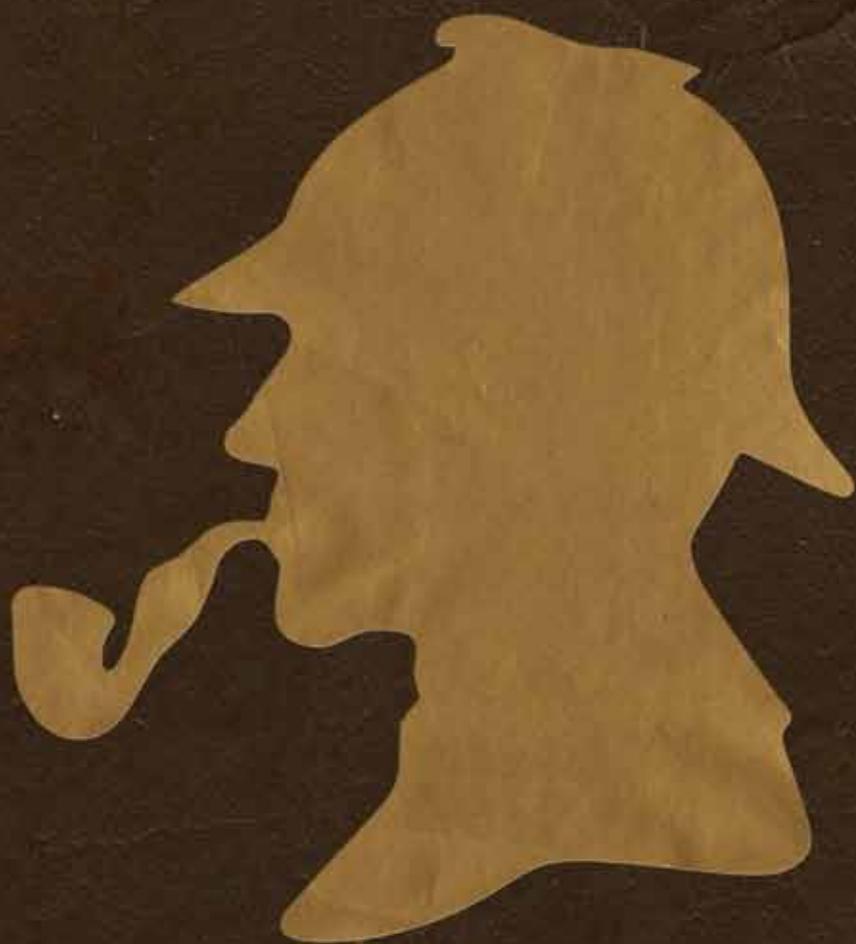


THE INTERNATIONAL EXHIBITION OF

---

SHERLOCK  
HOLMES

---



OFFICIAL EXHIBITION GUIDE

---

THE INTERNATIONAL EXHIBITION OF

# SHERLOCK HOLMES™

---



---

## ELEMENTARY?

---

*Maybe for Sherlock Holmes, but how will you fare when you match wits with the master detective?*

More than a century ago, in 1886, a struggling young doctor named Arthur Conan Doyle wrote a story about a brilliant and enigmatic detective.

The 26-year-old author would probably have been amazed to know that Sherlock Holmes would become one of the most inspiring and influential characters of all time.

The legendary sleuth of Baker Street, a chemistry and forensics expert ahead of his time, used seemingly trivial observations of evidence that others missed to solve the most baffling mysteries imaginable. His practices and techniques changed the way police work was conducted in the real world, lighting the way to the modern forensics of today.

*The International Exhibition of Sherlock Holmes* brings this world to life as never before as you step into Conan Doyle's Victorian London and walk side-by-side with his extraordinary detective. Along the way you will become steeped in a world of innovation and experimentation and see a dazzling array of original manuscripts, publications, period artifacts, film and television props and costumes. Best of all, you'll learn how the crime-solving methods of Sherlock Holmes evolved into the cutting edge forensic science techniques used by modern investigators.

*Come along! The game's afoot.*

Arthur Conan Doyle



1859

Born in Edinburgh on 22 May.

1868

Sent to Jesuit boarding school in England.

1876

Enters the University of Edinburgh Medical School, at age 17. Meets Dr. Joseph Bell, a forensic science pioneer who helps to inspire the character of Sherlock Holmes.

1879

His first published work, a short story called *The Mystery of the Sasassa Valley*, appears in *Chambers' Journal*.

1881

Awarded Bachelor of Medicine and Master of Surgery degrees.

1880

Spends eight months as a ship's surgeon aboard a whaling ship in the Arctic seas.

1882

Establishes a medical practice in Southsea, a suburb of Portsmouth, and writes while waiting for patients to arrive.

1893

"I am weary of his name." Publishes *The Final Problem*, in which Sherlock Holmes is apparently killed off at the Reichenbach Falls.

1891

Sherlock Holmes short stories begin to appear in a new magazine called *The Strand*.

1890

Publishes *The Sign of Four*, the second Sherlock Holmes adventure.

1888

Publishes *Micah Clarke*, an historical novel.

1887

*A Study in Scarlet*, the first Sherlock Holmes adventure, appears in *Beeton's Christmas Annual*.

1892

*The Adventures of Sherlock Holmes* published in book form.

1894

Lecture tour to the United States.

1899

William Gillette's Sherlock Holmes play debuts.

1900

Serves as an army doctor at a field hospital in Africa during the Boer War.

1901

*The Hound of the Baskervilles* begins appearing in installments in *The Strand*.

1910

Writes a play based on *The Speckled Band*, which opens on 4 June in London.

1903

*The Adventure of the Empty House*, in which Sherlock Holmes returns from his apparent death at the Reichenbach Falls, appears in *The Strand*.

1902

Conan Doyle receives a knighthood at Buckingham Palace.

1927

*The Case-Book of Sherlock Holmes*, the final volume of Holmes stories, is published.

1930

Conan Doyle dies on July 8th.

1914

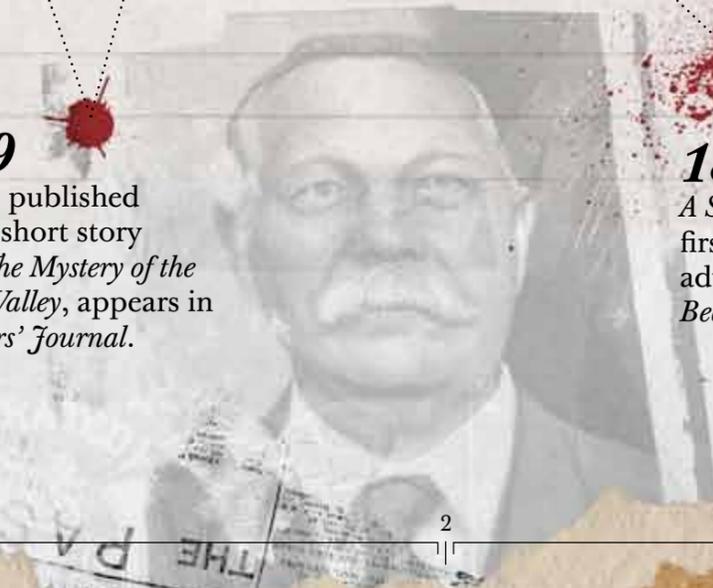
Installments of *The Valley of Fear*, a new Sherlock Holmes novel, begin appearing in *The Strand*.

1921

Stoll Pictures begins producing a series of silent films featuring Eille Norwood as Sherlock Holmes.

1912

Publishes *The Lost World*, the first novel featuring Professor Challenger.



## A WRITER'S BEGINNINGS

*Arthur Conan Doyle, like his famous detective, lived a life of adventure.*

"A gentleman of a medical type."

As a young man in Scotland, Conan Doyle studied to become a doctor, but he also had a powerful taste for adventure. While still in medical school, he served aboard a whaling ship, doing dangerous and exciting work in the Arctic seas.

