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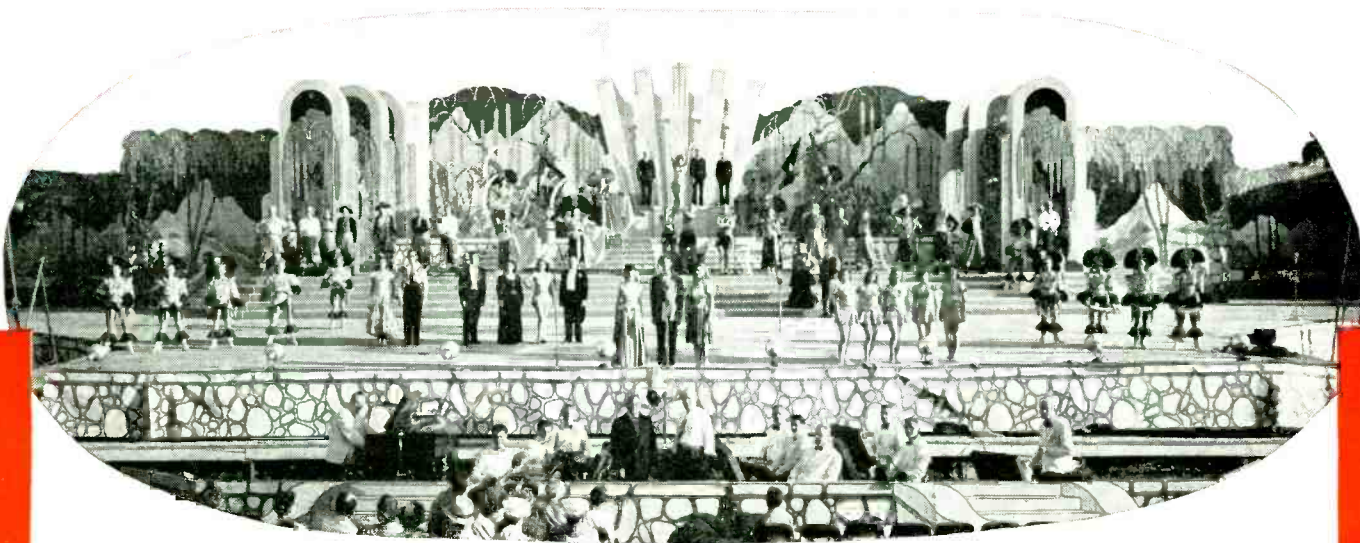
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DESPITE *Shortage of Materials*
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CHICAGO, ILLINOIS

The Billboard

CAVALCADE OF FAIRS

7TH ANNUAL SPECIAL SECTION

NOVEMBER 30, 1946

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Build To Solidify Gains— Theme for '47 Annuals

By PAT PURCELL

FAIR executives, purveyors of attractions, carnival owners and concessionaires are now laying plans for the second post-war season of operation, and optimism is definitely the keynote. The 1946 season has been written into history as the banner year of all time—records tumbling in such profusion in all sections of the Continent that each section was inclined to view reports from the others with askance.

It was established beyond any reasonable doubt that all sections of the United States and Canada were amusement hungry, and the folks went to the fairs and exhibitions in unprecedented numbers. Spending also reached new all-time highs in every department, and the only instances of failure on the record were directly charged to inclement weather.

There also were the polio scares and epidemics, which hit several sections of the country, but none quite so hard as the Minnesota area which resulted in the cancellation of the Minnesota State Fair and 11 county annuals. These cancellations proved staggering blows to all types of operators, as the cancellations came at such a late date recovery moves were virtually impossible.

Despite this crippling blow, the entire outdoor industry came thru with colors flying, and plans for 1947 annuals are the most comprehensive in history. Executives feel that the remarkable attendance figures will be continued, as entertainment programs and exhibits were of such high caliber new fans were made and old ones brought back into the spirit of the outdoor carnival.

With huge crowd totals to dangle in front of prospective exhibitors, executives feel that industry generally will be more interested in live displays of products. Commercial and industrial exhibits hit a new high at most annuals this past year and would have been even greater had industry had more products to show.

Economists at present seem to feel that industry will be handicapped again next year by strikes, but the lifting of OPA restrictions and a return to free trade has had a tendency to offset some of this fear, and executives are figuring on salable space on the grounds which heretofore has been idle.

Building plans are certain to be pressed harder as most of the annuals have cash in the bank and are anxious to get necessary buildings and grounds improvements under way as soon as possible.

It is a fast, well organized expansion program which most executives believe will help solidify the gains made in the first post-war year. There were lots of new customers, and the majority of annuals were able to entertain them well. Executives believe these new fans will bring out more new customers next year, and the object is to entertain them so well and to offer them such a complete picture of the commercial, industrial and agricultural world they will be more enthused than ever.

Probably the one weak note at the greater majority of annuals, both big and small, was the agricultural end. The stock shows hit new highs as professional breeders were anxious to display their animals, agriculture suffered as in many instances the annuals closed during hostilities got exhibitors out of the habit of showing. These exhibitors also were plagued by labor problems, but as soon as the farm labor situation eases up these exhibitors will come flocking back into the fold.

The over-all trend of the fair and exhibition business right now is bigger and better, and the intelligent executives will follow that trend by bending every effort to offer entertainment and exhibit features that will interest every member of the family, both urban and suburban. Development of this interest will provide a buffer against the time when recession comes.

It will be a year for building, mentally as well as physically, for the big and little fellows alike.

August 16 to 24 in 1947...



**THE
Badger
State
IN '48
CENTENNIAL
STATE FAIR
MILWAUKEE**

**THE 1947 WISCONSIN STATE FAIR WILL
BE ANOTHER GREAT 9 DAY EXPOSITION**

*Notice the thousands
of parked cars in the
newly acquired park-
ing space.*

WISCONSIN STATE FAIR, MILWAUKEE

**AUGUST 16 TO 24
IN 1947.**

PAID ATTENDANCE, 1946... 601,000

Looking Ahead to '47.....



FROM WASHINGTON

By **CLINTON P. ANDERSON**
United States Secretary of Agriculture

IN THIS transition period, with its constantly changing agricultural needs, the American farmer is again demonstrating that he can adapt his business to the nation's needs. His success in accomplishing this is due in no small part to his receptiveness to new ideas.

Farmers demonstrated this receptiveness and desire for information early in history—before the time of the agricultural colleges and the U. S. Department of Agriculture. Agricultural societies were organized and agricultural fairs were held at many places thruout the country—and at these fairs the farmers and their families displayed the best of their agricultural products and their samples of home industry. There, too, new ideas on better ways of farming were exchanged.

The department of agriculture was pleased to be able to resume this year for the first time since 1941 its co-operation with the agricultural fairs, presenting large educational exhibits at 25 major fairs and smaller exhibits at many others. The department is planning to participate in a larger way in next season's educational program, and we look forward with the fairs to another successful season.

FROM OTTAWA

By **JAMES G. GARDINER**
Minister of Agriculture, Dominion of Canada



NEVER before has a prospective year offered such encouraging prospects for exhibition and fairs in Canada as 1947. Next year will be the first since 1939 that all the large exhibitions that were canceled in Canada because of the war, due to the grounds and buildings being required by the armed forces in training, will be resumed.

This augurs well for Canadian agriculture, for exhibitions and fairs, since the first was held in Canada in 1765, that have played an important role in the progress and development of the country's most important industry. During the war years the exhibitions and fairs that were continued all reported each successive year not only larger attendance but a broader interest.

There is evidence that the Canadian people await the full reopening of the full schedule of exhibitions and fairs with much enthusiasm, knowing that those who are responsible for their promotion are fully alive to the broader opportunities the post-war era offers for promoting agriculture and the many industries that depend on it for the advantage of the country as a whole.

This enthusiasm has been observed by the Canadian Department of Agriculture in the wider concern leading to improved methods of farming, for better farm homes and a greater desire for up-to-date information. Exhibits of the department thruout the past 50 years have stimulated a serious interest in the food production and this interest has been increased by the emphasis the war placed on the importance of food in the world's economy.

Young and old in Canada are eager for the bigger and better exhibitions they are assured will be presented in 1947.

NATION'S FAIRGOERS OFFER REASONS FOR TOP COMMER

AGRICULTURAL fairs with adequate commercial exhibition facilities and a proper staff to handle them are in for several years of unprecedented space sales.

Surveys show 65 per cent of the women of the nation plan some alteration of their kitchens as soon as possible and one manufacturer of kitchen cabinets has filled 50,000 requests monthly for its kitchen planning aids since the first of the year. This is typical of the various fields of consumer interest and buying.

New products are ready for the market and the manufacturer, wholesaler and retailer know these products must be advertised and displayed. The exhibition facilities of the agricultural fair provide an economical show window and display sales room for these products. Because of the three-dimensional value of an exhibit and because the commercial exhibition is Main Street under one roof, the possibilities by the exhibitor of making direct sales are great because the people are brought direct to his display by the magnet of the fair itself.

It's Educational, Too

Of course people go to a fair to be entertained but they also go to a fair to see educational and commercial exhibits and to see something they need or can use.

What makes a fair an educational institution is that even its commercial exhibits can be educational.

There are few industrial exhibition buildings at our agricultural fairs. Many of the buildings now in use for this purpose lack adequate facilities. Without too great an expense they could be greatly improved.

What can be done with some old exhibition buildings is illustrated by what has been done by Frank Kingman, energetic secretary of the Brockton Fair. Some of his buildings were a mass of windows, but Kingman covered them outside with composition board and this year he is painting all his buildings, each one a different pastel color. With the aid of flowers, shrubs and floodlight-

Builders of well-framed displays have opportunity to cash in on tremendous throngs, and annuals in turn get greater variety to offer fans

By MILT DANZIGER

ing for night on the exterior, he will have a beautiful color design.

I could never understand why all our exhibition buildings needed to be painted the same color. There is no need for the commercial exhibition building to resemble the cattle building in design and color. There is need for imagination in re-designing most of our exhibition buildings. Our exhibition buildings need to be attractive both inside and out.

More Entrances, Exits

The principal lack at the present time is inadequate entrances and exits. More entrances and exits make for better traffic circulation and relieve congestion and traffic bottlenecks.

An especial handicap to an exhibition hall is the so-called "main entrance" type of building. This type of building has several drawbacks. First, it is the No. 1 sales resistance. Invariably a prospect or one unacquainted with the layout of the building will ask where the main entrance is. If you can truthfully say there is no "main entrance" but that you have four, five or six "principal entrances," sales resistance is considerably lessened.

This desire to secure space "around the main entrance" is only natural because many prospects have had experience only with exhibition halls such as city auditoriums, armories and sports arenas where the "main

entrance" is emphasized and other exhibition space is considered in the "back of the hall."

Another lack is adequate service facilities such as electric and power lines, water and gas outlets and floor drains, which the exhibitors claim add to their exhibiting costs if they have to stand the burden of making the extensions. These costs to the exhibitors can be appreciably reduced if the management installs these facilities particularly from overhead and the exhibitor is only charged for minimum extensions and connecting charges.

Anent Poor Lighting

Another drawback is inadequate lighting. The building should be checked by a lighting expert and the overhead lights should be so installed that each exhibit space receives its proper diffusion of light. It helps to break down sales resistance if you can truthfully say your building is lighted for all practical purposes and that no additional lighting is needed. If additional lighting is wanted it may be had at the exhibitor's expense.

Many fair managers try to cover up unsightly construction, especially ceiling and roof construction, by hanging a lot of meaningless flags, pennants, burgees and cloth drapes. Such displays cause a lot of mental confusion when the fair patrons enter the building. It would be better to

Roar of racing motors and the grind of the talkers on the girl shows both lured their share of business at annuals from Coast to Coast. Auto-race promotions drew unprecedented throngs, and the girl shows and other midway attractions taxed the office wagons with showers of folding money . . . and all of these people were potential customers of the commercial exhibitors.



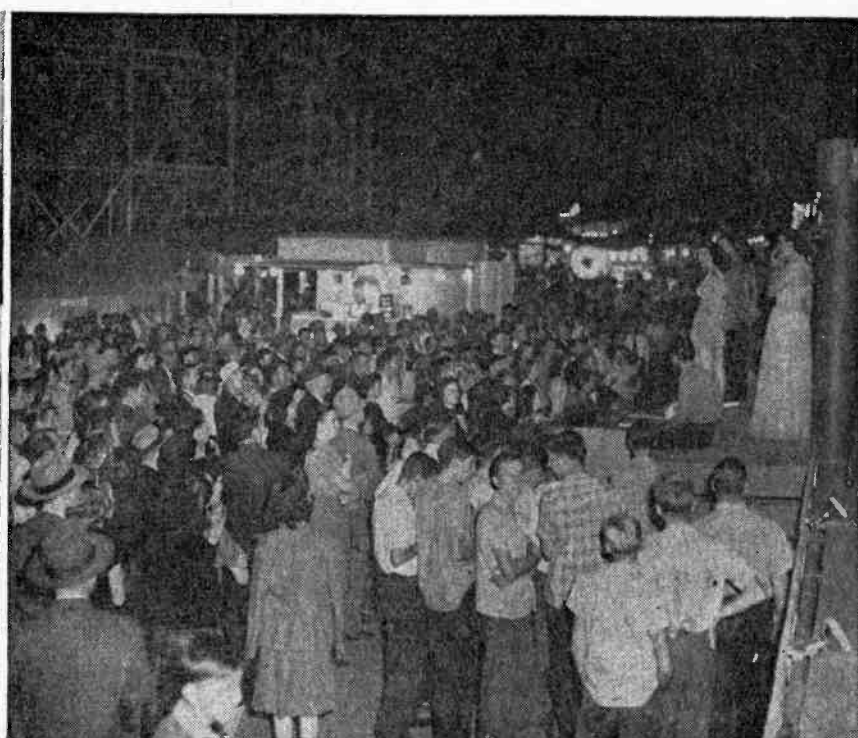
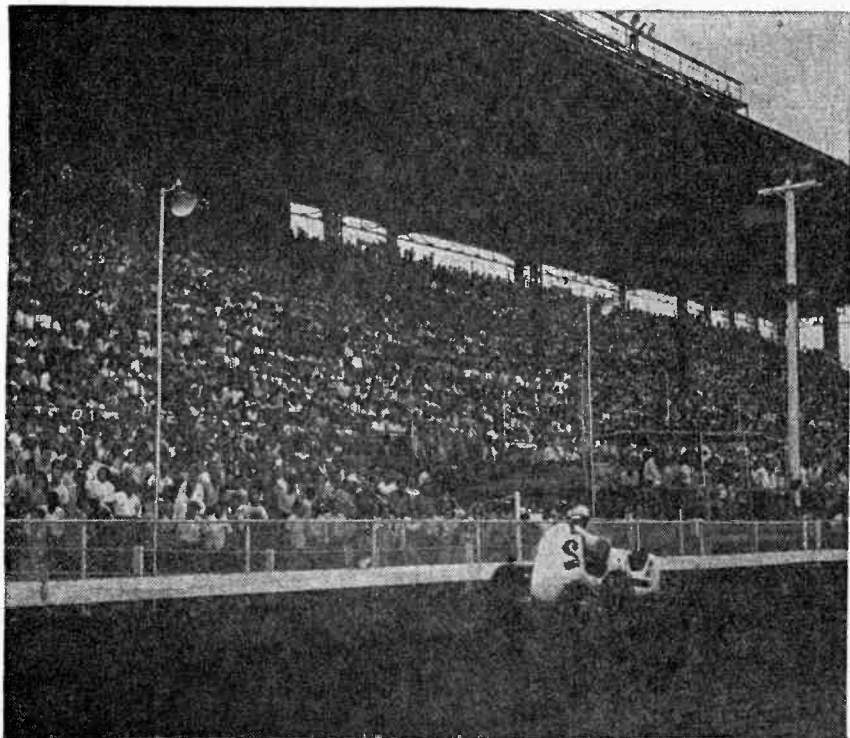
Milt Danziger

Business management consultant for Trimbrell & Company, Washington industrial engineers, Milt Danziger is a nationally known fair manager. For 18 years he was assistant manager of the Eastern States Exposition and for 10 years was chairman of the committee on Government Relations of the International Association of Fairs and Expositions. He is the author of a History of Government Relations with the United States Department of Agriculture. He is a past president of the Massachusetts Agricultural Fairs' Association and served for several years as its chairman on State relations.

Danziger's article presented on these pages was written especially for *The Billboard Cavalcade of Fairs*.

paint the rafters and interior roof construction than to give the appearance that you are trying to cover it up with a melange of colored cloth draperies.

There should be adequate free toilet and washing facilities. There should be separate facilities for the public and the exhibitors with caretakers on duty at all hours. Nothing impresses both the public and the exhibitors more than to enter a clean, sanitary toilet and washroom with



20 MILLION CIAL EXHIBITS

adequate toilet paper, paper towels and hand or liquid soap.

A good investment is an exhibitors' club room with their sanitary facilities, comfortable chairs and tables, smoking stands, telephone booths, etc. Exhibitors like this. They find the place restful and often use it to invite a customer to talk over a business deal. To make it exclusive I have found it desirable to issue an exhibitors' club room card. If you have other club facilities on your grounds or special eating arrangements like a "Ringside Club," the card could also include these privileges.

Organized Committee

Several years ago I hit upon the idea of the organization of an Exhibitors Advisory Committee as an aid to the management. This committee was carefully selected from some of the outstanding exhibitors and did yeoman service as a "buffer" for the management. They would be consulted on new policies and their viewpoints were found invaluable. During the exhibition they were found helpful in interpreting the rules and regulations to other exhibitors and in some flagrant violations acted as an mediation board.

During the fair and following the closing hour of the exhibition hall on the first day of the show we provided an exhibitors' party in the exhibitors' club room. The chairman of the committee would act as emcee. He would introduce several members of the fair's staff and they would outline their duties and what they could do to help make the exhibitors' participation successful. I have found these exhibitors' parties an excellent morale builder for an exhibition.

Selling exhibition space is not a short term proposition. For a sizable fair it is a year-around job. Any manager who tries selling exhibition space just a few weeks before the opening of his show is doomed to failure.

Important Sources Listed

The three important sources are (1) the last year's exhibitors'; (2) previous or former exhibitors; that is, exhibitors who did not exhibit at the last show; (3) the prospect file.

In selling the last year exhibitor it is well to write a short, personal letter stating you are holding his space to a certain date and assume he wishes to retain it. Enclosures giving a description of new features and attractions will appeal to him. It is not wise to send his space agreement with the assumption he will automatically renew unless you have a record in your files that during the last fair, or immediately following it he requested the space be renewed.

Previous exhibitors represent potential sales and the file should be carefully kept as to correctness of names and addresses, key individuals, etc. Notations should be made on the cards as to why they did not exhibit at the last show if that information is available. Exhibition managers should follow the procedure of commercial banks when a customer withdraws his account. An enterprising bank will write the former depositor, usually by a high official, asking the depositor why he has withdrawn and if there is any criticism of the bank's policies.

I have followed this procedure in selling exhibition space and received

much valuable information. Sometimes there are criticisms of the exhibition's policies and management, and if the management can have an opportunity to give its side of the story, quite often a previous exhibitor will decide to again exhibit.

Prospect File Pays

The prospect file, like in any sound selling, represents an investment to the management. It was reliably reported in business circles that Sears Roebuck purchased the Encyclopedia Britannica for \$5,000,000 not so much as to engage in the publication business but purely to gain possession of the mailing list. When the mailing list served its purpose the Britannica was sold for a nominal sum to the University of Chicago. A whole article could be devoted to the development and use of a mailing list in the selling of exhibition space at agricultural fairs.

In developing a prospect file it is important to find out if the prospect sells in your territory and whether he is a direct factory or business representative, distributor or jobber. I have found that a mailing will run from 30 to 40 cents per individual mailing. It is unwise to maintain these mailings if you find, for example, that as an exhibition manager at an eastern exhibition, a Midwest stove manufacturer does not sell in the eastern market because of the differential in freight rates. A national mailing list of a particular product or commodity can be processed or screened by writing the principal business office of the firm and asking if it sells in your territory and if it does request the name and address of the principal representative. Quite often a factory representative will be right under your nose without you knowing it—because he may cover the trade from his home and the firm is not listed in the telephone and city directories. More and more factory representatives are



Colorado State Fair came up with this hard-hitting idea to create State-wide interest. These Jaycee Janyes, sponsored by the Pueblo Junior Chamber of Commerce, toured Colorado to accelerate interest, aiding materially in gathering people who could be interested in the products of exhibitors.



When the Los Angeles County Fair last operated, Nancy Nesbit was named queen and was featured in caravan good-will tours before the annual. During the war Miss Nesbit gained distinction as a ferry pilot.



Atlanta police estimated that half a million people saw the parade of huge rubber figures presented by President M. M. (Mike) Benton the day before the opening of the Southeastern World's Fair. Benton said the parade did more to make Atlanta fair conscious than any stunt he has tried before, and the record-shattering throngs were there for the exhibitors to interest in their wares.

living in the suburbs making prospecting difficult.

Cover National Advertisers

The line of the least resistance is to cover the national advertisers. They are not as easy to sell as one would imagine because of mass-minded advertising and sales promotion policies. They may have solid commitments for radio, metropolitan newspapers, national circulation magazines and trade papers. The brush-off may be reference to their advertising agency and the latter as a rule are not exhibition-minded because the percentage cut isn't there for them. It is a skilled seller of exhibition space who knows how to overcome these objections and stumbling blocks.

The large number of business consolidations of nationally known products which developed in the late '20s is again appearing, imposing some new selling problems. Against this, however, according to Department of Commerce estimates, there have been more than 500,000 new businesses established since VJ-Day and a goodly percentage of these represent a potential market for advertising and sales promotion. Exhibition managers must be alert to economic trends and must know how to present their story to business firms. Exhibition space selling must be on a higher plane than ever before. New sales arguments and techniques must be developed.

If selling by mail, do not plan on

a one-shot basis. A series of several mailings should be planned. The first mailing, however, should be complete enough to raise sufficient interest on the part of the prospect. In addition to a covering letter the enclosure should include a descriptive folder, showing a building floor plan, size and price of the spaces, the utilities such as location of power, water and gas outlets and floor water drains.

Make Space Larger

In using a floor plan do not make the spaces look too small, and there is a psychological effect in scaling the spaces a little larger. The space folder also should contain the stipulations and conditions, some good

illustrations typical of desirable exhibits (especially those conforming to the stipulations and conditions for exhibiting), also a list of last year's exhibitors, together with their names and addresses and products exhibited. The folder also should contain the names of the officers and directors of the fair because this emphasizes the character and stability of the managements. Odd-sized folders are not desirable but one that the prospect can also use in a standard size business envelope is preferred.

A brief outline of the educational and entertainment high-lights of the show should also be included, together with illustrations of some of the fair's outstanding buildings and exhibits. For instance, it helps to

POINTS TO CHECK IN YOUR

The wording of exhibition space agreements is highly important, both to the fair management and the exhibitor. Stipulations are not a static thing but a matter of growth and evolution and should be changed annually to meet new situations and conditions.

The stipulations and conditions should be printed as part of the agreement and exhibitors should read them carefully, Milt Danziger, nationally known fair authority, points out in the following article.

Here are some of the important stipulations and conditions as seen by the author:

Occupation of Space. If the exhibitor should fail to occupy the space in accordance with the terms of the agreement, then the management may, if it so elects and without notice to the exhibitor, occupy the space as may be for the best interest of the management. The occupation or use of the space by the management should not in any way release the exhibitor from all his obligations elsewhere printed in the agreement.

Division or Subletting of Space. The exhibitor should not be permitted to assign, sublet or permit the use of the whole or any part of space allotted. There should be no change in the character of articles for display or sale as written in on the face side of the agreement without permission from the management.

Exclusive Privileges. The exhibitor should agree not to handle, exhibit, sell or give away any article or thing for which an exclusive right has been granted by the management. Excessive sampling which might infringe on the selling rights of others also should not be permitted. The commercial space agreement should not permit the use of entertainment or amusement features not directly related to the exhibit.

This stipulation often causes considerable discussion with exhibitors. It is intended to curb excessive ballyhoo and to restrict performances not in consonance with the product of the exhibitor or the exhibition building as a whole. Example: Exhibitors of pianos or musical instruments should be permitted to demonstrate their articles under special controllable stipulations, but should not be permitted to use the exhibit of their articles for putting on a concert or special entertainment as a part of their exhibit space.

Unlawful Privileges. The exhibitor should agree not to sell anything which in the judgment of the management is unwholesome or detrimental to health, or which is designed to be misleading as to its contents or use, or contrary to law or public morals, or in conflict with established medical or legal practices, or which attacks established religions, or subversive to the United States Government, or attacks foreign nations with which we have friendly relations, or anything not in accordance with the best business or professional ethics.

A separate article could be written on this stipulation, but suffice to say that a management which does not reserve to itself the right to police its own exhibition puts itself in a position to jeopardize the good will and good public relations which it has built up over the years.

Shipment and Receipt of Exhibits. The stipulation should give instructions as to how exhibits should be shipped and addressed, giving the name of the building and space number and lot number for outdoor location. It should be stipulated that no goods will be accepted by the management upon which there are charges of any kind and also that shipments in advance of the exhibition (usually one week) should be consigned to some storage and transfer agency or preferably the official truckmen.

Placement of Exhibits. All exhibits should be in the building and properly placed at a stipulated hour of the opening day of the show. The management should reserve the right to exclude any exhibits or parts of exhibits not ready and in place at the stipulated time.

Character and Arrangement of Exhibits. The management should reserve the right to reject any exhibit or proposed exhibit. Arrangement of

exhibits should be such as not to obstruct the view of other exhibits. All decorations should be fireproof and paper decorations should not be permitted. No partitions should be placed around or made a part of any exhibit except as may be specified in the agreement. When such partitions are used they should be neatly backed in such manner as not to detract from the appearance of space occupied by adjoining exhibitors and should be acceptable to the management. No second-hand merchandise should be permitted to be exhibited or sold. Unless an exhibitor has a permanent installation he should not be permitted to seal floor coverings to the floor and it should be stipulated they be removed at the close of the show. Sound devices or radio broadcasting facilities should not be permitted without special permission from the management.

This is one of the most important stipulations and conditions in the entire space agreement and should be especially marked for the attention of new exhibitors. The need for these restrictions is apparently obvious. They are needed to assure fair treatment for all alike and to protect the interests of the fair as a whole.

Signs. The management should stipulate the size and type of overhead signs which will be permitted. There is nothing more unsightly and distracting as a lot of nondescript signs. It should be stipulated that it is not mandatory for the exhibitor to use an overhead sign, but if he does it must conform to the standards specified by the management. For all practical purposes if the unit of space is from 10 to 16 feet in front a regulation sign 18x96 inches, hung on wire from the roof supports, and the bottom of the sign to be 10 feet above floor level is desirable. They should be finished and lettered on both sides, with the exception of signs that can be seen from but one direction which may be finished and lettered on but one side. One regulation sign should be permitted for each unit of space. This rule should not affect small card signs used in connection with exhibits. Electrical, neon or any other type of sign should not be permitted in lieu of a regulation type of sign.

Like the previous stipulation (character and arrangement of exhibits) the conditions pertaining to signs are extremely important. If you have an official sign painter he can do considerable educational work with new exhibitors in instructing them as to conditions pertaining to sign work. I had followed the practice of notifying immediately the official sign painters when new exhibitors were signed up and this procedure was mutually beneficial not only for the business which might accrue to the official sign painters, but the assistance he would give the management by interpreting the general stipulations and conditions for exhibiting to the new exhibitors.

Electrical Service. It is important to state the type of current available such as alternating current, 60 cycles, single phase, light or power voltage 110 or 220. It also should be announced that a rate card of official charges is available. The agreement should definitely stipulate all electrical work must be handled by the official electricians and must conform strictly to the National Board of Fire Underwriters, all State laws and all city ordinances in force at time of the show. The agreement should also stipulate when charges should be paid.

Opening and Closing Hours. The agreement should definitely stipulate the hours the exhibition building will be open to the public.

Care of Exhibits. Exhibitors should be advised upon the closing hour of the building at night, to have their exhibit space swept, all litter to be placed in receptacles located at convenient points in the aisles.

Release of Exhibits. It should be stipulated when an exhibit or part of an exhibit may be removed from the building. The public is entitled to see all exhibits in place until the hour of the closing day of the show. Many times fair patrons have paid their outside gate admissions especially to see a particular exhibit only to find that it has been removed from the

sell a prospect for a livestock and poultry feed exhibit if he knows that you have outstanding livestock and poultry shows. The more general and diversified the fair the better appeal you have to prospects.

Quite often you will have a prospect who says he doesn't sell to the consuming public, that his product has a limited sales outlet and he has thoroly covered the potential field. You can often break this by illustrating your sales talk with examples of some successful technical exhibits. I once had an exhibitor who claimed he had only 12 outlets for his product in the country. I offered to give him space free to prove there may be a "hidden" customer somewhere.

Instead of taking the free space the prospect decided to exhibit and a fair patron inquired of the exhibit attendant if they were able to devise a new type of machine (this was a milk capping machine for a dairy chain). As a result of this inquiry, a \$50,000 order was developed and a new line of manufacture was developed by the exhibitor.

Monument Company Exhibited

One of the most successful exhibitors I had for a number of years was a cemetery monument concern. At the outset this concern felt a fair was not a proper place to exhibit a product of this kind, that there would be a certain amount of resentment on the part of the patrons. I sold

them on the idea if the exhibit was attractive and if certain novelties were introduced the exhibit would be successful. Instead of a row of tombstones, the exhibitor beautified his exhibit space with evergreens and flowering shrubs and marble benches for the patrons and showed some really exquisite examples of monumental art. On a few of the monuments he had simulated carved names of several of the prominent living fair officials which brought a chuckle from the fair patrons. Instead of being a distraction to other exhibitors and repulsive to the patrons, the exhibit was one of the most

popular in the building and productive in sales to the exhibitor.

Selling Not All-Important

This may be a good place to emphasize that a fair that is merely interested in selling space and not securing and developing desirable exhibits is not only in for a bushel of trouble but will have a shoddy and unattractive commercial exhibition.

From my long experience in this field I feel the commercial exhibition department has been neglected too long and has not received the attention due it. As outstanding commercial exhibition department not only has high gate appeal but can represent one of the fair's most substantial sources of income.

EXHIBITOR SPACE CONTRACTS

building. On several occasions I have found it necessary to make outside gate admission refunds when these conditions occurred.

It should also be stipulated how long exhibits may remain after the last day of the show and that no goods or exhibits can be removed until all rental or other charges have been fully paid and a release secured from the manager or building superintendent, and the release must be presented at gates before exhibits can be removed from the grounds. Exhibitors should be requested to provide the person or persons in charge of the removal of their exhibits with proper credentials and to give a written order to any truckman or expressman authorized to cart exhibits or any part of same away from buildings or grounds.

Removal of Booths. Because some fairs use their general commercial exhibition building for other purposes after the close of the fair it should be stipulated in the agreement as to what will be required in the removal of special booths, partitions, shelving or other demonstration devices including special wiring or piping, etc.

Gasoline and Inflammable Products. The agreement should stipulate as to the form and manner that gasoline or fuel oil may be permitted in the building.

Inducements and Sales of Securities. As a part of commercial exhibits it has been my experience not to permit the offer of any article, merchandise or other thing to be disposed of by the drawing of lots, by the use of tickets or otherwise (including guessing contests), as a gift or otherwise; nor permit offering for sale, advertise, solicit sales of, sell or otherwise dispose of shares of stock or securities of any corporation, trust or association.

The reason for the limitation of these activities is the average fair is not equipped to properly supervise this type of promotion and where it has been permitted in the past the experience has been bad, with severe repercussions from the fair patrons.

Insurance and Liability. It should be stipulated the management will not be responsible for the safety of the property of the exhibitors, their officers, agents or employees from theft or damage by fire, water or accident, other cause, but will use reasonable care to protect exhibitors against such loss. All exhibitors wishing to insure their goods should be advised they must do so at their own expense. The management should state it will use diligence to secure the safety of the exhibitor's property after its arrival and placement, but will not under any circumstances be responsible for any loss, injury or damage to the same or occasioned by, or arising from, the exhibitor's conduct of his business and the exhibitor should agree to indemnify the fair and its management against all loss, cost or damage due to legal or other proceedings in regard thereto.

Unavoidable Casualty. There is considerable disagreement among lawyers and the judiciary itself as to what constitutes an Act of God, and it is best for a fair management not to put too much reliance on its own interpretation but have a sound stipulation in its space agreement. I worked many hours with an eminent legal authority on contracts, agreements and licenses and one who had an adequate knowledge of exhibition operations. Together we developed the following stipulation pertaining to Unavoidable Casualty:

"In the event that by unavoidable casualty, including fire, water, windstorm, tornado, cyclone, hurricane, earthquake or causes arising from supervening and uncontrollable force or accident, the use, benefit or enjoyment by the exhibitor of the fair's buildings and grounds, or either of them, shall be interfered with or diminished, the fair shall not be under obligation to the exhibitor to provide other buildings, grounds or facilities, and the fair shall be under no obligation to return to the exhibitor all or any part of the space fee provided for, nor shall the ex-

hibitor be entitled to recover from the fair any part or all of such space fee nor any damage whatsoever by reason of the occurrence of any of the foregoing.

"The determination by the directors of the fair (its executive committee could be substituted) whether an unavoidable casualty, within the meaning of those words as employed in this paragraph, has occurred, and whether the use, benefit or enjoyment by the exhibitor of the fair's buildings and grounds, or either of them, has thereby been interfered with or diminished, shall be conclusive and binding on the parties hereto."

Admission Tickets. Considerable ill will can be created unless there is a thoro advance understanding pertaining to admission tickets. While the number of outside gate admissions (passes) will vary with the type and size of our fairs I have found the following stipulation workable and it can be varied according to conditions:

"Upon completion of final payment due on space agreement, applications will be accepted for the issuance of four (4) season tickets for each unit of space purchased. Season tickets are non-transferable and are made out in the names of persons to whom issued. In lieu of season tickets, each season ticket may be exchanged for seven (7) single admission tickets which are transferable. If desired, admission tickets will be supplied in combination of season passes and single admission tickets, but in no case shall the number exceed the amount above. Season tickets are preferable, for they admit each holder entrance in and out of grounds with automobile without restriction. Exhibitors desiring to purchase additional season passes may do so at a special rate of \$5 each. The name and official capacity of each person to whom season ticket is issued must be supplied on request. Trucks and other commercial delivery vehicles are not permitted to make deliveries on the grounds after 10 a.m. daily."

Space Charge. While the size and cost of the space should be written in on the face side of the agreement I have found it desirable to have space charges and terms printed also as a part of the stipulations and conditions because it may be desirable to print the stipulations and conditions as separates and this information will be found helpful for promotional purposes.

Terms. While the terms also should be written in on the face side of the agreement they also should be printed as a part of the stipulations and conditions. I have found it desirable to require a down (or part) payment of at least 24 per cent at the time of the signing of the agreement and the balance to be fully paid at least six weeks in advance of the opening day of the show. Agreements signed after that time to be paid in full.

Experience has proved that terms of this nature are necessary. The part payment assures the management that the exhibitor is bona fide and means business and requiring the balance of the space charge sufficiently in advance of the show permits the management to complete all arrangements for the exhibitor's participation. It has been estimated that a management has a direct outlay or overhead cost averaging from 20 to 30 per cent for each unit of space sold and therefore it must protect itself in its provisions for payments. I also have found it desirable to have printed in bold type immediately under the place for the signature of the exhibitor on the face side of the agreement that the agreement is not subject to cancellation by the exhibitor.

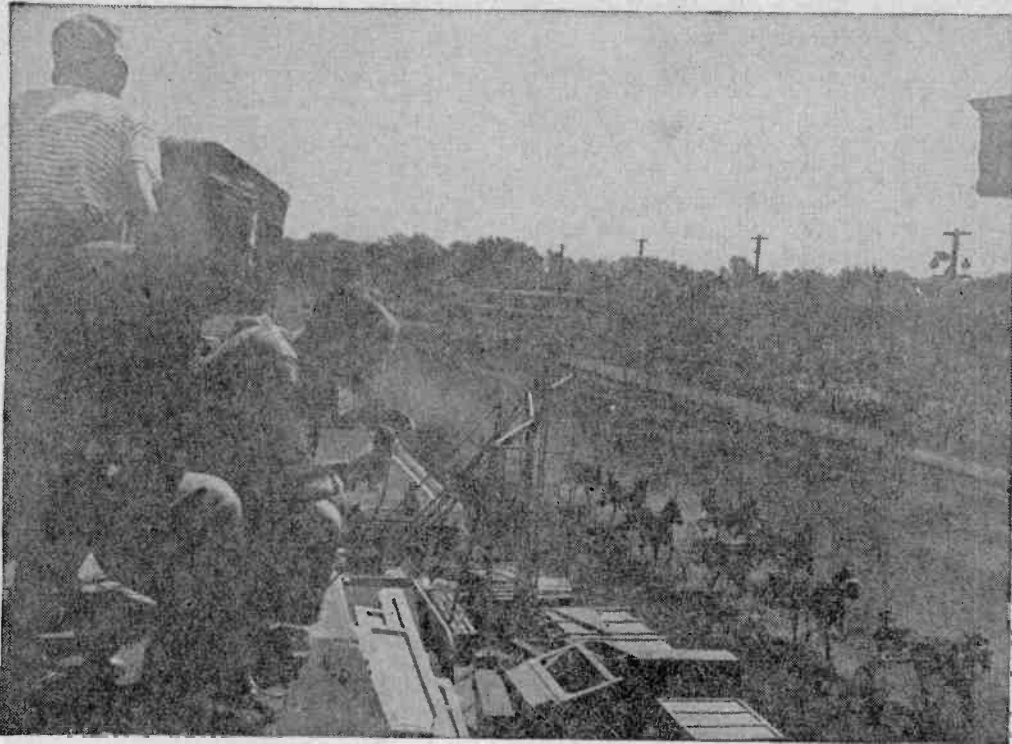
If stress has been laid in this article on the stipulations and conditions it is because they represent the rules of the game. They reflect the standards of the exhibition and its management. They minimize misunderstandings and make for cordial relationships between the management and the exhibitor. They put the cards on the table, face up, and don't be afraid to underscore "in fairness to all exhibitors will be strictly enforced" if you want exhibitors and exhibits of quality.

TELEVISION The IOWA FAIR

RADIO Station KRNT, Des Moines, made history at Iowa's Centennial State Fair, August 21-30, with a demonstration of television that was the first for the Iowa annual and probably for any other. The station broadcast television programs on alternate quarter hours for eight hours during each of the eight days of the fair. Races and other actual events of the fair were picked up from the race track and elsewhere around the grounds, and the other programs were staged in a completely equipped television studio housed in the exhibition tent of the International Harvester Company.

During the eight days the television studio was visited by 238,000 people, almost half of the fair's total attendance of 550,000. So great was the interest that 80 per cent of the inquiries made at the fair information center had to do with the location of the television show.

The International Harvester Company, welcoming the tie-up because of its lack of equipment to display, paid the cost of the RCA equipment and its transportation from Camden, N. J., and by way of promotion sent out upward of 200,000 mailing pieces over the State. KRNT, besides plugging television over its own facilities, used inside and outside streetcar cards and serviced all Iowa newspapers. The fair management helped by mentioning the television show in all of its news releases and most of its paid advertising.



Remote televising of harness racing from a vantage point inside the race track of the Iowa State Fairgrounds at Des Moines. At the mike, giving a running account of the event, is Jon Hackett, KRNT sports director, while the camera, seen over his shoulder, picks up the action. Seated at right is Harvey Marlowe, ABC television production manager. Auto races also were televised, as were many of the fair's judging contests and other events on the grounds. Rest of the daily television programs originated in the television studio on the fairgrounds, shown in the other pictures on this page.



Televising a newscast, Russ Van Dyke, KRNT newsman, finds it necessary to face the camera as well as the microphone. With him is Bill Riley, KRNT commercial announcer.



The 100x200 exhibition tent of the International Harvester Company served as KRNT's Iowa State Fair television studio, which attracted 238,000 visitors during the eight-day run. As the banners indicate, the IHC shared with KRNT the credit for providing fairgoers with the chance of seeing television in process. A typical studio crowd is shown above, watching production of an actual television program on the stage under the glare of special lights. Stage is flanked on one side by the radio control room, on the other by the television control room.



Practically every State fair winner was televised either at the point of the contest or in the studio. Here a program by a group of 4-H Club girls is being transmitted, visually as well as audibly, from the studio stage. Joe Jenkins, production manager of the RCA Victor television unit, directs the telecast, while a technician adjusts a battery of lights.



Explaining the television technique and being televised at the same time are Dick Hooper, show's manager, of RCA Victor, at left, and Chuck Miller, KRNT's program director. Besides television, many other pick-ups were made by KRNT during the fair, and a Goodyear blimp was commissioned to project KRNT news in 10-foot neon lights each night over the fairgrounds and the city.

PRESENTING



AL WAGNER

THE MAN WHO WENT FORWARD

THREE YEARS AGO, Al Wagner came to the Chicago Convention to announce that he would BUILD A NEW RAILROAD CARNIVAL and named it the CAVALCADE OF AMUSEMENTS and stated that he would open the season in St. Louis. IN 3 SEASONS THE "CAVALCADE" STEPPED INTO THE FOREFRONT, TAKING THE TOP-SPOT IN MIDWAY ENTERTAINMENT. The show received tremendous press consideration and commendation from METROPOLITAN NEWSPAPERS AND NATIONAL MAGAZINES including COLLIER'S AND LIBERTY. THREE YEARS OF SUCCESS WILL NOT DETER AL WAGNER IN THE FUTURE and the coming 1947 season will bring new attractions, rides and features into the spot-light . . . again leaving ALL COMPETITORS FAR BEHIND . . . NOW . . . AS ALWAYS.

*"The Cavalcade Marches on
as Al Wagner Goes Forward
to Greater Triumphs"*

OVER →

THE NATION'S LARGEST Cavalcade of NEONIZED

20...
SHOWS

22...
ATTRACTIONS

50...
RAILROAD CARS

The Cavalcade midway will be the brightest spot in your city. 9 Diesel light plants and towers, neonized show fronts and rides will all add the real holiday flavor to your show-grounds or state fair midway.

WE PROMISE YOU ONE SOLID MILE
OF GLITTERING MIDWAY.

• THIS MODERN MIDWAY of WORLD'S FAIR MERIT

has just closed a more than successful season. We have broken receipt records at many old established Fairs.

Now we are in Winterquarters at Mobile, Alabama, working on new plans and new modern ideas to MORE THAN PLEASE.

• OUR SINCERE DESIRE

is to provide YOUR public with a new "CAVALCADE" that will eclipse ANY MIDWAY in the Nation. During the past Season we introduced fluorescent Lighting Effects on the stage of our "Girl" Show, the FIRST TIME ON ANY CARNIVAL MIDWAY. We will have more "First Time" Presentations in 1947. Success during the past 3 years are our incentive to further Accomplishments... all planned for the PLEASURE OF YOUR PATRONAGE.

THE "TIFFANY"

OF OUTDOOR

AND FINEST MIDWAY

Amusements

TO THE NTH DEGREE

EXECUTIVE OFFICERS

AL WAGNER Owner-Manager
O. J. Weiss Concession Manager
Archie Wagner Assistant Manager
Ed. T. Neville Auditor
W. B. Naylor Press and Radio
Joe S. Scholibo Traffic Manager
Office John Obluck, Harry H. Allen
D. J. Burns, Auditor
Trainmaster Tom Bush
Master Builder Nate Worman
Superintendent John Beem
Electrician Leo Hout
Show Physician Dr. John LaMarr

● WE ARE BUILDING NEW PLASTIC SHOW FRONTS with special lighting effects that will revolutionize the outdoor amusement industry. Purchase of NEW RIDES has already been consummated. "Off with the old" and "On with the new" is the watchword of the "Cavalcade" organization for season 1947. THIS WILL BE A "CAVALCADE" YEAR.

1946 TOUR OF FAIRS

AND SPECIAL CELEBRATIONS.

MEMPHIS COTTON CARNIVAL
Memphis, Tennessee
"The South's Greatest Party." Lived up to reputation and the CAVALCADE OF AMUSEMENTS. BEAT ALL RECEIPTS FOR ALL TIME.

IONIA FAIR
Ionia, Michigan
More Exhibits, More People, MORE RECEIPTS from Midway than in this GREAT FAIR'S history.

KENTUCKY STATE FAIR
Louisville, Kentucky
The CAVALCADE put this Fair back in "BIG-TIME" with Midway receipts. All records BEATEN at 1946 Fair.

MUNCIE FAIR
Muncie, Indiana
LARGEST SHOW TO EVER PLAY THIS SPOT WITH BUSINESS FAR ABOVE RECORDS.

MISSISSIPPI-ALABAMA FAIR
Tupelo, Mississippi
Manager G. M. Savory had greatest Fair in HISTORY beating the CAVALCADE RECORD for 1945.

LAUREL FAIR
Laurel, Mississippi
First time here for CAVALCADE and another record was result.

KANSAS STATE FAIR
Hutchinson, Kansas
MORE PEOPLE AND MORE MONEY than at any previous Fair.

FLORIDA INTER-STATE FAIR
Pensacola, Florida
Surprised everybody with a tremendous winner.

LAFAYETTE EXPOSITION
Lafayette, Indiana
A new "Fair" and a Good one.

SHOW BUSINESS

THANK YOU!

WE are profoundly thankful to the many Fair Managers and Secretaries, who by their confidence in us and willing cooperation, assisted so much in the success of the "Cavalcade" during the past 3 years.

Celebrations committees also made our path more pleasant by their unstinted efforts.

We are extremely thankful to the splendid assistance received from both local and Metropolitan newspapers, national magazines and radio stations in every city and state visited.

We are GRATEFUL to over ONE MILLION FIVE HUNDRED THOUSAND Americans who visited our midway during the 1946 season.

And to our Staff and personnel our sincere thanks for a job WELL DONE.

AL WAGNER.

FAIR SECRETARIES COMMITTEE CHAIRMEN

During the Chicago Convention please visit our headquarters which will be "THE BULL FIGHT ROOM," Sherman Hotel, Chicago. Open for your pleasure, so "come up and see us."

Contact

AL WAGNER AT THE HOTEL SHERMAN
During the Convention, Or Wire Or Write Us At Mobile, Ala., Anytime During the Winter Months

Address:

WINTERQUARTERS . . . FAIRGROUNDS: MOBILE, ALABAMA

"America's Finest Streamlined Midway"

PIERPIERPIER ALL★STATES



• 12 RIDES

• 10 SHOWS

FIVE LITE TOWERS . . . BRILLIANT ILLUMINATION

—OVER FIVE MILES OF NEON LIGHTS—

To Fair Secretaries,
Committees and
Our Friends Everywhere
We Wish You a Very
Merry Christmas and
Prosperous New Year

SEE US BEFORE BOOKING FOR 1947

STAFF:

FRANK W. PEPPERS, *Owner*

GRAVES H. PERRY, *General Representative*

E. H. BROOME, *Manager*

CARL HANSON, *Secretary*

LOUISE PEPPERS, *Treasurer*

OLIVE McANINCH, *Auditor*

LOIS HANSON, *Concession Secretary*

LLOYD D. REESE, *Contracting Agent*

WINTER QUARTERS

— SELMA, ALABAMA

GOODING AMUSEMENT CO., Inc.

MAMMOTH MATCHLESS MIDWAYS

OPERATING 4 UNITS—TITLE—GOODING AMUSEMENT COMPANY, INC.

Also

AMERICAN EXPOSITION SHOWS

GOODING GREATER SHOWS

GOOD PARK ATTRACTIONS

LARGEST — MOST RELIABLE — BEST

**50
RIDES**

F. E. Gooding, Pres. and Gen. Mgr.

**30
SHOWS**

NOW BOOKING FAIRS AND ATTRACTIONS FOR 1947

SEE US IN CHICAGO or write us for complete midway attractions or independent up-to-the-minute rides

Our sincere thanks to Employees, Fair Associations, Committees, Business Associates and all our Friends for their cooperation and help in making the past season our most successful.

WE HAVE FOR SALE

One 12-car Octopus Ride, \$6,500.00.

One 8-car Octopus Ride, \$5,000.00.

One 32 Ft. Junior Spillman 2-abreast Merry-Go-Round, with Style #125 Wurlitzer Organ, \$5,000.00.

One 10-car Deluxe Model Allan Herschell Kiddie Auto Ride, Solid Tires, \$1,500.00.

The afore-mentioned rides have all been repainted and overhauled at our factory here and are in splendid condition.

One 20 by 30 Khaki Tent with 8 ft. Walls, price \$225.00.

One 24 by 40 Tent with 8 ft. walls, price \$375.00.

These tents were new this year and have been used one week.

Electric Generator, 35 KW., 110 Volt, DC, E. B. Kelley Make. Equipped with gasoline engine. All in good condition, \$500.00.

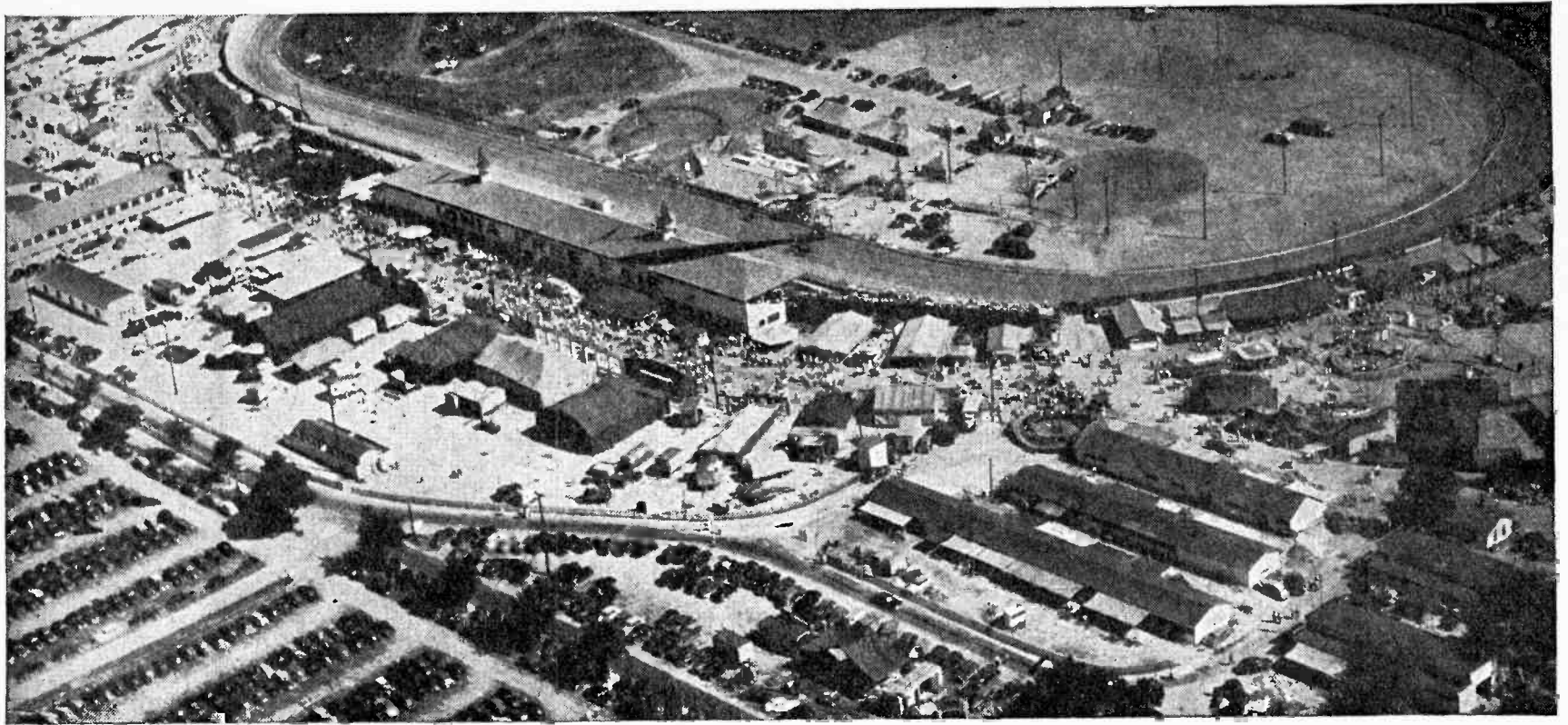
Have several sections of plain glass, 36 by 80 and 36 by 78 for glass house at a price of \$10.00 each.

Have quantity of Fire Chief Flameproofing compound, Khaki and Blue, at a price of 62c per gallon.

SHOWS WANTED: Especially Midgets, Fat Family, Monkey, Monster, Side Show, Silodrome, Outstanding Freaks for single Pit Shows.

ALL SHOWS MUST HAVE THEIR OWN EQUIPMENT AND TRANSPORTATION. CONTACT US AT

PERMANENT ADDRESS: 1300 NORTON AVE., COLUMBUS 8, OHIO



Aerial view of Ionia Free Fair, Ionia, Mich.

FREE FAIR ADVANTAGES

THE idea of a free fair was suggested by Mayor Fred W. Green at a meeting of Ionia business men in February, 1915. Up until then, all fairs had charged gate admission. For a fair to have a free gate was a revolutionary idea, indeed. But it grew on the Ionia business men as they talked it over that day. They decided it would be an opportunity to entertain the rural patrons at a minimum cost. So the Ionia Free Fair came into being.

Ours was the first fair to adopt the policy of a free gate and free parking. Entries in our various departments are free, and admission to all exhibition buildings is free.

The dominant advantage of a free gate is the chance it gives people to come and go as they please. Many attend the fair every day. And many of our patrons come from a radius of 75 to 100 miles.

