

The Billboard

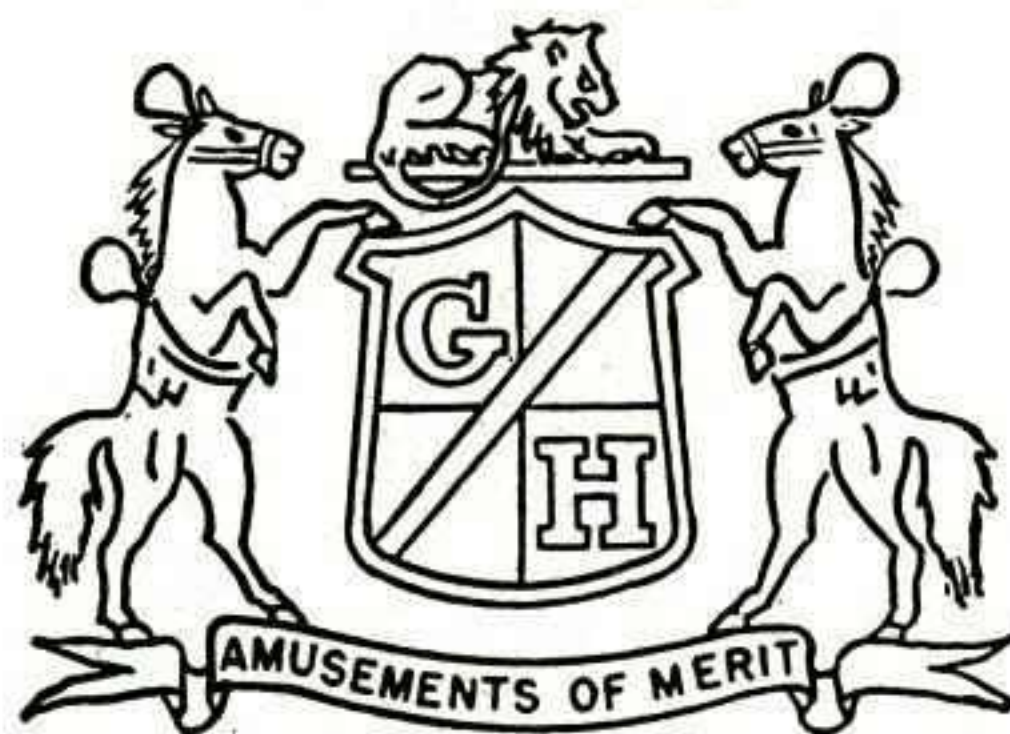
1955

Cavalcade of Stars

SECTION 2 • NOVEMBER 27, 1954

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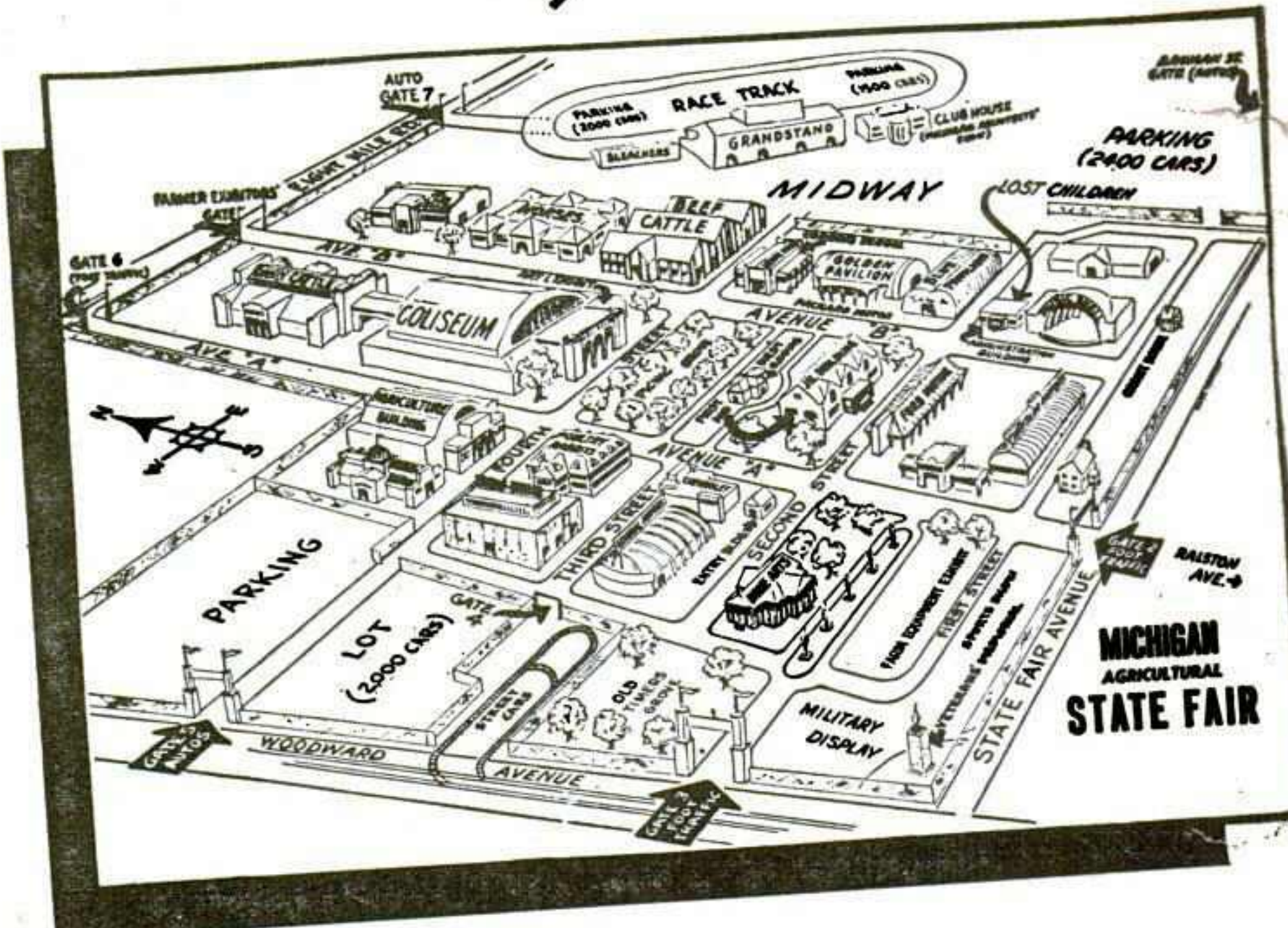
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1955 DATES: SEPT. 2 THRU 11

(Always opens Friday before Labor Day)

106 YEARS

NATION'S OLDEST STATE FAIR

106 YEARS

Exhibitors' Inquiries Are Invited

contact **JAMES M. HARE** General Manager

Michigan State Fair
Detroit 3, Michigan



FAIR Days are great days for millions of Americans every year. Last year, about 85 million of us—including the President—were “off to the Fair!”

The great progress which has taken place in agriculture in the past few decades has come about thru research, thru education and thru the rapid use of this

knowledge by farmers. Fairs have played an important part in this process.

Fairs offer a unique opportunity to show what happens when knowledge developed in the quiet of the laboratory is applied to the practical problem of producing a better product from the soil. Here is the chance for the most successful farmers and homemakers, both young and

old, to demonstrate what can be done with improved practices, and for others to learn by seeing!

The excitement of the fair, the competition to be best, pride in the accomplishments of family and neighbors, fun shared with old friends, displays of new machinery, new gadgets, ideas for improving old methods—all these add up to a great American tradition, the annual Fair.

—EZRA TAFT BENSON
Secretary of Agriculture



The Billboard

CAVALCADE OF FAIRS

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Nostalgia at Low Cost!

Historic Ole Charlottetown, N. C., Returned as "Living" Museum at Southern States Fair

NOVEL and comparatively low-cost exhibit having historical and nostalgic significance has been constructed at the Southern States Fair, Charlotte, N. C. Called Ole Charlottetown, the original name of the community, which later grew into the largest city in North Carolina, the exhibit has the additional advantage of permanency with growth.

It so happens that the fair is located on land originally deeded to a King of England. While no attempt is made to go back to the best days of settlement the pioneering spirit which did prevail to foster growth in the area is a theme.

Included in the exhibit are a cane mill and working examples of the processing of the product, weaving units and a cotton gin. One of the units, a 17th century spinning frame, is at least 100 years old. The exhibits are not replicas but actual units in use

many years ago. Reconstruction is often necessary, of course, to put the newly acquired units in proper working condition. And work they must, since much of the exhibit's appeal is in its animation, and the over-all presentation is, in effect, a living museum.

Historical Settings

Dr. J. S. Dorton, fair manager and originator of the exhibit, turned to presentations having historical and nostalgic significance several years ago at the North Carolina State Fair, Raleigh, which he also manages. Similarly, the old and rural method of making molasses was shown along with other production methods of many years ago. The interest of patrons was immediate and amazing, and offers of contributions for inclusion in the exhibit were numerous.

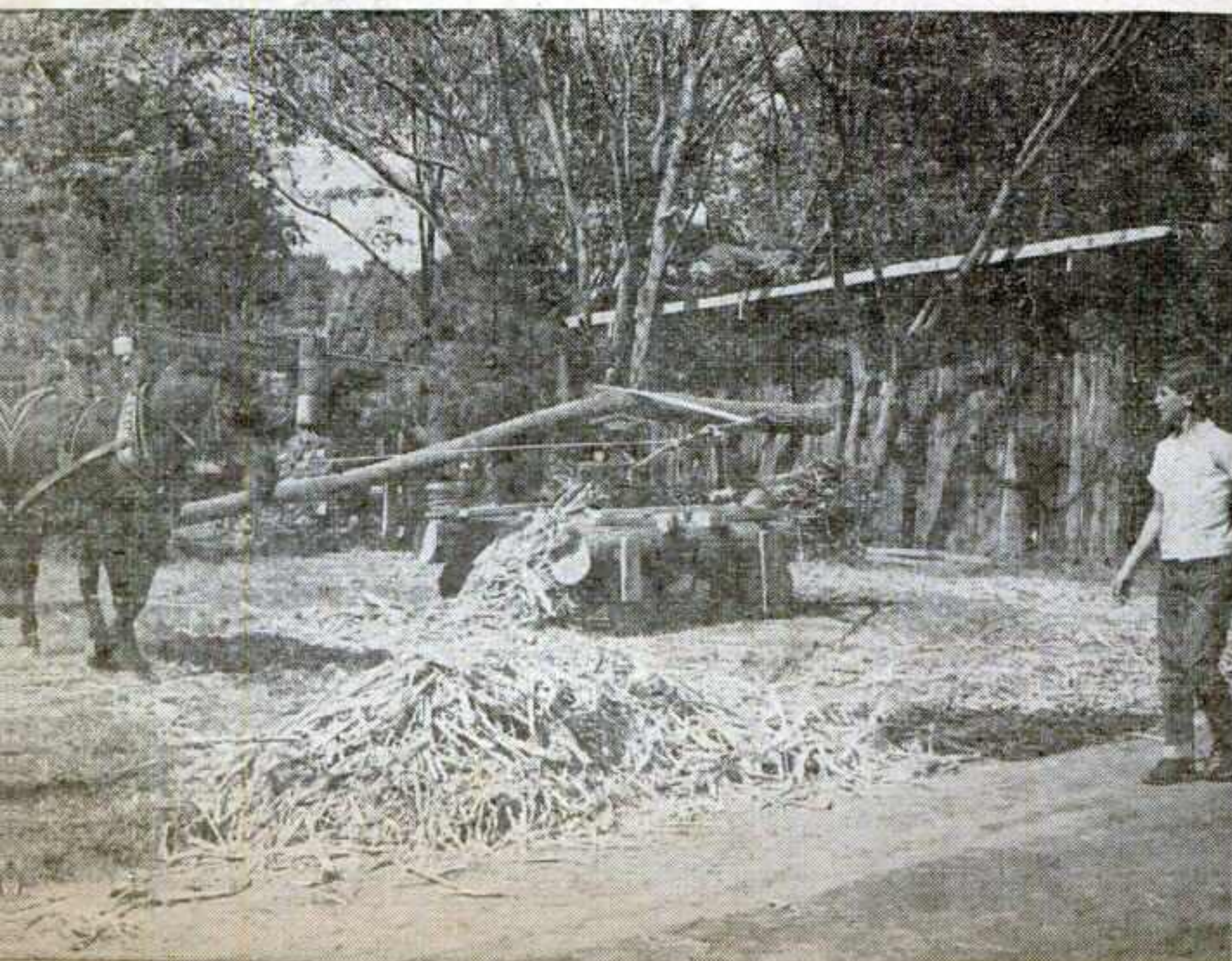
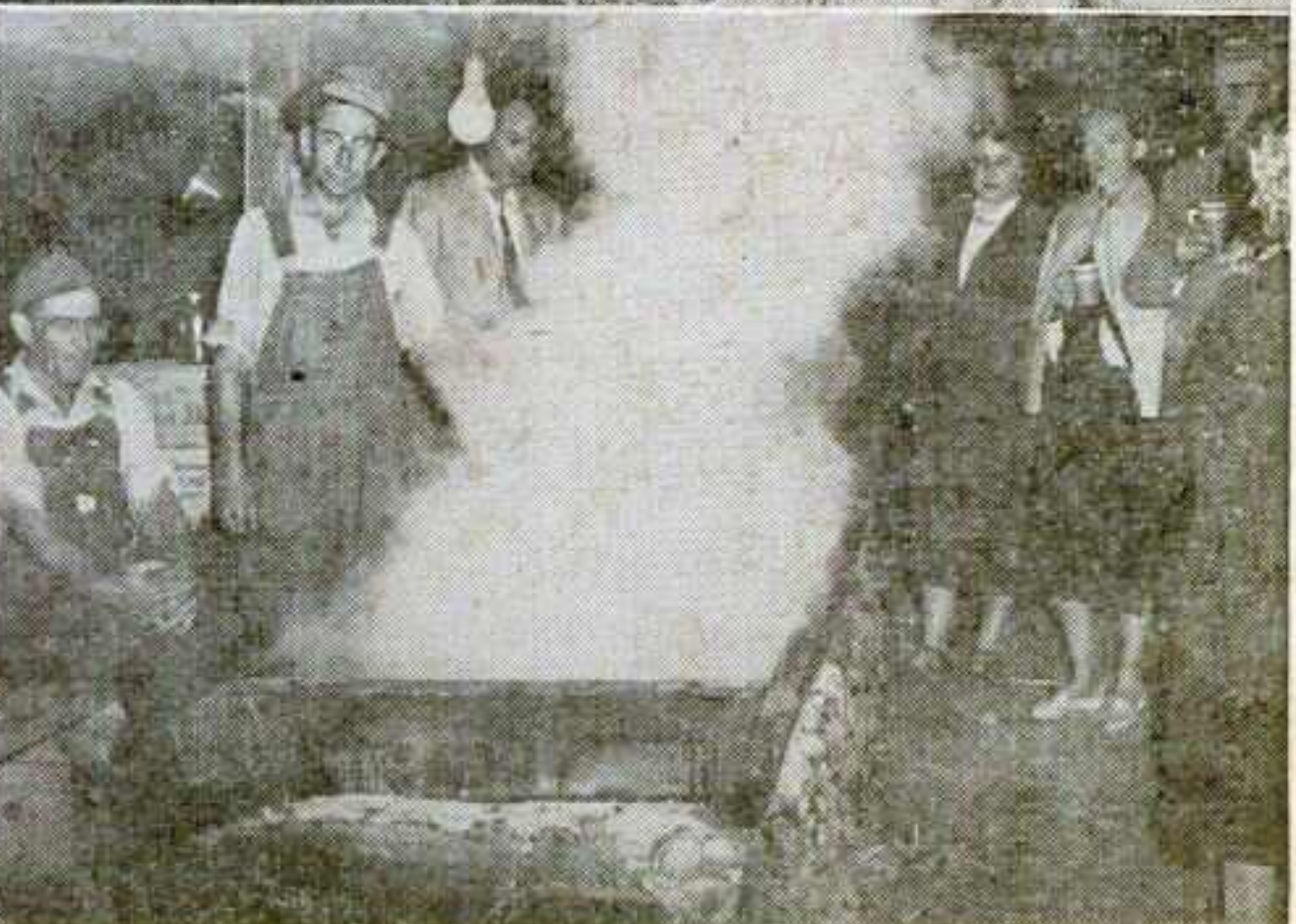
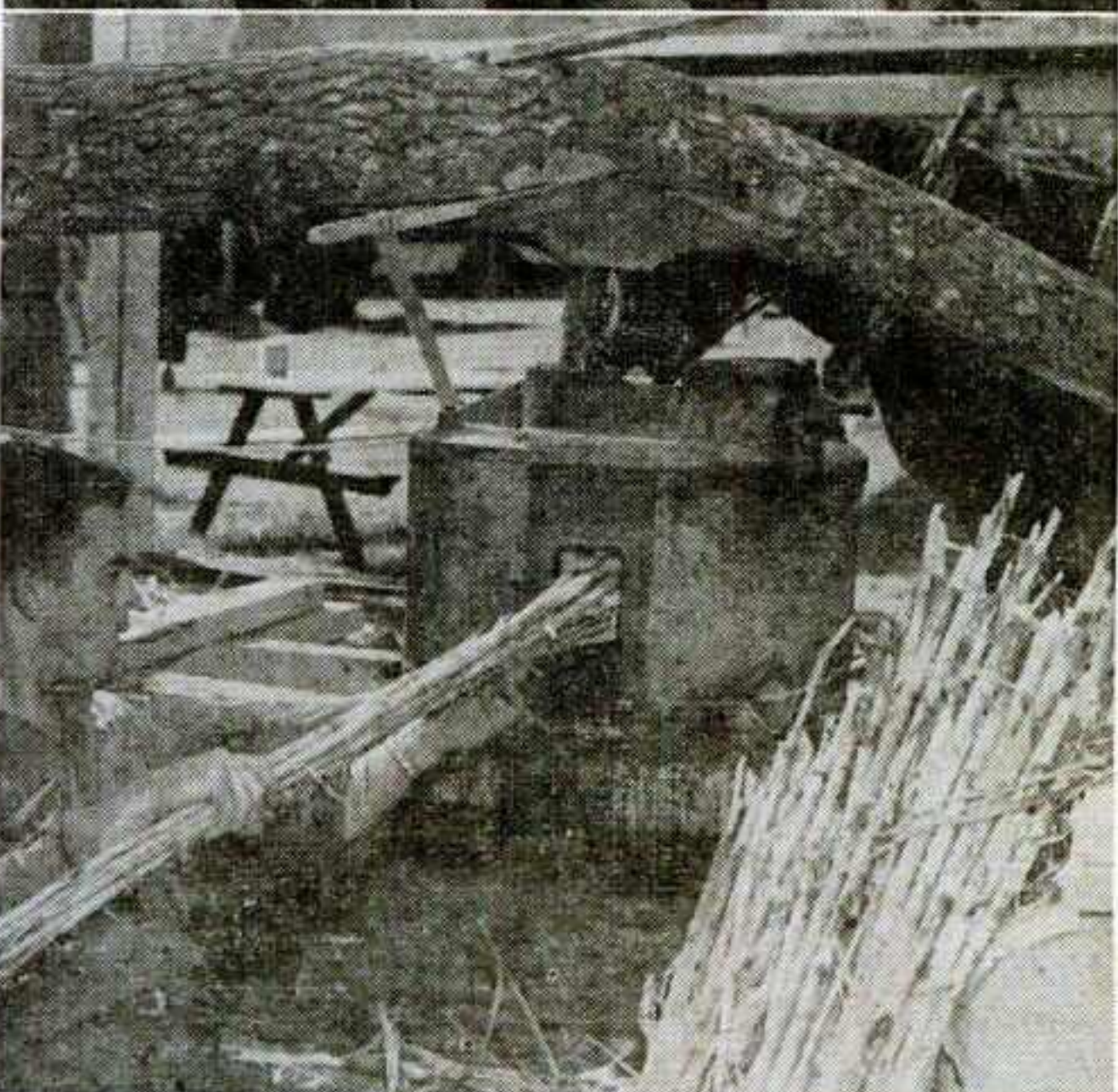
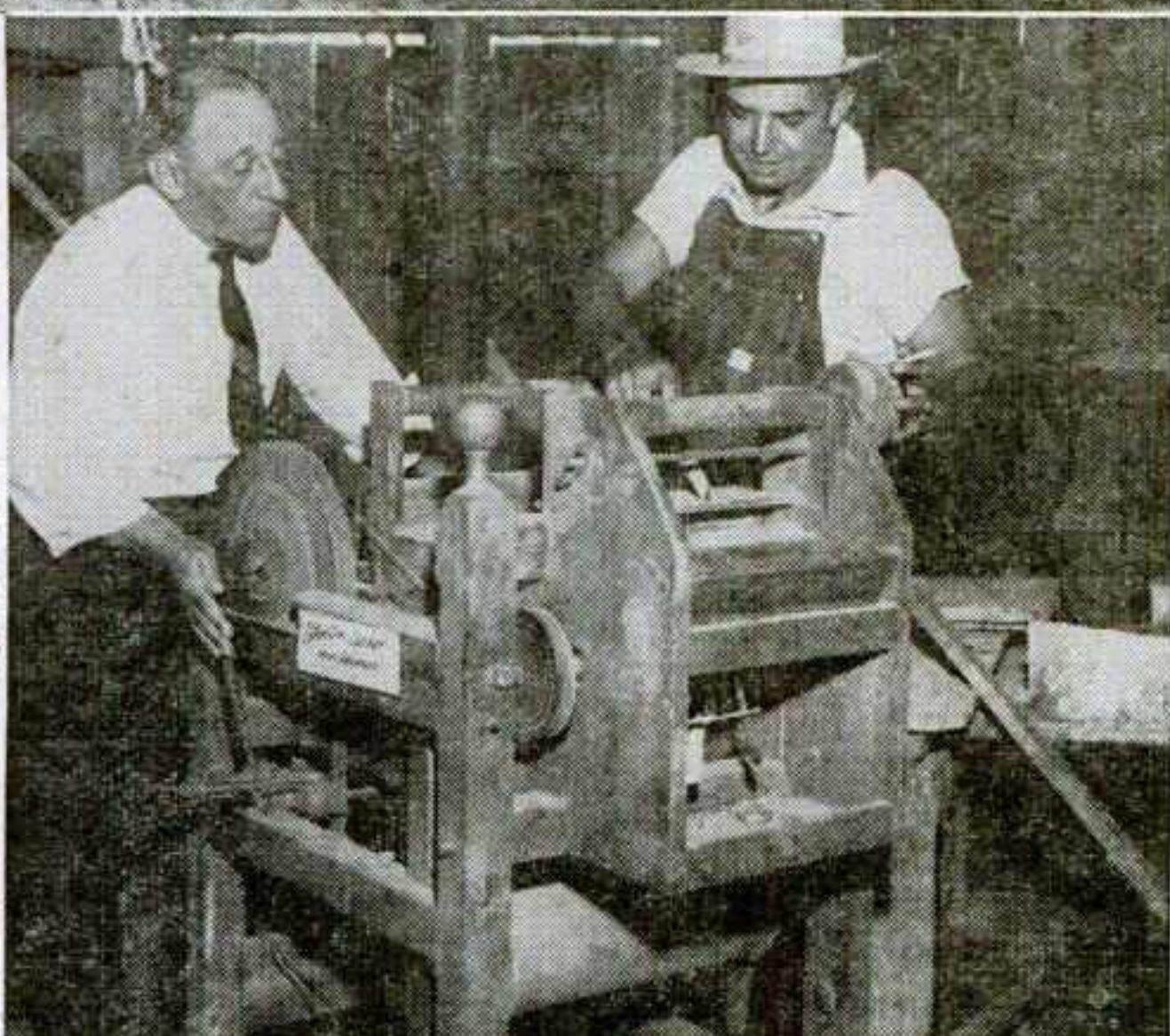
Observance of spectators showed that interest was well spread among men, women and children, and all age groups. While some few spec-

tators were old enough to remember, or even to have participated in the operation of similar units, the majority were not. But the basically educational exhibit has sufficient show value to attract and hold virtually everyone.

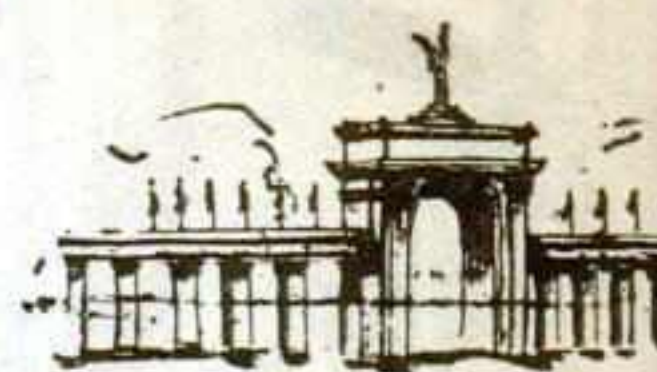
Suitable Exhibits

Apart from the initial scouring of the countryside to find suitable exhibits, the formation of presentation is relatively simple. Exhibits are in the open or housed in inexpensive shed-type structures which accurately portray the manner in which they were originally in use.

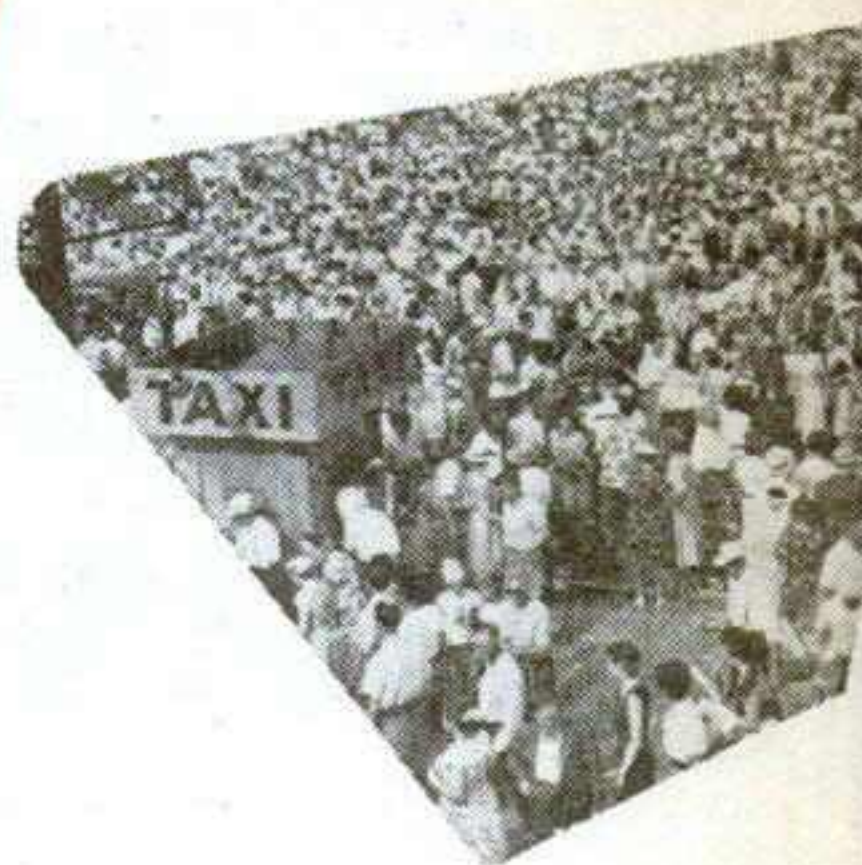
The nature of the exhibit and its direct tie-in with local persons, locales and history makes it a natural for publicity purposes. Photographs, similar to those appearing on this page, were widely distributed. The availability of such an outstanding State figure as Kerr Scott, former commissioner of agriculture and governor and presently U. S. Senator, helped to advance their value as publicity aids.



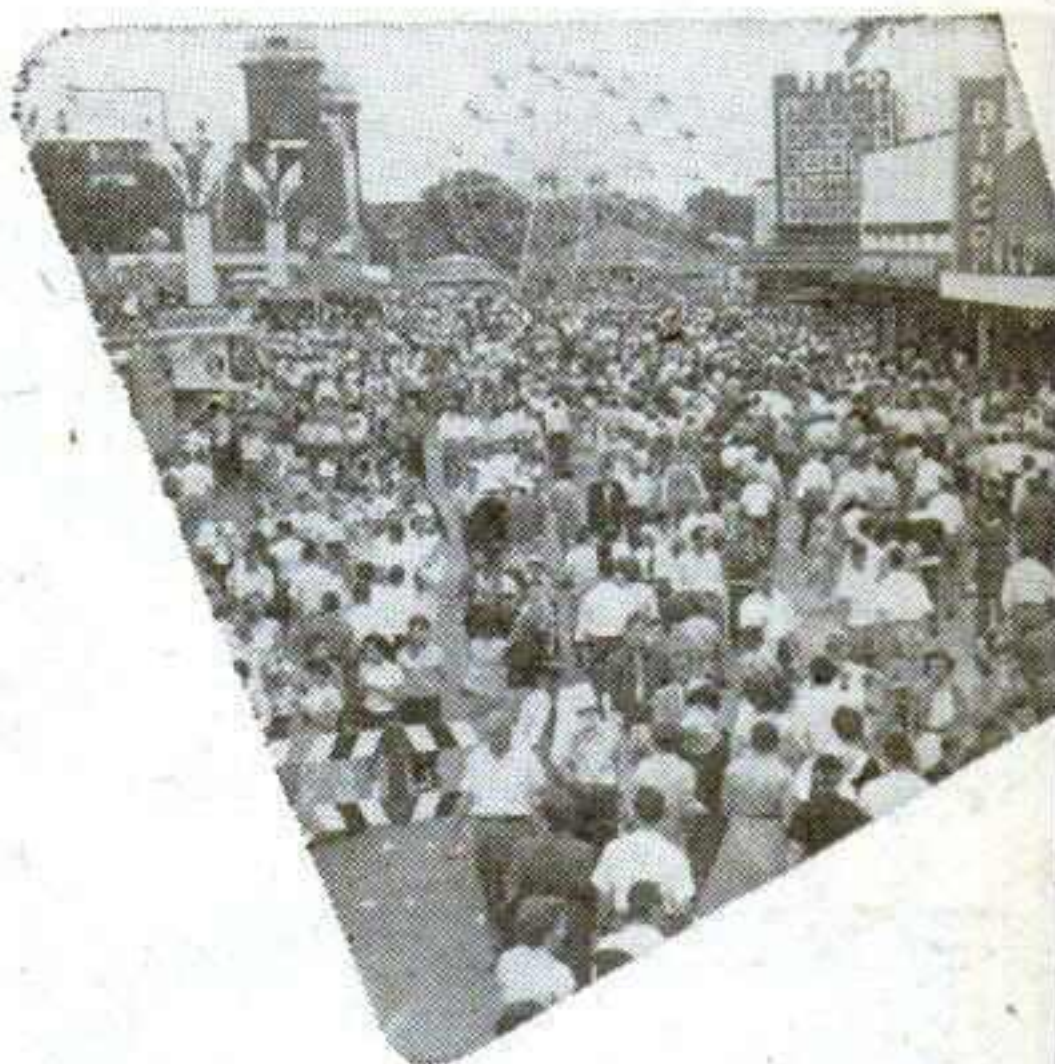
there's a
GIANT
 on the beach
 of Lake
 Ontario!



ANN



Wherever you go at the C. N. E. there's something new . . . something exciting to capture the heart of everyone. Fourteen days of entertainment at the world's largest annual exhibition.



CANADIAN NAT

1955 DATES

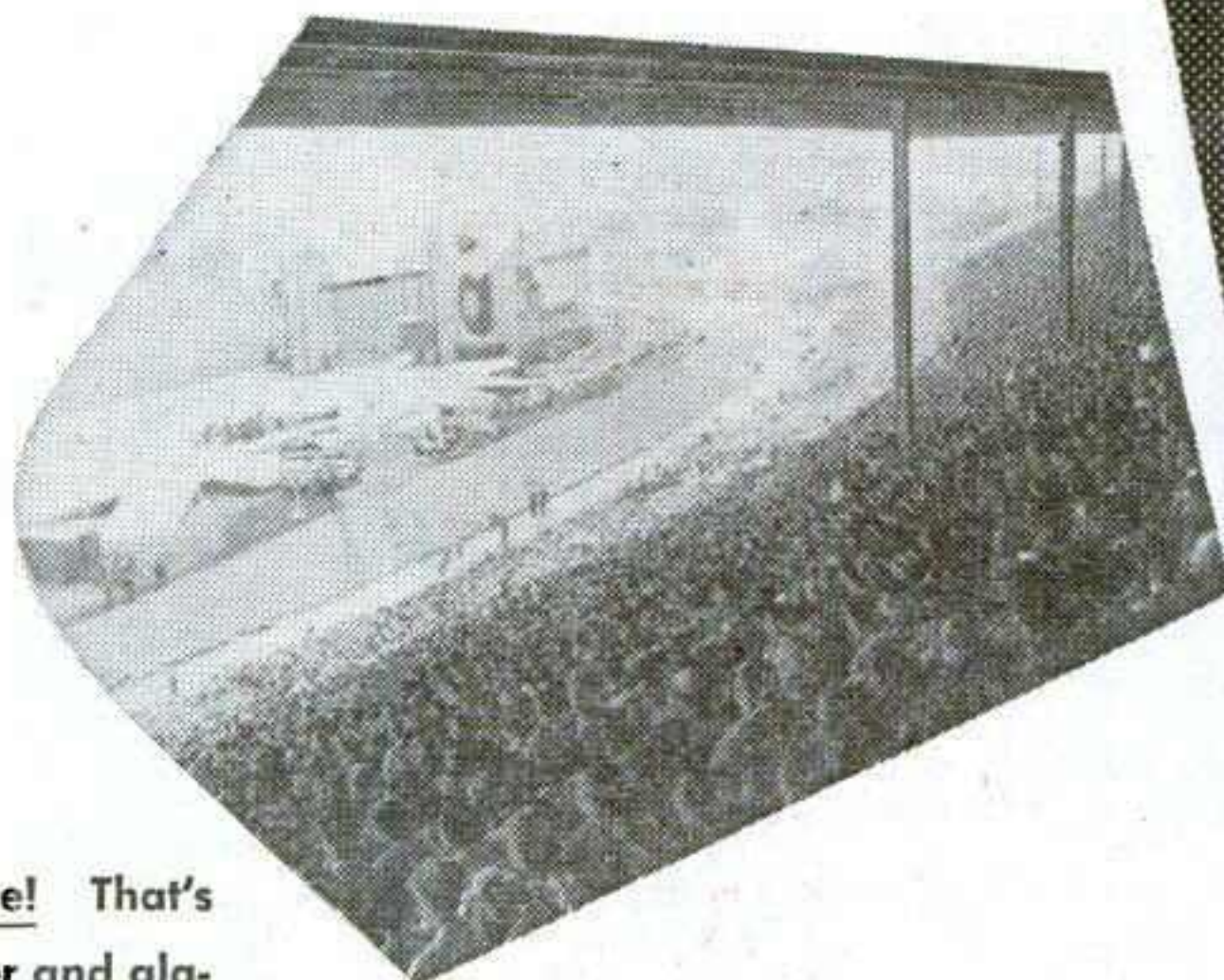
The World's Largest

L EXHIBITION

A new addition to the gigantic C. N. E. is the ultra-modern, air-conditioned Food Products Building—a \$2,500,000 showcase of Canadian food products.



The largest outdoor stage in North America where the world's finest talent entertains capacity crowds of 25,000.



A mile of fun for everyone! That's the midway — with its glitter and glamour . . . its intrigue . . . its sights and sounds . . . an adventure for young and old.

R. H. Saunders, C.B.E., Q. C., President
Hiram E. McCallum, General Manager

Straddling a mile and a half of Toronto's lakeshore, the gigantic Canadian National Exhibition comes to life every year to play host to millions of people from all corners of the globe. Fourteen wonderful days of fabulous entertainment—350 acres of beautifully landscaped park and permanent buildings . . . a mile of merry midway . . . thousands of exhibitors from dozens of countries . . . North America's largest grandstand. And it's all at the annual C. N. E. — the giant on Toronto's beach.

NEW ALL-TIME ATTENDANCE RECORD—2,820,000 for 1954

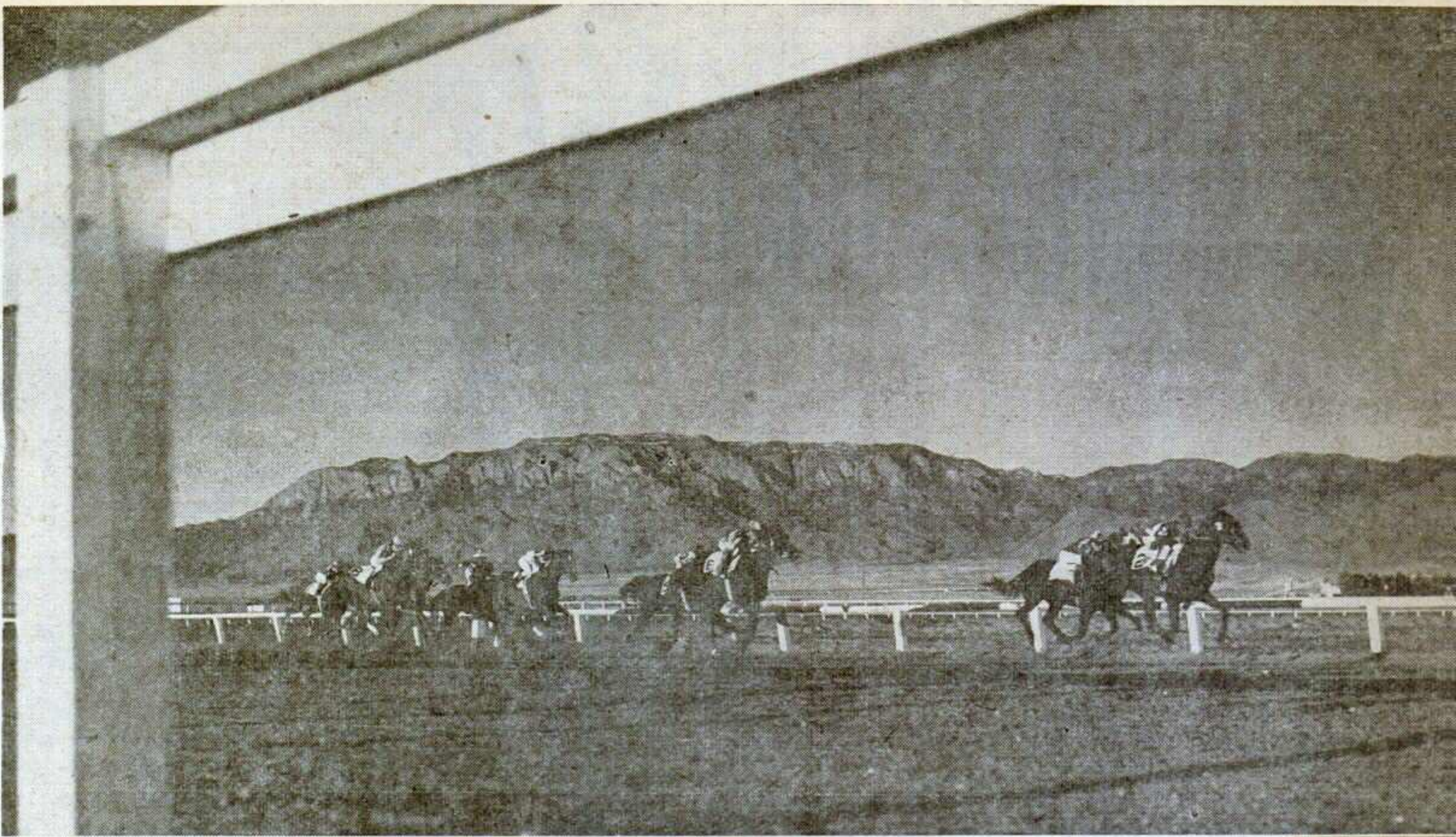
The biggest year yet! That's 1954 — with 2,820,000 people setting an all-time record for the gigantic Canadian National Exhibition. There's none to compare with this "annual wonder of the world." Every year new records are set somewhere at the C. N. E.

\$50,000,000 WORTH OF BEAUTIFUL PARK AND PERMANENT BUILDINGS!

PLAN NOW TO ATTEND THE 1955

ONAL EXHIBITION

AUGUST 26 to SEPTEMBER 10



Personality Plus!

THE New Mexico State Fair, Albuquerque, is a fair of rare distinction.

A relative baby in the field—launched in 1938—it consisted initially of 210 acres of barren mesa land with only a background of mountain scenery to commend it.

But the will of its sponsors, the able management of Leon Harms since its inception, and sturdy support by ever-growing population have made it 17 years later one of the nation's finest and most distinctive fairs.

It now has a plant valued at \$2,500,000, conveying the full flavor of New Mexico. The most striking reflection of this is in its architecture, all buildings being of adobe.

These structures so closely identified with yesteryear have incorporated in them the latest in facilities. Most notable is a vault beneath the turnstiles, to which silver dollars and half dollars go directly from the stiles, making counting easy, saving manpower and time, and providing safeguards against robbery.

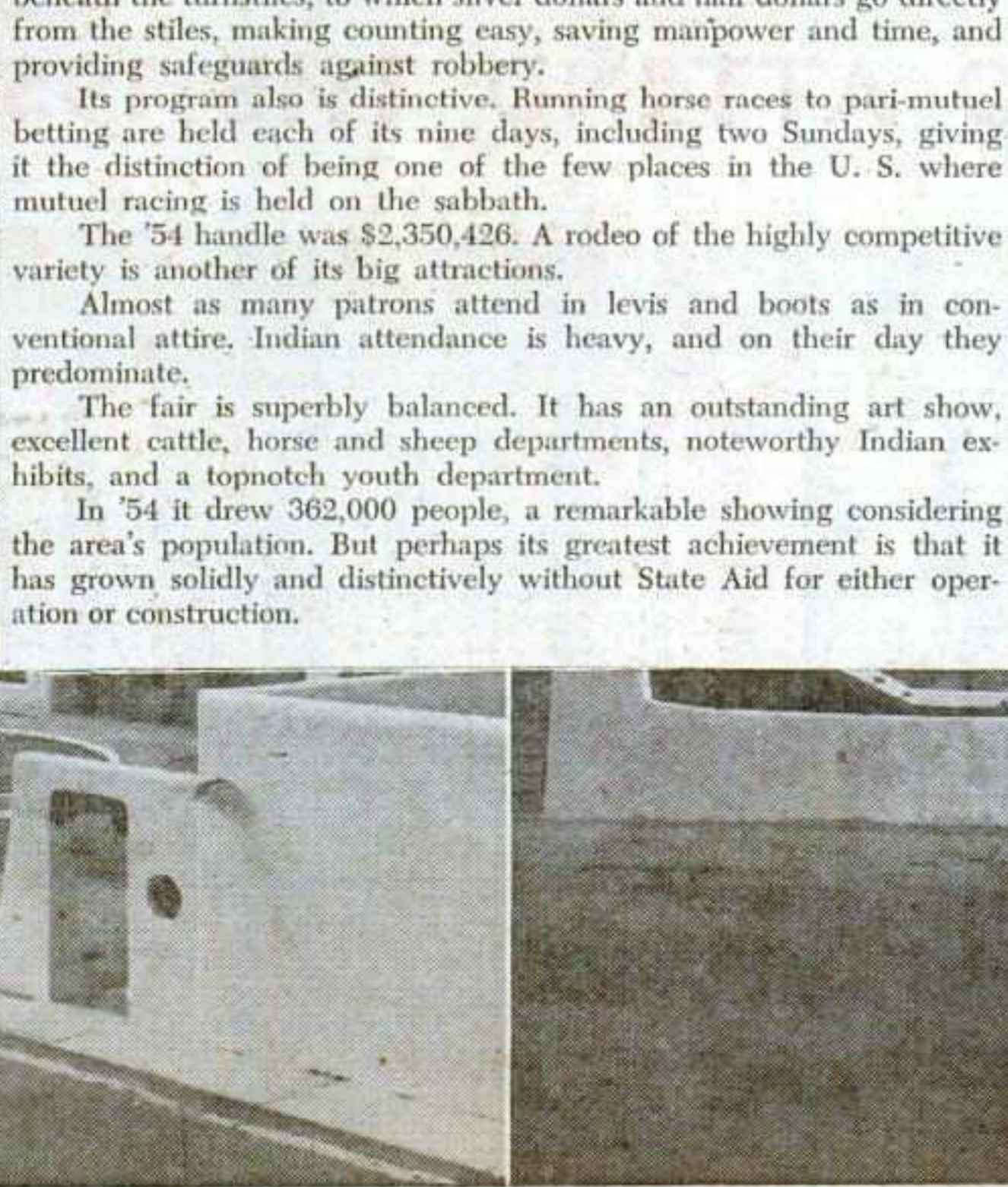
Its program also is distinctive. Running horse races to pari-mutuel betting are held each of its nine days, including two Sundays, giving it the distinction of being one of the few places in the U. S. where mutuel racing is held on the sabbath.

The '54 handle was \$2,350,426. A rodeo of the highly competitive variety is another of its big attractions.

Almost as many patrons attend in levis and boots as in conventional attire. Indian attendance is heavy, and on their day they predominate.

The fair is superbly balanced. It has an outstanding art show, excellent cattle, horse and sheep departments, noteworthy Indian exhibits, and a topnotch youth department.

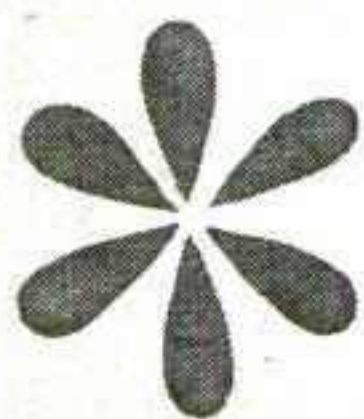
In '54 it drew 362,000 people, a remarkable showing considering the area's population. But perhaps its greatest achievement is that it has grown solidly and distinctively without State Aid for either operation or construction.



the buyingest fair!

1954 RECORD BREAKING ATTENDANCE

812,204



No other state fair in the nation has so many people through its turnstiles with so high a buying power as the California State Fair ... center of America's fastest growing, buyingest market.