"We must look upon you as a man of letters."

Eager to earn money to help support his family in Edinburgh, Conan Doyle published his first short story at the age of nineteen. He continued to write and publish while struggling to establish a medical practice in the south of England. He later joked that for many years he divided his time between his patients and literature, and "[it was] hard to say which suffered most."



Above: Conan Doyle (3rd from left) aboard a whaling ship



Above: Conan Doyle at his writing desk

## DR. JOSEPH BELL AND THE ART OF OBSERVATION

*Bell, a pioneer of forensic science, inspired Conan Doyle with his techniques of observation.*

"You See, But You Do Not Observe."

Joseph Bell was a renowned lecturer at the University of Edinburgh Medical School when Conan Doyle enrolled there in 1876, at the age of 17. In his lectures, Dr. Bell stressed the importance of close observation of the patient in making a diagnosis. At a glance, he could identify a cobbler by a worn patch on the trousers, or a cork-cutter by a callus on the thumb. "To his audience of Watsons," Conan Doyle later remarked, "it all seemed very miraculous — until it was explained, and then it became simple enough."

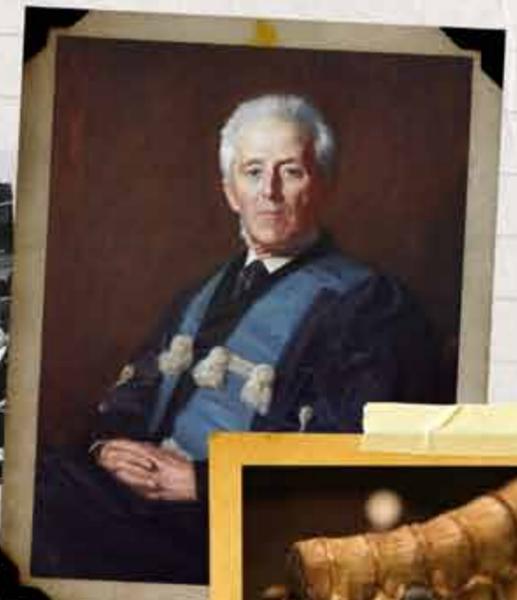
### The Model for Sherlock Holmes

Conan Doyle drew on many inspirations when he created Sherlock Holmes, but Joseph Bell was the most important. The detective even bore a physical resemblance to Bell, who was tall and lean, with sharp features and a prominent nose. In time, Conan Doyle would dedicate *The Adventures of Sherlock Holmes* to Bell, saying, "[N]o other name has as good a right to the place."

Right: Dr. Joseph Bell



Above: Medical Theatre



## SHILLING SHOCKERS AND PENNY DREADFULS

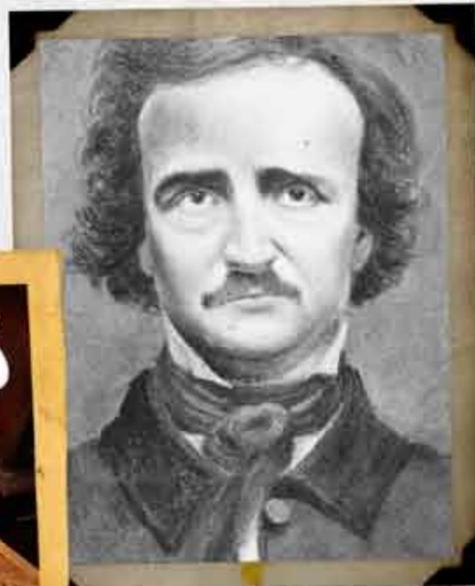
*Early crime fiction offered many thrills but little substance.*

### Defective Detectives

“What a swindle *The Mystery of a Hansom Cab* is,” Conan Doyle wrote in 1888. “One of the weakest tales that I have read, and simply sold by puffing.” *The Mystery of a Hansom Cab* was a wildly successful mystery novel by Fergus Hume, published at a time when Conan Doyle was still largely unknown. Conan Doyle likely felt a touch of envy, but his comments also reflect his views on the weaknesses of crime fiction. “The great defect in the detective of fiction is that he obtains results without any obvious reason,” he told an early interviewer. “That is not fair, it is not art.”

### A Master of the Form.

If Conan Doyle was dismissive of Hume and other writers, he felt nothing but reverence for Edgar Allan Poe, whose detective stories featuring C. Auguste Dupin set the standard for the modern detective story. Poe introduced many of crime fiction’s most durable elements, including wrongly accused clients, unlikely villains, secret codes, false clues, and seemingly impossible crimes. Sherlock Holmes would brazenly dismiss Poe’s Dupin as “very inferior,” but Conan Doyle revered both the author and his creation. “Poe is the master of all,” he declared.



Above: Edgar Allan Poe



## THE BIRTH OF SHERLOCK HOLMES

*“Dr. Watson – Mr. Sherlock Holmes,” said Stamford, introducing us.*

In March of 1886, Conan Doyle took a break from his other work and began writing a short novel. “I felt now that I was capable of something fresher and crisper and more workmanlike,” he would recall, “and Poe’s masterful detective, M. Dupin, had from boyhood been one of my heroes. But could I bring an addition of my own? I thought of my old teacher Joe Bell, of his eagle face, of his curious ways, of his eerie trick of spotting details. If he were a detective he would surely reduce this fascinating but unorganized business to something nearer to an exact science.”

### “A Tangled Skein.”

As he set to work, Conan Doyle fastened on the title of *A Tangled Skein*, and sketched out a pair of characters named Ormond Sacker and a “sleepy eyed young man” called Sherrinford Holmes. By the time he finished work some six weeks later, the title had been changed to *A Study in Scarlet* and the characters were re-named Dr. Watson and Sherlock Holmes.

**“Crime is common. Logic is rare.”**

Sherlock Holmes was the perfect hero for his times. He embodied a sense of order and logic, as well as the latest advances in forensic science, at a time when the public’s confidence in the official police force had been shaken by horrific crimes such as the recent Jack the Ripper slayings. As Doctor Watson observed, Holmes was “the most perfect reasoning and observing machine that the world has seen.”

**“Give me problems, give me work”**

Sherlock Holmes did not find success right away, but the tide turned when Conan Doyle began submitting short stories to a new magazine called *The Strand* in 1891. The detective became an instant sensation, with eager readers lining up at the newsstands for each new issue of the magazine. Even after he became a world famous author, Conan Doyle’s sense of adventure never left him. In time he became a sportsman, a crusader for criminal justice, a war correspondent, and a world traveler. His literary output reflected all of these many interests and grew to include plays, poetry, historical novels and military history.

*“I have had a life which, for variety and romance, could, I think, hardly be exceeded . . . I have sampled every kind of human experience.”*

-- Arthur Conan Doyle



# SHERLOCK ON STAGE AND SCREEN

*“His expression, his manner, his very soul seemed to vary with every fresh part that he assumed.”*

— Dr. Watson on Sherlock Holmes

“You would have made an actor,” remarks a character in *The Sign of the Four*, “and a rare one.”

Though Sherlock Holmes himself never “trod the boards” as an actor, he has been well represented in hundreds of stage, film, television, and radio adaptations. Until recently, the role of Sherlock Holmes has been largely dominated by the performances of three exceptional actors, each of whom shaped the public’s perception of the detective for generations to come.

In 1899, a celebrated American stage actor named William Gillette began a run of some 1,300 performances in a play known simply as “Sherlock Holmes.” Gillette

himself wrote the script, based on an earlier play by Conan Doyle. Over the course of more than three decades, Gillette’s portrayal fixed the iconic image of the pipe-smoking, deerstalker-wearing sleuth in the popular imagination. Variations on a seemingly unremarkable line from the script—“Oh, this is elementary, my dear fellow”—would be taken up by other performers for years to come.