Comparative Draw Amazing

In a town of less than 10,000 population, our fair this year had an estimated total attendance of 400,000 during the six days and six nights (August 5-10). The weather was excellent throughout. Greatest previous attendance was 275,000. In 1945, it was 250,000.

Total attendance estimates are based on the grandstand attendance. The grandstand this year drew 78,239 paid admissions for 13 performances. Afternoon and night programs were given each day, and on Thursday, traditionally the big day of the week, two night shows were scheduled.

Largest night grandstand crowd was 9,550 Wednesday and largest daytime crowd was Saturday's 9,200, with many overflowing into the infield and an estimated 2,000 turned

Offers patrons an opportunity to inspect exhibits at will; builds strong entertainment

By **ROSE SARLOW**

Secretary, Ionia (Mich.) Free Fair

away. The grandstand proper seats 5,700. The bleachers, with a capacity of 3,000, are all right for the afternoon speed events but never sell out at night because of their distance from the stage. This is offset, however, by 3,000 chairs that are placed on the track at night.

We have three sources of revenue—the grandstand, the concessions and our percentage from the shows and rides. This year's admissions to midway shows and rides totaled 233,718.

Non-Profit Set-Up

All profits from the operation of the fair are put back into maintenance, repairs and new buildings, or used for obtaining more and better entertainment each year. Our receipts and disbursements this year were the largest in the history of our fair.

An idea of the extent to which our fair has been built up can be gained from the fact that our pay roll this year amounted to \$30,000. Labor for parking of autos alone cost \$3,000. It was estimated 15,000 cars were accommodated in our free parking lot. In addition, we have a parking lot where a fee is charged, which was used by 12,988. Many of our patrons appreciate this service because they are surer of finding a place in the

paid lot and the location is more convenient. We increased the fee this year from 25 cents to 35 cents. We may have to raise it again next year, to 40 or 50 cents. The 35-cent charge called for too many nickels in making change.

Get Top Entertainment

The show we give is of the best, and no entertainment like it is presented anywhere in Michigan. Our prices for the grandstand have always been reasonable, and our patrons go away satisfied they have received their money's worth. The people this year seemed eager for

entertainment at any price. Our prices this year were 50 cents for the bleachers, \$1.20 for general admission to the grandstand, to \$1.50 and \$1.80 for reserved seats, all prices including tax.

We had Jimmie Lynch and his Death Dodgers Monday afternoon, harness racing Tuesday thru Friday and Johnny Sloan's big-car auto races Saturday, with acts between the track events each afternoon. Our night show was the Barnes-Carruthers No. 1 unit, titled locally *Free Fair Follies of '46*, followed by Thearle-Duffield fireworks. Free events in the mornings included horse pulling contests (lightweight Tuesday and heavyweight Wednesday). Special Farmers' Day events were staged Friday both in the morning and supplementary to the regular afternoon program.

Space Sells Easily

Commercial and industrial space is sold direct from the office. We have no trouble disposing of space. This year every available inch was sold before the fair opened. Our commercial exhibitors like the free gate because prospective purchasers often attend the fair several times for the specific purpose of seeing more of certain displays.

Our budget for advertising this year totaled \$6,300. In addition to generous use of radio, newspapers, billing and bumper signs, we sent out 105,000 four-page circulars by direct mail and house-to-house distribution, in Grand Rapids, Lansing and all the smaller near-by towns.

Allan M. Williams, our new president, elected in January, 1945, did a splendid job. He is Ionia County road engineer.

Rose Sarlow

Rose Sarlow, secretary of the Ionia, Mich., Free Fair, has been associated with this organization since 1927, first as secretary to Fred W. Green, founder of the annual and one-time governor of Michigan. In 1935 she was named assistant secretary of the Ionia annual, working under the late Fred A. Chapman. After his death in 1938 she was elected secretary.

Miss Sarlow was born in Brooklyn, but moved to Ionia immediately after graduating from high school.

TEXAS BLAZES WAY WITH REGIONAL SOIL EXHIBITS

Division of State into 13 areas offers opportunity to present agricultural opportunities without duplication—local groups co-operate in building show



W. H. Hitzelberger

A banker by profession, W. H. Hitzelberger received his first experience in the fair business this year when he was drafted to take over the State Fair of Texas at Dallas. Under his direction, the grounds, after being turned back by the army, underwent a vast improvement. The job was completed and the fair enjoyed its greatest season. His article, written especially for *The Billboard*, should prove of interest to everyone in the fair business.

THE State Fair of Texas stepped out this year with a new type agricultural show designed to depict a broader and more comprehensive picture of the State's farm production than ever undertaken previously. And the 1,641,986 visitors who poured thru the gates—an all-time high for attendance at this annual *Show Window of the Southwest*—were loud in their praise and appreciation of the departure.

Creating a proper representation of the diversified crops and climate found in the vast empire that is Texas has, in the past, presented a major problem to fair officials. To be depicted were products from an area covering 263,644 square miles located in climates ranging from tropical to sub-zero weather.

When a display of products arranged by counties was utilized exclusively as in previous years, only small sections of the State were paraded before the million-plus visitors who annually attended the exposition. By augmenting the county exhibits with displays giving the complete story of regions, this problem was solved for the 1946 record-breaking show. And the arrangement lent itself readily to an industrial exhibit correlation showing

the commercial products consuming the raw materials produced by the State.

Promoted Thru C. of C.'s

Promotion of the regional soil exhibits was made thru Chambers of Commerce and thru individuals interested in the agricultural and industrial development of an area. Ben E. Cabell, head of the State Fair Livestock and Agricultural committee, Roy Rupard, fair secretary, and David A. McMinn, assistant to Rupard, headed the planning and operating division in the executive offices.

Altho the State Fair of Texas is operated independently of the State government and is in no wise subsidized by public funds, there always has existed a strong co-operation between fair officials, Texas A. & M. and other farm and ranch authorities. This relationship is based on a mutual interest in the agricultural development of the State and a sincere desire to show the progress made.

The first steps taken in the development of the new type agricultural show was to schedule a conference with fair officials and Texas A. & M. Extension Service personnel. Hearty

approval and enthusiasm for the project was expressed by Dr. I. P. Trotter, head of the Extension Service. Fair officials were encouraged to call on directors of agricultural experimental stations, district and county agents for assistance and advice in laying out the scope of the exhibits.

500 Types of Soil

Initial surveys showed that more than 500 types of soil in the State were divided roughly into 13 regions. From these, according to Department of Agriculture statistics, were produced 130 farm commodities, 32 of which had ready market value.

Regions were urged to display principal crops and the part these products played in the economy of the Southwest. The wide range of soil and climate diversity made it possible for different areas to exhibit chief crops without repetition occurring in other displays.

Visitors termed the exhibits this year more attractive and eye-catching. The skill of artists, electricians, architects, engineers, including all the tricks of lighting and color, shadow boxes, motion pictures, dioramas and



Hereford, "the town without a toothache," displayed its reasons for that claim: home-grown products rich in calcium, phosphorus, magnesium and fluorine. Panels bid for industries now not in existence there, but for which the basic requirements are grown.



Dimmit County, "in the heart of the Winter Garden," offered a representative showing of the many varied crops grown in that area of the huge State. Besides raw products, exhibits also included canned vegetables and canned and preserved fruits.

animated displays, were invoked by exhibitors bidding for attention in the Agricultural Building.

Booths were arranged in the center of the building with ample space for spectators to walk around them without congesting traffic. More than 20,000 square feet of floor space was utilized. Lining the walls on either side of the building were 35 commercial exhibits with products based on farm crops. Visitors passing among the displays were made to realize to the fullest the versatility of Texas soil and climate and the ingenuity of its tillers of the land.

Forest Products Displays

An eye-arresting exhibit constructed by the Texas Forest Service showed a startling array of polished wood panels and other products of the forest. Newsprint from Southland Paper Mills at Lufkin, kraft paper, plywood and chemically hardened wood portrayed the vital part played by East Texas forests in the economy of the State. Natural settings with longleaf and loblolly pines as decorations were used to transform the agricultural building into a forest scene.

Chemurgy, a subject receiving increased attention from Texans, came in for a novel display sponsored by the East Texas Chamber of Commerce. The chemical conversion of sweet potatoes, flax, castor beans, blackeye peas, sawdust and other mill wastes, into salable products of industry came in for careful study by many spectators now engaged in industries that suffer large wastes in raw materials.

From the Panhandle, on the extreme opposite end of the State, came exhibits showing the relation between the composition of the soil to human health. Hereford, called the town without a toothache, exhibited garden crops, fruits, wheat, oats, barley and grain sorghums produced in an area that boasts of a high calcium content in the soil, the mineral necessary to building strong teeth and bones.

The eagerness of regions to go on parade at the State Fair was expressed by Hansford County, a thinly populated area in the heart of the Panhandle wheat country. A citizen's committee canvassed from farm-to-farm and from business-to-business to gain support in constructing an exhibit showing Hansford County's wheat and cattle production.

Texas Turkey Displayed

A new Texas product recently coming into prominence, the broad-breasted turkey, was highlighted in a South Texas display. Sponsoring organization of the exhibit was the

Texas Turkey Triangle, a group banded to promote scientific breeding and marketing of the unique fowl that is nearly all white meat. Exhibits showed the added delicacy to be had from the broad-breasted turkey, and, simultaneous with the opening of the fair, a large scale advertising program was launched by turkey growers encouraging Texans to mail orders for their Thanksgiving and Christmas dinner requirements.

Thousands of people from the Southwest also saw for the first time still another new product of the soil—the silkworm. A comprehensive exhibit showing the silk industry from the larva to the loom was sponsored by the newly formed Texas Silk Industries. Spectators saw the worm hatching, feeding and spinning its cocoon. They saw the possibilities of an expanding Texas industrial horizon dependent on the soil and the people who tilled it.

Advertising Opportunity

Chambers of Commerce and development boards found in the system excellent opportunities for advertising the raw materials produced for which no consuming factory was located in the area. Hereford showed, for example, a need for a pickle plant, rendering vats, quick-freeze units and other industries that could be supplied by products from the soil.

This is the fourth type of agricultural show to be used by the State Fair of Texas. Each, in its passing, has marked a new era in agricultural development and a high tide in fair attendance and participation.

The first farm show, held in 1914, depended on individual farmers for exhibits. Those were the days of the biggest pumpkins, the best corn, the largest potato. The measuring rod applies to a farmer was the diversity and size of his exhibits.

Score Card Judging

Following World War I exhibits were collected on a county basis. Judging was by score card. In other words each exhibit contained the same products and no effort was made to highlight the principal crops thruout the State. This system disappeared in 1938 when county agents were asked to prepare exhibits of principal products. Even then repetitions were unavoidable and less than a third of the State was represented in the exhibits.

In the present system of displaying agriculture based on soil divisions, State Fair of Texas officials are confident they have found the solution to the need for any exposition to truthfully portray the wealth of the entire area that it represents.



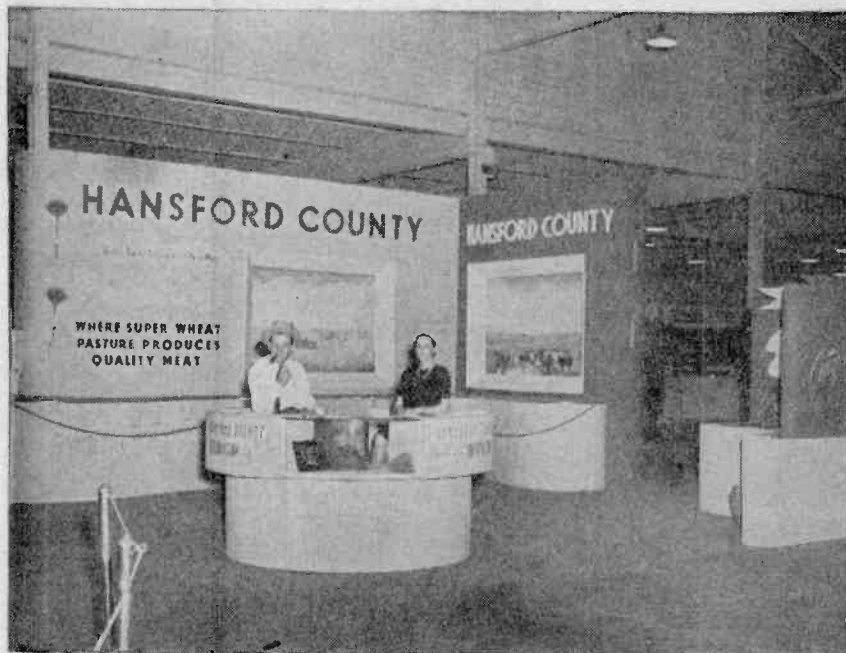
Citrus from the Lower Rio Grande Valley attracted keen interest from Panhandle visitors. Distances between the two regions place them, geographically and climatically, in positions normally found in different States.



East Texas came thru with an exhibit on sulphur that portrayed still another big industry of the State. Thru photographs, literature and the actual products, it told the story of sulphur production and its uses.



Newcomer on the agricultural scene, the Texas silkworm spun cocoons to be unraveled on this machine. Thus fairgoers this year saw new horizons sketched for them, such exhibits as these showing the way to a bright future.



Striking simplicity marked the exhibit of Hansford County, emphasizing the big part played in that section of Texas in filling the nation's bread basket. Hansford County boasted its "super" wheat.



Wide passageways were left between exhibits, but the effectiveness of the displays and their interest-holding appeal drew crowds, such as shown above, which overflowed the accommodations.

THE GOVERNOR GOES TO THE FAIR



Cutting the tape to open the annual.

"From the rock-bound coast of Maine to the sun-kissed shores of California," political officeholders and candidates for office thronged this year in record numbers to State, regional and county fairs to make political hay, enjoy themselves, or both.

President Harry S. Truman was one of the few to stay away this year. For the first time in 13 years he passed up attending the American Legion Fair at Carruthersville, Mo.

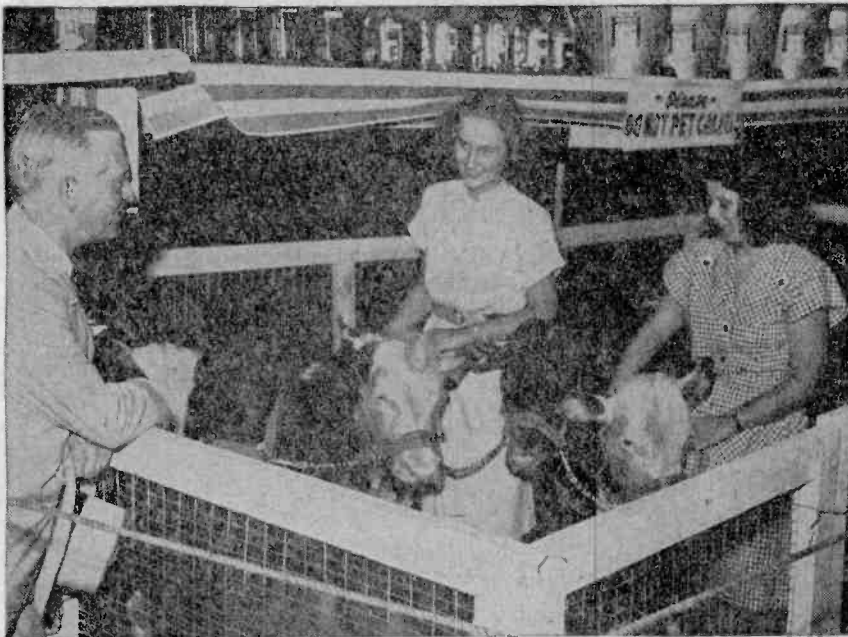
His cabinet officers, however, did not give annuals the go-by. Clinton P. Anderson, Secretary of Agriculture, not only attended, but actively participated. He entered some of his horses in the New Mexico State Fair at Albuquerque, and, as in the past, had himself a big time.

Political headliners whooped it up thruout the nation as cameras clicked and crowds applauded. Governors of practically every State attended at least one fair; some attended many, and still others practically deserted their offices during at least part of the season to attend fairs.

Dwight D. Green, Illinois governor, was among the latter. He made frequent appearances at county fairs and was in almost constant attendance at the State Fair in Springfield.

He went everywhere on the fairgrounds—and everywhere he went photographers were sure to go, to coin a new expression. He participated in many events, and the camera-clickers caught him. He also went on the radio often from set-ups on the fairgrounds.

Presented in the accompanying lay-out are pictures of Gov. Green at the Illinois State Fair. The scenes shown were duplicated in other States by other governors, and provide a representative slice of the American fair



His daughters look over the calves with him.



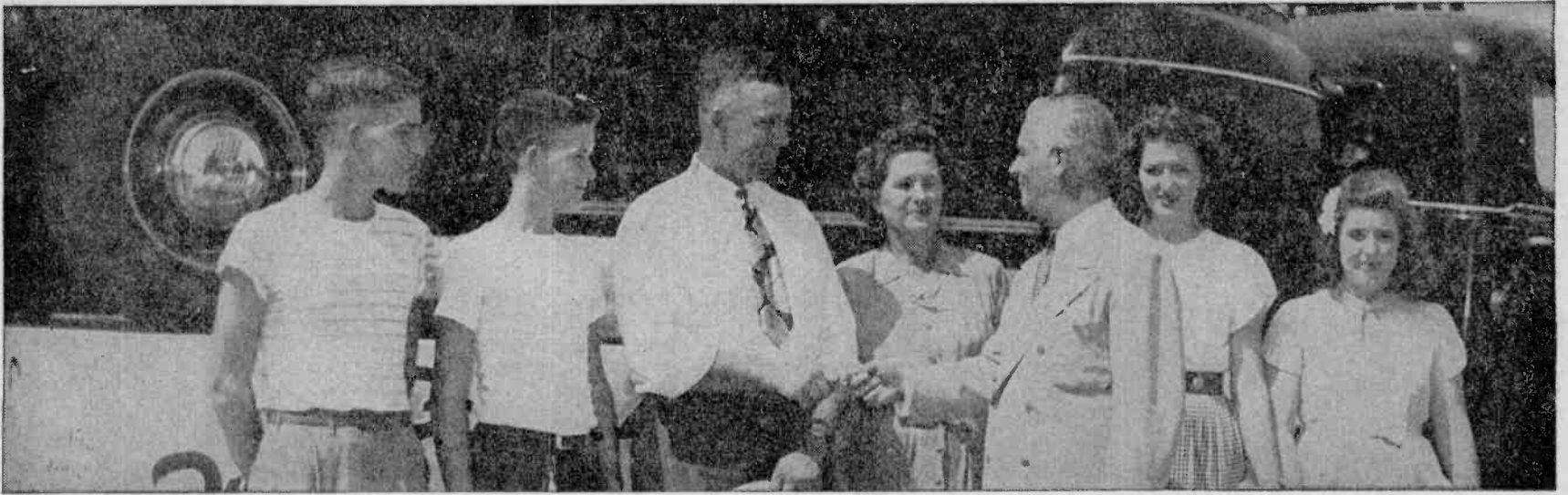
War brides at school offer delicacies.



With Sen. Weyland C. Brooks he visits the State exhibit.



A 4-H Club champ gets official praise.



Governor congratulates a typical Illinois farm family and delivers the keys to a new automobile.



He judges the horseshoe pitching.



And has a chat with WLS Barn Dance troupe.



And helps a tot aboard in the new Kiddieland.



Veterans' administration gets plenty of attention.



A vet himself, he turns out for a gathering of the boys.



U. S. ARMY SOLD ON FAIRS

THE GREATEST public relations stunt ever dreamed up by the Army Recruiting Service. That's the opinion of higher-ups in the army toward the recently completed tour of Army Recruiting Caravans playing the State and county fairs.

Composed of 27 individual exhibition units, 14 depicting air force activities, 7 displaying the jobs and accomplishments of ground force units, and 6 assembled by administrative and technical services (formerly service forces), the army exhibits showed to State and county fairs, homecomings, centennials, aviation shows, expositions and patriotic celebrations in almost every State and the District of Columbia, to attendances from 10,000 to 1,000,000.

Caravans acclaimed success; continued use seen as means of maintaining recruiting and public good will

Altho the ultimate objective of the plan was enlistments toward a 100 per cent volunteer army, the primary goal was institutional prestige and public acquaintance with the work of the army.

"The purpose of the army caravans is to enhance the prestige of the army

to the public mind, to reveal the true value of the soldier's job, and to encourage enlistments," Col. W. Mason Wright Jr., chief of procurement publicity, declared in summation.

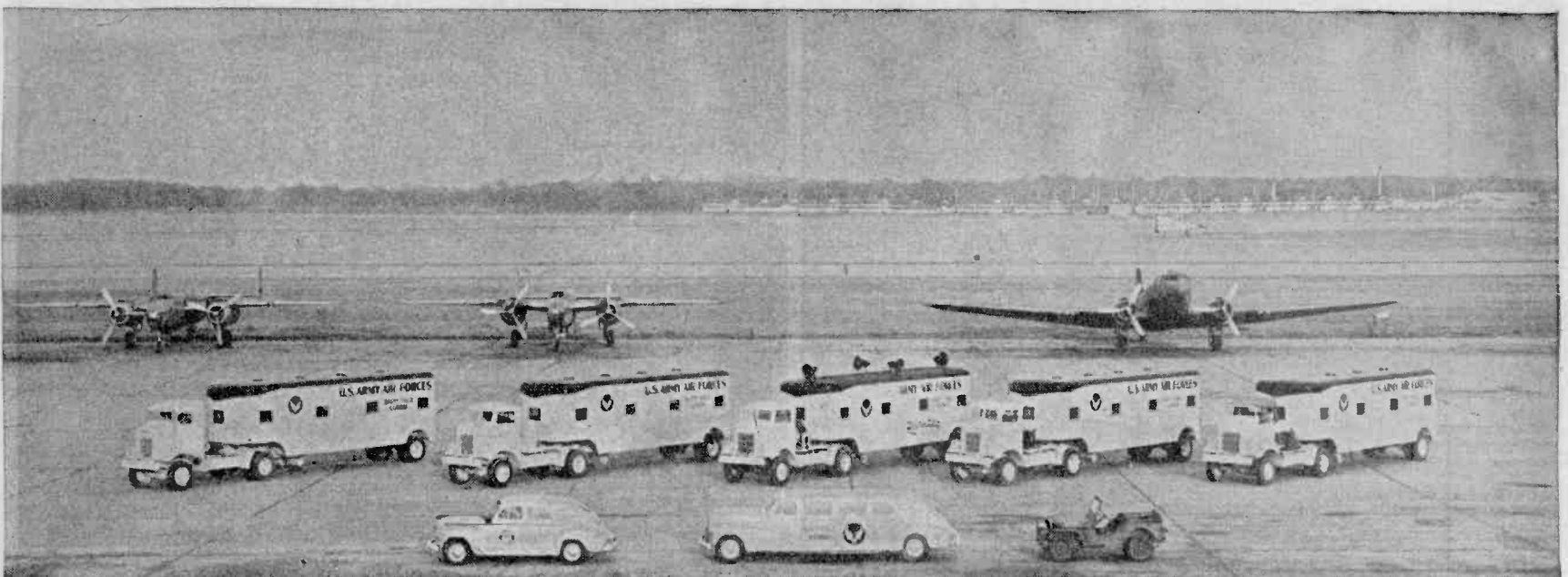
The whole idea started when Pop Strieder asked for an army exhibit for his Florida State Fair at Tampa

in February. The army obliged with a ground force and an air force display. Results were unprecedented; the army pitches proved to be the big drawing card of the fair. Little boys hopped the fences and were on hand even before opening time; at night it took police more than an hour after closing time to clear the army exhibit of spectators.

When, at the closing of the fair, attendance figures shattered the previous record totals, fair and exposition managers thruout the country looked at one another in bewilderment, scratched their heads and then were galvanized into action.

Telephone and telegraph wires hummed. Would the army provide exhibits for their fairs and expositions?

Above is one of the entrances the army carried on all units and below is one complete unit ready for travel.



tions? The army would. Plans were set in motion for the organization, construction and scheduling of a series of army caravans.

Each was limited to a budget of \$1,000 for its construction. The technical services of the major forces such as infantry, signal corps, etc., were responsible for their individual part of the displays. Whenever possible, existing exhibits were utilized and available material was used. When completed, each caravan was assembled and by June, 27 of them were on the road, many already having been operating over two months.

Administration, including booking, was a function of the army area in which the caravan was touring. Under this set-up these army commanders were responsible for publicity, personnel, housing, messing, maintenance, medical supervision, and security in each unit. Housing and messing while on the road were provided by local military installations, fraternal and civic organizations, or commercial means.

The advance man handled publicity and administrative arrangements. He contacted the local army recruiting station, the mayor, the fair manager, the chief of police, local publishers and radio stations, the Chamber of Commerce, fraternal and civic clubs, school principals and other organizations that could assist in making the stand a success.

From a week to 10 days previous to the appearance of the caravan, the public was informed of its coming by posters, pamphlets, window cards, newspaper mat services, radio spot announcements, public address systems, news stories and other promotional items. Publicity was maintained thruout the caravan's stand at each spot.

The average caravan consisted of 1 jeep, 2 sedans and 5 semi-trailer 6-ton vans carrying exhibits, altho many had additional vehicles such as air compressors and ordnance shop trucks. All phases of army life—equipment, captured enemy material, training and accomplishments were shown by picture, display and demonstration. Experienced combat

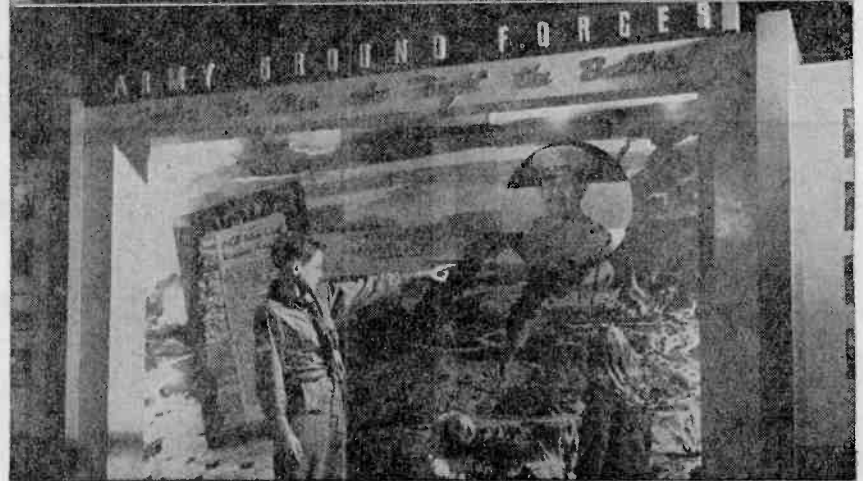
soldiers explained the working of weapons, vehicles and various items of equipment. Spectators were encouraged to handle and examine the objects on display and see for themselves how the weapons of war work.

They saw how a field hospital was set up and equipped, how a field ordnance shop repaired weapons, how mobile quartermaster repair shops renovated clothing. They saw radar equipment in operation and learned the process by which the signal corps contacted the moon. For many it was the first real knowledge of what goes into making and operating an army.

No accurate figures can be compiled as to the number of enlistments attributed directly to this endeavor. The primary purpose of the caravans being promotion and prestige and good will, actual recruiting was not pushed. Personnel of the exhibits engaged in no enlistment tactics. However, recruiting personnel was attached to each caravan and had a booth apart from the display, to which were directed persons wanting to enlist or wishing information about joining the army.

The only way to judge the success of the caravans in terms of enlistments is by observing the over-all recruiting picture—the monthly figures, over a period of months. Since to date such figures have been high, the conclusion is the caravans, as an aid to recruiting, have been a success. Most certainly they have succeeded in their promotion of prestige as evidenced by the fact as many offers to show had to be turned down, due to the limited number of units, as were accepted.

Fair managers interested in running up astronomical attendance figures at their next year's functions have one eye cocked toward the War Department, awaiting the word that the caravans will show again next year. If, in view of present economy measures prevailing all government activities, the army can justify the expenditures involved, chances are very good the army recruiting caravans will be hitting the circuit again next year.



Every phase of army life was illustrated by the mobile units which toured the nation's annuals, the story being told by attractive displays as well as actual fighting equipment the public was allowed to inspect at will.



HOOSIER RADIO TIE-UP CLICKS

19 outlets in State-wide hook-up to plug annual; supply talent for All-Indiana Show; air 375 programs from grounds

By HERB DOTTEN



Herb Shriner, Wabash comedian, was adjudged the No. 1 Hoosier, and Governor Ralph Gates pins a badge on him in token of the honor.

NINETEEN Hoosier radio stations and the Indiana State Fair this year teamed up in an all-out co-operative effort, and the result, record-breaking in virtually every respect, is regarded as a testimonial to a model tie-up which might well be adapted by other State fairs and the radio outlet of other States.

Here, in brief, is the Indiana way and how it worked:

The stations pooled their talent for a State fair audience show, presented on opening night in the Coliseum. Supplementing the talent then working on the stations, native sons of the State, who had made their names in network radio, on the stage or on the screen, were brought back home for the occasion to head the already strong, well-balanced talent line-up. Hoagy Carmichael, Ole Olsen (with his sidekick, Chick Johnson and some of their supporting zanies), Singing Sam and Herb Shriner, headed this native son talent.

The talent set, the stations then went to work, relentlessly, plugging the big show, titled the *Hoosier Radio Round-Up*. Via spots—hundreds of them—and many special broadcasts—the show was given a radio build-up the like of which never had been offered previously for any event by radio in the State. And a record crowd of 11,081 persons paid a record total of \$12,932.54 to see the show.

But the paid audience was just part of the set-up; the show also was aired by a special network of Hoosier stations, created just for that purpose, and also was carried by the ABC chain. This had a telling effect on the gate of the Hoosier annual during the remainder of its run.

But the airing of the Hoosier radio round-up and the plugging which preceded it comprised but a part of the radio co-operation, as most of the Hoosier stations set up outlets on the grounds and thruout the run emanated many shows from those outlets. The result was some 375 programs from the grounds, which drew attention to the event, featured

participants in or visitors and served to give a powerful build-up and sustain interest in the fair.

"We couldn't begin to pay for the publicity," was the conclusion of Levi P. Moore, for the past 23 years in charge of attractions and publicity of the Hoosier event.

And from the standpoint of the radio stations, the tie-up was a notable success. In one joint effort, the Hoosier outlets had made the people of the State conscious not only of the fair but of their own radio stations, an important point from radio's standpoint. Too, they had demonstrated their effectiveness—the paid admissions at the Coliseum show testified to that; and they had built invaluable good will.

A by-product of the all-out effort—and one not to be discounted from a competitive radio standpoint—was that the co-ordinated efforts of the Hoosier stations had enabled them to eclipse the big powerful out-of-State stations which in past years had dominated the State fair picture. But, from the fair's standpoint, altho the Indiana stations did dominate, the outlanders, the strong out-of-State stations participated in the fair, with direct broadcasts, etc., thus keeping their finger in the pie to sustain themselves and, they, too, thus aided the fair.

The idea for the round-up was Moore's, the planning, co-ordination and execution was credited largely to Harry Smythe of Fort Wayne's WOWO and other radio men, and the exploitation, without which the whole thing might have sagged, gives the bows in large measure to Arnold Gammer, who heads the public relations firm of Arnold Gammer and Associates, Fort Wayne, Ind.

Everyone connected with the whole thing backed away on taking credits, and this enabled station executives, radio talent—in fact—everyone connected with it—to take a bow. It was, in essence, a co-operative deal, and that is why everyone connected with it won.



Singin' Sam, the Barbasol Man (Harry Frankel), exercised his pipes.



Hoagy Carmichael, famed composer, did a turn at the piano.

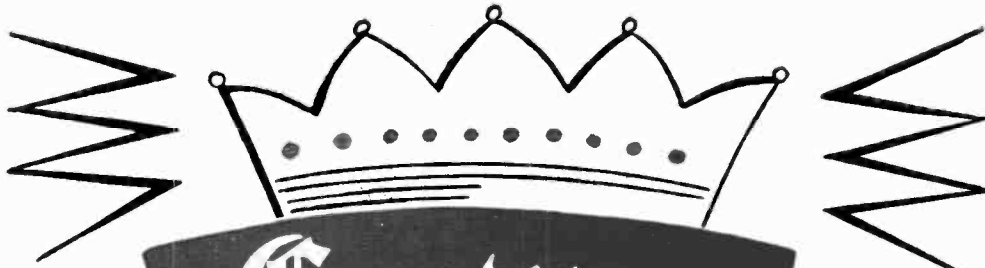
WOWO, Fort Wayne, sent its Hoosier Hop gang under the direction of Harry Smythe, the gent at the extreme right waving the cane.



Chic Johnson, center, and Ole Olsen, right, enlivened things with their zanies.



Eddie



Young's

Crown

Royal

"AMERICA'S
FINEST CARNIVAL"

Shows

FOR 1947

WE PROUDLY OFFER TO THE AMUSEMENT-GOING PUBLIC

TRULY AMERICA'S FINEST MOTORIZED CARNIVAL

12 HIGH-CLASS RIDES

12 SHOWS OF DISTINCTION

MAMMOTH LIGHT PLANTS

BRILLIANT TOWERS

BOB FISHER'S FEARLESS FLYERS

Sensational High Free Act on Our Midway Nightly

● **FAIR SECRETARIES and CELEBRATION COMMITTEES**

In Florida, Georgia, Tennessee, Alabama, Kentucky, Ohio and Indiana. Contact us before contracting your Midway Attractions for your 1947 Events. Wire or write us at our Permanent Address, or see us in Chicago or at the various State Fair Meetings.

**YOU ARE CORDIALLY INVITED TO VISIT OUR SHOW
OPENING IN FLORIDA -- JANUARY 4, 1947**

AND CONVINCED YOURSELF THAT THIS IS

TRULY AMERICA'S FINEST MOTORIZED CARNIVAL

● **SHOWMEN:**

We are framing and building several Outstanding Shows and need several Capable Showmen to take charge of these. Will also book any Outstanding Attractions. A Long Season in Proven Money Spots.

● **HELP:**

Can place Capable Ride Men and Working Men in all Departments

WINTERQUARTERS

All Address: E. L. YOUNG, ROYAL CROWN SHOWS, BOX 824, LARGO, FLA.

Again

THE RECORD BREAKING SHOW OF AMERICA

★ TRAVELING IN OUR OWN DE LUXE STREAMLINED TRAIN OF 40 RAILROAD CARS
★ . . . PRESENTING TO THE AMUSEMENT- LOVING PUBLIC THE GREATEST ARRAY
★ OF RIDES, SHOWS AND ATTRACTIONS ON THE AMERICAN CONTINENT.

★ We are proud of our record of having played 6-day weeks and not having missed a
single Monday night during the seasons of 1943, 1944, 1945 and 1946. We hope
to maintain that record thru 1947, when we will present an even Greater HENNIES
BROS.' SHOWS.

WE SHATTERED ALL PREVIOUS MIDWAY GROSSES AT THE FOLLOWING FAIRS THIS YEAR

ILLINOIS STATE FAIR
SPRINGFIELD, ILL.

IOWA STATE FAIR
DES MOINES, IA.

TENNESSEE VALLEY FAIR
KNOXVILLE, TENN.

ALABAMA STATE FAIR
BIRMINGHAM, ALA.

GREATER GULF COAST FAIR
MOBILE, ALA.

NORTHWEST MISSOURI STATE FAIR
BETHANY, MO.

ILLINOIS-INDIANA EXPOSITION
DANVILLE, ILL.

ANDERSON FREE FAIR
ANDERSON, IND.

CHATTAHOOCHEE VALLEY EXPOSITION
COLUMBUS, GA.

AMERICAN LEGION FAIR
ALBANY, GA.

TRI-STATE FAIR
DOTHAN, ALA.

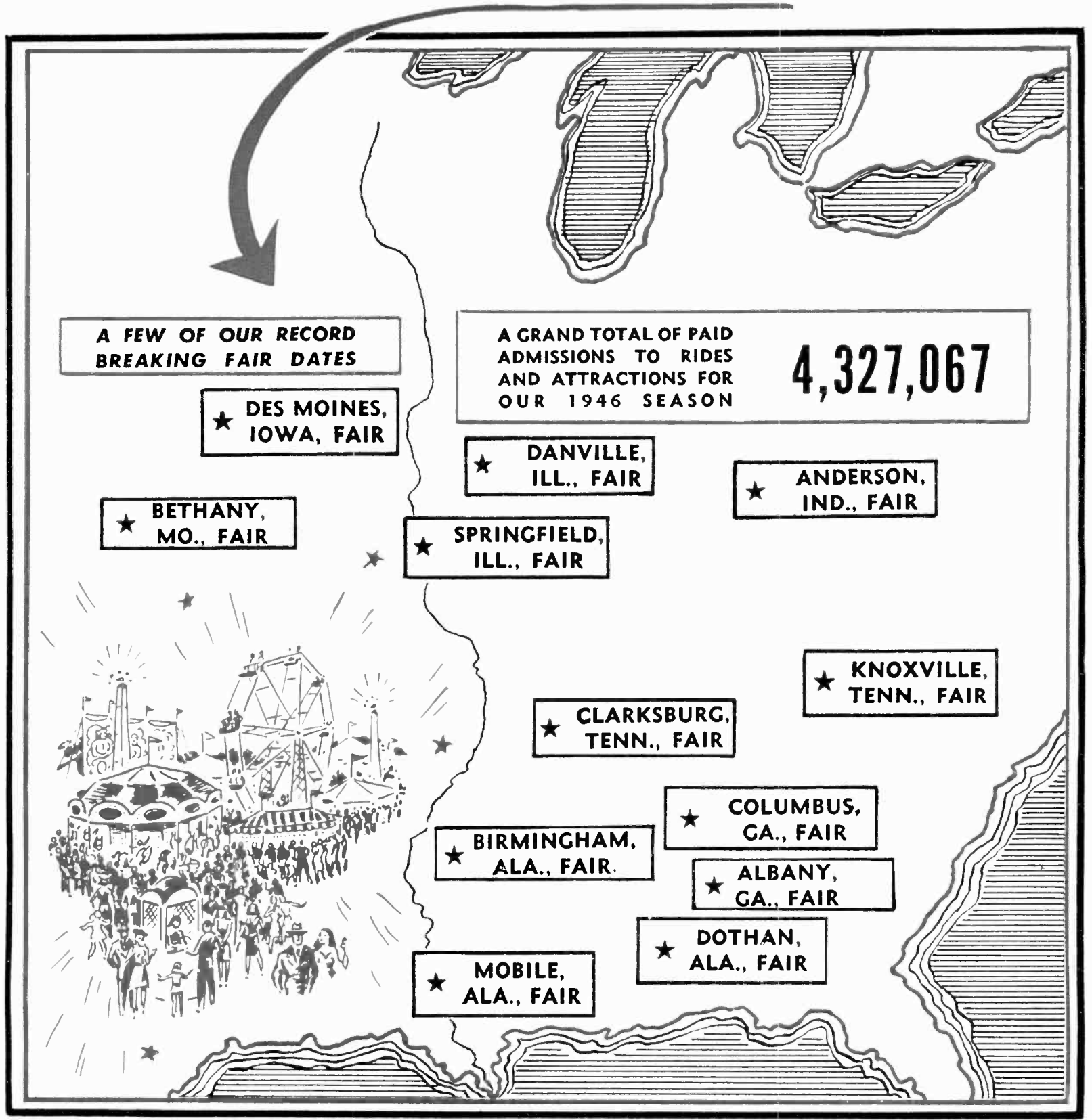
CARROLL COUNTY FAIR
CLARKSBURG, TENN.

HENNIES BROTHERS

Shows

WINTER QUARTERS
ALABAMA STATE FAIR GROUNDS,
P. O. BOX 1045, BIRMINGHAM, ALA.

HERE'S THE PROOF IN ACTUAL FIGURES OF OUR RECORD BREAKING TOUR!!



GENERAL OFFICES

HARRY W. HENNIES, Gen. Mgr.
 J. C. McCAFFERY, Gen. Representative
 LOUIS J. BERGER, Traffic Mgr.
 CHARLES M. SHEESLEY, Assistant Mgr.
 CLINT W. SHUFORD, Treasurer
 MIKE CONTI, Dir. of Public Relations

155 N. CLARK ST.,
 CHICAGO, ILL.

● ATTENTION, SHOWMEN

We will finance any new or outstanding midway show in keeping with our other attractions. We open our winterquarters about January 15, 1947, on another large scale building program to enlarge and beautify the show for the 1947 tour, therefore we can place capable show people, builders, carpenters, blacksmiths, artists, designers, etc.

● FAIR SECRETARIES AND COMMITTEES

We are offering for 1947 and thereafter the finest midway attractions and novel riding devices that can be secured on the American continent. We will have merchandise concessions only of the highest type, thereby assuring you of the greatest midway grosses to be had and assuring your patrons the finest in entertainment.

AMERICA'S NEWEST AND FINEST RAILROAD SHOW



30
FULL LENGTH
RAILROAD CARS
IN 1946

35
FULL LENGTH
RAILROAD CARS
IN 1947

**OUR INITIAL TOUR
IN 1946 WAS AN
ENVIABLE SUCCESS
COVERING THE FOLLOWING DATES
FAIRS**

CASS COUNTY FAIR, Logansport, Ind.
LA CROSSE INTER-STATE FAIR, La Crosse, Wis.
MISSISSIPPI VALLEY FAIR, Davenport, Iowa
NEBRASKA STATE FAIR, Lincoln, Neb.
TULSA STATE FAIR, Tulsa, Okla.
FOUR-STATES FAIR, Texarkana, Tex.
MISSISSIPPI FAIR & DAIRY SHOW, Meridian, Miss.
SOUTH TEXAS STATE FAIR, Beaumont, Tex.
TRI-PARISH FAIR, Eunice, La.

CELEBRATIONS AND SPONSORED DATES

Jacksonville, Fla.	Terre Haute, Ind.	Hammond, Ind.
Hapeville, Ga.	Decatur, Ill.	Peoria, Ill.
Nashville, Tenn.	Rock Island, Ill.	Burlington, Iowa
Owensboro, Ky.	Toledo, Ohio	Ottumwa, Iowa
Evansville, Ind.	Youngstown, Ohio	Joplin, Mo.
Indianapolis, Ind.	Columbus, Ohio	Baton Rouge, La.

GREETINGS

To
FAIR SECRETARIES
CELEBRATION COMMITTEES
ORGANIZATIONS

THANKS TO ALL

For making our First Year
such a successful one.

WE AGAIN OFFER YOU
THE BEST MIDWAY BET
FOR YOUR ANNUAL EVENTS

MIDWAY ATTRACTIONS EXTRAORDINARY

18—RIDES—18

MERRY-GO-ROUND
3 FERRIS WHEELS
TILT-A-WHIRL
WHIP
OCTOPUS
MOON ROCKET
SPITFIRE
2 ROLL-O-PLANES
CATERPILLAR
FLY-O-PLANE
SCOOTER
MINIATURE TRAIN
LIVE PONIES
KIDDIE AUTO RIDE
KIDDIE AIRPLANE RIDE

14—SHOWS—14

CIRCUS SIDE SHOW
FRONT PAGE SHOW
FOLLIES REVUE
COVER GIRLS EXTRAVAGANZA
MINSTREL SHOW
MONKEY CIRCUS
MOTORDROME
LURE OF THE TROPICS
MIDGET SHOW
BIG SNAKE SHOW
WILD WEST SHOW
WILD ANIMAL SHOW
FUN HOUSE
GLASS HOUSE

JOHN R. WARD AND HIS EXECUTIVE STAFF

Will be at the
Hotel Sherman, Chicago,
during the Conventions

SEE US BEFORE BOOKING
FOR 1947

PERMANENT ADDRESS AND WINTER QUARTERS: P. O. BOX 148, BATON ROUGE, LA.

(LONG-DISTANCE TELEPHONE: BATON ROUGE 33400)

RECONVERSION'S SHOWCASE

Tremendous throngs in buying mood, gathered at minimum of expense, offer manufacturers quick outlets and valuable follow-up lists

By C. B. (JACK) AFFLERGAUGH

President-Manager Los Angeles County Fair, Pomona, Calif.

DID you ever see a store sell popular-priced merchandise without a showcase or display window? Ever hear of a new product being sold in quantity until the public had a chance to see it, touch it and learn its advantages? The answer, of course, is no, as every up-to-date manufacturer and merchant will tell you. And thousands of manufacturers now turning to the production of civilian goods are looking for a showcase to display their new wares. The more astute know where to find it: on the fairgrounds of America where Mr. and Mrs. John Q. Public can be contacted in large numbers—and what is very important—in a mood to listen to the sales talk of the exhibitor.

How forward-thinking manufacturers have anticipated the resumption of fairs after the war, can be illustrated by an incident which took place in the office of the Los Angeles County Fair in 1944—long before the most optimistic armchair general was willing to guess how much longer

the conflict would last. There was no fair in prospect for years to come and the fairgrounds themselves had been converted into a military installation. A prospective exhibitor, however, walked in and unwrapped a hand-made model of a vacuum cleaner. It was the only one of its kind in existence, a post-war model, and the manufacturer asked if he might contract on the spot for display space when the fair reopened. He didn't ask when the fair was expected to resume. He didn't even ask what year it might reopen. He came with one idea in mind: to contract space to display his product at the next L. A. County Fair, no matter when!

When the fair resumes in September, 1947, nearly 1,000,000 people will see vacuum cleaners from that model. A contract was signed for four display spaces. This manufacturer's desire to show his product at this fair is typical of hundreds of others who are making new items or planning to resume their pre-war product pro-

duction. Two buildings, one for food and the other for home appliance displays, were constructed here late in 1941 and have never been used.

Already 15 per cent of the space has been assigned new exhibitors.

Fair secretaries are prone to view peacetime production as a gigantic project and let it go at that. That it is gigantic is true. But to what limits will it go? No one can say definitely but some idea of its magnitude can be grasped by considering a single industry—the automobile field.

Between 1931 and 1940 the automobile industry in the United States and Canada turned out an average of 3,321,398 cars and trucks and used an annual average of 4,737,109 gross tons of steel. Under normal post-war conditions the production will be 7,000,000 units and will require 9,750,000 tons of steel annually. In addition to this there will be needed each year 195,250,000 square feet of polished glass as compared with 92,540,000 square feet, annual average for the 10-year period prior to Pearl Harbor.

Tremendous Expansion

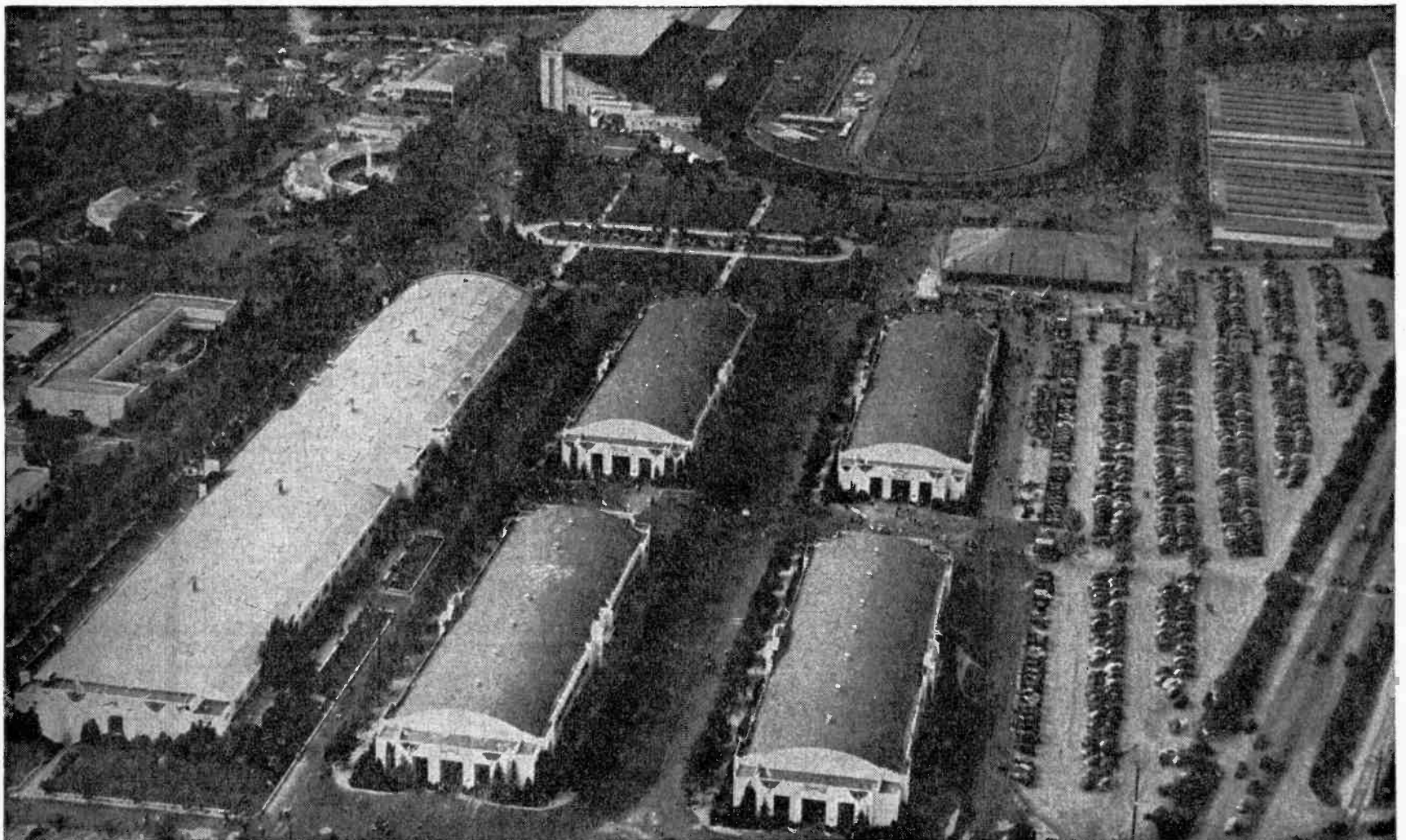
To put it another way, think in terms of dollars: General Motors



C. B. Afflerbaugh

C. B. (Jack) Afflerbaugh is one of the better known fair executives on the Pacific Coast. He is president-manager of the Los Angeles County Fair, Pomona, and is managing director of the Grand National Livestock Show at the Cow Palace in San Francisco. Pomona was recognized as the Pacific Coast's leading annual until the grounds were made a military installation, and plans now under way for the annual's resumption in September, 1947, indicate it will return to the picture mightier than ever.

Pomona's spacious fairgrounds, photographed during the last annual in 1941, are now undergoing a complete face-lifting in preparation for the resumption of activities in September, 1947. There is parking space for 30,000 automobiles.





Corporation plans to spend \$500,000,000 for expansion and modernization of its divisional facilities; Ford Motor Company, \$150,000,000; Chrysler Corporation, \$40,000,000 to build inventories, about \$12,000,000 for advertising and rejuvenating its sales organization and \$23,000,000 for cost incurred during actual reconversion; Packard Motor Company, \$10,000,000 to increase its manufacturing capacity 45 per cent; Nash Division of Nash-Kelvinator Company, \$8,650,000; Hudson Motor Company, \$40,000,000 and Studebaker, \$16,000,000. Added together they run into a pretty figure. Remember, this is but one industry. The fairs will also sell refrigerators, washing machines, tractors, plumbing fixtures and many other items. And their expansion and production costs run an approximate ratio to that of the automobile industry.

tically the same conditions as they will be used in the home or on the farm. Trained in their work, fair secretaries, once the exhibit has been obtained, are in a position to render valuable assistance so that the exhibitor can get the most from fairs—reconversion's showcase.

Industrial executives, however, must be convinced by fair secretary-managers that they can give them "coverage" in much the same way as newspapers submit prospective advertisers circulation figures. The fair can do a selling job. When this is done properly, commercial exhibits will be secured.

Submitting the necessary facts and figures is comparatively easy. Give the details the prospective advertiser wants to know. In other words, if you were buying space at a fair, consider the questions you would ask. When they have been answered, send this information, eliminating the question. It will be found that this, or similar information, will be exactly what is needed by the agency before authorizing the expenditure for the exhibit.

The best information that can be given is found in the basic fundamentals considered by a large manufacturer who has representation at the Pomona (Calif.) Fair. He wants:



In addition to large amounts of money to be spent in the manufacture of thousands of items, the fair secretary-manager also has on his side the fact that fair exhibits have come a long way in recent years. It was the "Century of Progress" in Chicago in 1933 that gave exhibits new life, according to N. H. DeFoe. Prior to that time, says DeFoe, the value of an exhibit was considered problematical—even by most of the companies participating in the fair. Previously, most "exhibits" had been static displays of goods, shown in trade and industrial shows. In the opinion of many executives they existed as a necessary evil, costing a lot of money, causing discord within the organization, and they were severe headaches to the sales and advertising managers. Even the "Century of Progress" had difficulty in securing the assistance of advertising agencies. Despite this, the Chicago fair sold nearly \$7,000,000 in space alone in 1933.

In soliciting commercial exhibits, Los Angeles County Fair submits figures such as an attendance in 1941 of 800,025; 300 landscaped acres; \$200,000 in premium money; 40,000 individual exhibits; \$10,000,000 in exhibits and other figures convincing to manufacturers.

Chance for Small Fairs

Small fairs can increase the number and quality of commercial exhibits and have only to make the proper approach to firms or their advertising agencies to secure representation. Agencies, in recent years, have come to recognize fairs as the best medium of bringing new products before the public under prac-

1. Sufficient well located space.
2. Pylon signs or other medium that quickly identifies the exhibit.
3. Representative units of each machine tool used in the particular farming area (but not too many to jam exhibit space).
4. Properly instructed people who know their products from A to Z to man the exhibit and explain the products and uses. They also must know how to choose and talk to the more interested prospects.
5. New sales literature and in quantities that it can be distributed freely.
6. A bright and clean exhibit at all times.

