yours very truly,

Stephen F. Moran,  
Chairman Fair Committee, K. of C.

St. John's Rectory,

White Plains, N. Y.

Nov. 9, 1908.

The Reed Fair Company.

Gentleman:—

It gives me great pleasure to inform you that our Grand Moorish Bazaar ended in a whirlwind of success. Enclosed please find last instalment on our contract. I never paid a bill more cheerfully.

We are delighted with everything and will never forget the efficiency as well as the gentlemanly and courteous treatment of your representative.

White Plains will long remember the Moorish Bazaar. You deserve the patronage of all those who are willing to spend money to insure larger returns to their cause.

Wishing you every success, believe me,

Gratefully yours,

Richard J. Keefe.

The Rev. Richard J. Keefe.

Rector of the Parish.

North Attleboro, Mass.

The undersigned committee, members of North Attleboro Lodge, No. 1011, B. P. O. Elks desires in this way to state their appreciation of the excellent setting, known as "Flowerland", furnished by the Reed Fair Company of Salem for the carnival held from November 2 to 8 inclusive in Red Men's Hall, North Attleboro. The affair was the most successful ever held under the auspices of any organization in town, and much of the credit is due to the Reed Fair Company for the thoroughness of their work.

Edward J. Cooney,

Past exalted Ruler.

Edward A. Foster,

Esteemed Loyal Knight.

Joseph D. Irving,

Esteemed Lecturing Knight.

# It Pays

- IT PAYS** to use one of our complete Fair outfits because it saves the Fair committee a great deal of time and labor, which they can put into the other departments of their fair to great advantage, thus making it a bigger artistic and financial success.
- IT PAYS** to use one of our elaborate and novel Fairs because they are so DIFFERENT from the common type of Fair that they attract bigger crowds, the people who no longer go to the common fair. That means more money at every table and game—larger profits.
- IT PAYS** to use one of our unique Fairs because they are a real drawing card, not merely a pretty luxury, suitable for rich and strong organizations, but real money earners for the poor and weak organization that must give something unusually attractive to draw in the public. They put the finishing touch of unique beauty to the Fair of even the strongest and most popular organizations, and they are the salvation of the poor and weak society that without them, would have little to attract the attention of the general public.
- IT PAYS** to use one of our ready made Fairs because it saves you from appealing to your friends and members for donations of lumber, cloth and labor to build a Fair. Such donations can take the form of cash or articles that can be sold at the fair instead of being used in its construction, and so go to swell the net receipts.
- IT PAYS** to use one of our all-ready-to-open-the-door Fairs, because it saves the workers for the most important part of their labor, the running of the tables and games and the gathering in of the money. They are not all tired out before the Fair opens, but come to their real, telling work fresh, interested and with a zeal that the old style fair can no longer arouse.
- IT PAYS** to use one of our Fairs because they are practical money getters as well as strikingly attractive novelties.
- IT PAYS** to rent our games because good games are an absolute necessity to any fair. They are the money winners, and wheedle the nickles and dimes from the pockets of the visitors.
- IT PAYS** to rent our Games because they give life and variety to any fair and improve its general appearance.
- IT PAYS** to rent our Games because they dispose of more goods and at greater profit than can be had in any other way.
- IT PAYS** to rent our Games because they are well made, neat and handsome in appearance, not faked up things for a few days' use.
- IT PAYS** to buy Prize Goods of us, for we sell at wholesale prices and yet in small quantities.
- IT PAYS** to buy Prize goods of us for you have the privilege of returning a reasonable amount of unsold goods, a great advantage and saving.
- IT PAYS** to buy Prize Goods of us because our stock is selected to meet the wants of Fair Committees exclusively, and you can find everything you need right here.
- IT PAYS** to buy Prize Goods of us because our prices are low and you save money, and you also save time, bother and extra express charges by getting all the goods that you require at one place.
- IT PAYS** to buy Prize Goods of us because, by means of our sample sets, you are enabled to look over our stock, no matter how far away you may be; and it is a great advantage to actually see what you are buying.

**We are the Oldest and Largest Concern of the  
Kind in the Country.**

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**The Originators of the  
Ready-Made Fair**

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**We Manufacture Our Booths and Games  
In our Own Factory.**

**Our Display of Prize Goods  
is  
The Largest, Most Complete  
and  
Best Adapted to Fair Purposes  
That Can be Found Anywhere.**

**Our Facilities for Filling Orders  
Large or Small,  
For Complete FAIRS, GAMES or PRIZE GOODS  
ARE  
UNEQUALLED.**

**The Reed Fair Co.**