Beginning in 1939, the British actor Basil Rathbone created an indelible impression in a series of fourteen Sherlock Holmes films, accompanied by Nigel Bruce’s affable, if rather buffoonish, characterization of Dr. Watson. The scripts often wandered into strange and unconventional territory, with Holmes battling Nazi

saboteurs and Professor Moriarty falling to his death in film after film, but Rathbone’s sharp, elegant performance remained true to the original.

In 1984, Britain’s Granada Television launched a distinguished series of programs featuring Jeremy Brett in a moody, darkly brilliant re-imagining of the role. The series was noted for its lavish production and its efforts to adhere to the spirit of the original stories. Brett’s quirky, often high-strung performance marked a transition from the conventional, leading-man glamor of Gillette and Rathbone to the edgy, eccentric interpretations of the present day.



Above: William Gillette



Above: Jeremy Brett



Above: Basil Rathbone

# 19th CENTURY LONDON



**Seldom has a character of fiction been so closely associated with a particular city, but Sherlock Holmes has become as much a part of London's heritage as Big Ben and Tower Bridge.**

With over a million people, London was already the largest city in the world at the beginning of the 19th century. By 1860, its size had tripled to over three million. The ancient city had not been designed to hold so many people, and soon the problems of overcrowding made themselves felt. A slum known as the Devil's Acre, in the shadow of Westminster Abbey, was described by one observer as "concealed labyrinths of lanes and courts and alleys and slums, nests of ignorance, vice, depravity, and crime, as well as of squalor, wretchedness, and disease."



At every turn, however, evidence of the city's power, industry and prosperity could be seen. "Nothing will convey to the stranger a better idea of the vast activity and stupendous wealth of London than a visit to the warehouses," one visitor wrote, "filled to overflowing with interminable stores of every kind of foreign and colonial product."

Sherlock Holmes had an extraordinary knowledge of the byways of London, from the grandest of mansions to the seediest opium dens and gambling parlours. Dr. Watson records that he and the detective were fond of taking long walks through the city, "watching the ever-changing kaleidoscope of life."

*"Under such circumstances I naturally gravitated to London, that great cesspool into which all the loungers and idlers of the Empire are irresistibly drained."*

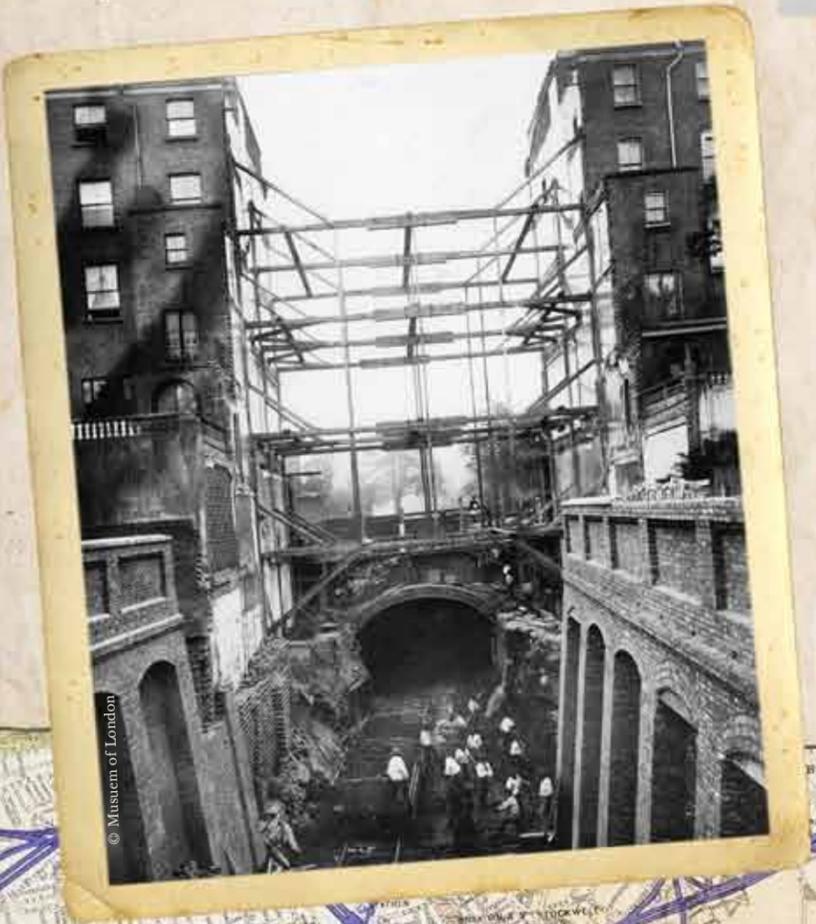
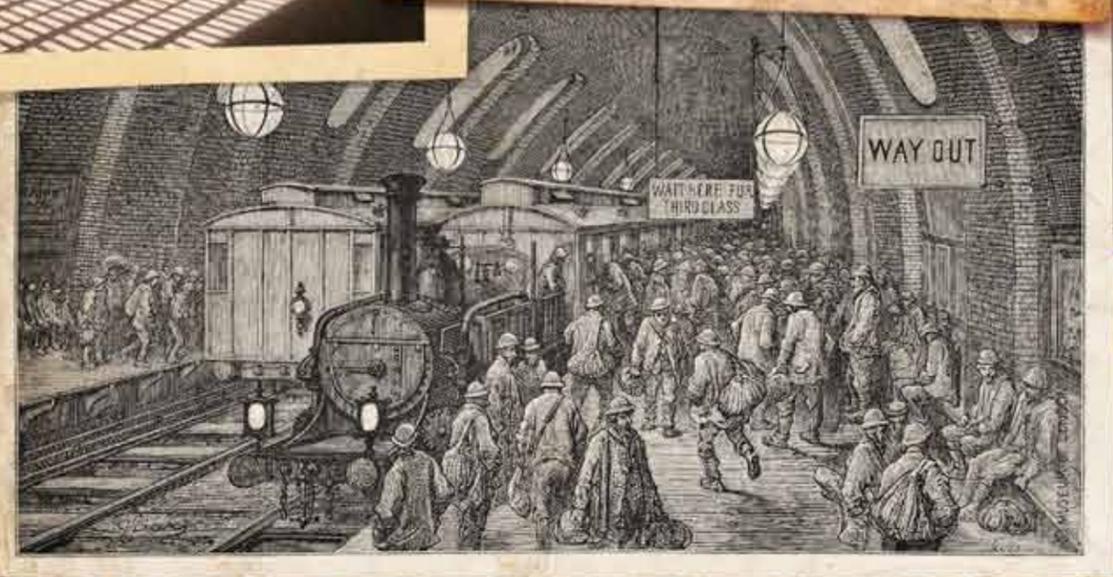
— Dr. Watson in *A Study in Scarlet*

# LONDON UNDERGROUND

## *“An Insult to Common Sense”*

The very idea of running steam trains below ground, declared one London newspaper, seemed an “insult to common sense.” But the London Underground, once described as “trains in drains,” proved to be an engineering marvel. It began simply enough in 1860 with a shallow cutting along the Euston Road to lay the first tracks. This trench was then roofed over to create a tunnel—a system known as “cut and cover.”

At *The International Exhibition of Sherlock Holmes*, the extraordinary achievement of the London Underground is used to highlight many of the other scientific breakthroughs and discoveries of the day. From advances in communication and transportation to unseen worlds invisible to the naked eye, visitors experience the world of scientific exploration as it hurtles forward—faster than a speeding train!



*“It is my belief, Watson, founded upon my experience, that the lowest and vilest alleys in London do not present a more dreadful record of sin than does the smiling and beautiful countryside.”*

THE "DISTRICT RAILWAY"

Standard  
LONDON, THURSDAY, OCTOBER 11, 1900.  
TEN PAGES, ONE PENNY.

Crocodile Breath

The first Underground train opened for business in January of 1863, drawing an amazing 30,000 riders on the first day. Prime Minister Lord Palmerston declined to join the throngs; he was nearly 80 at the time and said that he wished to spend as much time above ground as possible.