Fairs today can comply with these fundamentals to some degree in all cases. The point, however, is to comply with them to the extent that the manufacturer feels that he is losing money if he does not show at the event. Because fairs, with the possible exception of those quickly organized to show after the ban was lifted, are a proven selling medium. And with this in view there is no reason why fairs can't go after more and better commercial exhibits.

Folks in Buying Mood

Fairs have the advantage over trade shows in that the displays are

Top—An attractively arranged display of citrus fruits. Varied colored wrappings are used on the fruits to create artistic designs.

Center—A well framed merchant's display with two attendants on hand to interview prospective buyers for the purpose of making immediate sales or to compile an effective follow-up list of potential buyers.

Bottom—An exterior view of an attractive exhibits building. Note the street markers which clearly indicate the products housed in the building.



seen by a large number of people who are in a buying mood. Manufacturers' sales are increased because the display puts them in touch with reliable dealers, jobbers and retailers. If the product is new, there is ample opportunity at the fair to study public reaction to the items. These reactions will be sincere and of much value. The fair visitor compares products and is able to make decisions on this basis.

The manufacturer gets additional benefits in that the prospect is brought to him at a minimum cost and value and timely lists can be obtained for future follow-up. Sales of established products may be increased as well as new products introduced.

With these selling points in mind the fair secretary should supply the manufacturer with the following information when soliciting the exhibit: Type and theme of the fair; time and duration; cost per square foot of exhibit space; availability of gas, water and electricity; labor conditions; amusement features; complete record of past attendance—and this should be charted to show the number of males, females and minors with a breakdown of their buying power.

Once sold on the fair, it will then be up to the exhibitor to get on the ball. The fair cannot do the entire selling job. In fact, the fair can only attract people to see the exhibit. Sometimes there are disgruntled exhibitors but it will be found that they expected the fair to do it all. It will generally be found that the exhibitor has failed to carry thru by having clean and effective displays, proper literature and trained attendants to talk fluently on the merits of the displayed products.

A secretary-manager should urge exhibitors to reserve space early and plan something definite in the display of his products. Here at the Los Angeles County Fair blueprints and artists' conceptions of what the display will be are required. Space should be selected carefully as to size and location. Properly constructed buildings, the fair's responsibility,

will make it possible for the display to be seen from vantage points. But even then the manufacturer must be urged to focus attention on a particular item. There is a tendency to show secondary items which detract from the primary purpose of the display. With the item and booth effectively emphasized, the selling job will be done.

Customer Participation

A lesson in showing can be taken from the Griffith Park Planetarium in Los Angeles where visitors turn knobs and push buttons to see displays.

The visitor is required to act in order to get the point of the exhibit, interest has been created and captured from the start. The planetarium has most of its exhibits so constructed and it is impossible to view them without participation. Another boon to selling is animation. The combination of audience participation and animation can't be beaten.

One point which fairs can't treat too lightly is restrictions and regulations on displays. The manufacturer should be advised of the fair's rules. Los Angeles County Fair submits its restrictions long before the planning starts. This is necessary so that the blueprints can be prepared according to available factors. One restriction in force here calls for back walls 8 feet, 4 inches, including sign panel, 18 inches wide. Side walls 3 feet, 6 inches high for a distance of 4 feet from the aisle are required. From this point the side walls graduate up, in steps, to the back wall. Exhibitors are not permitted to build their displays higher than the side walls at the front of the booth. Height limit of exhibits is 8 feet, 4 inches, the same as the height of the back wall of the booth, except in case of large exhibits requiring enough floor space to warrant additional height. Along the side walls of the building, the height limit is 10 feet. The lower height applies only to booths in the center of the building.

As for signs, a uniform three dimensional tile letter sign, carrying the name of the company or its product is used in each 10-foot section.

The fair furnishes these. No signs, banners, placards or other advertising material is allowed to overlap or interfere with neighboring exhibits. Loud speakers also are banned within the buildings.

To some the limitations imposed may sound unreasonable. But all exhibitors must comply with the regulations so each has the same opportunity to win audiences. Because of the restrictions, the attention-getting factor must be effective display. The regulations also make for uniformity—a point upon which this fair has won much praise.

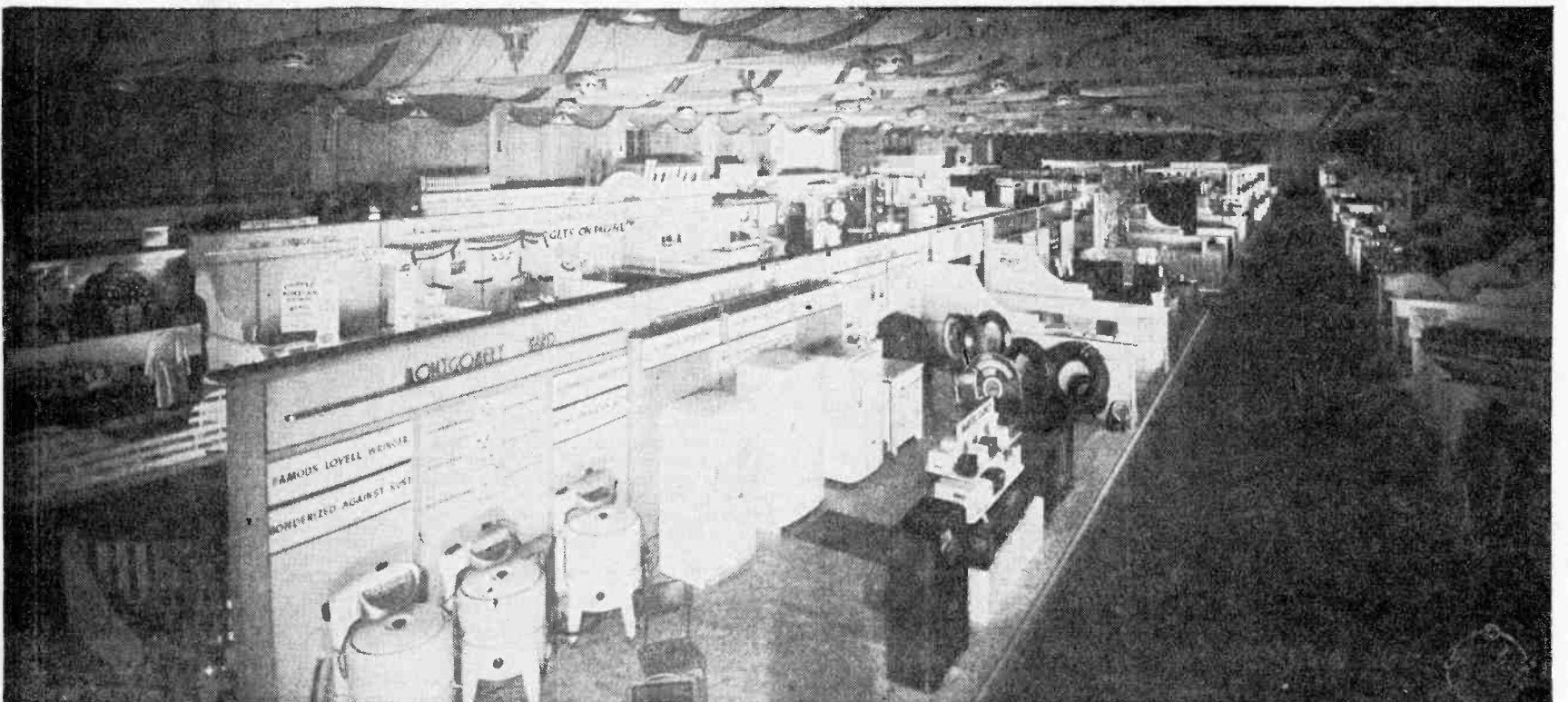
Many fairs are resuming operation after five years—but these will be the biggest years for them. Exhibitors are waiting for an opportunity to put products in the fair showcases. So—go after them—strong.



Top—An elaborate centerpiece designed to create real eye-appeal for a commercial exhibit building. This centerpiece was built by the management to enhance the entire picture.

Center—This method of draping needlework in the domestic arts division offers visitors an opportunity to examine the entries without handling them.

Bottom—A commercial display section, showing the uniformity of the booths which gives each exhibitor an equal opportunity to sell his products. Note the spacious aisles and the attractive over-all decorative scheme.



STATISTICAL DIRECTORY OF FAIRS

ALABAMA

North Alabama State Fair, Florence

TOTAL ATTENDANCE: Front gate, 45,346; days operated, 6; nights operated, 6.

WEATHER: Good, 3 days, 4 nights; rain 3 days, 2 nights.

AID, PREMIUMS: Chamber of Commerce, \$12,000; total estimated premiums paid out, \$4,000.

PLANT FACILITIES: Grandstand seating capacity, 8,000; area of grounds, 27 acres; estimated current valuation of the plant, \$35,000; square feet under cover available for commercial exhibits, 7,800. New construction planned when materials are available: new grandstand, new concession buildings under construction now.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,750; acts booked independently.

ADMINISTRATION: President, J. T. Flagg, secretary, C. H. Jackson; superintendent of concessions, B. L. Nabors; superintendent of commercial exhibits, J. Roy Taylor; publicity director, Lytell McClung. 1947 dates, September 17-22 (tentative).

ARKANSAS

Arkansas-Oklahoma Livestock Exposition, Fort Smith

TOTAL ATTENDANCE: Front gate, 25,602; paid admissions, \$7,161.24; days operated, 6; nights operated, 6.

WEATHER: Good.

RECEIPTS: Gate, \$8,586.83; commercial exhibits, \$2,678; carnival, \$3,950.35; other receipts, \$5,949.76.

AID, PREMIUMS: State aid, \$5,000; total estimated premiums paid out, \$8,646.65.

PLANT FACILITIES: Area of grounds, 28 acres; estimated current valuation of the plant, \$30,000; number of national commercial exhibits, 10; number of local commercial exhibits, 18. New construction planned when materials are available: entire new plant to be built on 28½ acres of ground purchased in 1946. Features: indoor rodeo stadium, seating from 6,000 to 8,000; quarter-mile race-track, exhibit buildings of all kinds.

Faulkner County Free Fair, Conway

TOTAL ATTENDANCE: Front gate, 20,000; admission, free; days operated, 4; nights operated, 4.

WEATHER: Good 2½ days, 2½ nights; rain ½ day, ½ night; cold or cloudy, 1 day, 1 night.

RECEIPTS: Concession space, \$190; commercial exhibits, \$300 to \$400.

AID, PREMIUMS: State aid, \$588; total estimated premiums paid out, \$800 on exhibits, \$700 more in prizes.

PLANT FACILITIES: Area of grounds, 40 acres; estimated current valuation of the plant, \$5,500.

Franklin County Fair, Ozark

TOTAL ATTENDANCE: Front gate, 12,000; admission free; days operated 3; nights operated, 3.

WEATHER: Good.

RECEIPTS: Carnival, about \$350. AID, PREMIUMS: State aid, \$500; other aid, \$1,200.

ADMINISTRATION: President, Troy Curtis; secretary, J. M. Hopper.

Poinsett County Fair, Harrisburg

TOTAL ATTENDANCE: Paid admissions, 11,219; days operated 3; nights operated, 3.

WEATHER: Good, 3 days, 2 nights; rain, 1 night; cold or cloudy, 1 day, 1 night.

RACING: 1 day of harness races; free; purses for horse races, \$75.

AID, PREMIUMS: State aid, \$740; total

A SERVICE GROWS

When the statistical directory was first instituted as a feature in the Cavalcade of Fairs, only the major annuals were solicited, and its value to commercial and industrial exhibitors, carnival owners, independent concessionaires and attraction people was immediately established.

Now the field has been extended to a point where all annuals in the United States and Canada are invited to send in their reports. The service has grown, so that herewith the Cavalcade of Fairs offers the largest directory of its kind ever assembled.

This directory will give fair men an opportunity to study the financial workings of their colleagues; commercial and industrial exhibitors will find it valuable in selecting the most advantageous spots to display their wares; carnival men may be guided in establishing new routes; attraction men may learn where larger and more pretentious shows may be presented, and independent concessionaires may select locations.

Naturally, all executives did not accept the invitation to have a part in this statistical directory, but this issue offers an adequate cross-section of the financial workings of the annuals. It is well worth saving and studying.

estimated premiums paid out, excluding races, \$1,500.

PLANT FACILITIES: Area of grounds, 20 acres; estimated current valuation of the plant, \$7,500; square feet under cover available for commercial exhibits, 2,400; number of national commercial exhibits, 2; number of local commercial exhibits, 8; number of exhibitors in auto show, 2; number of exhibitors in truck show, 2.

ADMINISTRATION: President and superintendent of concessions, A. L. Waddle; secretary, E. S. Madden; superintendent of commercial exhibits, Si Slocum; superintendent of grounds, Jay Rush; publicity director, L. D. Freeman.

Pope County Fair, Russellville

TOTAL ATTENDANCE: Front gate, 15,000 (free); days operated, 4; nights operated, 4.

WEATHER: Good.

RECEIPTS: Concession space, \$400; commercial exhibits, \$100; carnival, \$600; other receipts, \$2,000.

AID, PREMIUMS: State aid, \$560; county aid, \$1,500; other aid, \$100; total estimated premiums paid out, \$1,100.

PLANT FACILITIES: Area of grounds, 29½ acres; estimated current valuation of the plant, \$5,000; number of local commercial exhibits, 4. New construction planned when materials are available: livestock sheds, general exhibit buildings and grandstand.

ADMINISTRATION: President, C. A. Hughes; secretary, W. B. Langford; superintendent of concessions and grounds, and publicity director, C. R. Turner; superintendent of commercial exhibits, J. D. Bethea; superintendent of grounds, C. R. Turner. 1947 dates, September 30-October 1-3 (tentative).

Randolph County Fair, Pocahontas

TOTAL ATTENDANCE: Free gate; days operated, 3; nights operated, 3.

RECEIPTS: Carnival, \$522.50; other receipts, advertising catalog, \$550.

AID, PREMIUMS: State aid, \$500; county aid, \$500; total estimated premiums paid out, \$850.

ADMINISTRATION: President, F. P. Spinnenweber; secretary-treasurer, Ben A. Brown; superintendent of concessions, John V. Baltz; superintendent of grounds, Dick Jackson.

Scott County Fair, Waldron

TOTAL ATTENDANCE Free gate; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 2 nights; cold or cloudy, 1 night.

RECEIPTS: Concession space, \$500.

AID, PREMIUMS: State aid, \$500; other aid, \$1,000; total estimated premiums paid out, \$1,500.

ADMINISTRATION: President, N. B. Piles; secretary, Norman Goodner; superintendent of concession and publicity director, B. S. Hinkle.

CALIFORNIA

Inter-Mountain Fair, McArthur

TOTAL ATTENDANCE: Front gate, 4,000 thru free gate; days operated, 3.

WEATHER: Good.

RECEIPTS: Grandstand, \$2,600; carnival, \$109.10.

AID, PREMIUMS: State aid, \$5,555.50; county aid, \$500; total estimated premiums paid out, \$5,555.50.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,800; area of grounds, 20 acres; estimated current valuation of the plant, \$10,000; number of commercial exhibits, 2. New construction planned when materials are available: horse barns, 3; hog and sheep barn, commercial and exhibit grandstand, new half mile race-track, dairy barn, manager's home, rodeo chutes and arena, range cattle corrals, scale, dormitory, toilets, showers, judging pavilion, poultry building, feed house.

ADMINISTRATION: President, W. C. Albaugh; secretary, F. A. Gassawag; superintendent of concessions, commercial exhibits and grounds, J. W. Bequette.

Lassen County Livestock Show, Susanville

TOTAL ATTENDANCE: Front gate, 9,800, thru free gate; days operated, 5; nights operated, 2.

WEATHER: Good; total paid grandstand admissions, days and nights, \$9,840.35.

RECEIPTS: Grandstand, \$9,840.35. RACING: 2 days of running races; grandstand receipts for horse races included in above; purses for horse races, \$1,465.

GRANDSTAND RECEIPTS: Rodeo, days and nights, \$9,840.35.

AID, PREMIUMS: State aid \$9,923.04; county aid, \$750; total estimated premiums paid out, excluding races and rodeo, \$10,673.04.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,430; area of grounds, 25 acres; estimated current valuation of the plant, \$100,000; new construction planned when materials are available, an industrial arts exhibit building, a Junior Livestock building, a Home Arts and administration building.

ADMINISTRATION: Chairman of board of supervisors, W. J. Tunison; secretary-manager, superintendent of concessions, superintendent of grounds and publicity director, A. A. Jensen. 1947 dates, August 20-24 inclusive (tentative).

Merced County Fair, Merced

TOTAL ATTENDANCE: Front gate, 55,000; paid admissions, 39,000; days operated, 5; nights operated, 5.

WEATHER: Good.

RECEIPTS: Gate, \$9,750; grandstand,

\$18,000; concession space, \$500; commercial exhibits, \$1,500; carnival, 1,600. GRANDSTAND RECEIPTS: \$6,000; 1 night of auto thrill show, and one day and one night of rodeo.

AID: State aid, \$9,663.06.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 5,200; area of grounds, 85 acres; estimated current valuation of the plant, \$500,000; square feet under cover available for commercial exhibits, 6,000; number of local commercial exhibits 30; number of exhibitors in truck show, 1; number of exhibitors in trailer show, 2; new construction planned when materials are available: New exhibit building, 320 by 90 feet; concrete grandstand, floriculture building, administration building, 5 new cow barns and 2 covered judging rings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,000; acts booked through Eddie Burke, San Francisco.

ADMINISTRATION: President, J. E. McNamara; secretary, W. C. Woxberg; superintendent of concessions, Art Ferrari; superintendent of commercial exhibits, W. C. Woxberg; superintendent of grounds, Glen Fountain; publicity director, Carl Page; date of annual meet of fair board, January 2, 1947. 1947 dates, September 16-21, 1947 (tentative).

Sacramento County Fair, Galt

TOTAL ATTENDANCE: Front gate, 33,200; paid admissions, 31,000; days operated, 9; nights operated 9.

WEATHER: Good.

RECEIPTS: Gate, \$16,200; grandstand, \$15,550; concession space, \$600; commercial exhibits, \$1,250; carnival, \$800.

RACING: 7 days of harness and running races; grandstand receipts for horse races, \$10,050; purses for horse races, \$35,000.

AID, PREMIUMS: State aid, \$15,000.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,500; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 12,000; number of national commercial exhibits, 3; number of local commercial exhibits, 23; number of exhibitors in auto show, 2; new construction is planned when materials are available, horse barns and livestock barns.

ADMINISTRATION: President, Albert Osler; secretary, Eugene Kenefick; commercial exhibits and publicity, superintendent of concessions, Harry La Breque; superintendent of speed, Frank Leinger; annual meeting, January 15, Sacramento, Calif. 1947 dates, July 19-27 (tentative).

Shasta County Fair, Anderson

TOTAL ATTENDANCE: Front gate, 9,271; days operated, 3; nights operated, 3.

WEATHER: Good; total paid grandstand admissions, 2,166.

RECEIPTS: Gate, \$5,611.70; grandstand, \$1,989.50; concession space, \$624.22; commercial exhibits, \$1,205; carnival, \$350.

RACING: 1 day 3 nights of horse show and running races. Grandstand receipts for horse show and races, \$1,989.50; purses for horse races, \$322.50.

AID, PREMIUMS: State aid, \$17,186.38; County aid, \$500; total estimated premiums paid out, excluding races, \$17,186.38.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 900; area of grounds, 38; acres; estimated current valuation of the plant, \$110,000; square feet under cover available for commercial exhibits, 6,000; number of national commercial exhibits, 5; number of local commercial exhibits, 10; new construction planned when materials are available: New poultry barn, 3 livestock barns, extension grandstand, commercial exhibit hall.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$900. Name of revue, Raymond Circus; booked thru Eddie Burke.

ADMINISTRATION: President, Leland Harris; secretary, Dudley V. Saeltzler; publicity director, Paul Bodenhamer.

ATOMIC

THE TOP MIDWAY GROSS OF ALL FAIRS IN AMERICA THIS YEAR

OVER A MILLION ATTENDANCE

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AUG. 8-17
TENTATIVE

ILLINOIS STATE FAIR

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Dir. of Agriculture
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Swine, 1270 — Sheep, 910 — Dairy Cattle, 952 — Beef Cattle, 668 — Goats, 168 — Draft Horses, 153 — Light Horses, 396 — Race Horses, 431.



WM. V. (JAKE) WARD
Manager
Illinois State Fair

PLANS

Architects and engineers are now planning for the 1947 Fair

- New Buildings
- New Roads
- New Sidewalks
- New Sewers



DWIGHT H. GREEN
Governor
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New events of sensational character in keeping with this outstanding Fair

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Tehama County Fair (30th District Agr. Assn.), Red Bluff

TOTAL ATTENDANCE: No count, free admission; days operated, 3; nights operated, 3.

WEATHER: Good; total paid grandstand admissions, days, 1,760; nights, 1,706.

RACING: 2 days of harness and running races; grandstand receipts for horse races, \$1,257; purses for horse races, \$3,000.

GRANDSTAND RECEIPTS: One night of auto thrill show; grandstand receipts for thrill show \$1,400.

PREMIUMS: Total estimated premiums paid out, excluding races \$10,800.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 6,000; area of grounds, 56 acres; estimated current valuation of the plant, \$75,000; square feet under cover available for commercial exhibits, 6,000; number of local commercial exhibits, 23; number of exhibitors in auto show, 4; number of exhibitors in trailer show, 1; new construction planned when materials are available: Exhibit building, horse barns, cattle barns, shower building, sleeping quarters for grooms.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$550 for circus acts; acts booked thru Eddie Burke.

ADMINISTRATION: President, V. B. Tyler; secretary-manager, George F. Blake; superintendent of concessions, Harry Hinckle; superintendent of commercial exhibits, L. A. McDonald; superintendent of grounds, Sam E. Ayer; publicity director, Don Smith; date and place of annual meeting of fair board, December 5, Red Bluff, Calif. 1947 dates, September 26-28 (tentative).

COLORADO

Yuma County Fair, Yuma

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 20 acres; new construction planned when materials are available: buildings and addition to grandstand.

ADMINISTRATION: Manager, Glenn S. Thompson.

CONNECTICUT

Four Town Fair, Hazardville

TOTAL ATTENDANCE: Front gate, 6,000; admission, free; operated 1 day and 1 night.

WEATHER: Good.

RECEIPTS: Concession space, \$1,900; carnival, \$200; other receipts, \$650.

AID, PREMIUMS: State aid, \$50; total estimated premiums paid out, \$200.

ADMINISTRATION: President, J. Everett Neelans; secretary, B. P. Grant; superintendent of concessions, commercial exhibits and superintendent of grounds, Lawrence Lucy.

GEORGIA

Central Georgia Fair, Cordelle

TOTAL ATTENDANCE: Front gate, 20,000; paid admissions, 13,545; days operated, 6; nights operated, 6.

WEATHER: Good.

RECEIPTS: Gate, \$2,509.08; grandstand, \$346.50; concession space, \$155; commercial exhibits, 185; carnival, \$1,393.85; other receipts, fair book ads, \$2,400.

RACING: One night of harness and running races.

PREMIUMS: Total estimated premiums paid out, excluding races, \$3,350.

PLANT FACILITIES: Number of national commercial exhibits, 3; number of local commercial exhibits, 18; new construction planned when materials are available, enlarging and fencing, horse show grounds.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, \$200.

ADMINISTRATION: President, C. S. Worthy; secretary, J. D. Rainey; superintendent of concessions and commercial exhibits, Curtis Jackson; superintendent of grounds, C. W. Scudder; publicity director, R. H. Thompson. 1947 dates, October 14 (tentative).

Washington County Fair, Sandersville

TOTAL ATTENDANCE: Front gate, 14,000; paid admissions, 8,000; days operated 6, nights operated 6.

WEATHER: Good.

RECEIPTS: Total, \$7,100.

PLANT FACILITIES: Area of grounds, 3 acres; estimated current valuation of the plant, \$10,000; new construction planned when materials are available, two large lunch stands.

ADMINISTRATION: President, M. P. Scruggs; secretary, publicity director and superintendent of concessions, commercial exhibits and grounds, C. S. Chapman.

IDAHO

Boundary County Fair, Bonners Ferry

TOTAL ATTENDANCE: Front gate, 7,000; admission free; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain 1 day, 1 night.

AID, PREMIUMS: County aid, \$2,000; total estimated premiums paid out, \$2,000.

PLANT FACILITIES: Area of grounds, 15 acres; estimated current valuation of the plant, \$15,000; square feet under cover available for commercial exhibits, 1,000; number of local commercial exhibits, 10; number of exhibitors in auto show, 1. New construction planned when materials are available: complete an enclosed show arena started this year and construct four food concession booths.

GRANDSTAND ATTRACTIONS: Rodeo one day.

ADMINISTRATION: President, W. O. Brochway; secretary, James Keyes; publicity director, W. J. Nixon.

ILLINOIS

Coles County Fair, Charleston

TOTAL ATTENDANCE: Front gate, 90,000; days operated 6; nights operated, 6.

WEATHER: Good. Total paid grandstand admissions—days, 4,500; nights, 4,000.

RECEIPTS: Gate, \$15,000; grandstand, \$6,500; concession space, \$3,000; carnival, \$2,500.

RACING: 4 days of harness races; grandstand receipts for horse races, \$4,500; purses for horse races, \$9,000.

AID, PREMIUMS: State aid, \$12,000; total estimated premiums paid out, excluding races, \$15,000.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 1,800; area of grounds, 40 acres; estimated current valuation of the plant, \$75,000; number of local commercial exhibits, 35; number of exhibitors in truck show, 1. New construction planned when materials are available: grandstand, cattle barns, art and agricultural halls.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$1,500; acts booked thru Barnes-Carruthers. Rodeo 2 days and 1 night. Thrill show.

ADMINISTRATION: President, T. T. Moore; secretary, Robert R. Blackford; superintendent of commercial exhibits, Stanley Stites; superintendent of grounds, Alvin Talbott; superintendent of speed, Lee Lynch; publicity director, Ben Wier.

Effingham County Fair, Altamont

Days operated, 6; nights operated, 6.

WEATHER: Good, 4 days, 4 nights; rain, 2 days, 2 nights.

RECEIPTS: Gate, \$5,358.50; grandstand, \$5,603.25; concession space, \$3,237.50.

RACING: 3 days; purses for horse races, \$4,680.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,057; area of grounds, 43 acres; estimated current valuation of the plant, \$50,000. New construction planned when materials are available: race horse barns.

ADMINISTRATION: President, Ben Reiss; secretary, Mart Alwert; superintendent of concessions, Milton Smith; superintendent of speed, Ernie Ballard; publicity director, John L. Russell; date and place of annual meeting of fair board, Altamont, December 15, 1946. 1947 dates, August 3-7 (tentative).

Fairbury Fair, Fairbury

TOTAL ATTENDANCE: Front gate, 30,000; paid admissions 21,627; days operated, 4; nights operated 4.

WEATHER: Good; total paid grandstand admissions, days, 6,640; nights, 9,879.

GROSS RECEIPTS: Gate, \$15,154.20; grandstand, \$6,746.90; concession space, \$1,093.72; carnival, \$918; other receipts, \$8,521.04. Admission taxes, \$3,510.86.

RACING: 3 days; grandstand receipts for horse races, \$1,863.60; purses for horse races, \$3,610; 1 night auto races.

AID, PREMIUMS: State aid, \$12,436.90; total estimated premiums paid out, excluding races, \$8,826.90.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds, 20 acres; estimated current valuation of the plant \$50,000. New construction planned when materials are available: improvements to grandstand, new barn for horses, new barns for sheep and hogs, new fences.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$2,416.54 inclusive, \$475 for a band. Acts booked thru Ethel Robinson and WLS.

ADMINISTRATION: President, M. E. Tarcy; secretary, superintendent of concessions and commercial exhibits, G. H. Decker; superintendent of grounds, E. L. Lange; superintendent of speed, Wallace Hemphill; date and place of annual meeting of fair board, December 3, 1946, Fairbury.

Highland Madison Fair, Highland

ADMINISTRATION: President, Milton Winet; secretary, Alvin Schumacher. No fair held since war but 6 days planned in 1947. Annual meeting of fair board, March 1, 1947.

Illinois-Indiana Exposition, Danville

TOTAL ATTENDANCE: Front gate, 52,000; days operated, 7; nights operated, 7.

WEATHER: Good, 7 days, 6 nights; rain, 1 night; total paid grandstand admissions—nights, 15,453.

RECEIPTS: Gate, \$29,389; grandstand, \$7,630.

RACING: 2 days of big car auto races.

GRANDSTAND: Fireworks, 6 nights; rodeo, 2 days; total estimated premiums paid out, \$500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 4,000; area of grounds, 60 acres; estimated current valuation of the plant, \$70,000; number of national commercial exhibits, 3; number of local commercial exhibits, 35; number of exhibitors in truck show, 6. New construction planned when materials are available: new grandstand roof, improve track fence, new exhibit building, stock barns.

GRANDSTAND ATTRACTIONS: Name of revue, Ernie Young's, produced by and booked thru Ernie Young.

ADMINISTRATION: President, Harvey Action; secretary, R. D. (Duke) Molesworth; superintendent of concessions, Harvey Pearson; superintendent of commercial exhibits, James French; superintendent of grounds, Wm. F. Brown; publicity director, Robert J. Burow. 1947 dates, July 30-August 4 (tentative).

Kankakee County Fair, Kankakee

TOTAL ATTENDANCE: Front gate, 40,000; paid admissions, 30,000; days operated, 4; nights operated, 4.

WEATHER: Good. Total paid grandstand admissions, 1,085 for 3 days; 3,687 for 4 nights.

RECEIPTS: Gate, \$3,611.55; grandstand, \$1,923.39; concessions space, \$1,279.01; commercial exhibits, \$2,126; carnival, \$198.25; other receipts, \$496.90, auto park.

AID, PREMIUMS: State aid, \$3,450.76; county aid, \$300; total estimated premiums paid out, \$5,325.45.

PLANT FACILITIES: Area of grounds, 30 acres; number of local commercial exhibits, 100; number of exhibitors in auto show, 7. New construction planned when materials are available: plan to acquire permanent fairgrounds, build grandstand, exhibit buildings, race track, administration building.

GRANDSTAND ATTRACTIONS: Name of revue, *WLS Barn Dance*; *WLS Circus, Night in Switzerland* (WLS); acts booked thru WLS.

ADMINISTRATION: President, Lester Day; secretary, superintendent of grounds and publicity director, F. R.

Henrekin; superintendent of concessions, Jack Guertlin.

Knox County Fair, Knoxville

TOTAL ATTENDANCE: Front gate, 17,238, plus 2,628 season tickets; days operated 4 days, 4 nights.

WEATHER: Good 2 days, 4 nights; rain 2 days; total paid grandstand admissions, days, 4,927; nights, 8,618.

RECEIPTS: Gate, \$8,619 net; grandstand, 4,469.85 net; concession space and commercial exhibits, \$2,377.00; carnival, \$1,243.33; other receipts, \$1,203.

RACING: Four days; receipts for horse races, \$1,625.91; purses for horse races, \$6,636.

GRANDSTAND RECEIPTS: Thrill show 1 night, \$788.04.

AID, PREMIUMS: State aid \$8,200; total estimated premiums paid out, excluding races, \$10,236.85.

PLANT FACILITIES: Race track size, half mile; grandstand and bleachers seating capacity, 2,000; area of grounds, 50 acres; estimated current valuation of the plant \$31,000; square feet under cover available for commercial exhibits, 14,000; number of local commercial exhibits, 11; number of exhibitors in auto show, 3; number of exhibitors in truck show, 7; number of exhibitors in trailer show, 5; new construction planned when materials are available, grandstand or bleachers to replace present facilities.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$2,100; attraction, *National Barn Dance*, 2 nights; produced by W.L.S. Artists Bureau, Chicago; acts booked thru Barnes-Carruthers, Chicago.

ADMINISTRATION: President, Kirk McDowell; secretary, Arvey W. Hanson; superintendent of concessions and commercial exhibits, Carl L. Morgan; superintendent of grounds, Frank Dennis; superintendent of speed, H. E. Nelson.

Logan County Fair, Lincoln

TOTAL ATTENDANCE: Front gate, 60,000; days operated, 6; nights operated, 6.

WEATHER: Good, 4 days, 5 nights; rain, 2 days, 1 night; total paid grandstand admissions—days, capacity, nights capacity.

RACING: 3 days of harness races; purses for horse races, \$10,000; number days of thrill show, 1.

AID, PREMIUMS: State aid, \$12,000; county aid, \$300; total estimated premiums paid out, excluding races, \$18,500.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,700; area of grounds, 45 acres; estimated current valuation of the plant, \$25,000. New construction planned when materials are available: arts hall, grandstand addition, merchants building, rest rooms.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,000; acts booked thru Boyle Woolfolk Agency.

ADMINISTRATION: President, Burch Lee; secretary, W. E. Layman; superintendent of concessions, L. M. Hardin; superintendent of speed, Jas W. McGrath. 1947 dates, August 3-8 (tentative).

McLean County Fair, Bloomington

Days operated, 3; nights operated, 3.

WEATHER: Good.

AID: Total estimated premiums paid out, \$2,600.

PLANT FACILITIES: Grandstand seating capacity, 2,000; area of grounds, 10 acres.

GRANDSTAND ATTRACTIONS: Acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, Clarence Keighin; secretary, Eugene G. Mosbacher; superintendent of concessions and commercial exhibits, William Groenemeir; superintendent of grounds, Wm. Mays.

Menard County Fair, Petersburg

TOTAL ATTENDANCE: Front gate, 12,800; free gate; days operated, 3.

WEATHER: Good.

PLANT FACILITIES: Race track size, half mile; grandstand, burned; area of grounds, 20 acres; estimated current valuation of the plant, \$6,000; square feet under cover available for commercial exhibits, 1,200; number of local commercial exhibits, 10. New construction planned when materials are available: grandstand for 1,500 people, hog barn, sheep barn, horse barn, farm products building, poultry building.

ADMINISTRATION: President, W. Irving Brown; secretary, Lloyd W. Chalcraft. 1947 dates, August 27-29.

Mercer County Fair, Aledo

TOTAL ATTENDANCE: Front gate, paid, 11,353; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; cold or cloudy 1 day, 1 night; total paid grandstand admissions — days, 3,800; nights, 3,000.

RECEIPTS: Gate, \$6,986.80; grandstand, \$2,729.60; carnival and concession space, \$2,923.59; commercial exhibits, \$600; other receipts, \$3,858.42.

RACING: 3 days; purses for horse races, \$3,600.

AID, PREMIUMS: State aid, \$6,200; total estimated premiums paid out, excluding races, \$7,012.75.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 52 acres; estimated current valuation of the plant, \$30,000; square feet under cover available for commercial exhibits, 10,800; number of local commercial exhibits, 25; number of exhibitors in auto show, 1. New construction planned when materials are available: reconstruct race-track, build new race barns and paint all buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$975; acts booked thru Edna Deal and Ray Schult.

ADMINISTRATION: President, Virgil A. Nelson; secretary, John W. McHard; superintendent of commercial exhibits, concessions and grounds, Ora Lambert; superintendent of speed, Ira Colbert; publicity director, Les Stone.

Northern Illinois Fair, Belvidere

TOTAL ATTENDANCE: Front gate, 11,112; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain, night; cold or cloudy, 1 day; total paid grandstand admissions, 2,473, day and night.

RECEIPTS: Gate, \$5,793.10; grandstand, \$1,712; concession space, \$1,565; other receipts, \$162.67.

RACING: 3 days of harness and running races, purses for horse races, \$5,575.

AID, PREMIUMS: State aid, \$3,107.54; total estimated premiums paid out, excluding races, \$2,464.11.

PLANT FACILITIES: Race track size,

half mile; grandstand seating capacity, 1,500; area of grounds, 26 acres; estimated current valuation of the plant, \$40,000.

GRANDSTAND ATTRACTIONS: Wonder Bros.' Circus and *Summer-Time Follies of 1946*. Produced by and booked thru Boyle Woolfolk Agency.

ADMINISTRATION: President and superintendent of concessions, C. J. Wolf; secretary, superintendent of speed and publicity director, George Marshall; superintendent of grounds, Vincent Spencer.

Sandwich Fair, Sandwich

TOTAL ATTENDANCE: Front gate, 35,000; days operated, 5; nights operated, 5.

WEATHER: Good, 5 days, 4 nights; rain, 1 night; total paid grandstand admissions—days, 8,000; nights, 10,000.

RECEIPTS: Gate, \$12,301; grandstand, \$11,132; carnival, commercial exhibits and concession space, \$5,372; other receipts, \$22,000.

RACING: 3 days; purses for horse races, \$4,970.

GRANDSTAND RECEIPTS: \$1,400; 1 day rained out; auto thrill show (night rained out).

AID, PREMIUMS: State aid \$4,100; total estimated premiums paid out, excluding races, \$5,700.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 81 acres; estimated current valuation of the plant, \$50,000. New construction planned when materials are available: rest rooms, sewage disposal plant and water system, outdoor stage, barns and garbage incinerator.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$5,000; name of revue, Woolfolk's *Summer Follies*; produced by Boyle Woolfolk; acts booked thru Woolfolk.

ADMINISTRATION: President and publicity director, Chas. Howison; secretary, C. R. Brady; superintendent of concessions and commercial exhibits, Phillip Brady; superintendent of grounds, H. L. Darnell; superintendent of speed, C. H. Hough. 1947 dates, September 3-7.

Whiteside County Fair, Morrison

TOTAL ATTENDANCE: Front gate, 45,000; paid admissions, 40,000; days operated, 4; nights operated, 4.

WEATHER: Good. RECEIPTS: Gate, \$9,500; grandstand, \$6,000; concession space, \$5,600; carnival, \$2,200; other receipts, \$6,000.

RACING: 4 days; purses for horse races, \$9,800.

AID PREMIUMS: State aid, \$7,400. Total estimated premiums paid out, excluding races, \$8,600.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,400; area of grounds 80 acres; estimated current valuation of the plant, \$80,000; number of local commercial exhibits, 40; number of exhibitors in trailer show 2; new construction planned when materials are available: new barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$2,550. Revue produced by and booked by Boyle Woolfolk, Chicago.

ADMINISTRATION: President and superintendent of grounds, Miles Hannis; secretary, V. M. Dearing; superintendent of concessions and commercial exhibits, W. R. Bealer; superintendent of speed, George Weaver; date and place of annual meeting of fair board, Morrison, in January. 1947 dates, August 28, 29, 30-31 (tentative).

current valuation of the plant, \$10,000; new construction planned when materials are available: Double capacity of grandstand with box seats.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$840. Acts booked thru Joe C. Smith Amusement Company.

ADMINISTRATION: President, Lee W. Mitchell; secretary, Noble C. Johnson; superintendent of concessions, Clarence Bowers; superintendent of grounds, O. L. Cook; superintendent of speed, Carl M. Stewart; publicity director, Frederick Batt.

Fayette County Free Fair, Connersville

WEATHER: Good, 3 days, 3 nights. RECEIPTS: Grandstand, over \$3,000; concession space, \$10,600.

RACING: 2 days of harness races. Grandstand receipts for horse races, over \$2,000; purses for horse races, \$3,000.

AID, PREMIUMS: County aid, \$1,000; total estimated premiums paid out, excluding races, \$1,800.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 120 acres; estimated current valuation of the plant, \$15,000; number of local commercial exhibits, 25. New construction planned when materials are available: livestock building.

GRANDSTAND ATTRACTIONS: Thrill show 2 days and 2 nights.

ADMINISTRATION: President, Hugh Dickey; secretary, Erb Hanson; superintendent of concessions, commercial exhibits, and grounds, J. H. Mount; superintendent of speed, Erny Cadwell; publicity director, E. I. Higgs.

Fulton County 4-H Fair, Rochester

Days operated 4, nights operated 4. WEATHER: Good. ADMINISTRATION: President, J. G. Newcom; secretary, Fred Rankin; superintendent of concessions, Merle Craig. 1947 dates, August 5-8. (Tentative).

INDIANA

Farmers and Merchants Fair, Salem

TOTAL ATTENDANCE: Free gate; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; 1 day and 1 night entirely rained out.

RECEIPTS: Grandstand, \$644. RACING: 2 days of harness races; grandstand receipts for horse races, \$356; purses for horse races, \$1,200.

AID, PREMIUMS: County aid, \$1,500; other aid \$800, 4-H Club; total estimated premiums paid out, excluding races, \$1,000.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 500; area of grounds 27 acres; estimated

KANSAS STATE

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Largest and Most Complete Farm and Industrial Machinery Show in the Middle West.

NIGHT GRANDSTAND: Barnes-Carruthers State Fair Revue of 1946, No. 1 Unit.

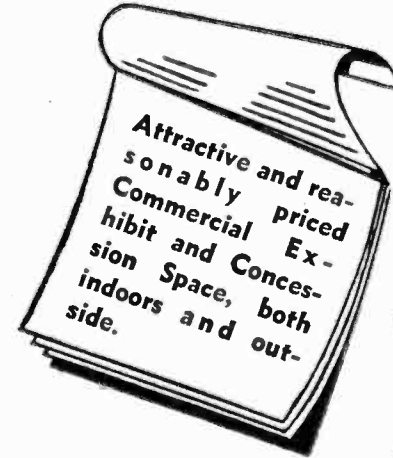
AFTERNOON GRANDSTAND ATTRACTIONS:
Three Automobile Racing Programs.
Two Afternoon Motorcycle Races.
One Thrill Show.

ON THE MIDWAY: Cavalcade of Amusements.

BUILDING A BIGGER AND GREATER KANSAS STATE FAIR FOR 1947



PERRY H. LAMBERT
PRESIDENT



S. M. MITCHELL
SECRETARY

Knox County Fair, Bicknell

TOTAL ATTENDANCE: Paid admissions, 20,000; days operated, 5; nights operated, 5.

WEATHER: Rained each day.

PREMIUMS: Total estimated premiums paid out, \$2,000.

PLANT FACILITIES: Grandstand seating capacity, 2,000; area of grounds, 6 acres; square feet under cover available for commercial exhibits, 12,000 to 15,000; number of local commercial exhibits, 50; number of exhibitors in auto show, 3. New construction planned when materials are available: administration, stock and women's buildings.

GRANDSTAND ATTRACTION: Renfro Valley Folks.

ADMINISTRATION: President, J. E. Carrico; secretary, T. Perry Wesley. 1947 dates, August 12-16 (tentative).

Miami County 4-H Club and Livestock Show, Peru

TOTAL ATTENDANCE: No count, free gate; days operated 3, nights operated 3.

WEATHER: Good 2 days, 1 night; rain, cold or cloudy 1 day, 2 nights. Total paid grandstand admissions—nights, \$1,160.

RECEIPTS: Grandstand, \$584.75; Concession space, \$110.25; commercial exhibits, \$879.75; carnival, \$490.65; other receipts, \$1,789.68.

GRANDSTAND RECEIPTS: Total, \$584.75.

AID, PREMIUMS: County aid, \$200; total estimated premiums paid out, \$2,040.66.

PLANT FACILITIES: Grandstand seating capacity, 2,000; area of grounds, 10 acres; square feet under cover available for commercial exhibits, 8,000; number of commercial exhibits, 30; number of exhibitors in auto show, 2; number of exhibitors in truck show, 1; new construction planned when materials are available, several buildings, comprised of concrete floor and roof.

GRANDSTAND ATTRACTIONS: Cost, \$410; show produced by Kay Keiser.

ADMINISTRATION: President, H. R. Wilson; secretary, Robert A. Radel; superintendent of commercial exhibits, C. B. Leffert; superintendent of grounds, Herbert Grogg; publicity director, H. R. Parsons; 1947 dates, August 5-9.

Parke County Fair, Rockville

TOTAL ATTENDANCE: Gate free (Est. 45,000); days operated, 5; nights operated, 5.

WEATHER: Good, 3 days, 3 nights; rain 2 days, 2 nights.

RECEIPTS: Concession space, \$1,000; commercial exhibits, \$100; donations, \$1,000; ride and shows, \$1,300.

AID, PREMIUMS: County aid, \$1,480; total estimated premiums paid out, \$1,400.

PLANT FACILITIES: Number of local commercial exhibits, 10.

ATTRACTIONS: Cost of free acts, \$1,000; booked thru Kay Keiser, Indianapolis.

ADMINISTRATION: President, Lee Wimmer; secretary, superintendent of concessions, commercial exhibits and grounds, Earl G. Swaim. Date and place of annual meeting of fair board, January, 1947, Rockville. 1947 dates, August 12-16 (tentative).

Putnam County Fair, Greencastle

TOTAL ATTENDANCE: Free gate; days operated, 6; nights operated 6.

WEATHER: Good, 4 days, 4 nights; rain, 2 days, 2 nights; cold or cloudy, 4 days, 4 nights.

RECEIPTS: Concession space and carnival \$1,500; other receipts, \$4,500.

AID, PREMIUMS: County aid, \$2,500; other aid, \$300; total estimated premiums paid out, \$2,700.

ADMINISTRATION: President, Carl Arnold; secretary, Roy C. Sutherland; superintendent of concessions and commercial exhibits, Jacob Hirt; superintendent of grounds, Fred Pease; publicity director, Eugene Akers.

Spencer County Fair, Rockport

TOTAL ATTENDANCE: Front gate, 20,000; days operated, 3; nights operated, 4.

WEATHER: Good; total paid grandstand admissions, days, free; nights, 8,000.

RECEIPTS: Gate, \$7,000; grandstand, \$3,000; concession space, \$1,500; commercial exhibits, \$250; carnival, \$1,090; other receipts, \$1,500.

RACING: 3 days of horse races; purses

for horse races, \$2,800; horse show 2 nights, \$2,000.

AID, PREMIUMS: County aid, 4-H Club; total estimated premiums paid out, excluding races, \$2,200.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds 29 acres; estimated current valuation of the plant, \$20,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,100. Acts booked thru WLS and Barnes-Carruthers.

ADMINISTRATION: President, Salem Parker; secretary, Harold L. Hargis; superintendent of concessions, Laird Schoenfeld; superintendent of speed, R. R. Ritchie.

IOWA

Buchanan County Fair, Independence

TOTAL ATTENDANCE: Front gate, 10,866 paid; days operated, 4; nights operated, 4.

WEATHER: Good, 2 days, 2 nights; rain, 2 days, 2 nights; total paid grandstand admissions—days, 4,000; nights, 5,000.

RECEIPTS: Gate, \$4,812.41; grandstand, \$2,404.26; carnival and concession space, \$2,707.96; commercial exhibits, \$995.

RACING: 2 days; purses for horse races, \$1,200.

AID, PREMIUMS: State aid, \$2,000; county aid, \$1,147.37; total estimated premiums paid out, excluding races, \$3,518.15.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 22 acres; estimated current valuation of the plant, \$50,000; number of national commercial exhibits, 1; number of local commercial exhibits, 50; number of exhibitors in auto show, 3. New construction planned when materials are available: 4-H dormitory, training barn, dining hall, fence.

GRANDSTAND ATTRACTIONS: Cost,

\$2,600; show booked thru Irving Grossman, Gus Sun office, Des Moines.

ADMINISTRATION: President, George MacArthur; secretary, publicity director and superintendent of concessions, commercial exhibits and grounds, B. O. Gates; superintendent of speed, W. Barshe. 1947 dates, August 11-15.

Butler County Fair, Allison

TOTAL ATTENDANCE: Front gate, 7,738; days operated, 3; nights operated, 3.

WEATHER: Light rain all entry day; threatened all 3 nights; last two nights rained out at the half way mark; total paid grandstand admissions—days, 995; nights, 2,750.

RECEIPTS: Gate, \$3,474.14; grandstand, \$1,198.59; commercial exhibits, \$243.85; purses for horse races, \$500.

AID, PREMIUMS: State aid, \$1,408.30; county aid, \$1,500; total estimated premiums paid out, excluding races, \$1,869.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,350; area of grounds, 22 acres; estimated current valuation of the plant, \$25,000; square feet under cover available for commercial exhibits, 500; number of local commercial exhibits, 5. New construction planned when materials are available: Lighting system to be overhauled.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,000; name of revue, Laff Parade of 1946; produced by Gus Sun; acts booked thru Irving Grossman, Gus Sun Agency.

ADMINISTRATION: President, superintendent of grounds, J. Francis Allan; secretary, superintendent of concessions and commercial exhibits, Virgil E. Shepard; superintendent of grounds, J. Francis Allan; superintendent of speed, Dr. E. C. Weisbard. 1947 dates, August 13-16 (tentative).

Cedar County Fair, Tipton

TOTAL ATTENDANCE: Front gate, 8,000; paid admissions, 7,000; days operated 3; nights operated, 3.

WEATHER: Good; total paid grand-

(Continued on page 40)

1946 WAS A GREAT YEAR IN THE HISTORY OF THE "SHOW ME" STATE

Missouri STATE FAIR SEDALIA

Educational Exhibits

Agricultural Exhibits

Livestock Exhibits

Horse Racing and Auto Races

Horse Show and Thrill Show

Stage Show

Great Carnival

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— AUGUST 17-24 —



ROY S. KEMPER Secretary

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- ABA Theatrical Agency
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Bob Price
- Edgar Allen
Midland Bldg., Kansas City
Edgar Allen
- Associated Artists
Barnett Bank Bldg., Jacksonville, Fla.
Earl Newberry, Jimmie Van Cise
- Barnes-Carruthers Agency
121 N. Clark St., Chicago
Sam J. Levy, M. H. Barnes, Fred Kressman, Rube Leibman, Billy Senior, Randolph and Gertrude Avery, Leo Overland and Jimmy Lynch.
- Sidney Belmont
304 Fullerton Bldg., St. Louis
Sidney Belmont
- Ruth Best
Sinton Hotel, Cincinnati
Ruth Best
- Joe Bren Entertainment Service
707 S. Broadway, Los Angeles
Joe Bren
- Brill Theatrical Agency
815 S. Hill St., Los Angeles
Charles Spellman
- Kathryn Burns
411 W. 7th St., Los Angeles
Kathryn Burns
- Harry Cooke
246 W. King St., Lancaster, Pa.
Harry Cooke
- Edna Deal-Ray Shute
Arcade Bldg., St. Louis
Edna Deal, Ray Shute
- Lou Dorn Theatrical Agency
6021 Hollywood Blvd., Hollywood
Lou Dorn
- Fanchon & Marco
Paramount Theater, 323 W. 6th St. Los Angeles
Russell A. Stapleton
- Garden Brothers
General Amusements Co., Toronto
W. A. Garden
- General Amusement Corp.
360 N. Michigan Ave., Chicago
Harold Rosen
- Gladden's Theatrical & Fair Booking Assn.
54 W. Randolph, Chicago
Max Landau
- Ruth Gould Agency
1107 N. Western Ave., Los Angeles
Ruth Gould, Harry Gould
- Irving Grossman Agency
Plymouth Bldg., Des Moines
Irving Grossman
- George A. Hamid, Inc.
10 Rockefeller Plaza, New York
George A. Hamid, George A. Hamid Jr., Juan M. Caloca, Herman Blumenfeld, Joseph Hughes, Dave Solti, Leo Grund
722 Empire Bldg., Pittsburgh
Frank Cervone
260 Tremont St., Boston
Jacy Collier, Henry Cogert
- George Hamilton
Walker Theater, Winnipeg
George Hamilton
- Hoosier Hop Artists
Radio Station WOWO Fort Wayne, Ind.
Harry K. Smythe
- KSTP Artists' Bureau
Radio Station KSTP, Minneapolis
San Levitan
- John C. Jackel
409 W. 50th St., New York
John C. Jackel
- Jolly Joyce Agency
Earle Theater Bldg., Philadelphia
Jolly Joyce
- Carl A. Klein
New Waterford, O.
Carl A. Klein
- Ray S. Kneeland Amusement Booking Service
75 1/2 West Chippewa St., Buffalo, N. Y.
- Grover LaRose Agency
Paul Brown Bldg., St. Louis
Grover LaRose
- Harry V. LaVan
1534 Beville St., New Orleans
Harry V. LaVan
- Bert Levey Theatrical Agency
6425 Hollywood Blvd., Hollywood
George Hunt
- Al Martin
Hotel Bradford, Boston
Al Martin
- Frank Melville
1560 Broadway, New York
Frank Melville
- J. C. Michaels
5829 Virginia Ave., Kansas City
J. C. Michaels
- Music Corporation of America
9200 Wilshire Blvd., Beverly Hills, Calif.
Eames Bishop
430 N. Michigan Ave., Chicago
- Northwest Booking Agency
Minneapolis
Jule Miller
- Performers' Consolidated Attraction Co.
645 N. Clark St., Chicago
Toby Wells
- Premier Theatrical Agency
411 W. 7th St., Los Angeles
Vance Pease, Captain DeZita
- Ringling-Walters Agency
P. O. Box 59, Inglewood, Calif.
Marjorie Ringling, Harvey Walters
- Ethel Robinson Agency
Room 413, 155 N. Clark, Chicago
Ethel Robinson
- Tommy Sacco Agency
203 N. Wabash Ave., Chicago
Tommy Sacco
- Charles L. Sasse Agency
18 Kennedy Road, Morris Plains, N. J.
Charles L. Sasse
- Joe J. Smith Agency
Fullerton Bldg., St. Louis
Joe J. Smith
- Gus Sun Booking Agency
Regent Theater Bldg., Springfield, O.
Gus Sun Jr., Bob Shaw
- Walter Trask Theatrical Agency
416 W. 8th St., Los Angeles
Walter Trask, Monroe Jockers, Sidney Schallman
- Truex-Drake Enterprises
217 S. Water St., Wichita
C. B. Truex
712 Midland Bldg., Kansas City
Tom Drake
- United Booking Agency
Detroit
Harry H. Leuders
- Voorhees & Fleckles
32 W. Randolph St., Chicago
Reginal Voorhees, L. N. Fleckles
- WLS Artists' Bureau
130 W. Washington St., Chicago
Earl Kurtz, George Ferguson
- WLW Promotions, Inc.
140 W. 9th St., Cincinnati
Bill McCluskey
- Al Wager Theatrical Agency
707 S. Broadway, Los Angeles
Al Wager
- Art Whiting Agency
5746 Sunset Blvd., Hollywood
Art Whiting, Edna Scofield
- Williams & Lee
464 Holly Ave., St. Paul
Gladys Williams, Billy Lee
- Frank Wirth Agency
10 Rockefeller Plaza, New York
Frank Wirth, B. Ward Beam
- Boyle Woolfolk Agency
203 N. Wabash Ave., Chicago
Boyle Woolfolk, George F. Flint, F. M. Shortridge and Roland Ade.
- Ernie A. Young Agency
Room 810, 155 N. Clark St., Chicago
Ernie Young, Frank R. Winkley, Lucille Young
- Charles Zemater
54 W. Randolph St., Chicago
Charles Zemater



TULSA

STATE FAIR

TULSA, OKLAHOMA

SUCCESSFULLY REVIVED
THIS YEAR *Breaking*
PREVIOUS RECORDS

CROWD
EXHIBIT
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THANKS

To the Concessionaires and Exhibitors for their cooperation in making the STATE FAIR OF TEXAS a record-breaking exposition this year. The 1,641,986 visitors to the exposition called you "TOPS."