Bigger than ever in 1955
CALIFORNIA
STATE FAIR
and EXPOSITION
SEPTEMBER 1-11
1955



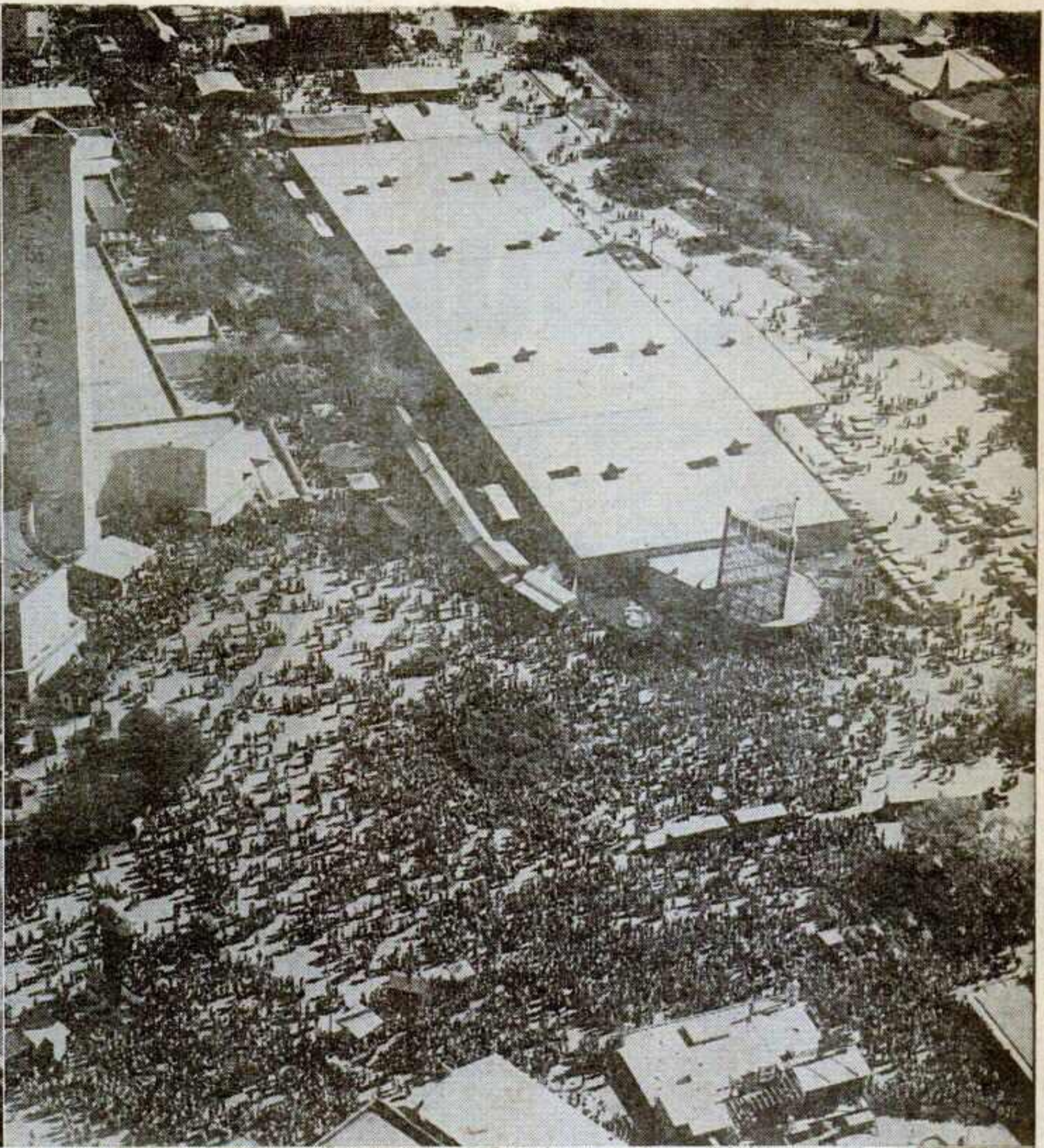
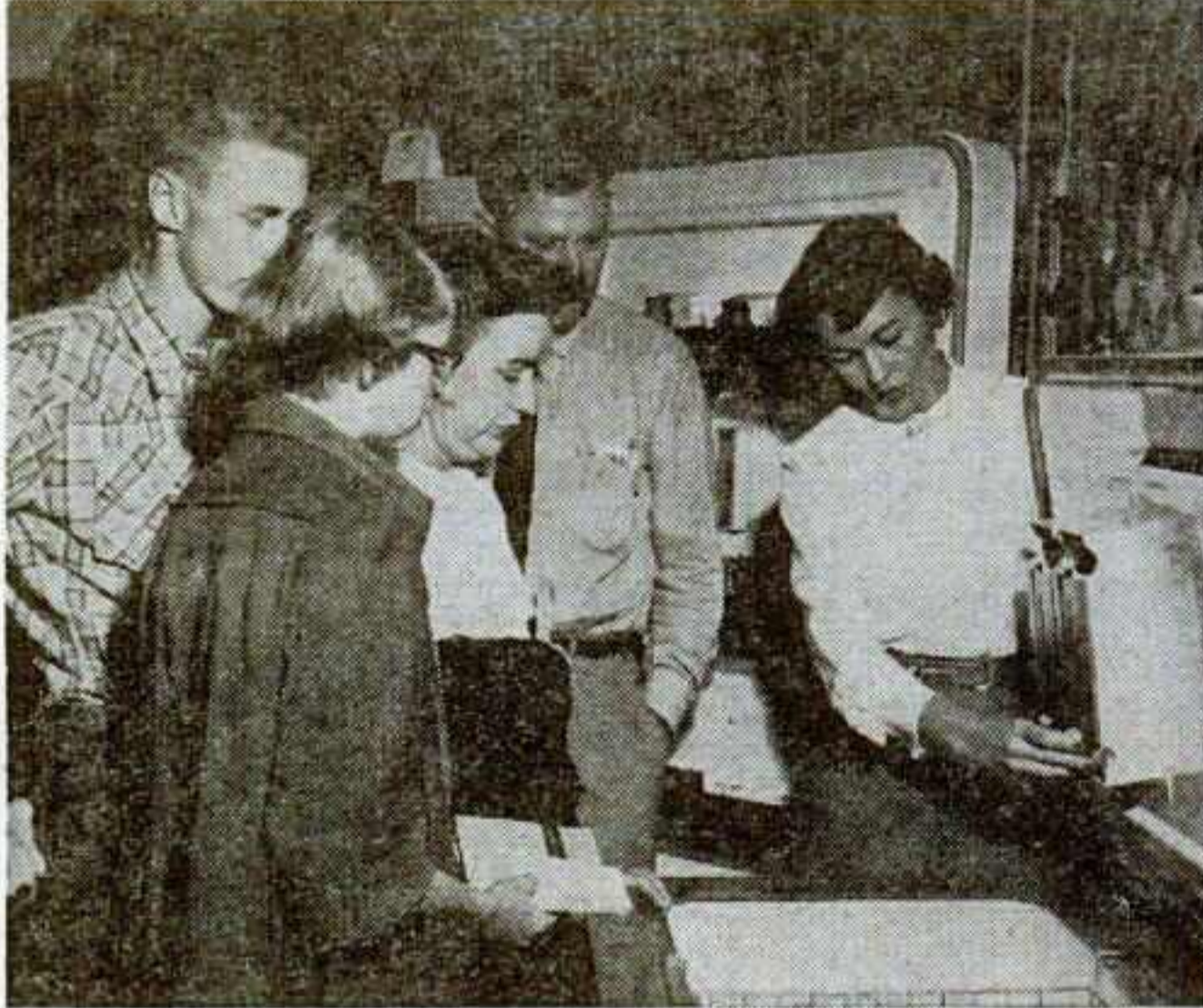
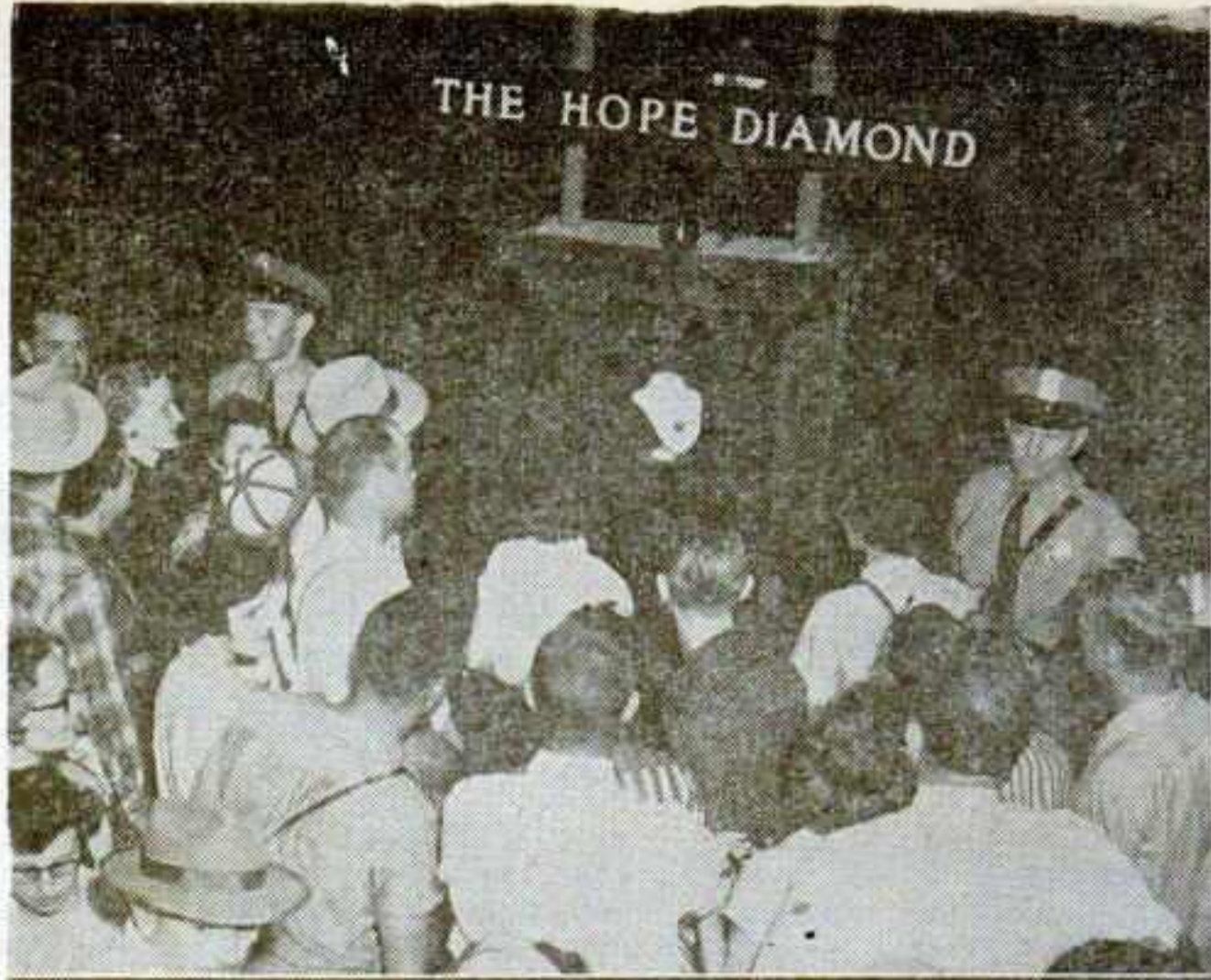
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National Advertisers who exhibit at the CALIFORNIA STATE FAIR

- Aluminum Company of America
- Bank of America
- Bordens
- Eastman Kodak Co.
- Hamm Brewing Co.
- Pacific Greyhound Lines
- Singer Sewing Machine Co.
- Standard Oil Co.

For exhibit information write ...

CALIFORNIA STATE FAIR
Post Office Box 2036
Sacramento, Calif.



'Fair Within a Fair'

New Dallas Women's Building Offers Many Varied Attractions, Delights Exhibitors

BENEATH the roof of the new \$500,000, air-conditioned Women's Building at the 1954 State Fair of Texas, activities and attractions were varied enough to make up a "fair within a fair."

The building pulled steady streams of fairgoers, even on the lighter days at the Dallas exposition. Inside, there was plenty to see.

Exhibitors Enthused

The front portion of the building contained commercial exhibits with the emphasis on fashions. Exhibitors were enthusiastic, indicating they succeeded in doing exactly what they came for—sell their products.

One example was a dress company which estimated they did about \$100,000 worth of business from their fair promotion. They did a complete job—used the dresses displayed in their booth in store displays and tied in advertising in their 300 local outlets in Texas.

One manufacturer used his exhibit for testing his spring line of clothes. He threw out some dresses that he thought would be good, but which weren't well liked, and is going to push some he didn't suspect would be so popular.

Shoe Sales Soar

A high-grade shoe manufacturer, which had a custom shoemaker at work all during fair in its exhibit, reported that 50 sales a day in its two Dallas outlets could be traced directly to the exhibit at the fair.

Many of the commercial exhibitors, the majority of whom had never shown at fairs before, decided to tell their stories in a more elaborate manner next year. Practically all felt they should launch something new at the fair in the future, indicating they believed a fair is an ideal spot to present a new idea.

One of the novel methods of presenting exhibits was the collection of millinery by Mr. John, famous designer of women's hats. He showed his "Egyptian" collection in a mammoth air-conditioned trailer, parked just outside one of the doors of the building. The trailer was also an exhibit.

Among commercial exhibits were hosiery, cosmetics, jewels, furs, sportswear, lingerie, accessories—most anything women deck themselves out with. Men's clothing also was exhibited.

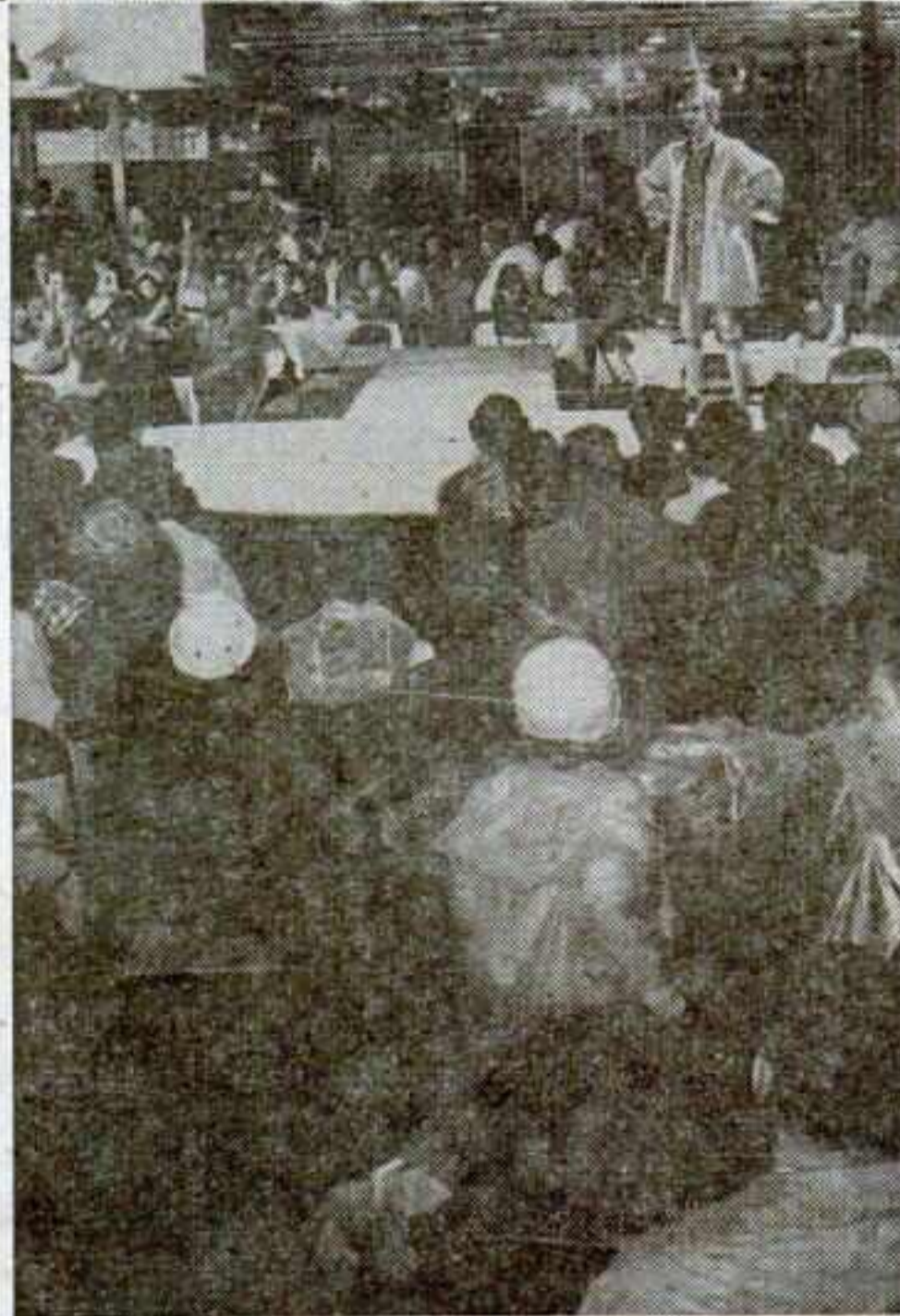
Show Hope Diamond

Most popular exhibit was the ten-million-dollar collection of diamonds and other precious jewels shown by Harry Winston, Inc. The exhibit was broken into two parts—with the famous Hope Diamond as the centerpiece for one section and the rest of the collection making up the rest of the exhibit. Visitors to both exhibits were tabbed at 685,527. The collection was guarded by Burns Detective Agency and fair's own police force set up elaborate system of alarms as precaution against attempted burglary.

About midway of the building, between the commercial exhibits and the traditional exhibits of the fair Women's Department, facilities were set up for a restaurant operated by Nick DeGeorge, proprietor of exclusive restaurant, Town and Country, in downtown Dallas. Top price for entree was \$3.50 for prime rib of roast beef.

Overflow for Style Show

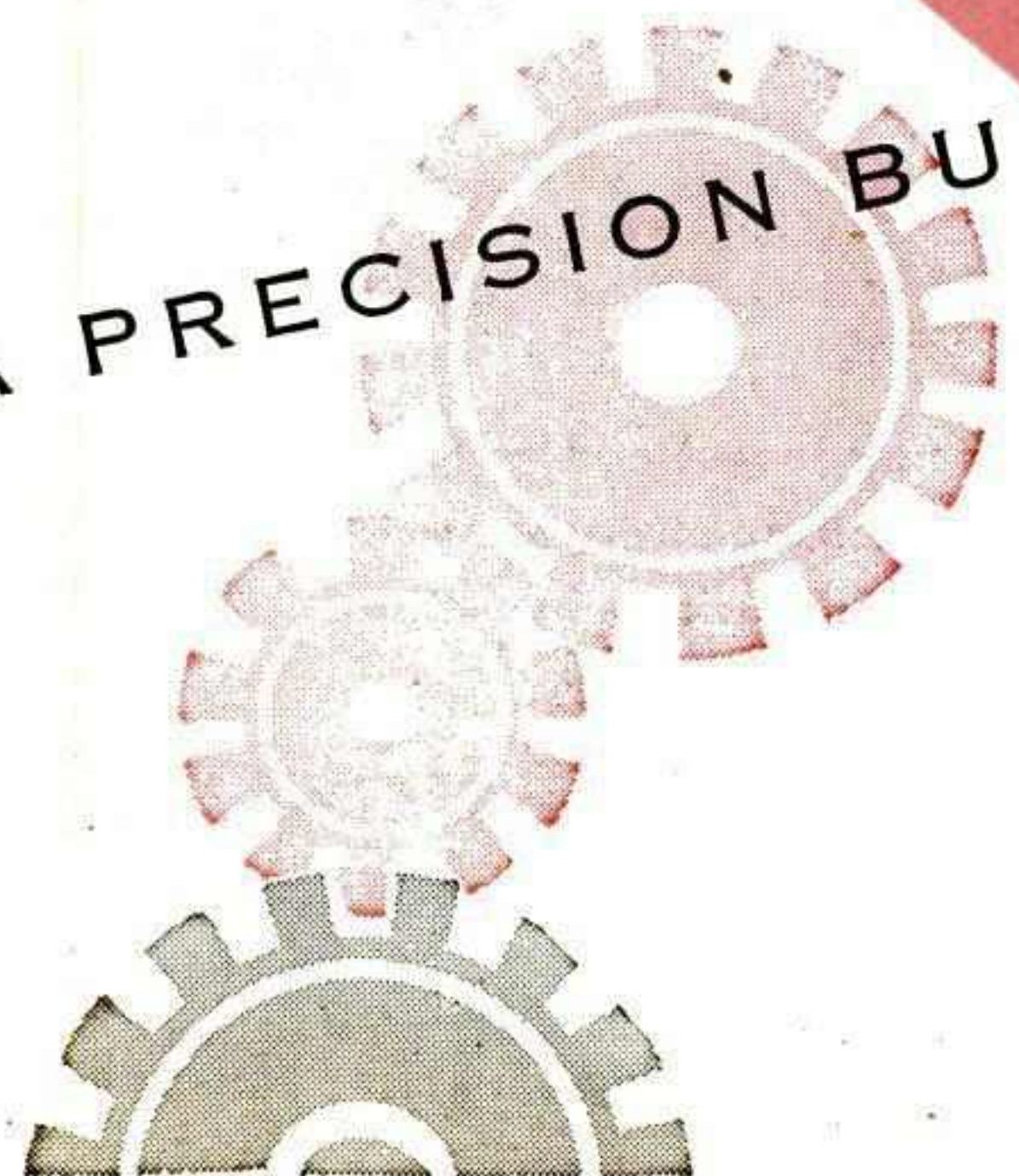
Restaurant was separated from stage and arena-type seating for style show by heavy drapes, pulled open for free fashion presentations daily. Combination of restaurant and arena seating gave capacity of 750 for style shows which were attended by overflow crowds.





GOODING AMUSEMENT COMPANY

A PRECISION BUILT ORGANIZATION



Offering
Custom Built Midways
 Geared to your own particular needs . . .
 No State Fair too large
 No County Fair too small
 Fifty-four years old and still growing



The Precision

GOODING AMUSEMENT COMPANY

Operating 9 Units
Separately or
Integrated
as Needed

100 RIDES

including the newest and
most thrill-packed rides
in the industry, and offer-
ing the World's Largest
Portable 4-abreast Merry-
Go-Round

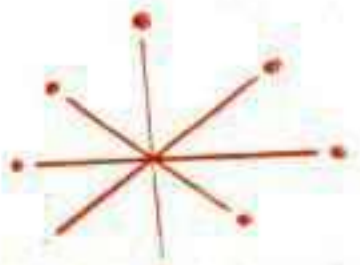
5 SHOWS

of Merit
Distinct
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Dancing Wa
all
glamorous fr

SHOWMEN

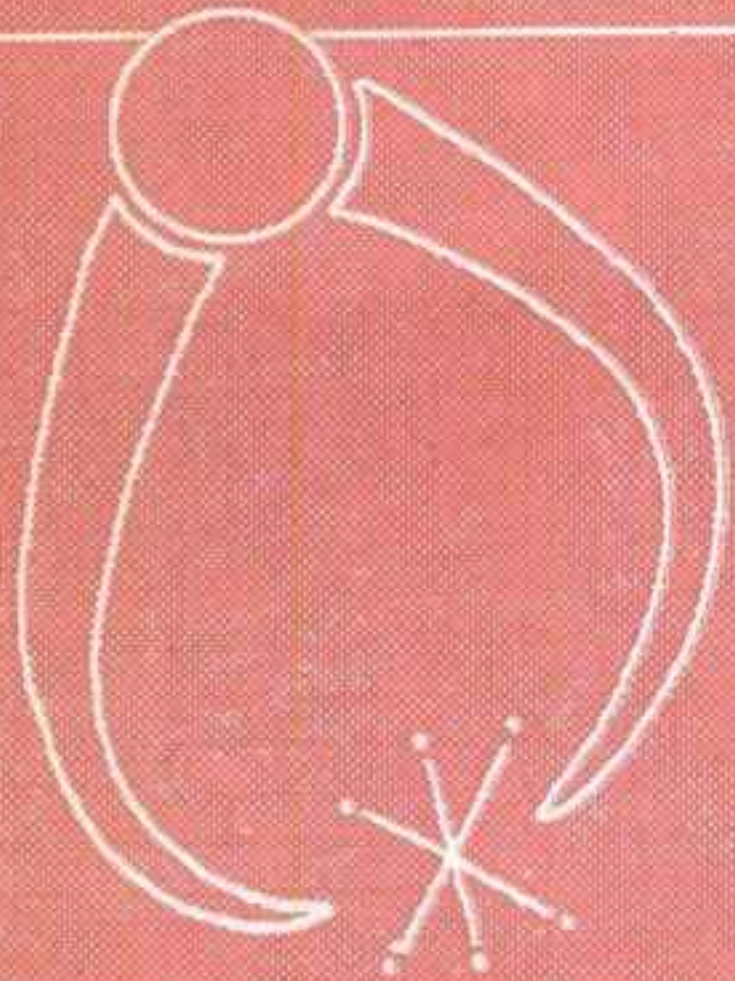
We are always interested in booking new, novel and meritorious shows. Join an organization where competition is limited, no pay gates, well advertised Midways, big Children's Day Promotions and proven territory backed by years of successful experience.

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than 100 Fairs and
Celebrations in 12 states,
including
many great State Fairs.

Thanks to Everyone...

To our friends everywhere
we extend our
sincere thanks for a most
successful tour in '54.

To Fair Secretaries and Board Members,
to our many loyal employees, to our friends
throughout Show Business, to our millions of
fine patrons, to all of you whose help and
cooperation we have had, we extend
our sincere appreciation for your
everlasting friendship.

FLOYD E. GOODING
President



NOW BOOKING FOR 1955

For your Fair in '55 we offer you a custom-built
Midway suited to your own particular needs.

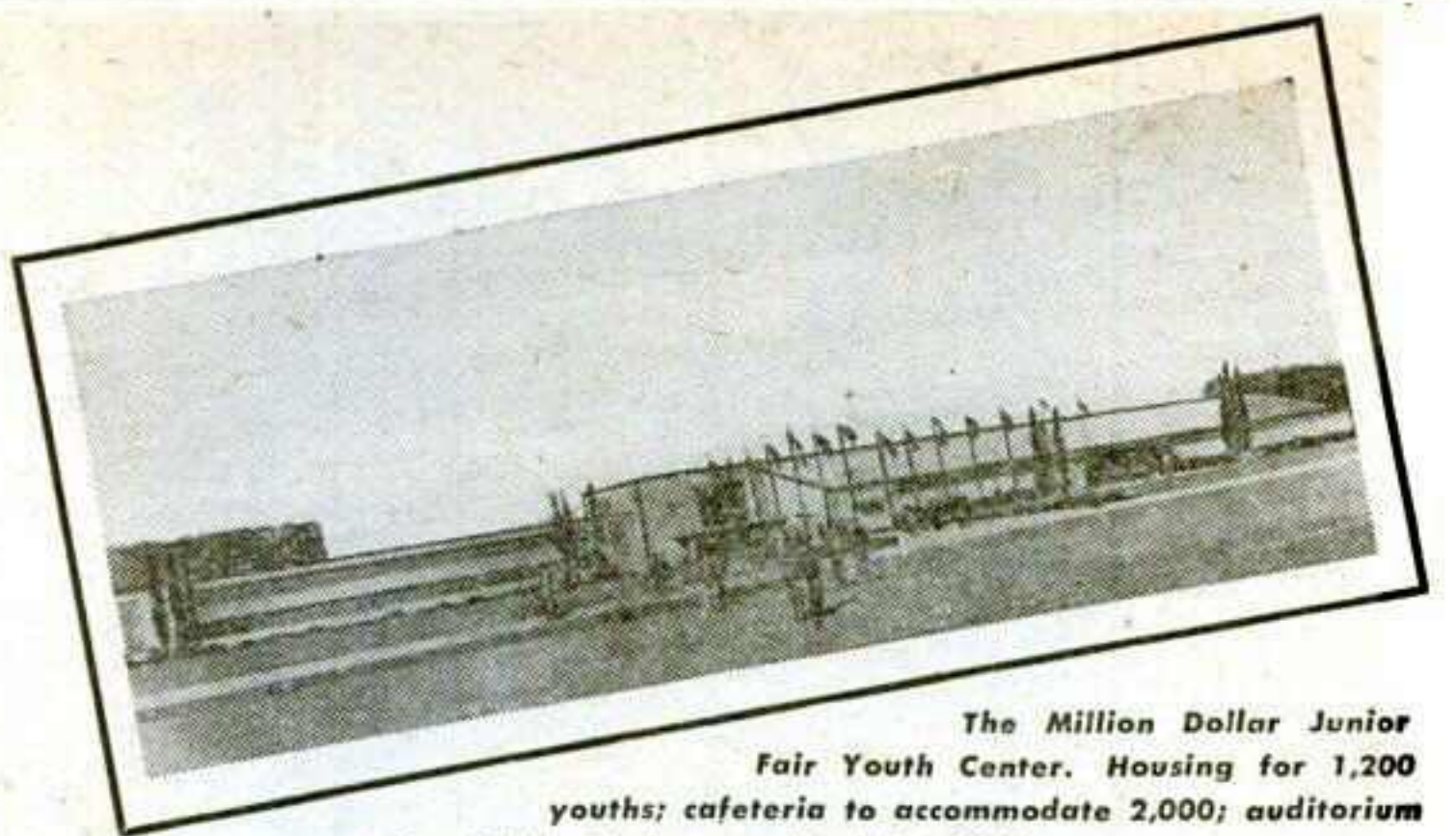
GOODING AMUSEMENT CO.

1300 Norton Ave. • Columbus, Ohio

Phone: UNiversity 1193

See us in Chicago and at the State Meetings

the million dollar exhibitor showcase



The Million Dollar Junior Fair Youth Center. Housing for 1,200 youths; cafeteria to accommodate 2,000; auditorium seating 3,000. To be completed for 1955.

OHIO STATE FAIR



150'x500' Merchants and Manufacturers' Bldg. One of the biggest features of the 1954 event. Every modern, up-to-date facility available for every type of exhibit. Write today for space in 1955 in this most visited, talked about building of the Fair.



YEAR AROUND FACILITIES

The Ohio State Fairgrounds and Buildings are open and available for activities throughout the year.

YOUTH CENTER—Available for conventions and workshops.

MERCHANTS AND MANUFACTURERS' BUILDING—150'x500' with every modern convenience available.

HORTICULTURE and AGRICULTURE BUILDING—98'x376'. Ideal for smaller affairs.

COLISEUM (INDOOR ARENA)—Permanent Seating Capacity—8,000. Temporary Seating Capacity—2,000.

GRANDSTAND—Seating Capacity—10,516. Bleacher capacity—2,352. Complete Cafeteria and Dining Room Service if Desired.

We invite inquiries from Ice Shows, Rodeos, Thrill Shows, Circuses, Motorcycle Races, Name Bands, Stage Shows and attractions of all kinds. Also from managers of Conventions, National, State or District Meetings, Harness Racing, Auto Shows, Home, Food, Trade and Industrial Shows, Athletic and Sporting Events, Horse and Dog Shows, Cattle Sales . . . in fact, any event that requires large exhibit or meeting space, conveniently located.

LET US KNOW YOUR NEEDS

FAIR EXHIBITORS

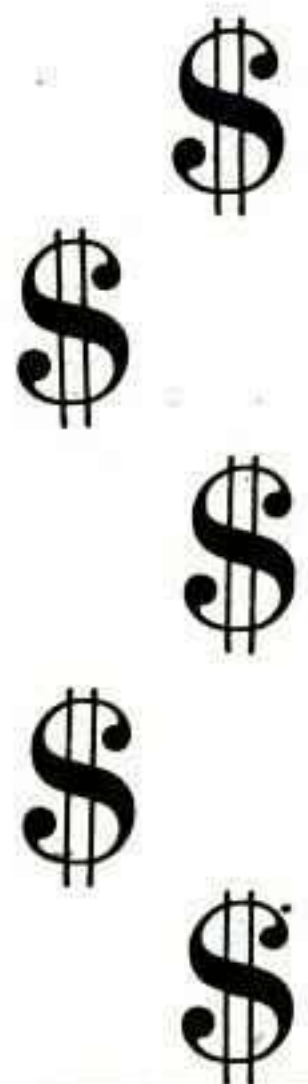
- You'll find no finer facilities for exhibiting your products than at the Ohio State Fair.
- You'll find no group of people more interested in what you have to sell than at the Ohio State Fair.
- Ohio's multifariousness of Farming makes it a Better Farm Market . . .
- Ohio's Diversity of Industry makes it a Better Industrial Market . . .
- Ohio's concentration of population makes it a Better Consumer Market . . .
- Ohio's conveniently located and well-attended State Fair enables you to contact the people of these prosperous farming and industrial centers effectively and economically.

PLAN NOW TO EXHIBIT AT THE OHIO STATE FAIR IN 1955

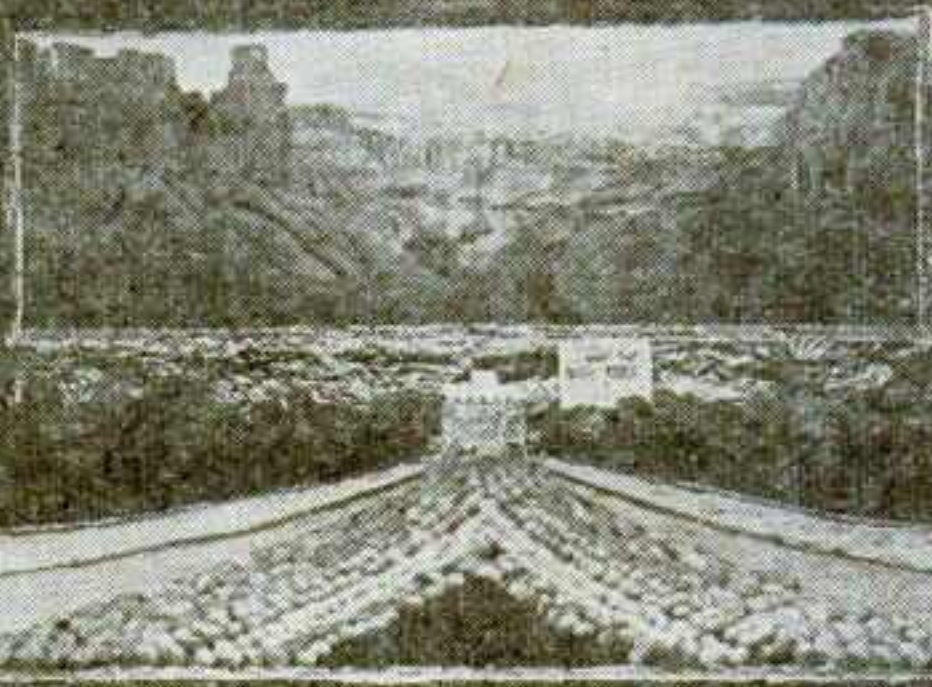
Contact: S. C. CASHMAN State Fair Manager

OHIO STATE FAIRGROUNDS

COLUMBUS 3, OHIO

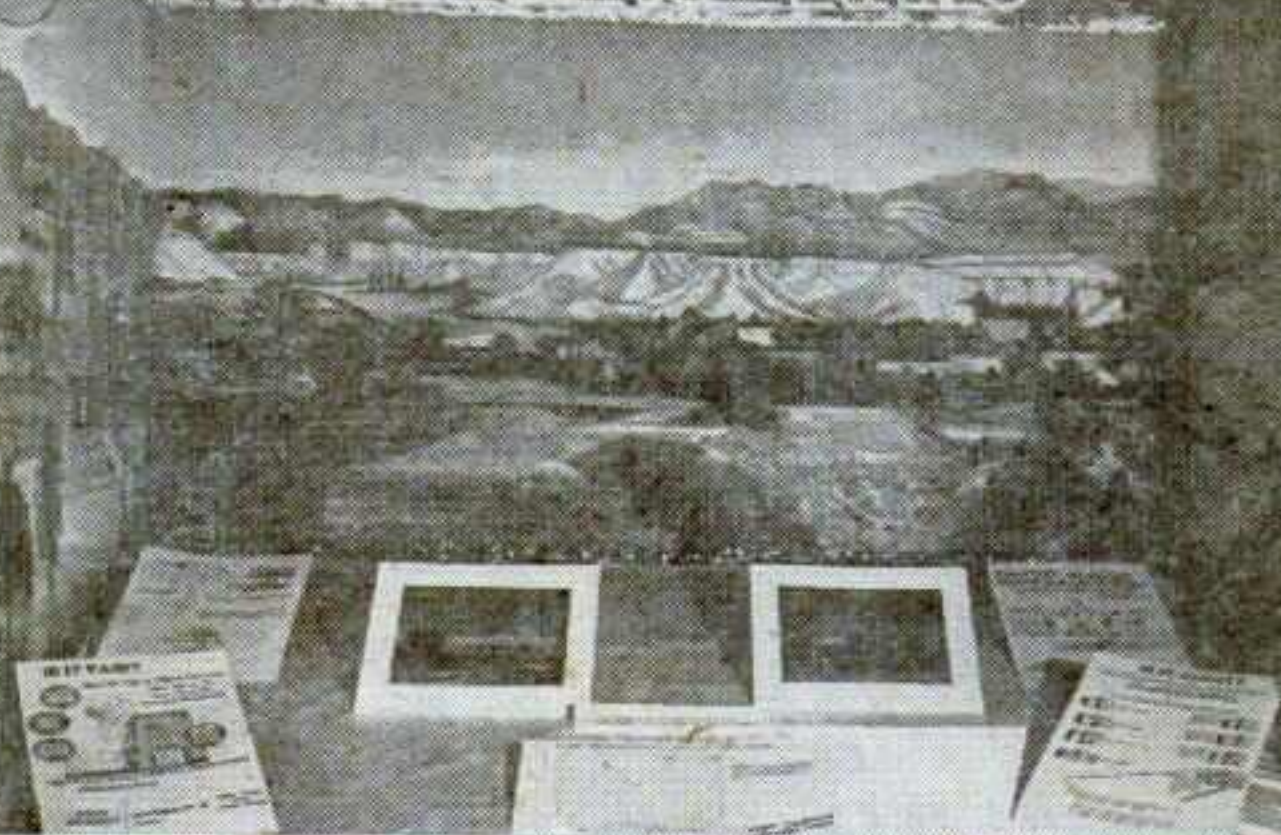


WAYNE



CARBON

COAL IS KING



Mirror Economy, Geography

AN HOUR spent in one building of the Utah State Fair at Salt Lake provides a capsuled education in the economy and geography of Utah.

The building houses exhibits representing 22 of the State's 29 counties. These are distinguished not for number alone but for their quality, originality and execution.

Each is designed to mirror the geography as well as economy of a county. Together they constitute a graphic depiction of what makes Utah's economy tick. At the same time they comprise an interesting pictorial presentation of the State's geography.

Every one has a mural picturing the terrain of a county in front of which the county's products are displayed. Over each exhibit is a neon sign giving the county's name and also in some instances its principal product or claim to distinction.

The result is a highly interesting, extremely attractive building which pulls large crowds and has done much to lift the stature of the fair thruout the State.

When A. J. (Art) Theobald took over in '49 as manager of the fair, county exhibits were mediocre. Moreover, they were scattered thruout the grounds.

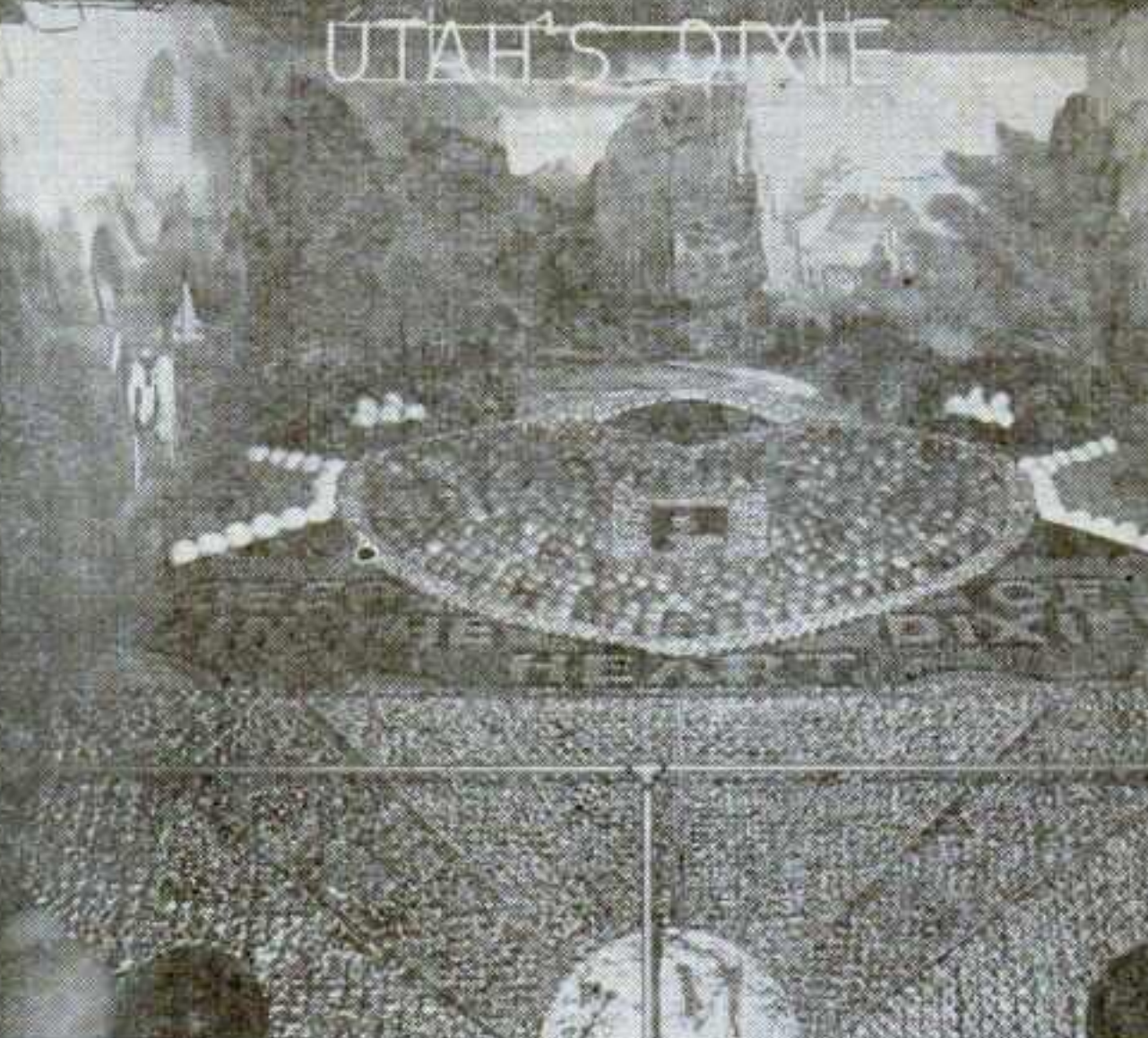
Enlists Counties Aid

Theobald conceived the idea of having uniform exhibits, then proceeded to enlist the support of counties. He first worked out a standard size for the displays, then a standard sign (in neon) to go over each exhibit, and proceeded to urge counties to avail themselves of the artistic abilities of their residents to paint murals for the exhibits.

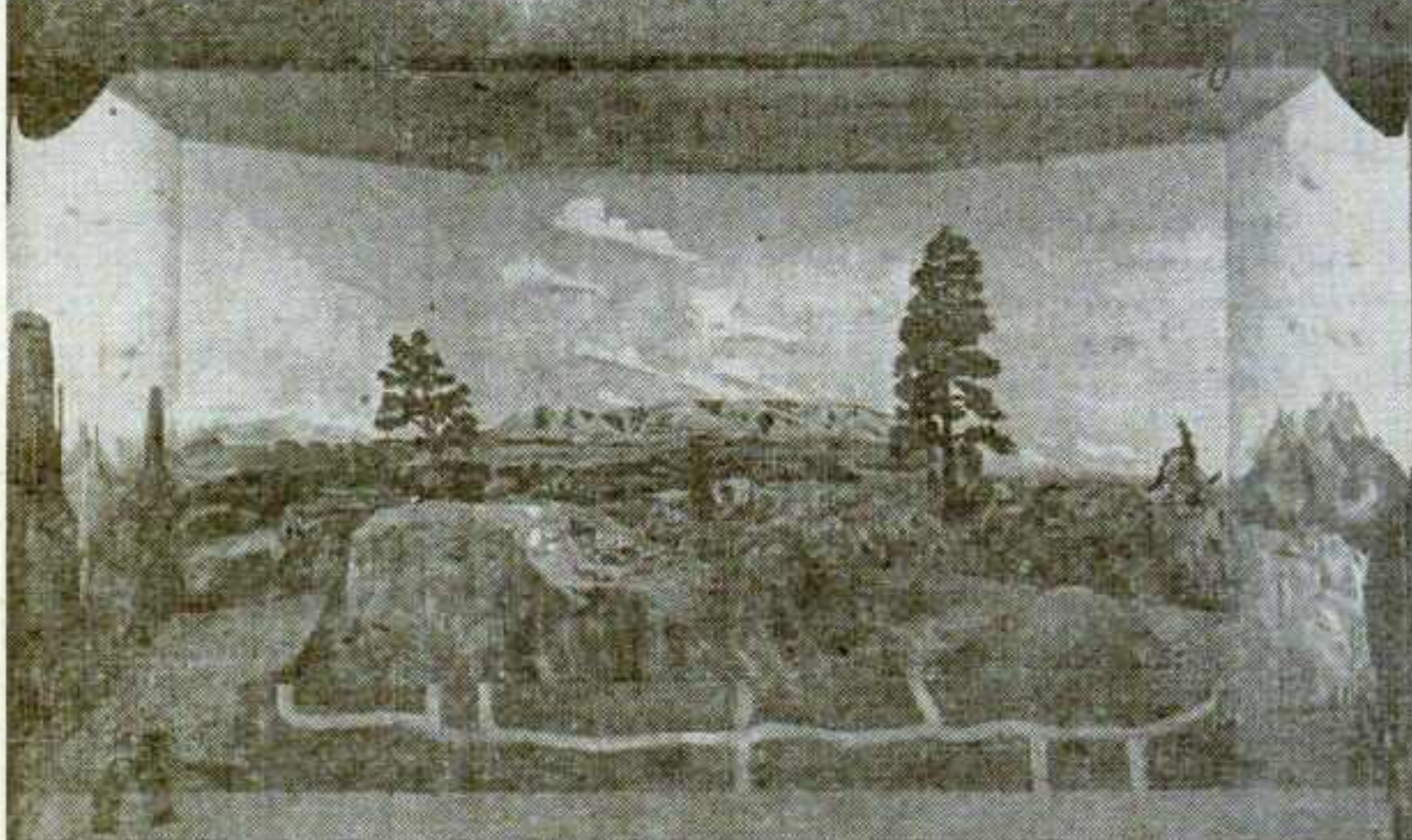
The idea caught on from the outset. And each year since more counties have participated. Now the few missing are largely remote, hard-to-reach counties or counties of sparse population. Yet, Theobald, striving to complete a full-scaled portrayal of the State's economy and geography, is now at work—and believes—that next year only two or three counties will still be missing.

WASHINGTON

UTAH'S DIXIE



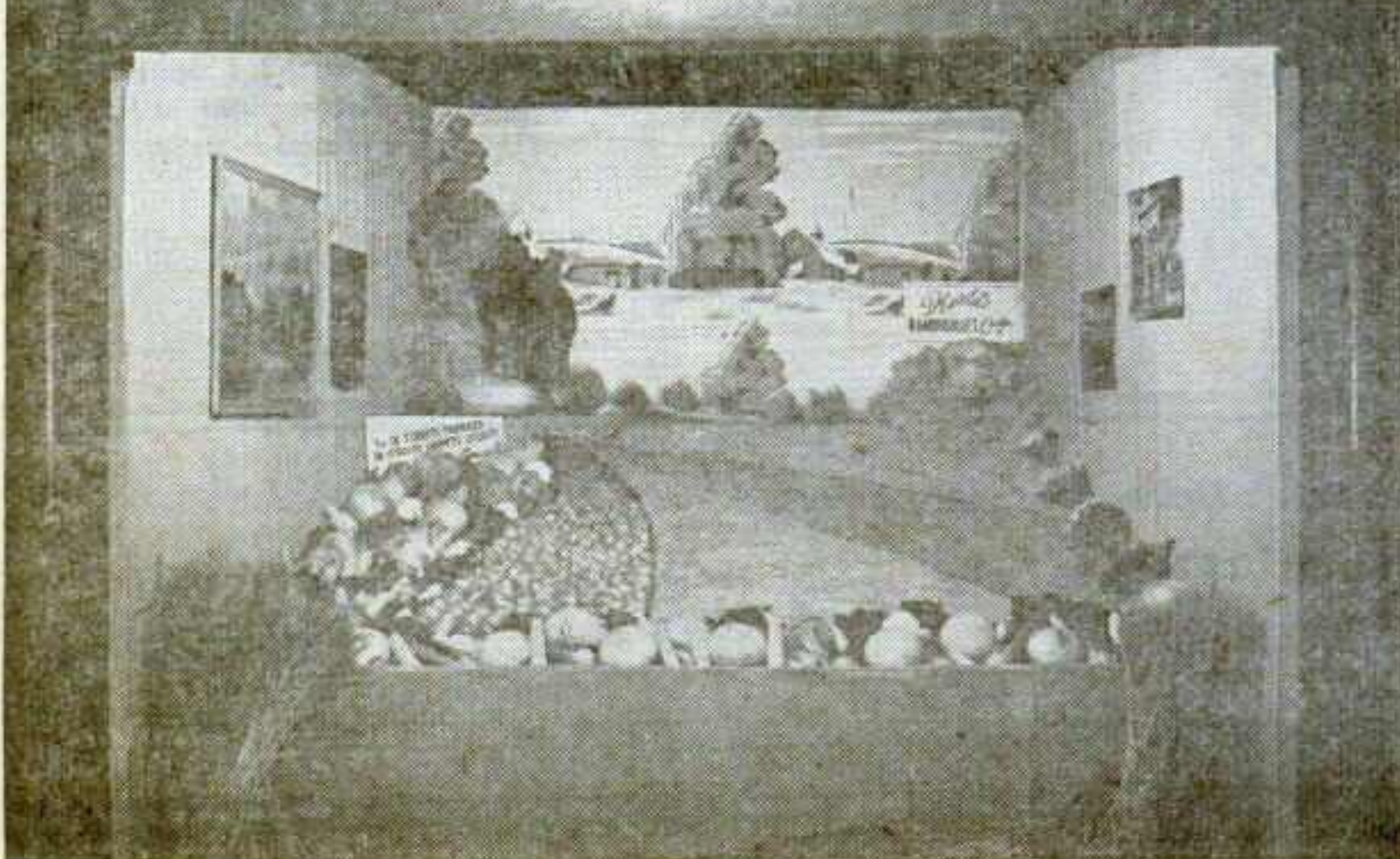
SAN JUAN



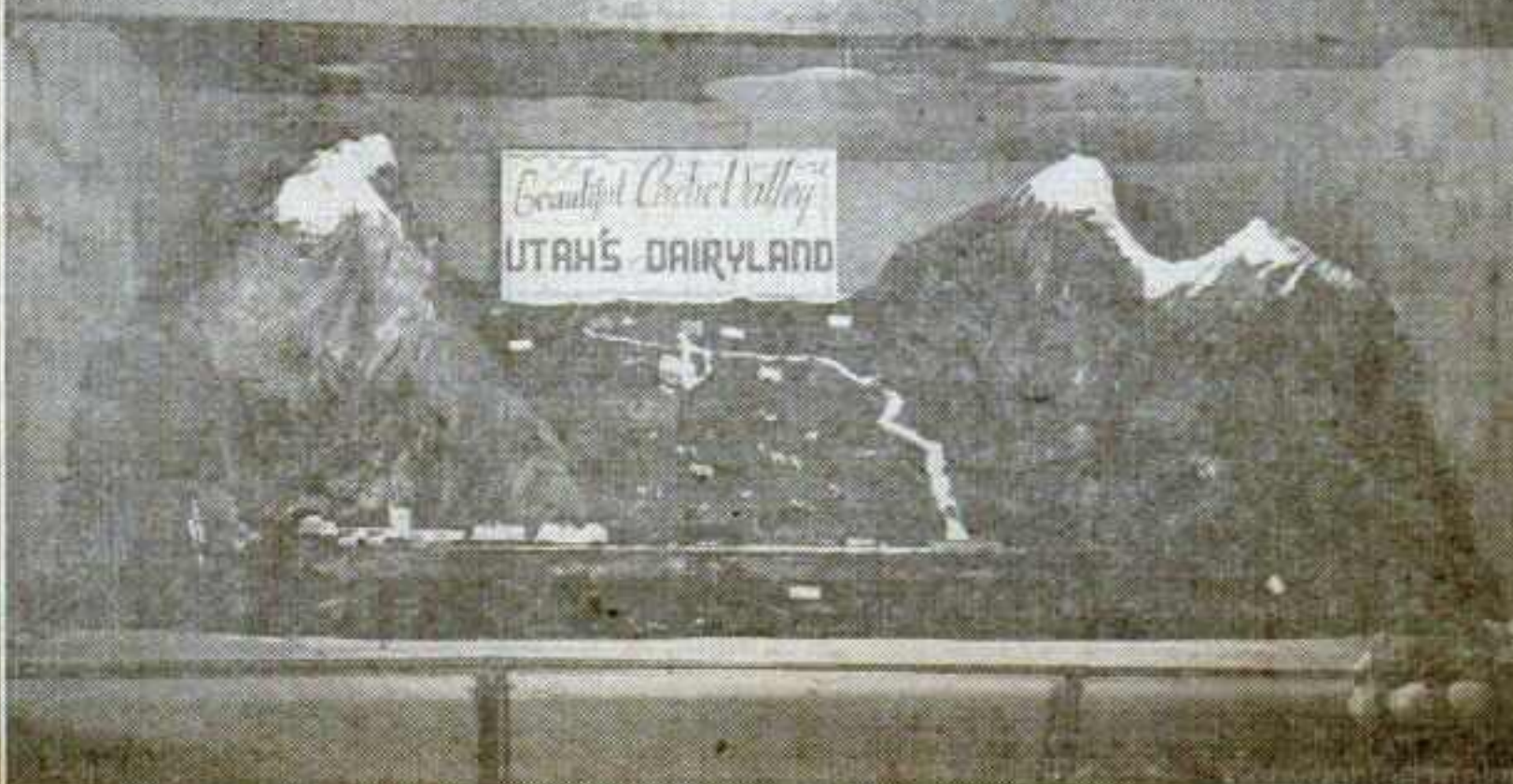
EMERY



SANPETE



CACHE



GET SET



To meet a four-state market with over 3 million people!