At a time when the population of London was just over 3 million, the Underground drew 11.8 million passengers in its first year. These early riders had to brave a "mild form of torture" as a result of choking on the smoke and steam. One rider who had earlier visited the Sudan claimed that the smell reminded him of a "crocodile's breath." Officials purported that the thick atmosphere would be "invigorating" to asthma sufferers, but they permitted train drivers to grow beards in a misguided effort to filter out some of the fumes.

Down and Out . . . into the Suburbs

In time, the Underground system would drive London's expansion into the suburbs, easing overcrowded conditions as it opened up new areas in which Londoners could live. The city's lowest-paid workers found particular benefit, as the new form of transport allowed them to live further out, where low-income families might be able to live in two rooms rather than one, and saved some workers a six-mile walk to work each day.

## COSMETICS



### Beauty . . . at a price.

Many a young lady in Victorian times relied upon the beautifying effects of potions and creams, such as “Milk of Roses” and “Berry’s Freckle Ointment.” Many of these seemingly “delightful and harmless” preparations contained poisons such as strychnine, arsenic and nightshade, which, if used improperly, could produce fatigue, weight loss, nausea, headaches, and even death.

The chemist James Marsh broke fresh ground in the emerging science of toxicology that could ferret out cases of arsenic poisoning that would otherwise have gone undetected.

in cases at  
ners, Chemi  
circulars ma.

16

R. HOVENDEN & S  
and 91-15



## PHOTOGRAPHY



## PHOTOGRAPHY

### Photography: The Miracle of the Age!

Portable cameras such as the “Pocket Kodak” did away with glass plates and other cumbersome equipment, bringing the art of photography to the common man. Even the police took advantage of this new and convenient tool, adding cameras to their arsenal of weapons in the fight against crime. Photographs of law-breakers could be indexed and circulated among law enforcement agencies, providing officials with a ready catalogue of criminals.



Half the charm of a photographing is lost if one carries along pounds of glass plates and holds has every moment filled with anxiety for their safety.

### KODAKS

use non-breakable film cartridges which weigh ounces where plates weigh pounds.

KODAKS \$5.00 to \$35.00.

EASTMAN KODAK CO.

Catalogues free at agencies or by mail.

## ENTOMOLOGY

### Insects in the Witness Box

Everyday insects have become a vital part of a detective’s toolkit. The common maggot, for example, has a fixed life cycle, and when its eggs or larvae are found upon a dead body, scientists are able to work backwards to calculate the time of death. Other insects and plants can offer similar post-mortem clues, helping police and scientists to solve crimes.



17

## OPTICS & LENSES



### Bending Light with Lenses

Special lenses bend rays of light as they pass through, changing their direction and allowing us to see beyond the range of our normal vision, from the tiny, hidden worlds revealed by a microscope to the distant horizons glimpsed through a telescope.

Microscopes use lenses and light in combination to allow us to see objects that are too small for the naked eye.

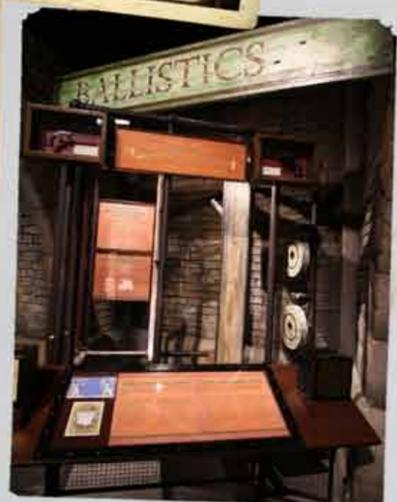


## TRAJECTORY

### On the Firing Line

The science of ballistics deals with the motion of projectiles, such as a bullet fired from a gun. The tiniest details concerning different types of weapons and bullets, and the ways in which they behave, can yield enormous clues to a trained observer.

A bullet's trajectory is the path it takes from the moment it leaves the barrel of a gun to the point at which it stops moving. Determining the trajectory is an essential element of ballistic detective work. A bullet never travels in a straight line; it begins to fall to the earth the moment it leaves the gun's barrel. At most crime scenes, the firing distance is so short as to make this drop imperceptible. If two or more points along a bullet's path are known, usually in the form of bullet holes, scientists can "line up the holes" and accurately recreate the trajectory.



TRAJECTORY

18

A

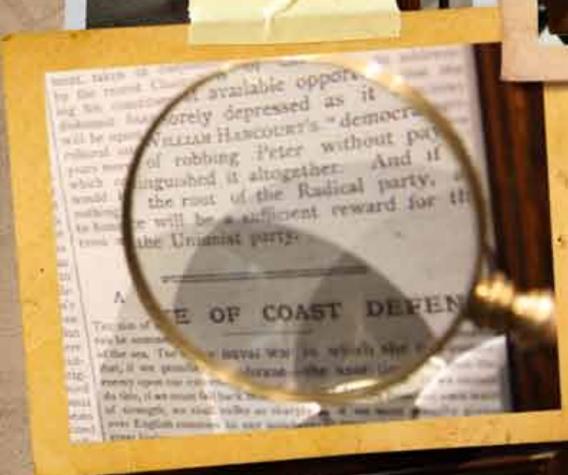
B

C

D

A - Line of Sight B - Line of Definition C - Registry D - Application of the Law

## MEDIA



### Extra! Extra! Read all about it!

With more than 50 newspapers operating in the city of London alone and a hundred more in the suburbs, the Victorian era was an age of fast, efficient, and widespread reporting of the latest news.

### Criminal Type

Many newspapers achieved a distinctive look with specially-designed fonts and other unique design features. Sherlock Holmes made a special hobby of being able to identify various types of newspaper print at a glance, from the "leaded bourgeois type" of one to the "slovenly print" of another. This talent was especially useful when attempting to trace the origins of messages composed of newspaper fragments, such as ransom notes. "The detection of types," the detective remarked, "is one of the most elementary branches of knowledge to the special expert in crime."



19

## 221b BAKER STREET

*The International Exhibition of Sherlock Holmes* spared no effort to create a detailed, atmospheric recreation of the legendary sitting room at 221B Baker Street, right down to the plugs and dottles of tobacco drying on the mantelpiece for the detective's before-breakfast pipe.

On the following pages you will see the room, but have you learned to observe? Can you spot the articles below?



- Bearskin Rug
- Whaling Harpoon
- Bell Pull
- Persian Slipper
- Riding Crop
- Shot wax head
- Dr. Beecher Portrait
- Medical Bag
- Violin
- V. R.
- Mr. Baker's Hat
- Miss Cushing's ears
- Swiss Railway ticket