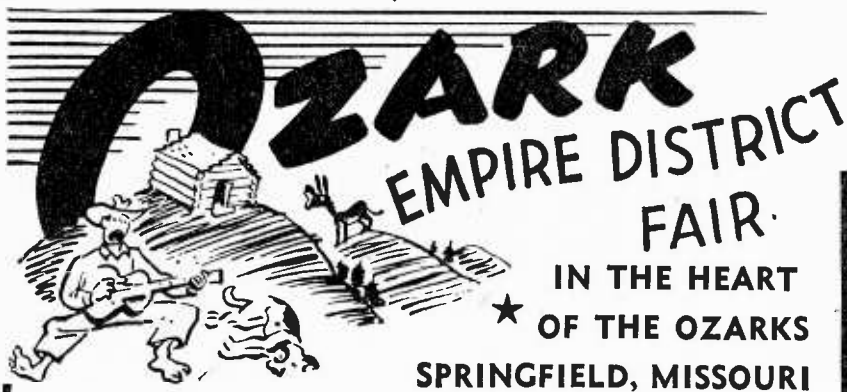
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DALLAS 10, TEXAS





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SPRINGFIELD, MISSOURI

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TO FOLLOW THE MIDDLE WEST CIRCUIT

STARTING HERE AUGUST 9-15, 1947

Followed by Ten Consecutive Weeks at the Largest Fairs in
the Middle West

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INDEPENDENT MIDWAY — COMMERCIAL & INDUSTRIAL EXHIBIT SPACE —
COMPLETE LIVESTOCK CLASSIFICATIONS — HORSE RACING — HORSE SHOWS —
NEW AND MODERN BUILDINGS — DIVERSIFIED GRANDSTAND ATTRACTIONS

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NEBRASKA STATE FAIR LINCOLN

ALL RECORDS BROKEN THIS YEAR

Watch for further details and
announcements regarding the
1947 Nebraska State Fair.

BIGGER AND BETTER NEBRASKA STATE FAIR IN 1947

October 31 - September 5, Inclusive

A. A. RUSSELL
President

EDWIN SCHULTZ
Secretary

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 38)

stand admissions—days, 3,500; nights, 1,700.

RECEIPTS: Gate, \$3,532; grandstand, \$1,700; concession space, \$609.

RACING: 2 days of horse races; 1 day of midget auto races.

AID, PREMIUMS: State aid, \$1,620; county aid, \$3,500; total estimated premiums paid out, excluding races, \$2,177.

PLANT FACILITIES: Race-track size, half mile; area of grounds 42 acres; estimated current valuation of the plant, \$25,000; square feet under cover available for commercial exhibits, \$800. New construction planned when materials are available: Free act platform.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$950; acts booked thru E. W. Williams, Manchester, Ia.

ADMINISTRATION: President, Earl M. J. Escher; secretary, C. S. Miller; superintendent of concessions, Henry Williams; superintendent of speed, Jack Spear.

Clay County Fair, Spencer

TOTAL ATTENDANCE: Front gate, 199,673; paid admissions, 155,000; days operated, 6; nights operated, 6.

WEATHER: Good, 5 days, 4 nights; rain, 1 day, 2 nights.

RECEIPTS: Gate, \$51,368.04; grandstand, \$60,657.10; concession space, \$24,080.01; carnival, \$7,622.67; other receipts, \$14,114.10.

RACING: 3 days; purses for horse races, \$4,681.20; 2 days of big car auto races.

AID, PREMIUMS: State aid, \$2,000; total estimated premiums paid out, excluding races, \$10,838.30.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,850; area of grounds, 80 acres; estimated current valuation of the plant, \$365,000; number of exhibitors in auto show, 12; number of exhibitors in truck show, 6.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions exclusive of racing and thrill shows, \$10,000; show booked thru Barnes-Carruthers office, Chicago.

ADMINISTRATION: President, L. A. Witter; secretary, W. J. Knipe; superintendent of concessions, R. H. Miller; superintendent of grounds, A. R. Rogers; superintendent of speed, J. W. Cory, Jr.

Clinton County Farm Bureau Festival, DeWitt

TOTAL ATTENDANCE: Front gate, 750; admission, free; days operated, 4.

WEATHER: Good, 3 days; rain 1 day.

AID, PREMIUMS: State aid, \$2,000 (est.); total estimated premiums paid out, \$2,955.38.

PLANT FACILITIES: Area of grounds, 5 acres; estimated current valuation of the plant, \$12,750. New construction planned when materials are available: 4-H Club girls' building, 4-H Club boys' barn.

ADMINISTRATION: President, Roy L. Traver; secretary, Lyle Haring. 1947 dates, August 12-15.

Decatur County 4-H Club Fair, Leon

TOTAL ATTENDANCE: Front gate, 8,000; free gate; days operated, 3; nights operated, 3.

WEATHER: Good.

AID, PREMIUMS: State aid, \$1,200; county aid, \$1,550; total estimated premiums paid out, excluding races, \$1,600.

PLANT FACILITIES: Area of grounds, 10 acres; estimated current valuation of the plant, \$12,000; number of local commercial exhibits, 4. New construction planned when materials are available; horticultural building and livestock barn.

ADMINISTRATION: President, W. A. Reed; secretary, W. B. Halstead.

Greene County Fair, Jefferson

TOTAL ATTENDANCE: Front gate, 8,400; paid admissions, 7,800; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 2 nights; rain, 1 night; total paid grandstand admissions—days, 1,500; nights, 2,500.

RECEIPTS: Gate, \$3,564; grandstand, \$2,251.10; concession space, \$86; carnival, \$695.45; other receipts, \$3,300.

RACING: 2 days of harness races; grandstand receipts for horse races,

\$985; purses for horse races, \$1,100.

AID, PREMIUMS: State aid, \$1,510; county aid, \$1,804; total estimated premiums paid out, excluding races, \$1,800.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 40 acres; estimated current valuation of the plant, \$30,000; number of local commercial exhibits, 10. New construction planned when materials are available: Cattle barn, hog barn, 4-H Club building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,500; name of revue, *Fun Fair Follies*, produced by Lee & Williams.

ADMINISTRATION: Secretary, D. E. Lyons; superintendent of speed, Bash Balsom.

Kossuth County Fair, Algona

TOTAL ATTENDANCE: Front gate, 11,000; paid admissions, 8,556; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 3 nights; rain, 1 day, 1 night; total paid grandstand admissions—days 2,568; nights, 2,815.

RECEIPTS: Gate, \$3,422.40; grandstand, \$2,691.50; carnival and concession space, \$1,071.17; commercial exhibits, \$180; other receipts, \$845.07.

AID, PREMIUMS: State aid, \$2,000; county aid, \$5,000; total estimated premiums paid out, \$3,489.75.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 40 acres; estimated current valuation of the plant, \$75,000; square feet under cover available for commercial exhibits, 6,000; number of local commercial exhibits, 12.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,000; acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, A. A. Schipull; secretary, A. L. Brown.

Lee County Fair, Donnellson

TOTAL ATTENDANCE: Front gate, 12,982; paid admissions, 12,982; days operated 3; nights operated, 4.

WEATHER: Good, 2 days, 4 nights; rain 1 day; total paid grandstand admissions—days, \$3,835; nights, \$6,000.

RECEIPTS: Gate, \$6,331.75; grandstand, \$4,512.35; concession space, \$507.60.

RACING: 3 days of horse races.

AID, PREMIUMS: State aid, \$1,940.64; county aid, \$1,500; other aid, \$400; total estimated premiums paid out, excluding races, \$7,259.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,700; area of grounds, 24 acres; estimated current valuation of the plant, 30,000; square feet under cover available for commercial exhibits, 8,000; number of local commercial exhibits, 25; number of exhibitors in auto show, 5; number of exhibitors in truck show, 2.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,100; acts booked thru Boyle Woolfolk.

ADMINISTRATION: President, I. C. Bell; secretary and publicity director, C. I. Redfern; superintendent of concessions and commercial exhibits, A. D. Krebill; superintendent of speed, W. W. Schmitt. 1947 dates, July 22-25 (tentative).

Lyon County Fair & Rock River Rodeo, Rock Rapids

TOTAL ATTENDANCE: Front gate, 15,000; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 2 nights; rain, 1 night; total paid grandstand admissions—days, 4,433, nights, 4,798.

RECEIPTS: Gate, \$5,790.50; grandstand, \$6,420.75; concession space, \$1,079.50; commercial exhibits, \$172.

GRANDSTAND RECEIPTS: \$6,420.75. AID, PREMIUMS: State aid, \$518.99; total estimated premiums paid out, excluding races, \$648.74.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,600; area of grounds, 26 acres; estimated current valuation of the plant, \$35,000; number of local commercial exhibits, 5; number of exhibitors in auto show, 2; number of exhibitors in truck show, 3. New construction planned when materials are available: hard wood floor

dance hall, additional toilets and dressing rooms.

GRANDSTAND ATTRACTIONS: Rodeo, 3 days, 3 nights.

ADMINISTRATION: President, George O. Anderson; secretary, Edward E. Frank; superintendent of concessions, W. E. Creglow; superintendent of commercial exhibits, Francis Van Anne; superintendent of grounds, Wallace Mitchell; publicity director, Ed. E. Frank.

Mississippi Valley Fair, Davenport

TOTAL ATTENDANCE: Front gate, 51,839; paid admissions, 48,258; days operated, 5; nights operated, 6.

WEATHER: Good, 3 days, 3 nights; rain 2 days, 1 night; total paid grandstand admissions—days, 7,874; nights, 8,269.

RECEIPTS: Gate, \$18,290.45; grandstand, \$17,734.86; concession space, \$2,040; commercial exhibits, \$3,971.95; carnival, \$6,525.82; other receipts, \$6,545.14.

RACING: 1 day of big car auto races. GRANDSTAND RECEIPTS: \$17,734.86; grandstand receipts for one day of thrill show, \$5,580.70. Other features; rodeo, 2 days and 1 night.

AID PREMIUMS: State aid, \$2,000; county aid, \$1,456.90; total premiums paid out, excluding races, \$5,749.15.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 5,610; area of grounds, 82 acres; estimated current valuation of the plant, \$102,500; square feet under cover available for commercial exhibits, 11,490; number of local commercial exhibits, 42.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows; \$5,000. Name of revue, Centennial Pageant, produced by John B. Rogers Producing Company.

ADMINISTRATION: President, Chester D. Salter; manager, Frank Harris; superintendent of concessions, Walter Dietz; superintendent of commercial exhibits, Edwin Rochau; superintendent of grounds, Cal Roseman; publicity director, Wm. O. Johnson.

Mitchell County Fair, Osage

TOTAL ATTENDANCE: Front gate, 8,550; days operated, 3; nights operated, 4.

WEATHER: Good, 3 days, 1 night; rain 8 nights.

RECEIPTS: Gate, \$4,157; grandstand, \$2,018.90.

RACING: 2 days of horse races; purses for horse races, \$1,347.33.

PREMIUMS: Total estimated premiums paid out, excluding races, \$3,747.35.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 21 acres; estimated current valuation of the plant, \$30,000. New construction planned when materials are available: new hog pavilion, making two.

GRANDSTAND ATTRACTIONS: Acts booked thru Irwin Grossman.

ADMINISTRATION: President, Frank Jacobs; secretary, Max Katz; superintendent of speed Walt McCoy, 1947 dates, August 14-17 (tentative).

O'Brien Livestock Show, Hartley

TOTAL ATTENDANCE: Front gate, 2,500; free gate.

WEATHER: Good, 2 days, 1 night of rain.

AID, PREMIUMS: State aid, \$732.52; other aid, \$534.25; total estimated premiums paid out, \$915.67.

GRANDSTAND ATTRACTIONS: Cost, \$150.

ADMINISTRATION: President, Clarence E. Smith; secretary, Kenneth B. Kramer.

Taylor County Fair, Bedford

WEATHER: Good, 5 days; 3 nights; cold or cloudy, 2 nights.

RECEIPTS: Gate, \$5,800.25; grandstand, \$2,359.12; concession space, \$553; other receipts, \$802.30.

RACING: 4 days of harness races; purses for horse races, \$3,342.

AID, PREMIUMS: State aid, \$1,461.75; county aid, \$623.88; total estimated premiums paid out, excluding races, \$1,945.35.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 30 acres; estimated current valuation of the plant, \$16,500; square feet under cover available for commercial exhibits, 300.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows;

\$4,331.77; name of revue, Passing Parade of 1946, produced by Gus Sun; acts booked thru Gus Sun, Barnes-Carruthers and E. W. Williams.

ADMINISTRATION: President and superintendent of speed, Dr. T. E. Anderson; secretary, superintendent of concessions and of grounds, and publicity director, Sid P. Webb.

Van Buren-Jefferson County Fair, Keosauqua

TOTAL ATTENDANCE: Front gate, 22,000; paid admissions, 17,500; days operated, 4; nights operated, 4.

WEATHER: Good, 1 day; 1 night; rain, 3 days; 3 nights; total paid grandstand admissions—days, 4,800; nights, 5,200.

RACING: 2 days of harness and running races. Purses for horse races \$1,200.

AID, PREMIUMS: State aid, \$2,000; county aid, \$1,400; total estimated premiums paid out, excluding races, \$2,950.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000 area of grounds, 33 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 2,000; number of national commercial exhibits, 2; number of local commercial exhibits, 14; number of exhibitors in auto show, 5; number of exhibitors in truck show, 2; number of exhibitors in trailer show, 2. New construction planned when materials are available: 4-H Club General Building, sheep barn, added race barn space, superintendent of races office, water department piping.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,200; name of revue Laugh a Lot; produced by Gus Sun; acts booked thru Gus Sun.

ADMINISTRATION: President, Clayton Sherod; secretary, Arthur J. Sacor; superintendent of concessions, Lucius Liddg; and publicity director, superintendent of commercial exhibits, Clarence Pedrich; superintendent of grounds, Ray Rodibaugh; superintendent of speed, Grant Nelson.

Wapello County Fair, Eldon

TOTAL ATTENDANCE: Front gate, 25,000; days operated, 3; nights operated, 4.

WEATHER: Good, 1 day, 2 nights; rain 2 days, 2 nights.

RECEIPTS: Gate, \$12,166.35; grandstand, \$11,407.20.

RACING: Two days.

AID, PREMIUMS: State aid, \$2,000; county aid, \$2,200; total estimated premiums paid out, excluding races, \$3,400.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 5 acres; estimated current valuation of the plant, \$50,000. New construction planned when materials are available: enlarge toilets, build speed barns.

ADMINISTRATION: President, F. W. Davis; secretary, L. W. Hall. 1947 dates, August 18-22.

Wayne County Fair, Corydon

TOTAL ATTENDANCE: Front gate, 3,579; days operated, 2; nights operated, 2; 1 day and night washed out by rain; rain also hurt one other night.

RECEIPTS: Gate, \$2,148.66; grandstand, \$1,064.45.

AID, PREMIUMS: State aid, \$1,505.52; total estimated purses paid out, excluding races, \$2,009.20.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 40 acres; estimated valuation of the plant, \$50,000; number of local exhibitors, 7. Improvements planned when materials are available: repairs to sheep and hog barns, beautification of the grounds.

GRANDSTAND ATTRACTIONS: Cost, \$2,540.96; National Barn Dance, WLS, and acts booked thru Irving Grossman, Gus Sun office.

ADMINISTRATION: President, J. E. Donald; secretary, O. K. Eugene.

Webster County Fair, Fort Dodge

TOTAL ATTENDANCE: Free gate; days operated, 3; nights operated 1.

WEATHER: Good.

AID, PREMIUMS: State aid, \$1,676.38; total estimated premiums paid out, \$2,293.97.

PLANT FACILITIES: Area of grounds, 14.6 acres; estimated current valuation of the plant, \$3,000. New construction planned when materials are available: livestock exposition building, 74 by 200;

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1947 DATES
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President

W. R. HIRSCH
Secretary-Manager

new wing, 74 by 50; new 4-H Club home, 60 by 114.

ADMINISTRATION: President, C. E. Warland; secretary, Floyd Huling. 1947 dates, August 18-20 (tentative).

KANSAS

Auburn Grange Fair, Auburn

TOTAL ATTENDANCE: Front gate, 1,000; admission free; days operated, 2; nights operated, 2.

WEATHER: Good.

PREMIUMS: Total estimated premiums paid out, \$250.

PLANT FACILITIES: Area of grounds, 1 block; square feet under cover available for commercial exhibits, 3,000.

ADMINISTRATION: President, John Henderson; secretary, Ina Cellers; superintendent of concessions, George Hoy.

Harper County Fair, Harper

TOTAL ATTENDANCE: Front gate, 4,500 (estimated); free gate; days operated, 4; nights operated, 3.

WEATHER: Good, 3 days, 4 nights; rain, 1 day.

AID, PREMIUMS: County aid, \$1,500; total estimated premiums paid out, \$1,250.

PLANT FACILITIES: Area of grounds, 4 lots; estimated current valuation of the plant, \$10,000; number of local commercial exhibits, 8.

ADMINISTRATION: President, A. O. McIntire; secretary, R. E. Dresser; superintendent of concessions, Ralph Lew; superintendent of commercial exhibits, C. V. Terrell; superintendent of grounds, J. W. Minger; publicity director, Ray A. Reazin. 1947 dates, October 14-17 (tentative).

Haskell County Fair, Sublette

WEATHER: Good.

RECEIPTS: Gate, \$2,000.

PLANT FACILITIES: Race-track size, half mile; area of grounds, 30 acres. New construction planned when materials are available: grandstand and fences. Also plan to plant trees.

ADMINISTRATION: Secretary, Frank McCoy.

Kansas Free Fair, Topeka

TOTAL ATTENDANCE: Free gate; days operated, 7; nights operated, 7.

WEATHER: Good, 5 days, 5 nights; rain 2 days, 2 nights; total paid grandstand admissions—days and nights, 102,811.

RACING: Three days of big car auto races.

GRANDSTAND RECEIPTS: \$24,000; grandstand receipts for one day thrill show, \$9,000.

AID, PREMIUMS: State aid, \$5,000; county aid, \$16,000; total estimated premiums paid out, excluding races, \$24,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 10,000; area of grounds, 88 acres; estimated current valuation of the plant, \$750,000; square feet under cover available for commercial exhibits, 25,000; number of national commercial exhibits, 21; number of local commercial exhibits, 175. New construction planned when materials are available: swine and sheep barn, exhibit building, concrete roads, new entrances and new parking lots.

GRANDSTAND ATTRACTIONS: *State Fair Revue*, produced by Barnes-Carruthers. Rodeo 3 days.

ADMINISTRATION: President, D. E. Ackers; secretary, William Delecks; superintendent of concessions and commercial exhibits, Russell Brown; superintendent of grounds, Roy Stratton; superintendent of speed, publicity director, Clive Lane.

Kansas State Fair, Hutchinson

TOTAL ATTENDANCE: Front gate, 315,000; days operated, 6; nights operated, 7.

WEATHER: Good, 5 days, 6 nights; rain, 1 day; cold or cloudy, 1 night.

RACING: Horse races and 3 days of big cars and 2 days of motorcycle races.

AID, PREMIUMS: State aid, \$24,500; total estimated premiums paid out, excluding races, \$35,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 12,500; area of grounds, 192 acres; estimated current valuation of the plant, 1,500,000; square feet under cover for commercial exhibits, 26,000; number of national commercial exhibits, 27; number of local commercial exhibits, 49. New construction planned when materials are

available: new cattle and horse barns to be constructed from concrete.

GRANDSTAND ATTRACTIONS: Name of revue, *State Fair Revue of 1946*; produced by and booked thru Barnes-Carruthers Theatrical Enterprises, Chicago.

ADMINISTRATION: President, Perry H. Lambert; secretary, S. M. Mitchell; superintendent of concessions, E. Hutton; superintendent of commercial exhibits, R. W. Mitchell; superintendent of grounds, P. T. Jacobs; publicity director, Frank T. Fee. Date, place of annual meeting of fair board, January 8-10, Topeka, Kan.; 1947 dates, September 13-19 (tentative).

Leavenworth County Fair, Tonganoxie

TOTAL ATTENDANCE: No count; free gate; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 1 night; rain, 1 day, 2 nights; total paid grandstand admissions—days, none; nights, 1,000.

RECEIPTS: Grandstand, \$700; concession space, \$130; carnival, \$320.

AID, PREMIUMS: County aid, \$1,500; total estimated premiums paid out, excluding races, \$1,500.

PLANT FACILITIES: Grandstand seating capacity, 500; area of grounds, 6 acres; estimated current valuation of the plant, \$5,000. New construction planned when materials are available: exhibit building.

ADMINISTRATION: President, M. F. Black; secretary, George L. Baker; superintendent of commercial exhibits and concessions, George L. Baker.

Miami County Free Fair, Paola

CANCELED: 1946, due to Polio.

PLANT FACILITIES: Park stadium, seating 4,000, is used. New construction planned when materials are available, livestock shed, home economics building, agricultural exhibit building and toilets.

ADMINISTRATION: President, Albert Durkee; superintendent of concessions, Charles Stoker; secretary, superintendent of grounds, L. L. Lauver; superintendent of speed, Deak Senate; dates, place of annual meeting, December 10, Paola. 1947 dates, August 14-16 (tentative).

North Central Kansas Free Fair, Belleville

TOTAL ATTENDANCE: No count; free gate; days operated, 5; nights operated, 4.

WEATHER: Good, 5 days, 3 nights; rain, 1 night; cold or cloudy, 1 night.

RECEIPTS: Grandstand, \$18,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 8,000; estimated current valuation of the plant, \$100,000. New construction planned when materials are available: swine barn.

Pratt County Free Fair, Pratt

TOTAL ATTENDANCE: Front gate, 2,500 (estimated); free gate; days operated, 3; nights operated, 2.

WEATHER: Good, 1 day, 1 night; rain, 1 day; cold or cloudy, 2 days.

AID, PREMIUMS: County aid, \$350; total estimated premiums paid out, \$700.

PLANT FACILITIES: Area of grounds, 12 acres.

ADMINISTRATION: President, J. R. Cooper; secretary, Charles Baker; superintendent of concessions, E. M. Baker; superintendent of commercial exhibits, Merle Lambert; superintendent of grounds, Milo Hilton.

Sylvan Grove Fair, Sylvan Grove

TOTAL ATTENDANCE: Front gate, 4,823; paid admissions, 3,892; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night.

AID, PREMIUMS: County aid, \$949.63; total estimated premiums paid out, \$846.75.

PLANT FACILITIES: Grandstand seating capacity, 1,300; area of grounds, 20 acres. New construction planned when materials are available: 4-H building, covering all departments.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,007; acts booked thru J. C. Michaels Attractions.

ADMINISTRATION: President, Lewis Williams; secretary, C. M. Hurlbut; superintendent of concessions, W. A. Buzick; superintendent of grounds, L. L. Ensign; publicity director, Charles Smith.

Thomas County Free Fair, Colby

TOTAL ATTENDANCE: Front gate, 12,000 (estimated); free gate; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 3 nights; rain 1 day, 1 night; total paid grandstand admissions—days, 4,737; nights, 5,594.

RECEIPTS: Grandstand, \$8,456.64; concession space, \$408; commercial exhibits, \$175; carnival, \$1,500.90; other receipts, \$500.

RACING: Four days of harness and running races; grandstand receipts for horse races, \$3,605.81; purses for horse races, \$2,525.

GRANDSTAND RECEIPTS: \$4,850.30; grandstand receipts for thrill show, 1 day 1 night, \$2,868.01; horse show, 1 night, \$808.45.

AID: County aid, \$1,300; total estimated premiums paid out, excluding races, \$1,300.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 40 acres; estimated current valuation of the plant, \$100,000; square feet under cover available for commercial exhibits, 6,000; number of local commercial exhibits, 25; number of exhibitors in auto show, 4; number of exhibitors in truck show, 4. New construction planned when materials are available: dance pavilion, 40 by 100 feet; and ornamental entrance.

GRANDSTAND ATTRACTIONS: Cost, \$1,000; show booked thru Truex & Drake, Wichita, Kan.

ADMINISTRATION: President, and superintendent of speed William Garrett; secretary, superintendent of concessions, commercial exhibits and grounds, and publicity director, J. B. Kuska; dates, place of annual meeting, December 10. Colby. 1947 dates, August 12-15.

Trego County Free Fair, Wakeeney

TOTAL ATTENDANCE: No count; free gate; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 4 nights; rain, 1 day; total paid grandstand admissions — days, \$3,446.72; nights, \$3,004.61.

RECEIPTS: Grandstand, \$6,451.33; concession space, \$125; commercial exhibits, 40; carnival, \$1,671.42; other receipts, \$117.20.

RACING: Three days; purses for horse races, \$2,164.

GRANDSTAND RECEIPTS: \$6,446.72; grandstand receipts, 1 night, 1 day for thrill show, \$946.

AID, PREMIUMS: County aid, \$3,280; total estimated premiums paid out, excluding races, \$700.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 15 acres; estimated current valuation of the plant, \$15,000; square feet under cover available for commercial exhibits, 2,000; number of local commercial exhibits, 6. New construction planned when materials are available: horse barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows \$2,000; show booked thru Truex & Drake, Wichita, Kan.

ADMINISTRATION: President, Harry Marcy; secretary, Lew H. Galloway; superintendent of grounds, E. E. Pearl; superintendent of speed, Lee Rowley; date and place of annual meeting of fair board, December 9, Wakeeney. 1947 dates, August 26-29 (tentative).

KENTUCKY

4-H District Fair, Lexington

TOTAL ATTENDANCE: Front gate, 5,000; free gate; days operated, 2.

WEATHER: Good, 2 days.

AID, PREMIUMS: Total aid, \$3,000; total estimated premiums paid out, \$3,000.

ADMINISTRATION: President, Mrs. Charles Michler; secretary, Martha Allen; superintendent of grounds and publicity director, J. Ed. Parker Jr.

Lewis County Fair, Vanceburg

TOTAL ATTENDANCE: Front gate, 5,000 on free gate; days operated, 2; nights operated, 2.

WEATHER: Good.

PLANT FACILITIES: Square feet under cover available for commercial exhibits, 60 by 40 feet.

ADMINISTRATION: Secretary, Garnet May.

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CONCESSIONS

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ALABAMA STATE FAIR, BIRMINGHAM, ALA.

LOUISIANA

Concordia Parish Fair, Monterey

TOTAL ATTENDANCE: No count; free gate; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night.

ADMINISTRATION: President, H. M. Bairnsfather; secretary, R. S. Kemp.

St. James Parish Fair, Litcher

ADMINISTRATION: G. P. Meade; secretary-manager, E. L. Roussel.

Louisiana Sugar Corn Festival and Fair, New Iberia

WEATHER: Good, 2 days, 2 nights; rain, 1 night of 3 day, 2 night run.

AID, PREMIUMS: State aid, \$5,000; total estimated premiums paid out, excluding taxes, \$3,000.

PLANT FACILITIES: Area of grounds, 25 acres.

GRANDSTAND ATTRACTIONS: Cost, \$3,500; pageant, *Cavalcade of Corn*, produced by John B. Rodgers Co., Fostoria, O.

ADMINISTRATION: Secretary, Robert Badon.

North Louisiana State Fair, Ruston

TOTAL ATTENDANCE: No count, free gate; days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 5 nights; rain, 1 day.

RECEIPTS: Concession space, \$50; commercial exhibits, \$125; carnival, \$900; other receipts, \$50.

AID, PREMIUMS: State aid, \$2,500; county aid, \$250; other aid, \$1,000; total estimated premiums paid out, \$1,263.61.

PLANT FACILITIES: Area of grounds, 10 acres; estimated current valuation of the plant, \$5,000; square feet under cover available for commercial exhibits, 1,400; number of local commercial exhibits, 9; number of exhibitors in auto show, 1; number of exhibitors in truck show, 1. New construction planned when materials are available: commercial building 150x60 feet.

ADMINISTRATION: President, J. V. Hinton; secretary and superintendent of concessions, F. W. Stewart; superintendent of grounds, T. E. Raley; publicity directors, F. W. Stewart and C. E. Faulk.

Beauregard Parish Fair, De Ridder

TOTAL ATTENDANCE: Front gate, 25,000; paid admissions, 15,000; days operated, 5; nights operated, 5.

RECEIPTS: Gate, \$3,319.91; grandstand, \$3,700; concession space, \$994; commercial exhibits, \$570; carnival, \$1,111.47; other receipts, \$1,270.

RACING: Two days.

GRANDSTAND RECEIPTS: \$3,700.

AID, PREMIUMS: State aid, \$1,000; other aid, \$1,295; total estimated premiums paid out, excluding races, \$548.75.

PLANT FACILITIES: Race-track size, quarter mile; grandstand seating capacity, 2,000; area of grounds, 40 acres; estimated current valuation of the plant, \$20,000; square feet under cover available for commercial exhibits, 3,000; number of local commercial exhibits, 24; number of exhibitors in auto show, 2. New construction planned when materials are available: rebuilding of grandstand, new commercial exhibit building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, \$243.58; rodeo, 1 day, 4 nights.

ADMINISTRATION: President, Tresmer Johnson; secretary, O. J. Hood; superintendents of concessions, Sam T. Roberts Jr. and Booth Jones; superintendents of commercial exhibits, Tresmer Johnson and O. J. Hood; publicity director, Dr. Sam T. Roberts Jr.

MAINE

Bangor State Fair, Bangor

WEATHER: Good, 5 days, 5 nights; rain, 2 days, 2 nights.

RECEIPTS: Gate, \$36,555.28 (gross); grandstand, \$24,533.50; concession space, \$7,924.42; commercial exhibits, \$2,150; carnival, \$7,050; other receipts, \$1,215.96.

RACING: 6 days of harness races; purses for horse races, \$19,500.

GRANDSTAND RECEIPTS: number of days, 1 day and 1 night of auto thrill show; grandstand receipts for thrill show, in above totals; other features, fireworks; number of nights, 6.

AID, PREMIUMS: Total estimated premiums paid out, excluding races, \$5,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 35 acres. New construction planned when materials are available: stables, paddock and poultry buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of racing, thrill shows, \$11,500; show booked thru George A. Hamid, New York.

ADMINISTRATION: President, S. R. Cianchette; secretary, H. O. Pelley; superintendent of concessions, commercial exhibits and grounds, Duncan Mac Donald; superintendent of speed, E. S. Leighton; publicity director, F. E. Croteal. 1947 date, August 3-9.

MARYLAND

Charles County Fair, La Plata

TOTAL ATTENDANCE: Front gate, 7,000; days operated, 4.

WEATHER: Good 3 days; rain 1 day.

RECEIPTS: Gate, \$2,450; concession space, \$1,150.

AID, PREMIUMS: State aid, \$2,750; total estimated premiums paid out, excluding races, \$3,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 500; area of grounds, 40 acres; estimated current valuation of the plant, \$10,000; number of national commercial exhibits, 5; number of local commercial exhibits, 4; in truck show, 0. New construction planned when materials are available: 2 new cattle buildings, poultry building, farm crop building and conditioning of track for harness races.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$800.

ADMINISTRATION: President, P. D. Brown; secretary, W. Mitchell Digges; superintendent of commercial exhibits, F. M. Reeder; publicity director, J. C. Mitchell. 1947 dates, September 24-28.

Great Frederick Fair, Frederick

TOTAL ATTENDANCE: Front gate, 70,000; paid admissions, 35,000; days operated, 5; nights operated, 5.

WEATHER: Good.

RECEIPTS: Gate, \$25,291; grandstand, \$9,399; concession space, \$2,000; commercial exhibits, \$1,000; carnival, \$5,000.

RACING: Four days; grandstand receipts for horse races, \$8,000; purses for horse races, \$5,900.

GRANDSTAND RECEIPTS: \$9,399.

AID, PREMIUMS: State aid, \$6,000; total estimated premiums paid out, excluding races, \$10,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 65 acres; estimated current valuation of the plant, \$75,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$8,504.36; revue, *Fantasies of 1946*, and acts booked thru George A. Hamid, New York; thrill show, 5 days.

ADMINISTRATION: President, Albey D. Young; secretary, Guy K. Motter; superintendent of concessions, Lee Ranneberger; superintendent of grounds, Charles N. Daugherty; superintendent of speed, Norman Hunter. Date and place of annual meeting of fair board, January 4, Frederick.

MASSACHUSETTS

Brockton Fair, Brockton

TOTAL ATTENDANCE: Front gate, 203,471; days operated, 7; nights operated, 7.

WEATHER: Good all week, tho cloudy.

RACING: Running races, 6 days; purses for horse races, \$28,045.

AID, PREMIUMS: Total estimated premiums paid out, excluding races \$6,727.25.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,800; area of grounds, 63 acres; estimated current valuation of the plant, \$400,000; square feet under cover available for commercial exhibits, 60,000; number of local commercial exhibits, 55.

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AUGUST 25 THRU SEPTEMBER 1

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YORK, PA.

DAY & NITE - SEPT. 9 thru 13, 1947

New construction planned when materials are available: grandstand.

GRANDSTAND ATTRACTIONS: Show, booked thru Al Martin, Boston.

ADMINISTRATION: President, George A. Buckley, secretary, Frank H. Kingman; superintendent of concessions and commercial exhibits, Harold Mac Neill; superintendent of grounds, Clarence Jumper; publicity director, Arthur Brunner. Date and place of annual meeting of fair board, January 10, 1947 dates, September 7-13.

Franklin County Fair, Greenfield

WEATHER: Good, 2 days, 2 nights of run.

RECEIPTS: Gate, \$11,580.25; grandstand, \$1,801.75; carnival and concession space, \$5,400.

RACING: 2 days of harness races.

GRANDSTAND RECEIPTS: \$1,801.75.

AID, PREMIUMS: State aid, \$1,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 15 acres; estimated current valuation of the plant, \$35,000. New construction planned when materials are available: commercial exhibit, 4-H and wildlife buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,000; show booked thru George A. Hamid, New York.

ADMINISTRATION: President, Fred B. Dole; treasurer, Wm. C. Conant; secretary, Whitman B. Wells; superintendent of concessions, Arthur E. Gleason; superintendent of grounds, Patrick Clancy; superintendent of speed, Roger B. Ladd; publicity director, Wesley B. Foss.

Three-County Fair, Northampton

TOTAL ATTENDANCE: Front gate, 61,362 paid admissions.

WEATHER: Good during 7 days, 7 nights run.

RECEIPTS: Gate, \$36,830.80; grandstand, \$7,165.95; concession space, \$6,500.

RACING: Six days.

AID, PREMIUMS: State aid, \$1,200; total estimated premiums paid out, excluding races, \$4,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity 1,600; area of grounds, 14 acres; new construction planned when materials are available: new toilet building, cattle show and sales ring, horse stalls and cattle sheds.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$7,560; acts booked thru Al Martin, Boston.

ADMINISTRATION: President, Charles N. DeRose; secretary, John L. Banner; date and place of annual meeting of fair board, Saturday, December 7, Hotel Northampton, Northampton. 1947 dates, September 1-6.

Topsfield Fair, Topsfield

TOTAL ATTENDANCE: Front gate, 70,000; paid admissions, 53,036; days operated, 6; nights operated, 6.

WEATHER: Good, 5 days, 3 nights; rain, 1 day, 3 nights; cold or cloudy, 2 nights; total paid grandstand admissions—days, 3,279; nights, 2,820.

RECEIPTS: Gate, \$42,769; grandstand, \$3,659; concession space, \$4,141; commercial exhibits, \$2,205.

RACING: 6 days or running races; grandstand receipts for horse races, \$1,967; purses for horse races, \$32,000.

GRANDSTAND RECEIPTS: \$1,692.

AID, PREMIUMS: State aid, \$1,200; total estimated premiums paid out, excluding races, \$3,560.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 85 acres; estimated current valuation of the plant, \$170,000; square feet under cover available for commercial exhibits, 7,500; number of national commercial exhibits, 3; number of local commercial exhibits, 58. New construction planned when materials are available: grandstand, cattle barn, fence, parking space.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of racing, \$3,000; show booked thru Al Martin, Boston.

ADMINISTRATION: President, James R. Reynolds; general manager, Robert P. Trask; superintendent of grounds, Nicholas D'Agostino; publicity director, Warren Rockwell. 1947 dates, August 26-September 1 (tentative).

MICHIGAN

Allegan County Fair, Allegan

TOTAL ATTENDANCE: Front gate, 77,000; paid admissions, 57,775; days operated, 7; nights operated, 7.

WEATHER: Good, 5 days, 5 nights; rain, 2 days; cold or cloudy, 3 nights; total paid grandstand admissions—days, 9,819; nights, 12,420.

RECEIPTS: Gate, \$26,327.94; grandstand, \$16,142.25; concession space, \$7,315.70; commercial exhibits, \$2,040; carnival, \$6,708.77; other receipts, \$12,096.36.

RACING: 4 days of harness races; purses for horse races, \$6,603.17.

GRANDSTAND RECEIPTS: \$16,142.25; 1 day and 1 night of auto thrill show; grandstand receipts for thrill show, \$2,135.75.

AID, PREMIUMS: State aid, \$4,053.92; other aid, \$100; total estimated premiums paid out, excluding races, \$7,307.44.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 40 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 13,728; number of national commercial exhibits, 2; number of local commercial exhibits, 35. New construction planned when materials are available: new toilets, grandstand bleachers.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of racing, \$7,000; name of revue, *Ernie Young Revue*, produced and booked thru Ernie Young.

ADMINISTRATION: President, E. W. DeLano; secretary, E. W. DeLano; superintendent of commercial exhibits, A. W. Harty; superintendent of speed, Bernard E. Burns; publicity director, John J. Axe. 1947 dates, September 8-14.

Brauch County 4-H Fair, Coldwater

TOTAL ATTENDANCE: Front gate, 40,000; admission free; days operated, 5; nights operated, 5.

WEATHER: Good; total paid grandstand admissions, days, 4,500; nights, 3,500.

RECEIPTS: Grandstand, about \$4,000; concession space, \$2,000; commercial exhibits, \$1,000; rides, \$2,000.

AID, PREMIUMS: State aid, \$2,500; county aid, \$1,700; other aid, \$800; total estimated premiums paid out, \$5,000.

PLANT FACILITIES: Grandstand seating capacity, 3,000; area of grounds, 20 acres; estimated current valuation of the plant, \$25,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,000. Name of revue, *Let Freedom Swing*. Acts booked thru Gus Sun.

ADMINISTRATION: President L. D. Steffey; secretary, Gordon R. Schlubatis. 1947 dates, September 9-13.

Charlevoix County Fair, East Jordan

TOTAL ATTENDANCE: Front gate, 15,000; days operated, 3; nights operated, 3; total paid grandstand admissions, days, 3,000.

AID, PREMIUMS: State aid, \$300.45; total estimated premiums paid out, \$2,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 40 acres; estimated current valuation of the plant, \$50,000. New construction planned when materials are available: painting of all buildings and new free-act platform, rewiring of midway.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,500; acts booked thru Gus Sun Booking Agency.

ADMINISTRATION: President, Jess Smith; secretary and superintendent of concessions, Lorence O. Isaman, Bellaire; superintendent of grounds, Mike Barnett.

Fair, Penconning

TOTAL ATTENDANCE: Front gate, 10,000; admission, free; days operated, 2; nights operated, 2.

WEATHER: Good.

RECEIPTS: Concession space, \$150; carnival, approximately \$350.

AID, PREMIUMS: State aid, \$900; total estimated premiums paid out, \$1,850.

PLANT FACILITIES: Square feet un-



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FAIR DEALER

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der cover available for commercial exhibits, 3,000.

ATTRACTIONS: Cost of attractions, exclusive of rodeos, racing, thrill shows, \$625; acts booked thru United Booking Company.

ADMINISTRATION: President, R. J. Schafer; secretary, Meryl A. Bird; superintendent of concessions, Joseph Meyetto; superintendent of commercial exhibits, Dr. F. Leithfield.

Greenville 4-H Fair, Greenville

TOTAL ATTENDANCE: Free gate; days operated, 2; nights operated, 2.

WEATHER: Good.

RECEIPTS: Commercial exhibits, \$30; carnival, \$200; other receipts, \$350.

AID, PREMIUMS: State aid, \$750; township aid, \$400; total estimated premiums paid out, \$1,500.

PLANT FACILITIES: Area of grounds, 5 acres.

ADMINISTRATION: President, James Taylor; secretary, Hazelle B. Briggs. Annual meeting of fair board, January 10, 1947. 1947 dates, August 14-15.

Hillsdale County Fair, Hillsdale

TOTAL ATTENDANCE: Paid admis-

sions, \$22,348.61; days operated, 7; nights operated, 5.

WEATHER: Good.

RECEIPTS: Gate, \$22,348.61; grandstand, \$10,481.35; federal tax collected, \$6,542.65. Above is net. Carnival concession space, \$11,867.94; commercial exhibits, \$819; other receipts, \$18,407.82.

RACING: 5 days of horse races; purses for horse races, \$7,644.

AID, PREMIUMS: State aid, \$4,989.17; total estimated premiums paid out, excluding races, \$9,978.35.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 6,000; area of grounds 65 acres; estimated current valuation of the plant, \$100,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$6,500. Name of revue, Gertrude Avery's. Acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, Fred Giddings; secretary, H. B. Kelley. 1947 dates, September 21-27.

Ingham County Fair, Mason

TOTAL ATTENDANCE: Front gate, 50,000; days operated, 6; nights operated, 6.

WEATHER: Good.

RECEIPTS: Gate, \$8,836.96; grand-

stand, \$10,466; carnival concessions and all space, \$8,848.75.

RACING: Four days of harness races; purses for horse races, \$6,204.

AID, PREMIUMS: State aid, \$4,300; county aid, \$1,000; other aid, \$6,342.65; total estimated premiums paid out, excluding races, \$17,046.65!

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 12,400; number of national commercial exhibits, 12; number of exhibitors in trailer show, 1. New construction planned when materials are available: completion of grandstand, race barn, hog barn, sheep barn and commercial exhibit hall.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, \$5,183; thrill show, 1 night; rodeo, 4 nights, fireworks, 1 night.

ADMINISTRATION: President, Otto Hartig; secretary, superintendent of concessions, commercial exhibits, grounds and publicity director, Joy O. Davis; superintendent of speed, A. M. Roche.

Isabella County Fair, Mount Pleasant

TOTAL ATTENDANCE: Free gate; days operated, 3; nights operated, 4.

WEATHER: Good; total paid grandstand admissions, days, \$3,534; nights, \$1,584.

RECEIPTS: Parking, \$597.75; grandstand, \$2,316.50; concession space, \$237; commercial exhibits, \$800; carnival, \$2,034.98; other receipts, \$1,730.26.

GRANDSTAND RECEIPTS: \$2,316.50; rodeo, 1 day.

AID, PREMIUMS: State aid, \$1,500; county aid, \$1,500; total estimated premiums paid out, \$2,800.

PLANT FACILITIES: Grandstand seating capacity, 1,200; area of grounds, 120 acres; estimated current valuation of the plant, \$20,000; number of local commercial exhibits, 33; number of exhibitors in auto show, 9. New construction planned when materials are available: expenditure of \$4,340 for buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$700; acts booked thru Barnes-Carruthers, Chicago.

ADMINISTRATION: President, L. H. Moon; secretary, Mrs. DeWayne Kyser; superintendent of concessions and commercial exhibits, S. Rader; superintendent of grounds, W. R. Willman; publicity director, B. C. Mellencamp. 1947 dates, August 12-16.

Kalamazoo County Free Fair, Kalamazoo

TOTAL ATTENDANCE: Front gate, 80,000; free gate; days operated, 5, nights operated, 6.

WEATHER: Good, 5 days, 5 nights; rain one night.

RECEIPTS: Grandstand, \$13,000; concession space, \$1,800; commercial exhibits, \$3,500; carnival, \$5,000; other receipts, \$4,500.

RACING: 3 days of harness races. Grandstand receipts for horse races, \$3,000; purses for horse races, \$4,000.

AID, PREMIUMS: State aid, \$3,200; total estimated premiums paid out, excluding races, \$6,500.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,800; area of grounds, 100 acres; estimated current valuation of the plant, \$50,000; number of national commercial exhibits, 2; number of local commercial exhibits, 48; number of exhibitors in auto show, 2; number of exhibitors in truck show, 2; number of exhibitors in trailer show, 1; new construction planned when materials are available: Sheep barn, addition to grandstand, general exhibit building.

GRANDSTAND ATTRACTIONS: Thrill show, 2 nights; rodeo, 3 nights.

ADMINISTRATION: President, superintendent of concessions and commercial exhibits, and publicity director, Clinton D. Buell; secretary, Hartman Kakabaker; superintendent of grounds, Forest Wimbberg; superintendent of speed, Fred Smith; annual meeting of fair board, December 9. 1947 dates, September 22-27.

Milford Fair, Milford

TOTAL ATTENDANCE: No count, free fair; days operated, 4; nights operated, 3.

WEATHER: Good, 2 days, 3 nights; cold or cloudy 2 days; total paid grandstand admissions—days, \$510.08; nights, \$832.02.

(Continued on page 51)

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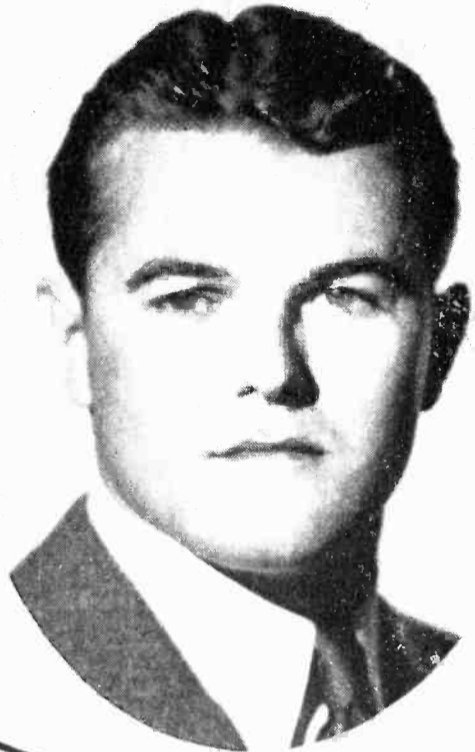
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And to the Manager and Members of the Board of Directors of the MINNESOTA STATE FAIR we sing high praise for their consideration and wise decision in behalf of the welfare of the people. May the year 1947 amply reward them.

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Sincerely,

Carl J. Sedlmayr
CARL J. SEDLMAYR.

WATCH FOR OUR 26TH EDITION IN 1947!

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 45)

RECEIPTS: Grandstand, \$1,342.10; concession space, \$525; commercial exhibits, \$178; carnival, \$626.52.

AID: State aid, \$312.77; total estimated premiums paid out, excluding races, \$719.78.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 53 acres; estimated current valuation of the plant, \$20,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 10.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,200; show produced by Barnes-Carruthers, Chicago.

ADMINISTRATION: President, Floyd E. Willett; secretary, Mel H. Moore; superintendents of concessions, Ray Puckett; superintendent of commercial exhibits, Bill Knapp; superintendent of grounds, Mel H. Moore; superintendent of speed, Bert Vincent; publicity director, R. Rowe. 1947 dates, August 6-9.

Northern District Fair, Cadillac

TOTAL ATTENDANCE: Front gate, 6,685; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain 2 days, 1 night.

RECEIPTS: Gate, \$3,077.21 (gross), plus family tickets, \$757.80; grandstand, \$2,472.75; concession space and carnival, \$2,036.27; commercial exhibits, \$830.

RACING: 3 days of farmer running races; midget auto races.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,100.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,381.94. Acts booked thru Ethel Robinson. Thrill show rained out.

ADMINISTRATION: President, Arvid Swanson; secretary, superintendent of concessions, commercial exhibits, and grounds, and publicity director, T. O. Huckle.

Ogemaw County Fair, West Branch

TOTAL ATTENDANCE: Free gate. Days operated, 4; nights operated, 4.

WEATHER: Good.

RECEIPTS: Grandstand, \$1,150; concession space, \$140.

RACING: 3 days of horse races; grandstand receipts for horse races, \$800.

AID: County aid, \$1,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 500; area of grounds, 30 acres; estimated current valuation of the plant, \$25,000.

ADMINISTRATION: President, R. B. Coulter; secretary, Thomas P. Rau; superintendents of concessions, Rau and Coulter; superintendent of commercial exhibits, Gus Hobohm; superintendent of speed, Thos. P. Rau.

Saline Community Fair, Saline

TOTAL ATTENDANCE: Front gate, 4,000; admission free; days operated, 3; nights operated, 4.

WEATHER: Good.

RECEIPTS: Concession space, \$100; commercial exhibits, \$800; carnival, \$300.

AID, PREMIUMS: State aid, \$400; other aid, \$800; total estimated premiums paid out, \$800.

PLANT FACILITIES: Area of grounds, 10 acres; square feet under cover available for commercial exhibits 3,200; number of local commercial exhibits, 30; number of exhibitors in auto show, 2; number of exhibitors in truck show, 2.

ATTRACTIONS: Cost of auditorium stage attractions, exclusive of rodeos, racing, thrill shows, \$230. Show by radio station WJR—Sergeant Fearlilus, Betty Hamilton. Acts booked thru Delbridge & Gorrell, Detroit.

Sanilac County 4-H Fair, Sandusky

TOTAL ATTENDANCE: Estimated 35,000 thru free gate; days operated, 4; nights operated, 5.

WEATHER: Good, 3 days; 5 nights; rain, 1 day; total paid grandstand admissions, days, 4,600; nights, 7,900.

RECEIPTS: Grandstand, \$4,800; concession space, \$200; commercial exhibits, \$400; carnival, \$3,000.

GRANDSTAND RECEIPTS: \$4,800; auto thrill show, one night, \$1,200; other

features, fireworks, 2 nights; rodeo, 4 days and 4 nights.

AID, PREMIUMS: State aid, \$2,000; county aid, \$750; total estimated premiums paid out, \$4,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 18 acres; estimated current valuation of the plant, \$20,000; square feet under cover available for commercial exhibits, \$6,000; number of national commercial exhibits, 10; number of local commercial exhibits, 35; number of exhibitors in auto show, 1; number of exhibitors in truck show, 1; number of exhibitors in trailer show, 1. New construction planned when materials are available; grandstand, exhibit building, commercial exhibit building, larger stage.

GRANDSTAND ATTRACTIONS: Raum's Rodeo, thrill show and fireworks.

ADMINISTRATION: President, Gordon Smeckert; secretary, Clarence E. Prentice. Annual meeting of fair board, January 28, 1947. 1947 dates, August 19-23.

MINNESOTA

Becker County Fair, Detroit Lakes

TOTAL ATTENDANCE: 15,000 (estimated); free gate; days operated, 4; nights operated, 4.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night; cold, 1 day, 1 night; total paid grandstand admissions, \$1,643. Polio scare cut attendance approximately 40 per cent.

RECEIPTS: Commercial exhibits and carnival, \$1,485.12.

AID, PREMIUMS: State aid, \$1,469.86; county aid, \$500; other aid, \$200; total estimated premiums paid out, \$1,469.86.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 8 acres; estimated current valuation of the plant, \$20,000; square feet under cover available for commercial exhibits, 3,000; number of local commercial exhibits, 10; number of exhibitors in truck show, 1. New construction planned when materials are available; steel roof over grandstand, poultry building, race-track fencing with permanent steel fence, painting of all buildings, moving fences, etc.

GRANDSTAND ATTRACTIONS: Show by Radio Station KSTP talent; also rodeo 3 days and 3 nights.

ADMINISTRATION: President, L. C. Enfield; secretary, G. W. Peoples; superintendent of concessions, Theron E. Vigen; superintendent of commercial exhibits, W. R. Lindemann; superintendent of grounds, Ed. Dahring; superintendent of speed, H. N. Peterson; publicity director, G. W. Peoples.

Benton County Fair, St. Cloud

CANCELED: 1946, due to polio.

ADMINISTRATION: President, Leo Ross; secretary, C. H. Vainer, St. Cloud. 1947 dates, August 14-17 (tentative).

Carlton County Fair, Barnum

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 29 acres; estimated current valuation of the plant, \$2,500; square feet under cover available for commercial exhibits, 3,600. New construction planned when materials are available; grandstand addition and exhibit space.

ADMINISTRATION: President, Alfred W. Lee; secretary, A. W. Lee; superintendent of commercial exhibits, Phil W. Colburn; superintendent of grounds, Carl F. Duesler; superintendent of speed, R. T. Hart. 1947 dates, August 14-16.