DU QUOIN State Fair

Du Quoin ★ Illinois

“WHERE THE CROWDS POUR IN”

Every year this great fair brings to the people of Illinois the greatest array of entertainment in America with these features:

- ★ Internationally Famous Reviews
- ★ Such headliners as Eddie Fisher and the Mills Brothers, who appeared this year, and Guy Lombardo, Bob Crosby, Jack Carter, Constance Moore and others who have appeared in the past.
- ★ Grand Circuit Harness Racing
- ★ AMA Motorcycle Races
- ★ AAA 100-mile National Championship Auto Races
- ★ More than \$4 million in Champion Livestock on exhibition
- ★ America's Finest Horse Show

Plan to include an exhibit at the Du Quoin State Fair in your 1955 budget. You'll meet your very best prospects here.

For details on exhibit space or use of permanent facilities for year-round events contact

E. J. HAYES or D. M. HAYES, Co-Managers

AMERICA'S FINEST FAIR and EXHIBITION FACILITIES!

Reaching into a 4-state area of Missouri, Illinois, Indiana and Kentucky, here is the best attended fair in Southern Illinois.

A modern grandstand, outstanding exhibit facilities, plus a reputation for presenting the best, make this a "must" on your sales program.



1955 DATES
Aug. 28
thru
Labor Day,
Sept. 5

DU QUOIN STATE FAIR
Du Quoin, Illinois

HOW TO SELL THE MIDWEST AREA IN TODAY'S BUYERS MARKET

Your product or service will meet with no resistance from the million or more visitors every year who come to the

ILLINOIS STATE FAIR



The farmers, teachers, workers, business men and office workers who annually make this fair a "must" all are in the mood of new ideas, products or services. There will be no slammed doors here in this rich and prosperous area with annual per capita incomes far above the U. S. average.

If you want a real low-cost-per-person contacted, you'll say "yes" to an exhibit here in 1955.

1955 DATES
Aug. 12-21
10 of the best selling days in Illinois

ENTERTAINMENT

In our efforts to assure the greatest number of people in attendance, we try to use the very best attractions available . . . therefore, we invite you to contact us if you believe your act is amongst the best and the unusual.

PROMOTERS— EXHIBITION MANAGERS

Beautiful, large seating capacity buildings available for year-round use for trade shows, sport shows, etc. For complete details and available dates contact us now.

CONCESSIONAIRES

Here on the grounds of this outstanding fair you will find every location to be satisfactory because the men who designed this layout know every phase of fair and outdoor show business. Certainly there are always some "better" locations. May we suggest you contact us early for one of these better spots.

Come and see for yourself the impact this fair has in educational, agricultural, industrial and scientific achievements . . . and then enjoy yourself, too, just like the rest.

STILLMAN J. STANARD
Director of Agriculture

WILLIAM G. STRATTON
Governor

Address all inquiries to
STROTHER G. JONES
General Manager

ILLINOIS STATE FAIR, Springfield, Illinois

The New York State Fair in Syracuse

Keeps getting

BIGGER and

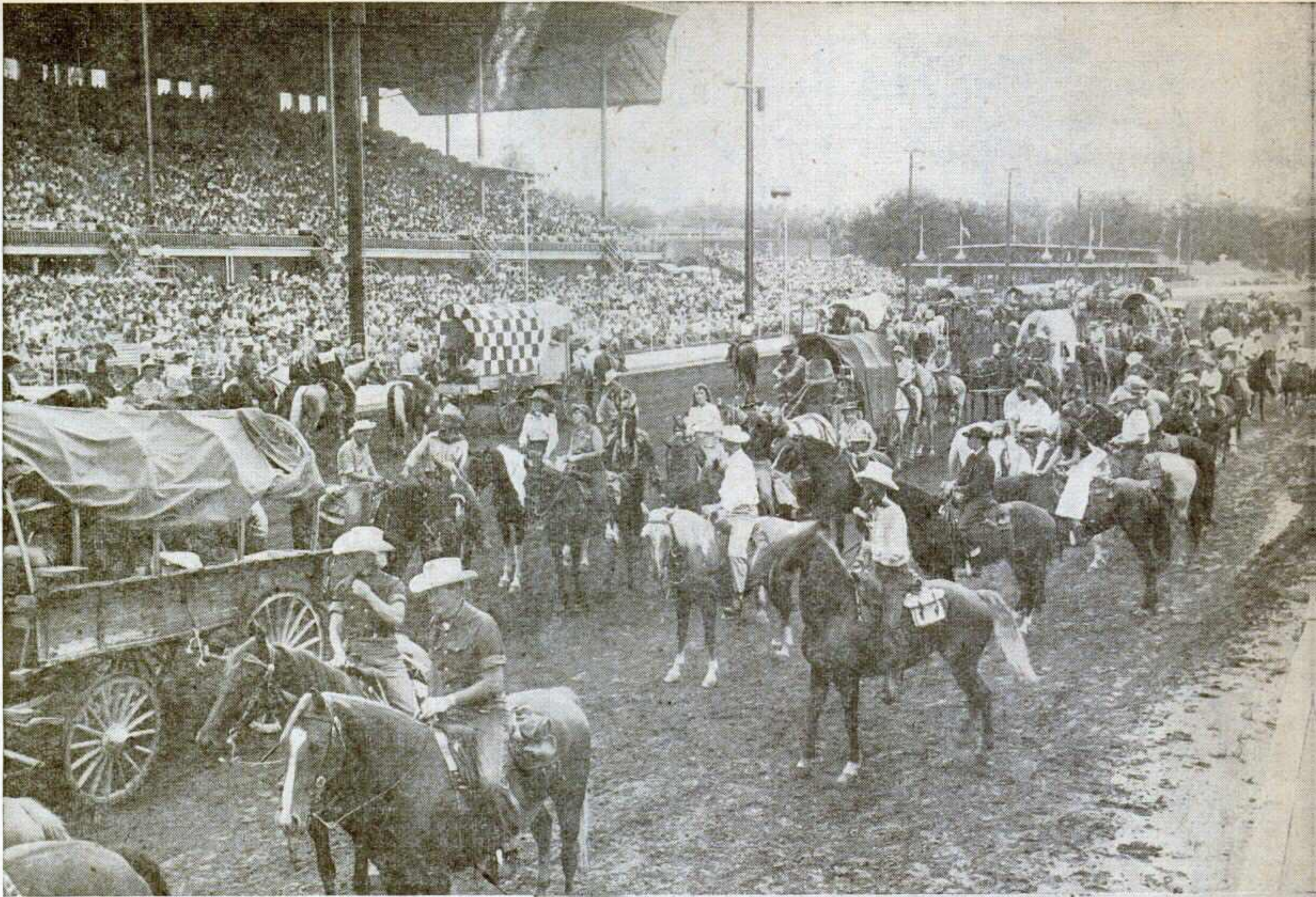
BIGGER and

BIGGER!*

Located at the Crossroads of the great Empire State; just off the nationally-famed Thruway; in the heart of the rich New York agricultural and industrial area.

Join us, won't you?

* Up 150,000 buying New Yorkers since 1951!



Centennial Caravan

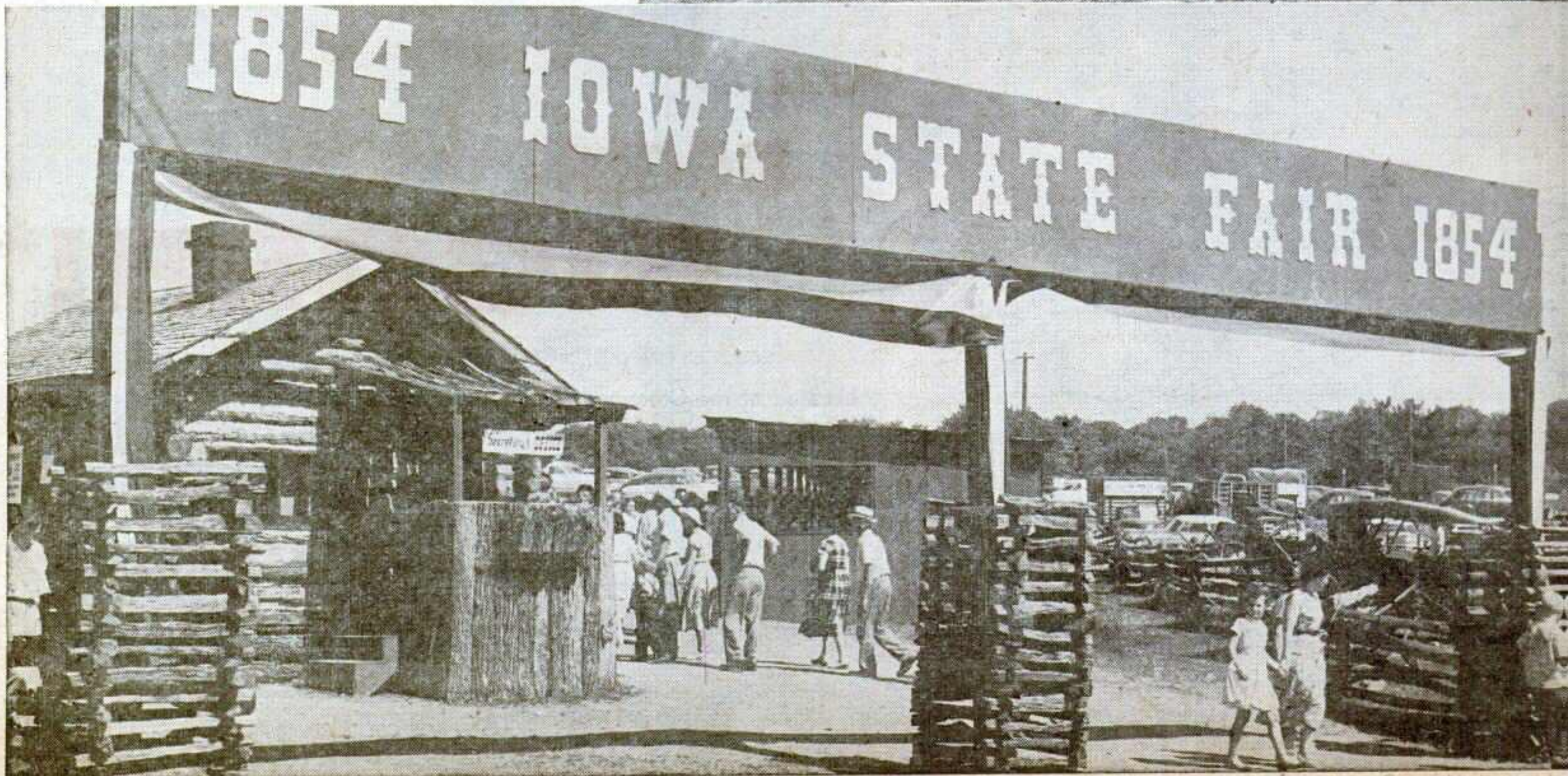
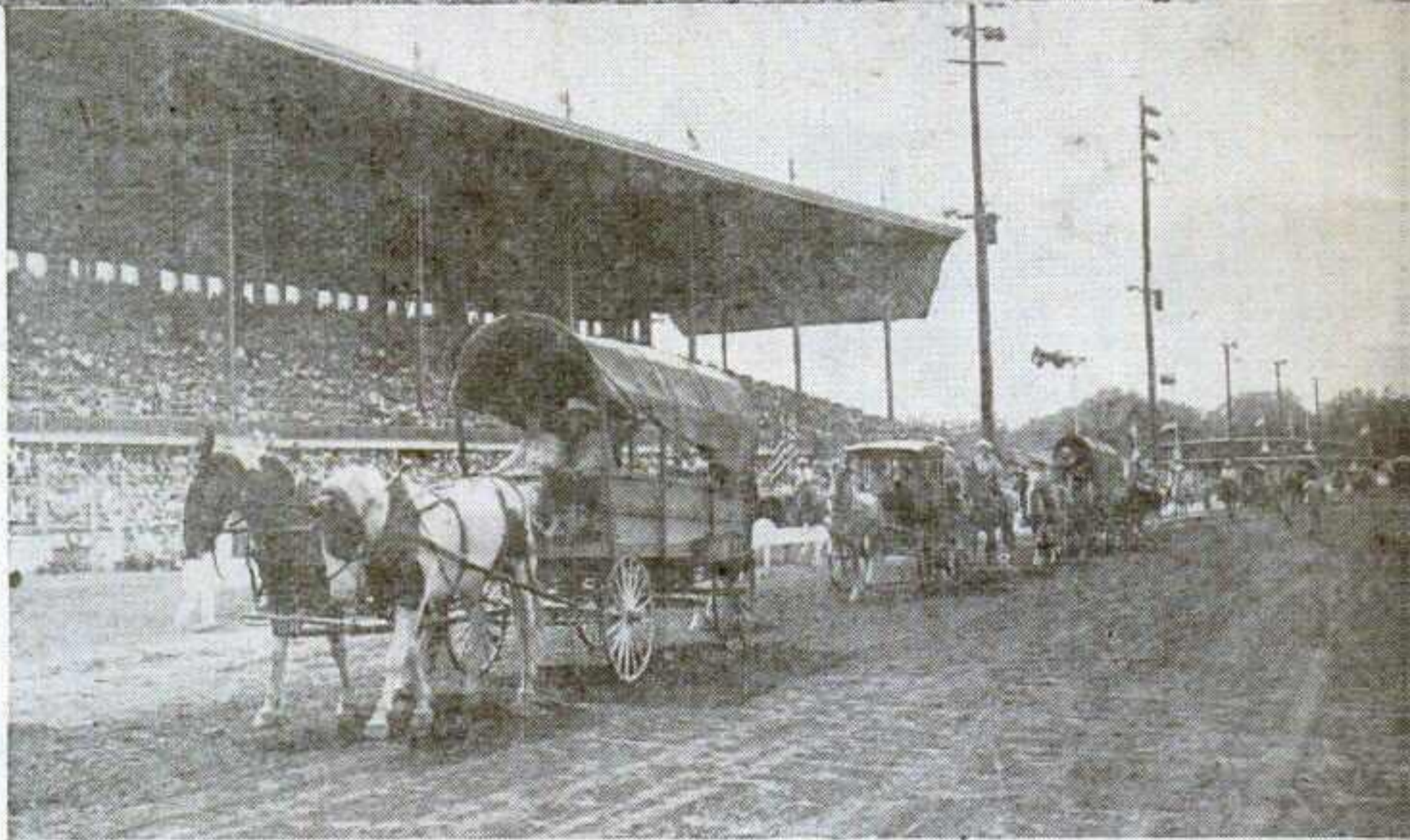
A 114-MILE, five-day caravan trek from Fairfield, site of Iowa's first State Fair, to Des Moines gave the 1954 Iowa State Fair a powerful build-up for its centennial run.

Over 300 hardy souls, arrayed as pioneers, and about 100 vehicles, including ox-drawn covered wagons, chuck wagons and a stage coach, made the trip that started five days before the fair's opening.

The caravan provided newspapers, TV and radio with not one but five field days. Consensus is that it was the best-covered event in the State in years.

When it ended, Iowa was keenly centennial-conscious. And the fair had an added opening-day attraction, for the entire caravan in its grand climax appeared on the track before a jammed grandstand.

Second only to it in the centennial observance was the presentation on the grounds of a reconstruction of the first fair at Fairfield. Offered with an eye to faithful reproduction, it included exhibits of old-time farm implements, split rail fencing, and the secretary's office of log construction. It proved one of the centennial fair's most popular features.





**FOLLOW THE LEADERS ...
TO THE NEW \$15,000,000**

KENTUCKY STATE FAIR

LOUISVILLE, KENTUCKY

**PLANT TO BE COMPLETED IN
TIME FOR OUR 1956 FAIR**

NATIONAL EXHIBITORS

You'll want to be on hand for the opening of this new, modern, breath-taking plant. Make your reservations NOW for both 1955 and 1956. . . . Exhibitors who contract for space in 1955 will be given first preference for 1956. . . .

Always the **BIGGEST OUTDOOR EVENT** of the year in the Blue Grass State—broke all records in 1954—1955 will be **BIGGER!**

- ★ **Richest Livestock and General Farming Region in the South...** ★
- ★ **Ranked among the highest in total number of farms electrified.** ★
- ★ **642,105 METROPOLITAN POPULATION** ★
- ★ **1955 DATES SEPT. 9-17** ★

For complete details contact **J. DAN BALDWIN, Manager**
KENTUCKY STATE FAIR, Louisville, Kentucky

Competition Does It!

Minnesota's Machinery Hill Hits New High In Variety, Number of Farm Machines Shown

MACHINERY Hill, the 80-acre feature of the Minnesota State Fair annual exposition, rated as the largest outdoor machinery show in America, was even bigger in 1954.

Harry Frost, space rentals superintendent for the St. Paul event, said more than 250 exhibitors displayed better than 3,000 mechanical devices, large and small, during this year's 10-day exposition. On display were machines conservatively estimated to be worth in excess of \$5,500,000, Frost said.

Carl O. Linnee, machinery superintendent, said the 1954 show had more new and improved devices on display than ever because of the increased competition in the last two years.

How many tramped Machinery Hill to view the exhibits? There was no accurate estimate, but Fair Board spokesmen agreed the figure ran well over half a million of the more than 900,000 who visited the fair this year.

Equipment Interest

Equipment which drew heavy interest included a tractor with power steering, an experimental corn combine and farm machinery equipped with air conditioning, as well as electric generating equipment.

A corn and grain combine display foretold what may be ahead in the line of all-purpose farm machinery. Agricultural engineers in Illinois and Nebraska picked and shelled corn successfully with experimental models. As result, five manufacturers reportedly are ready to bring out test models before 1955.

Another corn picker shown delivered the corn to a wagon pulled along behind it and then shredded the stalks, blowing them into another wagon. The stalks are used either as roughage or bedding or dropped on the ground to make humus.

One picker-sheller demonstrated how it may be hooked up with its specially designed tractor to make it self-propelled.

An experimental tractor with a torque amplifier drive built in was rivaled by another with a fantastic compression ratio of 12 to 1.

It wasn't just a matter of carting the devices up to their special booths and waiting for customers on the part of the exhibitors, Frost said. All major manufacturers used special stunts to attract visitors. Many introduced innovations in display techniques to keep pace with the new equipment. Giveaways, drawings and other crowd builders were in evidence everywhere.

International Harvester again drew large crowds with its "square dancing" tractors underneath an old "101 Ranch" three-poled big top.

Cut-away models of engines and other types of equipment were on demonstration in every building and tent. Miniature models sold well.

Milking Exhibit

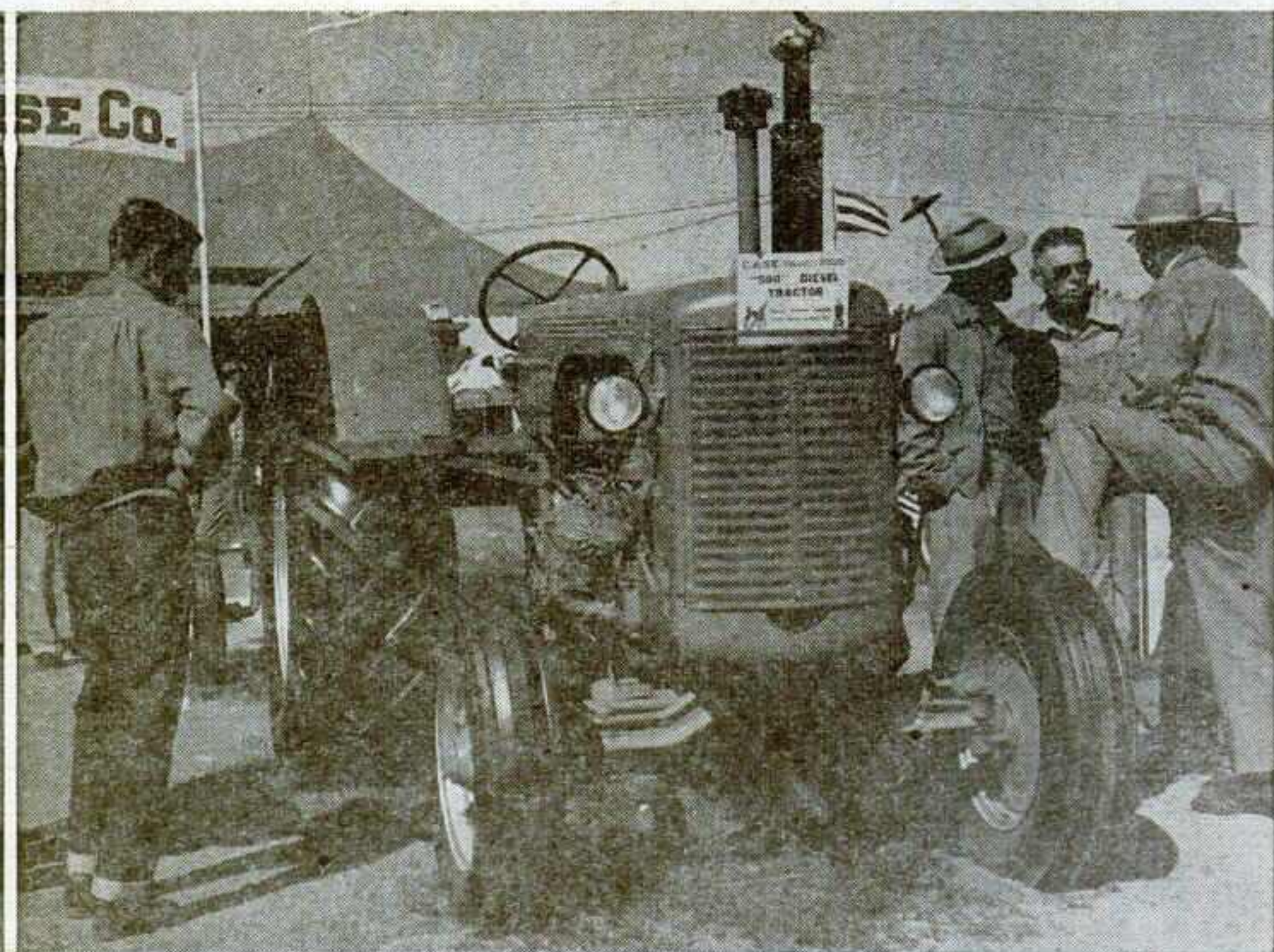
A milking machine maker brought in a herd of 16 cows for milking four times daily. The milk squirted into plastic buckets which were conveyed over the heads of visitors and poured into plastic pipes. The pipe lines were cleaned automatically and human hands never touched the milk.

Improvements were not limited to tractors and corn pickers. Others showing the effects of modernization by engineers and designers were grass and legume silage equipment, small grain harvesters, liquid fertilizer applicators, livestock feeders, chain saws, rotary lawn mowers and the milking devices.

One old and large farm machinery manufacturer put on display more new machines during the 1954 show than in any other year in its history. Another firm, which had limited its product to small tractor manufacture, brought out a diesel model to meet the demand for more power.

"All in all, it was a great show," Frost and Linnee agreed. "We have no idea how much business our 250 exhibitors booked, but there were smiles on faces everywhere, always a good indicator. The visitors were no 'pushovers' for new gimmicks. They had to be sold, and our exhibitors apparently did just that."

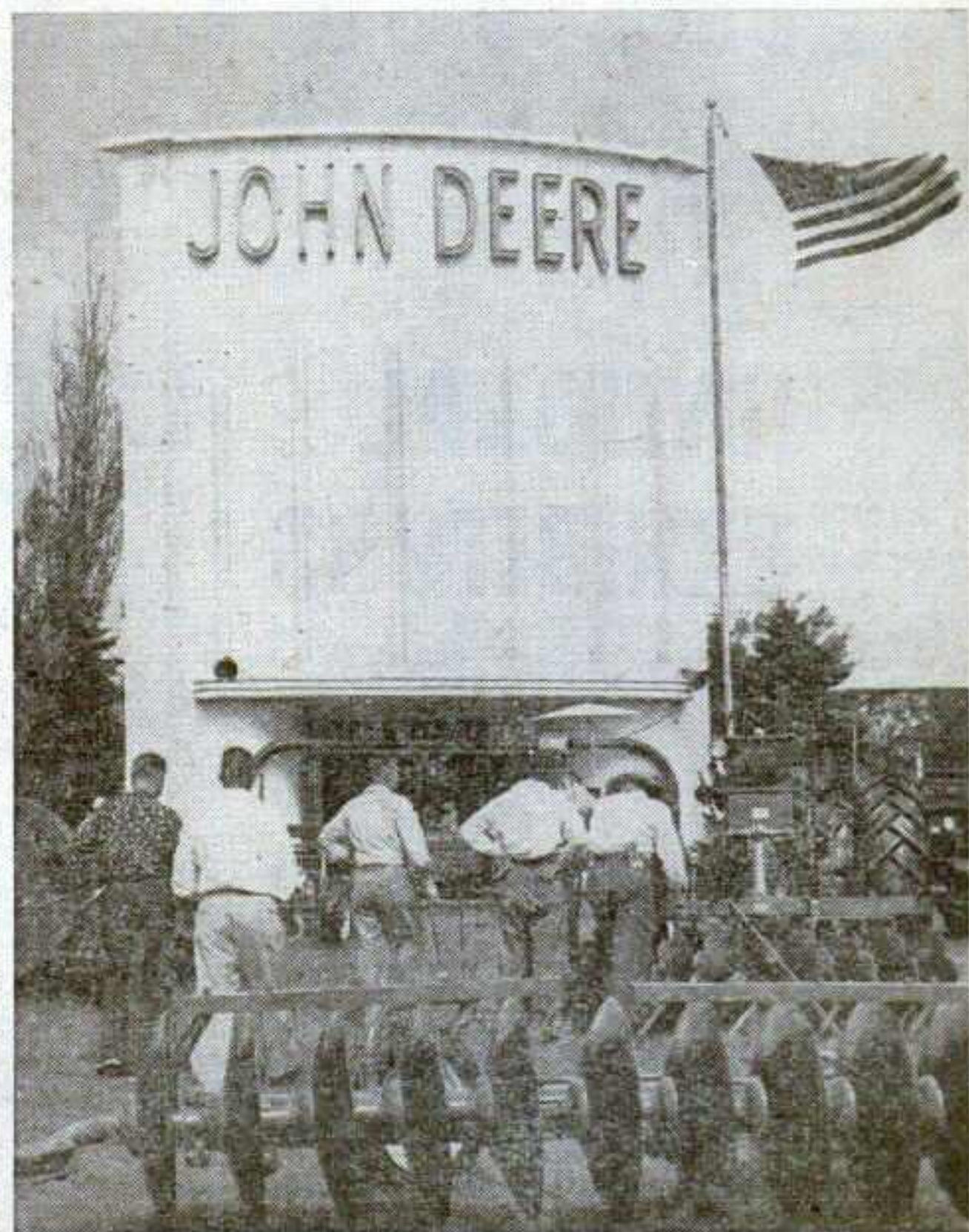
Part of Machinery Hill as seen from the roof of the Minnesota's State Fair's 4-H Club Building. In the foreground are some of the displays of the new and improved farm machinery which thrilled the record throngs at the 1954 fair. In the background are the famous giant-sized Lee overalls, long a State fair landmark, and the half-mile track and grandstand.



A new tractor model brought on the market by the Case company is being examined here at the Minnesota State Fair by an envious youth, while salesmen discuss its features with a potential customer. This Diesel model was the result of efforts to present a tractor with more power to satisfy demands of farmers who expect their equipment to perform many jobs.



Part of the crowds which flowed over Machinery Hill during the 1954 Minnesota fair, roaming a wide sidewalk alongside machinery displays. Numerous large tents are erected every year on the 80-acre hill to house the latest in mechanical farm equipment.

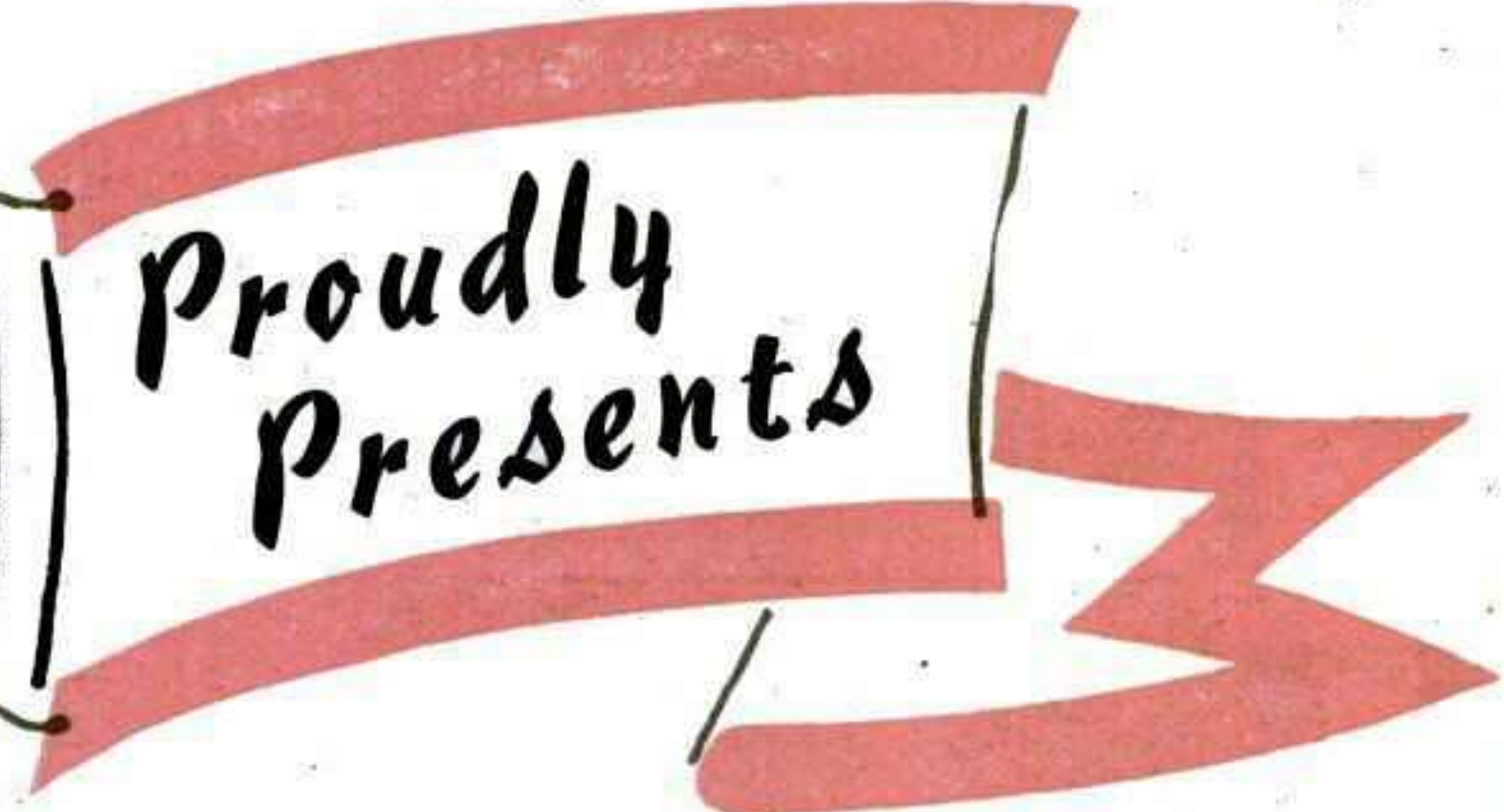
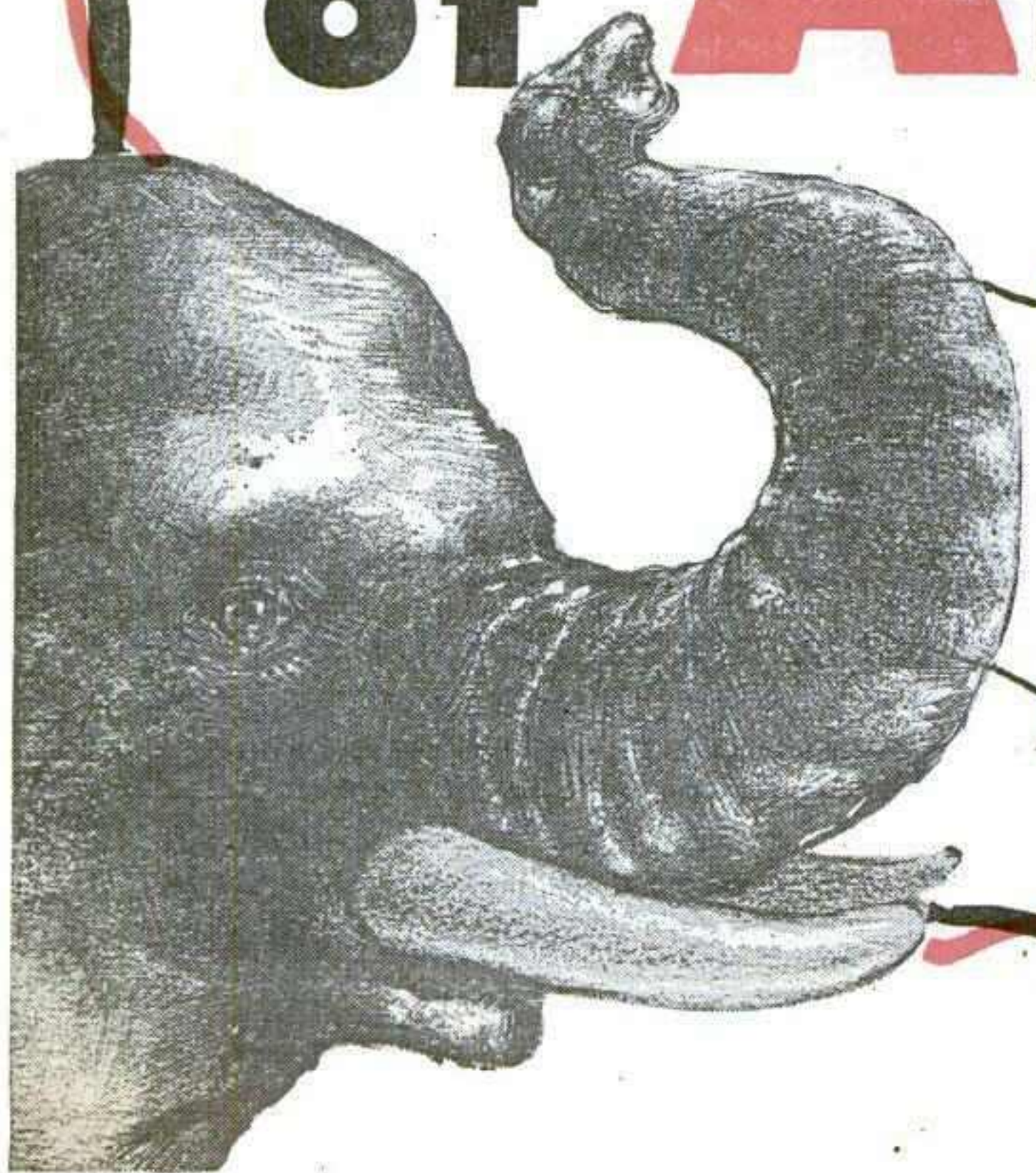


One of the top exhibitors of farm machinery at the Minnesota State Fair is the John Deere Company, which maintains a large permanent building on the crest of Machinery Hill. The tall structure houses office space and show cases. Large equipment is arrayed on the lawn outside.

For 1955:
For YOU!



The
A **Amusement**
C **Company**
of A **America**



The
Spectacular

SHOWS
Featuring:

FRENCH
QUARTER

A brand new experience in Outdoor Amusements awaits you in 1955 when the great A C A organization "hits the road."

Paul Olson, who so capably directed the vast A C A enterprise during the illness and recent death of his beloved partner, J. C. McCaffery, has ordered an all-out effort to make A C A the biggest and best facility of its kind in the world.

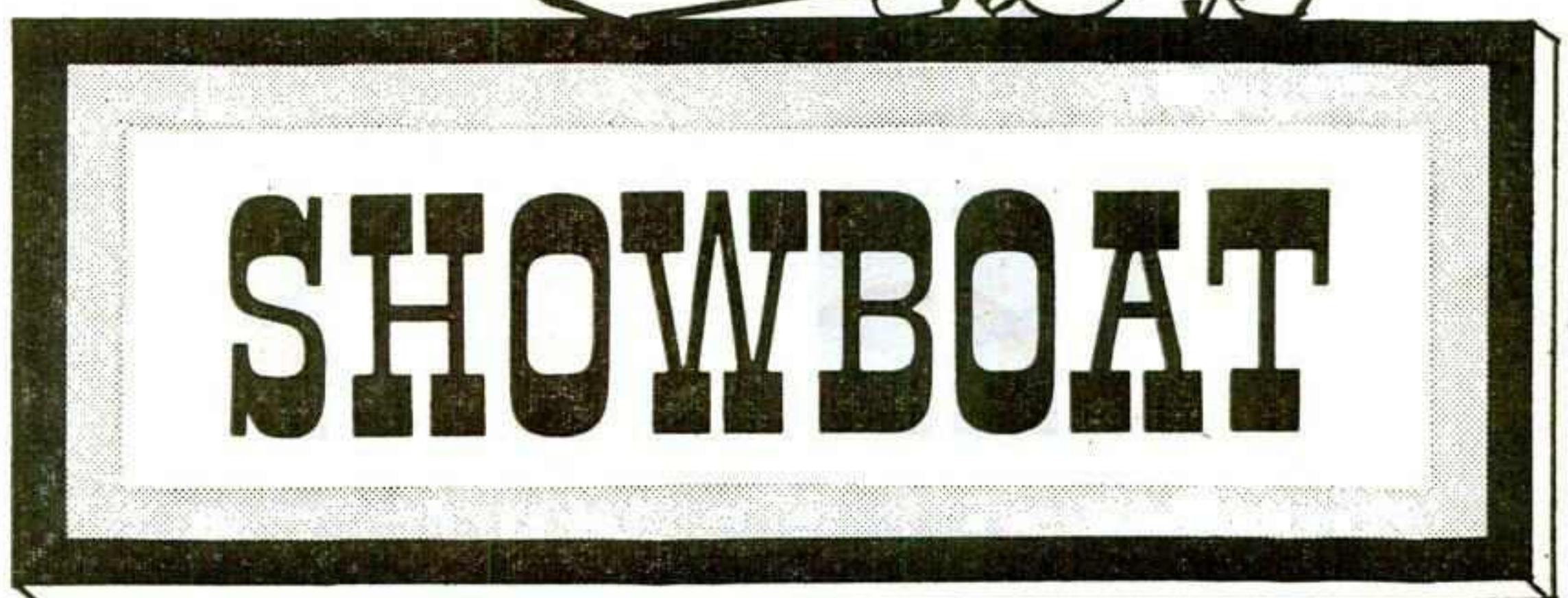
A very capable staff stands ready to assist Mr. Olson in that task. No place in America will be busier than our permanent Winter Quarters in Hot Springs, Ark., preparing for 1955 a sparkling, colorful Midway layout—surpassed by none.

When you sign A C A you can be sure you're getting the best organized railroad exposition in the business—designed specifically to please you, Mr. Fair executive . . . and your public.

We refer you to our "repeat" dates . . . they stand as our recommendation.

Combined and Midway

the two most lavish
stage spectacles ever
presented in outdoor show biz!



- NORTHERN WISCONSIN DISTRICT FAIR—Chippewa Falls*
- ILLINOIS STATE FAIR—Springfield*
- IOWA STATE FAIR—Des Moines*
- KENTUCKY STATE FAIR—Louisville*
- CHATTANOOGA INTERSTATE FAIR—Chattanooga, Tenn.*
- SOUTH MISSISSIPPI FAIR—Laurel*
- ALABAMA STATE FAIR—Birmingham*
- SOUTH TEXAS STATE FAIR—Beaumont*

*—We are proud to announce that Grosses at each and every Fair on our successful 1954 route were way up over 1953!

WE LOOK FORWARD WITH EVERY EXPECTATION OF SURPASSING THIS ENVIABLE RECORD IN '55

And Now...

IN THE
TRADITION OF
ITS FOUNDER



the

Amusement

Company

of **A**merica

ROLLS FORWARD IN '55

TO THE ZENITH OF

★ PERFORMANCE ★ PAGEANTRY ★ PRESTIGE

AMUSEMENT COMPANY OF AMERICA

PAUL OLSON *General Manager*

General Offices:
203 North Wabash Avenue
Chicago 1, Ill.

Winter Quarters:
P. O. Box 414
Hot Springs, Ark.

Executive Staff

NOBLE FAIRLY, Manager
CHESTER MAYS, Concession Secretary
LOUIS RICE, Business Manager
DUKE WRIGHT, Chief Electrician
JAMES BLANKENSHIP, Assistant Electrician
FRED BAKER, Lot Man
GEORGE POWELL, Stock Manager

J. L. MACHAMER, Secretary-Treasurer
LOUIS J. BERGER, Special Agent
VIRGIL E. PIERSON, Public Relations
JACK MORGAN, Trainmaster
LOUIS BURDICK, Charge of Towers
TEX ROBBINS, Artist
MAURICE FRENZEL, Mail and The Billboard



STOP!

See Your Prospects in Person

LOOK!

At the Mighty Missouri Market
on a Mass Shopping Spree

LISTEN!

To Your Cash Registers Jingle
With Increased Sales

When you exhibit at this great
once-a-year event in a billion
dollar-a-year income market,
you'll be glad you stopped,
looked and listened
with an exhibit

at the

MISSOURI State Fair

SEDALIA, MISSOURI



Almost a half-million people will be on the look-out for new products and services. If you have a new idea in agricultural or industrial fields, plan now to exhibit here in 1955 . . . one of America's outstanding events.

1955 DATES • AUG. 20-28



Permanent Facilities:

Grandstand—Capacity 8,000

Beaches—Capacity 4,000

1 and 1/2 mile race track available for big car auto races, horse shows, harness racing, rodeos, etc.

Indoor Arena—Capacity 4,500

For details on available dates, contact Ross C. Ewing.

Showmen-Concessionaires

Plan now to attend the Missouri Fair Meetings, Jan. 12-14, 1955, Governor Hotel, Jefferson City, Mo.

For Complete Information on exhibit space, contact

MISSOURI STATE FAIR

P. O. BOX 111, Ross C. Ewing, Secretary • Phil M. Donnelly, Governor
SEDALIA, MO. L. C. Carpenter, Director of Agriculture

Forecast: Cool Air

Sacramento Air-Conditions Counties Bldg.; Sec.-Mgr. Green Sees Trend in California

THE popularity of air conditioning that is sweeping the country has struck California fairs, where last year the State Fair and Exposition in Sacramento started its \$750,000 program by taking the heat out of its massive and highly adaptable and useful Counties Building. This structure, one of the oldest on the grounds, proved a

that it is not a luxury, as some may think. He remembers that in 1953 the thermometer in one of the buildings at the State Fair recorded 117 degrees, and that was in the shade.

Green assisted in the planning and watching the air-conditioning of the Counties Building and has become something of an expert on what to do and what not to do.

Now that the Counties Building is comfortably cool during the fair, Green recalls some of the problems that had to be solved. It is not the square footage that causes a major problem, but the height. Of course, the area covered is to be reckoned with, but taking care of the up-and-down space calls for special planning.

Perhaps the Counties Building here can be designated as a special problem structure for in addition to its height, which is well above a mezzanine, it has a basement. Construction as it stood offered little help in affording hiding places for the ducts. Because of the sturdy construction of the building, its walls extra thick, it was necessary to install back walls to hide the air conditioning units. To get the air flow high enough to cool the mezzanine it was necessary to drill thru the balcony floor. This meant going thru 15 inches of concrete and steel.