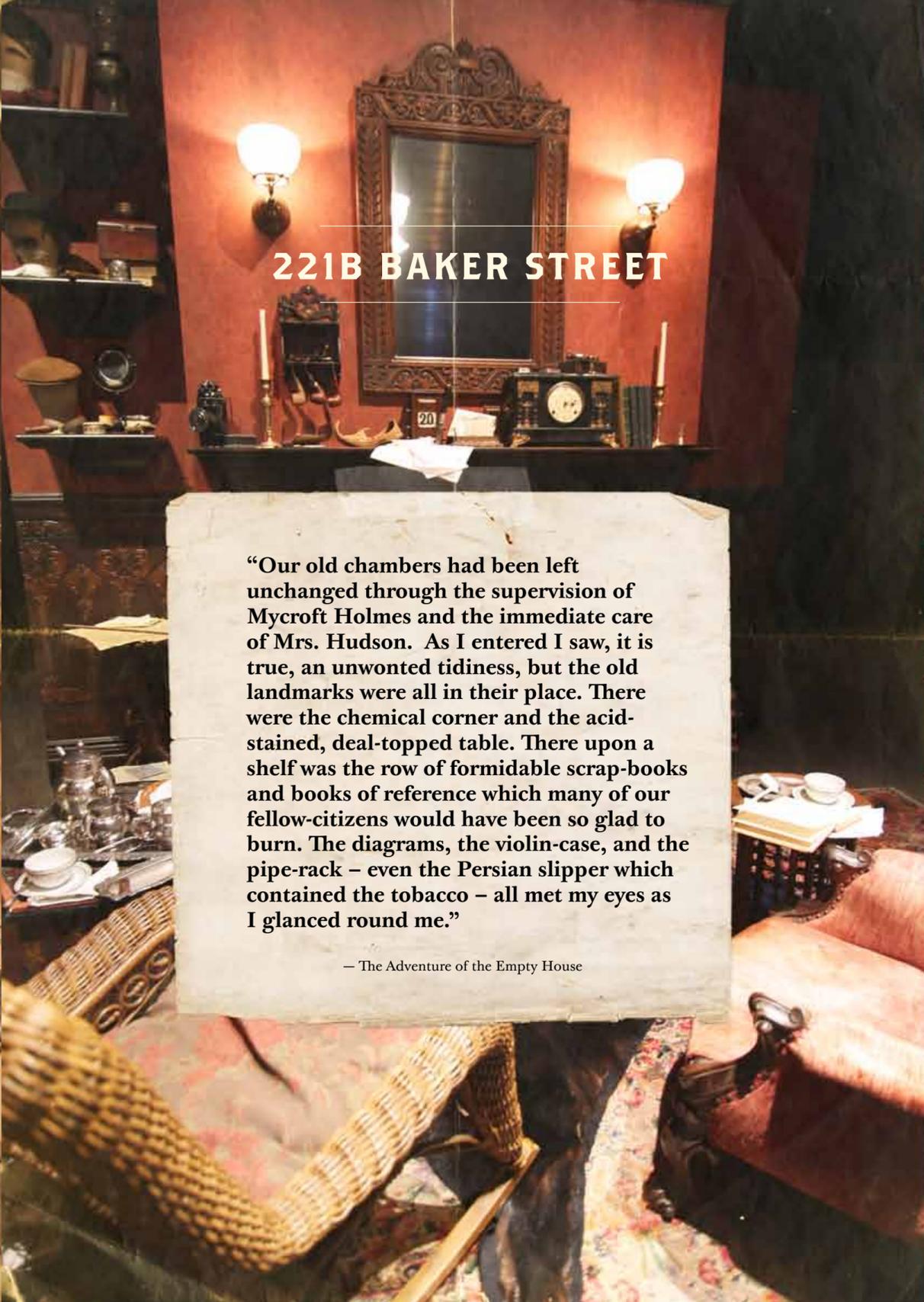
221b BAKER STREET



Here dwell together still two men of note  
 Who never lived and so can never die:  
 How very near they seem, yet how remote  
 That age before the world went all awry.  
 But still the game's afoot for those with ears  
 Attuned to catch the distant view-halloo:  
 England is England yet, for all our fears—  
 Only those things the heart believes are true.

A yellow fog swirls past the window-pane  
 As night descends upon this fabled street:  
 A lonely hansom splashes through the rain,  
 The ghostly gas lamps fail at twenty feet.  
 Here, though the world explode, these two survive,  
 And it is always eighteen ninety-five.

— 221B, a poem by Vincent Starrett



## 221B BAKER STREET

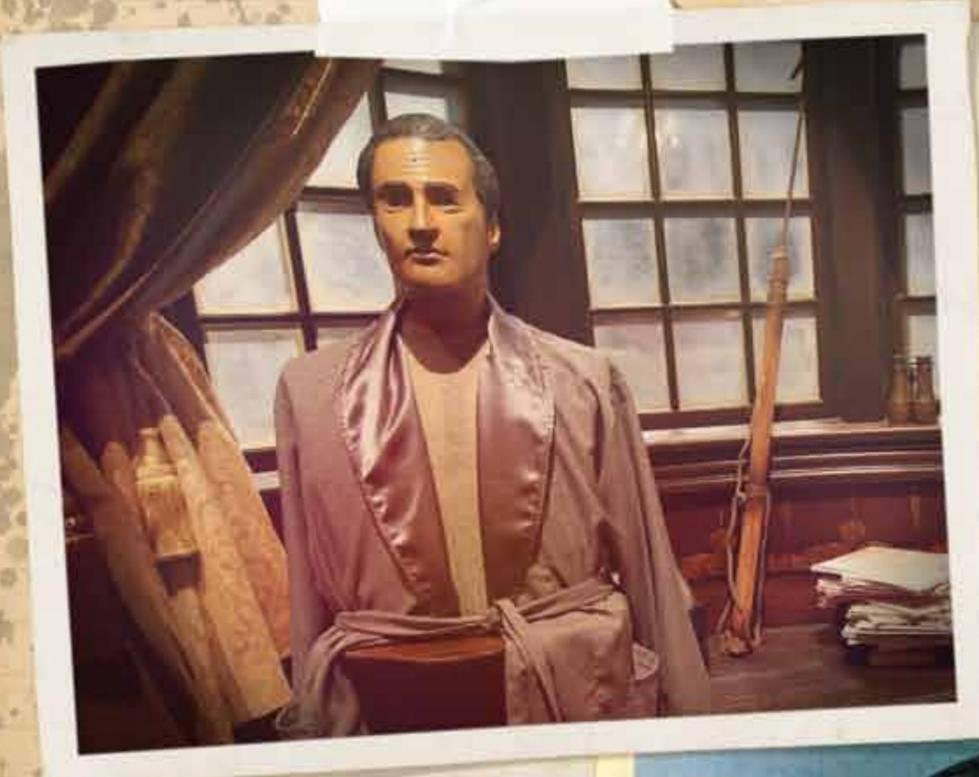
“Our old chambers had been left unchanged through the supervision of Mycroft Holmes and the immediate care of Mrs. Hudson. As I entered I saw, it is true, an unwonted tidiness, but the old landmarks were all in their place. There were the chemical corner and the acid-stained, deal-topped table. There upon a shelf was the row of formidable scrap-books and books of reference which many of our fellow-citizens would have been so glad to burn. The diagrams, the violin-case, and the pipe-rack – even the Persian slipper which contained the tobacco – all met my eyes as I glanced round me.”

— The Adventure of the Empty House



Clockwise from top left: Whaling Harpoon, Bearskin Rug, Bell Pull, Persian Slipper, Riding Crop

**221B BAKER STREET**



Clockwise from above: Shot wax head, Dr. Beecher Portrait, Medical Bag, Violin



*“There is nothing more deceptive than an obvious fact.”*  
 — Sherlock Holmes



Clockwise from top: V. R., Mr. Baker's Hat, Miss Cushing's ears, Swiss Railway ticket



## CRIME SCENE

*My name is Sherlock Holmes.*

I require your assistance. Early this morning there was a disturbance at the home of a visiting American newspaperman named Izzy Persano, who lives in Richmond with his wife and daughter. Police arrived to find a scene of chaos. Persano, gravely injured with a gruesome head wound, was dazed and incoherent.

On the floor was a single-shot pistol, recently fired. There were also partially burned books in the fireplace. A plaster bust of Napoleon had been smashed and, strangest of all, a matchbox, apparently half burnt by Persano, was found on the desk. It contained a seed-pod of some kind. A seed-pod in the shape of a worm.

Scotland Yard has concluded that Persano is a madman who murdered his wife and daughter and disposed of their bodies in the nearby river Thames. An examination of the scene uncovered a set of track marks leading down to the banks of the river. The police believe that Persano then returned to the house and attempted suicide, but lost his nerve and succeeded only in inflicting a minor head wound. Persano now refuses to speak apart from a few mutterings about a "worm."



My old friend Inspector Lestrade suggests that Persano's references to "the worm" indicate the seed-pod found on his desk. Persano is known to be an enthusiastic botanist; perhaps the plant contained an exotic strain of drug or poison, for which he was unprepared.

My own view is . . . well, my own view is that it is a capital mistake to theorize before one has data. One begins to twist facts to suit theories, instead of theories to suit facts.