Crow Wing County Fair, Brainerd

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; area of grounds, 51 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 10,000.

ADMINISTRATION: Earl L. Richolson; secretary and superintendent of concessions, B. C. Wilkins; superintendent of commercial exhibits, Verner F. Anderson;

(Continued on page 54)

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**THE STRATOSPHERE
MAN**

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This year better than ever—more thrilling and sensational—decidedly a great attraction for Fairs, Parks and other events. A spectacular spine-tingling performance, starting with a daring trapeze routine—then, higher and higher, with mounting suspense—the most difficult and perfectly executed feat of them all—the 35-ft. swaying handstand atop a 138-ft. pole, with the 500-ft. slide for life concluding a brilliant performance. A superb act that's a crowd-puller every time!

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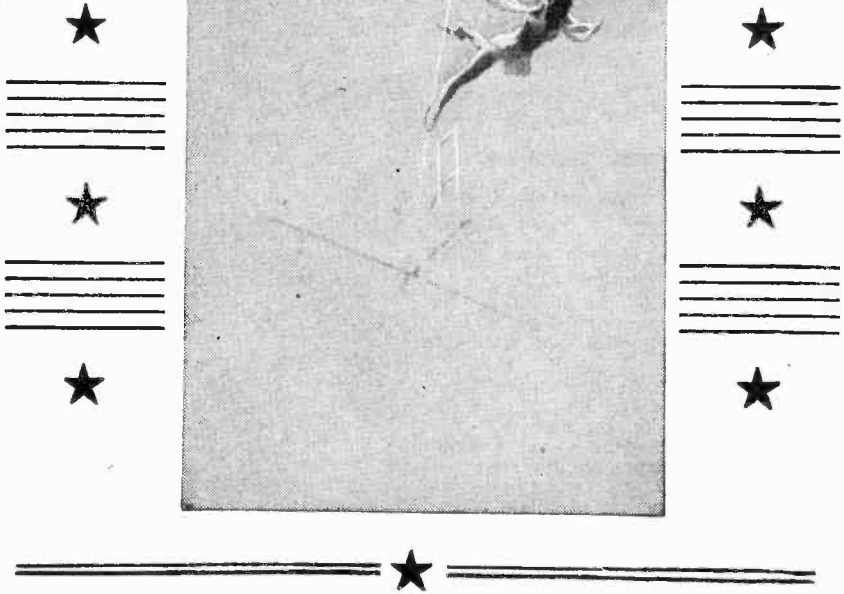
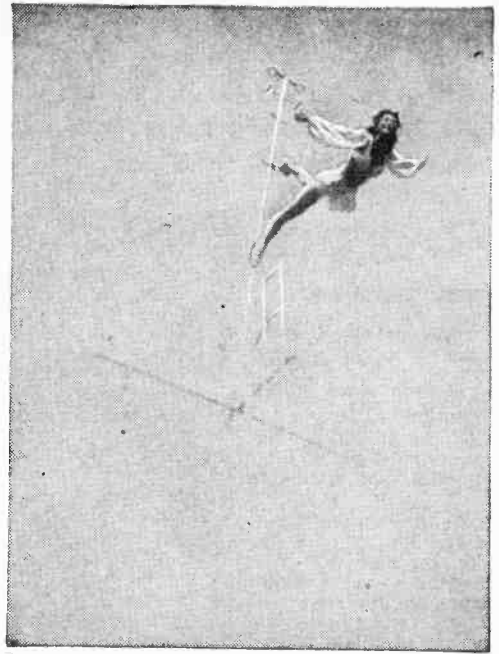
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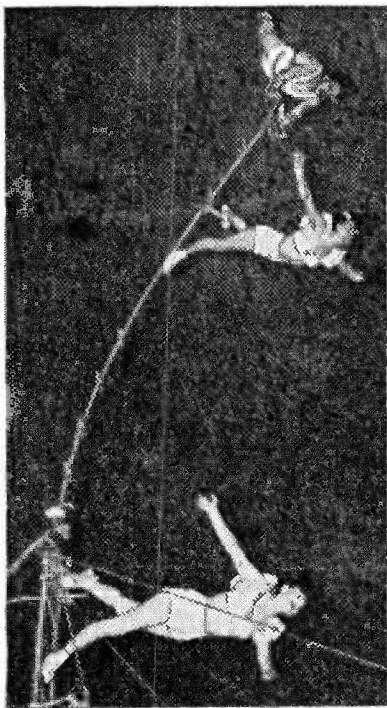
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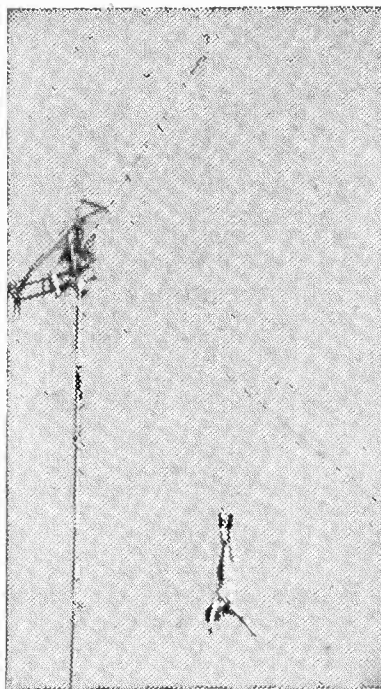
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54 W. RANDOLPH ST.

CHICAGO, ILL.

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

superintendent of grounds, Ralph Cole; publicity director, Edwin Gray. 1947 dates, August 14-17 (tentative).

East Otter Tail County Fair, Perham

TOTAL ATTENDANCE: Front gate, 7,486; paid admissions, 6,786; days operated, 3; nights operated, 3.

WEATHER: Good; total paid grandstand admissions, 2,412.

RECEIPTS: Gate, \$3,041.90; grandstand, \$1,364.80; concession space, \$95.50; commercial exhibits, \$130; carnival, \$959.81.

GRANDSTAND RECEIPTS: Total, \$1,364.80.

AID, PREMIUMS: State aid, \$1,500; county aid, \$200; total estimate premiums paid out, excluding races, \$1,800.

PLANT FACILITIES: Area of grounds, 30 acres; estimated current valuation of the plant, \$25,000.

ADMINISTRATION: President, R. A. Tesch; secretary, C. B. Weber; superintendent of concessions and commercial exhibits, A. W. Schoeneberger; superintendent of grounds, R. A. Tesch; publicity director, C. B. Weber.

Fillmore County Fair, Preston

CANCELED: 1946, due to polio.

ADMINISTRATION: President, James O'Hara; secretary, Charles H. Utley; superintendent of concessions, Hiram Johnson; publicity director, F. J. Ibach; 1947 dates, August 21-24 (tentative).

Freeborn County Fair, Albert Lea

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 5,500; area of grounds, 40 acres.

ADMINISTRATION: President, Andrew C. Hanson; secretary, Herman D. Jensen; superintendent of concessions, Henry Behr; superintendent of grounds, John Rund; superintendent of speed, Ed Hayek; publicity director, Albert Ruble. 1947 dates, August 13-22.

Grant County Fair, Herman

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 30 acres; esti-

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 51)

mated current valuation of the plant, \$20,000; square feet under cover available for commercial exhibits, 2,500.

GRANDSTAND ATTRACTIONS: Cost, \$1,250; show produced by Williams and Lee, St. Paul.

ADMINISTRATION: President and superintendent of concessions, Anton Christianson; superintendent of grounds, Elmo Greenfield; publicity director, F. S. Jordal. 1947 dates, August 22-24.

Isanti County Fair, Cambridge

CANCELED: 1946, due to polio.

PLANT FACILITIES: Grandstand seating capacity, 1,800; area of grounds, 8 acres.

ADMINISTRATION: G. A. Anderson; secretary and superintendent of concessions, L. O. Carlson. 1947 dates, September 6-9.

Martin County Fair, Fairmont

CANCELED: 1946, due to polio.

ADMINISTRATION: President, D. N. Spee; secretary, publicity director and superintendent of concessions and commercial exhibits, A. P. Krahmer; superintendent of speed, Ed Duffey. 1947 dates, September 12-14 (tentative).

Minnesota State Fair, St. Paul

CANCELED: 1946, due to polio.

ADMINISTRATION: President, W. S. Moscrip; secretary, Raymond A. Lee; superintendent of concessions, R. J. Lund; superintendent of commercial exhibits, Harry J. Frost; superintendent of grounds, E. H. Deemer; publicity director, R. P. Speer; date and place of annual meeting, January 15, St. Paul Hotel, St. Paul.

Mower County Fair, Austin

TOTAL ATTENDANCE: Front gate, 65,000; paid admissions, 45,000; days operated, 6; nights operated, 6.

WEATHER: Good, 2 days, 3 nights; rain 2 days, 2 nights; cold or cloudy 2 days, 1 night; total paid grandstand ad-

missions, days, \$7,500; nights, \$7,900.

RECEIPTS: Gate, \$16,500; grandstand, \$15,400; concession space, \$3,000; commercial exhibits, \$2,200; carnival, \$14,000.

RACING: 2 days of harness races; grandstand receipts for horse races, \$3,300; purses for horse races, \$3,000; 1 day of big car auto races.

GRANDSTAND RECEIPTS: \$19,000; grandstand receipts for thrill show, \$2,100.

AID, PREMIUMS: State aid \$1,500; total estimated premiums paid out, excluding races, \$6,100.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 4,500; area of grounds, 30 acres; estimated current valuation of the plant, \$220,000; square feet under cover available for commercial exhibits, 12,000; number of national commercial exhibits, 15; number of local commercial exhibits, 33; number of exhibitors in auto show, 8.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$11,000; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, N. V. Torgerson; secretary, P. J. Holand; superintendent of concessions, Gunnard Youngdahl; superintendent of commercial exhibits, Richard Rahilly; superintendent of grounds, Guy Wold; superintendent of speed, Harry Saunders; publicity director, P. J. Holand. 1947 dates, August 7-13 (tentative).

St. Louis County Community Fair, Procton

TOTAL ATTENDANCE: Front gate, 12,000; paid admissions, 8,000; days operated, 3; nights operated 3.

WEATHER: Cold or cloudy, 3 days, 3 nights.

RECEIPTS: Gate, \$1,000; concession

space, \$400; carnival, \$125; other receipts, \$500.

AID, PREMIUMS: State aid, \$1,500; county aid, \$2,000; other aid, \$100; total estimated premiums paid out, \$2,000.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, \$48,000; number of national commercial exhibits, 10; number of local commercial exhibits, 20; new construction planned when materials are available: New agriculture exhibit building, repairs to 4-H building, new cattle barn, improvements to grounds.

ADMINISTRATION: President, Otto H. Ostman; secretary, Otto H. Ostman; publicity director, Jack McGill.

Swift County Fair, Appleton

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 28 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 3,000. New construction planned when materials are available: barn and dormitory.

ADMINISTRATION: President, Lester Evans; secretary, J. G. Anderson. 1947 dates, August 22-24.

Wabasha County Fair, Wabasha

TOTAL ATTENDANCE: Front gate, 45,000; free gate, days operated, 4; nights operated, 4.

WEATHER: Good. RECEIPTS: Concession space, \$442; carnival, \$1,234.51; other receipts, \$4,867.12.

AID, PREMIUMS: State aid, \$1,550; total estimated premiums paid out, \$1,707.

PLANT FACILITIES: City streets, tents; number of local commercial exhibitors, 10.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$1,250; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, Arnold W. Hatfield; secretary, Herbert E. Feldman; superintendents of concessions Clem Noll and A. J. Doffing; superintendent of grounds, Wayne Martin; publicity director, Arnold W. Hatfield. 1947 dates, August 1-3 (tentative).



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Wadena County Fair, Wadena

TOTAL ATTENDANCE: Front gate, 15,645; paid admissions, 12,309; days operated, 4; nights operated, 4.

WEATHER: Good.

RECEIPTS: Gate, \$3,770.51; grandstand, \$1,852.40; concession space, \$980.40; commercial exhibits, \$425.47; carnival, \$1,546.42; other receipts, \$3,275.79.

RACING: 2 days; grandstand receipts for horse races, \$978.50; purses for horse races, \$1,250.

GRANDSTAND RECEIPTS: \$1,852.40; number of days, 3; nights, 1, of auto thrill show; grandstand receipts for thrill show, \$766.

AID, PREMIUMS: State aid, \$1,500; county aid, \$100; other aid, \$50; total estimated premiums paid out, excluding races, \$2,860.32.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 40 acres; estimated current valuation of the plant, \$17,625; square feet under cover available for commercial exhibits, 6,400; number of national commercial exhibits, 2; number of local commercial exhibits, 40; number of exhibitors in auto show, 5; number of exhibitors in truck show, 2. New construction planned when materials are available: hog and sheep pavilion, grandstand, conservation and historical building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attraction, exclusive of races and thrill show, \$1,800; attraction, *Laff Parade*, produced by Gus Sun Agency, booked thru Irving Grossman.

ADMINISTRATION: President, Arthur Mattie; secretary, publicity director and superintendent of concessions and commercial exhibits, Clyde E. Kelsey; superintendent of grounds, C. B. Knutson; superintendent of speed, W. Hartman. 1947 dates, August 6-9 (tentative).

Watonah County Fair, St. James

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,700; area of grounds, 40 acres; estimated current valuation of the plant, \$30,000; square feet under cover available for commercial exhibits, 2,000. New construction planned when materials

are available: race barns and exhibitors' hall.

ADMINISTRATION: President, C. T. Crowley; secretary, Hubert Ranson. 1947 dates, August 24-26 (tentative).

Wright County Fair, Howard Lake

TOTAL ATTENDANCE: Front gate, 4,957; paid admissions, 4,957; days operated, 2; nights operated, 2.

WEATHER: Good; total paid grandstand admissions, days, \$923.58.

RECEIPTS: Gate, \$2,081.94; grandstand, \$923.58; concession space, \$2,155.09; other receipts, \$8,702.23.

RACING: 2 days; purses for horse races, \$800.

GRANDSTAND RECEIPTS: \$923.58.

AID, PREMIUMS: State aid, \$933.45; county aid, \$1,250; total estimated premiums paid out, excluding races, \$1,548.05.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 1,800; area of grounds, 40 acres; estimated current valuation of the plant, \$300,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,000; attractions, radio Station WCCO; 2 days, 2 nights of auto thrill show.

ADMINISTRATION: President, James Mayne; secretary, superintendent of concessions, commercial exhibits, Paul Eddy, and grounds, Paul Eddy; superintendent of speed, Joe Akins; publicity director, Paul Eddy.

MISSISSIPPI

Highland Fair, Middlefield

WEATHER: Good 2 days of operation. RECEIPTS: Gate, \$1,000; concession space, \$150; commercial exhibits, \$10.

AID: State aid, \$1,000.

ADMINISTRATION: President, H. D. Johnson; secretary, Wellard A. Pease; superintendent of concessions, Charles Cook; superintendent of grounds, H. D. Stanton. 1947 dates, August 29-30.

Maud Community Fair, Maud

TOTAL ATTENDANCE: Front gate,

500 (free gate); days operated, 2; nights operated, 3.

WEATHER: Good. RECEIPTS: Concession space, \$189; other receipts, \$15.

PLANT FACILITIES: Number of local commercial exhibits, 259.

ADMINISTRATION: President, Rev. M. K. Young; secretary, Laura E. Young; superintendent of grounds, E. Tucker.

Mississippi-Alabama Fair & Dairy Show, Tupelo

TOTAL ATTENDANCE: Front gate, 110,000; paid admissions, 102,000; days operated, 5; nights operated, 5.

WEATHER: Good.

AID, PREMIUMS: State aid, \$1,000; total estimated premiums paid out, \$12,800.

PLANT FACILITIES: Grandstand seating capacity, 5,000; area of grounds, 20 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 8,000; number of national commercial exhibits, 3; number of local commercial exhibits, 15; number of exhibitors in auto show, 2; number of exhibitors in truck show, 4; number of exhibitors in trailer show, 3. New construction planned when materials are available: cattle barn, grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$5,000 for circus revue; booked thru Dr. Bradley, Lawrenceburg, Tenn.

ADMINISTRATION: President and manager, James M. Savery; treasurer, W. A. Spight; publicity director, Al Fleeman. Date and place of annual meeting of fair board, second Tuesday in December: 1947 dates, September 30-October 4.

Mississippi Fair and Dairy Show, Meridian

TOTAL ATTENDANCE: Front gate, 48,750; paid admissions, 40,000; days operated, 5; nights operated, 5.

WEATHER: Good, 5 nights.

RECEIPTS: Gate, \$12,000; grandstand, \$2,700; concession space, \$2,000.

AID: County aid, \$1,000; city, \$250.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 4,000; area of grounds, 25 acres; estimated current valuation of the plant, \$150,000. New construction planned

when materials are available: new women's building.

GRANDSTAND ATTRACTIONS: Cost, \$3,500; acts booked thru Boyle Woolfolk, Chicago; also fireworks.

ADMINISTRATION: Secretary, manager, W. R. Cannady.

Tawamba Fair, Fulton

TOTAL ATTENDANCE: Front gate, 4,500; days operated, 4; nights operated, 5; one day and night free.

WEATHER: Good.

RECEIPTS: Gate, \$576.35. AID, PREMIUMS: State aid, \$180; county aid, \$500; other aid, \$900; total estimated premiums paid out, \$1,353.75.

PLANT FACILITIES: Area of grounds, 6 acres; estimated current valuation of the plant, \$7,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 10.

ADMINISTRATION: President and superintendent of concessions, A. J. Mattox; secretary, H. L. Holland; superintendent of commercial exhibits, J. C. Whitehead; superintendent of grounds, Philip Sheffield; publicity director, Delmus Harden.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$5,000 for circus revue, booked thru Dr. Braley, Lawrenceburg, Tenn.

ADMINISTRATION: President and manager, Jas. M. Savery; treasurer, W. A. Spight; publicity director, Al Fleeman; date and place of annual meeting of fair board, 2d Tuesday in December; 1947 dates, September 30-October 4.

Tippah County Fair, Ripley

Days operated, 3; nights operated, 3.

WEATHER: Good.

RECEIPTS: Gate, \$996.95.

AID, PREMIUMS: State aid, \$180; total estimated premiums paid out, \$1,030.50.

PLANT FACILITIES: Area of grounds, 26 acres. New construction planned when materials are available: building for agricultural exhibits.

ADMINISTRATION: President, Oscar Shannon; secretary, J. S. Mills.

Union County Fair, New Albany

TOTAL ATTENDANCE: Front gate,

WORLD'S CHAMPIONSHIP FRONTIER CONTEST

"WILDEST SHOW ON EARTH"

MORE COWBOYS AND COWGIRLS THAN EVER SEEN TOGETHER BEFORE

BETTER THAN A RODEO NO TWO SHOWS ALIKE

THRILLS..CHILLS..SPILLS ..AT EACH EXHIBITION..



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THE GUS SUN BOOKING AGENCY

13,000; paid admissions, 8,000; days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 5 nights; rain, 1 day.

RECEIPTS: Gate, \$3,800; grandstand, \$200; concession space, \$30; carnival, \$475.

AID, PREMIUMS: State aid, \$300; county aid, \$1,750.

PLANT FACILITIES: Grandstand seating capacity, 4,000; area of grounds, 25 acres; estimated current valuation of the plant, \$25,000; square feet under cover available for commercial exhibits, 17,000.

ADMINISTRATION: President, H. G. Rogers; superintendent of commercial exhibits, L. C. Wilson.

Yazoo County Fair, Yazoo City

TOTAL ATTENDANCE: Front gate, 26,895; paid admissions, 26,460; nights operated, 6.

WEATHER: Good.

RECEIPTS: Gate, \$2,650; concession space, \$650; commercial exhibits, \$100; carnival, \$1,150; other receipts, catalog and donation, \$1,187.50.

AID, PREMIUMS: County aid, \$300; other aid, city, \$300; total estimated paid out, \$1,050.

PLANT FACILITIES: Area of grounds, 14 acres; estimated current valuation of the plant, \$5,000; square feet under cover available for commercial exhibits, 1,280; number of local commercial exhibits, 14. New construction planned when materials are available: 4,000-seat grandstand.

ADMINISTRATION: President, F. H. Jenne; vice-president, J. N. Ballard; general manager, secretary, W. A. Steinriede. 1947 dates, September 29-October 4 (tentative).

MISSOURI

Lamar's Farm and Industrial Exposition, Lamar

TOTAL ATTENDANCE: No count, free fair on streets.

WEATHER: Good.

RECEIPTS: Gate, free; grandstand, free; concession space, \$325; carnival, \$470; other receipts, \$1,250.

AID, PREMIUMS: State aid, \$300; other aid, \$2,500. Total estimated premiums paid out, \$1,400.

ATTRACTIONS: The Sky Gene, contacted thru the advertising columns of *The Billboard*.

ADMINISTRATION: Secretary and superintendent of concessions, Bud Moore; superintendent of commercial exhibits, Bob Calvert; superintendent of grounds, Harold Wright; publicity director, Guy Ross.

North Central Missouri Fair, Trenton

WEATHER: Good for run of three days, 3 nights.

RECEIPTS: Gate free; carnival and concession space, \$300; commercial exhibits, \$256.90; other receipts, \$2,816.

AID, PREMIUMS: State aid, \$480; total estimated premiums paid out, \$1,600.

PLANT FACILITIES: Grandstand seating capacity, 600; area of grounds, 20 acres; number of local commercial exhibits, 20.

GRANDSTAND ATTRACTIONS: Amateur night and horse pulling.

ADMINISTRATION: President, Walter K. Dinwiddie; secretary, Mac T. Jolly Jr.; superintendent of concessions, Fred McGuire; superintendent of commercial exhibits, Homer Browning; superintendent of grounds, W. E. Ralls; publicity director, Eric Sonnich.

Ozark Empire Fair, Springfield

TOTAL ATTENDANCE: Front gate, 146,432; paid admissions, 141,367; days operated, 7; nights operated, 7.

WEATHER: Good, 5 days, 6 nights; rain, 2 days, 1 night. Total paid grandstand admissions—days, 28,456; nights, 23,689.

RECEIPTS: Gate, \$30,227.32; grandstand, \$38,058.20; concession space, \$8,698.75; commercial exhibits, \$4,124.67; carnival, \$6,626.44 (our per cent); other receipts, \$16,555.15.

RACING: Three days of running races; grandstand receipts for horse races, \$5,686.06; purses for horse races, \$3,825; two days of big-car auto races.

GRANDSTAND RECEIPTS: \$38,058.20; 3 nights of auto thrill show; grandstand receipts for thrill show, \$8,689.85; other features: fireworks, 5 nights; rodeo, 1 day, 2 nights.

AID, PREMIUMS: State aid, \$4,306.29;

county aid, \$3,000. Total estimated premiums paid out, excluding races, \$16,431.25.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 5,200; area of grounds, 65 acres; estimated current valuation of the plant, \$675,000; number of national commercial exhibits, 15; number of local commercial exhibits, 36; number of exhibitors in trailer show, 2. New construction planned when materials are available: show-horse barn, beef-cattle barn, junior exhibit livestock barn, commercial exhibit building, two new rest rooms, drinking fountains, enlarging grandstand, new outside entrances, side-walks and blacktop carnival midway.

GRANDSTAND ATTRACTIONS: Acts booked thru Ernie Young agency, Chicago.

ADMINISTRATION: President, H. Frank Fellows; secretary-manager, G. B. Boyd; superintendent of concessions, M. R. Walshe; assistant to manager, Dorothy Dickman; superintendent of grounds, Hans Weatherman; director of speed, Dr. W. A. Delzell; publicity director, Eddie Bass. Date of annual meeting of fair board January 6, 1947 dates, August 9-15 (tentative).

Ozark Summit Exposition, Mansfield

TOTAL ATTENDANCE: Front gate, 20,000; paid admissions, 15,000; days operated, 1; nights operated, 5.

WEATHER: Good, 1 day, 4 nights; rain, 1 night.

RECEIPTS: Gate, \$2,471.46; concession space, \$288.75; commercial exhibits, \$36; carnival, \$330.11; other receipts, \$387.50.

PLANT FACILITIES: Number of local commercial exhibits, 2.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$1,200. Acts booked thru Barnes-Carruthers, J. C. Micheal and Grover LaRose.

ADMINISTRATION: President, M. H. Shipp; secretary, W. C. Coday; superintendent of concessions and grounds, Gus Rushing. 1947 dates, August 6-9 (tentative).

Prairie Home Fair, Prairie Home

TOTAL ATTENDANCE: Front gate, 1,000, free; days operated, 2 days, 2 nights.

WEATHER: Good.

RECEIPTS: Parking, \$180; concession space, \$320; other receipts, \$320.

AID: State aid, \$300; county aid, \$100.

PLANT FACILITIES: Grandstand seating capacity, 250.

ADMINISTRATION—President, M. H. Lohoe; secretary, Dr. A. L. Meredith; superintendent of grounds and concessions, A. W. Bodamer; superintendent of commercial exhibits, N. Tuttle; publicity director, L. L. Morris. 1947 dates, August 6-7.

Randolph County Fair and Rodeo, Moberly

TOTAL ATTENDANCE: Front gate, 14,800; paid admissions, 14,000; days operated, 3; nights operated, 4.

WEATHER: Good; total paid grandstand admissions, nights \$12,345.

RECEIPTS: Gate, \$3,500; grandstand, \$12,345; concession space, \$100; commercial exhibits, \$1,075; carnival, \$546.25.

AID, PREMIUMS: State aid, \$716.25; county aid, \$225; other aid, \$1,322.50; total estimated premiums paid out, excluding horse show, \$2,200.

PLANT FACILITIES: Grandstand seating capacity, 3,500; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 20,000; number of local commercial exhibits, 32; number of exhibitors in auto show, 7; number of exhibitors in truck show, 1. New construction planned when materials are available: new race track, grandstand.

ADMINISTRATION: President, N. J. Cooksey; secretary, J. C. Patterson; superintendent of commercial exhibits, Kenneth Dickson; publicity director, Cal Keller.

Scotland County Free Fair, Memphis

TOTAL ATTENDANCE: Front gate, 5,000 (estimated); free gate; days operated, 2; nights operated, 2.

WEATHER: Good.

AID, PREMIUMS: State aid, \$500; county aid, \$300; other aid, \$3,000; total estimated premiums paid out, \$3,000.

ADMINISTRATION: President, Charles D. Miller; secretary, Vernon Winkler; publicity director, W. H. Roberts.

MONTANA

Bridger Fair and Rodeo, Bridger

TOTAL ATTENDANCE: Front gate, 7,000; paid admissions, 6,500; days operated, 2; nights operated, 2.

WEATHER: Good; total paid grandstand admissions—days, 1,750; nights, 1,135.

RACING: 2 days of running races; grandstand receipts for horse races, \$2,100; purses for horse races, \$320.

PLANT FACILITIES: Race-track size, 1,500 feet; grandstand seating capacity, 1,400; area of grounds, 30 acres; estimated current valuation of the plant, \$15,000; square feet under cover available for commercial exhibits, 6,200. New construction planned when materials are available: addition to grandstand, barn for stockshow, 40x140 ft., and small buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$350 for war dance by Crow Indians; rodeo, 2 days and 2 nights.

ADMINISTRATION: President, Fred Bauman; secretary, Mike Kapor; superintendent of concessions, Cliff Helt; superintendent of commercial exhibits, Eldo Ellis; superintendent of grounds, Paul Holyum; publicity director, C. H. Phillips.

Dawson County Fair, Glendive

TOTAL ATTENDANCE: Front gate, 19,700; days operated, 3; nights operated, 3.

WEATHER: Good.

RECEIPTS: Grandstand, \$8,070; commercial exhibits, \$500; carnival, \$668.44.

RACING: 3 days of harness and running races; purses for horse races, \$1,852.

AID, PREMIUMS: County aid, \$3,000.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 3,000; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 5,000; number of national commercial exhibits, 5; number of local

commercial exhibits, 26; number of exhibitors in auto show, 3; new construction planned when materials are available: Swine barn and horse barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,450; show produced by Ernie Young, Chicago.

ADMINISTRATION: President and superintendent of concessions, Vernie Jones; secretary and publicity director, O. A. Lammers; superintendent of commercial exhibits, Ernest Hagenston; superintendent of speed, George Devier.

Marias Fair & Rodeo, Shelby

TOTAL ATTENDANCE: Front gate, 10,519; paid admissions, \$4,604.80. Days operated, 3; nights operated, 3.

WEATHER: Good, 2 days; rain, 2 nights; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions, days, 6,523; nights, 3,372.

RECEIPTS: Gate, \$5,395.30; grandstand, \$9,995.30; concession space, \$670; commercial exhibits, \$160; carnival, \$835; other receipts, \$3,000.

RACING: 3 days of running races; grandstand receipts for horse races, included above; purses for horse races, \$4,000.

GRANDSTAND RECEIPTS: \$9,995.30; fireworks, 3 nights; rodeo, 3 days.

PREMIUMS: Total estimated premiums paid out, excluding races, \$3,300.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 160 acres; estimated current valuation of the plant, \$100,000; square feet under cover available for commercial exhibits, 3,800. New construction planned when materials are available: rodeo barn, 30x120; stock judging pavilion, additional latrines, sewer lines, etc.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,450; name of revue, *Follies of '46*, produced by Ernie Young, Chicago; acts booked thru Ernie Young; rodeo, \$4,500; Indians, \$350.

ADMINISTRATION: President, Alfred F. Klinger; secretary and publicity director, Clifford D. Coover; superintendent of concessions, Oscar Ness; superintendent of commercial exhibits and

grounds, Elmer A. Smith; superintendent of speed, Jack Davis.

Phillips County Fair, Dodson

TOTAL ATTENDANCE: Front gate, 8,000; days operated, 2; nights, 2.

WEATHER: Good.

RECEIPTS: Gate, \$2,400; grandstand, \$2,600; carnival, \$600.

RACING: 2 days.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 40 acres; estimated current valuation of the plant, \$10,000; square feet under cover available for commercial exhibits, 8,000. New construction planned when materials are available: enlarge grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$3,100, revue produced by Ernie Young.

ADMINISTRATION: President, Edgar Lee; secretary, P. M. Scott.

Ravalli County Fair, Hamilton

TOTAL ATTENDANCE: Front gate, 12,457; paid admissions, 12,328; days operated, 3; nights operated, 3.

WEATHER: Good; total paid grandstand admissions, days, 4,249; nights, 4,038.

RECEIPTS: Gate, \$10,951.50; grandstand, 4,143.50; concession space, \$740.68.

RACING: 3 days of running races; Grandstand receipts for horse races, \$4,143.50; purses for horse races, \$3,000.

PREMIUMS: Total estimated premiums paid out, excluding races, \$2,800.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,900; area of grounds, 160 acres.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows: \$2,400; name of revue, Clarence Smith Productions; produced by Clarence Smith.

ADMINISTRATION: President, Dayton C. Lockridge; secretary, superintendent of concessions, commercial exhibits, grounds and publicity director, C. D. Kramis; date and place of annual meeting of fair board, January, Hamilton, Mont; 1947 dates, about September 12-14 (tentative).

NEBRASKA

Ak-Sar-Ben Livestock and Horse Show, Omaha

TOTAL ATTENDANCE: Paid admissions, 32,000; days operated, 6; nights operated, 6.

WEATHER: Good, 6 days, 5 nights; rain, 1 night.

PLANT FACILITIES: Race-track size, 1 mile; area of grounds, 75 acres; estimated current valuation of the plant, \$1,500.

ADMINISTRATION: President, J. E. Davidson; secretary, W. B. Millard Jr.; activities manager, J. J. Isaacson; superintendent of grounds, J. R. Ronin; publicity director, Don McCarthy. 1947 dates, first week in October (tentative).

Blaine County Fair and Rodeo, Dunning

TOTAL ATTENDANCE: Front gate, 850 (estimated); paid admissions, \$820; days operated, 3; nights operated, 3.

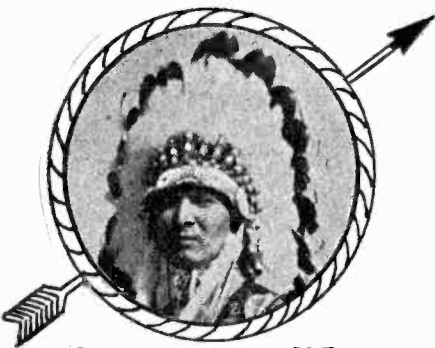
WEATHER: Rain, 3 days, 3 nights; cold or cloudy, 3 days, 3 nights.

RECEIPTS: Gate, \$820; commercial exhibits, \$650; other receipts, \$246.88.

AID, PREMIUMS: State aid, \$344.65; county aid, \$245.35. Total estimated premiums paid out, excluding races, \$1,300.

PLANT FACILITIES: Area of grounds, 5 acres; estimated current valuation of the plant, \$750; square feet under cover available for commercial exhibits, 1,800. New construction planned when materials are available: improve rodeo grounds.

ADMINISTRATION: Chairman, Lloyd W. Houder; secretary, superintendent of concessions, superintendent of commercial exhibits, publicity director, J. C. Glidder; superintendent of grounds, Fred Wegener. Date and place of annual meeting of fair board, November, Dunning. 1947 dates, September 1 (tentative).



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SOME REPRINTS

FROM 1946 ISSUES OF THE BILLBOARD

COLUMBUS, Neb., Sept. 28.—Fired by the phenomenal success of a five-year-old fair, Platte County Agricultural Society sponsored a three-day championship contest rodeo, closing Sunday (22), which proved such an artistic success that John A. Guthrie, producer, was commissioned an admiral in the Nebraska Navy by Gov. Dwight Griswold.

Guthrie assembled a strong field of contestants and some rugged stock, and earned his "naval commission" by a hefty promotion campaign, handled chiefly by Kesley (Fats) Hoag, Commission was presented at a ceremony conducted by Warren Albert, chairman of the rodeo committee.

'46 Topeka Sets All-Time Mark . . .

. . . And the rodeo (John Guthrie's) played to more than 11,000 paid admissions Sunday and drew 6,000 Saturday and Monday despite rain those afternoons.

Ozark Empire Zooms . . . Rodeo Gets Plaudits

. . . John A. Guthrie's Rodeo was the grandstand attraction Monday night and Tuesday afternoon and evening, showing to packed houses on the opening night and Tuesday afternoon. There was about a three-quarters full grandstand Tuesday night, when a terrific downpour started at 7:30 and continued until after 11 p.m. Guthrie's performers went thru their entire routine in a continual downpour. Bulldogging, bronk riding, steer roping and all contests were presented according to schedule to win the acclaim of the populace and the fair management.

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CHARLES A. NASH

General Manager

EASTERN STATES EXPOSITION

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Springfield, Mass.

Cedar County Fair, Hartington

TOTAL ATTENDANCE: Front gate, 6,056; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days; cloudy, 1 night.

RECEIPTS: Gate, \$3,053.06; grandstand, \$705; concession space, \$387.86; carnival, \$215.22; other receipts, \$85.35.

AID, PREMIUMS: State aid, \$343; county aid, \$2,000. Total estimated premiums paid out, excluding races, \$1,827.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, \$7,200. New construction planned when materials are available: additional 1,000 capacity extension to grandstand, commercial exhibit building, 70x150 dance floor.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,600. Acts booked thru Gus Sun agency.

ADMINISTRATION: President, C. E. Haley; secretary, V. E. Rossiter; superintendents of commercial exhibits, Art Arens and F. J. Peitz; publicity director, Fred Zimmer. Date of annual meeting of fair board, August 29-September 1, 1947 dates, August 28-31 (tentative).

Custer County Fair, Broken Bow

TOTAL ATTENDANCE: Front gate, 2,657; paid admissions, 1,252; days operated, 4; nights operated, 3.

WEATHER: Good. Total paid grandstand admissions—days, 943; nights, 1,108.

RECEIPTS: Gate, \$751; grandstand, \$1,501.50; carnival, \$1,034.75.

AID, PREMIUMS: State aid, \$344.65; county aid, \$2,550; total estimated premiums paid out (including cost of judging), \$1,806.47.

PLANT FACILITIES: Grandstand seating capacity, 3,500; area of grounds, 37 acres; estimated current valuation of the plant, owned by Nebraska Hereford Improvement Association and rented to fair association for agreed rental of \$1,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,250. Produced by Williams & Lee, Minneapolis.

ADMINISTRATION: President, Orin Talbot; secretary, L. G. Sullivan; superintendent of concessions, F. A. Bates; publicity director, Parke Keays.

Franklin County Fair, Franklin

TOTAL ATTENDANCE: Front gate, 11,784; days operated, 3; nights operated, 4.

WEATHER: Good, 2 days, 4 nights; rain, 1 day; total paid grandstand admissions, days, 358; nights, 4,138.

RECEIPTS: Gate, \$1,133.85; grandstand, \$3,122.60; concession space and carnival, \$1,075; other receipts, baseball games, \$130.10.

RACING: 2 days of harness or running races; purses for horse races, \$460.

AID, PREMIUMS: State aid, \$344.65; county aid, \$2,000; total estimated premiums paid out, class premiums, \$274.26; 4-H, \$754.60.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 3,000; number of national commercial exhibits, 4; number of local commercial exhibits, 5. New construction is planned when materials are available: Concrete floor in cattle barn and hog barn, painting of buildings inside and out, concrete work for aisles and sidewalks.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$1,503; name of revue, Michaels Attractions; acts booked thru Michaels.

ADMINISTRATION: President, Harry W. Blank; secretary, Maurice F. McAvoy; superintendent of concessions and commercial exhibits, Estle Austin; superintendent of grounds, Chas. Kahrs; 1947 dates, second week of August (tentative).

Gage County Fair, Beatrice

TOTAL ATTENDANCE: Free gate; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions—days, \$1,033.03; nights, \$2,754.69.

RECEIPTS: Grandstand, \$3,790.74; concession space, \$888; commercial exhibits, \$250; carnival, \$1,058.75; other receipts, \$1,200 rent on grounds.

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GRANDSTAND RECEIPTS: Thrill show, for 4 days, 4 nights, \$1,941.27; other features, fireworks, 1 night.

AID, PREMIUMS: County aid, \$4,000; other aid, \$344.65. Total estimated premiums paid out, excluding races, \$2,028.48.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 34 acres; estimated current valuation of the plant, \$38,000; square feet under cover available for commercial exhibits, 240; number of national commercial exhibits, 4; number of local commercial exhibits, 23; number of exhibitors in trailer show, 1. New construction planned when materials are available: concrete grandstand, similar to Nebraska State Fair's grandstand at Lincoln, with space underneath for display and exhibits.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,098.91. Name of acts, KMA Entertainers, WIBW Entertainers, Olympia Society Circus and Death Drivers. Acts booked thru Truex & Drake Enterprises.

ADMINISTRATION: President, H. F. Brandt; secretary, J. M. Quackenbush; superintendent of concessions, Orville Glass; superintendent of commercial exhibits, Edith Walker. Date and place of annual meeting of fair board, first week in November, Paddock Hotel, Beatrice, Neb.

Gosper County Fair, Elwood

TOTAL ATTENDANCE: Free gate; days operated 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night.

RECEIPTS: Carnival, \$200.

AID, PREMIUMS: County aid, \$2,350; other aid, \$350. Total estimated premiums paid out, \$700.

PLANT FACILITIES: Area of grounds, 5 acres; estimated current valuation of the plant, \$5,000; square feet under cover available for commercial exhibits, 6,500. New construction planned when materials are available: cattle barns, grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions exclusive of rodeos, racing, thrill shows, \$700. Acts booked thru Williams & Lee.

ADMINISTRATION: President, George Burt; secretary and superintendent of concessions, M. R. Morgan; superintendent of commercial exhibits, Harry Swanson. Date and place of annual meeting of fair board third Thursday, October, Elwood. 1947 dates, September 17-19.

Harlan County Junior Fair, Orleans

WEATHER: Good, 2 days and 2 nights operated.

RECEIPTS: Carnival, \$198.

AID, PREMIUMS: County aid, \$2,000; total premiums, \$1,100.

GRANDSTAND ATTRACTIONS: Cost, \$150.

ADMINISTRATION: President, Elam Peterson; secretary, W. A. Lennemann.

Jefferson County Fair, Fairbury

TOTAL ATTENDANCE: Admissions, free; days operated, 4; nights operated, 4.

WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy, 1 day, 1 night; total paid grandstand admissions—days, 1,500; nights, 2,400.

RECEIPTS: Grandstand, \$2,100; concession space, \$429; commercial exhibits, \$25; carnival, \$600.

AID, PREMIUMS: County aid, \$1,700; total estimated premiums paid out, \$1,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,400; area of grounds, 5 acres; estimated current valuation of the plant, \$16,000; number of local commercial exhibits, 20.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,200. Acts booked thru J. C. Michels, Kansas City, Mo.

ADMINISTRATION: President, Henry Hansmire, Reynolds; secretary, J. M. Nider, Jansen; superintendent of concessions, Ed. Howe, Fairbury; superintendent of grounds, C. E. Gilmore, Fairbury. Date and place of annual meeting of fair board: November at Fairbury, Neb. 1947 dates: September, second week (tentative).

Knox County Agricultural Society, Bloomfield

TOTAL ATTENDANCE: Front gate, 10,000; paid admissions, 6,000; days op-

erated, 3; nights operated, 3.

WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy, 1 day, 1 night.

RECEIPTS: Gate, \$2,592; concession and carnival space, \$899.73; commercial exhibits, \$70.

AID, PREMIUMS: County aid, \$2,000; total estimated premiums paid out, \$2,117.47.

PLANT FACILITIES: Grandstand seating capacity, 1,600; area of grounds, 26 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 1,000; number of local commercial exhibits, 12.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,877. Acts booked thru Barnes-Carruthers and independent acts.

ADMINISTRATION: President, A. W. Harm; secretary, Chris B. Alexander; superintendent of concessions, Glenn Kemnitz. Date and place of annual meeting of fair board: first Monday in October; 1947 dates, first week of September.

Logan County Fair & Rodeo, Stapleton

1,100; area of grounds, 10 acres; estimated attendance: Front gate, 7,000; admission, free; days operated, 2; nights operated, 3.

WEATHER: Good; total paid grandstand admissions, days, 6,000.

RECEIPTS: Arena gate, \$1,800; grandstand, \$4,900; concession space and carnival, \$280.

AID, PREMIUMS: County aid, \$750; other aid, \$350; total estimated premiums paid out, \$500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, mated current valuation of the plant, 1,500. New construction planned when materials are available: concrete grandstand, 2,000 seating capacity.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$130; acts booked independently.

ADMINISTRATION: President, H. E. Wells; secretary, V. K. Magnuson; superintendent of concessions, H. E. Dress; superintendent of grounds, Ben Fledderman; publicity director, M. A. Brown; date of annual meeting of fair board, January 1.

Merrick County Fair, Central City

TOTAL ATTENDANCE: Front gate, 3,141; paid admissions, 3,045 (free gate at night); days operated, 3; nights operated, 4.

WEATHER: Good, 2 days, 3 nights; rain, 1 day; rained out 1 night; cold or cloudy, 2 days, 2 nights. Total paid grandstand admissions—days, 2,175; nights, 2,008.

RECEIPTS: Gate, \$1,072.75; grandstand, \$2,684; concession space, \$50; commercial exhibits, \$25; carnival, \$327.65.

AID, PREMIUMS: State aid, \$344; county aid, \$200. Total estimated premiums paid out, excluding races, \$497.45.

PLANT FACILITIES: Grandstand seating capacity, 1,200; area of grounds, 30 acres; estimated current valuation of the plant, \$12,000; square feet under cover available for commercial exhibits, 4,000; number of local commercial exhibits, 25; number of exhibitors in truck show, 3. New construction planned when materials are available: 1,000 bleacher seats.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$1,375.

ADMINISTRATION: President, A. C. Thomas; secretary, Perry Gage; superintendent of concessions and grounds, Walter O'Nele; superintendent of commercial exhibits, George Hedges; publicity director, Perry Gage. 1947 dates, third week in August (tentative).

Morrill County Fair, Bridgeport

TOTAL ATTENDANCE: Front gate, 4,864 (free gate); days operated, 3; nights operated, 3.

WEATHER: Good. Total paid grandstand admissions—days, 2,432; nights, 1,417.

RECEIPTS: Grandstand, \$2,645.50; concession space, \$437.78.

AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out, \$800.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,700; area of grounds, 160 acres; estimated current valuation of the plant, \$30,000; square feet under cover available for commercial exhibits, 15,000. New construction planned when materials are available: grandstand, additional cattle

BROCKTON FAIR

BROCKTON, MASS.

SEPTEMBER 7 TO 13, 1947

George A. Buckley
PRESIDENT

Frank H. Kingman
SECRETARY

To the staff of *The Billboard* goes my sincerest thanks for its weekly news service. *The Billboard* is the chief reference book in my fair library.

Frank H. Kingman

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exhibit halls, hog and sheep barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$800. Acts booked thru J. C. Michaels, Kansas City.

ADMINISTRATION: President, Allan B. Atkins; secretary, J. Cedric Conover. 1947 dates, September 1-3.

Nuckolls County Fair, Nelson

Days operated, 3; nights operated, 3. WEATHER: Good, 1 day, 2 nights; rain, 1 day, 1 night.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 20 acres; estimated current valuation of the plant, \$1,500.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$1,000; acts booked thru Michaels of Kansas City.

ADMINISTRATION: President and superintendent of concessions, J. E. Portund; secretary, William A. McHenry. 1947 dates, last week in October.

Pawnee County Fair, Pawnee City

WEATHER: Good.

RECEIPTS: Gate, \$10,000 including grandstand; concession space, \$1,500.

RACING: 3 days of harness and running races; purses for horse races, \$3,500.

PREMIUMS: Total estimated premiums paid out, excluding races, \$2,000.

PLANT FACILITIES: Race-track size, one-half mile; grandstand seating capacity, 5,000; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 7,500.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,000. Local revue produced by E. B. Colwell. Acts booked thru Drake & Truex.

ADMINISTRATION: President, Ervin B. Colwell; secretary, William F. Colwell; superintendent of concessions, H. T. Huston; superintendent of commercial exhibits, Ray R. Eddy; superintendent of grounds, D. E. Herries; superintendent of speed, Fred Glesman; publicity director, F. W. McDonald. 1947 dates, first week in October (tentative).

Phillips County Junior Fair, Holdrege

Days operated, 3; nights operated, 3. WEATHER: Good.

RECEIPTS: Concession space, \$25; carnival, \$100; other receipts, \$450.

AID, PREMIUMS: County aid, \$1,880; other aid, \$544.65; total estimated premiums paid out, \$700.

PLANT FACILITIES: Grandstand seating capacity, 1,200; area of grounds, 40 acres; estimated current valuation of the plant, \$8,000.

GRANDSTAND ATTRACTIONS: Acts booked thru Ben Truex.

ADMINISTRATION: President, Leslie Randall; secretary, A. F. Johnson.

Pierce County Fair, Pierce

Days operated 3; nights operated, 3. WEATHER: Good, 2 days, 1 night; cold or cloudy, 1 day, 2 nights.

RECEIPTS: Gate, \$4,013; grandstand, \$902; concession space, \$500; carnival, \$350; other receipts, \$800.

RACING: 3 days of harness or running races; purses for horse races, \$300.

AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out, excluding races, \$1,300.

PLANT FACILITIES: Race-track size, approximately .78 mile; grandstand seating capacity, 1,400; area of grounds, 30 acres; estimated current valuation of the plant, \$15,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,892. Name of revue, *WLS Barn Dance*. Acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, Roy Bovee; secretary, A. P. Gottsche. 1947 dates, commencing last Sunday in August (tentative).

Platte County-Mid Nebraska 4-H Fair, Columbus

TOTAL ATTENDANCE: Front gate, 7,000; days operated, 4; nights operated, 4.

WEATHER: Good, 2 days, 2 nights; cold or cloudy, 2 days, 2 nights.

RECEIPTS: Gate, \$3,561.60; concession space, \$163.13; commercial exhibits, \$160; carnival, \$532.40.

AID, PREMIUMS: County aid, \$2,000;

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total estimated premiums paid out, \$1,779.03.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 115 acres; estimated current valuation of the plant, \$50,000; number of local commercial exhibits, 12. New construction planned when materials are available: building of barns, addition to grandstand, exhibit hall.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$3,500; name of revue, WLS Show and various acts; acts booked thru Barnes-Carruthers, Chicago.

ADMINISTRATION: President, Julius O. Nyffelen; secretary, W. L. Boettchen; superintendent of concessions, P. W. Lakers.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: Front gate, 30,000; free gate.

WEATHER: Good 2 days, 3 nights; rain, 1 day of 3 days, 3 nights run.

AID, PREMIUMS: County aid, \$4,000. Other aid, \$1,566. Total estimated premiums, excluding races, \$1,700.

PLANT FACILITIES: Area of grounds, 7 acres; estimated current valuation of the plant, \$10,500; new construction planned when materials are available: additional cattle and horse buildings.

ADMINISTRATION: President, F. M. Boss; secretary, L. E. Watson; superintendent of concessions, John Cooper; publicity director, Frank J. Risk. 1947 dates, September 10-12.

Thayer County Fair, Deshler

TOTAL ATTENDANCE: Front gate, 11,025; paid admissions, 10,000; days operated, 3; nights operated, 4.

WEATHER: Good.
RECEIPTS: Gate, \$2,150; grandstand, \$1,900; commercial exhibits, \$40; carnival, \$1,050.

AID: County aid, \$2,500; other aid, \$350.

PLANT FACILITIES: Race-track size, one-half mile; grandstand seating capacity, 2,000; area of grounds, 20 acres; number of local commercial exhibits, 3; number of exhibitors in trailer show, 1. New construction planned when materials are available: new grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions exclusive of rodeos, racing, thrill shows, \$3,000. Acts booked thru Williams & Lee, Tom Drake, WLS radio station.

ADMINISTRATION: President and superintendent of grounds, H. B. Rossmiller; secretary, superintendent of concessions and commercial exhibits, publicity director, E. J. Grupe. Date and place of annual meeting of fair board, October 28, Deshler. 1947 dates, August 12-15 (tentative).

Thurston County Fair, Walthill

TOTAL ATTENDANCE: Front gate, 8,000; paid admissions, 7,000; days operated, 3; nights operated, 3.

WEATHER: Cold or cloudy, 3 days, 3 nights. Total paid grandstand admissions—days, 5,000.

RECEIPTS: Concession space, \$1,053. **AID, PREMIUMS:** County aid, \$2,000. Total estimated premiums paid out, \$1,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 25 acres; estimated current valuation of the plant, \$30,000. New construction planned when materials are available: 4-H Club livestock barn, estimated cost \$6,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$2,500.

ADMINISTRATION: President, George Busselman; secretary, Alfred D. Raun; superintendent of concessions, E. G. Conger; superintendent of grounds, H. H. Fuller; publicity director, Alfred D. Raun. 1947 dates, probably be last four days of August (tentative).

NEVADA

Elko County Fair and Nevada Livestock Show, Elko

WEATHER: Good during full four-day run.

RECEIPTS: Concession space, \$750.
RACING: Four days of running races; purses for horse races, \$12,000.

AID, PREMIUMS: State aid, \$5,000; county aid, \$10,000; other donations, \$3,000.

PLANT FACILITIES: Race-track size,

half mile; grandstand seating capacity, 2,000; estimated current valuation of the plant, \$50,000. New construction planned when materials are available: new grandstand and new stables.

ADMINISTRATION: President, Oren F. Boles; secretary, Donald Brown; superintendent of grounds, Douglas Peterson. 1947 dates, August 31-September 3 (tentative).

Nevada State Fair, Fallon

TOTAL ATTENDANCE: Front gate, 7,000; paid admissions, 6,700; days operated, 3.

WEATHER: Good.
RECEIPTS: Gate, \$1,200; grandstand, \$8,800; concession space, \$200; commercial exhibits, \$200.

AID, PREMIUMS: State aid, \$5,000. Total estimated premiums paid out, \$2,500.

PLANT FACILITIES: Grandstand seating capacity, 3,000; area of grounds, 4½ acres.

ADMINISTRATION: Manager, C. J. Thornton. 1947 dates, September 1-4 (tentative).

NEW HAMPSHIRE

Cheshire Fair, Keene

TOTAL ATTENDANCE: Front gate, 15,000; paid admissions, 10,776; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 2 nights; cold, 1 night. Total paid grandstand admissions—days, 3,076; nights, 2,970.

RECEIPTS: Gate, \$10,758.25; grandstand, \$3,627.60; concession space, \$2,350; commercial exhibits, \$650; other receipts, 1,475.

RACING: Two days of running races. **AID, PREMIUMS:** State aid, \$14,000. Total estimated premiums paid out, excluding races, \$10,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 61 acres; estimated current valuation of the plant, \$20,000; number of national commercial exhibits, 5; number of local commercial exhibits, 30; number of exhibitors in auto show, 5; number of exhibitors in truck show, 3. New construction planned when materials are available: sheep barn, new large grandstand, 2 large exhibit halls.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$400; rodeo, 3 days, 3 nights, booked by B. Ward Beam.

ADMINISTRATION: President, Charles T. Richardson; secretary, Mrs. Helen W. Adams; superintendent of concessions, Clarence F. Worcester; superintendent of speed, M. Chadwick Mousley; publicity director, Helen W. Adams. 1947 dates, September 4-6.

Plymouth Fair, Plymouth

TOTAL ATTENDANCE: Front gate, 70,583; paid admissions, 21,478; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 4 nights; rain, 1 day; total paid grandstand admissions—days, 5,962; nights, 4,188.

RECEIPTS: Gate, \$19,624.30; grandstand, \$6,137.25; concessions, carnival and commercial exhibits, \$6,000; other receipts, \$33,000.

RACING: Two days of harness races; grandstand receipts for horse races, \$2,361.60; purses for horse races, \$2,700.