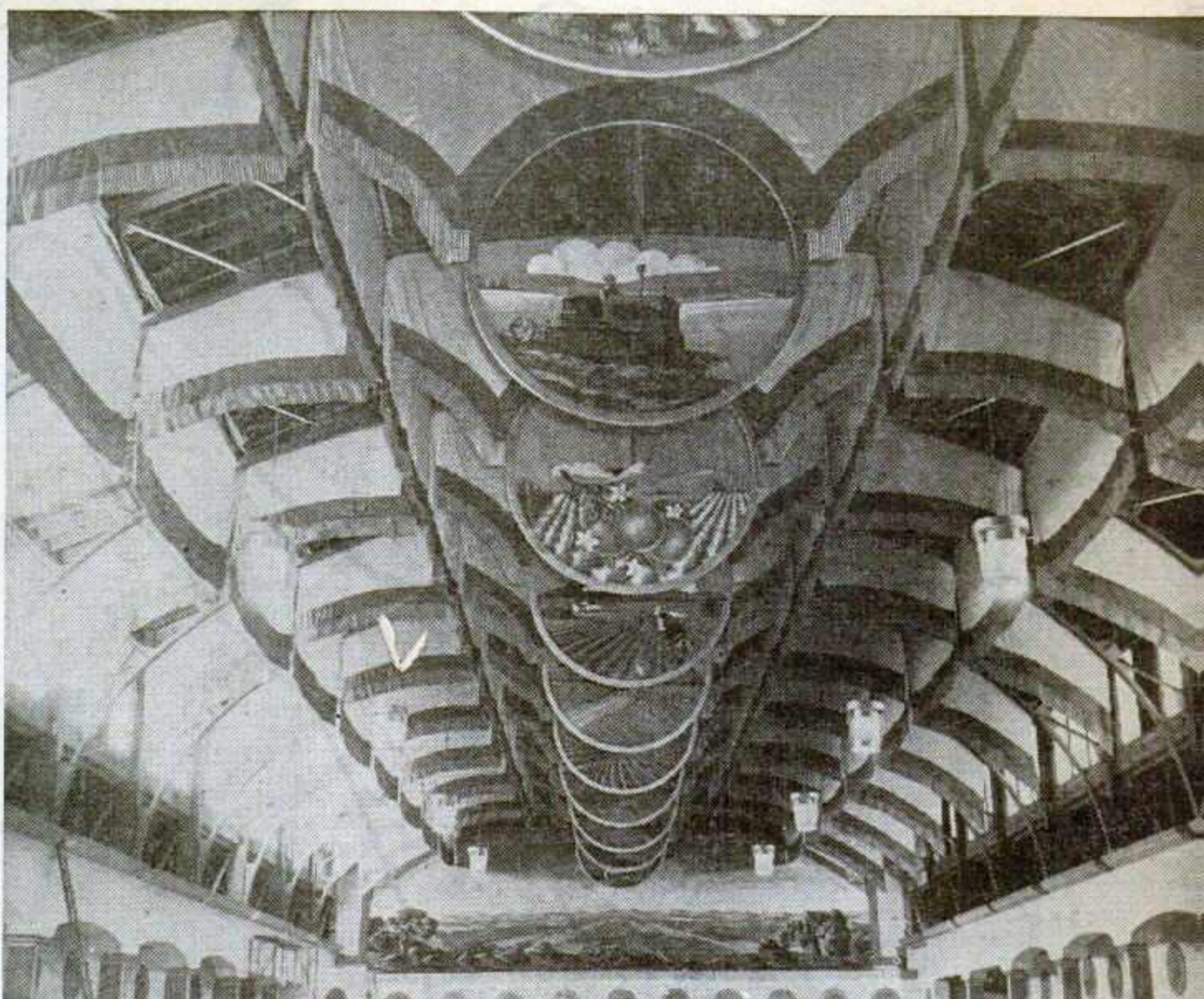
After the job was completed, the State had spent \$120,000 and had what is termed a portable air conditioning unit that can be moved to the new fairgrounds when they are ready. The term in this instance is loosely used, for the unit weighs 15 tons.



E. P. (NED) GREEN

good testing ground for those interested in making fairgrounds comfortable in the hot summer months.

E. P. (Ned) Green, the fair's secretary-manager, heralded the move as one that will be seen soon thruout California. While the money needed to install air conditioning adds up to something like a war debt, Green is confident



Huge Counties Building of the California State Fair, Sacramento, has been air-conditioned in what E. P. (Ned) Green, the fair's secretary-manager, cites as a move that will become general for fair buildings in that State. Above a ceiling decorations of the Counties Building and indicates the huge size of that structure.

In the past couple of years, the State Fair has constructed two 43,000-square-foot buildings, the Industrial Building and the Food and Hobby structure. The Home Show exhibit hall has 110,000 square feet. All of these, in time, will be air conditioned.

Full-Scale Project

The inauguration of the full-scaled air conditioning plan here was one of the projects for which Green has been waiting. A new Art Building, made over from the

poultry building and opened for the first time in 1953, had the cooling system incorporated into the improvement blueprints. But Green wants to carry the project further. He believes that every building can be treated against weather and should be. This stand is based upon his years of State Fair work. It was in 1934 that he joined the staff and was the livestock clerk for two years. From 1936 to 1941 he was livestock superintendent. When the fair re-

sumed following World War I Green became the chief of the Bureau of Exhibits and in July, 1944 was named to his present post.

Green was graduated from the University of California in the College of Commerce with a major in foreign trade. He joined Fairbanks-Morse in Wisconsin and later worked as an engineer in Honolulu, a job he resigned to manage the famous Bixby Ranch of 1,000,000 acres and 80,000 head of cattle.



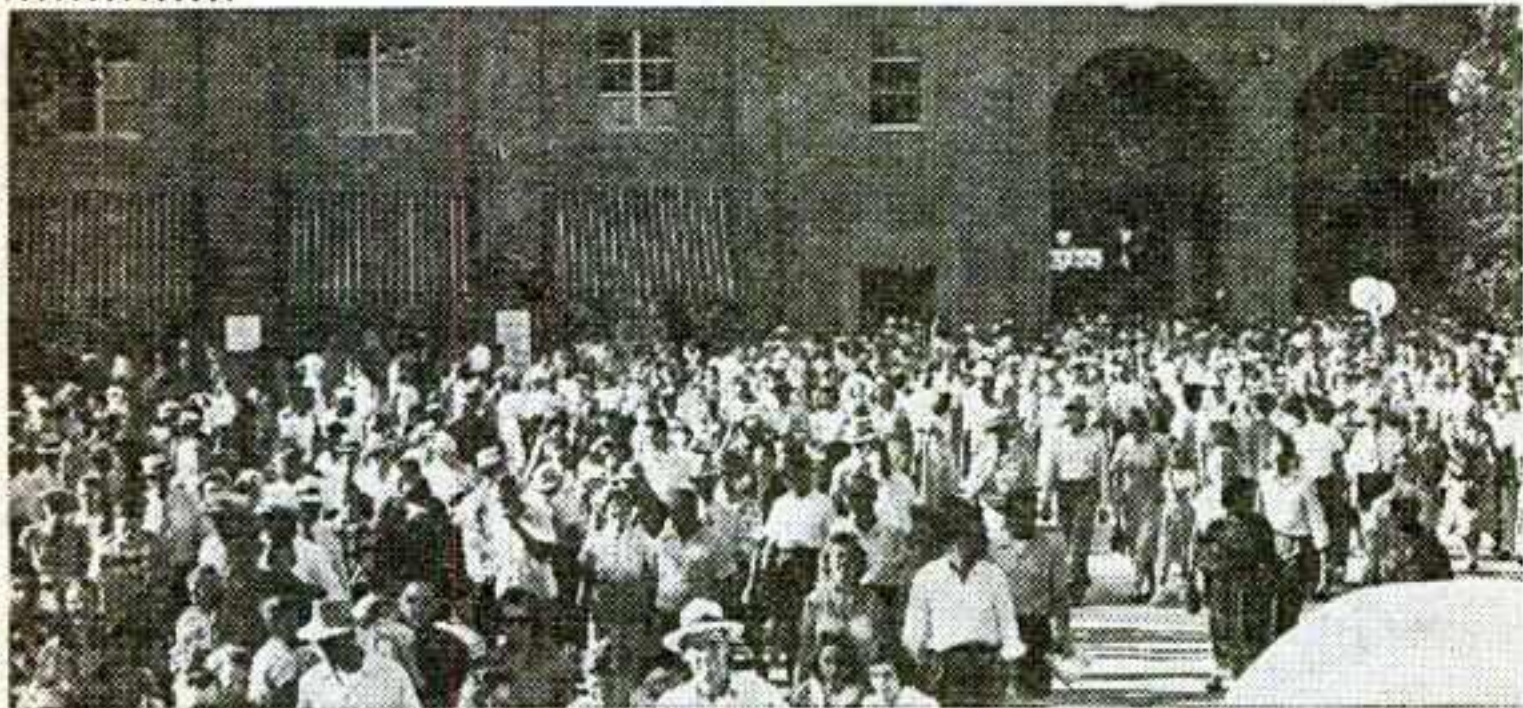
Air-conditioning of a mammoth exhibit building, such as the Counties Building of the California State Fair, above, poses special problems. The unit used to cool and change the air in this building weighs 15 tons. Heavy attendance in exhibit buildings at Sacramento justifies the cost of air-conditioning, according to the fair's secretary-manager.

NEBRASKA

State Fair

LINCOLN, NEBRASKA

300,000 cornhuskers make this their annual event . . . the focal point of the huge Nebraska Market is the Nebraska State Fair—a 6-day and 7-evening showcase where your product will be viewed by people with an annual average income of over \$10,000!



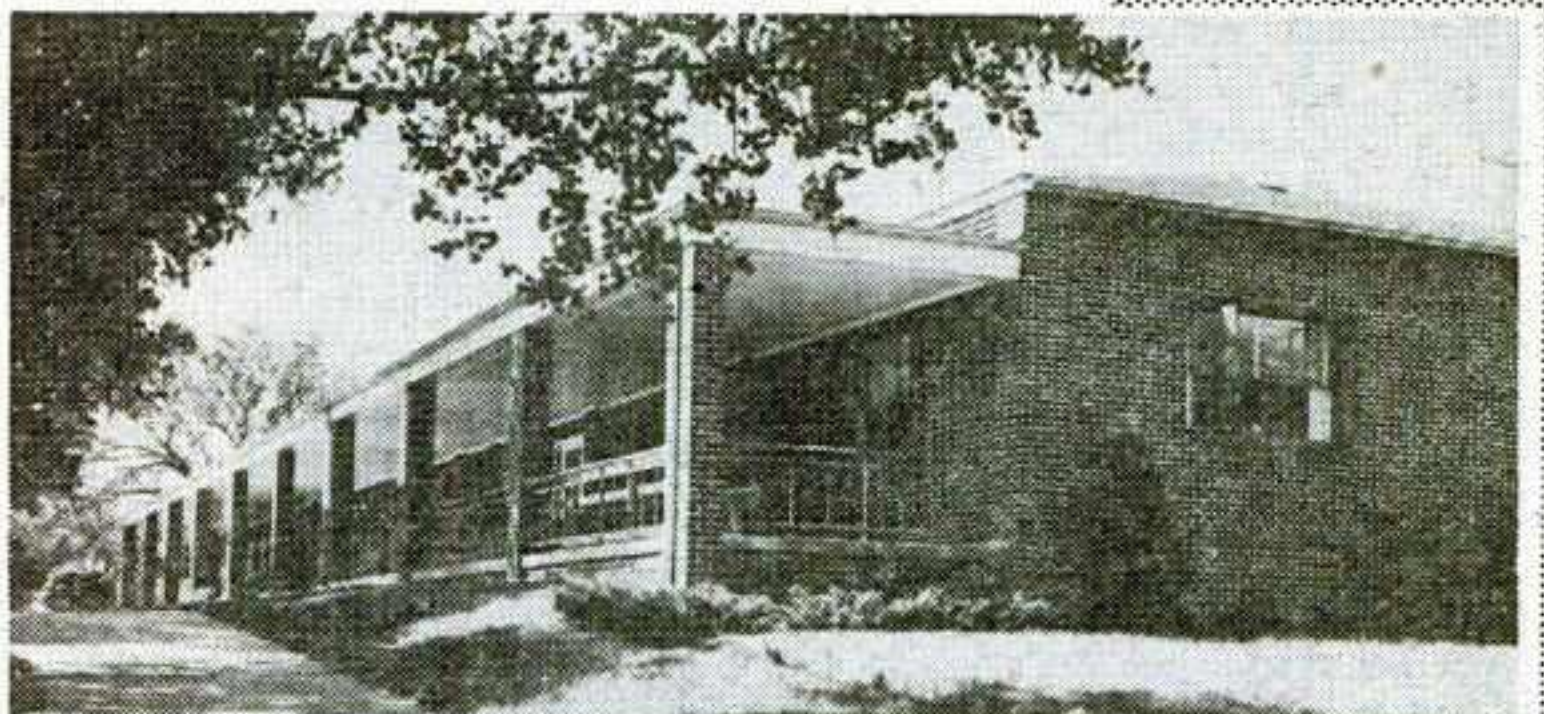
Main entrance to grandstand with seating capacity of 14,000.



Aerial view of huge all-weather paved road parking area where more than 13,000 cars can be handled.



Interior of 4-H building where annually handicraft, home product and livestock exhibits are viewed.

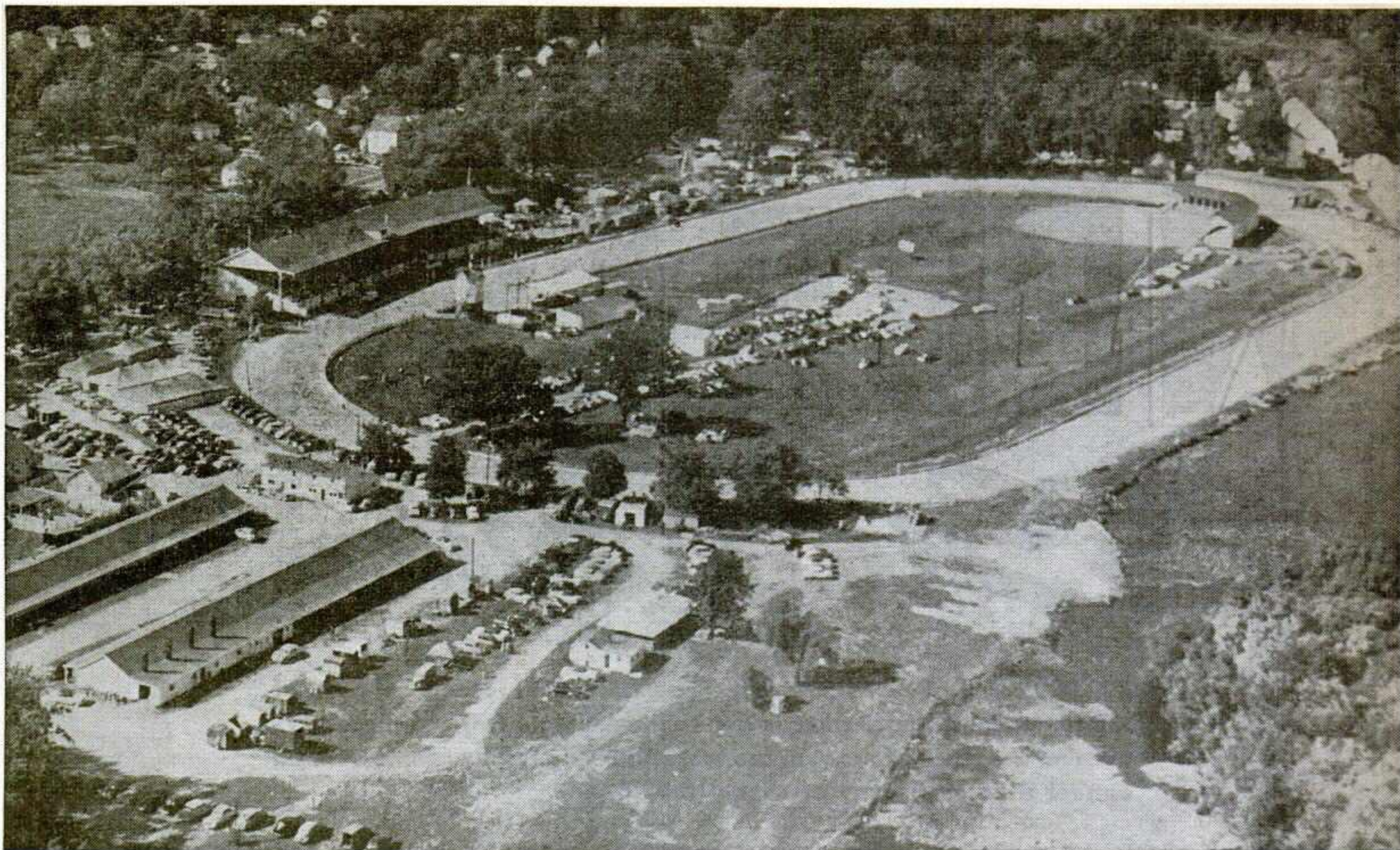


New Administration building. Modern from top to bottom, inside and outside. No detail overlooked to increase the efficiency.

Showcase your product or service in this huge \$5,000,000 plant alongside the rest of America's greatest agricultural and industrial exhibitors.

FOR COMPLETE DETAILS WRITE
EDWIN SCHULTZ, Secretary
MAIN P. O. BOX 1966
LINCOLN, NEBRASKA

1955 DATES
Sept. 3 to 9
inclusive



Famous For Recording Firsts

**Hillsdale, Mich., Attains Leadership
During 25-Year Kelley Administration**

WHEN it comes to firsts in the fair business the Hillsdale (Mich.) Fair doesn't take a back seat. And most of its accomplishments have been recorded during the 25 years it has operated under the helm of veteran fair executive Harry B. Kelley.

Thru horse-pulling, one of its major attractions, the Hillsdale event has become nationally known. More world's records have been set there since 1930 than at any other fair in the country. To be exact, a total of 23 marks have been chalked up both in lightweight and heavyweight pulling.

A covered grandstand stage, an innovation adopted by many fairs in recent years, has been in use at the Michigan annual for close to 25 years. During that time, not one stage grandstand show has been lost to weather despite the fair's late fall dates.

Religious Services

Religious services, popular at many fairs today, are nothing new at Hillsdale. Since 1932, the grandstand has been turned over to area

churches for the first afternoon of the fair and this religious program has become an integral part of the fair.

Of equal importance in the list of firsts credited to the Hillsdale annual was the construction in 1928 of the first 4-H dormitory building to house young future farmers and farmerettes during fair week.

Under the able management of Kelley, assisted by his efficient partner and wife, the Hillsdale Fair has chalked up a remarkable record of progress in addition to its many firsts.

In 1929, when Kelley took over, the fair's attendance totaled 60,000. Now it averages 125,000, drawing much of its patronage from Indiana and Ohio as well as Michigan. And during that same period the annual's budget has jumped from a mere \$29,000 to \$88,000.

Plant Improvements

Plant improvements have been many. One of the most unique is the glassed-in north end of the



HARRY B. KELLEY

grandstand, which combats the cool fall winds and also keeps midway noises from bothering night show patrons.

In the late 1930's a new 5,000-seat grandstand was built with Kelley and his aides serving as architects. Designed with many exits, the seats can be completely emptied in a matter of minutes, important in the case of an emergency and also important to mid-

way operators. And the old grandstand was moved to the infield, where it now serves as a baseball stadium, not only during fair week but as a year 'round community baseball park.

Acts are vociferous in their praise of facilities at Hillsdale. In 1942 a modern dressing room with showers and covered walk to the stage was built for their comfort. Since then, similar facilities have been added for the comfort of baseball players, 4-H youngsters, exhibitors and horsemen.

A boon to the carnival and the fair-goers is the three and a half miles of asphalt roads constructed under Kelley's direction. Complete with an underground drainage system, the midway and other parts of the grounds are usable a few minutes after a downpour.

Parking Solved

Parking, a growing problem at most fairs, has been solved at Hillsdale thru a big project. A total of 10 acres has been added in recent years by filling in part of an ad-

joining mill pond with thousands of loads of fill.

Another accomplishment that the fair is proud of, and justifiably so, is its annual program known as the Woman's Congress. This series of events, which take place daily during fair week, is the area's show place for accomplishments in the fields of music, dance and the art and annually draws thousands to the fairgrounds. And in addition the congress makes the fair a close friend of a host of women in the three States from which it draws its participants and patrons.

Altho the fair is a year 'round job, particularly since the plant is used almost all year, Kelley has still found time for other activities many of which have furthered the fair movement. He served on the board of the Michigan State Fair for 25 years, and was secretary of the annual during World War II. He has also been secretary of the Michigan Association of Fairs for 16 years and is active in the Federation of States and Provincial Associations of Fairs.



One of Hillsdale's important attractions during the fair as well as in the off-season is semi-pro baseball. The games are staged in this regulation ball park located in the race track infield.



Harness racing, traditionally a favorite amusement at the Michigan annual, not only pulls capacity crowds, but draws horsemen from a half dozen States, who vie for hefty purses.

AMERICA'S OLDEST...*

NEW JERSEY

STATE FAIR

THROUGH THESE GATES PASS
THE WORLD'S MOST IMPORTANT
PEOPLE—**YOUR CUSTOMERS**

"The New Jersey State Fair first operated under a Colonial Charter granted by King George II on September 8, 1745, to the Township of Trenton . . . It authorized two Fairs each year, one to be held during the third week of April and the other in October . . ."

Excerpt from Original Charter



1954
ATTENDANCE
A WHOPPING
435,000

. . . 435,000 of them in fact, in 1954. Farmers and city dwellers alike, and they come in droves every year

- to be entertained by one of the greatest Fairs in the East.
- to be sold by dozens of area and national advertisers who realize the value of "in person" selling . . . who show their wares at this hub of America's greatest population center.

9 BIG DAYS and 8 NIGHTS

September 25 - October 2
1955

for full details contact:

GEORGE A. HAMID
President

NORMAN L. MARSHALL
Sec'y-Manager
New Jersey State Fair P. O. Box 669 Trenton 4, New Jersey



Television Pays Off!

Salt Lake Outlet Finds Fair Programs Win Viewers, Gives Exhibitors Added Incentive

PROGRAMING a non-interconnected television station back in 1948 wasn't the easiest job in the world!

Don Rainger, who has just moved into the program director's post of KDYL-TV, Salt Lake City (now KTVT), which had gone on the air in July, 1948, was tearing his hair for material of a local nature which would amuse, entertain and educate the public—and provide a conversation piece which would make television a talked-about commodity and boost the sale of sets.

When the Utah State Fair threw open its gates late in September, 1948, Rainger, somewhat in desperation, jumped at the opportunity for a few hours of "different" programming by sending KDYL-TV's cameras into the cattle barns, the horse sheds and some of the out-

of-the-way places the public doesn't ordinarily see at a State Fair.

Few TV Sets

There weren't many television sets in 1948 in Salt Lake City—a thousand perhaps—and Rainger knew he wasn't paying before much of an audience as he sent his camera crews into the cattle barns to show livestock being groomed into the show rings to cover the blue-ribbon ceremonies and into sheep pens and the horse stables.

But in 1949, when A. J. (Art) Theobald, manager of the fair, started lining up his exhibits and whipping up interest among the farm population, he ran into a reaction he had never encountered before: People were wondering if they could get their exhibits on television! There weren't many sets, but the word had spread fast.

And as this word got back to Rainger and officials at KDYL-TV they realized that he had hit upon a fundamental fact of programming: People like to feel that they're there!

KDYL-TV arranged with the State Fair Board for exclusive coverage of future fairs and in 1949 some of the cattle exhibitors felt they'd like to have the public really get a good look at their herds and were willing to pay for the privilege. Sponsorship of various dairy herds was arranged; exhibitors in the Industrial Arts building were willing to pay to have their exhibits televised and to get in a good commercial plug. At home the public seemed to enjoy the whole thing.

At that time, in 1949, KDYL-TV's coverage was limited largely

to the Salt Lake valley, but within a year the station moved its transmitter to a towering 8,700-foot peak in the Oquirrh Mountain range, increased its visual power to 30,000 watts and spread its picture over the major portion of Utah and three adjoining States.

Attendance Records

In 1951 attendance figures set a new record, 183,635; in 1952 that record fell by the boards as attendance went to 217,239. In 1953 two days of heavy rain washed out any possibility of a new record, but even so, attendance was 210,787. And this year the all-time record was 223,180.

Each year KTVT—the call letters were changed from KDYL-TV in July, 1954—has devoted a minimum of 20 hours of programming direct from the State Fairgrounds during the eight-day extravaganza. This year one sponsor picked up the entire State Fair package—Flinco Distributing Company for D-X Motor Oil and Gillette tires.

Theobald attributes the increased attendance year by year nearly entirely to television.

"Television created a greater interest in the fair than anything else," he says. "Obviously, the figures show that it hasn't hurt our attendance, and we feel that television has been the biggest factor in building attendance. That has worked this way:

"We found from the first that people were going to take more care in preparing their exhibits if they knew their things were to be seen on television. Automatically, better exhibits make a better fair. Livestock owners are more anxious to exhibit when they know that their animals will be seen on television.

"Particularly have we been grateful for the new interest which has been stimulated among the Four-H youngsters and the Future Farmers . . . and without the young people you couldn't continue to have a fair. Knowing that their

prize-winning stunts and exhibits would be put on television has been a real shot in the arm. Youngsters now are much more anxious to participate in the fair than they ever have been before.

Builds Fair

"We know that television builds the fair because we've tested it! At first we didn't suggest that the Home Arts exhibits be televised. Two years ago Rainger brought his cameras into the Home Arts center and we did a brief program from there. Last year we did more this year still more, and this year the Home Arts exhibits was one of the strongest parts of the fair."

"There's still another thing. When some of the special events in front of the grandstand are televised we get a lot of calls from the public telling us what they like and what they didn't like. All this helps us to make better plans for next year because we have definite ideas of what the public wants to see.



DON RAINGER



Crowning of Miss Utah is always a ceremony that televiewers love. This feature usually concludes the Utah State Fair. Telecasting it fans the interest of many who otherwise might not enter the contest. Behind-the-scenes telecasting, such as in the cattle barns, also makes excellent TV fare and at the same time heightens interest in the fair and serves as an added incentive to exhibit.

SETTING THE SALES PACE IN TENNESSEE

—Growing Bigger and Better From Year to Year—

Tennessee

STATE FAIR NASHVILLE

**DEDICATED TO AGRICULTURE AND INDUSTRIAL
PROGRESS AND THE PEOPLE OF A GREAT STATE**

Where you can see and meet your ever-increasing agricultural and industrial Tennessee market in person. Over one million people trade in the greater Nashville area . . . your market for increased sales results in Tennessee.

Here you can cement relations with the progressive Tennesseans who buy your products and services and give your sales program increased year-round effectiveness.

THE 6-DAY TENNESSEE STATE FAIR IS YOUR BIGGEST SALES OPPORTUNITY IN THIS OUTSTANDING MARKET.

**1955 DATES
SEPTEMBER
19-24**

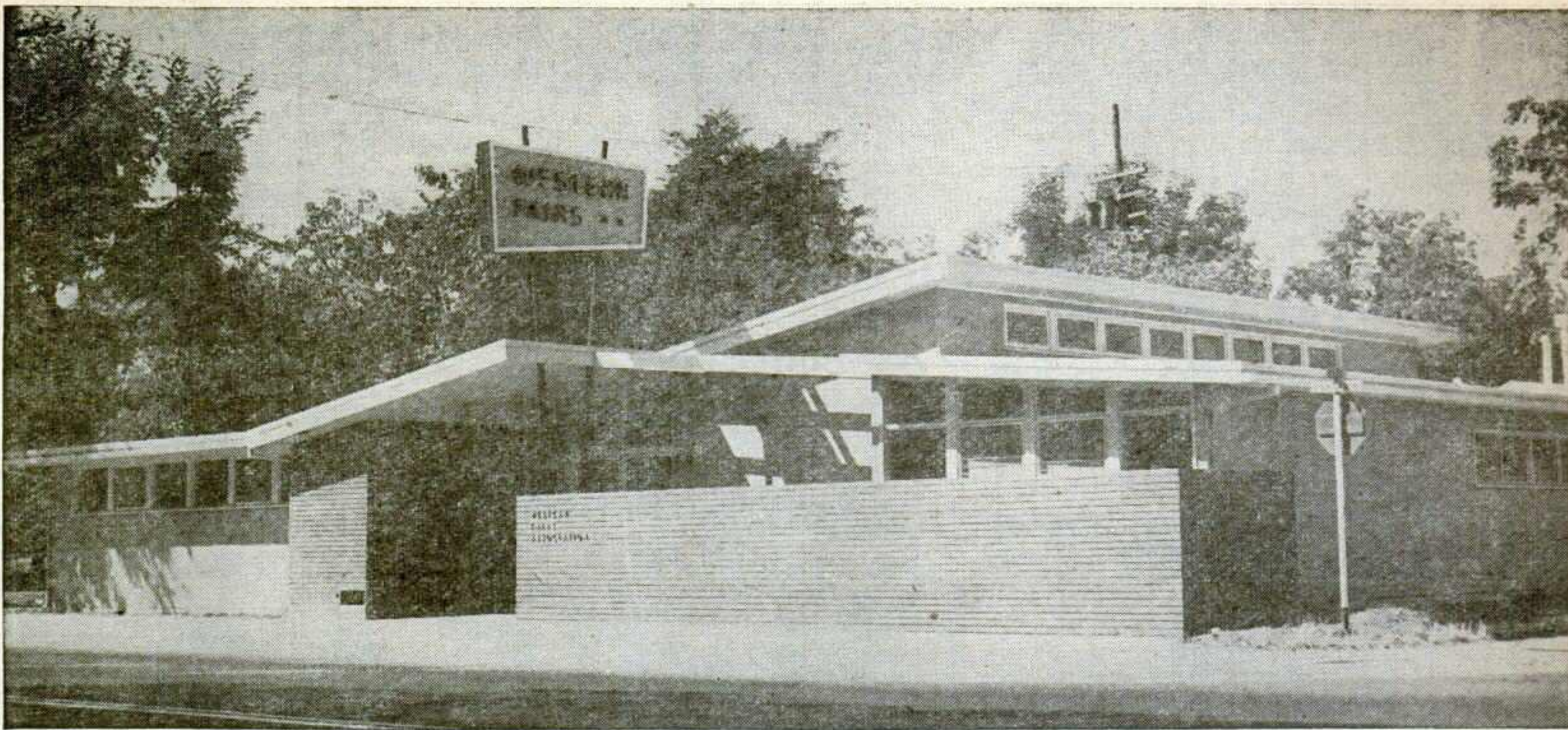
**Meet your customers in person . . .
the cost is low, the benefits great!**

For Complete Details Write to

L. E. GRIFFIN
Secretary-Manager

TENNESSEE STATE FAIR
P. O. Box 90 Nashville, Tenn.

TO SELL COME TO THE TENNESSEE STATE FAIR



First building ever designed and built especially for a trade association of fairs, this is the new headquarters of the Western Fairs Association in Sacramento. Structure, built at a cost of \$59,462, is air-conditioned and, in addition to an office, has a kitchen, directors' meeting room, work space for five employees, large mimeograph and supply room, a parking lot for 12 cars and a large patio where meetings may be held and meals served to as many as 100 persons.

West Coast Growth

Western Fairs Assn. Has Operating Budget Of 70G, Is Largest Regional Organization

FROM a meager start in 1920, the Western Fairs Association with headquarters in Sacramento, Calif., has grown into the largest, most active regional fair association in the United States.

Organized principally to help coordinate dates and route judges to fairs and holding one meeting a year, WFA today boasts a paid staff and the only office building designed expressly for a fair association. Its yearly operational budget is about \$70,000 and current assets are listed at \$102,116.26.

Led by Merrill

The man who has and is spearheading the drive in the interest of Western fairs is Louis S. Merrill, WFA's general manager. A native of California, he was born on a ranch near Coalinga 47 years ago. He took the WFA bull by the horns in 1945. That year, in May, he was discharged as a lieutenant in the Army at Camp Beale. And that same day, coached in making his way around capitol corridors by E. G. Vollmann, veteran manager of the San Joaquin County Fair and for 17 years WFA's president; C. B. (Jack) Afflerbaugh, president-general of the Los Angeles County Fair, and D. V. Stewart, secretary-manager of the California Mid-Winter Fair, he appeared before the State Legislature to obtain financial assistance for fairs that could not operate due to war conditions. This appeal was worth \$6,800,000 to expositions the following year.

Today the association, which has been since incorporated as a non-profit trade organization, has 137 service associate members who pay from \$50 to \$10,000 a year dues; 69 California fairs, which pay WFA from \$650 to \$1,250, per cent of the State allotment, in membership fees; 17 fairs from States other than California, and 19 associate members representing breed associations or, in the case of the British Columbia Association, some 70 fairs.

Strong Finances

About 1946, the group had 51 paid members and \$1,072.71 in assets. Since 1945 it has collected \$345,175 in dues from fairs; business firms and service associates have paid into the association \$239,007.04.

After studying the past record and looking to the future, the board of directors authorized a

special office building, the first ever constructed for a fair association. In 1953 this modern, air-conditioned structure was completed at a cost to the association of only \$59,462.37. Contributions of material and funds by private firms amounted to more than \$7,500, and the mortgage was burned last February, less than a year after the construction. The edifice has in addition to the office, a kitchen, directors' meeting room with "T" shaped table and cork backboard for pinning charts, work offices for five employees, private office, large mimeograph and supply room, parking lot for 12 cars, and a large patio where meetings may be held and meals served 10 to 100 persons.

Enviably Position

There are various reasons ven-



LOU MERRILL

tured as to why this association should suddenly spring forward in 1945 from near dormancy to the enviable position it holds today. Some say the answer is money because Californian expositions have more cash with which to work. Merrill disagrees with this opinion.

He expresses the view that "actually having a full till is and was a hindrance to the growth of the association."

"When people or fairs have a

swollen bank account," he says, "they strive only for mediocrity. That's natural because their appeal reaches more of their own kind."

According to Merrill, WFA tried to razz the fairmen into what he terms normal activity. The association promised to exchange ideas for membership dues.

Starts Fair Organ

The association went further by starting an organ for fairs—The Fair Dealer, which is earning a slight profit. Two Colleges of Fairs were staged as well as arrangements for three Fairmen's Fairs, a seminar in fair management. A policy of having fairs vote for, recommend or suspend those furnishing goods or services was instituted. The list of suppliers has grown from six in 1948 to 137 of recommended ones. In the past couple of years, some have been dropped, and some attained this status.

Also in the program was the publication of 24 books of which 16 were panel essays on fair management; conducting of public

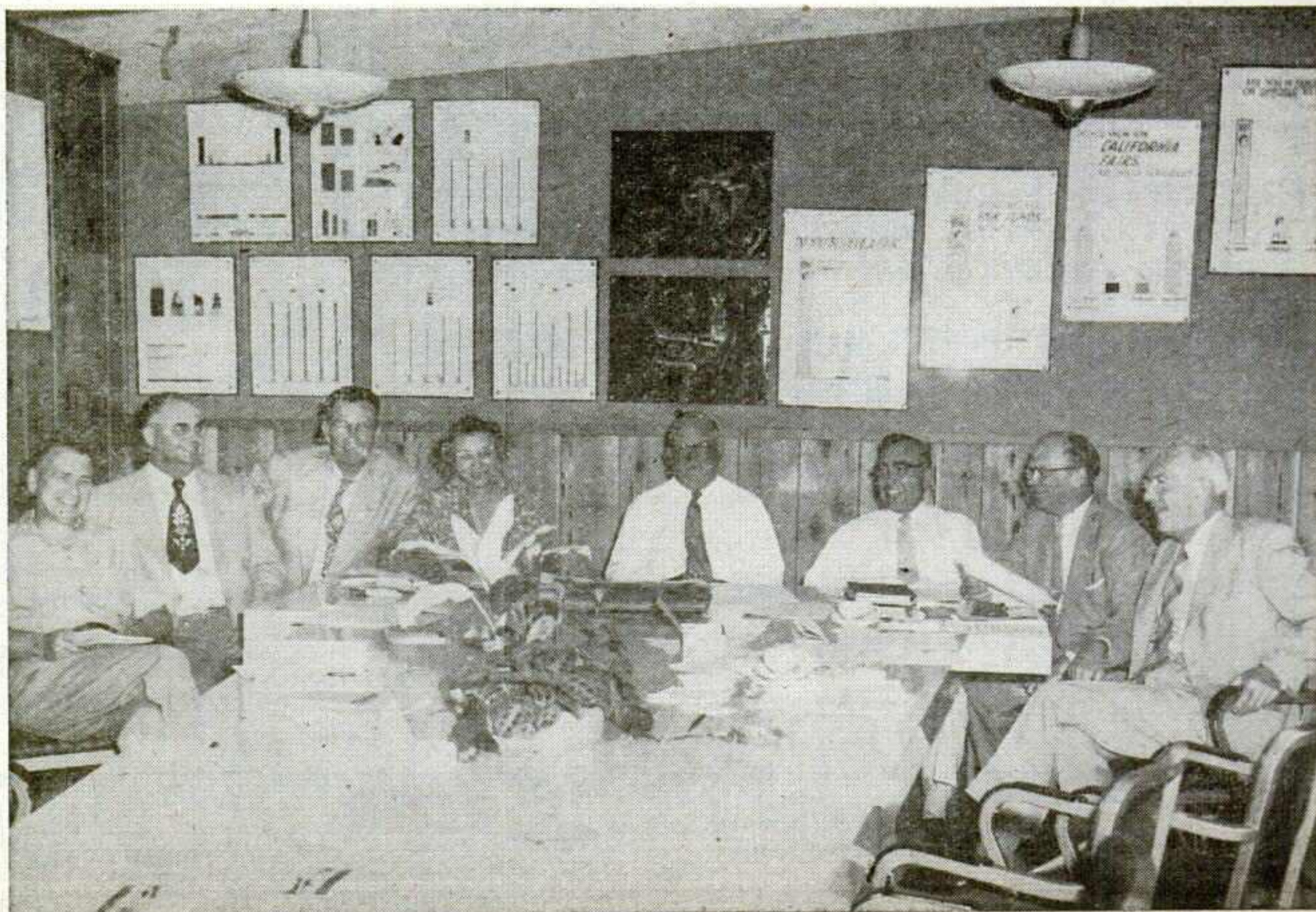
opinion surveys, establishment and management of the first Judges School with a total of 1,320 judges from 11 States attending; started a Cooperative Purchase Program thru which fairs buy materials at savings up to 40 per cent (Sales exceeded \$31,000 in 1953; WFA retains no funds whatsoever from CPP sales); produced six motion pictures with four of them available for television, and mailed 1,600 individually written letters to firms in the East and Midwest to learn their requirements for showing at a Western fair.

In the legislative field and during the sessions of the California State Legislature, the association gives, and will continue to give, daily reports to fairs on pending legislation affecting them. A plan for next year involves the expenditure of \$8,000 for research on commercial exhibits, new concession ideas, effects of daylight saving time on television ratings.

WFA Beginning

WFA had its beginning 34 years ago when Prof. J. H. True, of the

(Continued on page 58)



Western Fair Association directors at their first meeting in the new headquarters are, left to right: J. E. Whitaker, W. C. Woxberg, President C. L. Peckinpah; Secretary-Treasurer Rose E. Links, John A. Lagomarsino, General Manager Louis S. Merrill, and Russell E. Pettit and R. M. C. Fullenwider.

AMERICA'S MODEL EXPOSITION

TULSA State Fair

TULSA, OKLA.



**A Sales
WORKHORSE...**

**With Concentrated
PULLING POWER!**

In the Livestock Capital of the World!

Annual average attendance of 350,000 representing a healthy cross-section of your Southwest Market area in six States.

Still growing, and now in our 6th year of operation, the Tulsa State Fair is one of America's fastest growing fairs because of its ideal location in the heart of a rich economic area.

Exhibitors flock back every year because they recognize the tremendous advantages of reaching this market through the personal contact with their customers here.

You too can meet, greet and demonstrate your product or service to the people in this great Southwest area by planning an exhibit here October 1-7 inclusive in 1955.

**1955
DATES
OCT. 1-7
Inclusive**

Our beautiful, modern pavilion with a seating capacity of 7,500... our grandstand seating 6,500... and new auditorium seating 3,500... are available for use the year round. We'll be glad to furnish you complete details.

**SHOW PROMOTERS!
EXHIBITION MANAGERS!**

For market data, exhibit and concession space contracts or facility rentals contact:

CLARENCE C. LESTER Manager
P. O. BOX 5175
TULSA, OKLAHOMA

UNIQUE EXTERIOR

Mitchell Bldg. Exterior of Corn-on-Cob

NOWHERE else in the world is there a building used for a fair or festival that approaches the unusual, striking native artistry presented by the exterior of the Corn Palace at Mitchell, S. D.

Outer walls are decorated with 14 huge pictorial panels, each made of corn in white, yellow, red and blue, and these are set off by decorative trim of long, hanging strands of corn.

Between 2,000 and 3,000 bushels of corn are used to execute the pictures and the trim. Individual ears of corn are sawed lengthwise and then nailed to wooden panels fastened to the brick walls to create the pictures.

Each year the panels are given a different theme. Subjects have been scenes of contemporary life, pioneer history, Indians, wild game, hunting, national and international events.

At night the panels are brightly illuminated and the lighting tends to give accent to the color. Adding to the appearance is the Corn Palace roof which has vividly colored moorish minarets and towers.

Established in 1892, the Corn Palace has been the scene not only of the annual Corn Palace Festival (actually a county fair) but also of many amusement events and of the personal appearances of numerous presidents and presidential candidates.

In its early years the Corn Palace had difficulty persuading attrac-



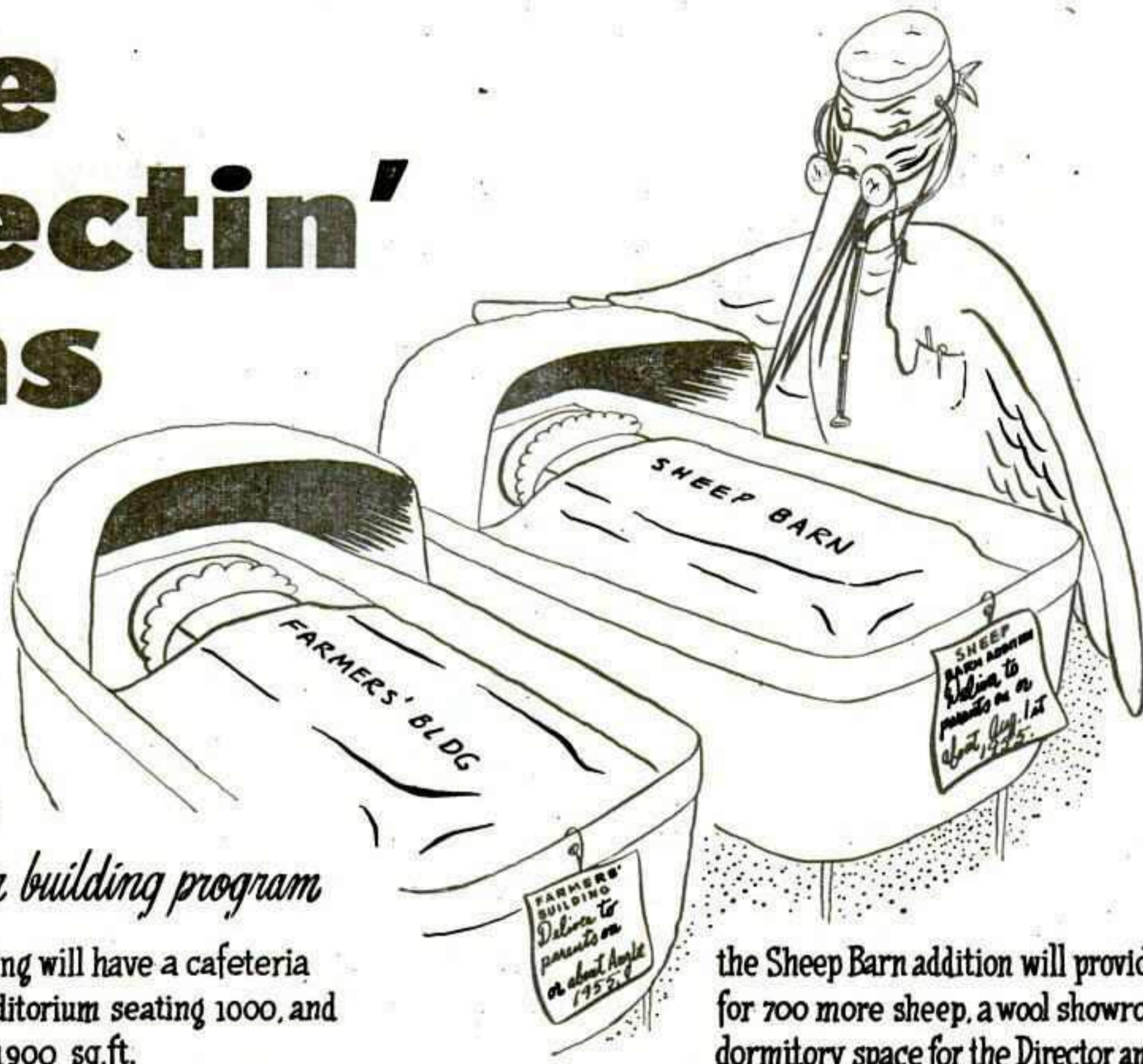
tions to come to Mitchell. Sousa's manager, for instance, balked and delivered the band only when two banks guaranteed the \$7,000 contract. And, when Sousa arrived and took a look at the then Main Street, he refused to have his

bandsmen leave the train unless the money was first paid. He was given the cash. Later he was so pleased that he gave three concerts a day and three years later he was quick to close for a return engagement. Since Sousa's day, the Corn

Palace has played host to many of the nation's top bands and orchestras. This year it had Lawrence Welk. Holder of the record at the Corn Palace Festival is Guy Lombardo, who in 1952 played to 48,433 customers.

For the festival, the Corn Palace also has a large midway. Art B. Thomas Shows, the Tri-State Amusement Company, the Wolf Greater Company, and about 100 independent concessionaires supplied such attractions this year.

we're expectin' twins



*a part of our
million dollar building program*

the Farmers' Building will have a cafeteria seating 400, an auditorium seating 1000, and a display area of 1900 sq.ft.

the Sheep Barn addition will provide space for 700 more sheep, a wool showroom and dormitory space for the Director and his personnel

The **indiana state fair** *Aug. 31-Sept. 9*

KENNETH F. BLACKWELL, Sec. Mgr. FOR RESERVATIONS WRITE: INDIANA STATE FAIR BOARD, INDIANAPOLIS 5, INDIANA

A BANNER YEAR . . .

For the World's Most
Modern Fairgrounds

OKLAHOMA STATE FAIR and EXPOSITION

Oklahoma City

**1955 DATES
SEPT. 24-OCT. 1**

1954 saw the beginning of a new era for the NEW Oklahoma State Fair. A 1955 potential of over 750,000 persons to see and have fun at this ALL-NEW MULTI-MILLION-DOLLAR PLANT which is still growing.

480 acres of beauty and outstanding design make this the Main Event of the year for Oklahoma's fun-loving, new-idea-seeking population.

You can cash in on this tremendous interest and enthusiasm by planning now to exhibit here in 1955, in one of many new exhibit buildings.

Bolster your sales power in this prosperous area by personal contact with the cream of the Oklahoma market.

NEW FACILITIES:

- 10,000 seat Capacity Steel and Concrete grandstand with Estimated Seating Capacity for 5,000 More.
- 4-H and FFA Youth Center—3,000 Dormitory and Cafeteria Capacity.
- Women's Building.
- Clear-Span Appliance Building—120 by 240 feet.
- General Exhibits Building—140 by 350 feet, with every Utility at 35-foot centers.
- Modern Livestock Barns.
- Bowl-Type Baseball Stadium—8,000 Capacity.
- Three Race Tracks—quarter, half and five-eighths.
- Ultra-Modern Fluorescent Street Lighting System.
- Five Multi-Lane Auto Entrances.
- Parking Area for 30,000 Cars.
- Kiddie Land and Band Shell.

For Complete Details Contact:

C. G. BAKER Secretary-Manager

Tenth & Clay, Oklahoma City, Okla.
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The Thoroughbred of

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**COMPLETELY
REDECORATED**

from front to back

NOW

FEATURING ...

**AMERICA'S
FINEST
CLEANEST
MIDWAY**



★
A True Thoroughbred
Organization That Played
to Outstanding Grosses at
Many Great Fairs.

TAILOR-MADE MIDWAYS...

No Fair is TOO LARGE, or none TOO
SMALL. We "tailor-make" your Midway
to your specifications. We promise com-
plete satisfaction whether it's a World's
Fair or a small District or County Fair.

★
**A TOP PERFORMANCE
EVERY DATE**

★
No Event Too Big or Too Small

Address:

C. C. GROSCURTH'S BLUE

Outdoor Show Business

GRASS SHOWS

FAIR SECRETARIES

Past performance . . . plus present-day reputation AND the new beauty and always top quality . . . are your assurance that we can provide your Midway needs. We will appreciate the opportunity to sit down with you and discuss your problems. We'll be at the State Fair meetings in Illinois, Iowa, Minnesota, Kentucky, Indiana, Tennessee, Georgia, Alabama, Missouri, Mississippi and Florida.

COMMITTEEMEN

We can provide your special celebration or event with the right attractions and concessions . . . no event will be too large or too small for us to handle.

THANKS

A very special 'thank you' to fairmen and their staffs, and to the celebration committees, and to our own wonderful personnel for making 1954 a real 'banner year' for the Blue Grass Shows!

SHOWMEN

For 1955 we will need many more rides, shows and concessions due to our expanded route. If you have unusual or worthwhile attractions, get in touch with us right away.



MODERN RIDES • LIGHT TOWERS • TOP ENTERTAINING SHOWS • JUMBO SEARCHLIGHTS

We'll be seeing you at the Chicago Conventions, Sherman Hotel . . . be sure you drop in and see us!

GRASS SHOWS

BOX 478, OWENSBORO, KENTUCKY
PHONE: 3-6060

BIG AS TEXAS

And the *PEOPLE* Make It Great!

On October 16th, the State Fair of Texas set a new world's record for a single day's attendance among fairgoers everywhere.

On that day, **296,784** Texans and their friends jammed the gates to help build a total attendance of **2,506,463** for the 16-day State Fair of Texas in 1954.

That's a lot of people, and though their interests in the fair are varied, they have in common inquisitive minds, fun-loving natures and a zest for living that's whetted and enhanced by this greatest concentration of newness, beauty and pleasure in all the world.