SUMMARY OF EVIDENCE



You must go to the crime scene and examine it with a fresh eye, test Scotland Yard's findings. Trust the evidence, not the theories. I have arranged for some tests to help you in your investigations . . .

With these words, visitors to *The International Exhibition of Sherlock Holmes* are invited to join the great detective on a new and challenging adventure. We serve as the detective's eyes and ears, testing his methods with extraordinary forensic tools and apparatus as we race the clock to establish Persano's guilt or innocence. A life hangs in the balance!



OBSERVATION of EVIDENCE

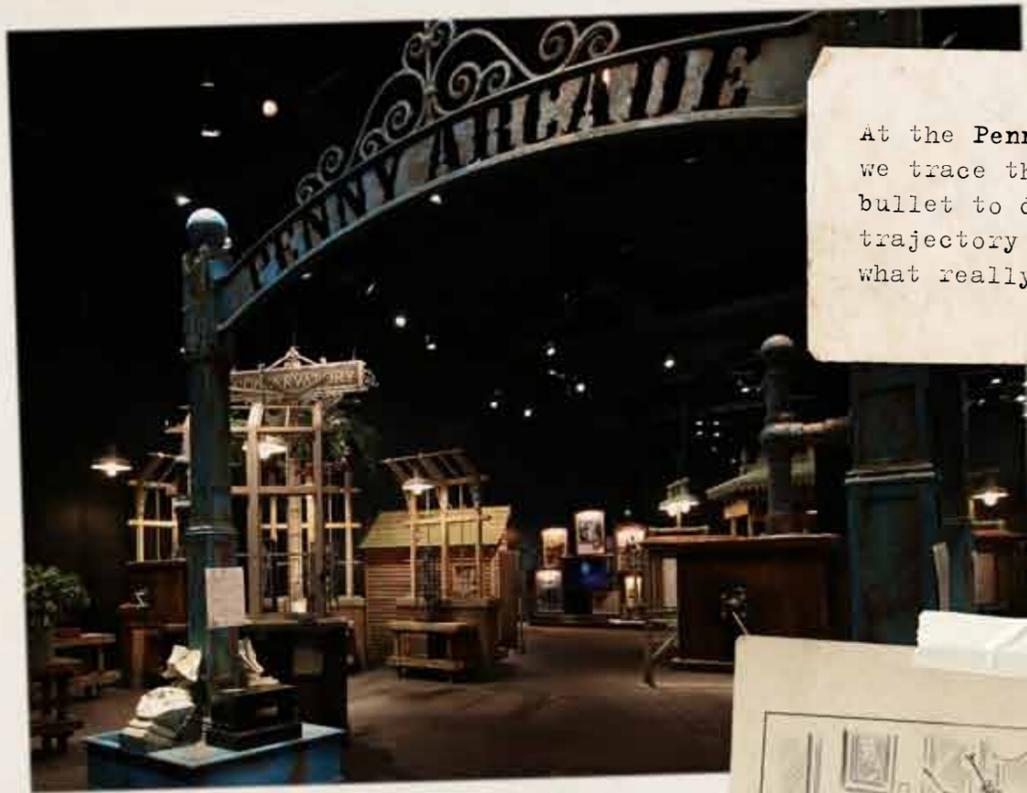
SUMMARY Clear signs of gunshot damage—there is a bullet hole in one wall, and a bust of Napoleon has been shattered.

DATE of investigation 9th day of August 1895  
APPROVED BY Inspector Lestrade

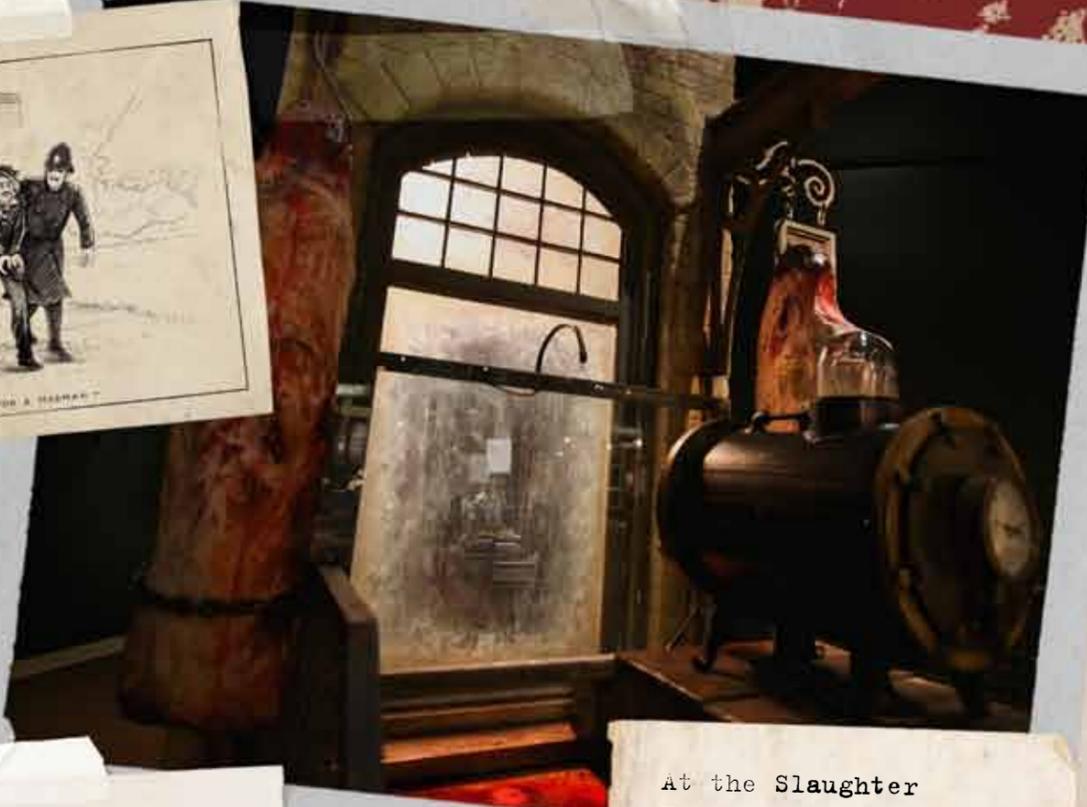
Was it a bullet? If we can find two or more points along the path of the bullet at the crime scene, we will be able to "line up the holes" and accurately recreate its trajectory. Lestrade thinks that he has found two points—the hole in the wall and the shattered bust of Napoleon. Is he correct? The hole in the wall is indisputable, but the bullet passing through the bust is not.



PENNY ARCADE



At the Penny Arcade, we trace the path of a bullet to determine its trajectory and uncover what really happened.



At the Slaughter House, we use a powerful "blood spatter gun" to test whether Inspector Lestrade's theory of the crime is correct.



THE SLAUGHTER HOUSE

OBSERVATION of EVIDENCE

SUMMARY Blood spatter stain found upon painting above fireplace mantel.

DATE of investigation 9th day of August 1895  
APPROVED BY Inspector Lestrade

A single drop of blood may unlock even the most complicated puzzle, if we make a proper study—a "Study in Scarlet," as Watson might say. Every drip or splash at a crime scene represents a specific act, and each mark has a reason for looking the way it does.

OBSERVATION of EVIDENCE

SUMMARY Suspicious marks can be seen in the sand leading from the house to the river.

DATE of investigation 9th day of August 1895  
APPROVED BY Inspector Lestrade

Lestrade suggests that the furrows in the dry sand were left when Persano dragged the lifeless body of his wife to the River Thames, but have all the possibilities been tested? I have eliminated the obvious, but an important question remains—can drag marks be created even if no one has been dragged? Do not be swayed by hunches—test the evidence!

At the Thames, we use various "Footprint Machines" to recreate the strange markings found at the crime scene.



CONSERVATORY

OBSERVATION of EVIDENCE

SUMMARY Partially burnt seedpod discovered in a matchbox upon desk.