GRANDSTAND RECEIPTS: \$6,137.25; grandstand receipts for 1 day and 1 night of auto thrill show, \$2,805.05.

AID, PREMIUMS: State aid, \$30,000; other aid, \$85; total estimated premiums paid out, excluding races, \$24,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,185; area of grounds, 28 acres; estimated current valuation of the plant, \$25,000; square feet under cover available for commercial exhibits, 9,200; number of local commercial exhibits, 27; number of exhibitors in auto show, 3; number of exhibitors in truck show, 2; new construction planned when materials are available: saddle horse barns, cattle sheds, commercial exhibit building, new stage, bigger exhibition building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, \$3,950. show produced by Al Martin, Boston, Mass.

ADMINISTRATION: President, Harry A. Merrill; secretary, superintendent of speed, and publicity director, W. J. Neal; superintendent of concessions, commercial exhibits and grounds, L. E. Mitchell. Date of annual meeting of the fair board, December 14. 1947 dates, September 9-12 (tentative).

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NEW JERSEY

Flemington Fair, Flemington

TOTAL ATTENDANCE: Front gate, 100,000; days operated 7; nights operated, 7.

WEATHER: Good, 7 days, 6 nights; rain, 1 night.

RACING: Four days of harness races; purses for horse races, \$8,000; 2 days of big car auto races.

PREMIUMS: Total estimated paid out, excluding races, \$8,000.

PLANT FACILITIES: Race-track size, half mile; grandstand and bleachers seating capacity, 4,500; area of grounds, 50 acres; estimated current valuation of the plant, \$100,000; square feet under cover available for commercial exhibits, 20,000; number of local commercial exhibits, 50. New construction planned when materials are available: new fencing.

GRANDSTAND ATTRACTIONS: Acts booked thru George A. Hamid; fireworks 2 nights, rodeo 4 nights.

ADMINISTRATION: President and manager, Edward B. Allen; superintendent of grounds, William U. Bohren. Date and place of annual meeting of fair board: February 10, Union Hotel, Flemington, N. J.

New Jersey State Fair, Trenton

TOTAL ATTENDANCE: Front gate, 411,850; paid admissions, 342,865; days operated, 8; nights operated, 6.

WEATHER: Good, 7 days, 4 nights; rain, 1 day, 2 nights; total paid grandstand admissions: days, 66,204; nights, 37,512.

RECEIPTS: Gate, \$196,835; grandstand, \$109,280; concession space, \$32,460; commercial exhibits, \$5,800; carnival, \$18,500; other receipts, \$2,600.

RACING: Five days of harness races; purses for horse races, \$17,000; 1 day of big auto races; 1 day of motorcycle races.

AID, PREMIUMS: State aid, \$2,800; total estimated premiums paid out, excluding races, \$35,000.

PLANT FACILITIES: Race-track size, 800; area of grounds, 131 acres; estimated current valuation of the plant, \$1,500,000; square feet under cover avail-

able for commercial exhibits, 28,000; number of exhibitors in auto show, 6; number of exhibitors in truck show, 4; number of exhibitors in trailer show, 2. New construction planned when materials are available: new fencing, additional lighting in parking areas, two new buildings for swine and sheep.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$21,550; name of revue, *Grandstand Follies*, with Roxyettes; produced by George A. Hamid, Inc.

ADMINISTRATION: President, George A. Hamid Sr.; secretary-manager, Norman L. Marshall; superintendent of concessions, John McCormick; superintendent of commercial exhibits, L. Bergen Burk; superintendent of grounds, John McCullic; superintendent of speed, Edward W. Daymond; publicity directors, Bert Nevins Associates and Edward F. Connelley. 1947 dates, September 21-28.

NEW MEXICO

Roosevelt County Fair, Portales

TOTAL ATTENDANCE: Front gate, 22,000; free gate; days operated, 4; nights operated, 4.

WEATHER: Good, 4 days, 3 nights; rain, 1 night; total paid grandstand admissions—days, \$2,238.

RECEIPTS: Gate, \$314; grandstand, \$2,238; commercial exhibits, \$400; carnival, \$1,877.56.

GRANDSTAND RECEIPTS: Rodeo, 2 days, \$2,300.

AID, PREMIUMS: County aid, \$750; total estimated premiums paid out, excluding races, \$1,000.

ADMINISTRATION: President, John E. Plummer; secretary, W. G. Vinzant; superintendent of grounds, Leon Slaten. 1947 dates, September 24-27.

Valencia County Fair, Belen

TOTAL ATTENDANCE: Front gate, 2,500; admission, free; days operated, 2; nights operated, 2.

WEATHER: Good.

AID, PREMIUMS: County aid, \$1,200; total estimated premiums paid out, \$1,200.

PLANT FACILITIES: Area of grounds, 53 acres; estimated current valuation of the plant, \$3,500; square feet under cover available for commercial exhibits, 1,000.

ADMINISTRATION: President and superintendent of concessions, Ted Ley; secretary, George P. Seery. Date of annual meeting of the fair board, December 2, 1947 dates, September 19-20 (tentative).

NEW YORK

Dutchess County Fair, Rhinebeck

TOTAL ATTENDANCE: Front gate, 80,000; days operated, 4; nights operated, 4.

WEATHER: Good; total paid grandstand admissions—days, 5,000; nights, 5,000.

RACING: Three days; purses for horse races, \$4,550.

AID: State aid, \$10,000; county aid, \$4,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 50 acres; estimated current valuation of the plant, \$75,000; square feet under cover available for commercial exhibits, 13,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,600. Produced by George A. Hamid.

ADMINISTRATION: President, E. I. Statfield; secretary, L. F. Ninne; superintendent of concessions, commercial exhibits and grounds, R. C. Murry; publicity director, Benson R. Frost.

Lewis County Fair, Lowville

TOTAL ATTENDANCE: Front gate, 16,549; paid admissions, \$9,929.40. Days operated, 6; nights operated, 6.

WEATHER: Good.

RECEIPTS: Gate, \$14,310.85; grandstand, \$9,374.70; concession space, \$4,999.56; other receipts, \$210.50.

RACING: Four days of harness races. Purses for horse races, \$4,974.91.

AID: State aid, \$8,000.

PLANT FACILITIES: Race-track size,

half mile; grandstand seating capacity, 2,500; area of grounds, 65 acres; estimated current valuation of the plant, \$50,000; number of local commercial exhibits, 8; number of exhibitors in truck show, 1. New construction planned when materials are available: cow barns.

GRANDSTAND ATTRACTIONS: Acts booked thru George A. Hamid.

ADMINISTRATION: President, Alson D. Weller; secretary, Cyril L. Seymour. Date of annual meeting of fair board: December 1, 1945. 1947 dates: August 11, 1947 (tentative).

Mineola Fair, Mineola

TOTAL ATTENDANCE: Front gate, 275,000; days operated, 5; nights operated, 5.

WEATHER: Good; total paid grandstand admissions—5 days, 4 nights, 12,500.

RECEIPTS: From all sources, \$100,000.

RACING: One day of midget auto races.

GRANDSTAND RECEIPTS: Approximately \$13,000; rodeo, 5 days, 4 nights.

AID, PREMIUMS: State aid, over \$8,000; total estimated premiums paid out, \$8,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 45 acres; estimated current valuation of the plant, \$500,000; number of national commercial exhibits, about 20; number of local commercial exhibits, 50; number of exhibitors in truck show, 4; number of exhibitors in trailer show, 2. New construction planned when materials are available: 10 box offices and entrances, 3 exit gates and 8-acre parking field.

GRANDSTAND ATTRACTIONS: Rodeo only show; cost confidential. Produced by Louis Blackmon.

ADMINISTRATION: President, J. Alfred Valentine; secretary, Fred D. Baldwin; manager, Charles Bochert. 1947 dates, September 9-13 (tentative).

Palmyra Fair, Palmyra

Days operated, 3; nights operated, 4.

WEATHER: Good; total paid grandstand admissions—days, 3,938; nights, 4,524; bleachers—days, 777; nights, 1,614.

RECEIPTS: Gate, \$1,7710.28; grandstand and bleachers, \$5,129.46; concession space, \$3,600; commercial exhibits, \$400.

RACING: Three days, 4 nights of

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harness and running races; grandstand receipts for horse races included above; purses for horse races, \$4,000.

AID, PREMIUMS: State aid, \$10,000; total estimated premiums paid out, excluding races, \$9,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,250; area of grounds, 32 acres; estimated current valuation of the plant, \$100,000; square feet under cover available for commercial exhibits, 15,000; number of national commercial exhibits, 1; number of local commercial exhibits, 10; number of exhibitors in auto show, 12; number of exhibitors in truck show, 2. New construction planned when materials are available: race-horse barn, cattle sheds and 4-H building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,000. Produced by George Hamid.

ADMINISTRATION: President, Charles H. Johnson; secretary, superintendent of concessions and commercial exhibits, W. Ray Converse; superintendent of grounds, Harry G. Chapman; superintendent of speed and publicity director, John A. Meyers. Date and place of annual meeting of fair board, December 18, 1946, Palmyra. 1947 dates, first week in September (tentative).

Silver Lake Fair, Pike

Days operated, 3; nights operated, 3. WEATHER: Good. AID, PREMIUMS: State aid, \$8,000; county aid, \$300.

PLANT FACILITIES: Area of grounds, 10 acres; number of local commercial exhibits, 5.

GRANDSTAND ATTRACTIONS: Acts booked thru Warren White, Perry, N. Y.

ADMINISTRATION: President, Harold Altoft; secretary, Henry M. Wagenblaus; superintendent of concessions and grounds, Warren White. Date and place of annual meeting of fair board: February 20, 1947, Warsaw, N. Y. 1947 dates: August 18-20 (tentative).

NORTH CAROLINA

Center of North Carolina Fair, Asheboro

TOTAL ATTENDANCE: Front gate,

2,500 (estimated); days operated, 6; nights operated, 6.

WEATHER: Good. PLANT FACILITIES: Race-track size, quarter mile; grandstand seating capacity, 3,000; area of grounds, 30 acres; estimated current valuation of the plant, \$10,000; square feet under cover available for commercial exhibits, 50x150; number of local commercial exhibits, 20. New construction planned when materials are available: horse barns, cattle barns, grandstand.

ADMINISTRATION: President, J. A. Sikes; secretary, W. C. York. 1947 dates, third week in September.

Cherokee Indian Fair, Cherokee

TOTAL ATTENDANCE: Front gate, 25,000; paid admissions, 15,881; days operated, 5; nights operated, 5.

WEATHER: Good. RECEIPTS: Gate, \$8,220; grandstand, \$202; concession space, \$196; carnival, \$3,000.

PREMIUMS: Total estimated premiums paid out, excluding races \$1,400.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 8 acres.

GRANDSTAND ATTRACTIONS: All attractions are Indian.

ADMINISTRATION: President, Joe Jennings; secretary, William E. Ensor Jr.; superintendent of concessions, A. F. Neely; superintendent of commercial exhibits, Homer M. Gilliland; superintendent of grounds, Jarrett B. Blythe; superintendent of speed, P. A. Willett. 1947 dates, September 30-October 4 (tentative).

Firemen's Agricultural Fair, Enfield

TOTAL ATTENDANCE: Paid admissions, 11,000; days operated, 2; nights operated, 6.

WEATHER: Good, 2 days, 3 nights; cold or cloudy, 3 nights.

PLANT FACILITIES: Race-track size, 420x460 ft.; number of local commercial exhibits, 14.

ADMINISTRATION: President, Harold H. Burrows; secretary, George R. Ivey; 1947 dates, September 29-October 4.

High Point Fair, High Point.

TOTAL ATTENDANCE: Front gate,

14,960; paid admissions, 14,202; nights operated, 6.

WEATHER: Good, 5 nights; cold or cloudy 1 night.

AID, PREMIUMS: State aid, \$300; county aid, \$150; total estimated premiums paid out, \$786.

PLANT FACILITIES: Square feet under cover available for commercial exhibits, 60x120 ft. New construction planned when materials are available: new fair-grounds and exhibit building.

ADMINISTRATION: President, R. P. Myers; secretary, T. C. Potts; superintendent of concessions, Earl Cecil; superintendent of commercial exhibits, A. C. Ingram; superintendent of grounds, J. F. Sommers. 1947 date, September 15 (tentative).

Mount Airy Fair, Mount Airy

TOTAL ATTENDANCE: Front gate, 20,000; paid admissions, 15,000; days operated, 6; nights operated, 6.

WEATHER: Good, 3 days, 3 nights; rain, 2 days, 2 nights; cold or cloudy, 3 days, 3 nights.

RECEIPTS: Gate, \$7,000; concession space, \$2,500; carnival, \$2,500.

PREMIUMS: Total estimated premiums paid out, \$1,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 12 acres. New construction planned when materials are available: race track, exhibit building on new 35 acre tract purchased.

ADMINISTRATION: Secretary, George K. Snow.

Stanly County Fair, Albemarle

TOTAL ATTENDANCE: Front gate, 45,000; paid admissions, 25,000; days operated, 5; nights operated, 5.

RECEIPTS: Gate, \$15,000; concession space, \$600; commercial exhibits, \$450; carnival, \$6,000; other receipts, \$3,500.

PREMIUMS: Total estimated premiums paid out, excluding races, \$1,500.

PLANT FACILITIES: Area of grounds, 9½ acres; estimated current valuation of the plant, \$10,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 30.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,400. Acts booked thru Hamid.

ADMINISTRATION: President, C. A. Skidmore; secretary, F. B. Patterson.

Trumbull County Free Fair, Warren

TOTAL ATTENDANCE: Front gate, 100,000; admission, free; days operated, 5; nights operated, 4.

RECEIPTS: Grandstand, \$6,426; concession space, \$1,000; other receipts, \$6,500.

RACING: Three days; grandstand receipts for horse races, \$2,738; purses for horse races, \$4,283.

AID: State aid, \$1,000; county aid, \$1,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 32 acres; estimated current valuation of the plant, \$75,000; square feet under cover available for commercial exhibits, 3,000. New construction planned when materials are available: underground passes for parking in center of race track, new toilet facilities and new arrangement of present buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,120; acts supplied by Kleins Attractions.

ADMINISTRATION: President, Lamar Young; secretary, Frank Neal; superintendent of grounds, Robert Barnett; superintendent of speed, William Barnett.

NORTH DAKOTA

Towner County Fair, Cando

TOTAL ATTENDANCE: Front gate, 10,400; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 3 nights; rain, 1 day.

RECEIPTS: Gate, \$3,475; grandstand, \$2,275; concession space, \$240; carnival, \$1,330.

RACING: Two days; purses for horse races, \$1,500.

AID, PREMIUMS: County aid, \$1,500; total estimated premiums paid out, excluding races, \$450.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds, 60 acres; estimated current valuation of the plant, \$15,000. New construction planned when

WILLIAM E. MULDOON

Manager
148 Loudon Rd.
Concord, N. H.

WILLIAM J. BOUCHEA

Sec'y-Treas.
148 Loudon Rd.
Concord, N. H.

T. IRVING SMITH

General Representative
72 Rainville Ave.
Fitchburg, Mass.

GRANITE STATE

1947 SHOWS 1947

Featuring an (AL MARTIN) Attraction

OPENING KINGSTON, NEW YORK, IN APRIL

WANT ★ WANT ★ WANT ★ WANT

CONCESSIONS — Photo, Mitt Camp, String, Pitch-Till-You-Win, Coke Bottles, Over-Twelve, Cork Gallery, Bowling Alley, High Striker, Balloon Dart, Long Range Shooting Gallery, Darts, Penny Arcade, or any Legitimate Concessions. SHOWS—Side Shows, Athletic, Wax, Motordrome, Fun House, Snake.

RIDES—Have opening for rides not conflicting.

Al Hall wants to hear from Curly Lane, Gliff Madden, Lester Rice, Natick Whitey. Would like to hear from percentage workers to head stores, also Swinger Man to head double store. Also want to hear from Girl Ball Game workers.

ALL WIRES AND CORRESPONDENCE TO 148 LOUDON RD., CONCORD, N. H.



MAX GOODMAN
President and General Manager

WONDER SHOWS OF AMERICA

AMERICA'S
LEADING
30 CAR
RAILROAD
SHOW

WE ARE DETERMINED TO MAINTAIN A SUPREMACY IN THE FIELD OF SHOWS OF OUR SIZE

PLANNING NOW FOR A GREATER 1947

Next season we are adding more shows and have contracted for new rides, sufficient to keep this an outstanding organization. If there is anything new, we will have it.

**CORRESPONDENCE INVITED FROM
FAIRS AND AUSPICES**

We will be pleased to receive inquiries from showmen with adaptable ideas for new offerings.

MEET US AT THE CHICAGO CONVENTION
WONDER SHOWS OF AMERICA

WINTER QUARTERS: LITTLE ROCK, ARK.

Address all inquiries to **MAX GOODMAN, P. O. BOX 21, LITTLE ROCK, ARK.**

materials are available: hog and sheep barn and poultry building, resurface race track.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,850. Acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, Jack Currie; secretary, superintendent of concessions and grounds, Mont Bacon; superintendent of speed, Charles Halling.

OHIO

Geauga County Fair, Burton

WEATHER: Good, 1 day and 1 night; cold, 2 days and 2 nights of 3-day 3-night run; total paid grandstand admissions—days, 3,665; nights, 2,755.

RECEIPTS: Gate, \$14,912.50; grandstand, \$2,338.75; concession space, \$4,200.

RACING: Two days of harness races; grandstand receipts for horse races, \$1,374.50; purses for horse races, \$3,600.

AID, PREMIUMS: State aid, \$500; county aid, \$1,500; total estimated premiums paid out, excluding races, \$4,300.

PLANT FACILITIES: Race track, half mile; grandstand seating capacity, 1,600; area of grounds, 30 acres; number of local commercial exhibits, 20; number of farm machinery exhibitors, 10; number of exhibitors in truck show, 4. New construction planned when materials are available: new \$15,000 grandstand and new hog and pony barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand show, \$800; furnished by Klein's Attractions, and fireworks, \$500.

ADMINISTRATION: President, B. J. Shanover; secretary, Charles A. Riley; superintendent of concessions and commercial exhibits, Fred Talcott; superintendent of speed, W. H. Cromwell.

Green County Fair, Xenia

WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night of 4 days, 4 nights.

RECEIPTS: Gate \$14,344.50; grandstand, \$5,632.00; concession space, \$6,200.

RACING: Four days of harness races; grandstand receipts for horse races, \$2,481.50; purses for horse races, \$6,200.

PREMIUMS: Total estimated premiums paid out, excluding races, \$6,900.

PLANT FACILITIES: Race-track size,

half mile; grandstand seating capacity, 1,600; area of grounds, 45 acres; estimated current valuation of the plant, \$100,000. New construction planned when materials are available: sanitary system, more horse barns, enlarged barns, enlarged grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$1,750; show produced by Gus Sun office, Springfield, O.

ADMINISTRATION: President and superintendent of grounds, R. K. Haines; secretary, Mrs. J. Robert Bryson; superintendent of concessions, B. U. Bell; superintendent of speed, B. U. Bell and R. K. Haines; publicity director, Mrs. J. Robert Bryson. 1947 dates, July 29-August 1 (tentative).

Mahoning County Fair, Canfield

WEATHER: Good for full 10 days and nights.

RECEIPTS: Gate, \$71,516.75; grandstand, \$45,273.80; carnival and concession space, \$16,655.46; commercial exhibits, \$1,700; other receipts, \$10,000.

RACING: Five days of running races; grandstand receipts for horse races, \$13,787.75; purses for horse races, \$17,500; number days of midget auto races, 3.

GRANDSTAND RECEIPTS: \$45,273.80; number of days, 1; nights, 2 of auto thrill show; grandstand receipts for thrill show, \$4,237; other features: fireworks, 3 nights; rodeo, 4.

AID, PREMIUMS: State aid, \$1,800; county aid, \$4,000. Total estimated premiums paid out, excluding races, \$15,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 10,000; area of grounds, 125 acres; estimated current valuation of the plant, \$200,000; square feet under cover available for commercial exhibits, 60x120; number of national commercial exhibits, 4; number of local commercial exhibits, 20; number of exhibitors in auto show, 2; number of exhibitors in truck show, 1. New construction planned when materials are available: poultry house, 40x60 feet; ladies' building, 50x80 feet, and a handstand, 20x20 feet.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$12,000; revue and acts furnished by B. Ward Beam.

ADMINISTRATION: President, Fred

Mohernan; secretary, E. R. Zieger; superintendent of concessions and commercial exhibits, E. R. Zieger; superintendent of grounds and of speed, Grover Fosnacht; publicity director, E. W. Travls.

Marion County Fair, Marion

TOTAL ATTENDANCE: Front gate, 28,000; days operated, 6; nights operated, 6.

WEATHER: Good, 6 days, 5 nights; rain, 1 night.

RECEIPTS: Gate, \$9,765.50; grandstand, \$3,679.50; concession space, \$6,642.03; carnival, \$3,000; other receipts, \$8,000.

RACING: Two days, 3 nights; grandstand receipts for horse races, \$2,000; purses for horse races, \$6,150.

AID, PREMIUMS: State aid, \$800; county aid, \$1,500; other aid, \$500. Total estimated premiums paid out, excluding races, \$5,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 41 acres; estimated current valuation of the plant, \$100,000; square feet under cover available for commercial exhibits, 40,000; number of local commercial exhibits, 30. New construction planned when materials are available: junior fair building.

GRANDSTAND ATTRACTIONS: National Barn Dance, Graham Western Riders, *Balalaika Revue*, Fisher Bros.' Circus.

ADMINISTRATION: President, F. W. Baldinger; superintendent of concessions, J. F. Swisher; superintendent of grounds, E. H. Fetter; superintendent of speed, W. M. Rhoads.

Miami County Agricultural Society, Troy

TOTAL ATTENDANCE: Front gate, 45,000; days operated, 4; nights operated, 4.

WEATHER: Good, 1 day, 2 nights; rain, cold or cloudy, 3 days, 2 nights.

RECEIPTS: Gate, \$14,838.25; grandstand, \$8,035; concession space, \$6,000; commercial exhibits, \$400.

RACING: Three days; purses for horse races, \$9,000.

AID: State aid, \$800; county aid, \$1,500; other aid, club work, \$500.

PLANT FACILITIES: Race-track size,

half mile; grandstand seating capacity, 2,700; area of grounds, 65 acres; number of national commercial exhibits, 18; number of local commercial exhibits, 8; number of exhibitors in trailer show, 2. New construction planned when materials are available: community building, 200x75 feet.

GRANDSTAND ATTRACTIONS: Stage-show furnished by Bill McCluskey (WLW) and Gus Sun Booking Agency; fireworks by United Fireworks, Dayton, O.

ADMINISTRATION: President, Richard Levering; secretary, superintendent of concessions and commercial exhibits, publicity director, E. O. Ritter; superintendent of grounds, Dale Baker; superintendent of speed, Dr. M. E. Kilpatrick. Date and place of annual meeting of fair board, December 30, Courthouse, Dayton. 1947 dates, August 10-15.

Montgomery County Fair, Dayton

TOTAL ATTENDANCE: Front gate, 125,000; paid admissions, 86,641; days operated, 4; nights operated, 4.

WEATHER: Good. Total paid grandstand admissions, 15,358.

RECEIPTS: Gate, net \$38,865.22; grandstand, net \$6,450.36; concession space, \$14,157.59; commercial exhibits, \$3,861.

RACING: Four days and nights of harness races; purses for horse races, \$10,200.06.

AID, PREMIUMS: State aid, \$800; county aid, \$2,500. Total estimated premiums paid out, excluding races, \$7,817.34.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 30 acres.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,400. Acts booked thru Barnes-Carruthers, Chicago, and Gus Sun Booking Agency, Springfield, O.

ADMINISTRATION: President, C. C. Neff; secretary, R. C. Haines; superintendent of grounds, Webster Elliott. Date and place of annual meeting of fair board, January 4, Dayton, O. 1947 dates, September 1-4.

(Continued on page 71)

You can *Always* depend on—

SNAPP

Greater

SHOWS



CONGRATULATIONS TO THE FAIRS OF AMERICA, AND THANKS TO ALL FOR ANOTHER GREAT YEAR

FAIRS AND CELEBRATIONS

Desiring New Up-to-Date Rides, Clean and Entertaining Shows, and Flashy Merchandise Concessions, Contact Us at the Different Fair Conventions.

WE HAVE 2 UNITS TO OFFER FOR 1947

1 Unit Consisting of 6 Rides

1 Unit Consisting of 12 Rides

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR 1947 TOUR

Can Place Show Carpenter, Also Foremen for New Loopier Ride, New Boomerang, New Merry-Go-Round and Ferris Wheel.

PERMANENT WINTERQUARTERS:
118-128 VIRGINIA AVE. JOPLIN, MO.

to have that **SNAPP**

NOVEL RIDES • MERCHANDISE • CONCESSIONS • CLEAN SHOWS

WALLACE

BROS. SHOWS

MRS. E. E. FARROW

E. E. FARROW, JR.

12 SENSATIONAL RIDES—10 AMAZING SHOWS
3 LIGHT TOWERS—3 CATERPILLAR LIGHT PLANTS
50 HIGH-CLASS MERCHANDISE CONCESSIONS

THANKS and SEASON'S GREETINGS

TO ALL—

Our Staff, Employees, Concessionaires and Committees who co-operated to make the past season THE MOST SUCCESSFUL IN THE HISTORY OF THIS ORGANIZATION.

WE INVITE YOU— FAIR SECRETARIES and COMMITTEE MEN . . .

To contact us or correspond with us about your 1947 event. We are now arranging our route and pledge you a bigger and better show, again standing solidly behind our slogan, "AMERICA'S MOST SPECTACULAR MIDWAY." See us at the following State Fair meetings: North Dakota, South Dakota, Minnesota, Wisconsin, Michigan, Illinois, Iowa and Mississippi.

WANTED FOR 1947

SHOWS: Independent Shows of merit of all kinds. Will furnish any worthwhile attractions for reliable Showmen. Especially want Motordrome, Fun House and high-class Arcade.

RIDES: Will book Octopus and Pony Ride, or any Rides not conflicting with our present line-up of sensational Rides.

CONCESSIONS: Exclusive open on Frozen Custard. Will book any high-class Merchandise Concessions within keeping of our standards.

HELP: Useful Help for winterquarters. Show Painter for winterquarters and all season. Good Billposter who will put up paper. Ride Foremen and Second Men for 1947 season. Capable Lot Superintendent. (Mike Patton and Clay, contact us.)

"America's Most Spectacular Midway"

WINTERQUARTERS

STATE FAIR GROUNDS, Address: P.O. BOX 1184, JACKSON, MISS.

★ AMERICA'S MOST SPECTACULAR MIDWAY ★

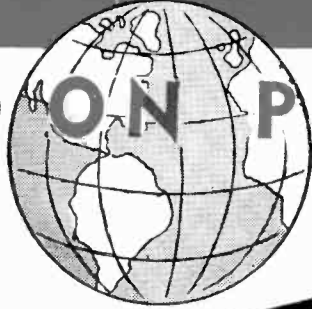
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NOVEL RIDES • MERCHANDISE • CONCESSIONS • CLEAN SHOWS

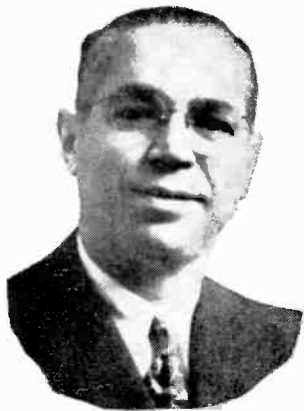
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CETLIN AND

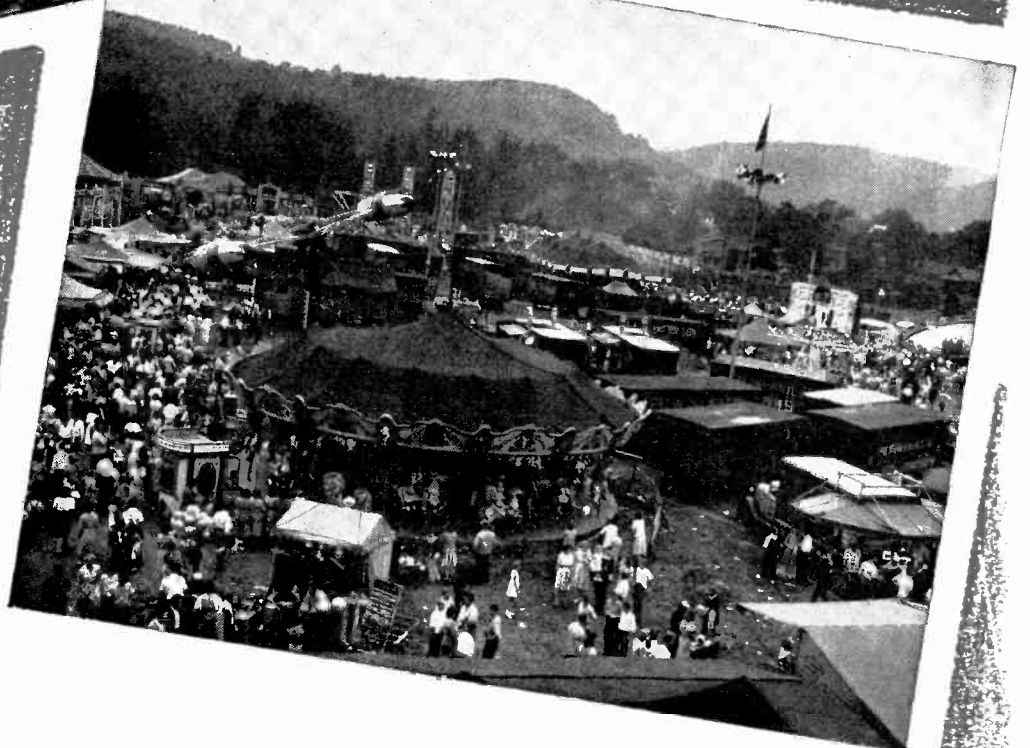
"WORLD ON PARADE"



JOHN W. (JACK) WILSON



I. (ISSY)
CETLIN



JOHN W. (JACK) WILSON, General Manager
I. (ISSY) CETLIN, Assistant Manager
WM. A. HARTZMAN, Treasurer
J. E. WALKER, Secretary
R. C. McCARTER, General Agent and
Traffic Manager
E. K. JOHNSON, Special Agent

Assisted by a brilliant staff, each an expert in his department, assuring committees and fair associations honest and efficient business dealings.

40 RAILROAD CARS 40

OF MODERN TIMES ★ ★ ★

WILSON

SHOWS

CETLIN & WILSON SHOWS
+
NEW AND MODERN IDEAS } = { **ONE OF THE FINEST**
AMUSEMENT AGGREGATIONS
IN AMERICA

SUPREME IN THEIR ACHIEVEMENT OF OUTDOOR SHOWMANSHIP

40 All Steel Railroad Cars Carrying Wagon Loads of the
 Latest in Riding Devices and Always the Finest of Shows

SEE US AT CHICAGO DURING CONVENTION

ALL ADDRESS CETLIN & WILSON SHOWS
WINTER QUARTERS, PETERSBURG, VA.

Committees, Fair Man-
 agers, visit us at any
 time—we will make
 your stay pleasant.

Presenting lighting ef-
 fects that are different,
 created and installed by
 the Lighting Engineer
 Corp. of Norfolk, Va.

The Show with its mag-
 netic drawing power is
 an asset to the Fair,
 insuring large grosses.

18 SHOWS & RIDES 24

"America's Outstanding Motorized Show"

12 NEW RIDES ★ 10 SHOWS ★ 40 CONCESSIONS
LIGHT TOWERS ★ ALL NEW TRANSPORTATION

SEASON'S GREETINGS AND MANY THANKS

To our innumerable Friends, Committees, Fair Officials, Showman, Concessionaires and Our Personnel FOR ANOTHER GREAT BANNER YEAR, which gave us a 20% increase in business over 1945 as Fairs played before the Polio Epidemic intervened.

THIS SHOW AGAIN IN 1947

Will grace the Midways of the Finest Fairs in the Middle Northwest presenting an even Greater Number of Thrill Rides and also Shows of unsurmountable Beauty with phenomenal attractions, and an array of Talent never before seen by the Fair-Going Public. We will endeavor to keep up with the Trend of Times and the many changes that will occur in the Post War Era.

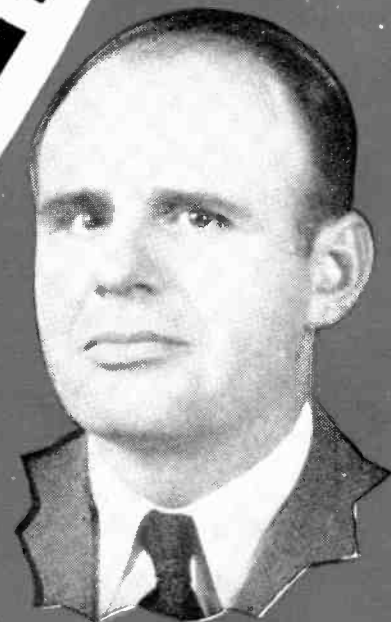
BROKE ALL RECORDS AT—

DIVIDE COUNTY FAIR, Crosby, N. D.
BURKE COUNTY FAIR, Flaxton, N. D.
BOTTINEAU COUNTY FAIR, Bottineau, N. D.
TOWNER COUNTY FAIR, Cando, N. D.
STUTSMAN COUNTY FAIR, Jamestown, N. D.
ROLLETTE COUNTY FAIR, Rolla, N. D.
WELLS COUNTY FAIR, Fessenden, N. D.
CAVALIER COUNTY FAIR, Langdon, N. D.
PEMBINA COUNTY FAIR, Hamilton, N. D.
GRIGGS COUNTY FAIR, Cooperstown, N. D.
WADENA COUNTY FAIR, Wadena, Minn.
OTTER TAIL COUNTY FAIR, Perham, Minn.
OLMSTED COUNTY FAIR, Rochester, Minn.
MCLEOD COUNTY FAIR, Hutchinson, Minn.
DOUGLAS COUNTY FAIR, Alexandria, Minn.

HAVE FOR SALE

1 Set of Fly-o-Plane Tubs;
1 15-Horse 110-220 Single Phase Motor;
2 Le Roi Power Units.
2 Light Plants — 1 30 Kw. D. C.
1 20 Kw. Gas Driven Motors complete with Rheostats and all necessary equipment.

Admitted by competitors as being THE FINEST IN THE MIDDLE-NORTHWEST



WM. T. COLLINS, General Mgr.

FAIR OFFICIALS:

BEFORE CONTRACTING FOR YOUR 1947 ANNUALS GIVE US YOUR THOUGHTFUL CONSIDERATION. You are cordially invited to visit our Rooms at the Sherman Hotel during the meetings.

PROGRESSIVE SHOWMEN, WITH NEW AND NOVEL IDEAS, CONTACT US, AS WE WILL BOOK OR FRAME ANY MERITORIOUS ATTRACTIONS.

WINTER QUARTERS AND PERMANENT ADDRESS

406 ERIE STREET, ST. PAUL, MINN.

WM. T. COLLINS SHOWS

**Morgan County Fair,
McConnellsville**

TOTAL ATTENDANCE: Front gate, 1,000; paid admissions, 9,309; days operated, 3; nights operated, 2.

WEATHER: Good. Total paid grandstand admissions—days, \$443.20; nights, \$541.60.

RECEIPTS: Gate, \$5,139.50; grandstand, \$984.80; concession space, \$275; commercial exhibits, \$251.50; carnival, \$425.

RACING: Two days of harness races; grandstand receipts for horse races, \$443.20; purses for horse races, \$1,500.

GRANDSTAND RECEIPTS: \$984.80; Features, besides horse races, fireworks, number of nights, 1; horse show, 1 night; horse-pulling contest, 1 night.

AID: State aid, \$500; county aid \$2,800.

PLANT FACILITIES: Race-track size, one-third mile; grandstand seating capacity, 600; area of grounds, 36 acres; number of local commercial exhibits, 10; number of exhibitors in auto show, 2. New construction planned when materials are available: cattle barn with judging space.

ADMINISTRATION: President, H. A. Morris; secretary, superintendent of concessions and commercial exhibits, Ray C. Smith; superintendent of grounds, William J. Huck; superintendent of speed, William N. Smith. 1947 dates, September 4-6 (tentative).

Preble County Fair, Eaton

TOTAL ATTENDANCE: Front gate, 19,005; days operated, 3; nights operated, 4.

WEATHER: Good. Total paid grandstand admissions—days, 6,010; nights, 7,000.

RECEIPTS: Gate, \$9,528.25; grandstand, \$4,170.45; concession space, \$1,902.89; commercial exhibits, \$684.04.

RACING: Three days; purses for horse races, \$3,845.

GRANDSTAND RECEIPTS: Receipts for thrill show, \$1,044.65.

AID, PREMIUMS: State aid, \$1,500; county aid, \$800; other aid, \$700. Total estimated premiums paid out, excluding races, \$4,118.43.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity,

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 66)

3,200; area of grounds, 44 acres; estimated current valuation of the plant, \$7,500; square feet under cover available for commercial exhibits, 30,000; number of local commercial exhibits, 60; number of exhibitors in truck show, 7; number of exhibitors in trailer show, 1. New construction planned when materials are available: new grandstand, toilets, roads and walks, 2 barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,800; name of revue, WOWO, and Hogland Circus; produced by same; Acts booked thru Gus Sun.

ADMINISTRATION: President, Everett Jellison; secretary, William B. Pryor; superintendent of concessions and commercial exhibits, John Ernst; superintendent of grounds, C. C. Creager; superintendent of speed, Jake Pundt; publicity director, William B. Pryor. Date and place of annual meeting of fair board, December 10, fairgrounds. 1947 dates, September 11-14 (tentative).

**Sandusky County Fair,
Fremont**

TOTAL ATTENDANCE: Front gate, 75,000; paid admissions, 47,496; days operated, 5; nights operated, 5.

WEATHER: Good; Total paid grandstand admissions—days, 5,000; nights, 15,000.

RECEIPTS: Gate, \$25,942; grandstand, \$9,950; concession space, \$7,363.10; commercial exhibits, \$415; carnival, \$1,200.

RACING: Three days of harness races; grandstand receipts for horse races, \$3,000; purses for horse races, \$4,600.

GRANDSTAND RECEIPTS: \$9,945; 5 days and 5 nights of auto thrill show.

PREMIUMS: Total estimated premiums paid out, excluding races, \$7,522.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 50 acres; estimated current valuation of the plant, \$150,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, ex-

clusive of rodeos, racing, thrill shows, \$3,850; name of revue, *Balalaika*; produced by WLS Artists Bureau.

ADMINISTRATION: President, C. F. Nuhfer; secretary and superintendent of concessions and commercial exhibits, R. S. Hull. 1947 dates, September 1-5 (tentative).

Scioto County Fair, Lucasville

TOTAL ATTENDANCE: Front gate, 29,000; paid admissions, 26,500; days operated, 3; nights operated, 4.

WEATHER: Good. RECEIPTS: Gate, \$14,000; commercial exhibits, \$250; carnival, \$5,500.

RACING: Three days; purses for horse races, \$4,200.

AID, PREMIUMS: State aid, \$500; county aid, \$2,000; other aid, \$400; total estimated premiums paid out, excluding races, \$19,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, \$1,200; area of grounds, 26 acres; estimated current valuation of the plant, \$300,000; square feet under cover available for commercial exhibits, 2,000; number of local commercial exhibits, 10; number of exhibitors in trailer show, 2. New construction planned when materials are available: show ring, machinery shed, merchants display building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$750; name of show, *Grand Ole Opry*.

ADMINISTRATION: President, L. Taylor; secretary, superintendent of concessions and commercial exhibits, A. S. Moulton; superintendent of speed, V. E. Rickey; publicity director, W. L. Burus.

Shelby County Fair, Sidney

Days operated, 5; nights operated, 5.

WEATHER: Good, 3 days, 4 nights; rain, 1 day; cold or cloudy, 1 day, 1 night.

RECEIPTS: Gate, \$5,334.05; grandstand, \$4,819.31; concession space, \$1,660.25; commercial exhibits, \$183.25; carnival, \$2,255.05.

RACING: 3 days; purses for horse races, \$5,300.

GRANDSTAND RECEIPTS: Grandstand receipts for 1 night thrill show, \$1,125.75.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds, 29 acres; square feet under cover available for commercial exhibits, 2; number of local commercial exhibits, 30; number of exhibitors in truck show, 1. New construction planned when materials are available: new grandstand, community auditorium and 4-H club barn and arena.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,900; attractions *Hoosier Hop*, also booked thru Klein's Attractions.

ADMINISTRATION: President, Paul Billing; secretary, K. McDowell; superintendent of speed, Floyd Higgins.

OKLAHOMA

**Apache District Free Fair,
Apache**

TOTAL ATTENDANCE: Front gate, 6,500 (estimated); admission, free. Days operated, 4; nights operated, 4.

WEATHER: Good. 3 days, 2 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 2 nights.

RECEIPTS: Concession space, \$100; commercial exhibits, \$75; carnival, \$340. RACING: Horse show, \$225.

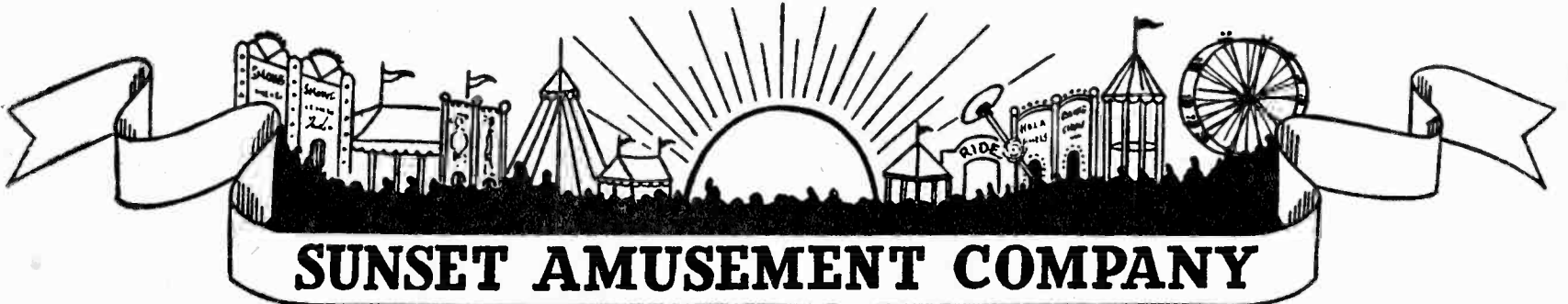
GRANDSTAND: Amateur rodeo, 3 nights (free).

AID, PREMIUMS: County aid, \$450; other aid, merchants, \$800. Total estimated premiums paid out, \$750.

PLANT FACILITIES: Area of grounds, 25 acres; estimated current valuation of the plant, \$10,000; square feet under cover available for commercial exhibits, 13,500; number of local commercial exhibits, 15.

ATTRACTIONS: Horse show (\$225 purses), amateur rodeo, radio talent, home talent shows. Cost, \$350.

ADMINISTRATION: President, L. L. Dunlap; secretary, O. H. Goff. 1947 dates, last four days of August (tentative).



PERMANENT FIREPROOF WINTER QUARTERS, EXCELSIOR SPRINGS, MO.
 "1947 WILL BE THE 19TH SEASON UNDER THE SUNSET BANNER"
 OUR POLICY FOR SEASON 1947
 ONLY LEGITIMATE CONCESSIONS AND PERCENTAGE

NEW RIDES MORE LIGHT TOWERS NEON FRONTS

- 12 -
UP-TO-DATE RIDES
 Triple FERRIS WHEELS
 CATERPILLAR
 OCTOPUS
 SPITFIRE
 CAROUSEL
 TRAIN
 ROLL-O-PLANE
 TILT-A-WHIRL
 GLIDER
 KIDDIE RIDES

FAIR SECRETARIES OF
Iowa
Minnesota
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K. H. GARMAN
 OWNER-MANAGER

SEE US AT THE CONVENTIONS AT
Chicago
Des Moines
St. Paul
Springfield
Lincoln

- 8 -
HIGH CLASS SHOWS
 WE HAVE UNDER CONSTRUCTION AT BOTH THE I & I FAIR GROUNDS AT DANVILLE, ILL., AND AT OUR PERMANENT WINTER QUARTERS AT EXCELSIOR SPRINGS, MO., NEW AND NOVEL NEON FRONTS FOR 1947.

Thanks
 FAIR SECRETARIES, AUSPICES, COMMITTEES AND SHOW PERSONNEL FOR AN EXCELLENT 1946 SEASON

Now Booking
No Cancellations
 AND WE PLAY WITH THE LISTED ATTRACTIONS

ADDRESS CORRESPONDENCE
SUNSET AMUSEMENT CO. DANVILLE, ILL.

Bryan County Free Fair, Durant

TOTAL ATTENDANCE: Front gate, over 7,000; admission, free. Days operated, 3; nights operated, 2.
WEATHER: Good. (No rain in 14 years' operation present site.)
GRANDSTAND: Rodeo. Fireworks, 2 nights.
AID, PREMIUMS: County aid, \$3,000. Total estimated premiums paid out, \$2,449.

PLANT FACILITIES: Area of grounds, 40 acres; estimated current valuation of the plant, \$65,000; square feet under cover available for commercial exhibits, 48,000; number of local commercial exhibits, 100.

ADMINISTRATION: President, L. B. Josseland; secretary, Allen Hill; superintendent of grounds, O. R. Bushfield, Durant, Okla. Date of annual meeting of fair board, March 3, 1947. 1947 dates, week or 10 days before State fair (tentative).

Grant County Free Fair, Pond Creek

DAYS OPERATED: 4; nights, 3.
WEATHER: Good.
RACING: 2 days.
AID, PREMIUMS: County aid. Total estimated premiums paid out, \$5,500.

PLANT FACILITIES: New location is included in a 160-acre tract of land where a small air strip is to be located. Track for horse and auto races, rodeo pens and park area for city also planned.

ADMINISTRATION: President, G. W. Lacy; secretary, H. J. Dedrick, superintendent of concessions, Roy Davis; publicity director, Elmer Fink.

Hughes County Free Fair, Holdenville

TOTAL ATTENDANCE: Front gate, 6,500; admission, free. Days operated, 4; nights operated, 4.

WEATHER: Good, 4 days, 3 nights; rain, 1 night.

RECEIPTS: Concession space, \$10; commercial exhibits, \$270; carnival, \$412.

AID, PREMIUMS: County aid, \$3,250.

Total estimated premiums paid out, \$2,150.

PLANT FACILITIES: Race-track size, quarter mile; area of grounds, 15 acres; estimated current valuation of the plant, \$12,000; square feet under cover available for commercial exhibits, 8,000; number of local commercial exhibits, 16. New construction planned when materials are available: livestock building, show arena and poultry building.

ADMINISTRATION: President, John Wolf; secretary, Vernon J. Frye; superintendent of concessions, K. Love.

Kay County Free Fair, Blackwell

DAYS OPERATED: 5; nights operated, 5.

RECEIPTS: Concession space, \$995.
AID: County aid, \$8,500.

PLANT FACILITIES: Grandstand seating capacity, 1,400; area of grounds, 6 acres; number of local commercial exhibits, 18. New construction planned when materials are available: \$250,000 bonds voted for new buildings.

GRANDSTAND ATTRACTIONS: None. Kelly-Miller Circus, 3 days and 3 nights.

ADMINISTRATION: President, Walter House; secretary, W. R. Hutchinson; superintendent of concessions and commercial exhibits, Ted Tetrick; publicity director, Marsh Woodruff. 1947 dates, September 9-13 (tentative).

Seminole County Free Fair, Wewoka

TOTAL ATTENDANCE: Front gate, 10,000; admission, free. Days operated, 3; nights operated, 3.

WEATHER: Good.

RECEIPTS: Commercial exhibits, \$60; carnival, \$500 (approximate).

AID, PREMIUMS: County aid, \$3,000; other aid, \$40. Total estimated premiums paid out, \$3,040.

PLANT FACILITIES: Area of grounds, 10 acres; estimated current valuation of the plant, \$100,000; number of national commercial exhibits, 400; number of local commercial exhibits, 10; number of exhibitors in truck show, 3. New construction planned when materials are available: remodeling of livestock arena; cost,

\$10,000; seating capacity, 1,500.
ADMINISTRATION: President, W. R. Slaughter; secretary, W. F. Lott.

Stephens County Free Fair, Duncan

ATTENDANCE: Admission, free. Days operated, 4; nights operated, 4.

AID, PREMIUMS: County aid, \$4,000; other aid, \$1,000. Total estimated premiums paid out, \$5,000.

PLANT FACILITIES: New construction planned when materials are available: 4,000 capacity grandstand to replace one destroyed by storm in 1944.

ADMINISTRATION: Secretary, Herb Galloway. 1947 dates, July (tentative).

Washita County Fair, Cordell

TOTAL ATTENDANCE: Front gate, 2,000; admission, free. Days operated, 2; nights operated, 1.

WEATHER: Cloudy.
AID, PREMIUMS: County aid, \$400. Total estimated premiums paid out, \$445.

PLANT FACILITIES: New construction planned when materials are available: new barns and exhibit building.

GRANDSTAND ATTRACTIONS: Rodeo, 2 nights.

ADMINISTRATION: Secretary, James V. Son.

OREGON

Lincoln County Fair, Newport

TOTAL ATTENDANCE: Front gate, 4,000; paid admissions, 4,000; days operated, 3; nights operated, 3.

WEATHER: Good, 1 day, 1 night; cold or cloudy, 2 days, 2 nights.

RECEIPTS: Gate, \$1,800; concession space, \$200.

PREMIUMS: Total estimated paid out, \$700.

PLANT FACILITIES: Race-track size, one-third mile; grandstand seating capacity, 1,000; area of grounds, 3 acres; estimated current valuation of the plant, \$19,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 7; num-

ber of exhibitors in truck show, 2. New construction planned when materials are available; addition to livestock pavilion.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$850; attraction, Raymond Circus; rodeo, 2 days. Acts booked thru Eddie Burke Attractions.

ADMINISTRATION: President, W. P. McBea; secretary, Turner Bond; superintendent of concessions, Gertrude B. Murtz.

PENNSYLVANIA

Cambria County Fair, Ebensburg

TOTAL ATTENDANCE: Front gate, 63,857; paid admissions, 56,841. Days operated, 6; nights operated, 6.

RACING: Four days; purses for horse races, \$4,100.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 70 acres.

GRANDSTAND ATTRACTIONS: Name of revue, *Sky High*; produced by Frank Wirth Booking Association. Acts booked thru Frank Wirth Booking Association.

ADMINISTRATION: President, James A. Wilkinson; secretary, Walter Good; superintendent of concessions, R. G. Davis; superintendent of grounds, Clinton Mann. 1947 dates, September 1-6.

Dunbar Township Community Fair, Leisenring

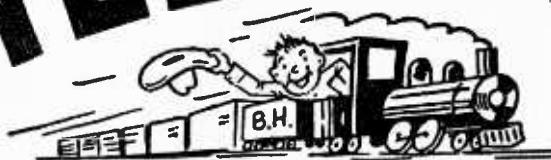
ATTENDANCE: Admission, free. Days operated, 3; nights operated, 2.

WEATHER: Good.

RECEIPTS: Grandstand, \$250; concession space, \$100; commercial exhibits, \$50; other receipts, \$800.

PLANT FACILITIES: Football stadium; grandstand seating capacity, 600; square feet under cover available for commercial exhibits, 2,000; number of local commercial exhibits, 10; number of exhibitors in auto show, 2; number of exhibitors in trailer show, 1; new con-

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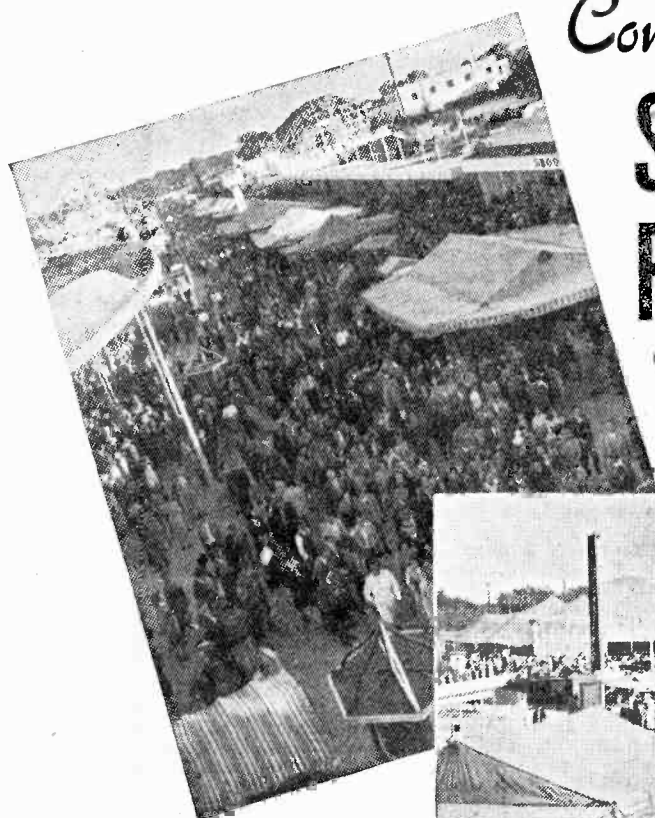
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Happy and
Prosperous Holiday Season*

DENNY PUGH

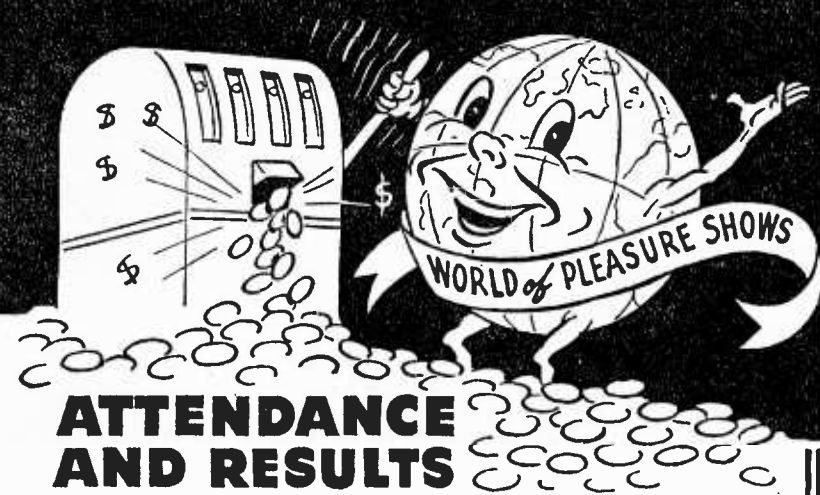
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Owner-Manager

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DETROIT 1, MICHIGAN

struction planned when materials are available: cattle and livestock housing facilities.