Next year they'll be back, safe in the knowledge that theirs is a fair kept constantly up-to-date for an alert, demanding audience. They'll be back, bringing new friends, because they know if you've seen one, you've just begun a lifelong habit at the State Fair of Texas.

STATE FAIR OF TEXAS **DALLAS**

IN 1955: OCTOBER 8 THRU 23

Salute to the **GREAT**
STATE FAIR
of **TEXAS**
DALLAS

We Are Proud

to share in the growth and progress of this event . . . America's greatest State Fair. What-ever we have done towards helping achieve this success has been a privilege on our part.

We Pledge

to carry on the traditions of this event and to continue to supply only the best in rides, attractions and concessions for the wonderful people of Texas.

Our Thanks

to all the directors and officials of the State Fair of Texas for their co-operation . . . and to all our friends and associates who have aided us in our services to everybody.



JOE MURPHY
MARGARET PUGH
JACK LINDSEY
TEXAS STATE FAIRGROUNDS
 Dallas, Texas

NOTICE TO CONCESSIONAIRES

In keeping with our revamped Midway, which is now considered the finest in America, we are always interested in New and Unusual Games and Stock Concessions. Such Operators must be top men in this field and on a par with our high standard of operation. Contact us for both our Fair Park season and the 1955 State Fair of Texas.

C. G. (Pete) Baker, secretary of the Oklahoma State Fair, in his new office (upper inset) and pencil in hand, checking ground maps (middle inset). Cashiers' office (bottom inset) adjoins concession office and has five cashiers' windows. All offices are located under the grandstand.

Okla. Dream Plant!

First \$5 Million Phase Sparks Wide Praise; Seek Huge Coliseum; Plan Big Expo for 1957

LONG cherished, the dream of a new Oklahoma State Fair plant came true in 1954.

It was greeted alike by showmen, exhibits, the press, civic leaders, and fair executives as outstanding in many respects.

Relocated on a 480-acre site, the plant is, however, but the first phase of the total dream, which, if it, too, comes true will give Oklahoma City a year-round exhibition-amusement center as well as a marvelous fair plant.

\$1,500,000 In Ground

The first phase cost \$5,000,000. Of that sum, \$1,500,000 went into the ground—into installing sewers, a drainage system, roadways, walks, power and gas lines, water mains, etc. The remaining \$3,500,000 went into a grandstand, many noteworthy buildings, a race track, equipment and supplies.

Building up and in use this year were seven for livestock and one each for women exhibits, appliance exhibits, general exhibits, and agricultural exhibits, plus two magnificent youth centers, each with a huge dormitory, cafeteria and exhibit hall.

Delights Fair-Goers

Even for a first year—considering that lawn had yet either to be planted or take hold, that many waiting shrubs were not in and that all of the finishing touches had yet to be made—the fairgrounds were a delight to the eye—gay and varied.

Highly functional, the buildings pleased fair-goers with the variety of their design and construction. No two buildings have the same design. There are hipped roofs, rounded roofs, and saw-tooth roofs—and the over-all effect is refreshing.

To fair men, ever on the alert for new ideas, what impressed

most were the new features, such as the photography laboratory, which many believe will serve as a model for other fairs, and by the ramp system in the grandstand, so designed and built that it encourages grandstand attendance and at the same time speeds the emptying of the stand after a show.

To Ask Bond Issue

These—and countless other new innovations in design, of construction, in equipment or facilities—are treated in detail in pages which follow.

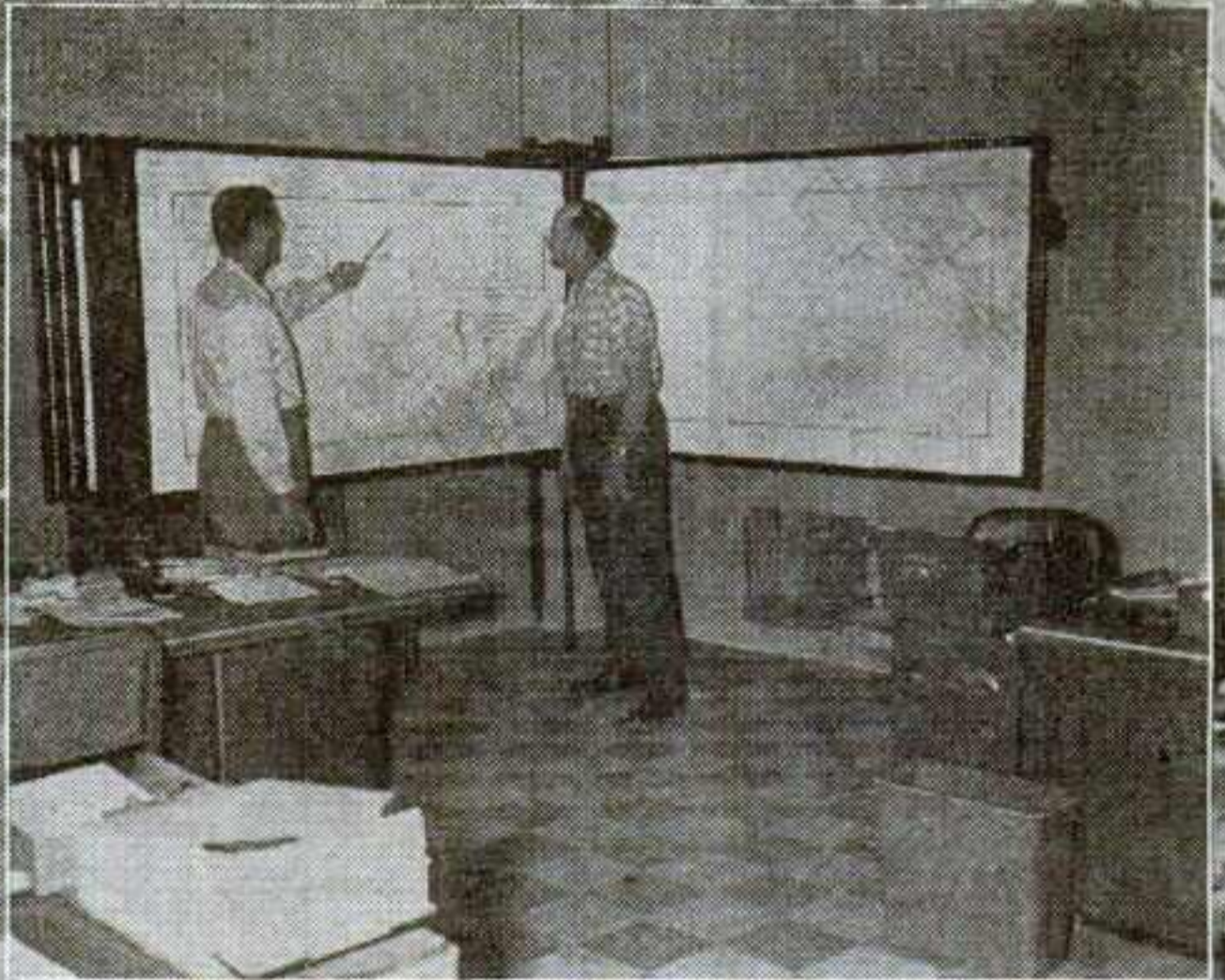
As for the future, C. G. (Pete) Baker, the fair's secretary, says that within the near future voters will be asked to approve another bond issue, one for an additional \$5,000,000. With that money, the plan is, among other things, to erect a coliseum with a 15,000 seating capacity for use for a variety of purposes thruout the year.

Other projects embraced in the total long-term plans for the ultimate \$20,000,000 Oklahoma City dream plant include exhibit buildings for science and industry, petroleum, transportation, and fine arts, an aquarium, a religious shrine, a legitimate theater, and a Texas League baseball bowl seating 16,000.

Expansion Probable

This may appear to some as a pipe dream, but there is a strong probability that most of these—if not all of these—projects will be carried out.

Baker and his fair board, supported by civic and business leaders, are looking ahead to 1957—the year of Oklahoma's 50th anniversary of Statehood. Then, they propose to stage a king-sized exposition to run over a period of weeks and be an exposition of, by and for eight States of the Southwest.



THE EXHIBIT CENTER OF MID-AMERICA...

**1955 DATES
AUG. 20 - 28
MILWAUKEE**

Where annually hundreds of thousands of people come from all over the mid-west to view and examine new products and services for their homes . . . their farms . . . their industries . . . their businesses.

Here is the showcase of Wisconsin's agricultural, industrial and educational achievements. Here is your opportunity, as a manufacturer, to display your wares, make personal contacts and enjoy improved public relations with the mid-west.



WISCONSIN STATE FAIR

Willard M. Masterson, Manager, State Fair Park, Milwaukee 14, Wisconsin



OKLA. GRANDSTAND

Ramp System Speeds Emptying of Stand

THE 10,000-capacity grandstand at the new Oklahoma State Fairgrounds is notable on several counts, not the least of which is its system of ramps that enable speedy emptying of the stand and minimize the possibility of personal injury.

One 20-foot-wide ramp and two 10-foot-wide ramps lead from the center of the stands, rise and fan out to empty patrons into a 360-foot-long corridor which has nine dormitories half-way up in the stands.

The grandstand is equipped with an excellent lighting system, a noteworthy feature of which is a remote panel system spotted in the stage area as well as in the stand. There are three such panels, and all lights can be controlled at any one of them.

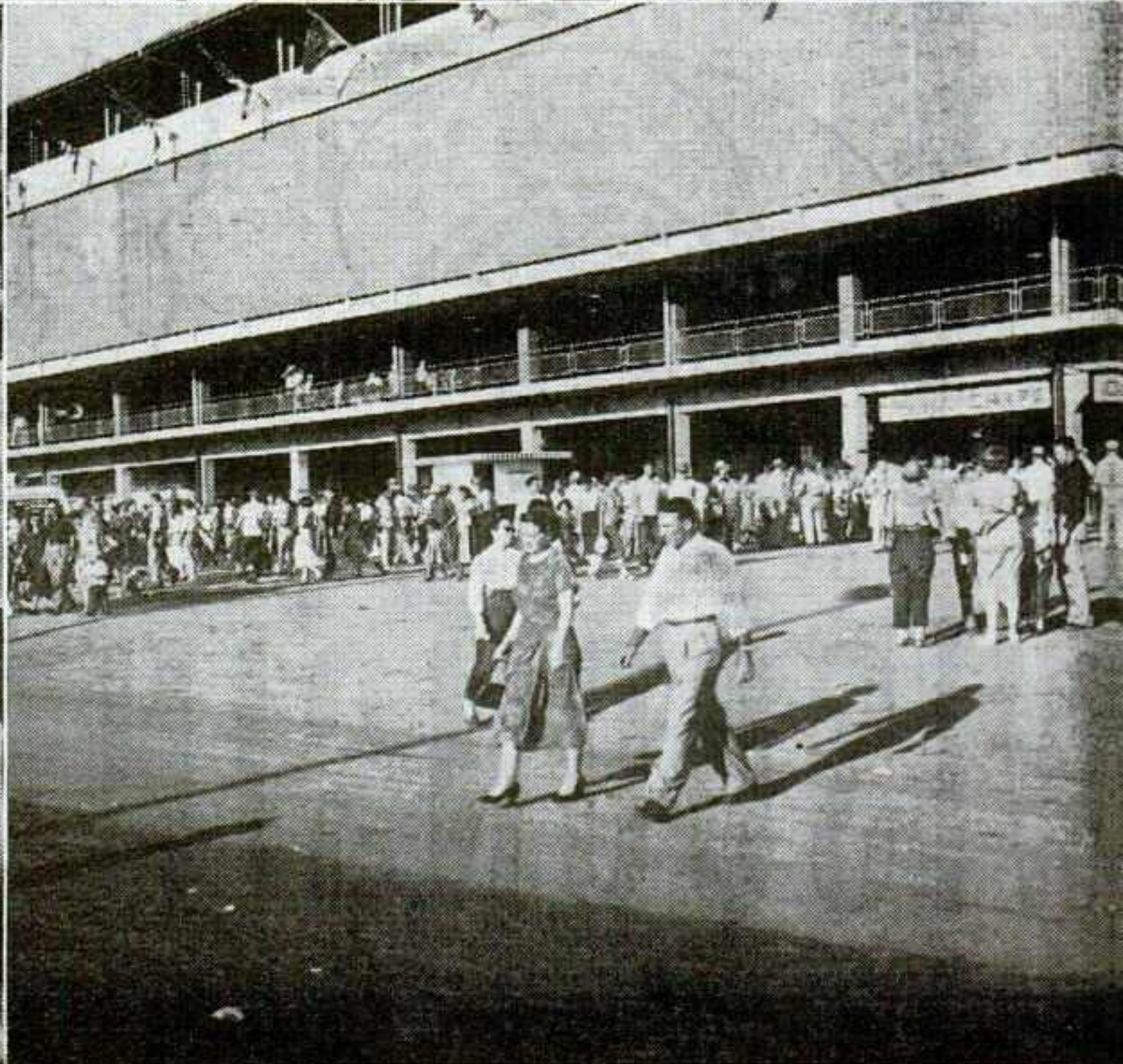
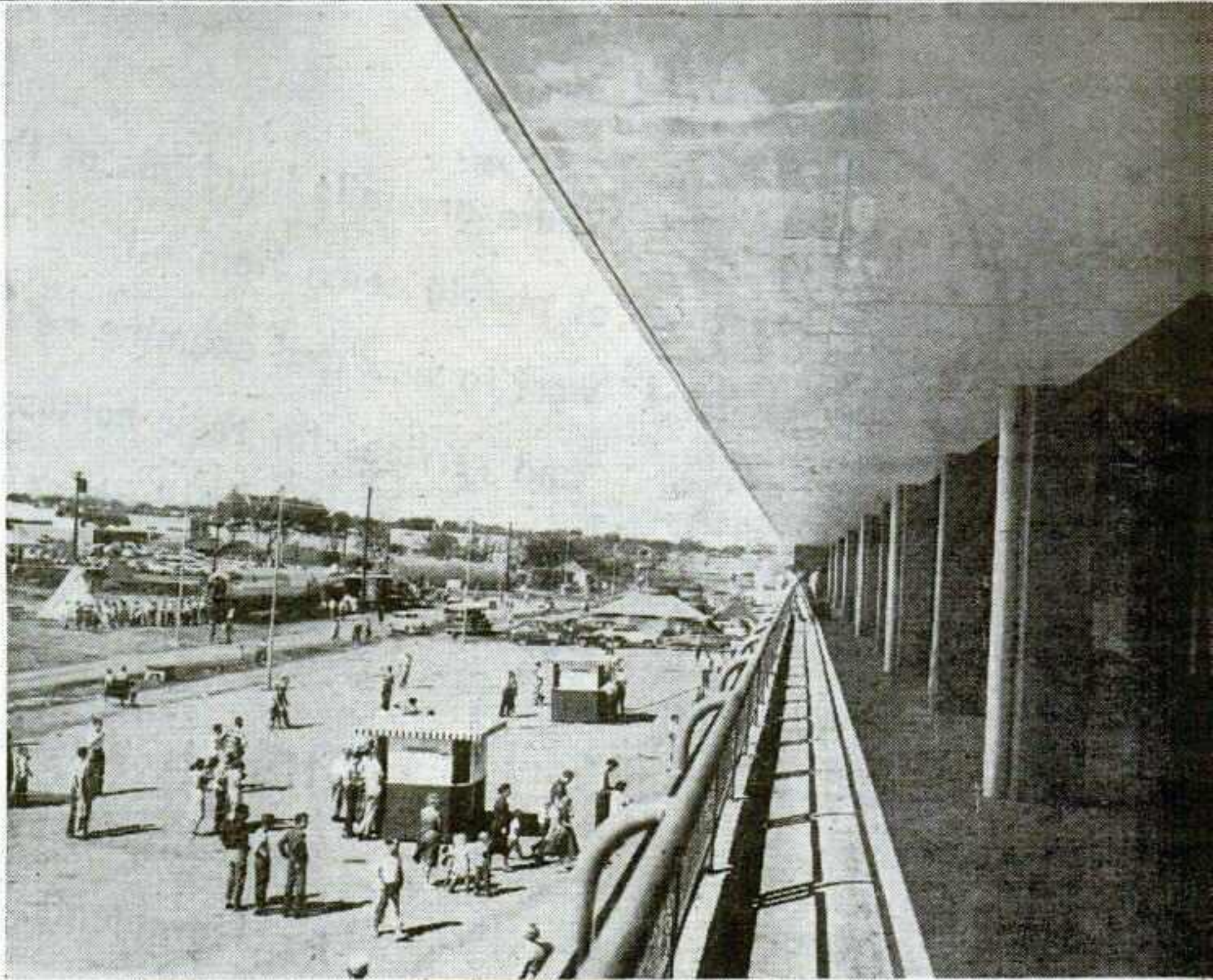
An open-sided balcony fronts the full length of the stand. A large,

enclosed restaurant is to be constructed at one end of the stand at this level.

The fair's general office, photo lab, press room, and storage areas are housed beneath the stand, and all of the space allotted for such use is generously sized, with an eye to future expanding needs.

A tunnel beneath the track connects the grandstand with the stage. At the wings the stage measures 170 by 90 feet. It has a 40 by 60-foot front stage, backed by a portable and slightly higher 50 by 80-foot stage. The portable stage is used in other buildings in the off-season.

Fifteen-foot-wide ramps lead to the stage on the wings, and these ramps are constructed to accommodate heavy trucks. Two dressing rooms and prop, sound, and transformer rooms are located below the stage.



Falmouth, Kentucky, Fair

Truly One of Kentucky's Leading County Fairs

featuring

Horse Show
Trotting & Pacing Races
Mule Races
Farm Horse Races

Thrill Show
Horse Pulling Contest
Farm Bureau Day
Dairy Cattle Show

Stock Car Races
Beef Cattle Show
Milk Goat Show
Baby Show

NELSON BREEZE RIDES and CONCESSIONS on the Midway

(No Grift—No Gypsies)



Actual photos taken during 1954 Fair

- 1. Honorable Lawrence Wetherby, Governor of Kentucky; Marvin Davis, State Rep., and Nelson Breeze.
- 2. Farm Machinery Exhibit.
- 3. Jimmie Lynch's Death Dodgers, 4th consecutive year.
- 4. Jimmie O'Connor on Merry Ward, winner of 5 gaited class, owned by O'Connor and Ransdall. Flanked by Mr. and Mrs. Nelson Breeze.
- 5. History making B-50 Superfort Bomber inspected at Falmouth Fair by more than 23,000.
- 6. The Governor of Kentucky presenting checks for Crippled Children's Hospital to Eugene Muhlhauser, Past Potentate Syrian Temple of Cincinnati, Ohio.
- 7. Willie Thall and his WLW Midwestern Hayride troupe.
- 8. Outstanding float of the Parade sponsored by Pepsi-Cola.
- 9. Herbert Tiemeyer and his Symphonic Band (members of Cincinnati Symphony Orchestra).
- 10. A. B. "Happy" Chandler, Ex-Governor of Ky. and former Commissioner of Baseball.
- 11. Horse Show.
- 12. Ox team leading the 1/2 mile parade.
- 13. Marvin Davis, State Rep.; Kinsey Plummer, chairman of Horse Show; Minnie Plummer and Ben Adams, Commissioner of Agriculture.

NOW BOOKING FOR 1955, 76th ANNUAL FAIR

AUGUST 15 THRU 21

ATTENTION: We are interested in booking Attractions catering to the entire family.
Contact NELSON BREEZE, Pres. and Gen. Mgr.; SARAH M. BREEZE, Sec'y and Treas.

BOX 10, FALMOUTH, KENTUCKY

OKLA. PHOTO LAB

Two Shifts Can Turn Out 500 Prints Daily

A PHOTOGRAPHY laboratory superior to that of many newspapers is a vital part of the new Oklahoma State Fair.

To those familiar with the publicity campaign conducted under the fair's press chief, Bo Belcher, this is not surprising, for the basis of Belcher's campaign is the intensive use of photos.

And to those who know that 27 Oklahoma dailies and some weeklies have their own engraving plants it is understandable that Belcher should place such stress upon photos.

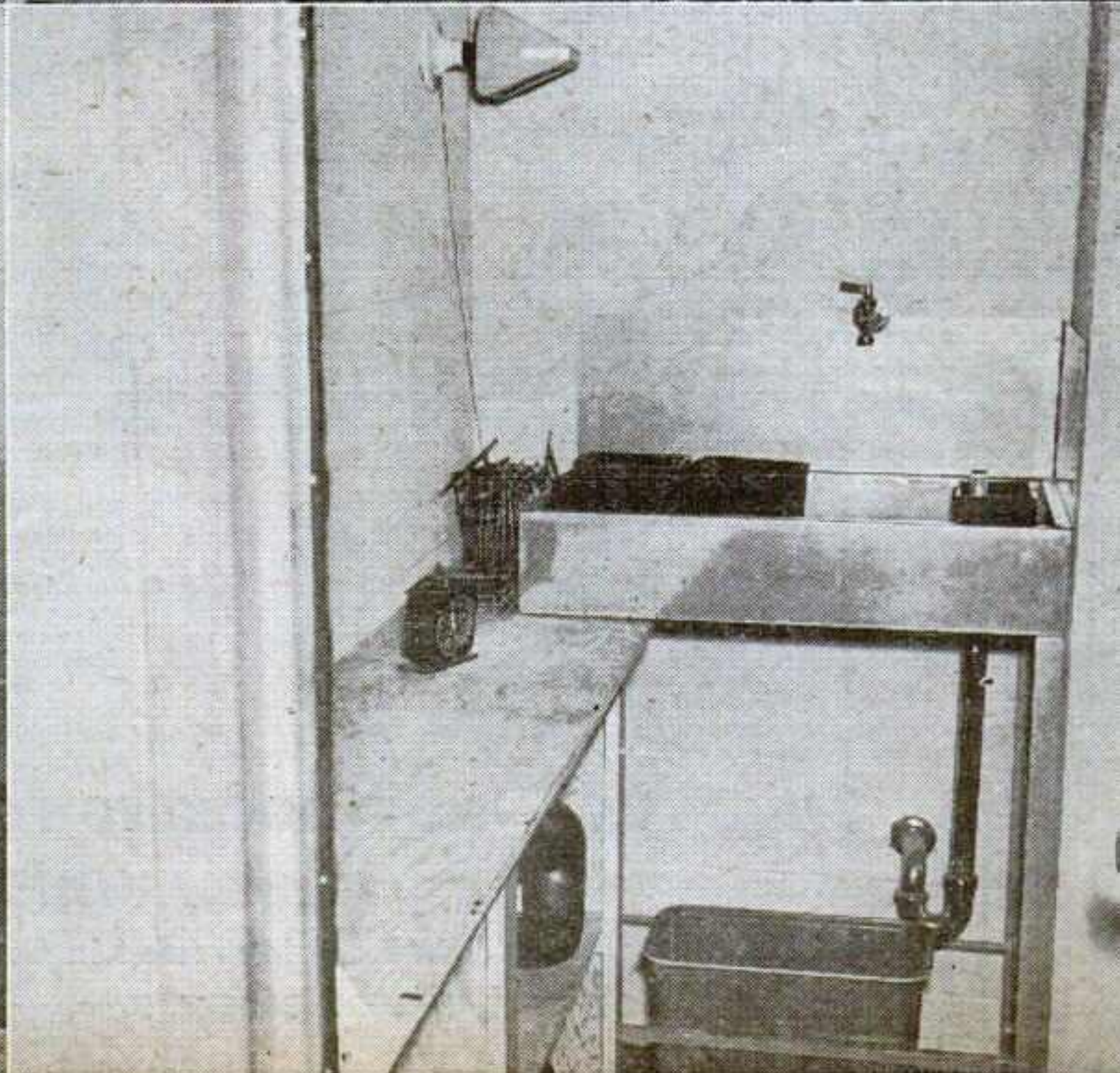
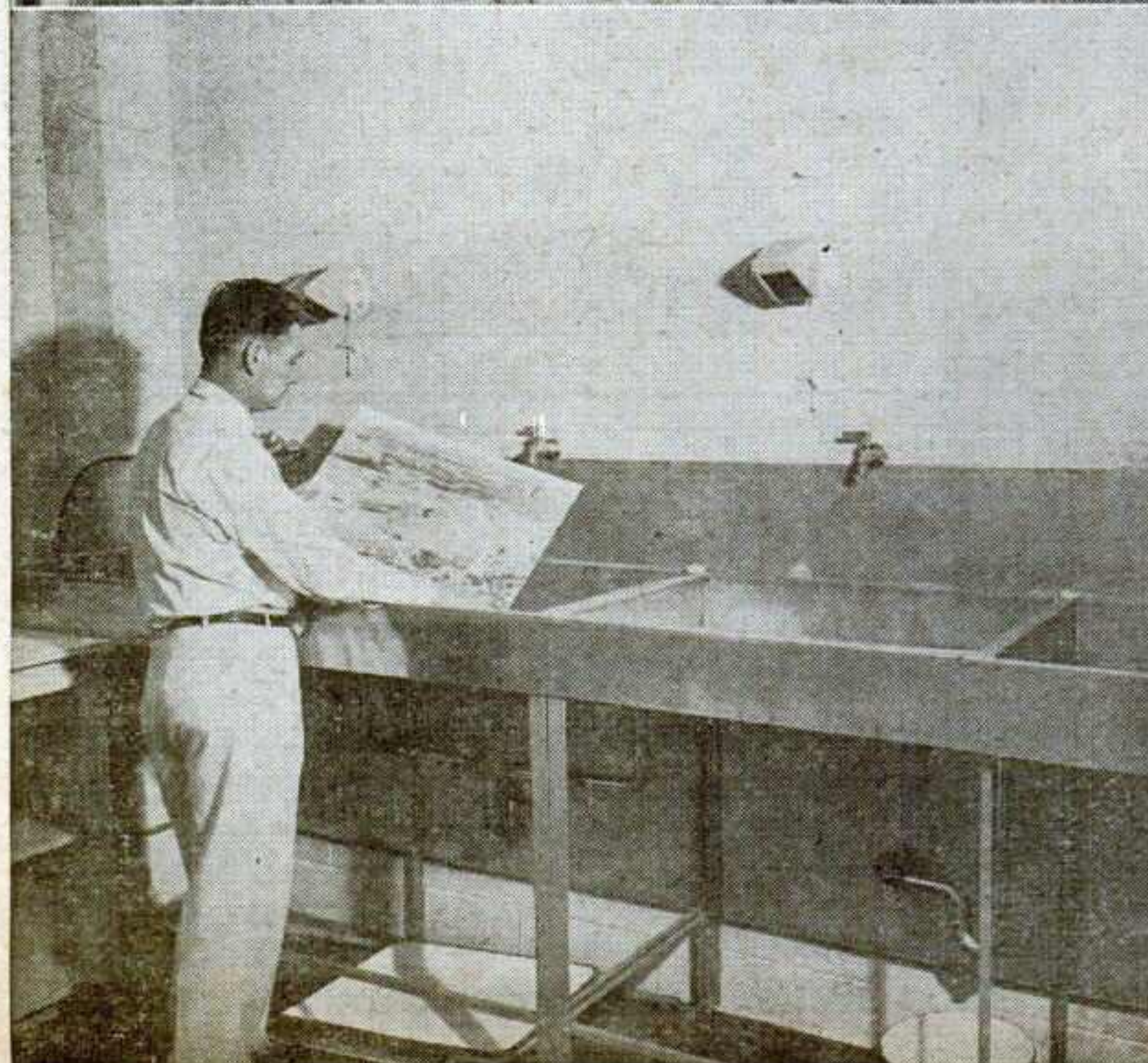
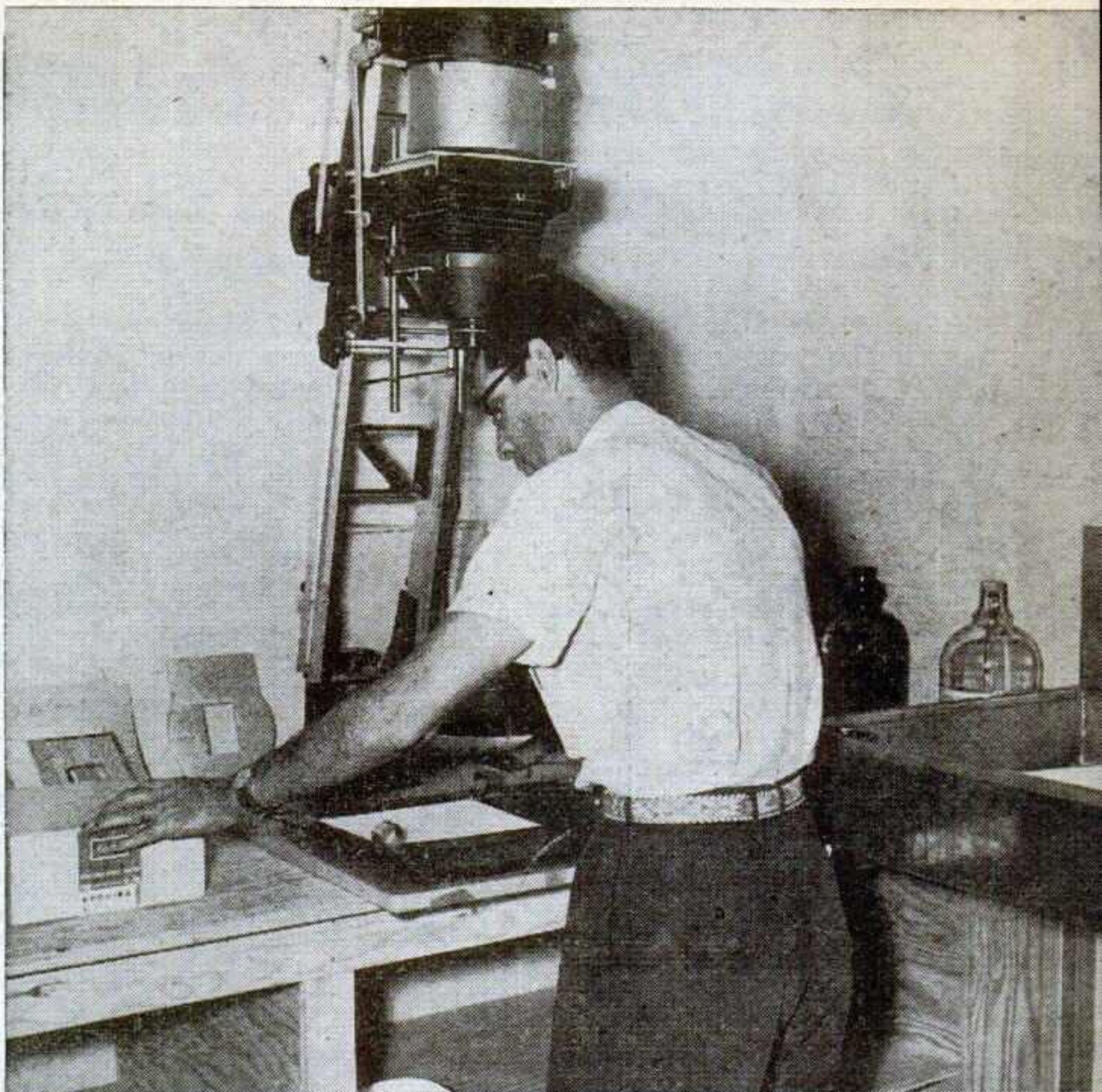
The lab, planned by Virgil Sisk, the fair's chief photographer, with a background of such experience in the Navy, is simple in design but lacking nothing. It has two developing rooms, a film drying room, and is set up to handle 500 negatives a day in two shifts.

One of the special facilities is a pigeon-holed rack, mounted table high, in which pictures are sorted for distribution to television stations, as well as the newspapers. Large envelopes are placed in each hole at the start of a fair's day and as soon as the first insert is

made the envelope's flap is turned outward. At day's end, those envelopes with flaps flagging are pulled out and the contents processed for mailing thruout the area.

Newspapermen are free to use the facilities and the fair assists attraction press agents in printing negatives. One of the print rooms is equipped to handle 20 by 30-inch prints on a mass basis. The plan is to use such large prints for promotion of grandstand events, spotting the blow-ups in front of the grandstand, at other points thruout the grounds and possibly downtown.

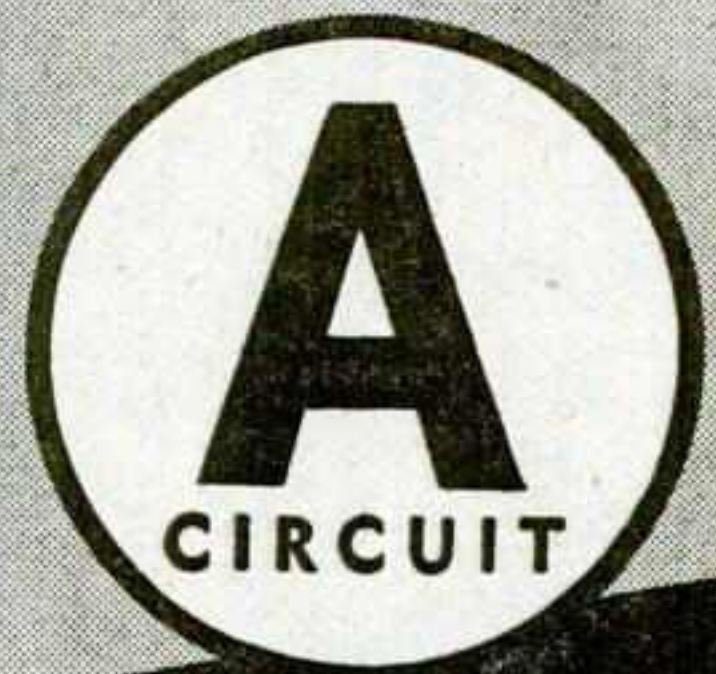
Efficiency of the photo lab was demonstrated on the opening day of the new fairgrounds, when Oklahoma's 45th Division had its colors formally returned from Korea, with Robert T. Stevens, Secretary of the Army, as the featured guest. Pictures of the division's review before the grandstand were processed thru the lab on a production line basis and resulted in piles of clippings on pictures carried in every State newspaper the third day of the fair.



TELL AND SELL...

the important
Western Canadian
Market by exhibiting at the . . .

Western Canada Association of Exhibitions



5 Important Fairs!

CLASS "A" CIRCUIT OF
FAIRS OF WESTERN CANADA

*cordially invite fair men,
show men, concessionaires,
attractions people to
their annual meeting*

EXHIBITORS

You can cover your best prospects in Western Canada with this vast five-in-one program, covering 1,050,000 Canadians. No other media can offer such vast coverage in this otherwise hard-to-reach area.

FOR COMPLETE DETAILS WRITE TO

THE PROVINCIAL EXHIBITION
OF MANITOBA
BRANDON, MANITOBA

1955
July 4-8

CALGARY EXHIBITION
AND STAMPEDE
CALGARY, ALBERTA

1955
July 11-16

THE EDMONTON
EXHIBITION
EDMONTON, ALBERTA

1955
July 18-23

SASKATOON INDUSTRIAL
EXHIBITION
SASKATOON, SASKATCHEWAN

1955
July 25-30

THE REGINA
EXHIBITION
REGINA, SASKATCHEWAN

1955
August 1-6

Annual Meeting
Jan. 17-18-19, 1955

Fort Garry Hotel
Winnipeg, Manitoba



Okla.: Press Room

A MODERN press room unmatched by any other fair is one of the many outstanding features of the new Oklahoma State Fair plant.

Designed by Bob Belcher, the fair's press-promotion chief, the 20x28-foot room reflects Belcher's college architectural training as well as his publicity background.

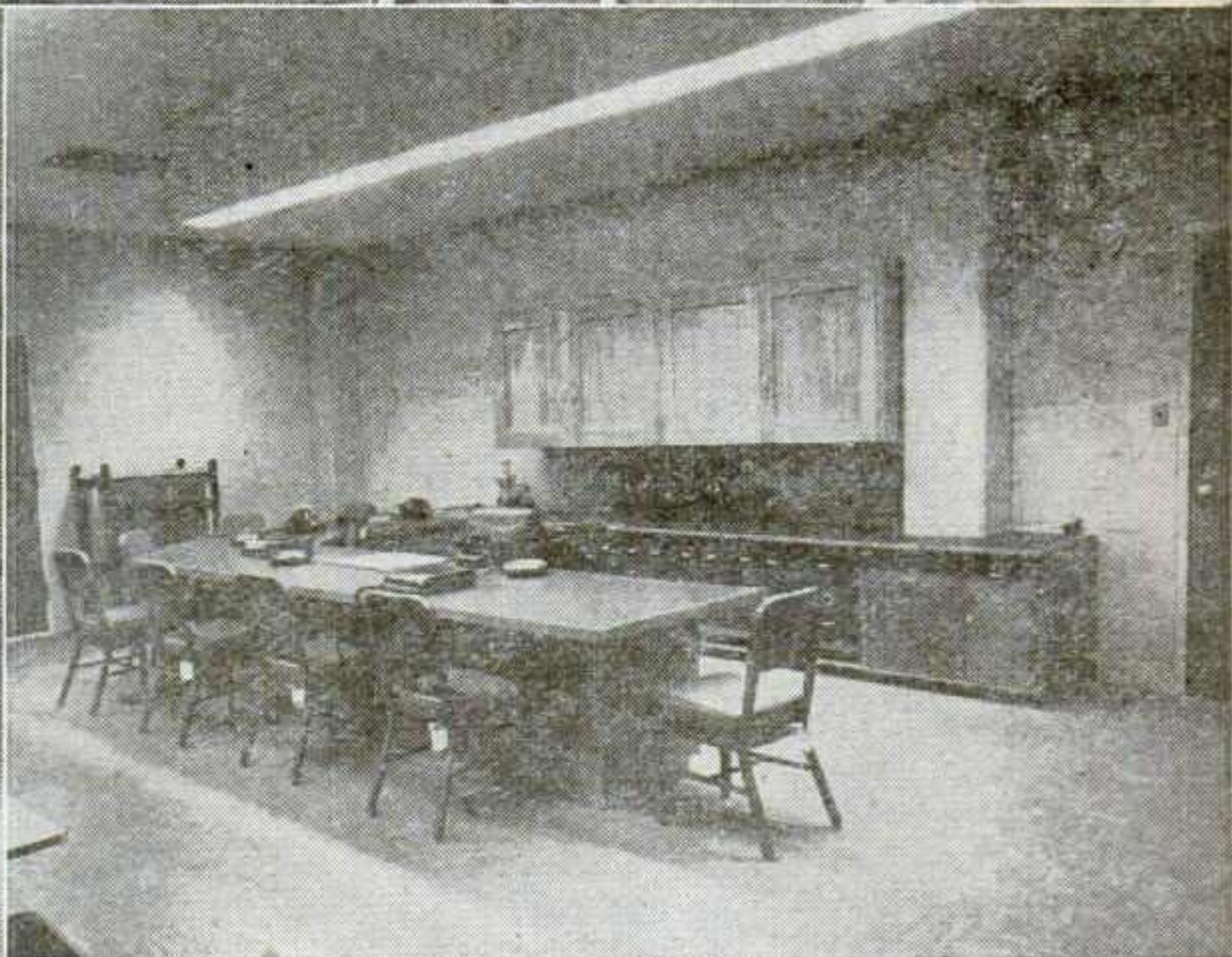
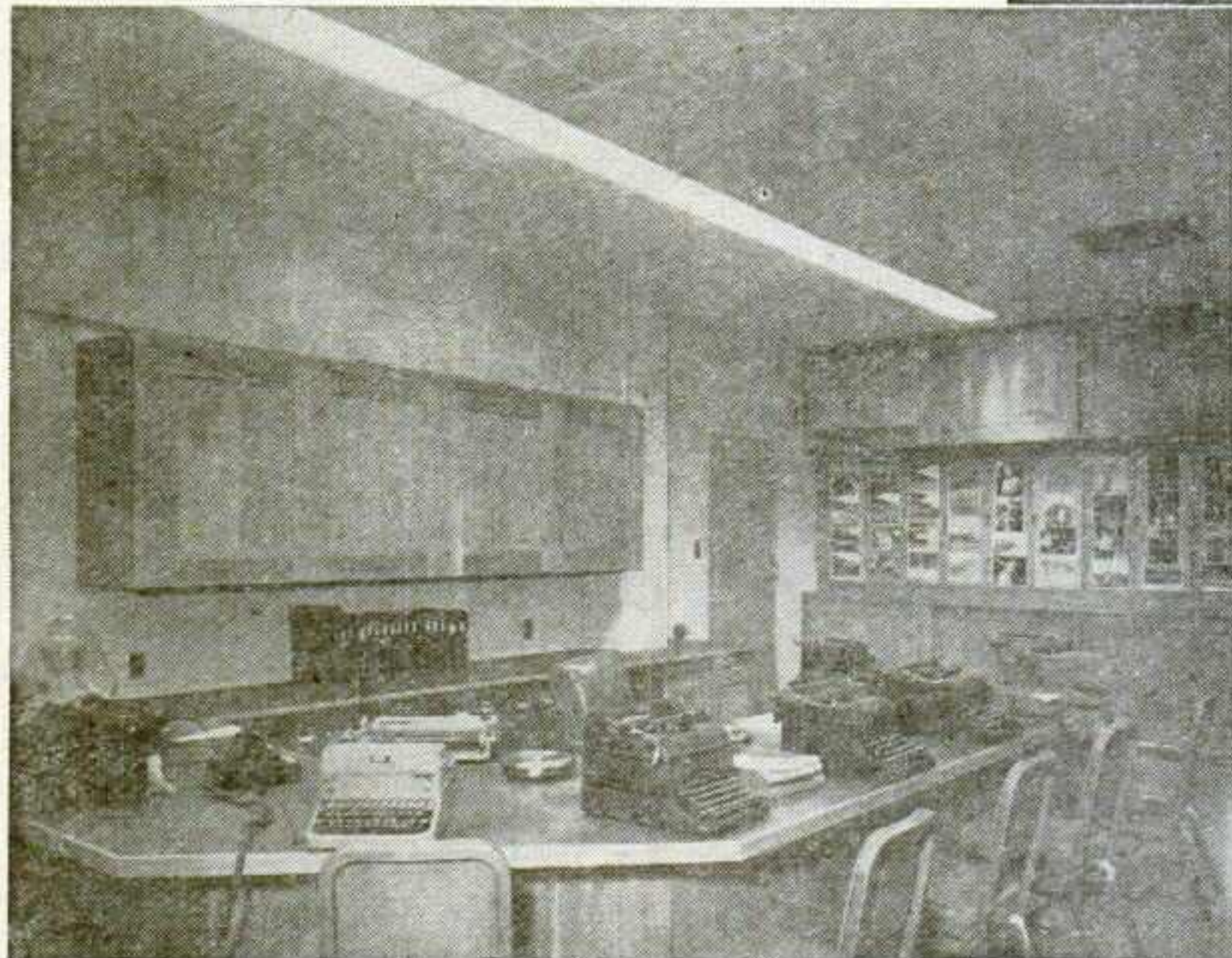
The room is as up to date in design and equipment as modern city news rooms. Its facilities surpass most city rooms.

It has acoustical ceiling and recessed lighting. It is air conditioned and, moreover, it is sound-proof, there being no outside windows. Thus, it affords a quiet working space even tho it is situ-

ated beneath the grandstand, near the center of the fair's activity.

The interior is well planned and executed. Natural birch cabinets are sized for materials customarily used by a publicity-advertising department. Space, for instance, is provided for the filing of 5,000 negatives and as many 8x10-inch photographic prints.

In addition to serving as the central information pool and working press room during the fair and as headquarters for the press department in off season, the room has space and facilities for expansion planning thruout the year. These facilities include architectural equipment and blueprint files.



A BIRD'S-EYE view of the new Oklahoma State fairgrounds is provided from a high observation tower that features the exhibit building and area developed by the Oklahoma Publishing Company.

Winding ramps lead to the top of the tower. From that point fairgoers can look almost directly down upon a map of Oklahoma outlined in the terrazzo that sepa-

Okla.: Publishing Co. Bldg.

rates the tower from the main L-shaped exhibit building of the publishing company.

Imbedded in the terrazzo State map are markers indicating the location of all of Oklahoma's county seats. At frequent intervals each day patrons were asked to

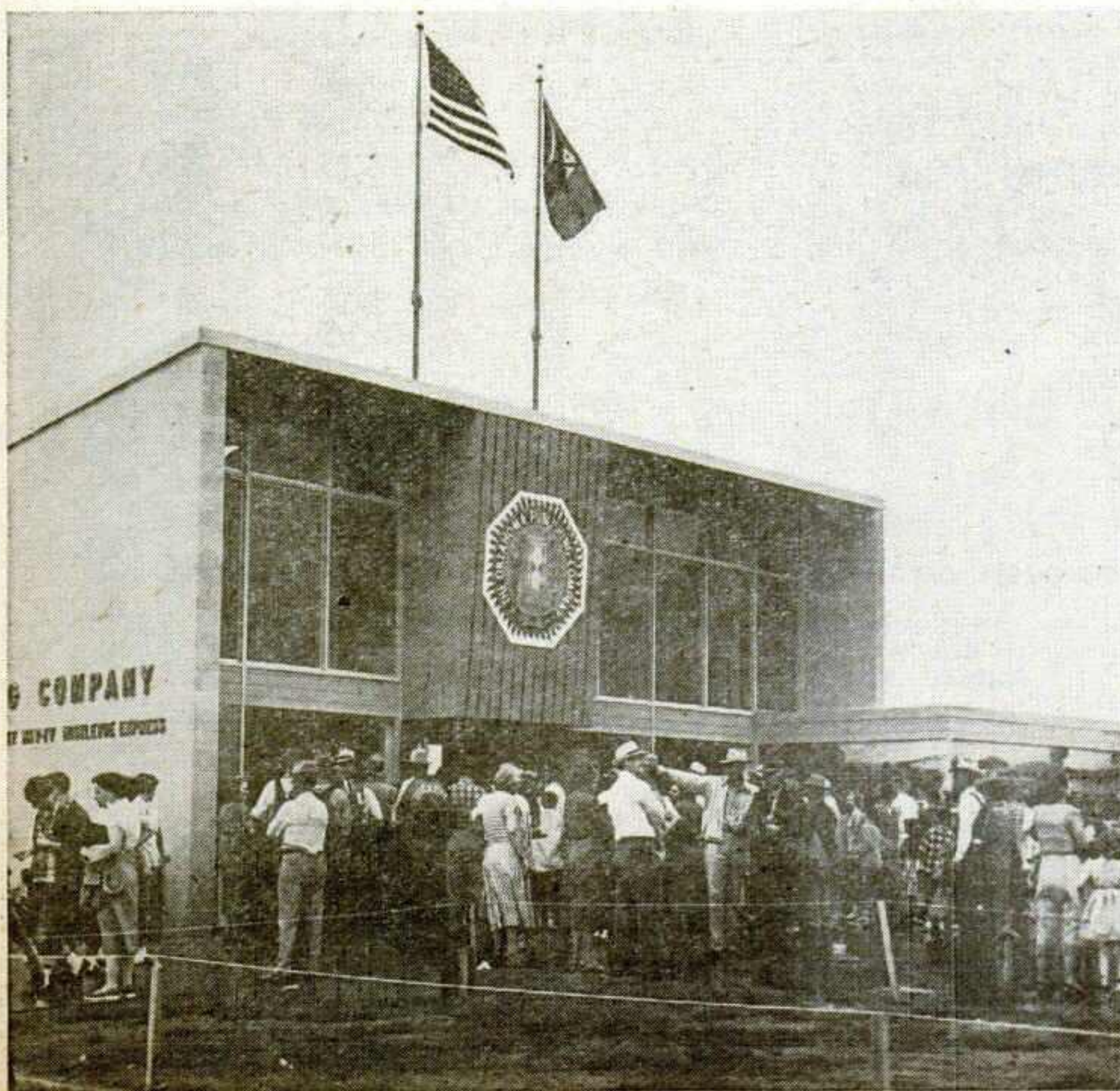
stand upon the marker of their respective county. More often than not, at each call all of the markers were covered and lensmen photoed the scene. Some of the resultant pictures were carried by The Daily Oklahoman and The Oklahoma City Times, both operated by the

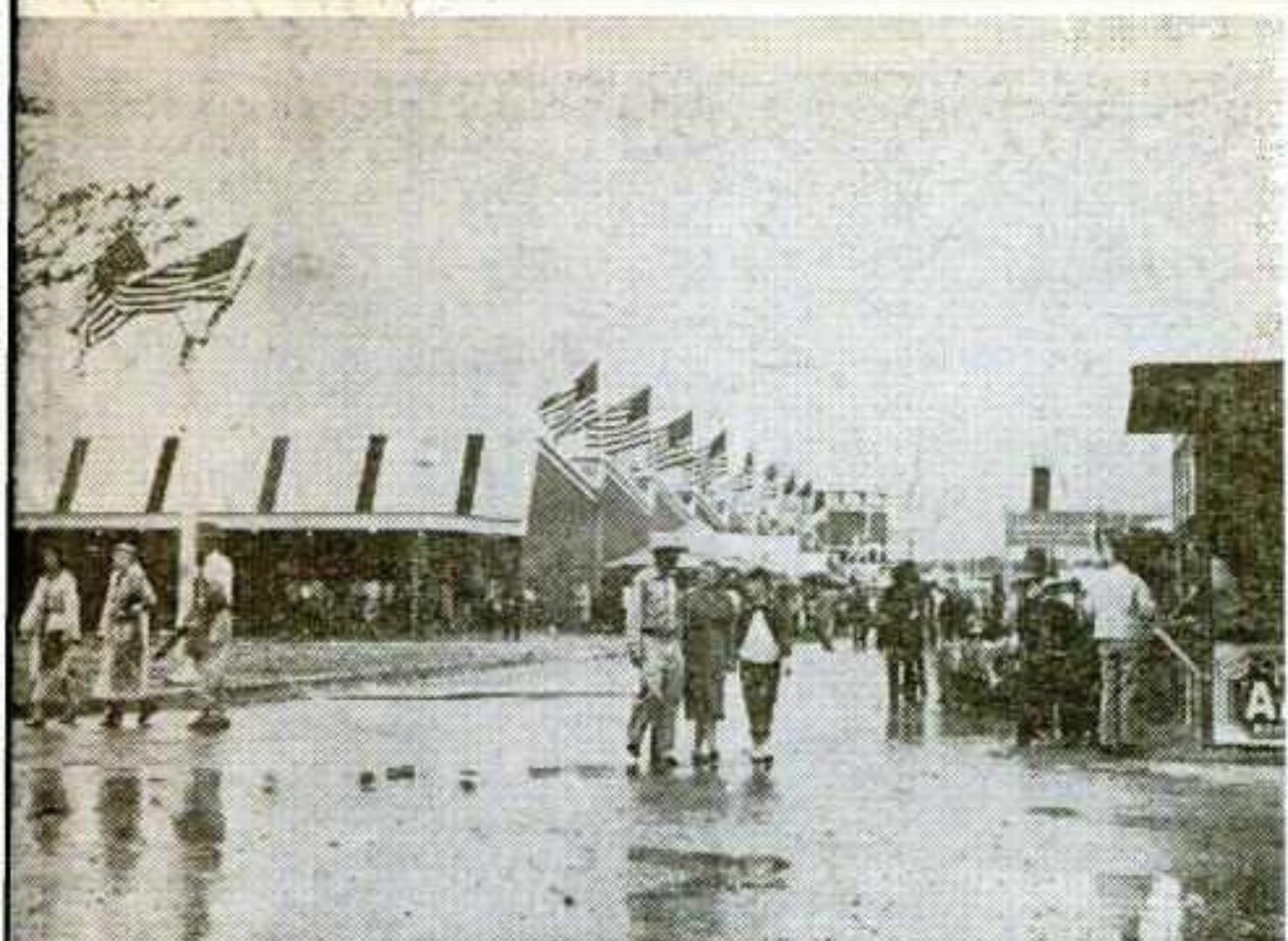
Oklahoma Publishing Company.