DATE of investigation 9th day of August 1895  
APPROVED BY Inspector Lestrade

A reagent is a known substance that will react with another unknown substance and reveal what the unknown is. The reaction is indicated by the change in the color of the solution. We can then reveal the identity of the unknown substance and determine if the seedpod was poisoned.

At the Conservatory, we perform a chemical experiment to test for the presence of poisons.



Welcome! You have done well!

Forgive me for using a coded message to bring you here. My friend Watson would tell you that I never can resist a touch of the dramatic.

First, you should know that Mr. Persano is not what he claims to be. His real name is Pearson. He is an operative of the Pinkerton detective agency, headquartered in Chicago. He came to London to shadow a powerful syndicate of criminals. He posed as a visiting journalist to protect his family.

Pearson pretended to be writing about botany and studying whether American seeds would take root in English soil. In reality, the seeds and plants he sent back and forth to America were part of an ingenious code. In this way he could communicate freely with his fellow detectives. All the while he gathered evidence against the syndicate's criminal mastermind—whom he called "The Worm." He kept detailed records in a set of blank ledgers. The records would look like ordinary gardening journals to anyone who didn't know his code.

Two days ago, an urgent warning came from America—an *impatiens capensis* known as the "Touch-Me-Not" seedpod. Pearson knew at once he had been found out—this was the coded signal meaning: "Danger!" Pearson had no choice but to flee. Drawing his gun, he sprang into action, expecting an attack at any moment.

Pearson began at once to destroy his coded botany ledgers. His code, if broken, would expose an entire network of detectives. First, he tried to burn his books in the fireplace, but this proved too slow. He began carrying the rest down to the river to toss them away in the water. Then he made a costly mistake.

Pearson's most important documents—along with his Pinkerton badge and credentials—were hidden inside a hollow bust of Napoleon in the drawing room. In his haste, Pearson set down his gun and smashed the bust open with a fireplace poker. As he swung the poker, however, he inadvertently knocked his gun to the floor. The weapon immediately discharged. The bullet shot clear through Pearson's cheek—another inch, and he'd have died on the spot.



THE JOYOUS REUNION

LEAVES SALE JULY 22

ASK YOUR STATIONER FOR DOBBS

Advertisements for 'MAPLE and Co' and 'THE LARGEST FURNISHING ESTABLISHMENT IN THE WORLD'. Includes text about furniture, office equipment, and shipping services.

Advertisement for 'HENRY GLAVE SUMMER SALE ON MONDAY NEXT JULY 22'. Promotes large and liberal reductions on stationery and paper goods.

Advertisement for 'DOBBS, KIDD and CO'S HAND-FOLDED SECURITY ENVELOPES'. Lists various stationery products and services.

'THE FINAL PROBLEM' puzzle. A grid with icons and words to be formed using punch marks. The words are 'GO', 'The', and 'Shed'.

As Pearson was injured and losing blood, he became even more desperate. With his wife's help, he carried the rest of the incriminating ledgers down to the water and disposed of them. Next, he led his wife and daughter to a hidden chamber in their garden shed, where they could wait in safety until help arrived. In his weakened state, however, Pearson was not thinking clearly. At the last moment he realized that he had left the Touch-Me-Not seedpod on his desk. He hurried back to the study and was burning this last trace of evidence as the police arrived.

In that instant, Pearson made a fateful choice. If he told the truth of what had occurred—even to the police—it would place his family in danger and jeopardize an entire network of detectives. Instead, though he was branded a madman and a murderer, he kept silent.

Fortunately, the outlandish features of the case—a man seemingly driven insane by a worm unknown to science—drew my attention at once. As soon as I began to investigate, I could see that there was more to the problem than the police had understood. And now—thanks to your help—the truth has come out. The Worm has been captured and Pearson's family is safe once more.

As a result of your excellent work, I wish to invite you to join my unofficial force, the Baker Street Irregulars. I will rely upon you to go everywhere, see everything, and overhear everyone. Farewell for the present, but we shall meet again . . .

Background collage of various newspaper advertisements and notices, including 'THE CHAIRMAN'S ADVERTISING', 'TO SOUTH AFRICA', and 'NORWAY SWEDEN AND DENMARK'.

## POP CULTURE

*"I hear of Sherlock everywhere."*

"I hear of Sherlock everywhere," the detective's older brother, Mycroft, once remarked. Today, one hears of Sherlock Holmes in more places than ever before.

Much like Tarzan, Robin Hood, or Zorro, Sherlock Holmes has long since risen to an iconic status, familiar even to people who have never opened a book by Sir Arthur Conan Doyle. Children in Zaire and Tibet recognize his likeness as easily as that of Santa Claus or Mickey Mouse. Images of the deerstalker hat and curved-stem Calabash pipe have become synonymous with the word "detective" throughout the world.

Even within Conan Doyle's lifetime, Sherlock Holmes seemed to step off the printed page and take on a life of his own. The detective found his way onto the stage as early as 1893, a mere six years after his first appearance in print. He made his film debut in 1900, when cinema was in its infancy. Since then, Holmes has appeared in original movie and television adaptations in countries across the globe, including Russia, Poland, France, Denmark, Germany, Italy, and Spain.



THE  
BAKER  
STREET



SOGENE

Volume 1, Number 1  
A SHERLOCKIAN QUARTERLY  
P. A. RUFF, Ed. in C.



By Subscription Only: \$3.00 A Year

1961

The familiar hawk-nosed profile has also appeared on teapots, chess pieces, dinner plates, board games, T shirts, and chewing-gum packages—to name a few. Hundreds of writers have followed in Conan Doyle's footsteps and continued the detective's adventures, writing "pastiche" that find Sherlock Holmes journeying to outer space, traveling through time, and teaming up with figures as varied as Sigmund Freud, Dracula, Albert Einstein, and Harry Houdini.

More recently, the detective has begun to branch out into the worlds of computer software, video games, and manga-style graphic novels. It is difficult to say what Conan Doyle would have thought of all of this, but Sherlock Holmes would likely have taken it all in stride. "It is, of course, a trifle," he once remarked, "but there is nothing so important as trifles."

BEWARE  
THE  
HOUND!!



## FORENSICS

### *In the Footsteps of Sherlock Holmes*



The core of forensic science rests on the scientific method—a method of procedure that has governed natural science since the 17th century—to evaluate evidence and reconstruct certain events. As Sherlock Holmes warns, “It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.” In your own city, there are dozens of specialists using their expertise to gather such facts and reveal the truths behind them. Their techniques are new, but the principles behind them have not changed since Holmes’s day.

#### **Toxicology**

Toxicology is concerned with the nature, effects, and detection of drugs and poisons. Biological samples from a suspect or victim are analyzed to detect what, if any, toxins or other substances may be present within the body. Analysis of these substances, along with reports of physical symptoms and evidence collected at the crime scene, allow toxicologists to determine which, if any, toxic substances are present and the probable effect of those chemicals on the person.

#### **DNA**

DNA, a complex molecule that encodes genetic information, is found in all samples of blood, bone, hair, tissues, and bodily

fluids. More than 99 percent of DNA is identical in all people, but the small fraction that differs allows scientists to determine the DNA profile of a person. When samples of DNA are found at a crime scene, they can be used to connect a specific person to that location.

#### **Latent prints**

Often invisible to the eye, fingerprints and other marks made by ridges in the skin can be revealed at crime scenes and matched to the individuals who left them. The specific loops and turns in these ridges are unique identifying marks that all people carry. A fingerprint may be enough to connect a person to a location or object if there are enough identifying marks to match the two distinctly.



#### **Bloodstain Patterns**

The analysis of bloodstain patterns found after a crime includes examination of the shape, quantity, distribution and location of whatever blood traces are found. Although all bloodstains are unique, making definitive conclusions difficult, these patterns can provide crucial information as to where and how an injury occurred.