GRANDSTAND ATTRACTIONS: Local talent, with prizes for participants; thrill show, 1 night.

ADMINISTRATION: President, Clarence Wilkey; secretary, Kenneth Mowry; superintendent of concessions and commercial exhibits, E. J. Ogleuee; superintendent of grounds, Andrew Phillips; publicity director, James Driscoll.

Ephrata Fair, Ephrata

TOTAL ATTENDANCE: Front gate, 76,000; free admission. Days operated, 4; nights operated, 4.

WEATHER: Good.

RECEIPTS: Carnival, concessions and commercial exhibits, \$6,291.

AID, PREMIUMS: State aid, 60-80 per cent of amount spent for premiums. Total estimated premiums paid out, races, \$475.

PLANT FACILITIES: None, street fair; number of local commercial exhibitors, 10; number of exhibitors in auto show, 3; number of exhibitors in truck show, 2.

ADMINISTRATION: President, James E. Galen; secretary, R. U. Gassnacht; superintendent of concessions, Whitley Jacobs; superintendent of grounds, A. W. Hocker; publicity director, Wayne Harberling. 1947 dates, September 24-27 (tentative).

Huntingdon County Fair, Huntingdon

TOTAL ATTENDANCE: Front gate, 30,000. Days operated, 5; nights operated, 5.

WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions—days, 1,670; nights, 4,574.

RECEIPTS: Gate, \$9,743.14; grandstand, \$6,338.51; concession space, \$1,462.15; commercial exhibits, \$840; carnival, \$1,393.21; other receipts, \$575.

AID, PREMIUMS: State aid, possibly \$800; county aid, \$500. Total estimated premiums paid out, excluding races, \$834.16.

PLANT FACILITIES: Bleachers seating capacity, 2,000; area of grounds, 100 acres; estimated current valuation of the plant, \$6,000; square feet under cover available for commercial exhibits, 34,400; number of local commercial exhibits, 165; number of exhibitors in auto show, 1. New construction planned when materials are available: grandstand, larger horse and cow barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing thrill shows, \$560. Flying X rodeo was presented 3 days, 5 nights.

ADMINISTRATION: President, J. M. Harper; secretary, J. Elmer Yung; superintendent of concessions, Earl Hall; superintendent of commercial exhibits, Eugene Irvin; superintendent of grounds and publicity director, J. M. Harper. Date and place of annual meeting of fair board, Second M. E. Church, Huntingdon. 1947 dates, August 25-30 (tentative).

Somerset County Fair, Meyersdale

TOTAL ATTENDANCE: Front gate, 18,000; paid admissions, 14,000. Days operated, 4; nights operated, 5.

WEATHER: Good, 4 days, 1 night; cold, 4 nights. Total paid grandstand admissions, days and nights, 6,000.

RECEIPTS: Gate, \$7,817; grandstand, \$3,055; concession space, \$100; commercial exhibits, \$700; carnival, \$800; other receipts, \$1,030.

GRANDSTAND RECEIPTS: \$3,055.

AID, PREMIUMS: County aid, \$750. Total estimated premiums paid out excluding races, \$2,347.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 50 acres; square feet under cover available for commercial exhibits, 4,200; number of local commercial exhibits, 26. New construction planned when materials are available: new racing barn to accommodate 50 horses; a new cattle barn to hold 150 head and F. F. A. and 4-H building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,000; name of revue, Klein's Rhythm Revue of 1946 and Circus, produced by Klein's Attractions; fireworks, one night.

ADMINISTRATION: President, J. E. Leckemby, secretary, George R. Paxton; superintendent of concessions and commercial exhibits, Nat Friedline; superintendent of grounds, L. R. Peck; publicity director, William Woullard; 1947 dates, September 1-5 (tentative).

Tioga Valley Fair, Tioga

TOTAL ATTENDANCE: Front gate, 30,000. Days operated, 4; nights operated, 4.

WEATHER: Good, 2 days, 3 nights; rain, 2 days, 1 night.

RECEIPTS: Gate, \$550; concession space, \$100; carnival, \$650.50; other receipts, \$275.

RACING: 1 day of races.

AID: State aid, \$393.75; county aid, \$25.

PLANT FACILITIES: Race-track size, quarter mile; area of grounds, 12 acres; square feet under cover available for commercial exhibits, 1,300. New construction planned when materials are available: grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$500. Acts booked thru Harry Cooke.

ADMINISTRATION: President, Raymond E. Patterson; superintendent of concessions, Jack Hudson; secretary and superintendent of grounds, Carl H. Forrest. Date and place of annual meeting of fair board, January 15, Tioga. 1947 dates, August 3-9 (tentative).

York Interstate Fair, York

TOTAL ATTENDANCE: Front gate, 302,551; paid admissions, 255,183 paid, 47,368 free; days operated, 5; nights operated, 5.

WEATHER: Good.

RECEIPTS: Gate, \$122,437.90; grandstand, \$76,753.95; concession space and carnival, \$64,267.03.

RACING: 4 days of harness and running races; grandstand receipts for horse races, not segregated.

GRANDSTAND RECEIPTS: Thrill show run in connection with acts, \$76,753.95; number of days, 1 and nights, 1 of auto thrill show; grandstand receipts for thrill show, not segregated; other features: Guy Lombardo orchestra, Bill Robinson.

AID, PREMIUMS: State aid, \$1,000; county aid, \$100; total estimated premiums paid out, excluding races, \$11,000. This is less than we have been paying for the reason that poultry and pigeon show was called off on account of New Castle disease.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 8,000; area of grounds, 120 acres. New construction planned when materials are available: permanent fire proof covering over stage; concrete bleachers, enlargement of pigeon house, new rabbit hqse, construction of midway.

GRANDSTAND ATTRACTIONS: Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows, \$22,400; name of revue, *Sky High*, booked thru and produced by Frank Wirth.

ADMINISTRATION: President, Samuel S. Lewis; secretary, John H. Rutter; superintendent of concessions and commercial exhibits, Wm. O. Thompson; superintendent of grounds, S. A. Altland; superintendent of speed, Harry P. Peeling; publicity director, Harry D. Jimmel. Date and place of annual meeting of fair board, January 13, York. 1947 dates, September 9-13.

Youngsville Community Fair, Youngsville

TOTAL ATTENDANCE: Front gate, 7,000; paid admissions, 4,000. Days operated, 4; nights operated, 4.

WEATHER: Good, 4 days, 4 nights. Total paid grandstand admissions, 2,373.

RECEIPTS: Gate, \$1,325; grandstand, \$830.55; concession space, \$767.50; other receipts, \$1,625.

RACING: 2 days (horse show, 1 day).

AID, PREMIUMS: State aid, \$796.50. Total estimated premiums paid out, excluding races, \$830.50.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 5 acres; estimated current valuation of the plant, \$11,000; number of national commercial exhibits, 5.

ADMINISTRATION: President, W. J. Kay; secretary, Russell F. Crippin; superintendent of concessions, C. W. Spencer; superintendent of commercial exhibits and grounds, W. J. Kay. 1947 dates, September 3-6 (tentative).

SOUTH CAROLINA

Piedmont Interstate Fair, Spartanburg

TOTAL ATTENDANCE: Front gate, 87,000. Days operated, 6; nights operated, 6.

WEATHER: Good, 5 days, 4 nights;

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rain, 1 day, 2 nights.

RECEIPTS: Gate, \$34,000; grandstand, \$11,000; concession space, \$10,420.50; carnival, \$13,500; other receipts, \$2,500.

RACING: 5 days; purses for horse races, \$3,300; number of days of big car auto races, 1.

PREMIUMS: Total estimated premiums paid out, excluding races, \$11,000.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,500; area of grounds, 27 acres; number of national commercial exhibits, 1; number of local commercial exhibits, 26. New construction planned when materials are available: entire new plant.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$5,000; acts booked thru Gus Sun Booking Agency.

ADMINISTRATION: President, George S. DePass; secretary, D. C. Good; superintendent of speed, Charles Johnson; publicity director, Jimmy Thompson.

SOUTH DAKOTA

Jones County Fair, Murdo

TOTAL ATTENDANCE: Front gate paid admissions, 1,000. Days operated, 2; nights operated, 3.

WEATHER: Good, 1 night; rain, 1 day. RECEIPTS: Gate, \$1,000; grandstand, \$650; concession space, \$225.

RACING: 2 days, running races.

AID: County aid, \$750; other aid, \$240. PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 600; area of grounds, 80 acres.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,000; acts booked thru Williams & Lee.

ADMINISTRATION: President, Kenneth Foster; secretary, M. E. Sanderson.

South Dakota State Fair, Huron

TOTAL ATTENDANCE: Front gate, 105,500; paid admissions, 52,328 (no charge at outside gate after 6 p.m.). Days operated, 4; nights operated, 5.

WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night. Total paid grandstand admissions — days, \$21,415.25; nights, \$22,515.25.

RECEIPTS: Gate, \$13,049.70; grandstand, \$43,930.50; concession space, \$9,418; commercial exhibits, \$2,250; carnival, \$697.50.

RACING: 2 days of racing; grandstand receipts for horse races, \$7,402.40; purses for horse races, \$3,879.30; number days of big car auto races, 2.

GRANDSTAND RECEIPTS: \$13,833.95. Other features, fireworks; number of nights, 5.

AID, PREMIUMS: State aid, \$5,500; total estimated premiums paid out, excluding races, \$8,472.25.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 8,000; area of grounds, 151 acres; estimated current valuation of plant, \$1,000,000; square feet under cover available for commercial exhibits, 150,000; number of national commercial exhibits, 125; number of exhibitors in trailer show, 1. New construction planned when materials are available: complete rewiring of grounds, new public toilets, new fish and game building, new race horse training barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions exclusive of rodeos, racing, thrill shows, \$14,500. Name of revue, State Fair Revue; produced by Barnes-Carruthers. Acts booked thru Barnes-Carruthers.

ADMINISTRATION: President, Walton W. Thorp; secretary, F. L. Hafner; superintendent of concessions and command place of annual meeting of fair board January 18, Huron. 1947 dates, September 1-7 (tentative).

TENNESSEE

Putnam County Agricultural Fair, Cookeville

TOTAL ATTENDANCE: Front gate, 10,000; free admission. Days operated, 3; nights operated, 3.

AID, PREMIUMS: State aid, \$350; county aid, \$1,500. Total estimated premiums paid out, excluding races, \$2,100.

PLANT FACILITIES: Grandstand seating capacity, 5,000; area of grounds, 20 acres.

ADMINISTRATION: President, W. L. Swallows; secretary, superintendent of concessions, commercial exhibits and

publicity director, W. J. Huddleston. 1947 dates, September 4-6 (tentative).

Sevier County, Sevierville

TOTAL ATTENDANCE: Front gate, 22,000; paid admissions, 15,928. Days operated, 6; nights operated, 6.

WEATHER: Good, 6 days, 6 nights. RECEIPTS: Gate, \$2,389.20; carnival, \$1,785.85 (rep. 20%); other receipts, \$677.0.

GRANDSTAND FEATURES: Fireworks, 1 night; football, 1 game.

AID, PREMIUMS: State aid, \$225; total estimated premiums paid out, \$1,200.

PLANT FACILITIES: Football field; grandstand seating capacity, 1,500; area of grounds, 10 acres.

ADMINISTRATION: President, John E. Temple; secretary, Ernest Thurman. Date and place of annual meeting of fair board, January 2, Sevierville.

TEXAS

Central East Texas Fair and Livestock Exposition, Marshall

TOTAL ATTENDANCE: Front gate, 80,000. Days operated, 6; nights operated, 6.

WEATHER: Good, 5 days, 6 nights; rain, 1 day; slightly cloudy off and on during entire week.

RECEIPTS: Gate, \$6,859.59; concession space, \$1,010; commercial exhibits, \$724; carnival, \$4,001.15; other receipts, \$615.94, car parking.

GRANDSTAND FEATURES: 2 nights, rodeo.

PREMIUMS: Total estimated premiums paid out, \$2,400.

PLANT FACILITIES: Area of grounds, 26 acres; estimated current valuation of the plant, \$50,000. New construction is planned when materials are available: livestock building, commercial building and grandstand.

GRANDSTAND ATTRACTIONS: Rodeo, 2 nights.

ADMINISTRATION: President, A. D. Kerr; secretary-manager, Oscar B. Jones.

Cook County Fair, Gainesville

TOTAL ATTENDANCE: Paid admis-

sions, 25,000; days operated, 6; nights operated, 6.

WEATHER: Good, 5 days; rain, 1 day. Total paid grandstand admissions, 5,000.

RECEIPTS: Gate, \$3,750; grandstand, \$6,000; concession space, \$300; commercial exhibits, \$300; carnival, \$2,500.

PREMIUMS: Total estimated premiums paid out, excluding races, 2,500.

PLANT FACILITIES: Grandstand seating capacity, 1,500; area of grounds, 27 acres; estimated current valuation of the plant, \$50,000; number of local commercial exhibits, 15. New construction planned when materials are available: new plant costing \$50,000. Present plant needed for right of way for new federal highway thru county.

GRANDSTAND ATTRACTIONS: Gainesville Community Circus, 2 days.

ADMINISTRATION: President, W. T. Bonner; secretary, superintendent of concessions, exhibits and grounds, Claude Jones; publicity director, A. Morton Smith. Date and place of annual meeting of fair board, Gainesville in January.

Denton County Fair, Denton

TOTAL ATTENDANCE: Front gate, 17,000; paid admissions, 12,500. Days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 5 nights; rain, 1 day; cold or cloudy, 1 day, 1 night.

PREMIUMS: Total estimated premiums paid out, \$1,500.

PLANT FACILITIES: Area of grounds, 7½ acres; estimated current valuation of the plant, \$30,000; square feet under cover available for commercial exhibits, 10,000; number of national commercial exhibits, 12; number of local commercial exhibits, 12.

ADMINISTRATION: President, Dr. Jack Skiles; secretary, O. L. Fowler.

Fall Fair and Festival, Pecos

TOTAL ATTENDANCE: Front gate, 6,000; admission, free. Days operated, 3; nights operated, 3.

WEATHER: Rain, 2 days, 2 nights. RECEIPTS: Commercial exhibits, \$320; carnival, \$602; other receipts, \$1,000.

RACING: 2 days running races.

PREMIUMS: Total estimated premiums paid out, excluding races, \$850.

PLANT FACILITIES: Race track size, quarter mile; grandstand seating capacity, 3,000; area of grounds, 35 acres; estimated current valuation of the plant, \$30,000;



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West Coast Amusement Company has built a reputation for outstanding service to the people of the West. From the beginning a fifth of a century ago, our policy has been to give bigger and better values in fun and entertainment. Long experience insures our patrons of the best in

OUTDOOR SHOW BUSINESS.

We offer 10 Major Rides and 10 Shows. And in keeping with our plans for expansion will need for the 1947 season an experienced Manager for the Girl and Posing Show. Also a Sensational High Act with three or four people, a Motordrome Operator with his own equipment and transportation; Fun House and other Side Shows of merit that do not conflict.



LOUIS LEOS
Secretary-Treasurer



EVERETT W. COE
Co-Manager

ATTENTION—WESTERN FAIR SECRETARIES . . . Be sure to look us up at your annual meetings.

Contact: **HARRY MEYERS**

THE WEST COAST AMUSEMENT COMPANY

291 SIXTH AVE. SAN FRANCISCO, CALIF. • MIKE KREKOS, General Manager

number of local commercial exhibits, 32; number of exhibitors in auto show, 2; number of exhibitors in truck show, 1; number of exhibitors in trailer show, 1. New construction planned when materials are available: commercial exhibit building, livestock barn, general exhibit building.

ADMINISTRATION: President, Tom Corr; secretary, Alton Hughes; superintendent of commercial exhibits, Elmer Jones; superintendent of grounds, W. T. Wicker; publicity director, Alton Hughes. 1947 days, first week October (tentative).

Fayette County Fair, La Grange

TOTAL ATTENDANCE: Front gate, 11,000; paid admissions, 10,000. Days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night.

RECEIPTS: Gate, \$4,180.25; commercial exhibits, \$977; carnival, \$718.25; other receipts, dances, \$1,427.50.

PREMIUMS: Total estimated premiums paid out, \$942.

PLANT FACILITIES: Grandstand seating capacity, 800; area of grounds, 10 acres; square feet under cover available for commercial exhibits, 1,000; number of local commercial exhibits, 25; number of exhibitors in auto show, 4; number of exhibitors in truck show, 1. New construction planned when materials are available: dance pavilion floor, grounds drained, parking lots and carnival grounds graveled.

GRANDSTAND ATTRACTIONS: Fireworks, 3 nights; rodeo, 1 day.

ADMINISTRATION: President, Dr. B. Schmidt; secretary, Mrs. Arda J. Schultz.

Fort Bend County Fair, Midway Between Richmond and Rosenberg

TOTAL ATTENDANCE: Front gate, 19,000; paid admissions, 15,000. Days operated, 4; nights operated, 4.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 2 nights; cold or cloudy, 2 days, 2 nights.

RECEIPTS: Gate, \$4,747.12; commercial exhibits, \$780; carnival, \$794; other receipts, \$1,750.

PREMIUMS: Total estimated premiums paid out, \$2,500.

PLANT FACILITIES: Area of grounds, 27 acres; estimated current valuation of the plant, \$35,000; square feet under cover available for commercial exhibits, 12,000; number of national commercial exhibits, 26; number of local commercial exhibits, 32; number of exhibitors in auto show, 1; number of exhibitors in trailer show, 1. New construction planned when materials are available: grandstand and rodeo arena, addition to commercial building, barbecue pit.

ADMINISTRATION: President, G. D. Birdwell; secretary, superintendent of commercial exhibits, superintendent of grounds, O. I. Snedecor; publicity director, Wendel Shannon.

Rusk County Fair, Henderson

TOTAL ATTENDANCE: Front gate, 22,000; paid admissions, 16,589; days operated, 5; nights operated, 4.

WEATHER: Good.

PLANT FACILITIES: New construction planned when materials are available, entire new plant.

ADMINISTRATION: President, L. W. Turner; secretary, Pete McNee; date of annual meeting of fair board, February 25, Henderson.

Trinity Valley Exposition, Liberty

WEATHER: Good, 4 days, 4 nights of rain.

GRANDSTAND RECEIPTS: Rodeo (2 days, 1 night), \$4,800.

PREMIUMS: Total estimated paid out, including rodeo, \$1,800.

PLANT FACILITIES: Rodeo arena seating capacity, 3,000; area of grounds, 50 acres; estimated current valuation of the plant, \$50,000; square feet under cover available for commercial exhibits, 8,000; number of national exhibitors, 1; number of local exhibitors, 18; number of exhibitors in auto show, 3; number of exhibitors in trailer show, 1; new construction planned when materials are available: additional cattle and horse barns.

ADMINISTRATION: President, J. M. Rich; secretary and superintendent of grounds, Vernon F. Poole; superintendent of commercial exhibits, R. T. Grimes;

publicity director, J. C. Smyth; superintendent of concessions, R. W. Chambliss.

UTAH

Cache County Fair and Rodeo, Logan

RECEIPTS: Grandstand for rodeo, \$13,240; concession space, \$900; commercial exhibits, none.

PLANT FACILITIES: Race-track size, quarter mile; grandstand seating capacity, 4,000; area of grounds, 20 acres; estimated current valuation of plant, \$45,000. New construction planned when materials are available: new rodeo arena, remodel exhibit building.

ADMINISTRATION: President, V. Allen Olsen; secretary, M. R. Hovey.

Utah State Fair, Salt Lake

TOTAL ATTENDANCE: Front gate, 95,000; paid admissions, 92,466; days operated, 7; nights operated, 7.

WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 2 days, 2 nights. Total grandstand admissions, 92,466.

RECEIPTS: Gate, \$50,834.81; grandstand (included with gate); concession space, \$4,500; carnival, \$5,000.

RACING: 5 days of running races; grandstand receipts for horse races, \$7,000; purses for horse races, \$7,500.

AID, PREMIUMS: State aid, \$15,000; total estimated premiums paid out, excluding races, \$15,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 10,000; area of grounds, 75 acres; estimated current valuation of the plant, \$1,000,000; square feet under cover available for commercial exhibits, 30,000; number of national commercial exhibits, 16; number of local commercial exhibits, 40. New construction planned when materials are available: permanent midway, agriculture building, cafeteria and dining hall.

GRANDSTAND ATTRACTIONS: Golden Anniversary Revue; produced by Barnes-Carruthers, Chicago.

ADMINISTRATION: President, David

H. Thomas; secretary and superintendent of concessions, Sheldon R. Brewster; superintendent of commercial exhibits, Newel Cotterell; superintendent of grounds, James Stockfish; superintendent of speed, A. E. Lund; publicity director, J. Arno Kirkham. 1947 dates, May 30-September 20 (Utah's Centennial Observance).

VERMONT

Rutland Fair, Rutland

TOTAL ATTENDANCE: Front gate, 139,000. Days operated, 6; nights operated, 6.

WEATHER: Good. Total paid grandstand admissions: days, 26,651; nights, 29,188.

RECEIPTS: Gate, \$77,390.35; grandstand, \$38,176.04.

RACING: 4 days. Purses for horse racing, \$18,900. Number days of big-car auto races, 1.

GRANDSTAND RECEIPTS: \$38,176.04; number of days of auto thrill show, 1.


PREMIUMS: Total estimated premiums paid out, excluding races, \$8,051.65.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,000; area of grounds, 41 acres; number of national commercial exhibits, 9; number of local commercial exhibits, 24 (not including auto, truck, trailer and farm equipment); number of exhibitors in auto show, 6; number of exhibitors in trailer show, 4; number of exhibitors in farm equipment show, 2; farm equipment show, 18. New construction planned when materials are available: additional toilet facilities, moving of cattle barns, new buildings for poultry, Grange, fish and game, and pet stock departments. Rebuilding race track, widening and banking turns and resurfacing.

GRANDSTAND ATTRACTIONS: Name of revue, *Grandstand Follies*; produced by George A. Hamid, Inc.

ADMINISTRATION: President, Carleton Wilson; secretary-manager, Arthur B. Porter; superintendent of grounds, George McCullough; superintendent of speed, Glenn W. Roblee. Date and place of annual meeting of fair board, first

(Continued on page 85)



Remember The

ALAMO

Exposition Shows

— BIGGER AND BETTER THAN EVER BEFORE IN 1947 —
THE SENSATIONAL MILLER DUO FREE ACT NIGHTLY
15 UP-TO-DATE RIDES—10 SHOWS—40 STREAMLINED CONCESSIONS

We Will Open Our 1947 Tour the Second Week in March, Six Weeks Before the "Battle of Flowers" in San Antonio, Texas, Which Is One of the Many Stellar Dates Already Contracted Among Our Season of 36 Weeks.



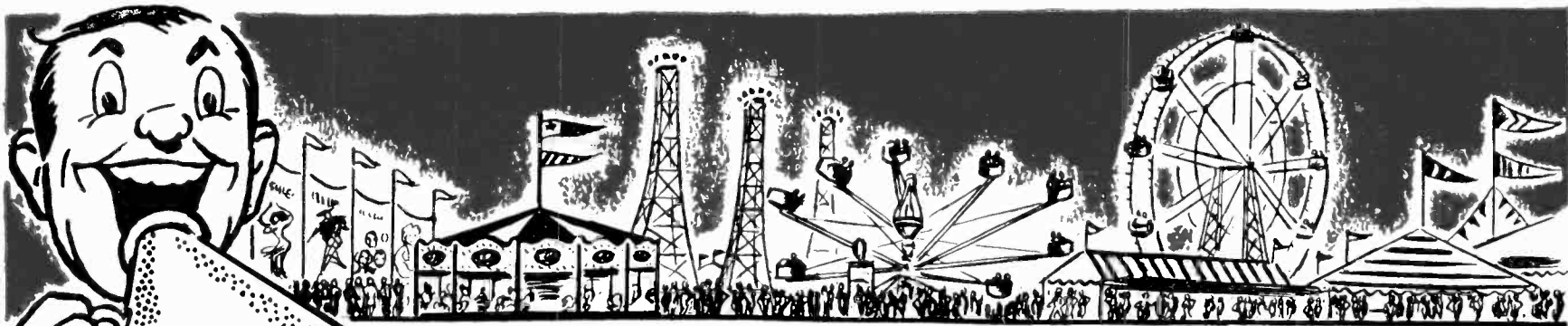
JACK RUBACK

FAIR SECRETARIES
and
CELEBRATION COMMITTEES
in
New Mexico, Colorado, Western Kansas,
Oklahoma and Texas,
Contact us for your 1947 Midway Attractions.

WANT FOR 1947
Will book and finance any Shows of merit that do not conflict.
Want Man to Operate Snake Show.
Capable People for Hawaiian Show.
Good opening for Penny Arcade and Frozen Custard.
Want good Billposter and Special Agent, commencing March 1.

EXECUTIVE STAFF FOR 1947 SEASON
JACK RUBACK
Owner and Manager
ALBERT R. WRIGHT
Assistant Manager
ROSE MARY RUBACK
Secretary-Treasurer
TED CUSTER
General Representative

BE SURE TO SEE US AT THE SHERMAN HOTEL IN CHICAGO, NOV. 30 TO DEC. 5, AT WHICH TIME WE WILL BOOK ATTRACTIONS FOR THE BIGGEST SPRING CELEBRATION IN THE SOUTHWEST —
"THE BATTLE OF FLOWERS," SAN ANTONIO, TEXAS, APRIL 21 TO 26
WINTERQUARTERS AND PERMANENT ADDRESS: 2240 EAST HOUSTON ST., SAN ANTONIO, TEXAS



JOSEPH J. KIRKWOOD SHOWS

*America's
BEST ADVERTISED
Midway*

During our 1946 season of 36 weeks . . . Trenton N. J.; Poughkeepsie and Newburgh, N. Y.; Raleigh and Fayetteville, N. C., were played twice. At the second showing in each city our gross business increased 40%. Also exhibited at the same 10 Fairs we played in 1945. Proving the JOSEPH J. KIRKWOOD SHOWS . . . "America's Best Advertised Midway" . . . produces the most revenue for auspices and fairs as well as pleasing the public.

For 1947 we offer 10 Major Rides . . . 10 Outstanding Shows with the World's Greatest Free Act . . . transported on the finest fleet of tractors and semis in North America.

SHOWMEN . . . with new and novel shows are invited to write for our proposition or see us in Chicago.

CONCESSIONS . . . Now booking legitimate stock concessions for our 1947 tour.

HELP . . . We want the best in the business and will pay top salaries to reliable, experienced Ride Foremen and Ride Help.

WORLD'S GREATEST FREE ACT

★ ★ EMANUEL ZACCHINI ★ ★

SHOT FROM A CANNON OVER TWO
FERRIS WHEELS

EXECUTIVE STAFF

RALPH DECKER
General Manager

TOMMY CARSON
Business Manager

CURTIS L. BOCKUS, General Agent

AL C. BECK
Treasurer

JEAN BECK
Secretary



RALPH DECKER
Co-Owner



TOMMY CARSON
Co-Owner

PERMANENT ADDRESS
BOX 2755
RALEIGH, N.C.

WINTER QUARTERS
WENDELL, NORTH CAROLINA
Route =64--14 Miles East of Raleigh

JAMES E. STRATES SHOWS

All that the name implies—
"AMERICA'S BEST MIDWAY"

ALL NEW IN 1946 BUT THE NAME

22
RIDES

NOT ON PAPER
BUT ON THE LOT

AMPLE
RAILROAD
EQUIPMENT
TO TRANSPORT THEM

17
SHOWS

IN KEEPING WITH THE HIGH
STANDARD OF AMUSEMENTS
FEATURED WITH OUR SHOWS

THANKS TO OUR LOYAL EMPLOYEES

For their untiring efforts and personal interest they all displayed in the re-birth of the James E. Strates Shows and for their personal pride in assisting to build our show and in the maintenance all season to keep our show bigger and better than all past history of the James E. Strates Shows.

WANT FOR 1947
SEASON

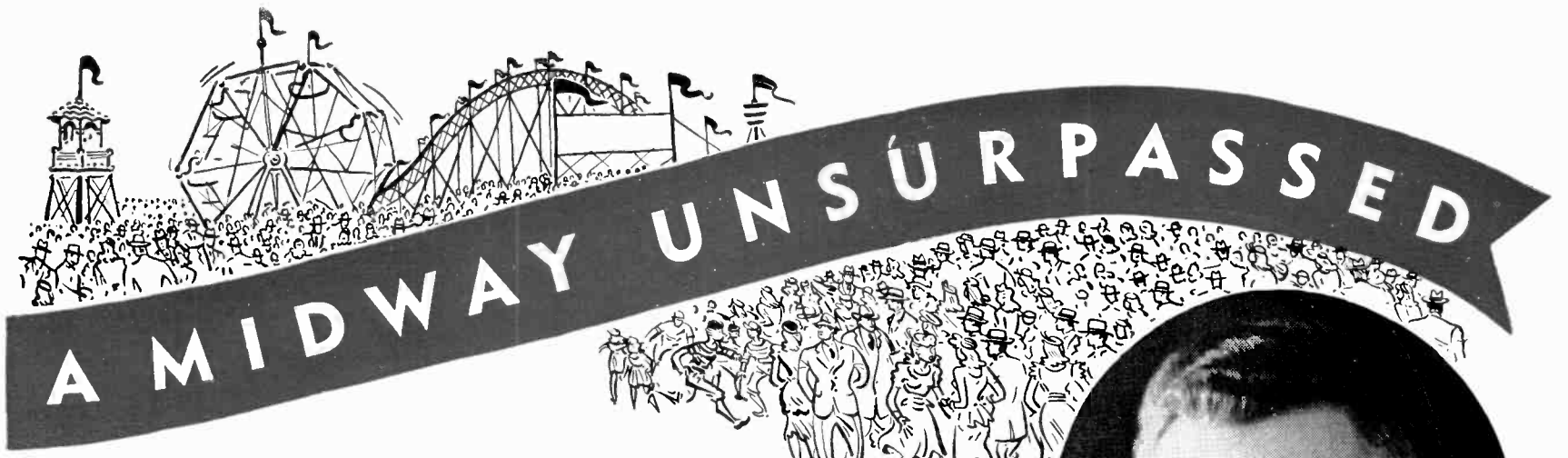
WILL FINANCE SHOWMEN
WITH NEW, ORIGINAL and
CREATIVE IDEAS.

FAIR SECRETARIES AND COMMITTEES

I wish to personally thank you for the confidence displayed in me by contracting my shows for the 1946 season before it was rebuilt while rumors were circulating that we could not fulfill our contracts. We delivered a good show in 1946, and I personally promise you that our 1947 Creation will be even larger and better than our 1946 Midway.

(Signed) James E. Strates, General Manager

WINTERQUARTERS ADDRESS: NORTHEAST FLORIDA



A MIDWAY UNSURPASSED

★ **EXECUTIVES** ★

JAMES E. STRATES..... General Manager
 WILLIAM C. FLEMING..... General Agent
 DICK O'BRIEN..... Assistant Manager
 NICK BOZINIS..... Treasurer
 F. PERCY MORENCY..... Secretary
 FRANK A. ZACAROLI..... Auditor
 C. W. (CHICK) FRANKLIN... Press and Radio
 HARRY PARKER..... Personal Relations
 HARRY LOGAN..... Special Agent
 LESLIE THOMAS..... Billposter
 MRS. PERCY MORENCY... Billboards and Mail

EARL TRUAX..... Manager of Rides
 ELMER RHODES..... Superintendent of Rides
 EDDIE SEAMAN..... Chief Electrician
 JAMES E. YOTAS..... Master Builder
 L. H. KIME..... Lot Superintendent
 BILL LEON..... Front Gate
 W. D. HOLDRIDGE..... Utilities
 GEORGE THOMAS..... Searchlights
 GEORGE ZINN..... Scenic Artist
 MIKE OLSEN..... Trainmaster
 HERMAN BOSTIC..... Assistant Trainmaster



JAMES E. STRATES

1946 OUR LONGEST SEASON
 IN 24 YEARS
 34 WEEKS INCLUDING 14 WEEKS OF FAIRS

**WANTED NOW
 FOR WINTER QUARTERS**

USEFUL PEOPLE IN ALL WORKING DEPARTMENTS
 STARTING AFTER CHRISTMAS
 Wagon Builders, Show Builders, Painters, Welders, Carpenters
 and Electrician Helpers

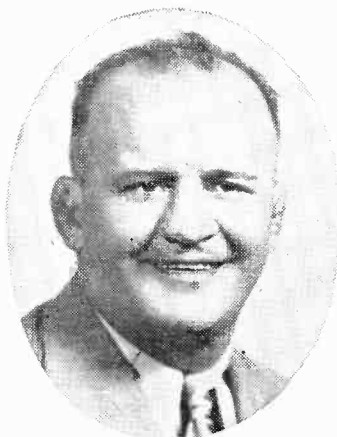


WM. C. FLEMING

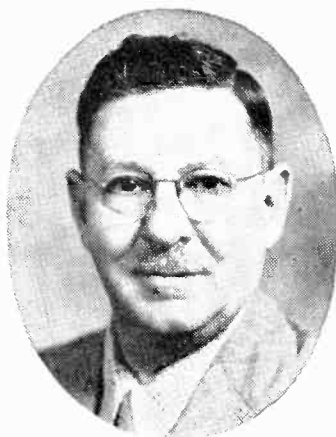
FAIR ASSOCIATIONS
 CONTACT
WM. C. FLEMING
 GENERAL AGENT



DICK O'BRIEN
 ASSISTANT MANAGER



NICK BOZINIS
 TREASURER



F. PERCY MORENCY
 SECRETARY

STATE FAIRGROUNDS, JACKSONVILLE, FLORIDA



DAVID B. ENDY, Gen. Mgr.

Endy **AMERICA'S**

AMERICA'S NO. 1 SHOW
BROKE ALL RECORDS
AT THE FOLLOWING FAIRS
CHATTANOOGA, TENN.
Chattanooga-Hamilton Tri-State Fair
ATLANTA, GEORGIA
Southeastern World's Fair
MACON, GEORGIA
Georgia State Fair
STAUNTON, VA.
Virginia State Fair

FAIR SECRETARIES

CONTACT US NOW FOR OPEN DATES

GENERAL OFFICES: 743 SEYBOLD BLDG.

Pros Shows

SMARTEST RAILROAD SHOW

30 RAILROAD CARS

PRONOUNCED AS THE NO. 1 SHOW IN AMERICA

FAIRS

CELEBRATIONS

ORGANIZATIONS

WE SHALL BE AT THE CONVENTION
IN CHICAGO. STOP AND SEE US
AT THE HOTEL SHERMAN
WE HAVE A NUMBER OF SURPRISES TO TELL
YOU ABOUT FOR OUR NEXT SEASON'S TOUR—
WHAT IS IT?

OUR SINCERE
THANKS

We wish to take this opportunity
to thank the FAIR MANAGERS,
THE ORGANIZATIONS AND
COMMITTEES for their SPLEN-
DID CO-OPERATION--

Also

OUR LOYAL EMPLOYEES,
SHOWMEN AND CONCESSION-
AIRES for helping to make our
1946 TOUR AN OUTSTANDING
SUCCESS.

THANKS A MILLION!

WINTERQUARTERS -- MIAMI, FLORIDA

VICTORY

EXPOSITION SHOWS

"AMERICA'S FINEST MIDWAY ATTRACTIONS"
ULTRA-MODERN THRUOUT

15 RIDES 15 TENTED THEATRES

40 CONCESSIONS

5 MAMMOTH LIGHT TOWERS

BRILLIANT FLUORESCENT LIGHTING

THE OUTSTANDING NEW SHOW OF 1946

Offering one of the Longest and Best Money-Making Routes of all times
in our 1947 Tour, which opens at the

FAMOUS CHARRO DAYS FIESTA
BROWNSVILLE, TEXAS, FEBRUARY 8 TO 16

*Contact our Representatives at the Sherman Hotel, Chicago, Ill.,
during the IAFE convention, and at the different State Fair Meet-
ings during the winter months.*

ALVIN and LOWELL VANDIKE

Co-Owners and Operators

DON M. BRASHEAR

Business Manager



PERMANENT ADDRESS: P. O. BOX 1471, HARLINGEN, TEXAS

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 78)

VIRGINIA

Galax Fair, Galax

TOTAL ATTENDANCE: Front gate, 16,000. Days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 4 nights; rain, 1 night. Total paid grandstand admissions, 3,000.

RECEIPTS: Concession space, \$500; commercial exhibits, \$50; carnival, \$2,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 20 acres; estimated current valuation of the plant, \$25,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$950. Acts booked thru Clyde Edgell, Pluto City Attractions, French Lick, Ind.

ADMINISTRATION: Secretary and superintendent of grounds, G. F. Carr.

3,336; days operated, 3; nights, 3.

WEATHER: Good, 1 day, 1 night; rain 1 day, 1 night; cold or cloudy, 1 day, 1 night.

RECEIPTS: Gate, \$2,090.40.

AID, PREMIUMS: State aid applied for; total estimated premiums paid out, excluding races, \$750.

PLANT FACILITIES: Area of grounds, 8 acres; estimated current valuation of plant, \$3,600; square feet under cover available for commercial exhibits, 39,600; number of local commercial exhibits, 18. New construction planned when materials are available; commercial exhibit building and possibly a new covered arena for horse shows.

ADMINISTRATION: President, C. C. James; secretary, E. C. Spencer; superintendent of concessions, G. E. Caines; superintendent of commercial exhibits, Arnold Robison; superintendent of grounds, John Soderlund; publicity director, E. C. Spencer; date and place of annual meeting of fair board, third Tuesday in March, Battle Ground; 1947 dates, August 28-30.

half mile; grandstand seating capacity, 1,800; area of grounds, 85 acres; estimated current valuation of the plant, \$15,000; square feet under cover available for commercial exhibits, 6,000.

GRANDSTAND ATTRACTIONS: Booked thru Gus Sun Agency.

ADMINISTRATION: President and secretary, Fred C. Allen; superintendent of concessions, A. O. Baxter; superintendent of commercial exhibits and grounds, E. H. Williams.

Tri-County Fair, Petersburg

TOTAL ATTENDANCE: Front gate, 10,000; paid admissions, 8,000. Days operated, 3; nights operated, 3.

WEATHER: Good. Total paid grandstand admissions, 4,000.

RECEIPTS: Gate, \$3,752; grandstand, \$758; concession space, \$650; commercial exhibits, 70.

AID, PREMIUMS: State aid, \$170; total estimated premiums paid out, excluding races, \$700.

PLANT FACILITIES: Grandstand seating capacity, 800; area of grounds, 12 acres; estimated current valuation of the plant, \$8,000; square feet under cover available for commercial exhibits, 4,000; number of local commercial exhibits, 7. New construction planned when materials are available: show arena.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,350; produced by Gus Sun Booking Agency; acts booked thru Gus Sun Jr.

ADMINISTRATION: President, Carl Welton; secretary C. L. Stickler; superintendent of concessions, J. Justin Barger. Most of the above figures are estimates.

West Virginia Free Fair, Charleston

TOTAL ATTENDANCE: Admission

free. Days operated, 9; nights, 9.
WEATHER: Good.

AID, PREMIUMS: State aid, \$1,200. Total estimated premiums paid out, excluding races, \$3,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,600; area of grounds, 30 acres; square feet under cover available for commercial exhibits, 27,000; number of local commercial exhibits, 30.

GRANDSTAND ATTRACTIONS: Booked thru Gus Sun Agency.

ADMINISTRATION: President, C. C. Calvert; secretary, E. M. Johnson; superintendent of concessions, T. H. McHorman; superintendent of commercial exhibits, Art Rizzineo; superintendent of grounds, T. H. McHorman; publicity director, Frank Knight. 1947 dates, Labor Day week.

WISCONSIN

Jefferson County Fair, Jefferson

TOTAL ATTENDANCE: Front gate, 18,171. Days operated, 5; nights, 5.

WEATHER: Good, 5 days, 5 nights; total paid grandstand admissions—days, 3,894, nights, 3,271.

RECEIPTS: Gate, \$7,516.30; grandstand, \$3,989.20; commercial exhibits and carnival, \$2,388.14; other receipts, \$5,087.40.

RACING: 2 days of harness races; grandstand receipts for horse races, \$1,410.20; purses for horse races, \$3,900.

GRANDSTAND RECEIPTS: \$3,989.20; number of days, 1, and 1 night of auto thrill show; grandstand receipts for thrill show, \$1,041.

AID, PREMIUMS: State aid, \$3,716.12; county aid, \$1,000; total premiums paid out, excluding races, \$4,726.15.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,225; area of grounds, 30 acres; estimated current valuation of plant, \$25,000; square feet under cover available for commercial exhibits, 1,500. New construction planned when materials are available: grandstand and toilet system.

GRANDSTAND ATTRACTIONS: Cost

WASHINGTON

Darrington Fair, Darrington

TOTAL ATTENDANCE: Front gate, 400; days operated, 2.

WEATHER: Good, 1 day; cold or cloudy, 1 day.

RECEIPTS: Gate, \$150; carnival, fair's share, \$10; other receipts, \$325.

AID, PREMIUMS: State aid, \$250; total estimated premiums paid out, \$155.

ADMINISTRATION: President, Leslie Getschmann; secretary, Muriel Fleming; superintendent of commercial exhibits, E. L. Raley; publicity director, Nels Bruseth.

Mid-County Agricultural Fair, Battle Ground

TOTAL ATTENDANCE: Front gate,

WEST VIRGINIA

Pocahontas County Fair, Marlinton

TOTAL ATTENDANCE: Front gate, approximately 12,000; paid admissions, 11,544. Days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 4 nights; rain 1 day, 1 night. Total paid grandstand admission figures not available. Grandstand operated by Gus Sun Booking Agency.

RECEIPTS: Gate, \$5,857.01; concession space, \$450; commercial exhibits, \$40; carnival, \$1,296.37; other receipts, \$16.45.

PREMIUMS: Total estimated premiums paid out, excluding races, \$2,088.48.

PLANT FACILITIES: Race-track size,

WASHINGTON

Darrington Fair, Darrington

TOTAL ATTENDANCE: Front gate, 400; days operated, 2.

WEATHER: Good, 1 day; cold or cloudy, 1 day.

RECEIPTS: Gate, \$150; carnival, fair's share, \$10; other receipts, \$325.

AID, PREMIUMS: State aid, \$250; total estimated premiums paid out, \$155.

ADMINISTRATION: President, Leslie Getschmann; secretary, Muriel Fleming; superintendent of commercial exhibits, E. L. Raley; publicity director, Nels Bruseth.

Mid-County Agricultural Fair, Battle Ground

TOTAL ATTENDANCE: Front gate,

GEM CITY SHOWS

"THE DIAMOND OF THE SHOW WORLD"

THANKS TO ALL FAIRMEN AND COMMITTEEMEN FOR MAKING OUR INITIAL FULL-YEAR TOUR OF 35 WEEKS AN OUTSTANDING SUCCESS TO OUR RIDEMEN, SHOWMEN, CONCESSIONAIRES, WORKING MEN, AND ALL EMPLOYEES, AS WITHOUT YOU, WE COULD NOT HAVE MADE SUCH A SUCCESSFUL TOUR.

FAIRS AND CELEBRATIONS

GET THE BEST IN THE MIDDLE-WEST

See us before booking your Midway Attractions for 1947. We will be at the Hotel Sherman, Chicago, during the IAFE Convention, and the various State Fair meetings during the winter months.

WANT FOR 1947 SEASON — OPENING IN MARCH

RIDES

Will book Octopus or any Rides not conflicting.

CONCESSIONS

Will book any Stock Concessions not conflicting. Can always place good Concession Agents.

SHOWS

Will book any Worthwhile Attractions, especially want Side Show (Jack Korie, answer, will hold open for you); Fun House, Monkey Circus and Mechanical City.

HAVE FOR SALE

2 Girl Show Fronts, 1 Top, Lights and Scenery. Everything Complete. All new this past season. Most everything not even used.

GET WITH THE COMING SHOW OF AMERICA — "THE DIAMOND OF THE SHOW WORLD"

ALL CONTACT OR ADDRESS: JACK DOWNS, Co-Owner and General Manager.

2 PERMANENT WINTERQUARTERS—ADDRESS EITHER ONE.

807-809 JEFFERSON ST., QUINCY, ILL.

(FAIR GROUNDS) BOX 1081, EL DORADO, ARK.



Schedule Now
 A Show That

SPARKLES

"YOU PLAY VERY FEW 'LARRY'S' WHEN LARRY BOOKS 'EM'"

Season's
Greetings

LARRY NOLAN SHOWS

"THE BRIGHT SPOT ON ANY FAIRGROUNDS"

Sincere
Good
Wishes

General Offices: 1720 Curtis St., Denver 2, Colo.

1947 SEASON OPENS IN SOUTHERN COLORADO THURSDAY, APRIL 24

**WANT TO BOOK
OR LEASE**

Rides with own transportation. Can use Pony Ride, Train, Tilt-a-Whirl, Octopus, Mix-Up. (Ray Martin, lost your address. Write me.)

WANT TO BUY

Small Two-a-Breast Merry-Go-Round. 50 Kw. Single Phase Transformer. Kiddie Rides. State fully price, condition and where can be seen.

CONCESSIONS

Want Merchandise Concessions of all kinds. Can use Basket Ball, Candy Floss, Snow, Bumper, String Game, Country Store, Hoop-La, Watch-La, Diggers, Darts and Frozen Custard. (All Flat Stores under contract to Scott and Marie Lamb.) (Ball Games contracted to Louise Madison.) (All P. C. Games and Mitt Camp sold.)

SHOWS

Want Shows of all kinds. Good proposition to Wild Life, Monkey Show, Five-in-One, Penny Arcade, Fun House, Iron Lung. Must have neat frame-ups and good transportation. (No Girl or Athletic Shows wanted.)

HELP

Want Agents for office-owned Pan Joint, Beat the Dealer, Girls for Ball Games. Counter Men for Bingo. Elderly Man for front gate and night watch.

RIDE HELP

Want Foreman for #5 Ferris Wheel. Second Men for all Rides. Must drive. Roy Shaffeur, Ride Superintendent.

WANT FAST STEPPING SPECIAL AGENT

Must have car. Get paper up. Handle radio and newspapers and lay out the lot. Two spots every week. No posting. Good salary and car expenses. (Charles Brunk and W. E. Jack, if available write me.)

THIS SHOW PLAYS COOL, COLORFUL COLORADO—TWO SPOTS EVERY WEEK—HOLDS CONTRACTS FOR THREE WEEKS IN DENVER AND THE BEST JULY 4TH SPOT IN THE MIDDLE WEST, PLUS FAIRS, RODEOS AND STREET CELEBRATIONS. ALL LOCATIONS IN—NO LOTS OUT IN THE COUNTRY. YOU ALL GET A FAIR DEAL! NO BLASTING LOUD-SPEAKERS KILLING EACH OTHER, AND NO TWO CONCESSIONS OF A KIND CARRIED. WE KNOW OUR TERRITORY, AND YOU

"WIN WITH LARRY"—WRITE OR WIRE NOW

THE PRIDE OF THE SOUTHEAST



EXPOSITION SHOWS

1946 WAS OUR MOST SUCCESSFUL YEAR

**FAIRS AND
CELEBRATIONS
IN THE SOUTHEAST
BOOK THE PROVEN
SHOW FOR YOUR
1947 EVENTS**

30
SUCCESSFUL
YEARS
IN THE
CARNIVAL
BUSINESS



MRS. C. D. (BABE) SCOTT
General Manager

**WANT FOR
1947 SEASON
NOVEL RIDES
TOP-FLIGHT SHOWS
WILL FINANCE
ANY NEW IDEAS
FOR
ATTRactions
AND
RIDES**

WINTERQUARTERS: UNION CITY, GEORGIA.

of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,800; name of revue, *Star-Spangled Follies*; produced by Williams & Lee.

ADMINISTRATION: Manager, Horace L. Buri; superintendent of concessions, Gordon W. Matters; superintendent of speed, Henry Schroeder.

Kenosha County Fair, Wilmot

TOTAL ATTENDANCE: Front gate, 6,652; days operated, 3; nights operated, 3.

WEATHER: Good; total paid grandstand admissions for horse show, 3 days, 3 nights, 1,471.

RECEIPTS: Gate, \$3,931; horse show, \$711.75; other receipts, \$2,443.78.

AID, PREMIUMS: State aid, \$1,572.68; county aid, \$500; total estimated premiums paid out, \$2,085.85.

PLANT FACILITIES: Bleachers and seating capacity, 200; area of grounds, 6 acres; estimated current valuation of the plant, \$35,000. New construction planned when materials are available: 4-H barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,250; attractions: *WLS National Barn Dance* and acts booked thru Barnes-Carruthers, Chicago.

ADMINISTRATION: President, M. M. Schnurr; secretary, E. V. Ryall; superintendent of grounds, Robert Van Liere. 1947 dates, August 8-10.

Kewaunee County Fair, Luxemburg

TOTAL ATTENDANCE: Front gate, 14,409; paid admissions, 11,409; days operated, 2; nights operated, 2.

WEATHER: Cold or cloudy, 2 days, 2 nights; total paid grandstand admissions—days, 5,000; nights, 3,000 (polio scare cut attendance).

RECEIPTS: Gate, \$5,200; grandstand, \$2,700; concession space, \$1,900; carnival, \$400; other receipts, \$1,700.

RACING: 2 days of harness races; grandstand receipts, \$1,500; purses for harness races, \$2,000.

AID, PREMIUMS: State aid, \$2,300; total estimated premiums paid out, excluding races, \$3,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,800; area of grounds, 30 acres; estimated current valuation of plant, \$50,000; number of local commercial exhibits, 45. New construction planned when materials are available: commercial exhibit building, 4-H Club dormitory and building, remodeling of grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$2,050; name of revue, *Summertime Follies*; produced by Boyle Woolfolk.

ADMINISTRATION: President, August Spitzer; superintendent of concessions, John Duchateau; secretary and superintendent of commercial exhibits, Julius Cahn; superintendent of grounds, John L. Miller; superintendent of speed, August Spitzer.

La Crosse Interstate Fair Association, La Crosse

TOTAL ATTENDANCE: Front gate, 42,977; paid admissions, 41,939; days operated, 5; nights operated, 5.

WEATHER: Good, 4 days, 2 nights; rain, 1 day, 3 nights.

RECEIPTS: Gate, \$12,558.80; grandstand, \$10,480.84; concession space, \$3,072; commercial exhibits, \$400; carnival, \$6,384.51; other receipts, \$4,304.33.

RACING: 3 days; purses for horse races, \$2,800.

GRANDSTAND RECEIPTS: \$10,480.84; number of days, 1, nights, 1 of auto thrill show; grandstand receipts for thrill show, \$1,647.40. Other features, fireworks, number of nights, 5.

AID, PREMIUMS: State aid, \$3,724.20; total estimated premiums paid out, excluding races, \$5,205.25.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,900; area of grounds, 37 1/2 acres; square feet under cover available for commercial exhibits, 775; number of local commercial exhibits, 9.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$5,326; Ernie Young's revue; produced by Ernie Young.

ADMINISTRATION: President, Nordahl

Nustad; secretary, Joseph W. Frisch; superintendent of concessions, Bert Wrinn; superintendent of speed, Nordahl Nustad; date and place of annual meeting of fair board, January 6, La Crosse. 1947 dates, August 6-10 (tentative).

Lincoln County Free 4-H Fair, Merrill

TOTAL ATTENDANCE: Admission, free; days operated, 4; nights operated, 4.

WEATHER: Good, 4 days, 4 nights; total paid grandstand admissions—days, 3,013, nights, 6,175.

RECEIPTS: Car parking service, \$605.69; grandstand, \$3,965.98; concession space, \$1,403.75; rides and shows, \$2,245.46; other receipts, \$264.25.

GRANDSTAND RECEIPTS: \$3,965.98; number of days, 1, nights, 1 of auto thrill show; grandstand receipts for thrill show, \$2,330.21; other features, horse-pulling contest one afternoon.

PREMIUMS: Total estimated premiums paid out, excluding races, \$2,136.95.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,700; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 2,600; number of commercial exhibits, 5. New construction planned when materials are available: exposition building and youth center dormitory.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, \$1,700; name of revue, *Fair Fun Follies*; produced by Williams & Lee.

ADMINISTRATION: President, Harvey J. Schultz; secretary, Wallace Galbraith; general manager, Gustav A. Sell; superintendent of commercial exhibits, William Steckling; superintendent of grounds, Emil Hinz. 1947 dates August 4-7 (tentative).

Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Front gate, 9,456; paid admissions, 5,456; days operated, 3; nights operated, 2. (Polio caused postponement of three-day event, originally skedded for September until October, with a resultant change in attractions and restricted operations.)