Other enterprises of the publishing firm, the Farmer-Stockman, Radio Station WKY and TV Station WKY, were represented by displays in the main exhibit building. Each visitor to the building was given the opportunity of re-

ceiving his name on a slug, turned out on the spot by a Linotype machine.

The smashing success which greeted the publishing company exhibits, building and tower is expected to speed the construction of more permanent buildings on the grounds by other Oklahoma businesses.





Saw-tooth roof design, and the heavy use of flags and banners give the General Exhibits Building of the new Oklahoma State fairgrounds an arresting look.

Okla.: Exhibits Bldg.

THE General Exhibits Building of the new Oklahoma State Fair plant, like so many new structures on the grounds, is intended for much year-round use. Frequent commercial exhibits and numerous trade shows are envisioned.

The building provides ample facilities and is huge. It measures 350x150 feet. Early expansion which would provide still more space and transform the building into an "L" shaped structure is planned.

Brightly Lighted

From the outside, the building is eye-catching, being of saw-tooth roof design, with construction of brick and with a frame of exposed steel. Bright colors were used in painting it. Heavy use of flags, banners, etc., further enhances the appearance.

The interior is well illuminated thru the use of many fluorescent lights. Bar joists inside are exposed, an economy measure, but with the multitude and brightness

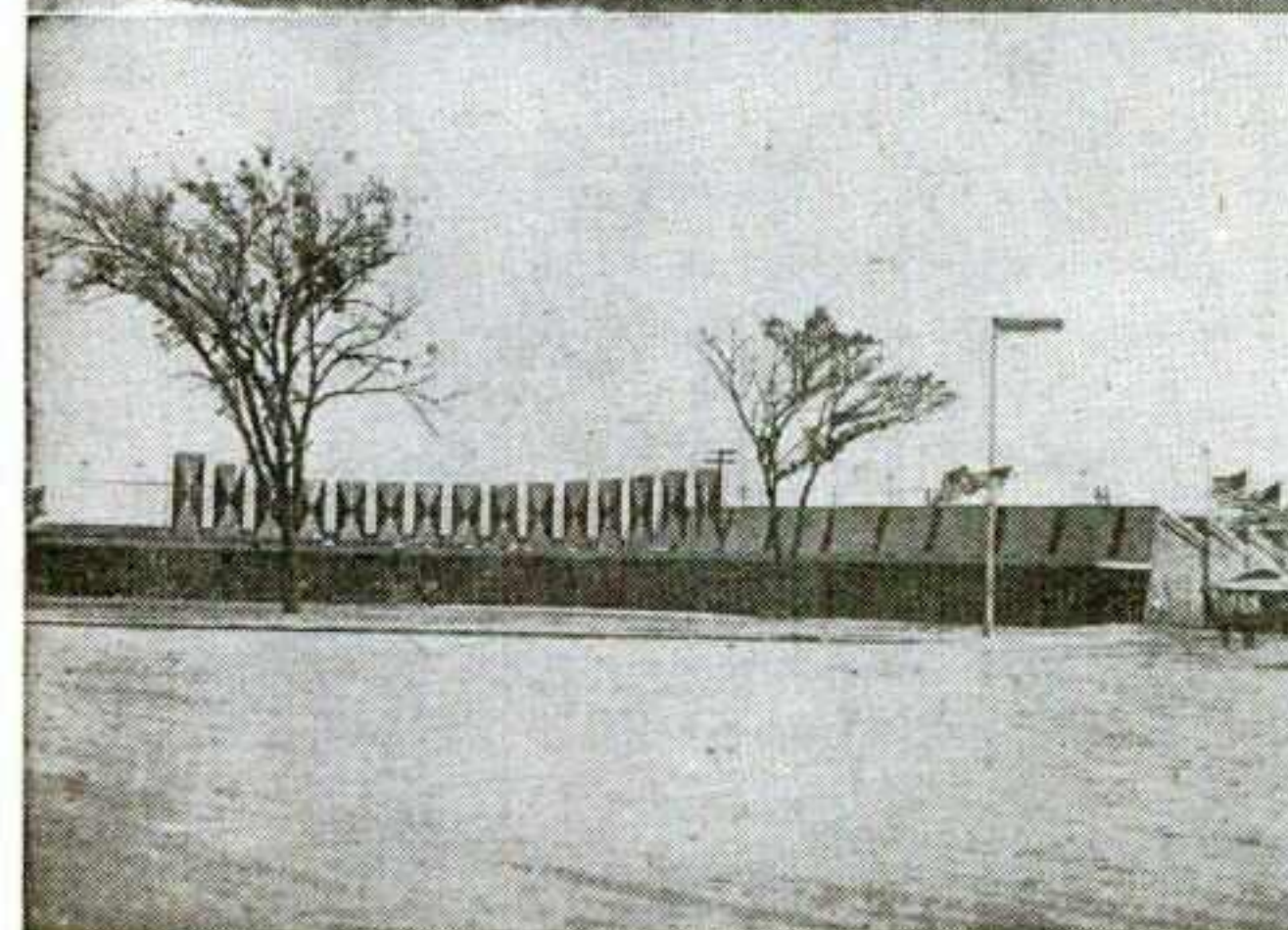
of the lights the exposure of the joists is lost to the average eye.

Ample power and other utilities are provided thruout. These are contained in supporting columns, which are on 35 feet centers. The columns have 220 volts, 3 phase; 220 volts, single phase, and 110-volt outlets, plus water and gas outlets, and drains.

Slopes Seven Feet

One of the problems in designing the building was posed by the level on which the structure was to be built. At one end the ground was seven feet higher than at the other. Rather than build the ground up at one end, or cut it away at the other, the building itself was sloped. The seven foot difference, goes unnoticed by fair patrons and gives exhibitors no problem, the degree of slope being small because of the length of the building.

Exhibits at the 1954 fair were laid out along maize-like aislines, rather than straight lines, and this served a double purpose. For one, it de-emphasized the slope of the building and for another it made exhibit spaces equally good.



Interior of the General Exhibits Building, shown in top photo, is brightly illuminated by many fluorescent lights. The building, shown in the bottom photo from the fair's plaza, is centrally located and connected with the Women's Building.

Something for Everybody— —including YOU

• [Mr. Exhibitor
Mr. Concessionaire

... at the South's fastest growing outdoor exposition

All ALABAMA STATE FAIR

BIRMINGHAM

ALABAMA INDUSTRIAL ARTS DISPLAY
(8th consecutive year)

KIDDIELAND
(permanent park)

WOMEN'S DEPARTMENT

CONSERVATION BUILDING

BEEF CATTLE SHOW
(open to the world)

SHEEP SHOW
(open to the world)

RABBIT SHOW

IMCA BIG CAR RACES
(2 days)

MAID OF COTTON
(6th consecutive year)

TEACHERS' DAY
(5th annual)

FLOWER SHOW
ART SHOW

ACA MIDWAY

NATIONAL CROCHET CONTEST
(Participant)

DO-IT-YOURSELF-SHOW

MAMMOTH KIDS' DAY

DAIRY CATTLE SHOW
(open to the world)

EDUCATIONAL DEPARTMENT

4-H, FFA, FHA EXHIBITS

BARNES-CARRUTHERS GRANDSTAND REVUE
(nightly)

THRILL SHOW
(2 days)

NATIONAL SAVE-WITH-COTTON-BAGS CONTEST
(Participant)

COMMERCIAL BUILDING

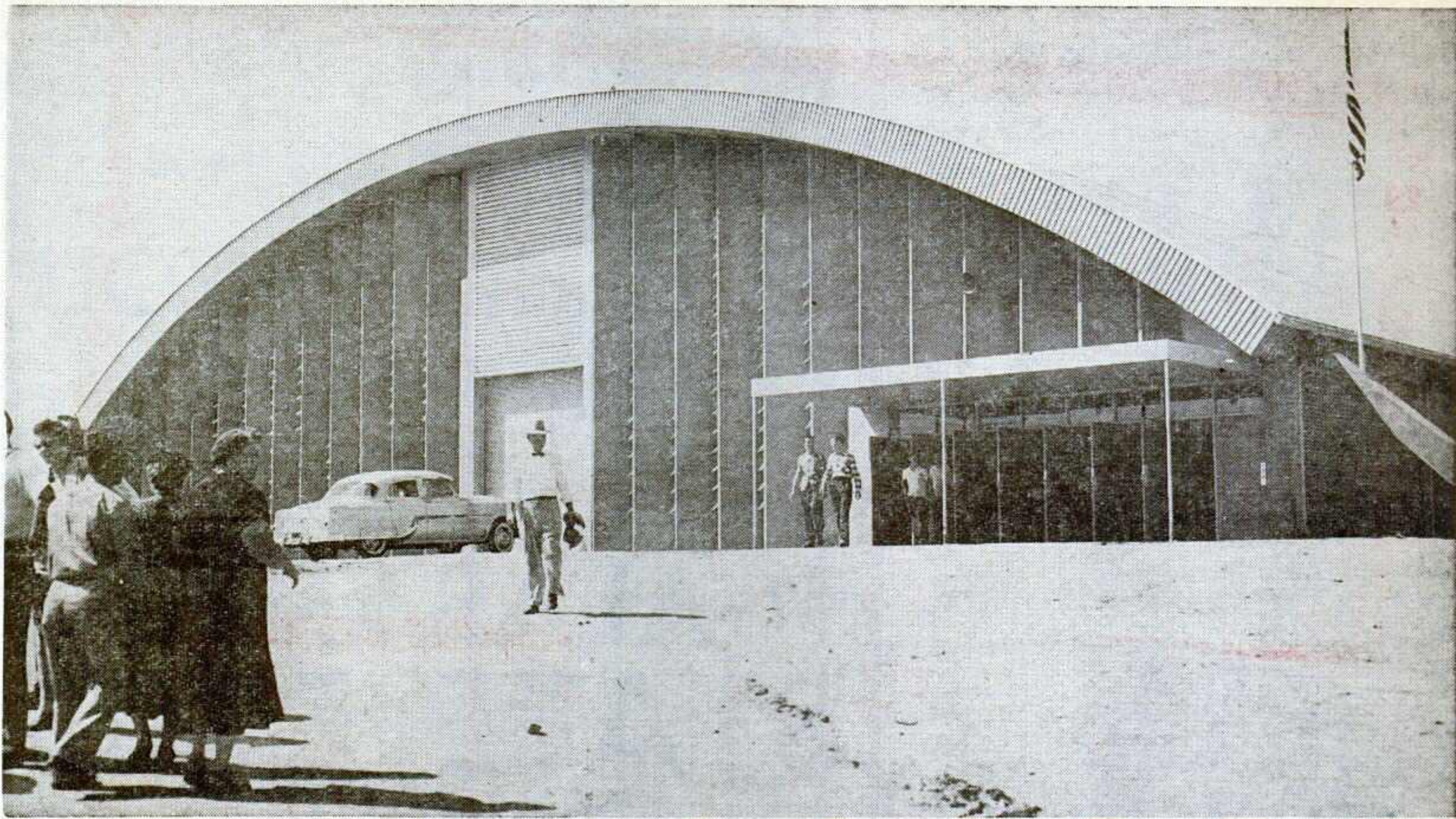
THEARLE-DUFFIELD FIREWORKS
(nightly)

SIX FABULOUS DAYS AND NIGHTS

OCTOBER 3-8, 1955

ALABAMA STATE FAIR

For information write: R. H. McIntosh, General Manager



OKLA.: APPLIANCE BLDG.

Multi-Purpose Design Points to Busy Future

THE appliance building of the new Oklahoma State Fairgrounds is in reality a multi-purpose structure, designed as are most of the buildings on the grounds, for a variety of uses at other times than during the fair.

It provides an inside area 120 by 240 feet that is clear of posts. And it is ideal for an ice rink, sports events, meetings, trade shows, etc.

Modern in design, the building has a rounded roof, louvered windows at both ends, and bright, gaily painted sides. The interior is striking. The ceiling is of wooden beams, stained and set in a honeycomb manner.

Interior Lights

Interior lighting is provided by hundreds of baby spot-type lights. Spaced at frequent intervals in long lines the full length of the building, these lights afford excellent illumina-

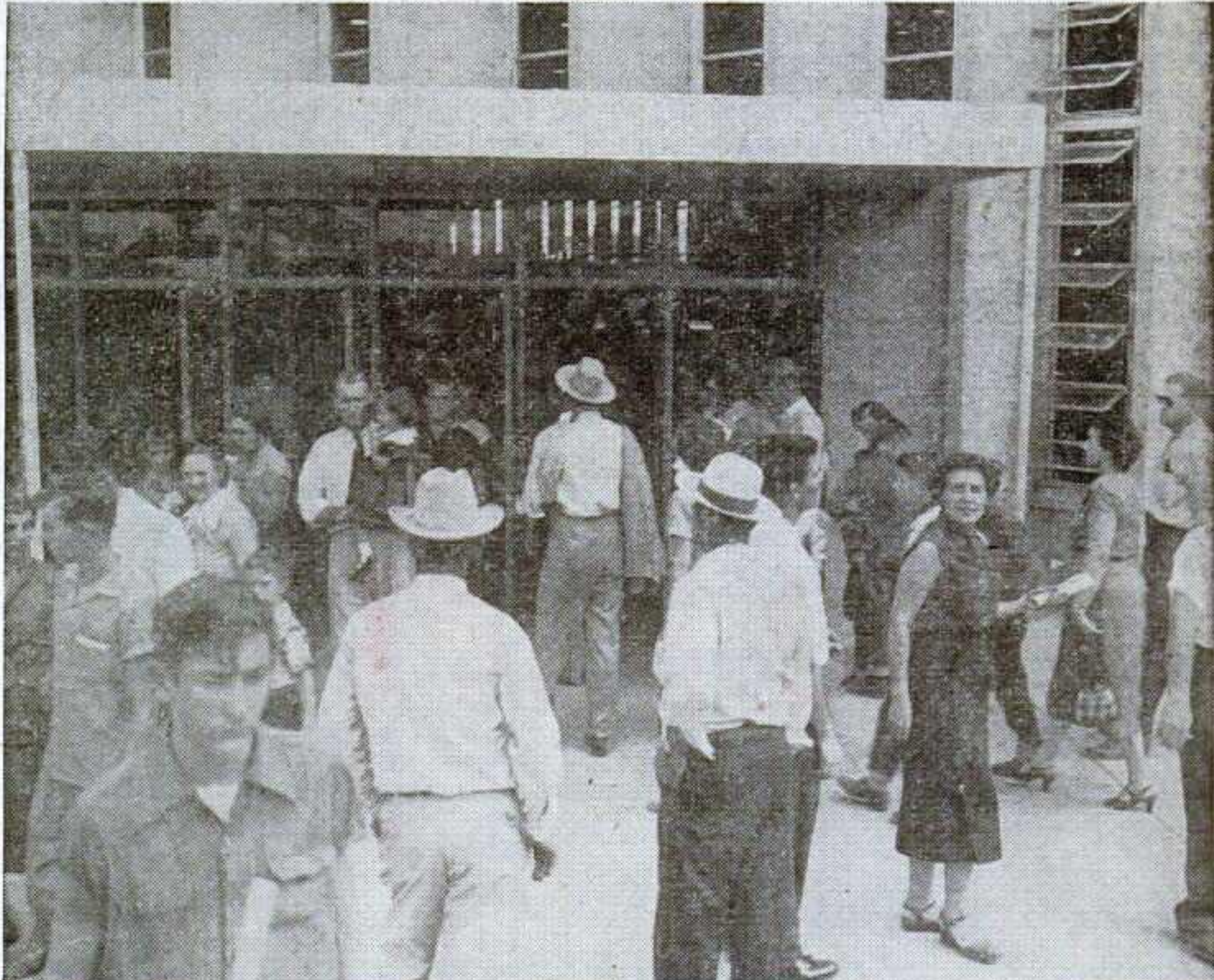
tion at every point in the building.

Electric and gas lines, with numerous outlets, are all under the floor. A 40-foot loading dock and 14-foot roll-up doors enable easy movement of heavy exhibits into the building. Huge rest rooms, capable of handling big events, are provided.

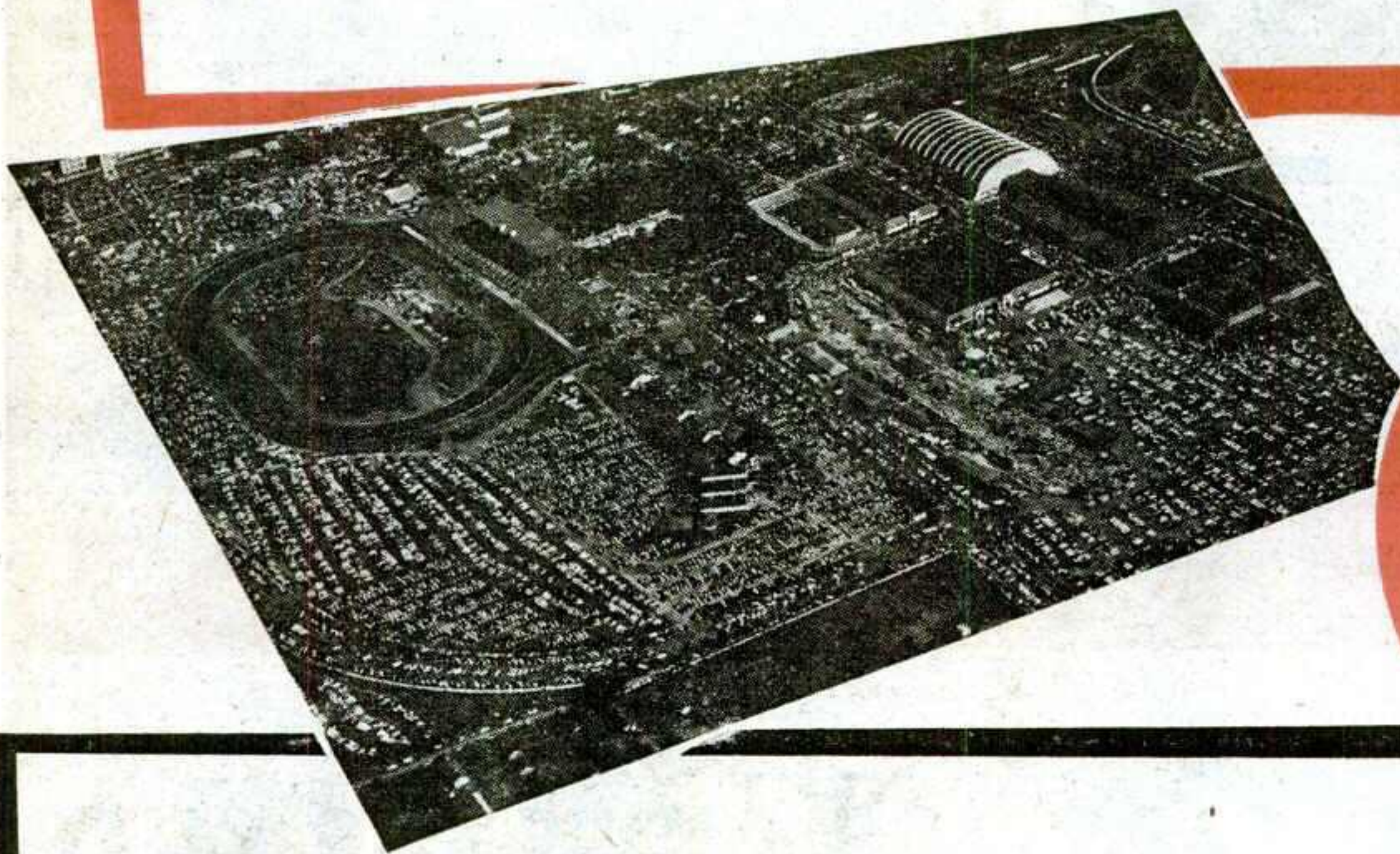
Sellout Assured

Exhibitors at the '54 fair were delighted with the building, its facilities and the results they obtained from exhibiting. It was a sellout in its first year, even though exhibits were restricted solely to electric and gas household appliances.

C. G. (Pete) Baker, the fair's secretary-manager, plans to—and believes he will—keep the building in frequent use. With the facilities it offers, that should not be difficult.



**This is the showcase of
MINNESOTA'S Agricultural,
Industrial and Educational
Achievements...**



**1955
DATES
AUG. 27 -
SEPT. 5**

MINNESOTA STATE FAIR

ST. PAUL

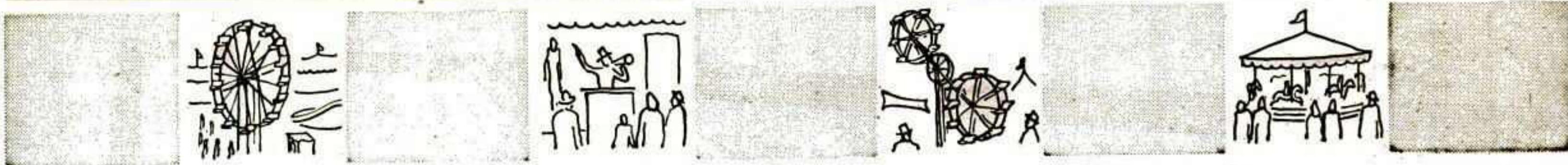
**This is the source from which you
can concentrate your greatest sales
effort in 1955 in this great pro-
gressive market...**

Ten of the biggest selling days are yours in Minnesota when you exhibit your product or service to the Minnesota Farmers and Industrialists who visit the Minnesota State Fair for new ideas to use in their work or play. Contact us for Exhibit Space details.

**1954 ATTENDANCE
946,695**

HENRY W. SWENSON
President

D. K. BALDWIN
Secretary



The Greatest M

CETLIN and

40 RAILROAD CARS • 25 RIDES • 18 SHOWS

**ONE OF THE OLDEST
SHOWS IN THE NATION . . .**

*This show has been under
the same management
for three decades . . .*

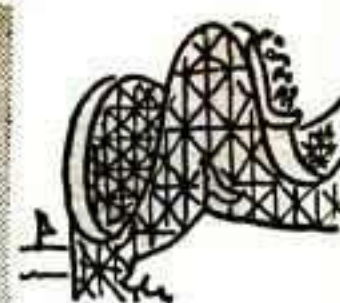
THERE MUST BE A REASON!

- JOHN W. WILSON *General Manager*
- IZZY CETLIN *Assistant Manager*
- CURTIS L. BOCKUS *Advertising Representative*
- WILLIAM MOORE *Business Manager*
- WILLIAM HARTZMAN *Treasurer*
- J. E. WALKER *Secretary*
- HERB PICKARD *Public Relations*
- CHARLES SHEESLEY *Superintendent*
- E. K. JOHNSON *Special Agent*

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Midway on Earth

WILSON

THE INEVITABLE RESULT OF LEADERSHIP . . .

FIRST CHOICE

of Experienced Midway Buyers

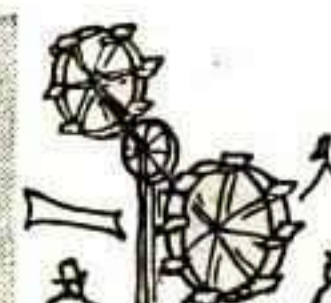
FINEST ENTERTAINMENT

of Any Midway in the Nation

MOST BEAUTIFUL

Show and Modern Equipment in America

GREATEST RAILROAD SHOWS



Full Coverage
in the

"SUNFLOWER STATE"

In just six days you can cover the important Kansas Farm Market with an exhibit at

KANSAS STATE FAIR
HUTCHINSON, KANSAS
The Official State Fair of Kansas

FEATURE ATTRACTIONS:

- Livestock & Agricultural Products
- 4-H Club Activities
- High School Bands
- Grandstand Attractions
- Mile Long Midway

Watch Your SALES grow like flowers in the sun when you plant 'sales seeds' at the Kansas State Fair.

1955 DATES

SEPT. 17-22

AN INDEPENDENT MIDWAY

We are now interested in concessions and rides and shows of merit for 1955. For a profitable date contact us now.

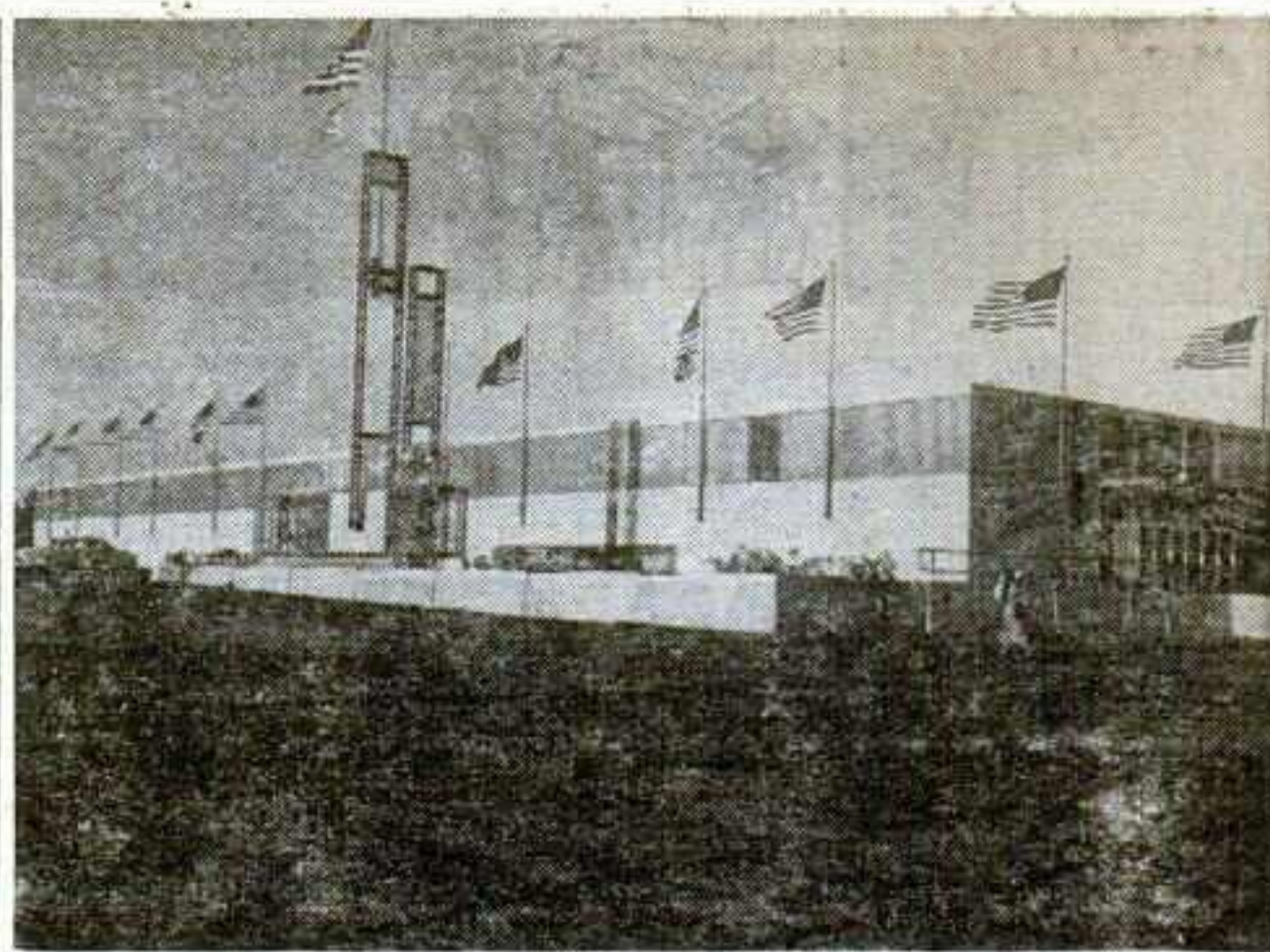
For exhibit and concession space details contact

KANSAS STATE FAIR

William Condell, President

Virgil C. Miller, Secretary

William H. Wegener, Asst. Secy. & Con. Mgr.



FFA Center at the new Oklahoma State fairgrounds houses 1,000 boys and feeds as many persons per meal. Besides the dormitory and cafeteria, the center has a large exhibit building.

Okla.: Youth Centers

FACILITIES to house and feed young exhibitors at the new Oklahoma State Fair plant rank with the nation's finest.

Combined, the dormitories can house a total of 2,900 boys and girls at one time, while their cafeterias can feed an equal number per meal.

Two Centers

Two separate centers—one for 4-H Club boys and girls, the other for Future Farmers of America, are provided. Each center consists of a group of three large, connected, well-equipped buildings.

The dormitory for the Future Farmers of America will accommodate 1,000 boys at one time. The cafeteria has the capacity to feed as many per meal. The FFA exhibit hall is 82x248 feet, plus an "L", 70x89 feet.

The 4-H Club center has the same grouping of buildings. The two-structure dormitory furnishes

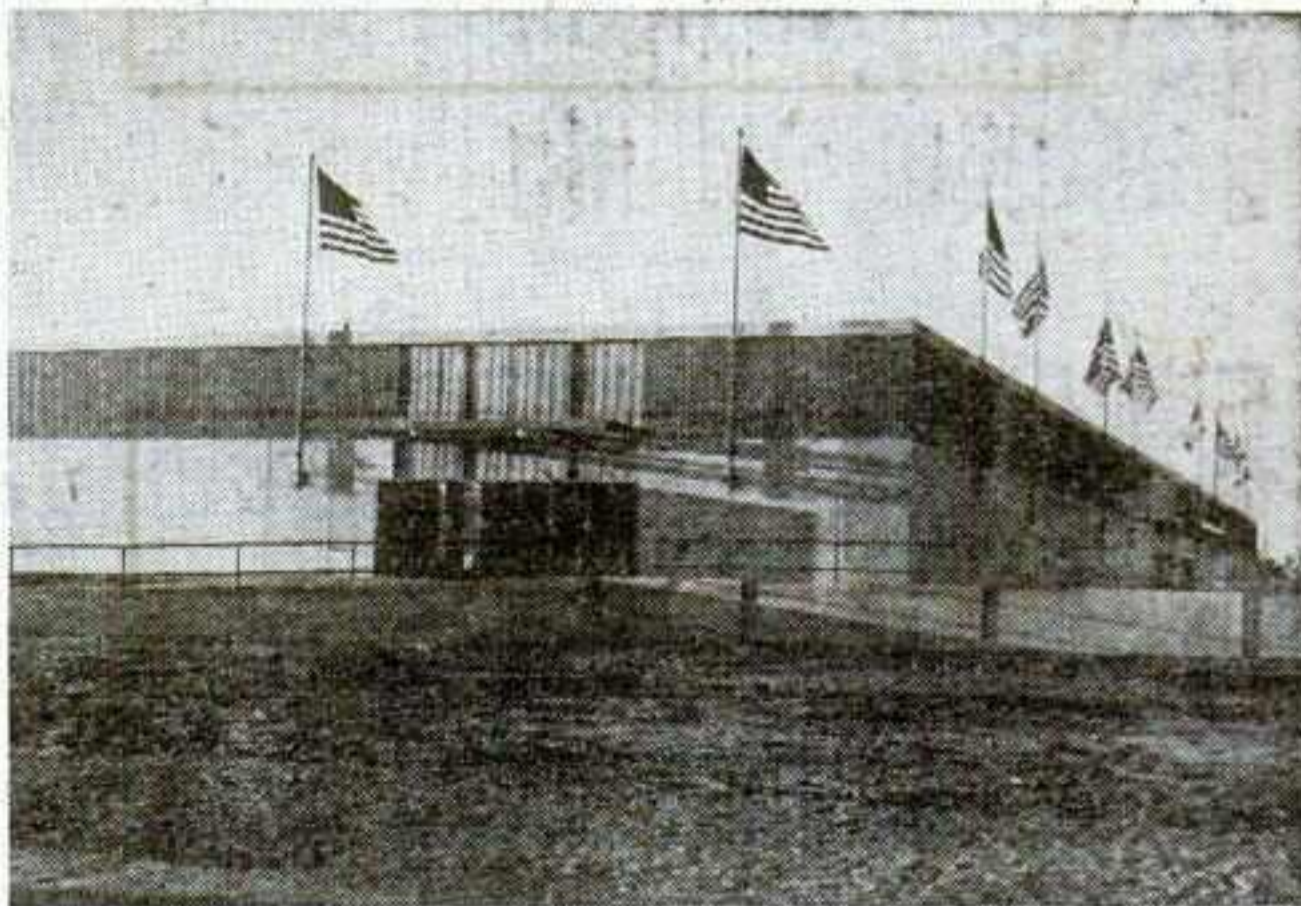
sleeping accommodations for 900 boys on one floor, as many boys on the other floor. The cafeteria will feed 1,800 persons at each meal. The 4-H exhibit hall is 82x280 feet and also has an "L" extension, 70x120 feet.

Stainless Steel Kitchens

Big revolving fans sweep the rows of bunks on both levels of the two dormitories. Generously sized shower and rest rooms are provided on both levels of the dormitories.

The cafeterias are furnished with the latest equipment for mass feeding. Stainless steel is used thruout the large kitchens.

Planning put the youth centers on the opposite side of the grounds from the evening play area of the midway and grandstand. In planning, much consideration was given to designing and equipping them for maximum use thruout the off-season.



Pictures above shows the Oklahoma State Fair 4-H Club Center close up and at a distance. Facilities provide sleeping accommodations for 900 boys and as many girls. Cafeteria can feed 1,800 persons per meal.

Most Famous STATE FAIR of Them All...

● Famous from coast to coast as America's greatest agricultural and livestock fair, with an attendance of over 600,000 . . .

Featured again and again in the movies, novels, magazines, radio and TV . . .

Now entering its second Century of service to the nation . . .

There's just no fair that beats the one-and-only Iowa State Fair as a place to exhibit and meet your prospects.

IOWA STATE FAIR

DES MOINES

H. L. Pike, President

Lloyd Cunningham, Secretary

1955 DATES... AUG. 27-SEPT. 5

The Greatest Concession Array on the Greatest Midway on Earth

YEAR after year it has been our policy to please the patrons who throng CETLIN & WILSON SHOWS Midway Avenues.

We not only boast the most beautiful, but the best conducted concessions for the pleasure of our patrons.

To our loyal personnel we express our sincere thanks for their splendid cooperation in making 1954 the most successful year in our extraordinary climb to—

"THE GREATEST MIDWAY ON EARTH!"

E. C. BROWN, Superintendent of Concessions



BILL MOORE
Manager

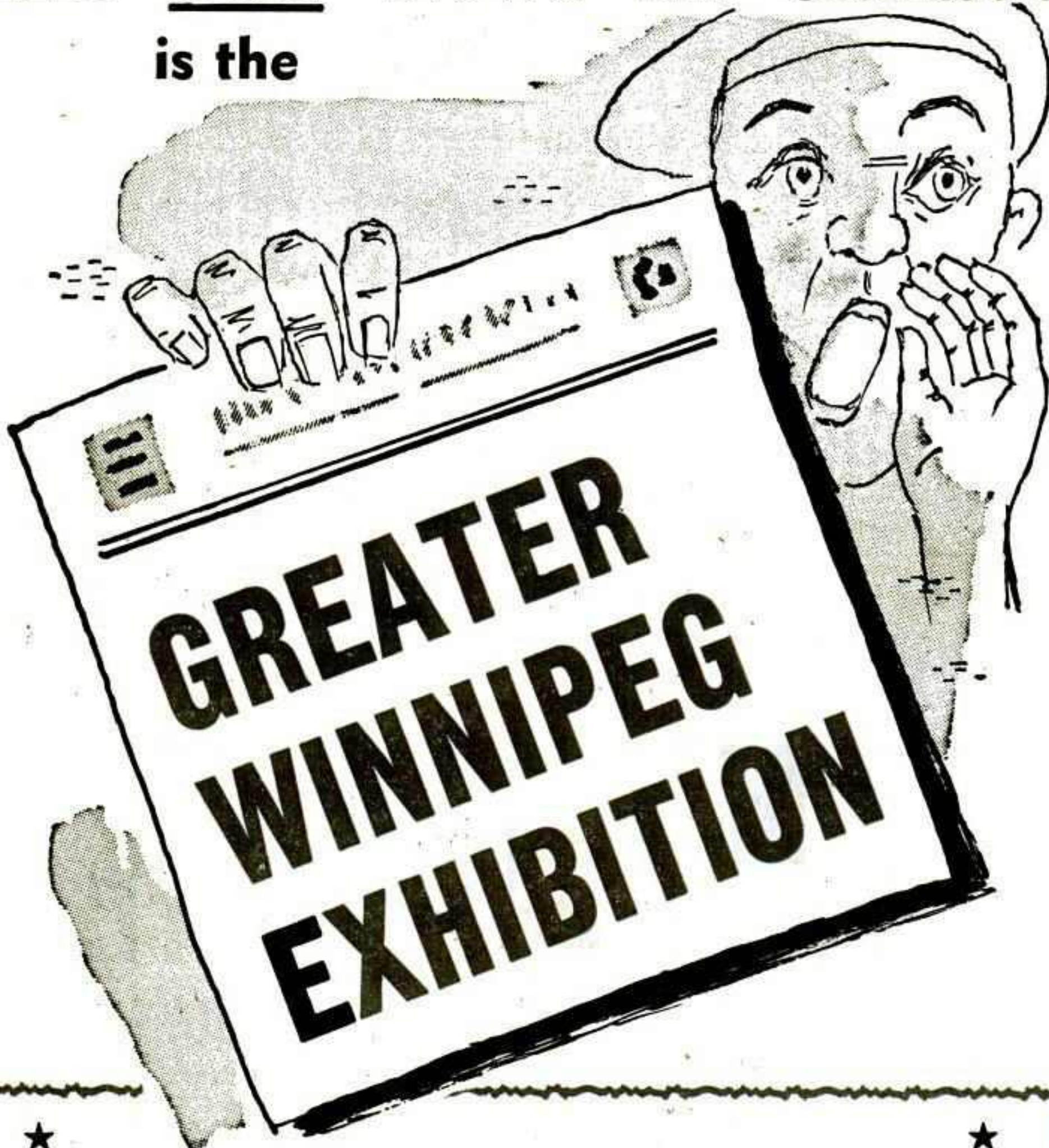


CLAUDE SECREST
Secretary



The **BIG** News in Canada

is the



OKLA.: AG., STOCK BLDGS.

Structures Reflect Economy of State

OKLAHOMA'S economy is based on agriculture, and this is emphasized strongly in the magnificent agriculture building of the new Oklahoma State Fair plant. One was turned into a cattle judging pavilion, the other transformed into a swine judging center, 100 by 160 feet.

Expansion Plans

Planned as the focal point on the fairgrounds, it is situated across from the central plaza—the fair's hub—and faces the main entrance. The structure is 372 feet long, built of steel, and attractively painted. During the fair it houses the dairy and farm products exhibits.

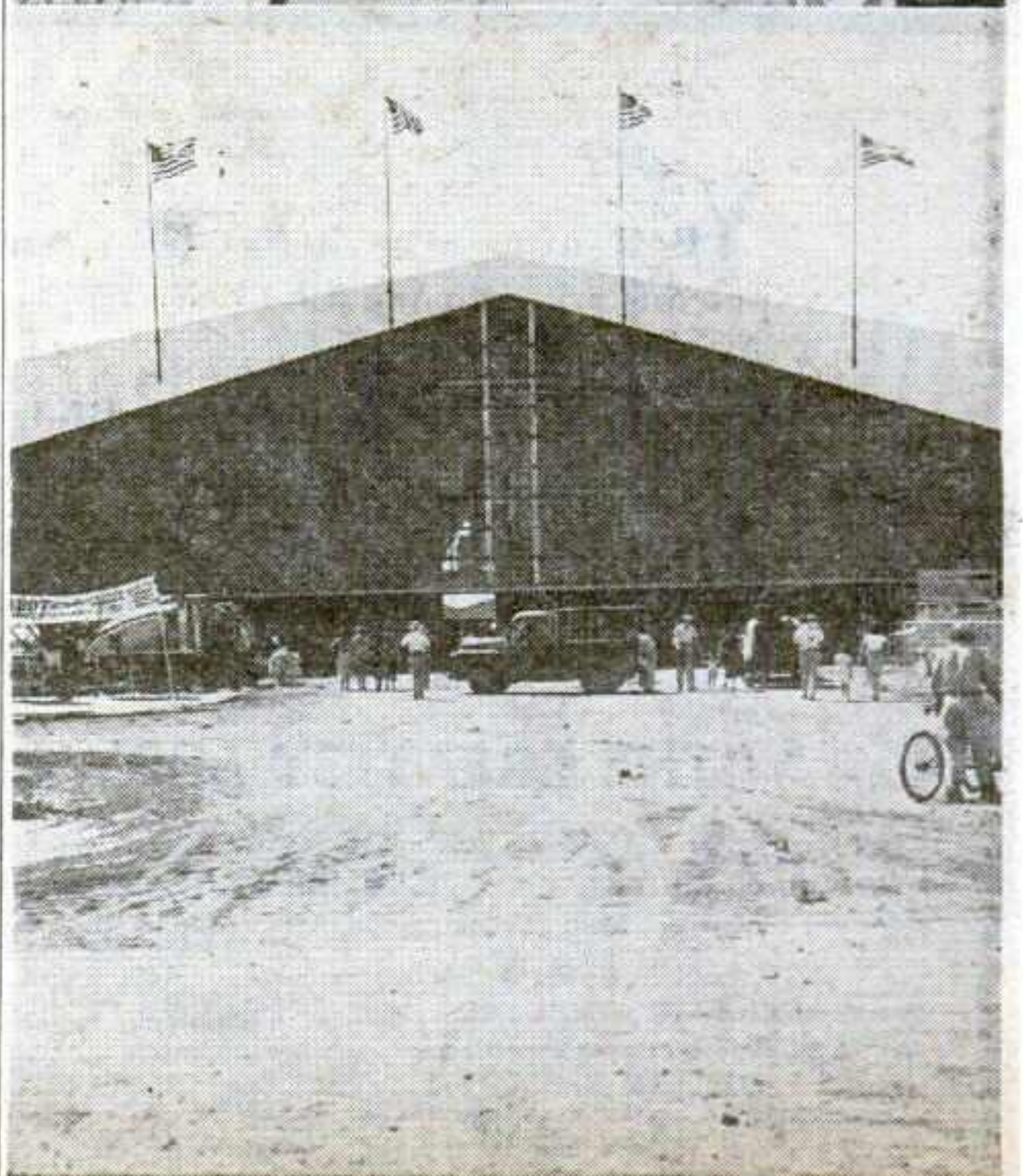
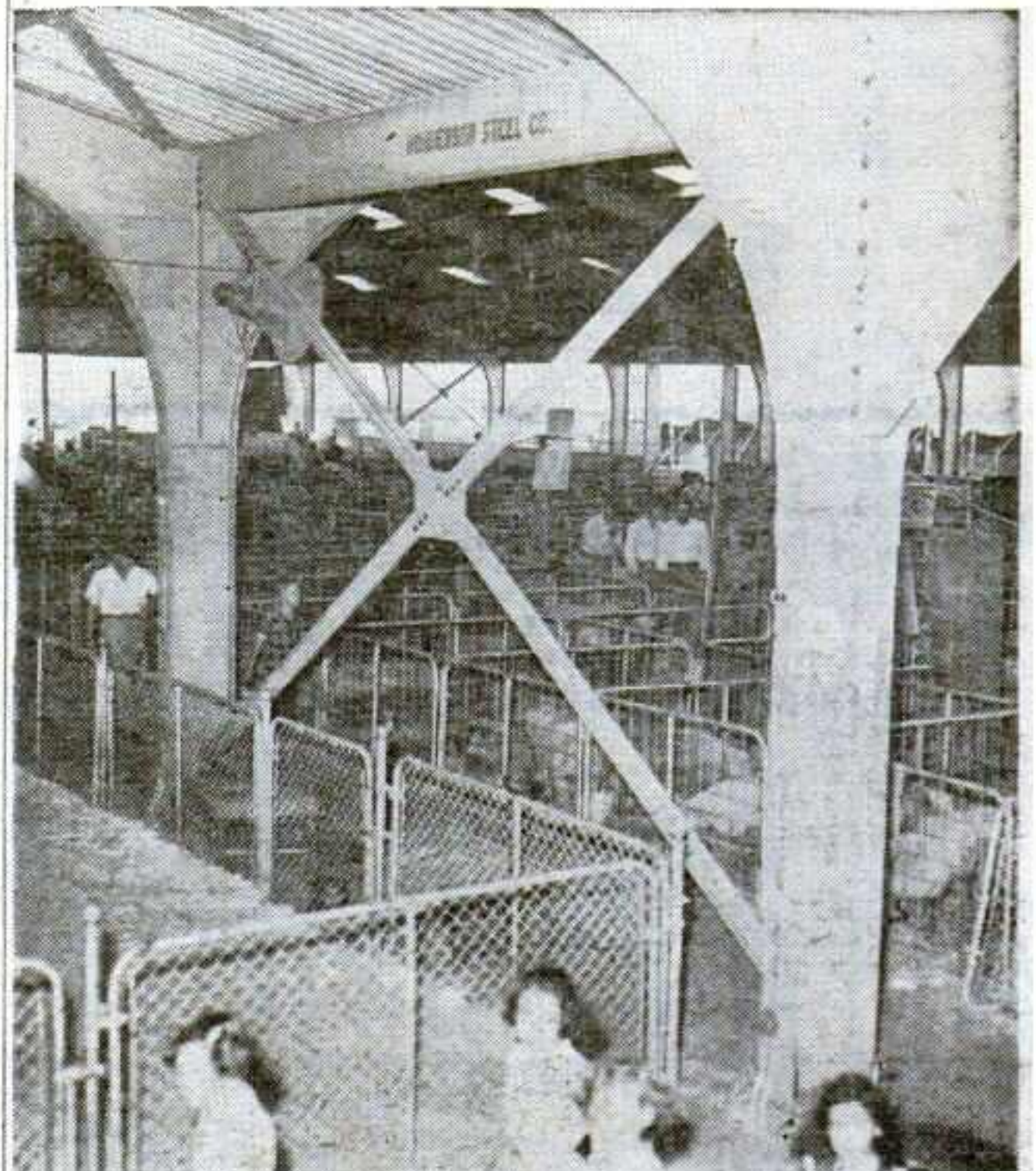
The livestock buildings, of which there are seven, are also prominently located. The center building fronts a four-lane, divided-drive that leads directly to the plaza. All of the buildings are long-spanned steel structures, the largest of which is 170 by 350 feet.