#### **Ballistics and Firearms**

Ballistics, the study of projectiles in motion, allows investigators to gather important data at the scene of a crime and carry out shooting scene reconstructions. In a crime lab, firearms examiners test to determine whether a

fired ammunition component, such as a bullet or cartridge casing, came from a particular firearm. In addition, firearms examiners may be called upon to determine muzzle-to-target distances and restore serial numbers to weapons in cases where the identifying markings have been destroyed.

#### **Forensic Pathology**

In cases of violent or questionable death, a forensic pathologist will examine the individual’s remains to determine the cause and manner of death through an autopsy. Health records of the individual will help to determine if the death was natural or related to an existing condition. If this is not the

case, the scientist will look for wound patterns, abnormalities and possible objects—such as a bullet—left within the body.

#### **Questioned Documents**

Scientists who specialize in questioned documents verify the authenticity of documents, which could be used as evidence. They analyze potentially forged documents, such as checks, threatening letters or wills. They are also experts in comparing and analyzing handwriting samples and can also differentiate among various types of printers and printing tools, which could link a suspect to a specific document.



Above: Jon Lellenberg and Daniel Stashower

## WORDS FROM THE ESTATE

This Exhibition is the culmination of four years of painstaking work by many talented people whose contributions I've been privileged to witness at close range. The Conan Doyle Estate, administering Sir Arthur Conan Doyle's literary legacy, has been more closely involved in this Exhibition's making than with any other single undertaking for decades. So it is a matter of pride that it was opened on October 9th at the Oregon Museum of Science & Industry by Richard Doyle, senior director of Conan Doyle Estate Ltd., and Sir Arthur's grandnephew.

At Sherlock Holmes's inception Conan Doyle was only 26 years old, practicing

medicine in Southsea, England. His feat of imagination was possibly due to his scientific education in addition to his acute powers of observation and deduction, both honed in Edinburgh University's medical school under a master of diagnosis, Dr. Joseph Bell. Conan Doyle continued to write Sherlock Holmes stories for the next forty years, developing the characters (including Dr. John H. Watson) and their methods as forensic science's leading-edge in the late 19th century and early 20th. What Conan Doyle devised for his fictional detective became non-fictional as Holmes's methods were increasingly adopted by law enforcement to investigate and solve crime.

Of course Sherlock Holmes is not simply a scientist nor the stories a scientific treatise. What also makes them immortal are a master-storyteller's depiction of Holmes's world, the detective's repeated restoration of order in that world through reason and genius, and one of the best friendships in all literature. The Exhibition overlooks none of the features that have delighted readers for over a century. But in addressing the science behind the stories, and how it was applied by Holmes then and in our own world today, Exhibition visitors gain a new appreciation of one of literature's most enduring characters.

**Jon Lellenberg**  
U.S. agent and representative  
The Conan Doyle Estate

THE EARL OF GARRICK

Has successfully tried "Homeoeca."



Writing from Mount Juliet, Thomas Town, 28th October, 1891, he says:—"I wish to testify to the good hand of God my Father upon me in blessing your 'Homeoeca' in healing me of Bleeding Piles. To Him be all the praise and glory. I suffered from this distressing malady for five months, during which time I tried various remedies, Hæmoline, Ruspiol, Styptic, Mist. Gall, and Ointment prepared by the doctor, and had caustic applied twice, but without any relief. I was advised to undergo a severe operation, and under either as the only cure. At last I tried 'Homeoeca,' and in two or three days the bleeding had ceased, and in a fortnight I was cured. I strongly recommend your 'Homeoeca' to all who are suffering from this distressing malady."—

Penny

## LETTER FROM AMY NOBLE SEITZ

*The name Sherlock Holmes means intrigue, scientific discovery and forensic deduction. Years ahead of his time, celebrated author Sir Arthur Conan Doyle was a master of combining intelligent prose with observation and the science of medical pathology.*

The best of doctor-turned author Conan Doyle's works, along with an historical perspective of the pop culture icon that is Sherlock Holmes have come together in a once-in-a-lifetime experience: *The International Exhibition of Sherlock Holmes*. This interactive and unique exhibition features original manuscripts and period artifacts, investigative tools influenced and used by Sherlock Holmes in the literary works, and interactive crime solving opportunities. Conan Doyle developed practices and techniques years ahead of his time, changing the way police work has been conducted for the past 150 years.

By combining science with history and culture, *The International Exhibition of*

*Sherlock Holmes* brings to life the historic underpinnings of Conan Doyle's rich and vibrant stories in a way that fans and novices to Sherlock will embrace and treasure. We invite you to learn how Sherlock Holmes used seemingly trivial observations of clues others missed to solve some of his era's most puzzling mysteries; delve into Conan Doyle's passion for forensics as you solve a crime in old-world London; and become steeped in Sherlock's many manifestations, from books and movies to today's contemporary crime fighting science.

This grand endeavor could not be possible without the amazing talents of our exhibition partners, namely

Geoffrey M. Curley, who conceived the concept and lead the design, Jon Lellenberg, the U.S. Representative of Conan Doyle Estate, Ltd., the generous support of the talented teams at the Oregon Museum of Science and Industry and the Museum of London. We are grateful to our biggest fans and Baker Street Irregular societies, the ambassadors of Sir Arthur Conan Doyle, especially E.J. Wagner, Daniel Stashower, Julie McKuras and Timothy Johnson. So many others contributed their support to this exhibition that are not mentioned including the dynamic team at EDG, and we thank each and every one.

This exhibition brings the best of past and future forensics together with the whimsy that is Sherlock Holmes. We hope you enjoy it!

Culturally yours,  
**Amy Noble Seitz**  
CEO of Exhibits Development Group

EDG EXHIBITS DEVELOPMENT GROUP



Geoffrey M. Curley + Associates, LLC  
Exhibition and Theatrical Consultation and Design



OMSI



## MAKING OF

*"To make the exhibition, it took a team of over 200 visionary professionals including designers, writers, forensic experts, film makers, registrars, historians, producers, musicians, craftsman, educators, engineers, organizers, mount makers, librarians, draftsmen, curators, painters, museum experts, and many more who love science, history, and Sherlock Holmes."*

— Geoffrey Curley, Project Lead



## TOUR SCHEDULE

### OREGON MUSEUM OF SCIENCE & INDUSTRY

Portland, Oregon  
October 10, 2013 – January 5, 2014

### COSI CENTER FOR SCIENCE & INDUSTRY

Columbus, Ohio  
February 6, 2014 – September 8, 2014

### SAINT LOUIS SCIENCE CENTER

Saint Louis, Missouri  
October 9, 2014 – January 4, 2015

### MUSEUM OF NATURE & SCIENCE

Dallas, Texas  
February 12, 2015 – May 10, 2015

### DISCOVERY SCIENCE CENTER

Santa Ana, California  
June 11, 2015 – September 6, 2015

### DENVER MUSEUM OF NATURE & SCIENCE

Denver, Colorado  
October 15, 2015 – January 31, 2016

### TELUS WORLD OF SCIENCE – EDMONTON

Edmonton, Alberta, Canada  
March 25, 2016 – September 5, 2016

### PACIFIC SCIENCE CENTER

Seattle, Washington  
October 13, 2016 – January 8, 2017

### POWERHOUSE - MUSEUM OF APPLIED ARTS & SCIENCES

Sydney, Australia  
May 6, 2017 – October 8, 2017

### HOUSTON MUSEUM OF NATURAL SCIENCE

Houston, Texas  
April 26, 2018 – September 30, 2018

### LIBERTY SCIENCE CENTER

Jersey City, New Jersey  
November 3, 2018 – May 27, 2019

*The International Exhibition of Sherlock Holmes* was developed by Exhibits Development Group and Geoffrey M. Curley + Associates in collaboration with the Conan Doyle Estate Limited, the Oregon Museum of Science and Industry, and the Museum of London

**Editorial:** Written by Daniel Stashower



[WWW.SHERLOCKHOLMESEXHIBITION.COM](http://WWW.SHERLOCKHOLMESEXHIBITION.COM)