WEATHER: Good, 2 days, 1 night; rain, 1 day, 1 night; total paid grandstand admissions, 2,000.

RECEIPTS: Gate, \$2,730; grandstand, \$500; concession space, \$400; commercial exhibits, \$150; carnival, \$450.

GRANDSTAND RECEIPTS: \$350; rodeo, 1 day.

AID, PREMIUMS: State aid, \$1,556; county aid, \$1,000; total estimated premiums paid out, excluding races, \$2,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 39 acres; estimated current valuation of the plant, \$15,000; square feet under cover available for commercial exhibits, 15,000; number of exhibitors in auto show, 2. New construction planned when materials are available: cattle barn, new swine and sheep barn, move grandstand, landscape grounds.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, \$793.

ADMINISTRATION: President, Ray Crownhart; superintendent of concessions, William Moran; secretary, publicity director, superintendent of commercial exhibits, H. G. Seyforth.

Polk County Fair, St. Croix Falls

CANCELLED: 1946, due to polio. ADMINISTRATION: President, Dr. J. B. Wilson; secretary, W. R. Vegina.

Price County Agricultural Society, Phillips

TOTAL ATTENDANCE: Front-gate paid admissions, 8,000; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 3 nights; total paid grandstand admissions, 4,365.

RECEIPTS: Gate, \$2,400; grandstand, \$597; concession space, \$471.80; carnival, \$362.05.

AID, PREMIUMS: State aid, \$1,577.32; county aid, \$500; total estimated premiums paid out, excluding races, \$1,971.65.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 20

acres; estimated current valuation of the plant, \$30,000; number of local commercial exhibits, 2; number of exhibitors in auto show, 1.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$1,000. Name of revue, *Fun Fair Frolic Revue*; produced by Williams & Lee.

ADMINISTRATION: President, Arthur Johnson; secretary, F. W. Heath; 1947 dates August 21-24 (tentative).

St. Croix County Fair, Hammond

CANCELED: 1946, due to polio.

ADMINISTRATION: President, Walter Karnes; secretary, N. E. Erickson; superintendent of concessions, Omer Peck. 1947 dates, August 13-15 (tentative).

Southwest Wisconsin Fair, Mineral Point

TOTAL ATTENDANCE: Front gate, 14,649. Days operated, 3; nights, 3.

WEATHER: Good, 3 days; cold or cloudy, 3 nights. Total paid grandstand admissions—days, 11,403; nights, 3,246.

RECEIPTS: Gate, \$7,136.95; grandstand, \$3,736.90; concession space, \$2,389.24; carnival (Dyer's), \$887.74; other receipts, donations, \$181.65.

RACING: 2 days of harness races; grandstand receipts for horse races, \$1,279.80; purses for horse races, \$2,260.

AID, PREMIUMS: State aid, \$4,195.57; county aid, \$1,000; total estimated premiums paid out, excluding races, \$5,734.65.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,300; area of grounds, 25 acres; estimated current valuation of the plant, \$25,000. New construction planned when materials are available: new barns for all live stock, recondition exhibit hall, install added waterworks mains, grandstand addition.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of

rodeos, racing, thrill shows, \$1,300; acts booked thru WLS Artists Bureau.

ADMINISTRATION: President, D. M. Morgan; secretary, C. L. Winn; superintendent of concessions, E. W. Peters; superintendent of grounds, W. L. Grange; superintendent of speed, E. W. Graber; publicity director, D. M. Morgan.

Wisconsin State Fair, Milwaukee

TOTAL ATTENDANCE: Front gate, 674,683; paid admissions, 601,196; days operated, 9; nights operated, 9.

WEATHER: Good, 9 days, 9 nights; total paid grandstand admissions—days, 93,216, nights, 92,221.

RECEIPTS: Gate, \$263,435.45; grandstand, \$200,734.95; concession space, \$55,000; commercial exhibits, \$22,800; amusement park percentage, \$34,296.86.

RACING: 5 days of harness races; grandstand receipts for horse races, \$31,205; purses for horse races, \$22,000; number days of auto races, 3.

GRANDSTAND RECEIPTS: One day of thrill show and Motordrome races; grandstand receipts for thrill show, \$14,386. Other features, fireworks; number of nights, 9.

PREMIUMS: Total estimated premiums paid out, excluding races, \$104,000.

PLANT FACILITIES: Race-track size, mile; grandstand seating capacity, 22,000; area of grounds, 223 acres; estimated current valuation of plant, \$6,000,000; square feet under cover available for commercial exhibits, 85,000; number of national commercial exhibits, 32; number of local commercial exhibits, 59. New construction planned when materials are available: centennial memorial building to commemorate State Centennial in 1948, cost \$700,000; new \$250,000 women's building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, \$30,000; name of revue, *World of Stars*; produced by Barnes-Carruthers.

ADMINISTRATION: Manager, Ralph E. Ammon; superintendent of concessions and commercial exhibits, Martin Schey; superintendent of grounds, M. J. Sweeney; superintendent of speed, T. J. Bartel; publicity director, Gordon Crump. 1947 dates August 16-24.

MID-WESTERN EXPOSITION

FORMERLY MID-CONTINENT EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

FOR 1947 SEASON WE OFFER

10 MODERN RIDES — 6 ENTERTAINING SHOWS — 30 CONCESSIONS
4 BRILLIANT LIGHT TOWERS — SENSATIONAL FREE ACT

FAIR SECRETARIES AND COMMITTEES

In Michigan, Wisconsin, Minnesota, Illinois, Indiana, Missouri, Kentucky, Tennessee, Arkansas, Mississippi and Louisiana.

WE WILL PLAY YOUR TERRITORY IN 1947.
CONTACT US BEFORE BOOKING YOUR MIDWAY ATTRACTIONS.

See us at your meetings or wire or write us early, as we are now arranging our Route for next Season.

FOR 1947 SEASON CAN PLACE

Shows and Money-Getting Attractions. Good propositions to Snake Show, Side Show, Colored Minstrel, Girl Revue, Animal Show, Monkey Circus, Motordrome and Fun House. Rides not conflicting, especially wish to book Tilt-a-Whirl and Silver Streak.

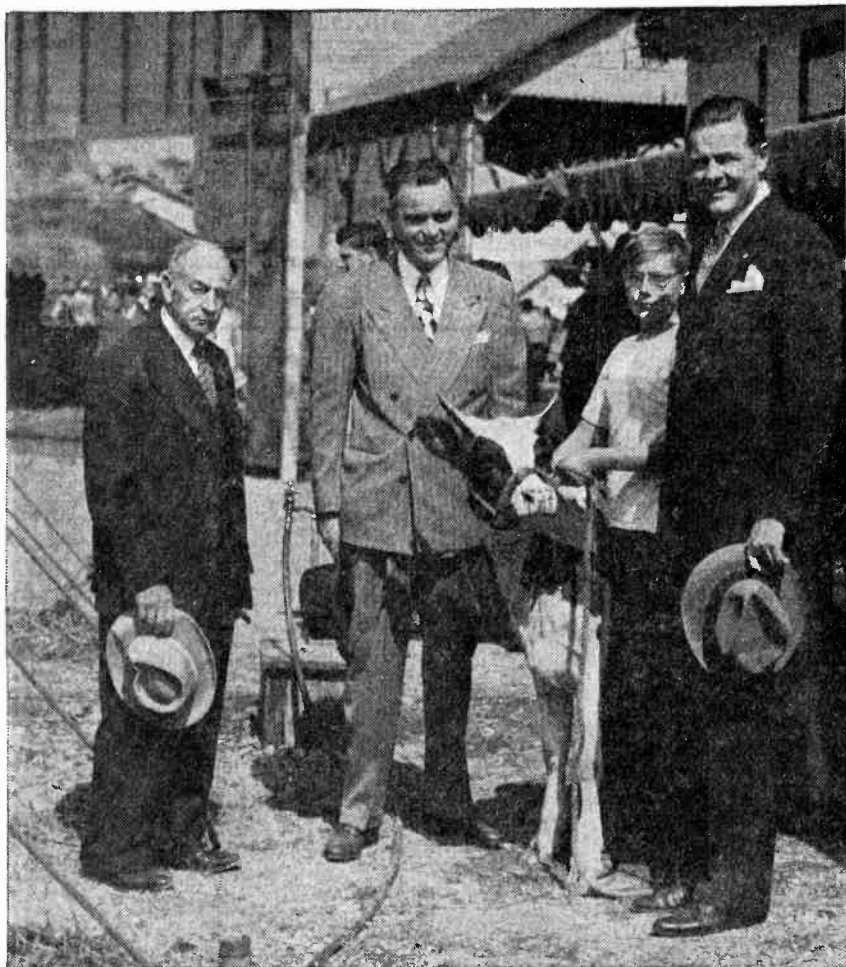
Concessions. Will book Slum Concessions of all kinds. Also want Bingo, Diggers, Penny Arcade, Photos, Cookhouse and American Palmistry.

MID-WESTERN EXPOSITION

TED WOODWARD
Owner and General Manager

CAN PLACE
LEGAL ADJUSTER

WINTERQUARTERS: LAKE CHARLES, LA., P. O. BOX 1555
PERMANENT MAILING ADDRESS: 390 ARCADE BLDG., ST. LOUIS 1, MO.



Henry Cabot Lodge Jr., only U. S. Senator to resign and enter the recent war where he served as a lieutenant colonel on Italian and African fronts. He resumed fairgoing at the recent 105th Great Barrington (Mass.) Fair. He is shown on the right with a 4-H Club champ, while John B. Hull Sr., left, and Edward J. Carroll, president of the annual, accompany him.

RICHMAN-CARPENTER ENTERPRISES present

A Brand New Show for 1947 as yet unnamed and Pla-A-Park and Kiddieland TUCSON, ARIZONA'S NEWEST FUNSPOT

This is the time of the year when a showman looks back over his season just closed and checks those points that were important in making the tour a successful one. In so checking we found that it was people, not points, that gave us our pleasant and profitable year. Carneys—from performer to ride hand—from concession owner to "ruff neck"; Fair Board Members and Celebration Committee men; State, County, City and Police Officials, all worked and co-operated as a team for the success of the show. To these, then, our sincere appreciation and gratitude, and to these: A VERY MERRY CHRISTMAS AND A MOST PROSPEROUS NEW YEAR.

WANT FOR THE PARK

Working every night for the full winter season. Have space for a few more high class concessions. Only those that are legitimate and have A-1 equipment considered.

WANT FOR THE SHOW

Will consider any ride, show or concession that does not conflict. We want only the best—if you have it, please let us hear from you. Tour will start in early spring and route will be through Southwest and Midwest.

Fair Secretaries and Celebration Chairmen

In Arizona, New Mexico, West Texas, Colorado, Wyoming, Montana, North and South Dakota, Nebraska and Kansas, please contact us for your midway attractions. We will have the show that will meet your most rigid requirements.

RICHMAN-CARPENTER ENTERPRISES
HARRY RICHMAN JAMES D. CARPENTER
TUCSON, ARIZ.

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Owner-Mgr.
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DICKEY**
Assistant
Manager
Gibsonton, Fla.

**PAUL D.
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General Repre-
sentative
P. O. Box 9047
Tampa, Fla.

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GREETINGS
To All Our Friends

HAPPYLAND

PREPARING

Now for Another Great Season in 1947.

INVITING

Correspondence From Committees in
Michigan, Ohio and Indiana.

BOOKING

Shows, Concessions and Free Attractions.

PROSPER

With a Show in Its 20th Year of
Delivering Good, Clean Amusement.

Permanent Address:
3633 Seyburn Ave.
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HETH

EXPOSITION SHOWS

ROBERT L. (BOB) HETH
GENERAL MGR.

THANKS TO ALL WHO AIDED IN MAKING
MY INITIAL TOUR SUCH A BIG SUCCESS
Starting out in Mid-Season, I am indeed grateful
to the Fairs and Committees who booked my
New Show; also my many Friends in the Out-
door Show Business.

NOW PLANNING AN EXPANSION
PROGRAM FOR A BIGGER SHOW
IN 1947

WE WILL CARRY 6 MAJOR RIDES, 2 KIDDIE RIDES,
5 SHOWS AND 30 CONCESSIONS

FAIR SECRETARIES

and CELEBRATION COMMIT-
TEES in Minnesota, Wiscon-
sin, Illinois, Iowa, Missouri
and Arkansas, if you want
an "up and coming" Show
get in touch with us.

WANTED FOR 1947

Capable Showman to plan new
Attractions. Will book Ten-in-
One, Monkey Show, Snake Show
and any worthwhile Grind Shows.
LEGITIMATE CONCESSIONS OF
ALL KINDS. Bingo and Custard
Open. Can place good Conces-
sion Agents.
CAPABLE RIDE HELP (Salary or
Percentage).

ALL ADDRESS R. L. (BOB) HETH, Manager
WINTER QUARTERS: FAIR GROUNDS, P. O. BOX 103,
CARUTHERSVILLE, MO.

CANADA

ALBERTA

Vegreville Exhibition, Vegreville

TOTAL ATTENDANCE: Front gate,
16,000. Days operated, 3; nights oper-
ated, 3.

WEATHER: Good, 3 days, 3 nights.

RECEIPTS: Gate, \$3,308.74; grand-
stand, \$3,495.85; concession space, \$2,050.
RACING: 2 days.

AID: Province aid, \$750.

PLANT FACILITIES: Race-track size,
half mile; grandstand seating capacity,
1,500; area of grounds, 40 acres; esti-
mated current valuation of the plant,
\$30,000. New construction planned when
materials are available: grandstand.

GRANDSTAND ATTRACTIONS: Cost
of grandstand stage attractions, \$2,750.

ADMINISTRATION: President, John
Leach; secretary, J. Fitzallen.

ONTARIO

Aylmer and East Elgin Exhibition, Aylmer

TOTAL ATTENDANCE: Front gate,
\$3,160. Days operated, 3; nights oper-
ated, 3.

WEATHER: Good, 2 days; 2 nights;
high winds, 1 day, 1 night. Total paid
grandstand admissions, 1,750.

RECEIPTS: Gate, \$3,160; grandstand,
\$1,750; commercial exhibits, \$385; car-
nival, \$1,650.

RACING: 1 day; purses for horse races,
\$850.

AID, PREMIUMS: Province aid, \$600;
county aid, \$600; other aid, \$600.
Total estimated premiums paid out,
excluding races, \$1,850.

PLANT FACILITIES: Race-track size,
half mile; grandstand seating capacity,
850; area of grounds, 14 acres; estimated
current valuation of the plant, \$8,500;
square feet under cover available for
commercial exhibits, 3,200. New con-
struction planned when materials are
available: \$25,000 grandstand addition
and \$2,500 addition to race-horse barns.

GRANDSTAND ATTRACTIONS: Cost
of grandstand stage attractions, exclu-
sive of rodeos, racing, thrill shows,
\$1,750; show produced by Gus Sun.

ADMINISTRATION: President, A. L.
Caverly; secretary, superintendent of
concessions, commercial exhibits,
grounds, H. R. Lashbrook; superintend-

ent of speed, H. M. Nelson. Date and
place of annual meeting of fair board,
January 18, Aylmer.

Belleville Exhibition, Belleville

TOTAL ATTENDANCE: Front gate,
32,000; paid admissions, 18,399. Days
operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 3 nights;
cold or cloudy, 3 days, 3 nights.

RECEIPTS: Gate, \$6,792.85; grand-
stand, \$3,277.75; concession space, \$600;
carnival, \$1,575.21; other receipts,
\$1,282.50

RACING: 2 days; purses for horse
races, \$900.

AID, PREMIUMS: Provincial aid, \$800;
county aid, \$200; other aid, \$850. Total
estimated premiums paid out, excluding
races, \$4,100.

PLANT FACILITIES: Race-track size,
half mile; grandstand seating capacity,
1,000; area of grounds, 20 acres; esti-
mated current valuation of the plant,
\$75,000; square feet under cover avail-
able for commercial exhibits, 15,000;
number of local commercial exhibits, 15;
number of exhibitors in auto show, 4;
number of exhibitors in truck show, 4.
New construction planned when ma-
terials are available: horse barn.

GRANDSTAND ATTRACTIONS: Cost
of grandstand stage attractions, exclu-
sive of rodeos, racing, thrill shows,
\$2,000; name of grandstand show, Gar-
den Bros.' Shows; produced by W. A.
Garden, Toronto.

ADMINISTRATION: President, Elmer
Sandercock; secretary and superintend-
ent of concessions, E. S. Denyas; super-
intendent of commercial exhibits, F. G.
Chamberlain; superintendent of grounds,
Harry Rollins; superintendent of speed,
James Barber; publicity director, C. J.
Symons. 1947 dates, September 24-25-26.

Leamington District Exhibition, Leamington

TOTAL ATTENDANCE: Front gate,
100,000; paid admissions, 60,000. Days
operated, 6; nights operated, 6.

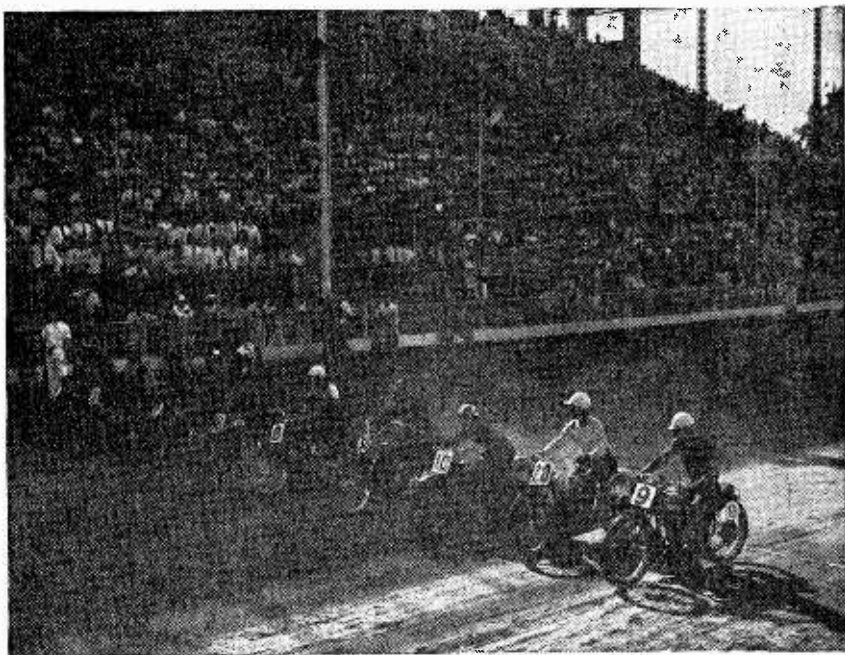
WEATHER: Good, 6 days, 6 nights.

RECEIPTS: Carnival, \$3,000.

RACING: 3 days; purses for horse
races, \$1,250.

AID, PREMIUMS: Total aid, \$325; total
estimated premiums paid out, excluding
races, \$6,000.

PLANT FACILITIES: Race-track size,
half mile; grandstand seating capacity,
3,000; area of grounds, 23 acres; esti-
mated current valuation of the plant,
\$50,000; square feet under cover avail-
able for commercial exhibits, 240 feet;
number of local commercial exhibits, 25.
New construction planned when ma-
terials are available: grandstand, sleep-
ing quarters for exhibitors, building for
juniors.



Top motorcycle racing stars of the nation lined up awaiting the starter's signal at the Illinois State Fair for what proved one of the greatest afternoon draws of the annual.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, 4,650; booked thru George A. Hamid and Gus Sun.

ADMINISTRATION: President, R. A. Smith; secretary, publicity director, superintendent of concessions, commercial exhibits and grounds, Cecil Stobbs; superintendent of speed, H. Reed.

Norfolk County Fair, Simcoe

TOTAL ATTENDANCE: Front gate, \$5,000; paid admissions, 46,000. Days operated, 4; nights operated, 3.

WEATHER: Good, 4 days, 2 nights; cold or cloudy, 1 night. Total paid grandstand admissions, days, 7,000; nights, 5,000.

RECEIPTS: Gate, \$10,226; grandstand, \$5,900; concession space, \$4,000; commercial exhibits, \$1,500; carnival, \$5,000; other receipts, \$2,000.

RACING: Included as a side issue on three afternoons; purses for horse races, \$1,500.

AID, PREMIUMS: Province aid, \$800; total estimated premiums paid out, excluding races, \$8,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 23 acres; estimated current valuation of the plant, \$60,000; square feet under cover available for commercial exhibits, 5,000; number of national commercial exhibits, 6; number of local commercial exhibits, 24; number of exhibitors in truck show, 2. New construction planned when materials are available: sheep and swine barn, added covered commercial exhibit space, facilities for housing 80 more horses.

GRANDSTAND ATTRACTIONS: Grandstand stage attractions booked thru Gus Sun.

ADMINISTRATION: President, Dr. A. C. Burt; secretary, Harold I. Pond; superintendent of concessions, commercial exhibits; superintendent of grounds, L. S. Culver; superintendent of speed, H. Hawse; publicity director, H. I. Pond.

South Dorchester Exhibition, Springfield

TOTAL ATTENDANCE: Front gate, 800. Days operated, 2; nights operated, 1.

WEATHER: Good, 2 days; 1 night.

RECEIPTS: Gate, \$200; concession space, one half acre; other receipts, \$75.

RACING: 1 day. Purses for horse races, \$200.

AID, PREMIUMS: Province aid, \$100; other aid, \$850. Total estimated premiums paid out, excluding races, \$850.

PLANT FACILITIES: Race-track size,

mile; area of grounds, 10 acres; estimated current valuation of the plant, \$2,000; number of local commercial exhibits, 2. New construction planned when materials are available: grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows: \$25; other attractions, roping acts, produced by Shorty Campbell.

ADMINISTRATION: President, Charles A. Moore; secretary, Elmer E. Ward; superintendent of concessions, O. L. Lindsay; superintendent of commercial exhibits, A. A. Lindsay; superintendent of grounds, John Brown; superintendent of speed, Ed Vincent; publicity director, E. E. Ward.

Strathroy Fair, Strathroy

TOTAL ATTENDANCE: Front gate, 5,205; paid admissions, 5,205. Days operated, 3.

WEATHER: Good, 2 days; rain, 1 day. Total paid grandstand admissions, 440.

RECEIPTS: Gate, \$1,750.80; grandstand, \$220; concession space, \$731.57.

RACING: 1 day of harness races.

AID, PREMIUMS: Province aid, \$800; county aid, \$300; other aid, \$1,900. Total estimated premiums paid out, excluding races, \$6,200.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 25 acres; estimated current valuation of the plant, 25,000; square feet under cover available for commercial exhibits, 4,000; number of national commercial exhibits, 1; number of local commercial exhibits, 20; number of exhibitors in auto show, 4; number of exhibitors in truck show, 1.

ADMINISTRATION: President, William McDougall; secretary, superintendent of concessions and commercial exhibits, Ken Bennett; superintendent of grounds, J. E. Woolley; superintendent of speed, H. Currie.

Welland County Exhibition, Welland

TOTAL ATTENDANCE: Front gate, 30,000; paid admissions, 29,000. Days operated, 3; nights operated, 3.

WEATHER: Good, 2 days, 2 nights; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions: days, \$1,500; nights, \$2,000.

RECEIPTS: Gate, \$5,500; grandstand, \$3,500; concession space, \$348; commercial exhibits, \$200; carnival, \$2,200; other receipts, entries, \$500.

RACING: 2 days of both harness and running races; grandstand receipts for horse races, \$600; purses for horse races, \$1,500.

GRANDSTAND RECEIPTS: \$3,500;

DON FRANKLIN SHOWS

TEXAS

"CLEANEST SHOW IN TEXAS"

Thanks TO THE FAIRS AND COMMITTEES IN THE LONE STAR STATE FOR MAKING OUR INITIAL TOUR SUCH A SUCCESSFUL ONE. THANKS ALSO TO OUR LOYAL EMPLOYEES, ONE AND ALL, ALSO THE SHOWMEN AND CONCESSIONAIRES WHO MADE THIS SUCCESS POSSIBLE.

LARGER — 1947 — BETTER
8 RIDES — 4 SHOWS — 35 CONCESSIONS — FREE ACT

We are already at work in our winterquarters in Rosenberg, Texas, on our Expansion Program for the 1947 season. New Show Fronts, a new Front Entrance, new Diesel Plants and Mammoth Light Towers will be erected and built during the winter months, to be ready for our tour next year, which will open early in March in South Texas.

FAIRMEN AND CELEBRATION COMMITTEES IN THE GREAT STATE OF TEXAS

CONTACT US AT THE TEXAS STATE MEETING IN DALLAS OR WIRE, PHONE OR WRITE US BEFORE BOOKING YOUR MIDWAY ATTRACTIONS FOR YOUR 1947 EVENTS.

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AMERICAN LEGION VET. FOREIGN WARS
Presents

THE GREAT SUTTON SHOWS
"Most Beautiful Show in Middle West"

NOW BOOKING FOR THE SEASON OF 1947
SHOWS—RIDES—CONCESSIONS

This Is a NEW Show But an OLD Title, and We Have Openings for Showmen in All Capacities.

INDEPENDENT CONCESSIONAIRES, SHOWMEN, RIDE OWNERS:

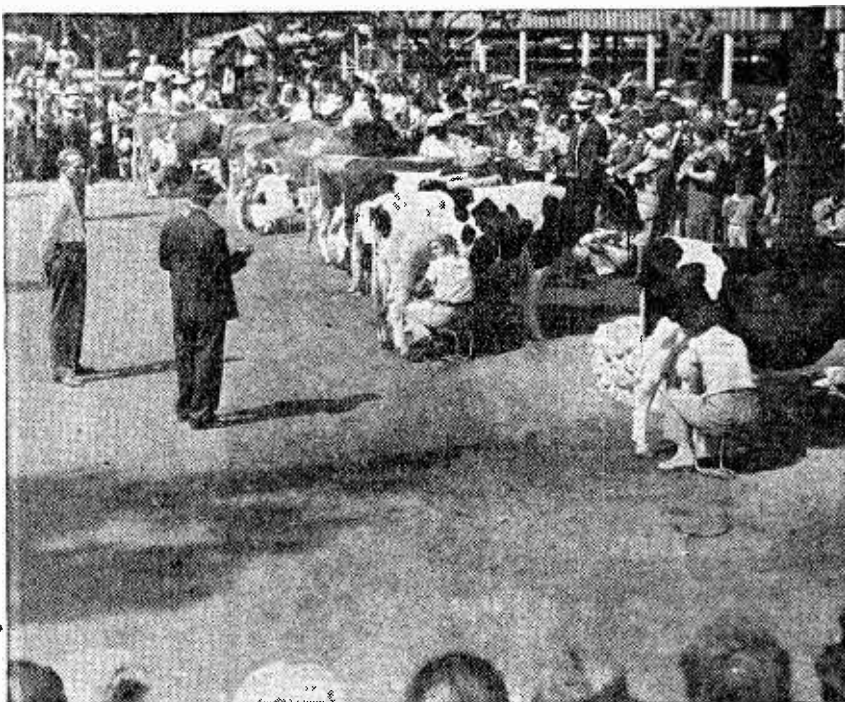
Here Is a Show That Will Put You Where the Money IS and Not Where It WAS.

FAIR SECRETARIES
IN GEORGIA, TENNESSEE, ILLINOIS, INDIANA AND MISSOURI

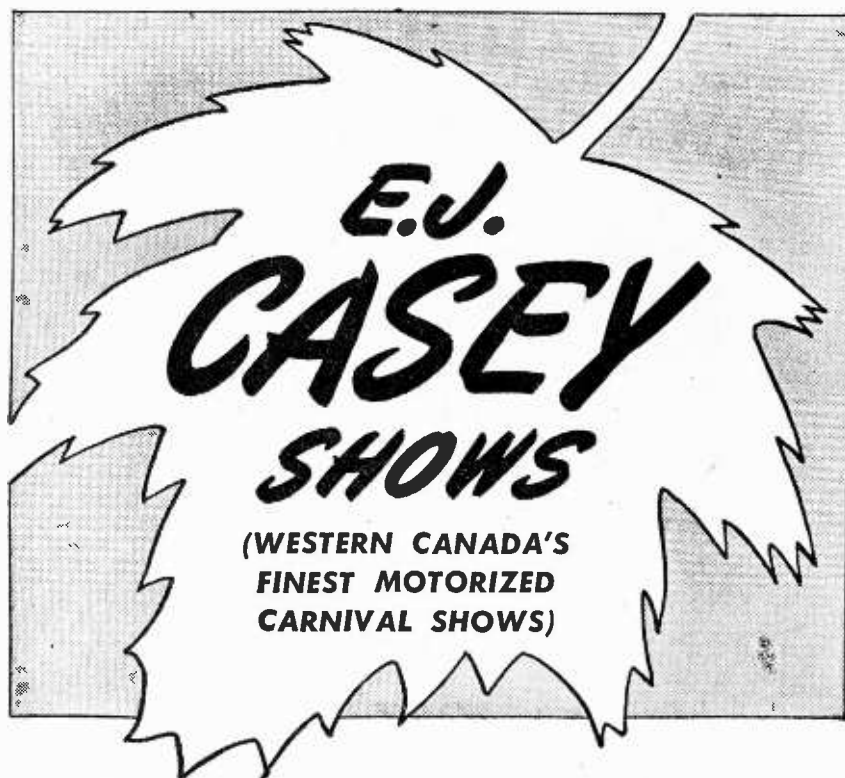
Your attention is invited to the fact that this is a NEW SHOW, and our route for the 1947 season is not yet completed, and we would be very glad to hear from you in regards to contracting for your fair "THE BIGGEST LITTLE SHOW IN AMERICA."

THE GREAT SUTTON SHOWS
All address: F. M. SUTTON, JR.

Winterquarters address: P. O. Box 13, Conley, Ga.



Feminine milking contests with cash prizes never fail to create interest among the contestants and their followers. This one was staged at the Los Angeles County Fair.

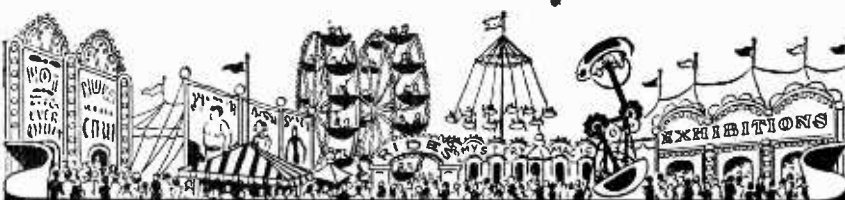


Extend Season's Greetings To All Our Friends
FAIR SECRETARIES, COMMITTEEMEN, SHOWMEN

WE ARE NOW BOOKING OUR 1947 SEASON
WRITE US FOR COMPLETE DETAILS

Permanent Address

E. J. CASEY, Owner-Manager
79 Crawford, Avenue, Norwood, Winnipeg, Manitoba, Canada



DUMONT SHOWS

HIGH CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

THANKS

TO THE FAIRS, CELEBRATIONS AND COMMITTEES
FOR MAKING OUR 1946 SEASON THE MOST
SUCCESSFUL IN OUR HISTORY

OUR PROMISE FOR 1947

A BETTER AND MORE BEAUTIFUL SHOW

FAIR AND CELEBRATION MANAGERS IN THE EASTERN TERRITORY

We are now arranging our 1947 Route. If you want one of the most beautiful Truck Shows on the road today contact us early for your events. See us at Chicago during the meetings, or wire or write to our permanent address below.

SHOWMEN AND HELP

We have openings for several high-class attractions. Will finance reliable Showmen. Can place high-class Merchandise Concessions. Foremen and reliable Help for our Rides. See us in Chicago or contact us at our permanent address.

All Address: LOU RILEY, General Manager

Permanent Address: 107 W. Quackenbush Ave., Dumont, N. Jer.
Winterquarters: South Hill, Virginia

3 days, 3 nights of auto thrill show; grandstand receipts for thrill show, \$2,900.

AID, PREMIUMS: Province aid, \$800; county aid, \$500; other aid (city), \$100. Total estimated premiums paid out, excluding races, \$5,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 25 acres; estimated current valuation of the plant, \$30,000; square feet under cover available for commercial exhibits, 8,250; number of national commercial exhibits, 10; number of local commercial exhibits, 25; number of exhibitors in auto show, 8; number of exhibitors in truck show, 3. New construction planned when materials are available: additional horse stables and junior school children exhibit.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, \$3,500. Name of thrill show, Lucky Lott.

ADMINISTRATION: President, C. L. Robins; secretary, Gordon K. Brown; superintendent of concessions and commercial exhibits, A. A. Marshall; superintendent of grounds, George Allen; superintendent of speed, J. E. Curry; publicity director, William Rockel. Date and place of annual meeting of fair board, January 10, Welland, Ont.

stand, harness races, \$24,985; concession space, \$4,578.80; commercial exhibits, \$14,318.50; carnival, \$9,495.85; other receipts, \$150,000.00 (approx.).

RACING: 7 days; grandstand receipts for horse races, \$24,985; purses for horse races, \$12,402.67.

GRANDSTAND RECEIPTS: Total, \$26,259.78; number of days, 1, nights, 2, of auto thrill show; grandstand receipts for thrill show, \$1,274.78; other features, fireworks, number of nights, 1.

AID, PREMIUMS: Province aid, \$12,000; other aid, \$1,150; total estimated premiums paid out, excluding races, \$14,847.10.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,500; area of grounds, 150 acres; estimated current valuation of the plant, \$1,500.00; square feet under cover available for commercial exhibits, 75,000; number of provincial and national commercial exhibits, 25; number of local commercial exhibits, 53. New construction planned when materials are available: Province government and handicraft pavilion, horticultural pavilion, poultry pavilion, administration building and new entrance gates.

GRANDSTAND ATTRACTIONS: Name of revue, *Exposition Fantasies, 1946*; produced by George A. Hamid, Inc., New York; acts booked thru Joe Hughes.

ADMINISTRATION: President, Mayor Lucien Borne; director-manager, Emery Boucher; assistant secretary-manager, Gerard Bastien; superintendent of concessions, Elz. L'Heureux; assistant superintendent of concessions, Jacques Boucher; superintendent of grounds, Ulderic Gauvin; superintendent of speed, Avila Robitaille; publicity director, Emery Boucher; 1947 dates, August 29-September 7 (official).

QUEBEC

Exposition de Roberval, Roberval

TOTAL ATTENDANCE: Front gate, 10,000; paid admissions, 9,000. Days operated, 5; nights operated, 5.

WEATHER: Good, 5 days, 5 nights.

PLANT FACILITIES: Race-track size, one half mile; grandstand seating capacity, 1,000; area of grounds, 32 acres; estimated current valuation of the plant, \$30,000.

ADMINISTRATION: President, Augustin Rannille; secretary, J. Ed Bolly.

L'Exposition Provinciale, Quebec

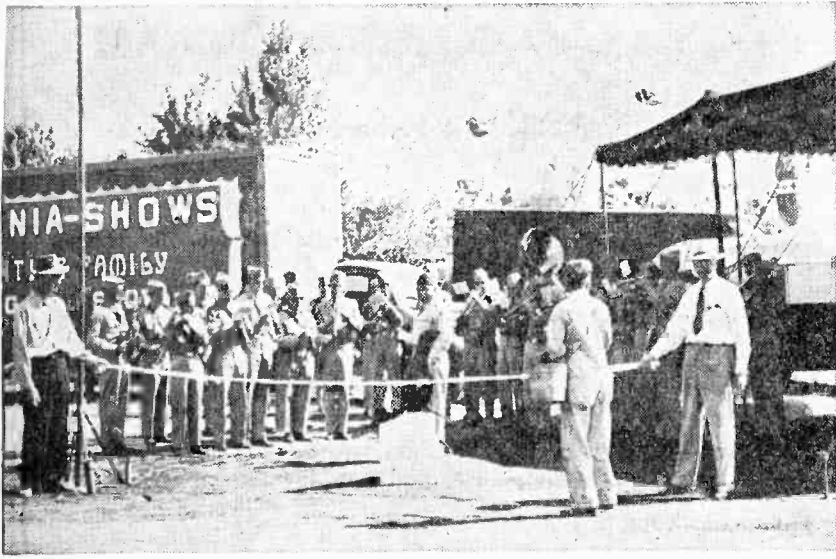
TOTAL ATTENDANCE: Front gate, 265,000; paid admissions, 228,000. Days operated, 9; nights operated, 10.

WEATHER: Good, 7 days, 8 nights; rain, 1 night; cold or cloudy, 2 days, 1 night. Total paid grandstand admissions: days, 43,903; nights, 2,047.

RECEIPTS: Gate, \$56,764.79; grand-



An integral part of every annual is the midway, and three giant Ferris Wheels loaded with funseekers have a definite place in the picture.



Harry LaBrequé, public relations director of the Sacramento (Calif.) Fair, was tired of having pretty girls cut the ribbon to officially open the annual, so this year he had one of Winston's Seals handle the task. LaBrequé is the gent holding the tape on the right.

North Dakota Utilizes CCC Buildings for Junior Fair

North Dakota's State Fair at Minot was successful this year in creating a junior fairgrounds. Acquisition of barracks and buildings at an abandoned Kramer, N. D., CCC camp enabled it to turn the trick.

A three-block wooded area, just outside the fairgrounds proper but connected to it by a footbridge, was utilized. Foundations were built first, then the buildings were moved. Once up, they were painted white.

Four of the barracks buildings, each of which are 20 by 40 feet, and two other buildings, 20 by 40 feet,

were prepared as sleeping quarters. Another building was equipped for washing and cleaning. Still another building, 20 by 108, was transformed into a mess hall.

On the fairgrounds proper, a garage building, also secured from the CCC camp, was remodeled into a junior stock barn with a housing capacity of 100 head of cattle.

Added emphasis is expected to be placed on the junior fair activities, in future years, with the view of building this feature into a major part of the annual.



Everything isn't tinsel and applause for grandstand performers, as the Gallagher Family proves in this picture. The six children comprise an outstanding acrobatic troupe, and here they are doing a pyramid in practice under the direction of their father, Harry Gallagher, and mother, who pauses a moment from one of her chores. Betty, 16, holds the pyramid, while Margaret, 8, clings to her. Second up is Bonnie, 15, and at her sides are Mary, 7, and Jimmy, 6. At top is Pat, 13. Michael, 3, standing by, already is getting his preliminary lessons.

"The Choice of the Motorized Shows" in the East and Southeast

JOHN H. MARKS SHOWS

OUR 1946 RECORD SPEAKS FOR ITSELF

THANKS TO ALL WHO PLAYED A PART IN MAKING THIS OUR BEST YEAR

FAIRMEN—CELEBRATION COMMITTEES—ORGANIZATIONS

CONTACT US BEFORE CONTRACTING FOR YOUR 1947 EVENTS

★ We offer you a completely modernized Carnival Midway, with capacity earning power.

LATEST RIDES—TOP FLIGHT ATTRACTIONS—HIGH-CLASS CONCESSIONS

WANT FOR OUR 1947 SEASON

We will finance Showmen with new ideas and furnish the necessary equipment. Will book any Shows not conflicting. Will place any modern well-kept Ride not conflicting with our own. Want Show Carpenters, Builders and Mechanics, also any Useful Show People. Capable Ride Foremen and Second Men will be paid top salaries and receive good treatment.

JOHN H. MARKS SHOWS

WINTERQUARTERS: RICHMOND, VA. ADDRESS: P. O. BOX 771

Thanks

TO THE FAIRS IN THE GREAT STATE OF ILLINOIS FOR OUR MOST SUCCESSFUL SEASON

Our Promise for 1947

NOT THAT WE WILL GIVE THEM THE BIGGEST SHOW, BUT THAT THE HIGH STANDARD OF THE BUNTING NAME IN ILLINOIS WILL CONTINUE TO BE A TRIBUTE TO THE CARNIVAL BUSINESS.

FAIRS AND CELEBRATION COMMITTEES

If you want the cleanest and best operated Carnival in this territory, be sure and contact us before booking.

CAN PLACE FOR 1947 SEASON

LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS.

HELP FOR RIDES. Sober and reliable Men who are looking for permanent jobs, contact us.

OUR THANKS ALSO TO OUR LOYAL EMPLOYEES FOR THEIR HARD WORK DURING 1946

BUNTING SHOWS

WINTERQUARTERS ADDRESS: BOX 297, LADD, ILL.

RESIDENCE ADDRESS: BOX 9, RAMSEY, ILL.

MADISON BROS. SHOWS



**1946 Our First Full Season
a Tremendous SUCCESS!**

WE TAKE THIS OPPORTUNITY TO THANK
OUR COMMITTEES AND FAIR SECRETARIES
FOR MAKING THIS POSSIBLE.

**1947 will see an enlarged
and more beautiful
MADISON BROS.' SHOWS**

WANT FOR 1947

MORE SHOWS—MORE RIDES—PENNY ARCADE
LEGITIMATE CONCESSIONS—REAL SHOW PEOPLE

**FAIR AND CELEBRATION COMMITTEES
IN THE MIDDLE WEST and SOUTH**
See us at the fair meetings.

WINTERQUARTERS—FAIRGROUNDS, HOPE, ARKANSAS

R. BARNES
Manager

N. COLEGROVE
Secretary-Treasurer

M. COLEGROVE
General Manager



B & C's Expo Shows

NEW YORK STATE'S
FASTEST GROWING MOTORIZED SHOW

1946	1947
5 Rides	8 Rides
4 Shows	6 Shows

OUR THANKS AND APPRECIATION EXTENDED TO
ALL WHO HELPED US MAKE OUR FIRST SEASON
(1946) A MOST SUCCESSFUL ONE.

**NOW BOOKING—
EVERYTHING OPEN**

All people with us last season contact at once.
WANT Outstanding High Act.

Last year we promised you a new and different show which would be streamlined and modernized to give you everything desired in midway entertainment. It was designed to make available to you one of the cleanest midways in New York State. Our attendance proved our contentions that the B & C's EXPO would be the money making show for your fair or event.

Next year a Bigger and Better B & C's MIDWAY will be presented to the public. A Midway that Fair Secretaries and Committees can book with confidence, and present with pride. We invite correspondence from those who want the best of midway entertainment for their 1947 events.

Will Be at Conventions and Fair Meetings
ADDRESS: Box 88, Hemlock, N. Y.

I.A.F.E. CONVENTION PROGRAM

December 1-4, Hotel Sherman, Chicago

SUNDAY, DECEMBER 1

- 1:30 p.m.—Bal Tabarin. Annual Memorial Service, Showmen's League of America.
1:30 p.m.—Annual meeting, Middle West Fair Circuit, Mrs. Ethel Murray Simonds, president.

MONDAY, DECEMBER 2

- 10:30 a.m.—Annual meeting, International Motor Contest Association, Ralph Hemphill, president.
11:00 a.m.—I.A.F.E. Directors' meeting.
2:30 p.m.—Meeting of State Secretaries of State Associations of Fairs.
6:00 p.m.—Reception and buffet supper, open to fair men and their wives, Bligh Dodds, chairman.

TUESDAY, DECEMBER 3

- 10:30 a.m.—Crystal Room. I.A.F.E. meeting, Clarence H. Harnden presiding.
Reading of minutes of the 1945 annual meeting.
Introduction and acceptance of new members.
Report of Board of Appeals, Sheldon R. Brewster, chairman.
Report of Auditing Committee, Frank Means, chairman.
Report of Board of Directors, Archie Putnam, acting secretary.
Report of Government Relations Committee, Dr. J. S. Dorton, chairman.
Appointment of Nominating Committee.
Roll call.
President's Annual Address.
12:00 noon—Past Presidents' Club Luncheon, Samuel S. Lewis presiding.
2:00 p.m.—Crystal Room. Clarence H. Harnden presiding.
"The California Fair School," Lou Merrill, secretary, Western Fairs Association.
"Commercial Exhibits," Horace Black, Dallas.
"Promoting the State's Products," Ralph Ammon, Wisconsin State Fair.

WEDNESDAY, DECEMBER 4

- 10:00 a.m.—Crystal Room, President Clarence H. Harnden presiding.
"The Post-War International," William Oglevie, manager, International Livestock Exposition.
A 4-H Club talk, presenting two delegates to the National Club Congress.
"A Farm Editor Looks at Fairs," Sam Guard, editor, Breeders Gazette.
"Newcastle Disease in Poultry," Paul P. Ives, American Poultry Association.
"Fair Building Plans," Max J. La Rock, Wisconsin College of Engineering, Madison, Wis.
"Advantages of a Fair Circuit," Ethel Murray Simonds, president, Midwest Fair Circuit.
2:00 p.m.—Crystal Room, Clarence H. Harnden presiding.
"Post-War Department of Agriculture Exhibits," Joseph Hiscox, U. S. Department of Agriculture.
"Post-War Plans of the Canadian National Exposition," Elwood A. Hughes, manager of the Exposition.
"Our Conservation Building," Archie Putnam, Chipewewa Falls, Wis.
"Ideas in Fairgrounds Layout," R. J. Pearse, Raleigh, N. C.
Report of the Classifications Committee, Raymond Lee, Minnesota State Fair.
Report of the Resolutions Committee, Frank Means, Colorado State Fair.
Election of Officers.
6:30 p.m.—Ballroom, Annual Banquet and Ball, Showmen's League of America.

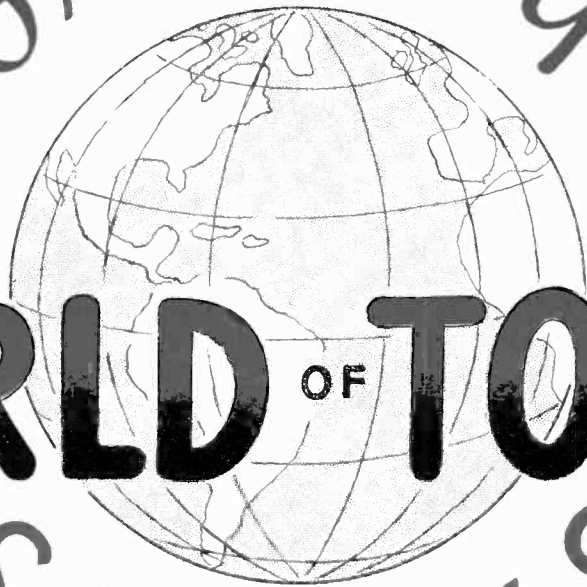
L. C. REYNOLDS

and

H. WELLS



Presenting



WORLD OF TODAY

SHOWS

18 RIDES

16 SHOWS

40 CONCESSIONS

TRAVELING FROM THE BORDERS OF TEXAS TO THE CANADIAN LINE

We wish to thank all of our friends with the individual organizations who sponsored us; also all members of fair associations who granted us the privilege of furnishing Amusements for their midways, and we invite you all to visit with us in our rooms at the convention, and hope our business relationship will be as pleasant in the future as in the past.

THANKS TO YOU, WE HAVE HAD THE BIGGEST SEASON IN OUR HISTORY

WANTED

MAN and WIFE to handle 2 of the best framed GIRL SHOWS on the road. Must have young girls and good entertainers. MONKEY SHOW. WE WILL FURNISH EVERYTHING EXCEPT THE MONKEYS. Minstrel Show Manager who has a complete show with first-class entertainers. We furnish the best of equipment and transportation for the people.

FOR 1947

MOTORDROME, with or without transportation.
PENNY ARCADE, LIFE OR UNBORN SHOW.
GOOD PONY RIDE with plenty of flash.
ANY OTHER SHOWS OF MERIT
WRITE US YOUR PROPOSITION.
MANAGER for office-owned COOKHOUSE.

SHOWMEN, TAKE NOTICE:

IF YOU HAVE A SHOW THAT IS CAPABLE OF MAKING MONEY AND ARE THINKING OF MAKING A CHANGE, CONTACT US, AS WE WILL ANSWER ALL MAIL AND GIVE YOU A SATISFACTORY ROUTE.

Address: Winterquarters - STATE FAIRGROUNDS, P. O. BOX 782, MUSKOGEE, OKLA.

**RAY MARSH BRYDON
AND ASSOCIATES**

PRODUCERS AND OPERATORS

of

**AMERICA'S FINEST
EXPOSITION TYPE SHOWS**

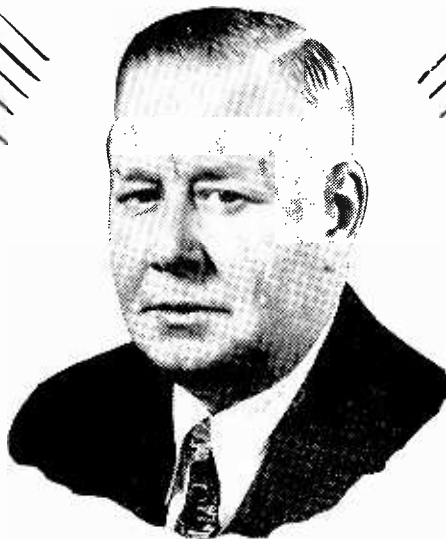
INDEPENDENT MIDWAYS OUR SPECIALTY

SEE US IN THE TOWER AT HOTEL SHERMAN, CHICAGO

PERMANENT MAILING ADDRESS

390 ARCADE BLDG.

ST. LOUIS 1, MO.



OSCAR BLOOM
MANAGER

Proudly Presents His ALL NEW 1947 VERSION of the

GOLD MEDAL SHOWS

TO THE MANY FAIR SECRETARIES, AUSPICES AND ALL OTHERS
WHOM I HAVE PLEASANTLY DONE BUSINESS WITH FOR THE PAST

15 YEARS

I SALUTE YOU, ONE AND ALL, WITH THIS THOUGHT:

FOR THE PAST SCORE OF YEARS, I HAVE DILIGENTLY, VIGOROUSLY AND HONESTLY APPLIED MYSELF IN ORDER THAT I MIGHT PRODUCE AND OPERATE

AMERICA'S MOST RESPECTED SHOW

In and during this period of time I have always offered to the General Show-Going Public A MIDWAY OF RIDES, SAFELY OPERATED; SHOWS, CLEANLY AND DECENTLY PRODUCED, AND, ABOVE ALL, CONCESSIONS THAT WERE ABOVE AND BEYOND CRITICISM.

— NOW —

HERE ARE MY PLANS AND PROPOSALS FOR THE YEARS TO COME: WITH A STAUNCH AND UNFALTERING BELIEF IN THE EVERLASTING POPULARITY OF THE CARNIVAL, I AM GOING "ALL OUT" AND AM NOW IN THE PROCESS AT OUR WINTERQUARTERS OF BUILDING THE MOST COMPLETE SHOW OF ITS KIND, EQUIVALENT TO ANY

35 CAR RAILROAD SHOW

MY REASON FOR "GOING ALL OUT" IS
TWO-FOLD IN ITS PURPOSE:

FIRST: I have come to Cherish, thru the years, the Friendship of the countless people whom I have dealt with since I acquired the "OLD RELIABLE" GOLD MEDAL SHOWS.
SECOND: My Paramount Purpose is to carry on for the Future Boss:

JOHN OSCAR BLOOM



"My Son"

OSCAR BLOOM'S GOLD MEDAL SHOWS
Hotel Sherman, Chicago, Ill., Nov. 28 to Dec. 5
Winterquarters and General Offices:
(Fairgrounds), P. O. BOX 32, COLUMBUS, MISS.

LIGHT TOWERS?

YES SIR! 8 OF THEM
The most unique and brilliant ever constructed.

LIGHT PLANTS?

YOU KNOW IT!
6 75 Kw. Diesels, mounted in Stream-lined Sound Proof 34 Ft. Army Combat Equipment.

SEARCHLIGHTS?

WHY OF COURSE!
6 of the Most Powerful ever built for the Navy and Army.

FAIR SECRETARIES OLD AND NEW

We invite you to our Suite at the Hotel Sherman for a talk for our mutual gain. We have already contracted several outstanding fairs which we played this past season. The balance of the route is open to fairs played in other years and new fairs that will support a show of this magnitude.

ALL I ASK IS CONSIDERATION, AND I WILL CONVINCED YOU I HAVE THE SHOW TO FILL YOUR NEEDS. ANALYZE YOUR PAST EXPERIENCES! AREN'T YOU A LITTLE TIRED OF THOSE THREADBARE PROMISES? ISN'T IT TIME TO CHANGE?

RIDES

FROM 15 TO 20 RIDES

The finest and most up-to-the-minute Rides obtainable. Note to Independent Ride Owners, with or without transportation: See me in our suite at the Hotel Sherman, from Thanksgiving Day thru the Convention, and get our proposition and see our plans in actuality. Check on our route, then talk terms.

SHOWS

Last fall as we came South we framed completely 7 Shows that were outstanding. Now at Winterquarters we are building new in their entirety 8 more. We can frame and build them, for we have an ace showman in that department whose ideas for originality are top-flight. In order to successfully operate this back end we are ready to sign at the meeting Men and Women who, on their past records, have made themselves eligible to be a part of "AMERICA'S SHOW UNIQUE," and if you have an idea—new, novel and money-making—we will finance it.

CONCESSIONS

We are ready to sign Concessionaires for the coming season if your Concession meets with our high standards.

CONKLIN SHOWS

"THE WORLD'S FINEST"

J. W. CONKLIN, PRESIDENT — FRANK R. CONKLIN, VICE - PRESIDENT
POST OFFICE BOX NO. 31, HAMILTON, CANADA

FIRST

TEN YEAR AMUSEMENT CONTRACTS AT EXHIBITIONS

WITH

FROL-EX-LAND and FROLIC-LAND

"THANKS"

TO—Quebec Provincial Exposition, Sherbrooke Exhibition, Trois Rivieres Exposition, Lindsay Central Exhibition, Great District Fair at Leamington, Belleville Agricultural Fair and Kingston Industrial Exhibition --

FOR—the confidence placed in us by the award of TEN YEAR amusement contracts. New mid-way records were created by the splendid co-operation of exhibition officials and our new innovation of paved midways with permanent amusement installations.

**SEASON'S
GREETINGS**

*To our many
friends and
business
associates*

Conklin SHOWS