Of the seven livestock buildings in use in 1954 five were newly constructed. The other two had been used on the old grounds. Inasmuch as these two were of steel and in good condition, they were disassembled, transported to the

new site and rebuilt. One was turned into a cattle judging pavilion, the other transformed into a swine judging center, 100 by 160 feet.

Expansion plans call for the erection of six additional large livestock buildings. Farm machinery and farm equipment exhibits are allocated large areas on the grounds. These are close to the agriculture and livestock building. The availability of ample space for such exhibits, together with increased attendance at the fair's new plant, is expected to accelerate the increasing number and variety of farm machinery and farm equipment exhibits.

Excellent dormitories and other facilities on the grounds for 4-H and FFA youngsters are expected to speed still further the fair's development of its agriculture and livestock base. Moreover, plans call for year-round use of the agriculture, livestock and youth facilities, all of which should further Oklahoma's economy.



NEW

Location . . . Now re-located in beautiful suburban St. Vital, Winnipeg, in 90-acre Riel Park.

NEW

Buildings . . . New 10,000-capacity grandstand plus long-range plans for new administration building, horticultural building and school exhibits building.

NEW

Manager . . . the always capable and experienced E. J. Casey, owner of Rendezvous Park and the E. J. Casey Shows.

And NEW OPPORTUNITIES for Commercial Exhibitors in this great Canadian area. Plan now to show your product or service at this ALL-NEW, ENLARGED 6-Day Exhibition in 1955.

MAJOR ATTRACTIONS:

- ★ The Famed Royal American Shows
- ★ Midway
- ★ Cliff Claggett's Stampede & Rodeo
- ★ Horse Show
- ★ Dog Show
- ★ Industrial and Machinery Display
- ★ Domestic Science Display
- ★ Horticultural Display

★ PROMOTERS— SPECIAL EVENTS SPONSORS

If you have a local promotion to sponsor in this Canadian area, it will pay you to contact us for details on our grandstand and permanent building facilities for you.

• **1955 Dates** •
JUNE 27 — JULY 2

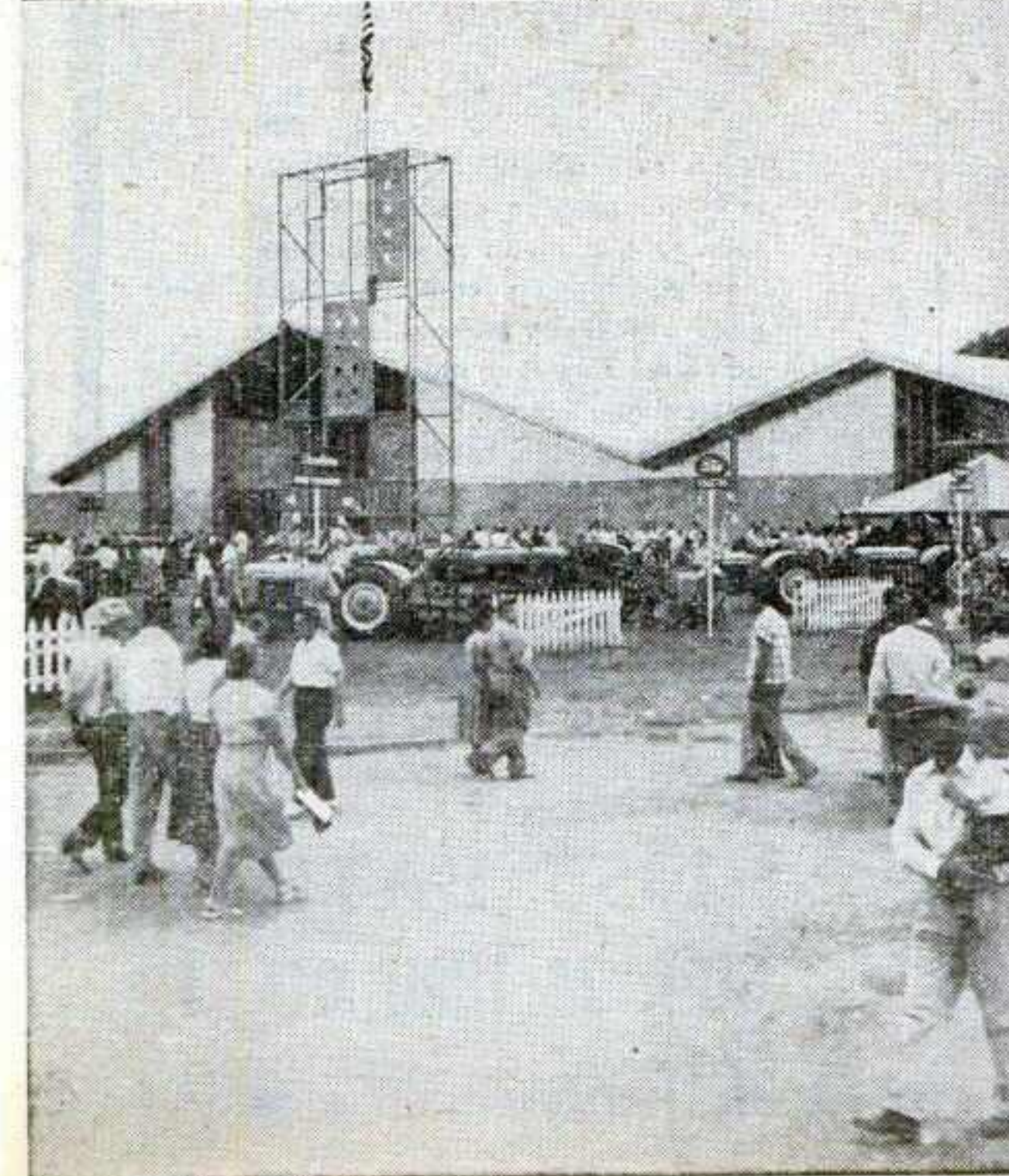
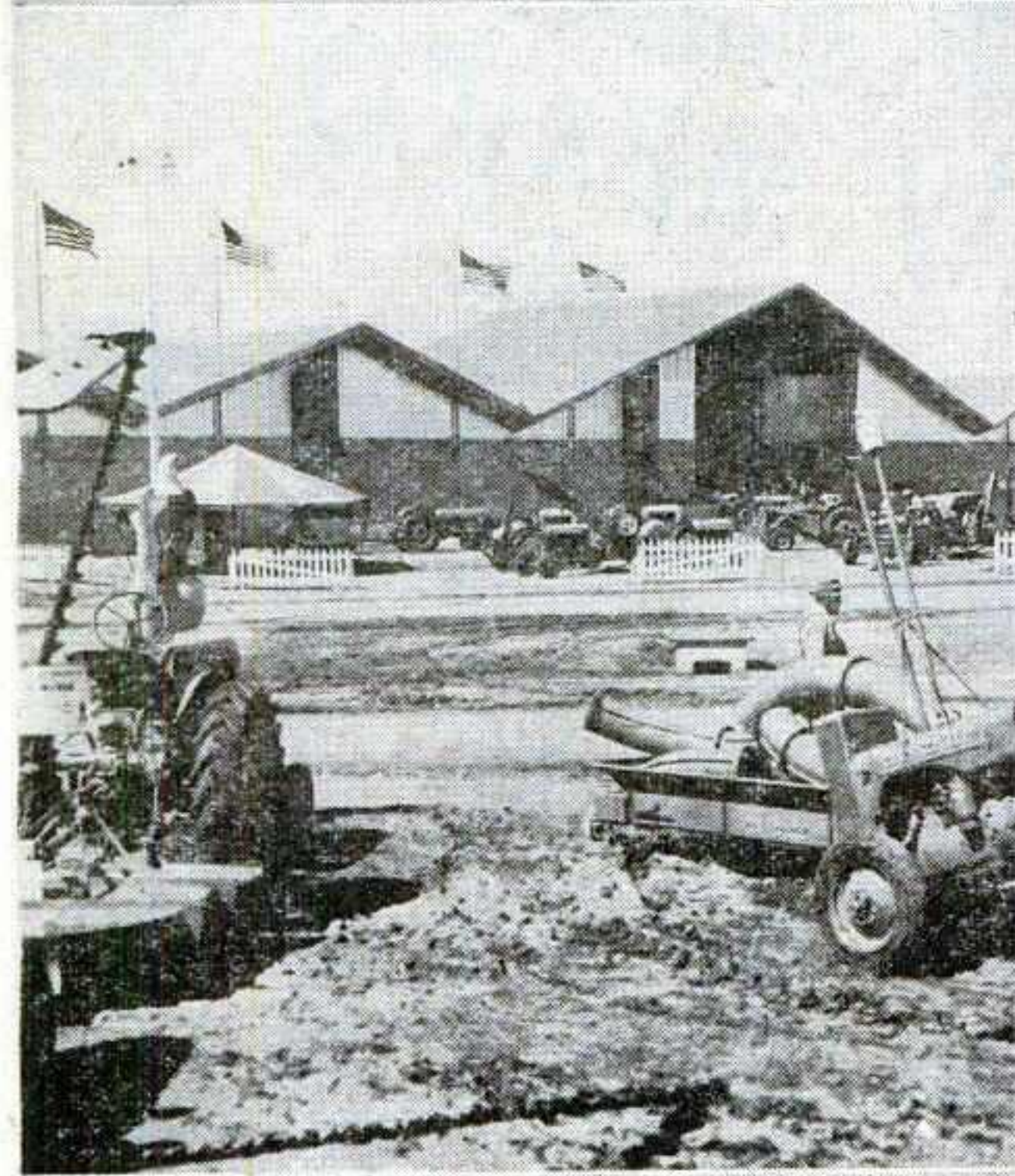
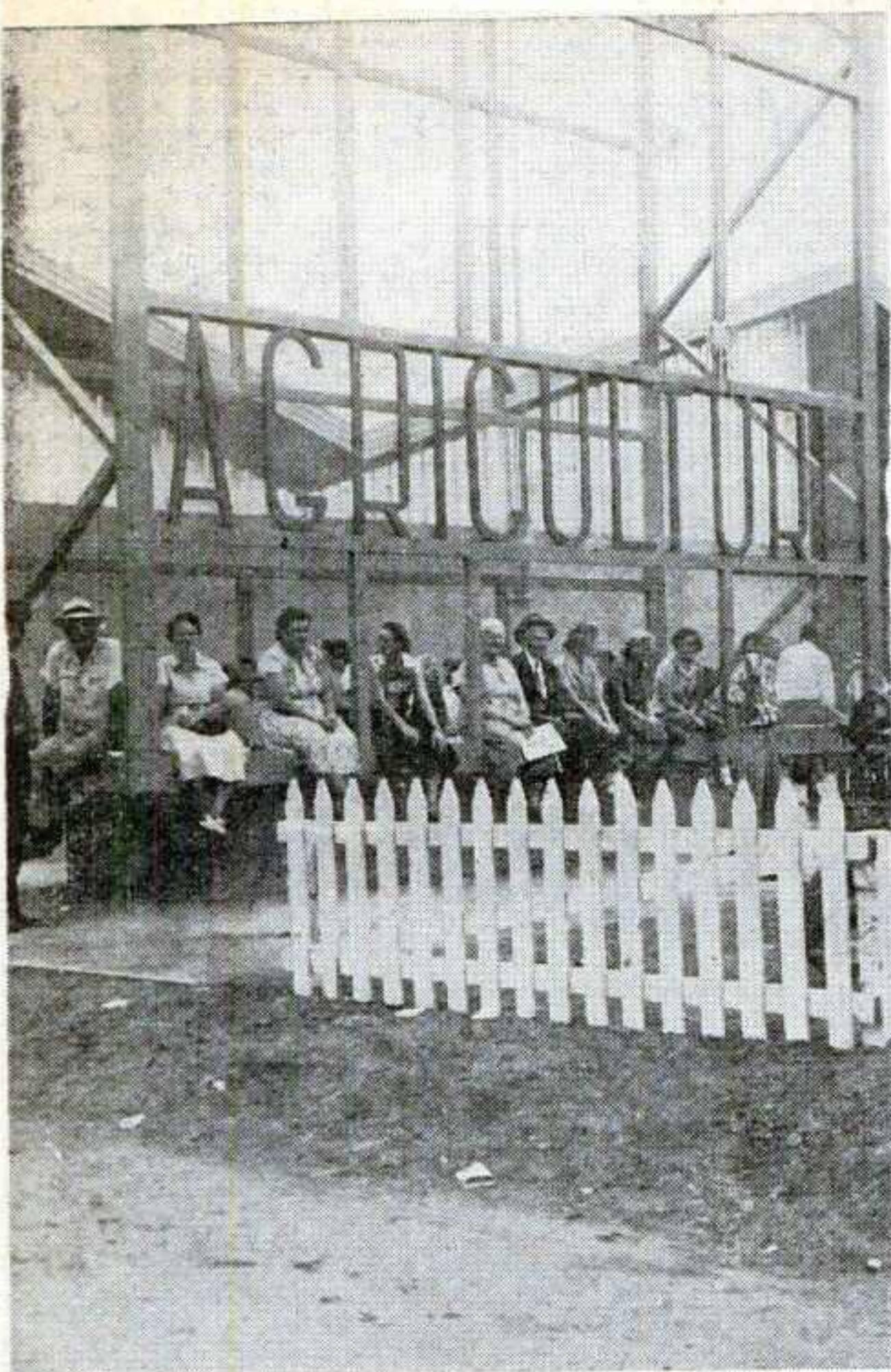
For complete exhibit space details and permanent facilities rental, contact

Ron W. Gurney, Secretary-Treasurer

GREATER WINNIPEG EXHIBITION

E. J. CASEY BLDG.

WINNIPEG, CANADA



YOUR
PROSPECT'S
EYES --->
are WIDE
OPEN...



and looking for new ideas in agricultural
and industrial products at the

MISSISSIPPI- ALABAMA FAIR AND DAIRY SHOW TUPELO, MISSISSIPPI



In the heart of the New South, located in the Northeast corner of Mississippi, drawing on a 3-State population representing a real cross-section of industry, farming and business. Folks from Tennessee, Alabama and Mississippi annually flock to this . . . the biggest annual event in the South . . . to the tune of 140,000 attendance every year.

SHOWCASE YOUR PRODUCT . . . and build your sales potential with personal contact . . . with a rewarding exhibit at this event in the richest area in the Southland.

CONCESSIONAIRES

Can book for Independent Midway, Concessions of all kinds, Eat and Drink Stands, Demonstrators, Pitchmen, etc.

SHOWMEN

We'll see you in Chicago at the Convention, where we will contract for the Carnival for our Midway Attractions and Booking Agencies for our Grandstand Show.

PROMOTERS

Our 8,000-seat grandstand is available for year-round use for your special outdoor promotion in this area. Contact us today.

For More Details
Contact

JAMES M. SAVERY
Pres.-Mgr.

P. O. Box 717
Tupelo, Mississippi

Florida State Fair

TAMPA, FLORIDA

Feb. 5-19, 1955

50th Anniversary

Florida's Greatest Annual Attraction

FIRST MAJOR FAIR OF 1955! And with the celebration of its Golden Anniversary, the Florida State Fair will play to bigger crowds than ever before . . . New special events, shows, exhibits and attractions will be crowded into the 15 exciting days and nights . . . Held right at the peak of Florida's winter season . . . Located in the heart of Florida's richest agricultural-industrial trade area . . . Last year the Fair played to nearly a million and a half people from all of the 48 states, Canada and several foreign countries . . . You can do business with All America at the Florida State Fair!

SPECIAL EVENTS!

In celebration of its Golden Anniversary the 1955 Fair will be bigger and better than any time in its 50-year-old history. Special events include:

- World-famous Pirate Invasion.
- Royal American Shows Midway.
- Championship Auto Races.
- Grandstand Attractions: Parades.
- Florida Electrical Exposition.
- Home Craftsman Show.
- Future Farmers and 4-H Club Programs.
- Parades of Beef and Dairy Champions.
- Inauguration of Tampa's Centennial Year.

SHOWMEN! FAIR EXECUTIVES!

New trends in show business, new exhibit ideas and new midway attractions all make their debuts here. Come and see them in action.

EXHIBITION MANAGERS! PROMOTERS!

We have permanent buildings and facilities for year 'round use for trade and sports shows. Contact us for information and available dates.

Florida State Fair
and Gasparilla Celebration

J. C. HUSKISSON
Manager-Secretary

Tampa, Florida

● World's Largest Winter Exposition

Western Fairs Assn. Has Budget of 70G

● Continued from page 34

University of California, organized it to set dates. From 1922 to 1945 the association held annual meetings, sponsored judges training programs, became the sponsoring organization for legislation for fairs and in general spoke on and about them as a paternal and fraternal association of managers, fair directors, suppliers, concessionaires and even do-gooders from every field of fair endeavor.

Merrill credits today's undoubted success to several mainstays including the late Charles Paine, secretary of the association and California State Fair manager for years; Vollmann; Afflerbaugh; Steward, and Jesse Chambers, formerly manager of the Santa Barbara County Fair. In the early 1930s, just after the passage of the pari-mutuel racing wagering law, from which Cali-

ifornia fairs receive financial assistance, Tom Dodge, Fresno District Fair manager, and Dr. Joseph N. D. Hindley, Humboldt County Fair manager, added their talents in helping to solve fairs' problems.

At that time the association had no paid staff. Merrill explains that the office was in Tevis Paine's cluttered desk as he served as the treasurer following the death of his illustrious father, in the notebook of Rose E. Links, secretary since 1933, or under E. G. Vollmann's hat.

Merrill adds that he was never really hired for the post he holds today. He just went to work as the first WFA employee. The first

(Continued on page 60)

SALES PLAN
NEW MEXICO
SALES DATA FILE

RECOMMENDATION:
USE EXHIBIT SPACE AT
NEW MEXICO
STATE FAIR
ALBUQUERQUE, N. M.

366,000 people*
are your proof that a strong sales
exhibit can pay off here in the
New Mexico area . . .

*1954 Attendance

MAKE a note
for yourself
now . . .
to include an
exhibit here
as a 'must'
in your
New Mexico
sales plans
for 1955.

It's not hard to find out the facts about this fast-growing market where the "big" annual event is the NEW MEXICO STATE FAIR. Make it a profitable affair for yourself and plan to strengthen your sales program with an exhibit here. A top program combined with good attractions make this event a powerful nine-day magnet for all of New Mexico . . . and they come from all over and represent all classes.

1955 DATES
SEPT. 24 THRU OCT. 2

★ For Profitable
Exhibit Space,
Contact

LEON H. HARMS, Secretary-Manager
NEW MEXICO STATE FAIR

Albuquerque, New Mexico

EXPOSITION PROVINCIALE de QUEBEC

IN CANADA . . .

YOU CAN BUILD A STRONG MARKET
Through promotion of your product by planning an Exhibit here in 1955. The great potential of this important Canadian Market can be yours at a cost-per-person-reached far lower than you'd imagine.

EXHIBIT SPACE RENEWALS AVERAGE 87%

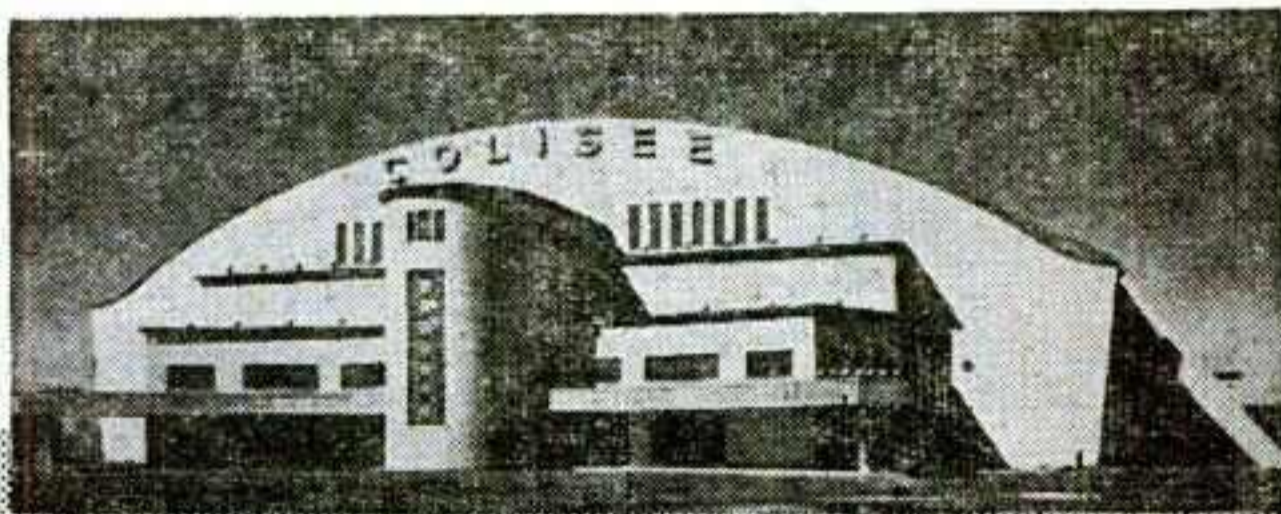
Proving that Canadian and American Firms realize the importance of the Market we reach.

SPECIAL ATTRACTION!!
This year the 1955 edition of the Fabulous Skating Vanities debuted here and was presented in our new, modern arena during the run of our fair.

OUR COLISEE, with seating capacity of 10,000, is available for year-round use for special events and attractions.

**1955 FAIR DATES—
SEPT. 2 THRU 11**

For details on fair exhibit space or available dates on Colisee use, get in touch with us.

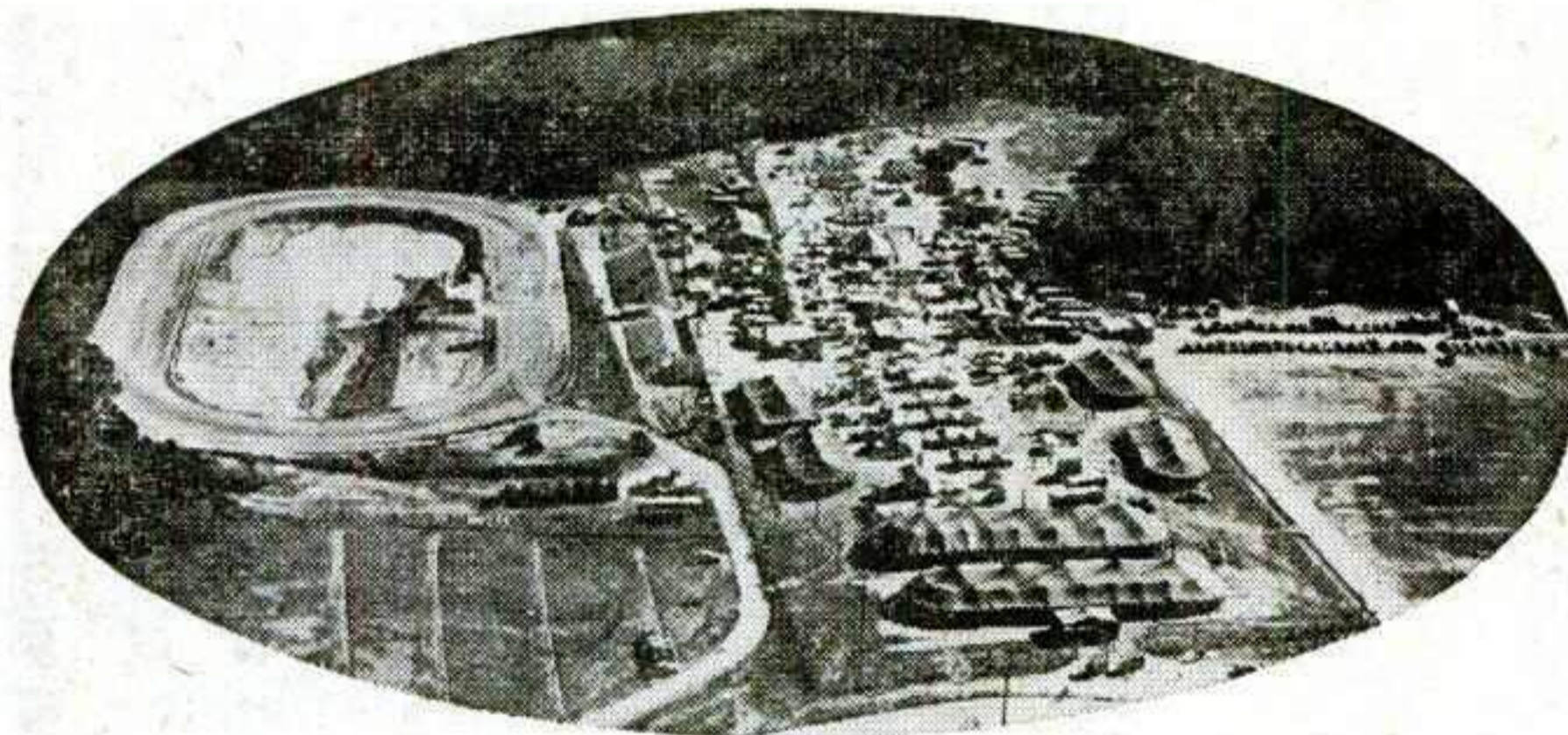


Contact: **EXPOSITION PROVINCIALE de QUEBEC**
Exhibition Park, Quebec, Canada • **EMERY BOUCHER—Managing Director**

SPINDLE CENTER FAIR

GASTONIA, N. C.

"The Combed Cotton Yarn Center of America!"



Biggest New Fair in the South

Our attendance in 1954 was up almost 30% over 1952 . . . 15% over 1953 . . . and there's going to be MORE in 1955!

Top Special Events for everybody plus peak Activities are producing RESULTS for our CONCESSIONAIRES ON THE INDEPENDENT MIDWAY. Contact us early for space for 1955, or see us at the North Carolina Fair meeting.

For your best results . . . be HERE in 1955!

Exhibitors, Concessionaires, Contact:

J. A. PARTLOW
Treasurer



W. H. ROBBINS
Secretary-General Manager

SPINDLE CENTER AGRICULTURAL FAIR
P. O. Box 1193, Gastonia, N. C.

SHOW WINDOW OF THE EAST



NINE BIG DAYS & NITES Sept. 17-25, 1955

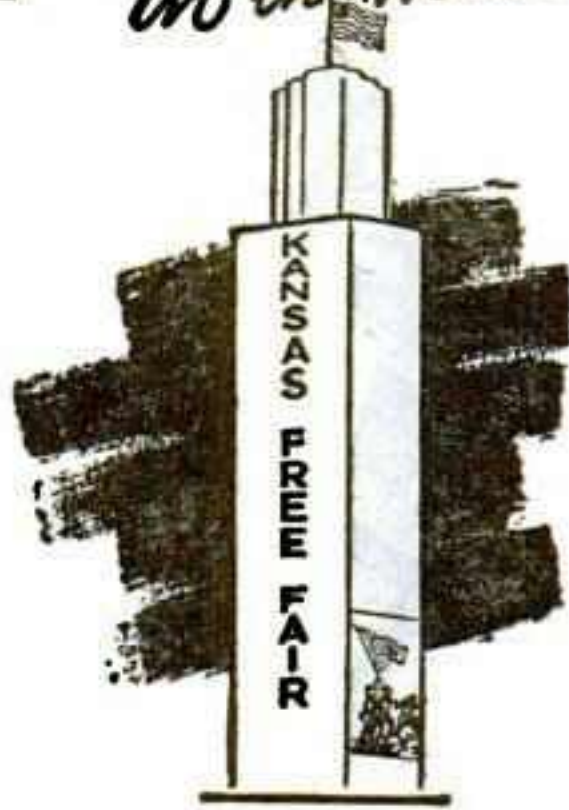
Visitors to the Exposition — the largest agricultural and industrial exposition in the East—represent every facet of the American Market. Over 412,000 attended the Eastern States Exposition in 1954.

JACK REYNOLDS
- General Manager
1305 Memorial Ave., West Springfield, Mass.

Greatest
FREE FAIR
in the World



Maurice E. Fager, Mgr.



Topeka



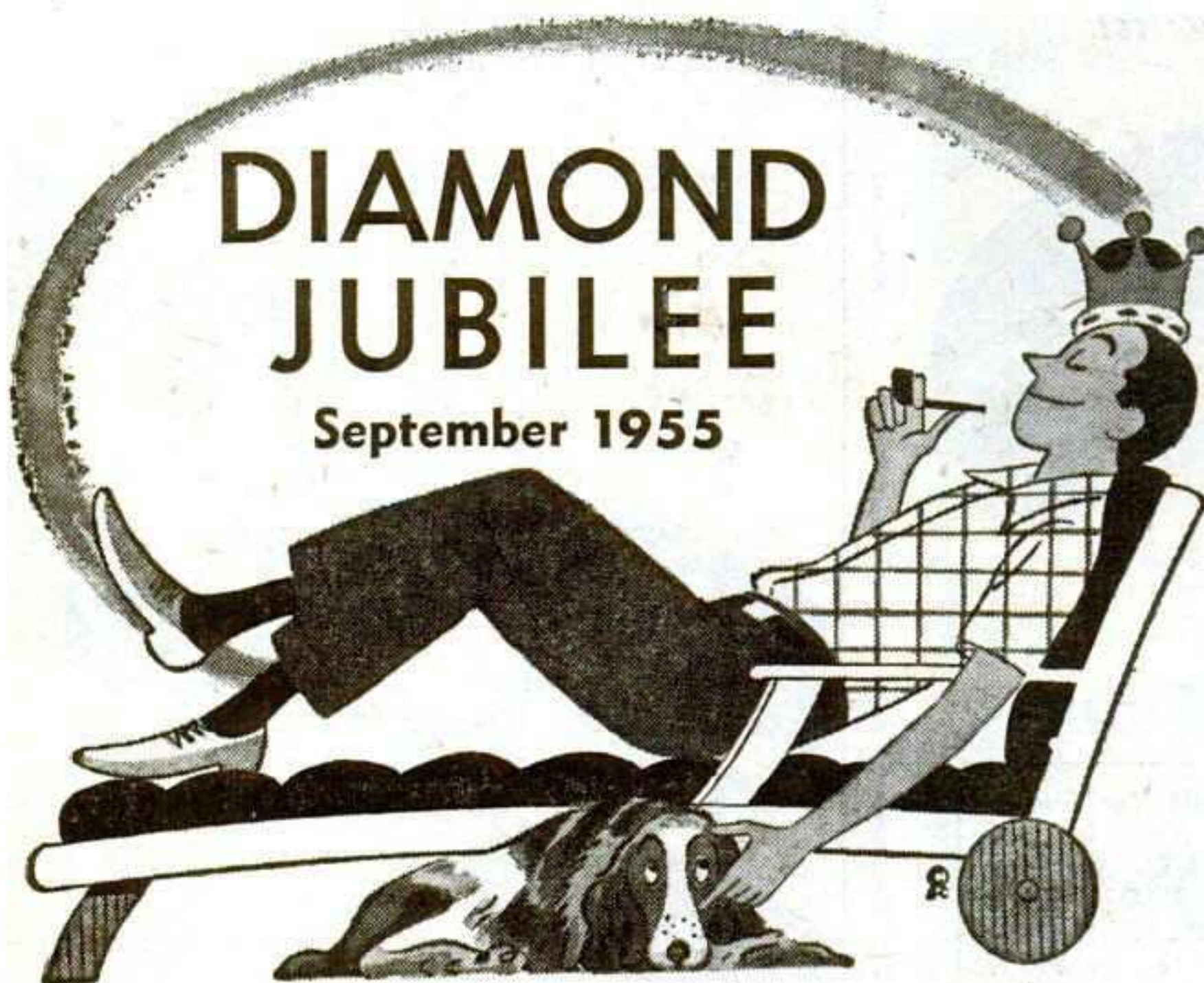
D. E. Ackers, President

"Record-Smasher"

Each year the Free Fair of Kansas smashes records because the Fair broadens its fields of service. In 1955 the Free Fair will celebrate its 75th anniversary. You should be a part of the coming celebration.

The Richest *EXPOSITION* in America

★ Operating without a State "Handout" ★



TOPEKA

Western Fairs Assn. Has Budget of 70G

• Continued from page 58

nine months he received no pay, the depression. He bought calves but the directors later took care for \$1 and bucket-fed them. of that.

His actual fair management experience started in 1934 when he met Dodge, of the Fresno District Fair, which had just been revived by the Fresno County Junior Farm Bureau after it had failed financially. Merrill became the publicity director. He learned the ropes the hard way, even riding a bicycle to sell premium books ads. His salary was augmented by night work in a cannery. He became president of the Fresno County Junior Farm Bureau, managing agency of the Fresno fair, in 1937, and was also assistant fair manager handling exhibits, concessions, and publicity.

Pardon Us . . . Ahem . . .
IF WE POINT TO OUR . . .

NEW ATTENDANCE RECORD

of 236,000*
**POTENTIAL
CALIFORNIA
CUSTOMERS**



*And all of these are in the rapidly expanding Western Market . . . and all are in the mood to buy.

The Santa Clara County Fair offers unusual opportunities to sell . . . and at a cost so low you can't afford to stay away.

Write **NOW** for all details

SANTA CLARA COUNTY FAIR ASSOCIATION

2530 So. First St.

San Jose, Calif.

NEW STRUCTURE

**Appliance Bldg.
At Huron, S. D.,
Has Novel Front**

A NEW \$100,000 appliance building, completed this year by the South Dakota State Fair, Huron, has been hailed by South Dakotans as the best dollar value ever received by the State.

Exhibitors and fair execs join in the praise, for the building leaves nothing to be desired in a structure of its kind and price. Part of a long-range plant development program, the structure is of unusual design, conforming to the recently constructed 4-H club dormitory and assembly hall which set the pattern for new construction.

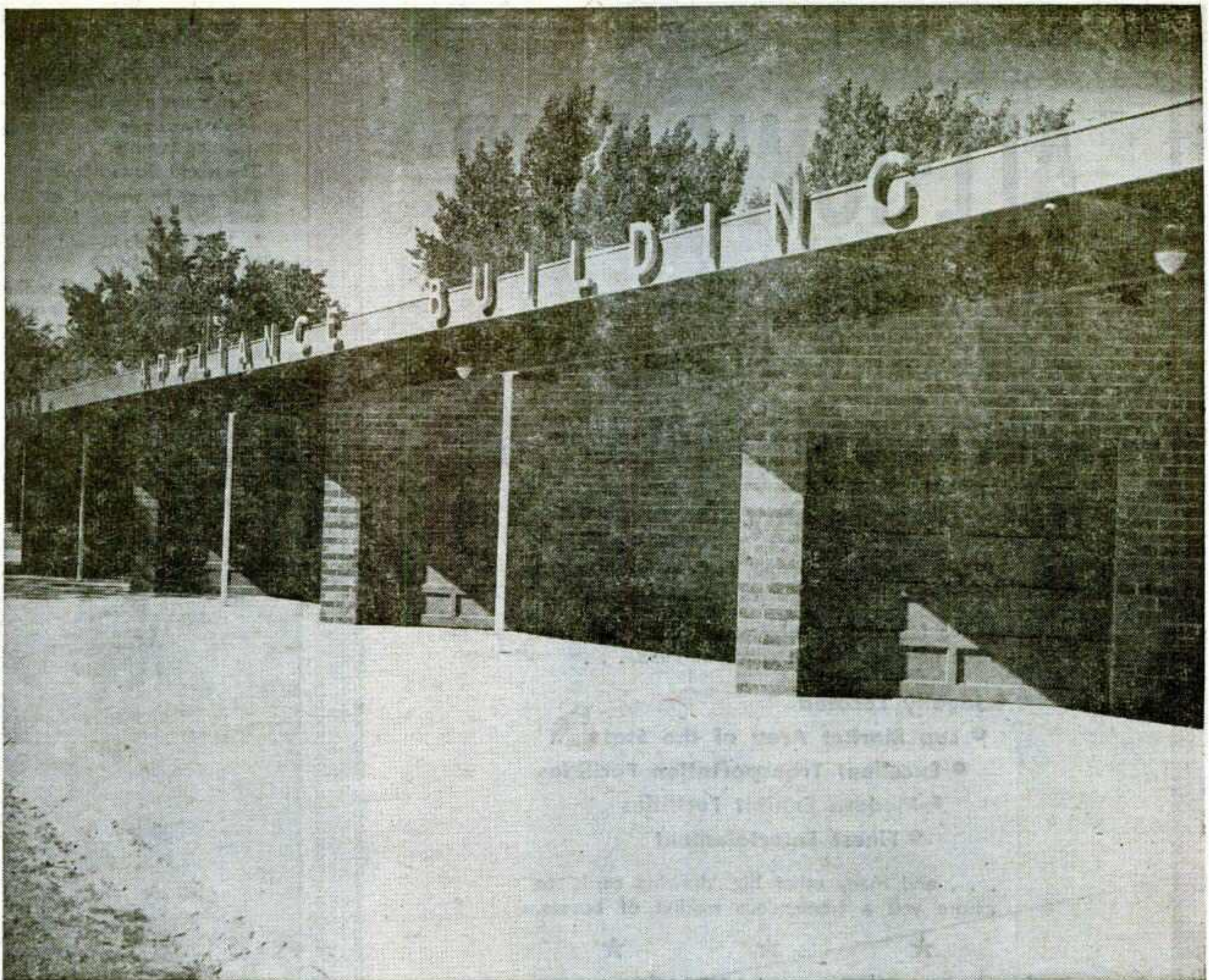
A marquee extends the full length of the building's front and covers a triangular door arrangement, which has four doorways or eight entrances, each fitted with overhead-type doors.

Bldg. Construction

Constructed of Haydite block, with front of hollow tile, the building's interior features laminated wood beams, colored cement floor and indirect lighting.

The building's over-all dimensions are 117 by 160 feet and provides space for 100 booths, each 10 by 10 feet. At the rear of the building are two separate rooms, each 20 by 40 feet, set aside for the radio and press.

The Huron Daily Plainsman used one of these rooms as a display space and as a center for visiting newspapermen to whom it provided the necessary equipment for their work. Huron Radio Station KIJV



made similar use of the other room, hosting radio personnel of the area. Centrally located at the head of the independent midway and adjoining machinery row, the building is also next to a quonset-type structure, used previously as a supplementary appliance exhibits hall. The new building is so constructed that it provides a 20 by 120 foot enclosed storage area between it and the quonset buildings. In its first year in operation the building drew more people than all of the others on the grounds. Space sales were easy, and before the fair was over many exhibitors not only said they would return next year but put bids in for additional space.

FEATURING:

- Holiday on Ice of 1956
- Championship Wrestling
- 4-H and FFA Programs
- Brilliant, exciting Midway
- Farm Bureau Talent Find Contest
- Thrill Shows
- Complete change of Grandstand Show every third day
- Top-notch cattle exhibits with premiums on a Regional basis in the Dairy Division
- Make It Yourself With Wool Contest

UTAH *State* FAIR

and INDUSTRIAL EXPOSITION

Salt Lake City, Utah

FEATURING:

- The West's outstanding Horse Show under the direction of the Salt Lake Horse Show Assn.
- Utah & Mountain Empire at Work Exhibits
- Do It Yourself Show
- Photo Show
- Grand Scenic & Transportation exhibit area
- The Original Miss Utah Contest
- The West's Greatest Mineral Display

IN THE MIDST OF THE BOOMING INTER-MOUNTAIN MARKET AREA REPRESENTING ANNUAL BUYING POWER OF \$1,441,159,000 IN RETAIL SALES \$742,993,000 IN WHOLESALE SALES

TO A MARKET OF OVER 1 1/2 MILLION BUYERS AT THE TOP EVENT OF THE YEAR

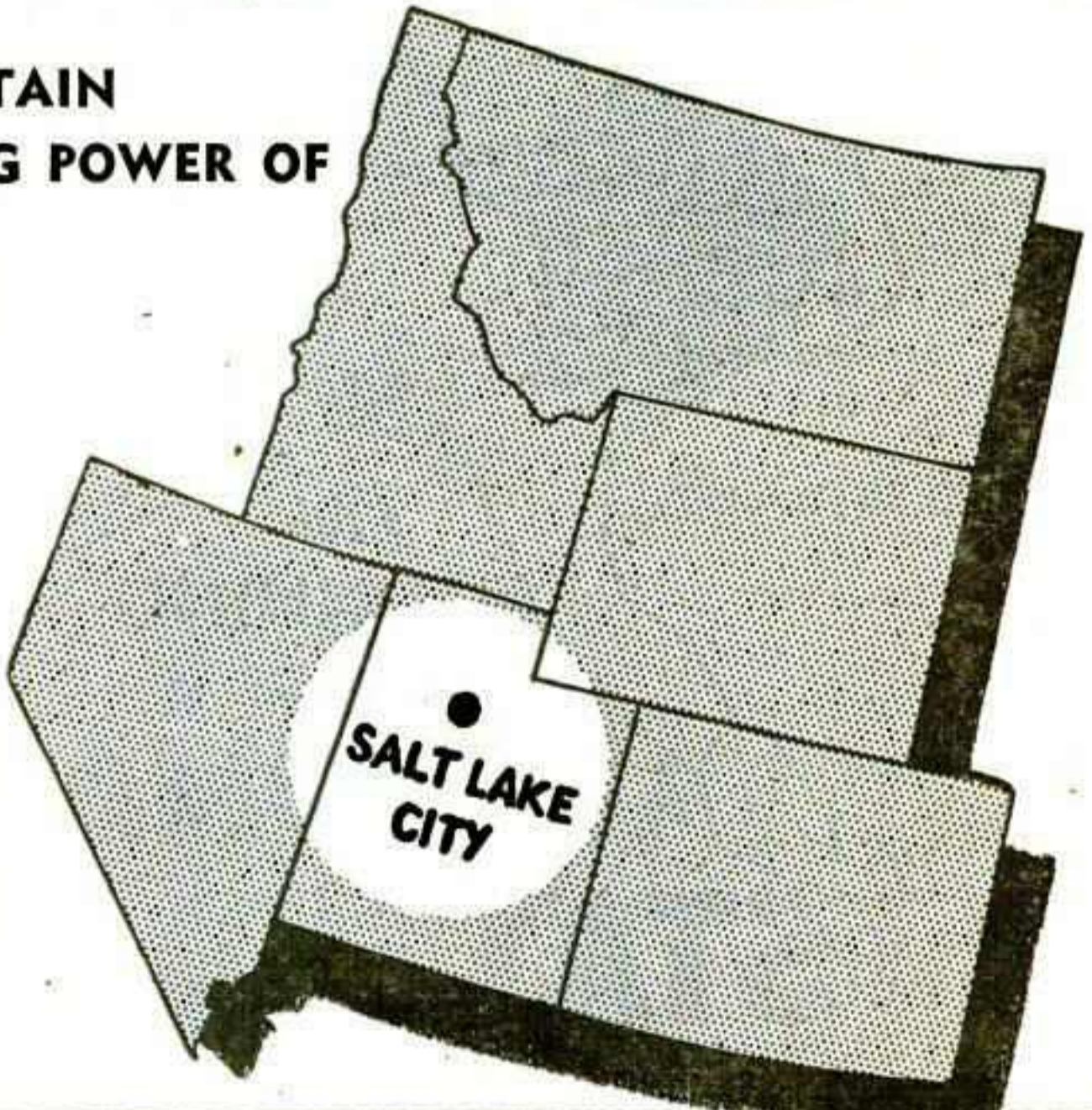
UTAH STATE FAIR

Where your message is delivered most effectively and economically. Our complete, up-to-date facilities and accommodations, our modern permanent buildings, our continual progress in developing have placed the Utah State Fairgrounds among the best in the country.

Definite Plans . . . soon to be completed . . . will make our 1955 event the BIGGEST ever held. Write today for information on our 1955 Fair.



**1955
DATES
SEPT. 16
THRU 25**



For Complete Exhibit Information write to **J. A. THEOBALD** Secy.-Mgr. Box 2136, Salt Lake City, Utah

ALL-IOWA FAIR

Hawkeye Downs CEDAR RAPIDS, IOWA

IOWA'S FASTEST GROWING FAIR

1954—Opening Day Record—34,223

Where, thru one medium, you can reach one of America's highest per capita earning groups.

Just a few reasons why you should contact us right now for exhibit space in 1955 . . .

- Ideally Located
- Top Market Area of the State
- Excellent Transportation Facilities
- Modern Exhibit Facilities
- Finest Entertainment

. . . and many other big 'drawing cards' to assure you a tremendous market of buyers.



1955 DATES — AUGUST 14 to 21

ANDY HANSON, Mgr., Hawkeye Downs, Cedar Rapids, Iowa

Governor Pitches In

IF THE press chiefs of the nation's major fairs were to vote on which governor has given the biggest personal assist to publicizing a fair, Kentucky's Lawrence W. Wetherby would go into the balloting an overwhelming favorite.

The record shows why.

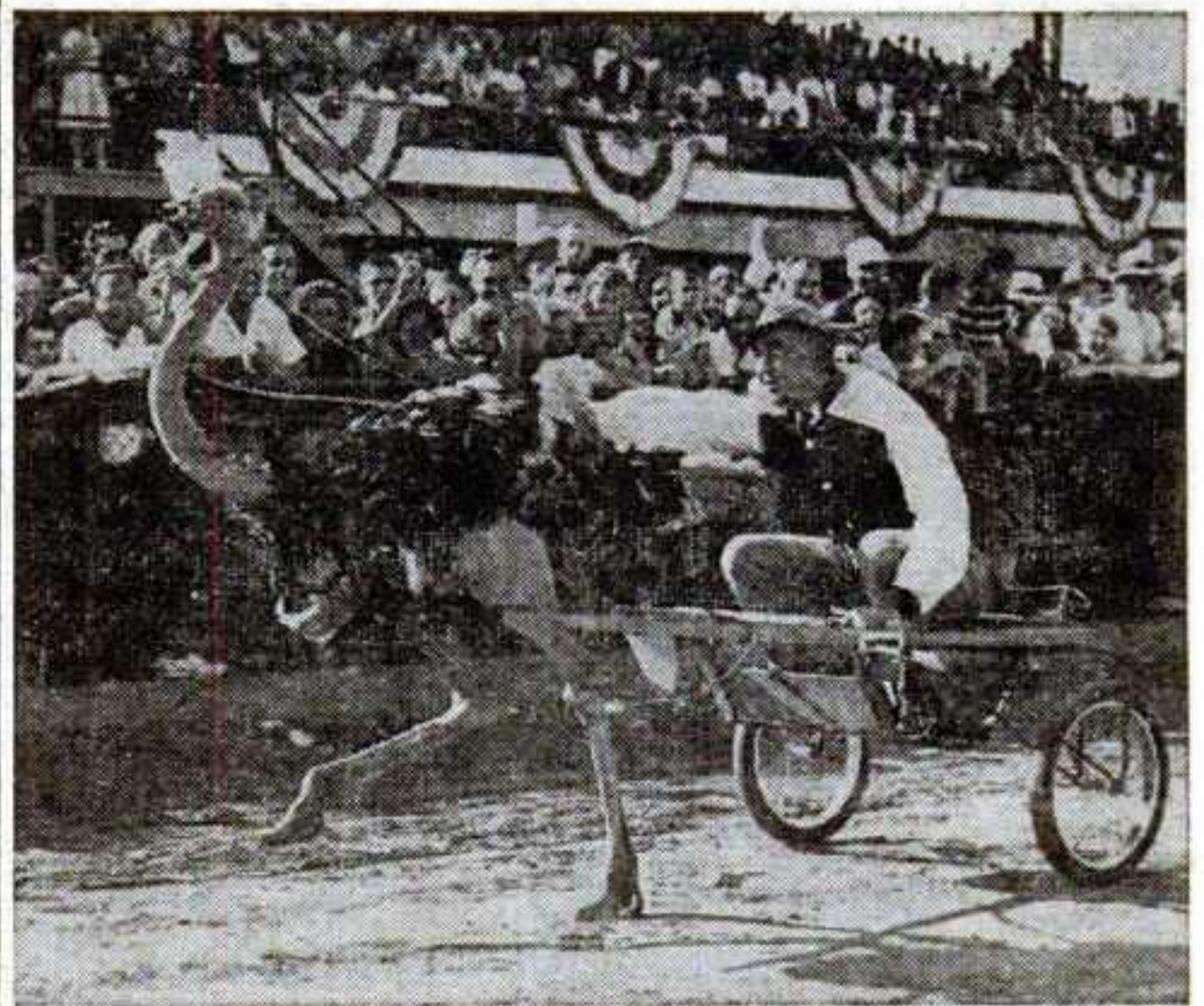
This year he wrestled an alligator in front of the grandstand at the Kentucky State Fair, Louisville.

In 1953 he rode in—and, what's more, won—an ostrich race at the Louisville event.

And in 1952 he jumped to the aid of a stricken high school musician who fainted on the fair's opening day.

Photographers were on hand each time. And the resultant pictures not only made the local newspapers but crashed national news magazines, hit the wire photo services and were distributed by the syndicates.

Governor Wetherby, who, incidentally can't succeed himself in office, is "an all-round good guy, always willing to co-operate in any and all of the fair's events and one of its greatest boosters," summarizes Doc Cassidy, press chief at Louisville, in what sounds close to being a nominating speech among press agents.



—Louisville Courier-Journal Photos

Kentucky's Gov. Lawrence W. Wetherby is an avid supporter of and participant in the Kentucky State Fair. Above, Kentucky's first citizen wrestling an alligator at the 1954 fair, riding an ostrich to victory in 1953 and aiding a stricken high school musician in 1952.

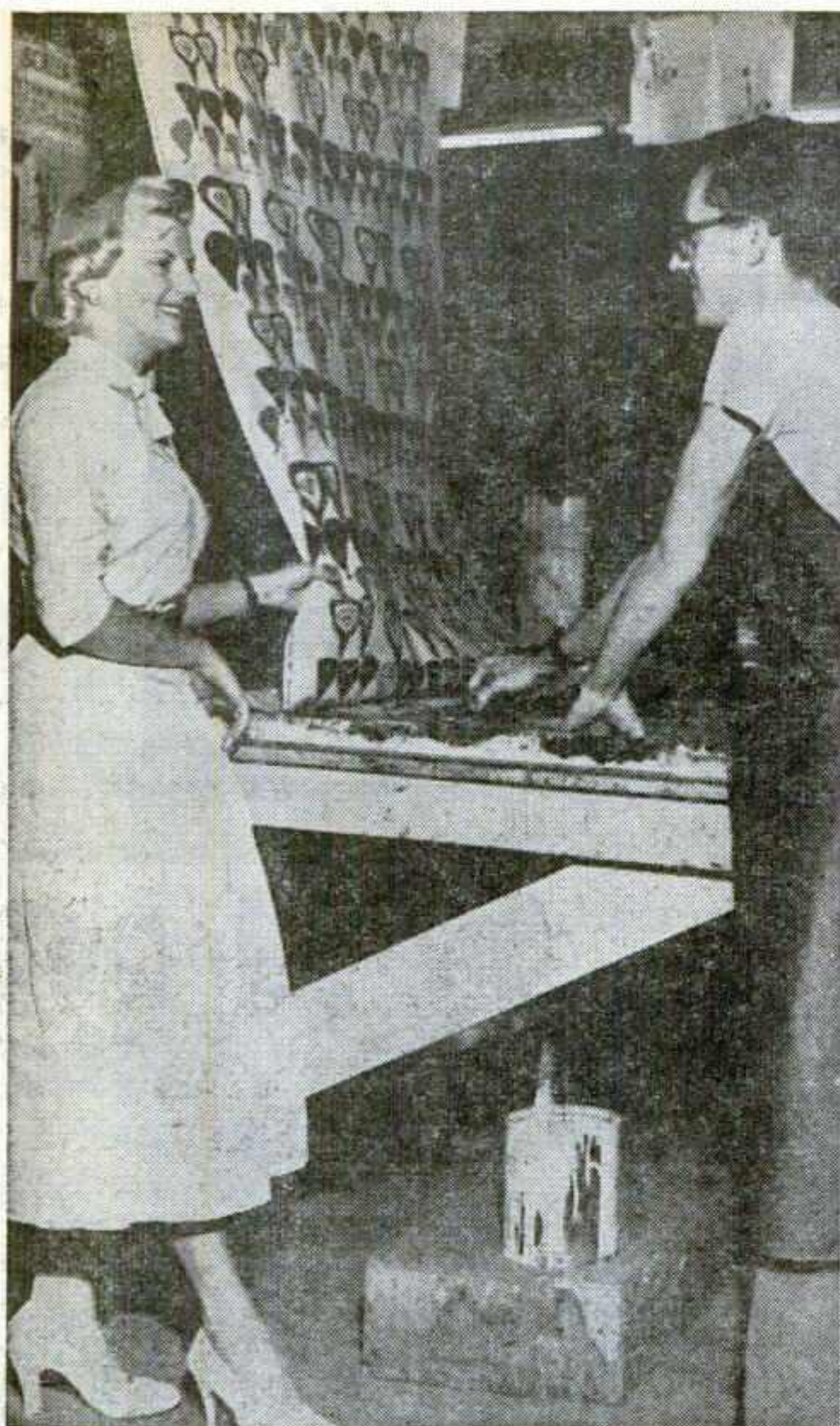
"LIL
DUDETTE"

NOV.
5-14
1954



I'M
RUNNING
FOR

ARIZONA STATE FAIR



Silk screened on the spot, 1500 yards of drapery were sold at the crafts show of the 1954 Wisconsin State Fair, Milwaukee. In addition hundreds of table mats were silk screened and sold to fair patrons. Drapery material was sold for one dollar a yard, the table mats for 25 cents. Cloth used was feed sacking material. The fair, which awarded \$100 in cash prizes for the designs used, underwrote the project.

IONIA FREE FAIR

YOUR GREATEST SALES MEDIUM FOR
COVERING THE CENTRAL MICHIGAN MARKET

... Only 34 miles from Grand Rapids in a Market with a Half-Million Buyers.
A proven sales-getter for over 1100 Commercial Exhibitors every year. One of Michigan's greatest events where your Exhibit can be displayed for maximum results at minimum cost.

●

Ionia County Farm Market Data:

Farms	2,557
Gross Farm Income	\$16,468,000

1955 DATES - AUG. 8-13

ALLAN WILLIAMS, President **ROSE SARLOW, Secretary**
IONIA FREE FAIR, IONIA, MICHIGAN

... **A Booking Office**
With a Conscience ...

BOYLE WOOLFOLK AGENCY

203 NORTH WABASH AVENUE **CHICAGO**

Distinctive Revues • 105 Ranch Rodeo • Thrill Shows
Wonder Bros.' Circus • Radio and TV Stars

SEE US AT CONVENTION HEADQUARTERS—SHERMAN HOTEL

FROM THE LARGEST PRODUCE

the WORLD'S GREATEST

Celebrating the
10th ANNIVERSARY

HOLIDAY ON ICE



LOOK WHAT'S HAPPENED IN 10 SHORT YEARS!
ALL OVER THE WORLD
NORTH AMERICA—EUROPE—ASIA—SOUTH AMERICA
AND THE ISLANDS IN BETWEEN.
All Shows with the finest INTERNATIONAL STARS.
There's a HOLIDAY unit breaking a box-office record somewhere today—and every day. Get on the "ICE WAGON"! Excellent for Arenas, Stadiums and Grandstands.
MAKE PLANS NOW! LIMITED TIME AVAILABLE!

and the
fastest
growing show
of all ...



ICE VOGUES

BOOKING INFORMATION

WRITE—WIRE—PHONE

JOHN FINLEY
Holiday On Ice Shows, Inc.

1775 Broadway
New York, N. Y.
Circle 6-8660

A. R. GRANT
Holiday On Ice Shows, Inc.

1775 Broadway
New York, N. Y.
Glenville 1-8505

HOLIDAY ON ICE SHOWS,

NEW YORK, N. Y.

1775 Broadway

Phone: Circle 6-8660

CORAL GABLES, FLA.

1500 Douglas Road

CLEVELAND, O.

1442 Hayden Ave.

MINNEAPOLIS, MINN.

323 Plymouth Bldg.

MORRIS CHALFEN, President

RS OF ICE ATTRACTIONS -

ICE SPECTACLES

1955 EDITIONS

the Incomparable

SONJA HENIE

IN PERSON

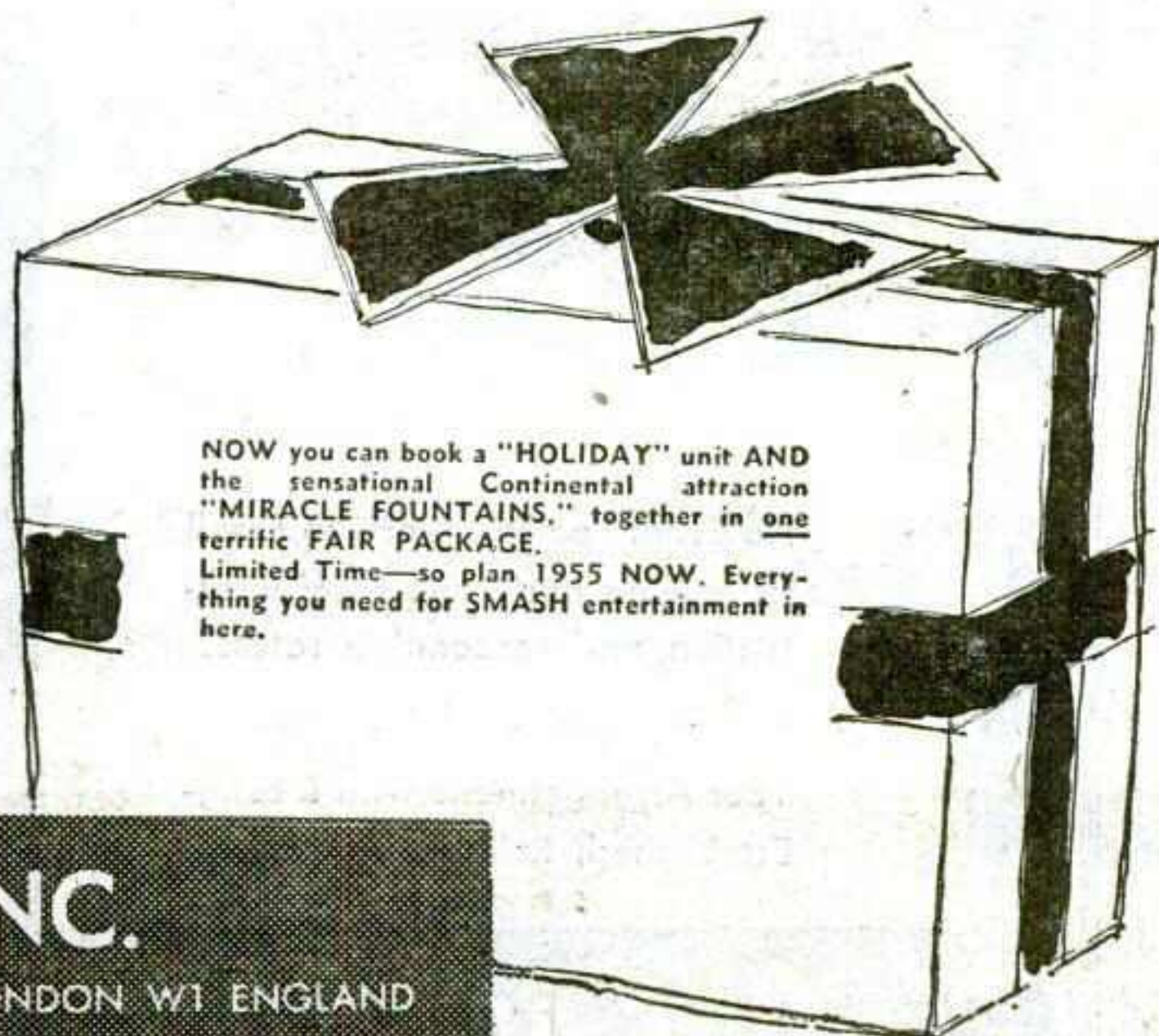
and her

ICE REVUE



Just completed a RECORD-SMASHING AMERICAN TOUR. European tour starts early in 1955. The incomparable Sonja and her Ice Revue will be available later in '55. A sensational attraction with one of the world's greatest show-business personalities.

NOW AVAILABLE Absolutely NEW!
A BEAUTIFUL PACKAGED DEAL



NOW you can book a "HOLIDAY" unit AND the sensational Continental attraction "MIRACLE FOUNTAINS," together in one terrific FAIR PACKAGE. Limited Time—so plan 1955 NOW. Everything you need for SMASH entertainment in here.



MIRACLE FOUNTAINS

FAIRS
THE HEADLINE HIT OF ALL

UTAH STATE FAIR, Salt Lake City (new record)
CANADIAN NATIONAL EXHIBITION, Toronto
CALGARY STAMPEDE, Calgary, Alta.
EDMONTON EXHIBITION, Edmonton, Alta.
TULSA STATE FAIR, Tulsa Okla. (new record)
ILLINOIS STATE FAIR, Springfield
LOS ANGELES COUNTY FAIR, Pomona
WISCONSIN STATE FAIR, Milwaukee
CENTRAL FLORIDA EXPOSITION, Orlando
HEART OF ILLINOIS FAIR, Peoria

ALLENTOWN FAIR, Allentown, Pa.
NEW JERSEY STATE FAIR, Trenton
DUTCHESS COUNTY FAIR, Rhinebeck, N. Y.
NEW YORK STATE FAIR, Syracuse
JAMESTOWN FAIR, Jamestown, N. Y.
MASON CITY, IOWA, FAIR, Mason City
WEST VIRGINIA STATE FAIR, Lewisburg
TRI-STATE FAIR, Amarillo, Texas (new record)
KANSAS STATE FAIR, Hutchinson

INC.
LONDON W1 ENGLAND
17 Stratton, Mayfair

Bill Atterbury's
INCOMPARABLE
SKY
KINGS

A page
 from the
HISTORY
BOOKS of
FAIRS

Each year five of the
 largest exhibitions
 in the world take
 place in rapid suc-

cession throughout the provinces of Western
 Canada. Known as the Canadian "A" Circuit, these
 greatest of great fairs are constantly seeking the
 finest in Midways and Grandstand Attractions . . .
 In 1954, Mr. Ernie Young, famous producer of
 Outdoor Extravanzas, was chosen to bring the
 Provincial Exhibitions and the "A" Circuit the
 greatest Grandstand Show ever . . .
 Without hesitation, the SKY KINGS were signed
 immediately to be the feature of this All-Star
 Show that made Exhibition history and shattered
 records everywhere . . .

THE BRANDON (Manitoba) DAILY SUN—June 29,
 1954

"Topping the thrill acts of opening night
 were the SKY KINGS . . . and their wind-
 up when they actually change poles at the
 peak . . . will rank as one of the greatest
 sensations in any outdoor act here."

THE EDMONTON (Alberta) JOURNAL—
 July 13, 1954

" . . . Bill Atterbury's SKY KINGS
 ran through a routine which kept
 the spectators on the edge of their
 seats . . . kept the crowd gazing sky-
 ward and more than one gave a sigh
 of relief when the bold performers
 climbed down from their lofty
 positions . . ."

THE LEADER (Saskatchewan) POST—July 27, 1954

" . . . Bill Atterbury's SKY KINGS changed
 poles 140 feet high . . . For this act the
 orchestra tried to be soothing, but down
 below hearts were going 60 miles an hour
 to watch this climax . . ."

THE CALGARY (Alberta) HERALD—
 July 10, 1954

" . . . the sway pole act at the Calgary
 Stampede grandstand show could
 almost be said to be out of this
 world . . . watching the SKY KINGS
 do handstands on 140-foot steel
 poles that sway nearly 60 degrees is
 like watching strangers from another
 world."

THE SASKATOON (Saskatchewan) STAR PHOENIX—
 July 21, 1954

" . . . Mr. Young's revue closes with an act
 which will probably keep audiences toss-
 ing and turning the rest of the night. The
 SKY KINGS are providing grandstand
 crowds with the greatest entertainment
 thrill in show business today."

See Us at the Chicago Meetings or Contact

ERNIE YOUNG AGENCY

203 N. Wabash

Chicago, Ill.

Let

COOKE & ROSE
 THEATRICAL ENTERPRISES, INC.

LANCASTER, PA.

Handle Your
Attractions Problems

What Do You Need?

- ★ HIGH ACTS
- ★ THRILL SHOWS
- ★ REVUES
- ★ PLATFORM ACTS
- ★ RODEOS
- ★ NAME ATTRACTIONS
- ★ COMPLETE THREE RING CIRCUS

. . . or you name it!

COOKE & ROSE CAN FURNISH IT

What Kind of Event
or Location?

- ★ PARKS
- ★ FAIRS
- ★ CENTENNIALS
- ★ CARNIVALS
- ★ CIRCUSES
- ★ HOLIDAY CELEBRATIONS

. . . anytime—any place!

OR . . . let the expert, experienced staff
 of COOKE & ROSE put together a complete
 package show for you—including stage,
 lighting, scenery, costumes, management,
 etc.

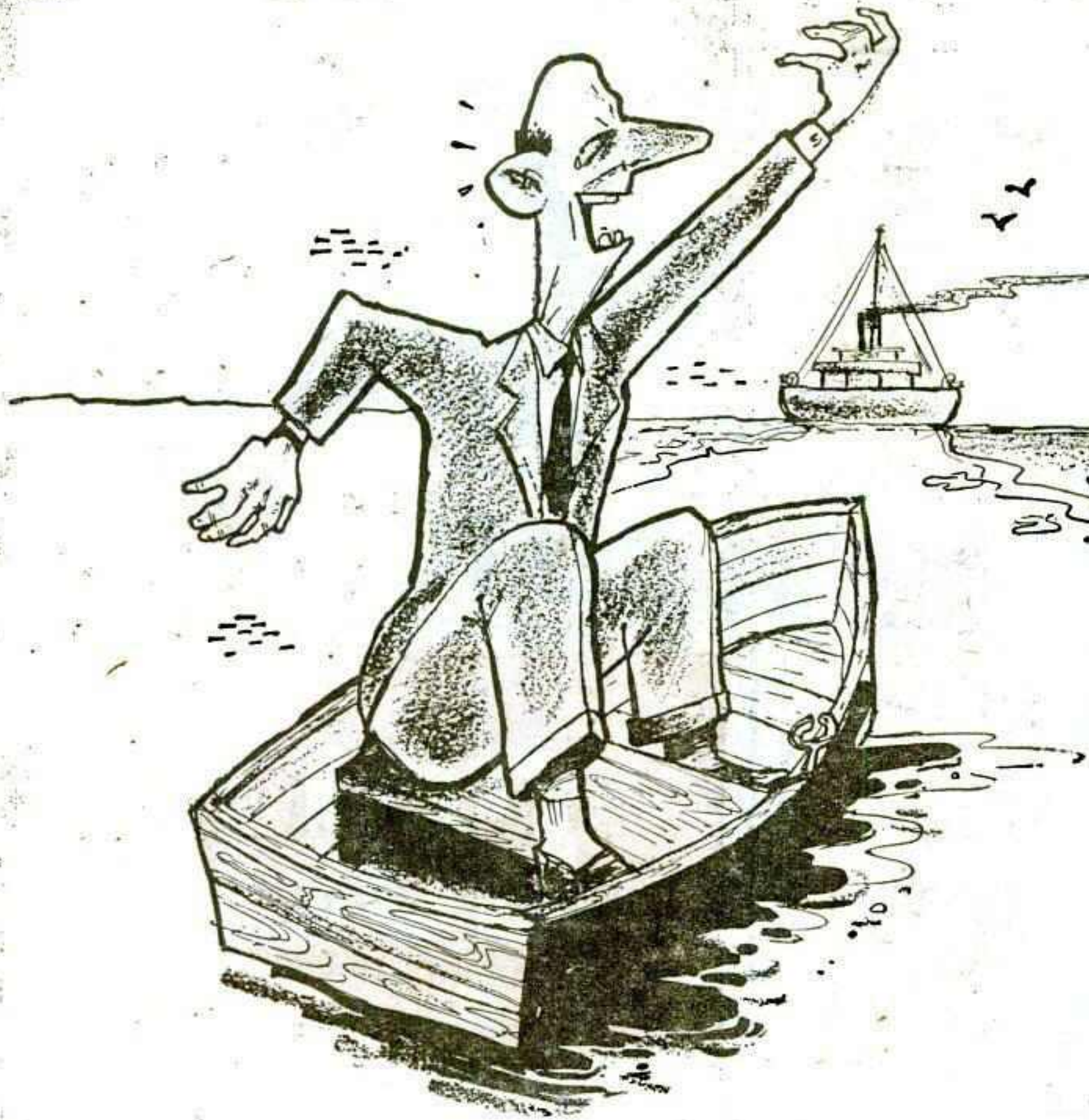
No Event Too Large or Too Small
 to receive our most careful at-
 tention and reasonable rates.

Your Interests Are Ours . . . Make
 Your Arrangements with a Long-
 Established, Reliable Agency.

COOKE and ROSE

THEATRICAL ENTERPRISES, INC.

246 W. King St. LANCASTER, PA. PH: 2-4506



**You
Can't
Miss
the
Boat!**

In the Canadian Market, your Sales Program can only be Improved with an Exhibit at the

PACIFIC NATIONAL EXHIBITION

VANCOUVER, B. C., CANADA

**ALMOST ONE MILLION TOP PROSPECTS
ATTENDED THIS GREAT FAIR IN 1954 . . .**

A billion-dollar industrial expansion program has greatly increased the purchasing power of British Columbians. Visitors to Canada from all over the world make it their business to stop at Vancouver . . . Canada's largest seaport and air gateway to the Pacific.

You have read about the exciting developments in Canada in the business and trade press. Now you can actually try your own concentrated sales program by exhibiting to these hundreds of thousands of eager-to-buy Canadians.

Plan Now To Exhibit Here in 1955

For proof of the selling power of an exhibit at the annual Pacific National Exhibition . . . for space costs and exhibit details, contact

**D. A. GROUT, Supervisor of Exhibits, PACIFIC NATIONAL EXHIBITION,
Exhibit Park, Vancouver 6, B. C., Canada.**



1955 DATES

August 24-September 5 inclusive

★ **PACIFIC NATIONAL EXHIBITION** ★

J. S. C. Moffitt
President

VANCOUVER, B. C., CANADA

V. Ben Williams
General Manager

Make **SURE** Your Midway
 has the **FINEST**...
JOHNNY DENTON'S



**FAIR SECRETARIES
 COMMITTEEMEN**

The fastest growing show in the business can bring you top earning power in every ride, attraction and concession we have. This has been a proven winner at every event played, so why settle for less? We will be in Chicago for the conventions, and also at your State Fair meetings. We would like to prove to you that we can produce your kind of winning show.

CONCESSIONAIRES

Here is a show that plays to the finest fairs and celebrations in the Midwest, South and Canada. If you want a full season of outstanding profits, get in touch with us.

**GOLD
 MEDAL
 SHOWS**

SHOWMEN

We can place a few choice and unusual attractions for our 1955 route. We want only top quality presentations. What do you have? Especially want high quality Girl Show, Side Show, Monkey, Midget and Snake Show.

JOHNNY J. DENTON

Owner -
 Manager

**HARDWOOD ROAD,
 FOUNTAIN CITY, TENN.**

**The Show of Merit that has
all the Appeal and Class
You Can Want!**

OUR SINCERE THANKS

to the very many Fairs and Celebrations we had the privilege of playing to in 1954.

And especially to the Fair Secretaries of the

CANADIAN "B" CIRCUIT

14 FAIRS THROUGHOUT WESTERN CANADA

From The Billboard, September 4, 1954

RECORD SHOW RUN

**Denton Makes 3,000
Mile Jump to W. Va.**

PARKERSBURG, W. Va., Aug. 23.—Johnny Denton's Gold Medal Shows arrived here Wednesday (25) after a record run for a truck show, having jumped from Lethbridge, Alta., a distance of about 3,000 miles, during which its trucks and trailers moved thru eight States and three Canadian provinces.

The long haul was made without any major trouble, Denton said. Most of the trucks and trailers averaged about 400 miles a day. Light plants were not moved overland but railed in by flat cars. Denton expressed himself as

highly pleased with the business obtained in its first swing over the Western Canadian B Circuit, during which the show played 14 fairs in seven weeks.

"We exceeded last year's gross at almost every spot. And the fairs' receipts from the midway were bigger than in '53," Denton said.

Praises Agent

He was loud in praise of the show's general agent, George Harr, who made arrangements for the moves thru Western Canada. Denton was particularly pleased, he said, because the show, except for one fair—Battleford, Sask.—was up or not far from up on schedule. This, he maintained, was an achievement for the jumps are many in the seven-week period, with some as long as 600 miles.

Chuck Magid, who with Art Frazier and John Fingers, supervised concession operations, was scheduled to leave a Yorkton, Sask., hospital Friday (27) and return to his Winnipeg home. Magid had been stricken with a heart attack.

The show will open its long string of U. S. fairs here Monday (30) at the Wood County Fair, which will run thru September 4.

IN 1955 . . .

**WE PROMISE an Even Bigger and
Better Midway.**



CONTACT US AT THE
CHICAGO CONVENTIONS
OR AT
YOUR STATE FAIR MEETINGS

GOLD MEDAL SHOWS "America's Finest"

Be on the market!

at the

99th

**MID SOUTH
FAIR**

MEMPHIS, TENN.

SOUTH'S GREATEST!

and "AMERICA'S FASTEST GROWING FAIR"

**MEMPHIS, 10th IN BUYING
POWER IN THE NATION!**

---- Racing from 13th to 10th, in 3
years, in wholesale sales!

FIRST IN THE SOUTHLAND!

---- Drawing potential customers for your products from over
425,000 farms located in 127 rich counties in 7 populous States!

RIISING ATTENDANCE FIGURES AND COMMERCIAL EXHIBITS
OVER 1953 POINT UP THE EXPANDING MARKET

Average daily attendance up 6%

EXHIBITS AND CONCESSIONS UP 14% • SHOWS AND RIDES UP 17%

**MR. WHOLESALER! MR. MANUFACTURER!
MR. DISTRIBUTOR! MR. RETAILER!
JOIN THE PARADE! PLAN
NOW TO EXHIBIT AND
ATTEND IN 1955!**

TENTATIVE
1955
DATES
SEPT. 23-
OCT. 2

FOR COMPLETE DETAILS WRITE

G.W. "Bill" WYNNE, MGR.

co MID-SOUTH FAIR MEMPHIS, TENN.

CHUCK MOSS

MEANS

MIDWAY CONCESSIONS

With

- CLASS • FLASH • NEATNESS • CROWD APPEAL

We are extremely proud to contribute to the growing popularity of the

MID-SOUTH FAIR MEMPHIS, TENN.

By giving the Patrons of this Stellar Event the Finest Concession Lineup in America



SOUTHEASTERN FAIR!

Atlanta, Georgia

1955
DATES
Sept. 29-
Oct. 9

- ★
- ★
- ★
- ★
- ★

A GOOD BUSINESS INVESTMENT

Located in Atlanta—Headquarters City of the Southeast Region—one block off the South Express Way. An expression of commercial, industrial and financial interests in the Southeast. Management sponsored by Atlanta Chamber of Commerce emphasizes clean rest rooms . . . efficient parking facilities . . . wholesale education, recreation and entertainment.

SPECIAL EVENTS PROMOTIONS

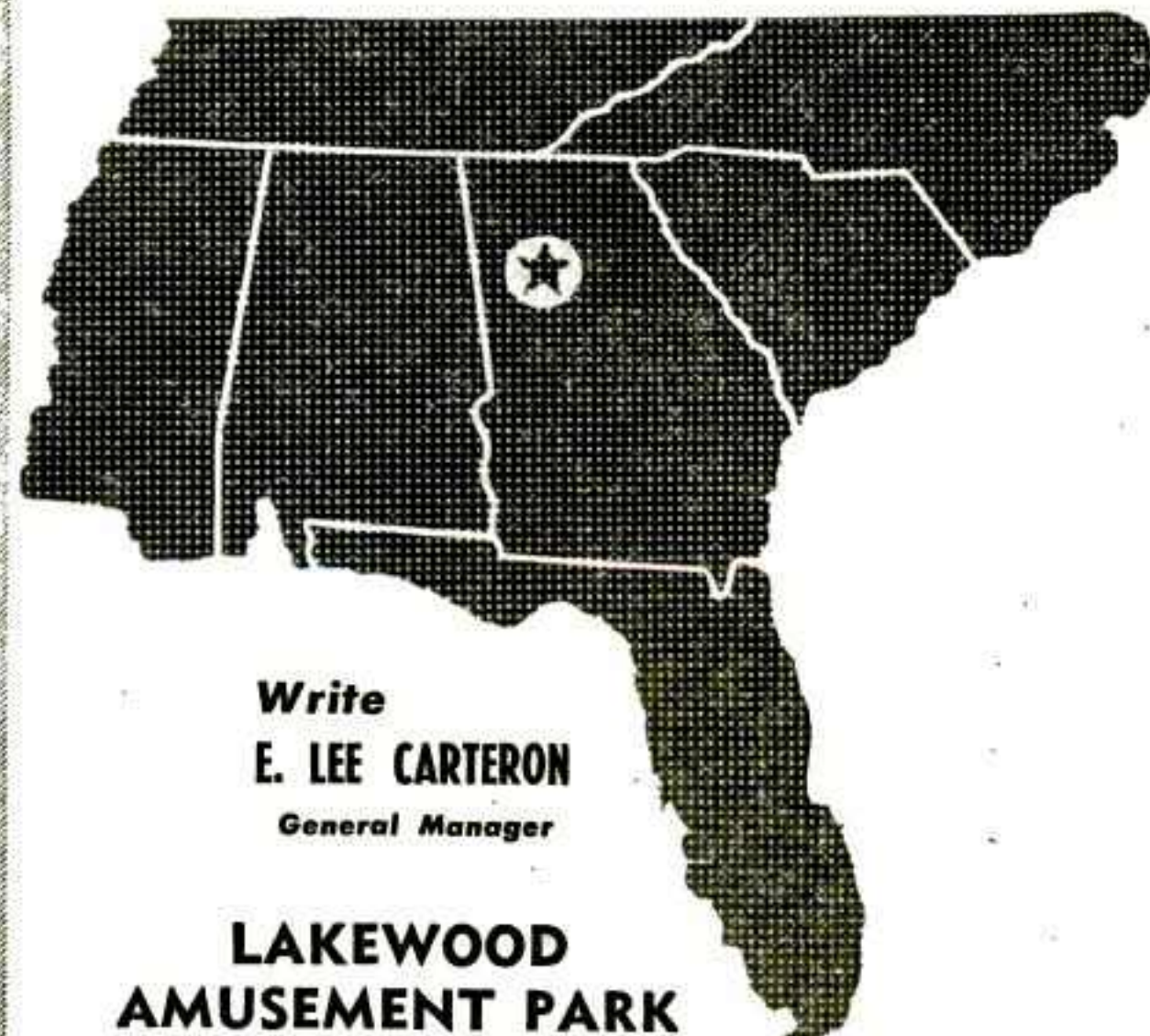
6500-Seat Grandstand with the South's finest mile dirt race track around a natural lake. Both Grandstand and Track available for still dates.

SHOWS AND CONVENTIONS

Four large Exhibit Buildings: Two with 35,000 square feet; two with 20,000 square feet.

AMUSEMENT PARK

Permanent rides and games open April 30 thru September 15.



Write
E. LEE CARTERON
General Manager

LAKWOOD
AMUSEMENT PARK
ATLANTA, GEORGIA

OUR THANKS TO:
L. T. McCOURT, President;
MARTIN L. ZOOK, General Manager,
and G. W. (BILL) WYNNE,
Concession Manager,
MID-SOUTH FAIR.

THANKS also to:
CLIF WILSON
for his co-operation at Memphis.

**and THANKS, too,
to:**
JOE MURPHY, MARGARET PUGH
and JACK LINDSEY
for the friendship and close association
during the past many years at the State
Fair of Texas, Dallas.

WE ARE GRATEFUL TO ALL INDIVIDUALS WHO HELPED MAKE OUR SECOND YEAR AT MEMPHIS SUCH A SUCCESS.

CONCESSIONAIRES:
We are always interested in new and unusual Games.
Is it New? Different? Top Grade? Flashy?
We are interested. Contact us now!

CHARLES (Chuck) MOSS
5210 LONGVIEW STREET DALLAS, TEXAS

DALLAS, TEXAS

DOES THINGS

BIGGER...

**That's The Reason
Midway Grosses
WERE UP 40%...**



Thanks to the wonderful Show Fronts arranged for by Fred A. Tennant, Director of Shows and Concessions, and the array of top-notch showmen who operated at North America's Best Fair.



ASK ANY SHOWMEN WHO PLAYED DALLAS...

**ALSO ASK THEM
ABOUT THE**



BIG 50-FT.-WIDE TORONTO-LIKE MIDWAY

Arranged for by G. W. (BILL) WYNNE, Manager



MID-SOUTH FAIR MEMPHIS, TENN.

Individual Showmen's Grosses . . . as we predicted
. . . were **TRIPLED** in all cases from previous years!

HAVE EXCLUSIVE

On Midway Rides and Shows, and some direct sales at Memphis . . .

EXCLUSIVE on Midway Shows at Dallas for 1955.



Would like to hear from any new original large show that can operate Big-Fair Style (ten or more shows daily) . . . also any Clean Grind Show with 1955 paraphernalia. Send photos.

NOTHING TOO BIG!

See me at the Sherman during Convention time or write:

HOME OFFICE:

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Phone: 76536

This is my permanent address. I can be reached here anytime.

CLIF WILSON



**GOOD-SIZED FAIRS:
If You Are Considering Independent Operation, we can supply your needs.**

Thanks to the entire management of both fairs from the Director down to the cleaner-uppers for their support and co-operation . . . also the officials of all the law-enforcement bodies for their supervision and assistance.

Sells School Leaders

Veteran Minn. Educational Leaders Hosted; Pay Tribute to Long Service in 2-Way Sale

THE Minnesota State Fair's second annual effort to "sell" its show to educational leaders in the State made a host of friends in 1954, even tho it lacked the glamor of the first program the year before.

The '54 event paid homage to veteran school board members—81 men and six women—representing nearly 2,000 years of public service. The program was conducted Monday, August 30, in connection with the Fair's Children's Day activities.

A year ago the fair honored the oldest teachers in the State. Milo J. Peterson, education department superintendent for the fair, said the 1954 program was "fully as successful" as the year before, that this year there was representation from each of Minnesota's 87 counties, compared with only 80 per cent participation in 1953.

But the newspapers didn't glamorize this year's program in the same manner as that of 1953 because the great majority of those honored were men, in contrast to an almost all-women's show the year before. Nevertheless, the fair management was highly pleased with 1954 results and already is considering an adaption of the program for the 1955 exposition:

100 Years of Service

Two of the guests had more than 100 years of service between them. They were Ole J. Agre, 77, of Boyd, Minn., clerk for 51 years of School District 68 in LacQui Parle County, and Fred J. Peterson, 72, rural Lake City, treasurer for 49 years and clerk for one year of his Goodhue County school district. Nine others each had 35 years or more of service.

School board members began arriving at Hotel Lowry headquarters in St. Paul on Sunday, August 29. Mrs. Inga Cagg, field director for the Minnesota Education Association, and Frederick P. Abel, assistant principal of University of Minnesota High School, were hostess and host respectively.

The 81 veterans were guests of the fair at breakfast Monday morning, August 30, in the Hotel Lowry. They then went to the fairgrounds in a body for a tour of the exposition. Dean M. Schweickhard, State commissioner of education, presided at a lunch-

con honoring the veteran board members in the mammoth 4-H Club building.

School Quiz Contest

Henry W. Swenson, fair board president, made presentations to the guests at a program, following lunch, in the Lee Auditorium of the Agriculture - Horticulture building. The State fair school quiz contest was conducted as part of this program, with Maynard Speece, WCCO-Radio farm service director, the quizmaster.

The group returned to the Lowry Hotel ballroom as guests of the State Fair at a dinner attended by Gov. C. Elmer Anderson. Principal speaker was Dr. E. A. Jacobson, of Thief River Falls, Minn., president of the Minnesota Board of Education.

Next on the schedule was the evening grandstand show, with the veterans once again guests of the fair management. President Swenson introduced many to the audience in the grandstand just before the show began.

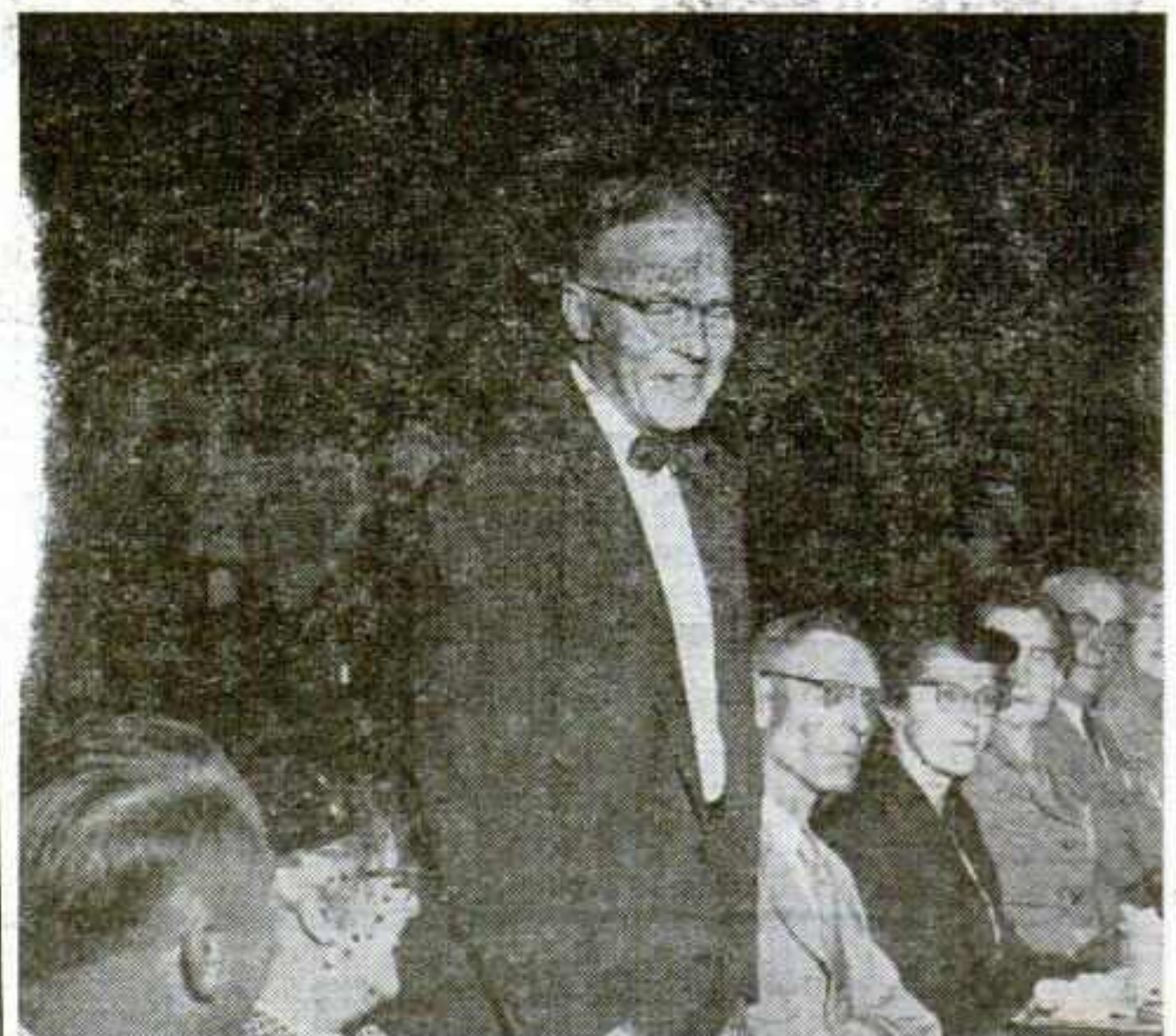
Honor Guests

Among the guests were Reno Bergeson, of Lake Park, Minn., a Congressional Medal of Honor winner; Charles E. McCarthy, of Madelia, Minn., Phi Beta Kappa key-wearer. Sam Harms, of Blooming Prairie, Minn., left his 14 children at home, as did Arthur Anderson, of Dassel, Minn., father of 10 youngsters. Anderson began serving his local school board when his first child entered school. Today, 35 years later, he's still at it, with his youngest child in the eighth grade.

Also present were two bachelors. Adolph Frederickson, of near Fari-bault, Minn., has been a school board member 43 years, and Robert O. Jacobson, of rural Alexandria, Minn., for 35 years, altho neither is married.

Another who participated was Robert W. Pinder, of Kindersley, Sask., who had come to the fair with a large delegation from his province, including its golden jubilee choir.

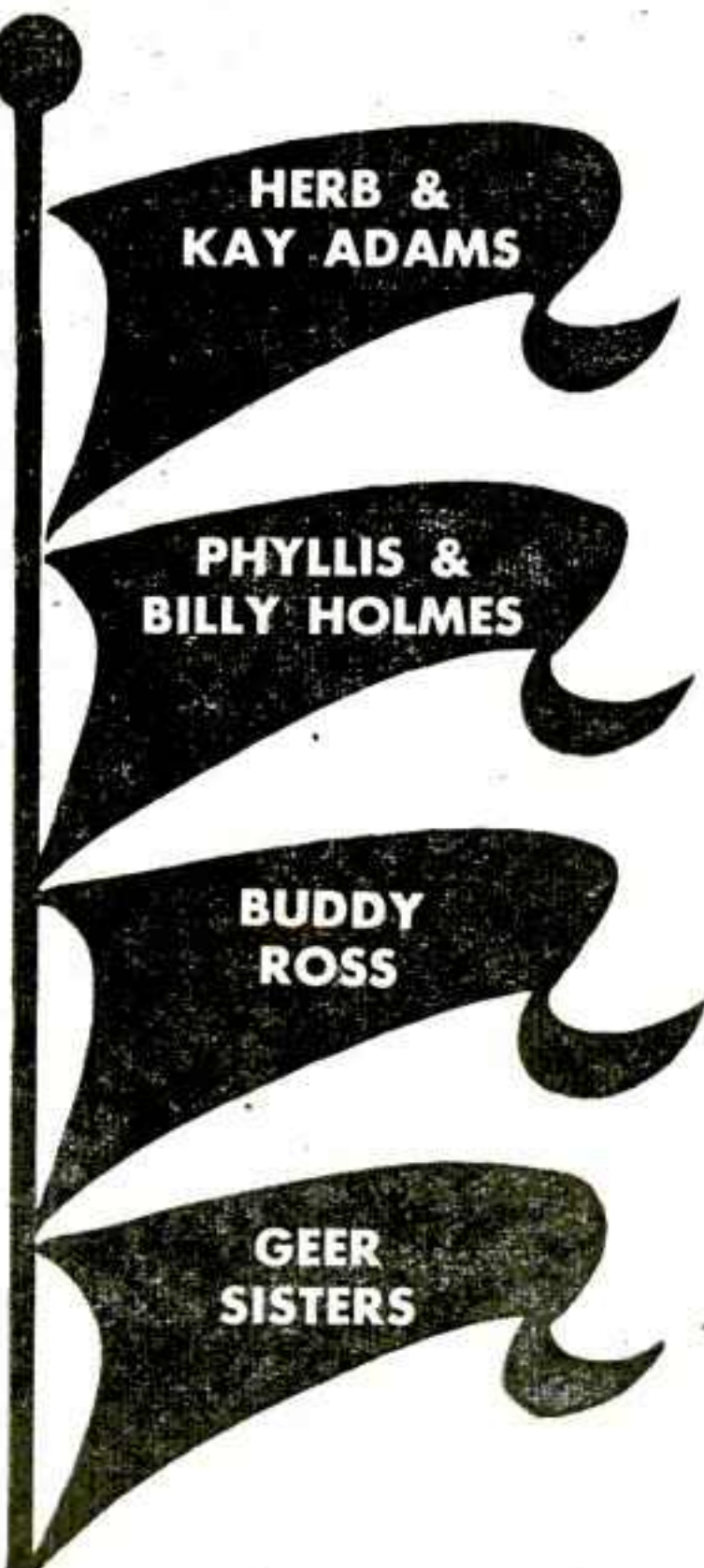
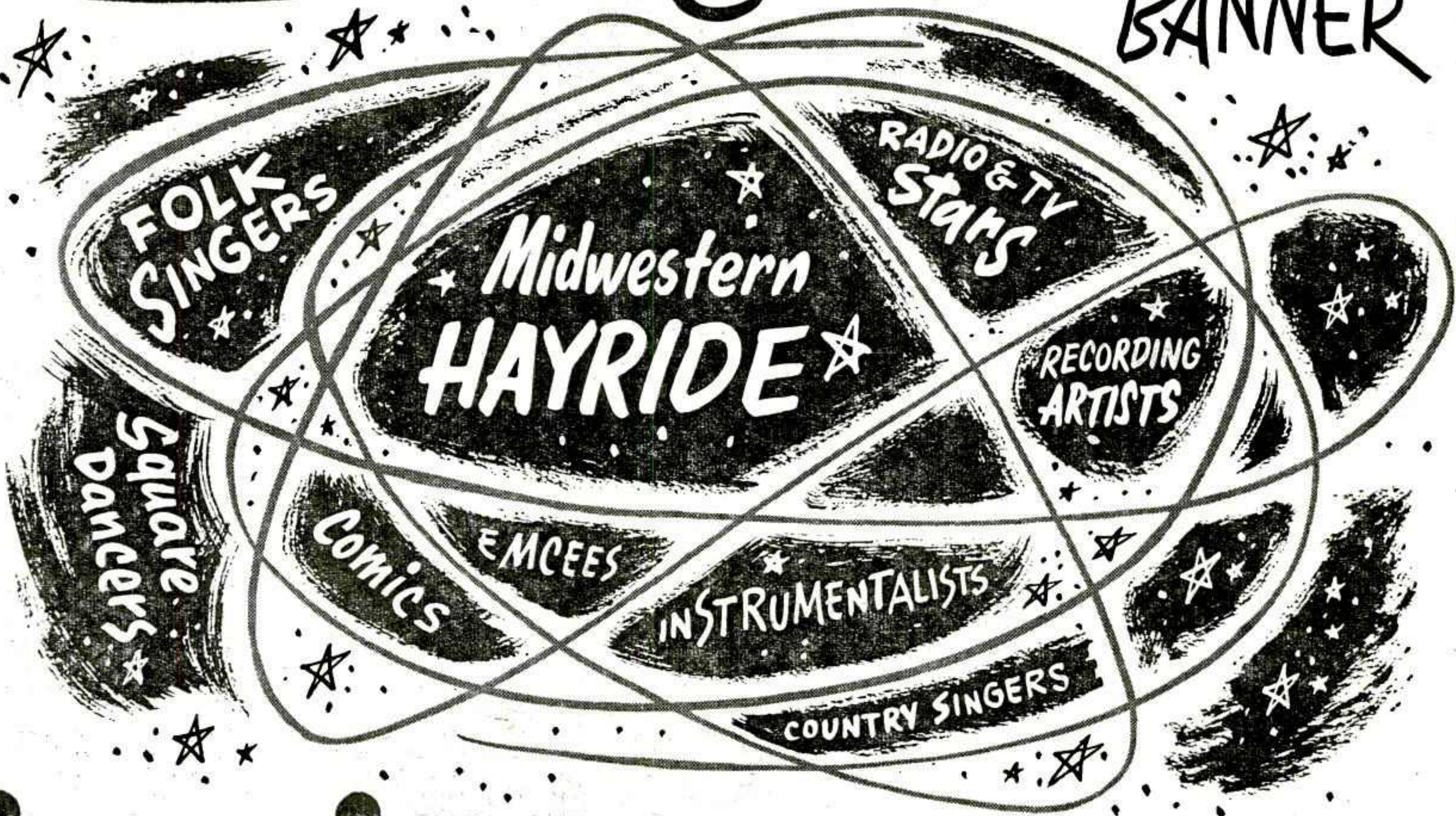
Northwest-Orient Airlines distributed baby orchids to all guests. A number of members brought along their wives and children to participate in the festivities. All were taken care of by the fair board.



Contribution of 81 veteran school board members, representing nearly 2,000 years of public service, was driven home to Minnesotans when their State Fair hosted the long-time educational leaders at the '54 fair. In turn, the educators were exposed to the fair as an important educational medium, and many friends were made for the fair. Above are some of the veteran leaders honored at dinner sponsored by the fair.

BOOK for your COUNTY FAIR in 1955

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Event*

For all details, contact
CARLTON J. LARSON
Secretary, Manager

**September
10-17,
1955**
tentative

PNE Free Shows Win

THE policy of offering much free entertainment has been a big winner at the Pacific National Exhibition, Vancouver.

The PNE provides 10 hours of such fare, ranging from band concerts to group dancing, in its outdoor theater which is hailed by V. Ben Williams, exhibition manager, as a valuable institution.

"First, it answers the criticism that 'nothing is free at a fair any more.' Second, it is an excellent public relations operation," is his summation.

The free shows provide an outlet for talent, gives dancers, singers, musicians, novelty groups and others, aged 3 to 70, a chance to appear before the public.

Friends and relatives throng out in big numbers. The theater seats 2,000, usually is occupied 10 hours each day, and Williams says "it looks like we'll have to enlarge the seating capacity and the stage."

Annual highlight is the Miss PNE Contest finals, in which gals, in shorts and T shirts, are picked not only for beauty but for ability to express themselves on their home districts.



CALIFORNIA MID-WINTER FAIR

In the Winter Garden of America

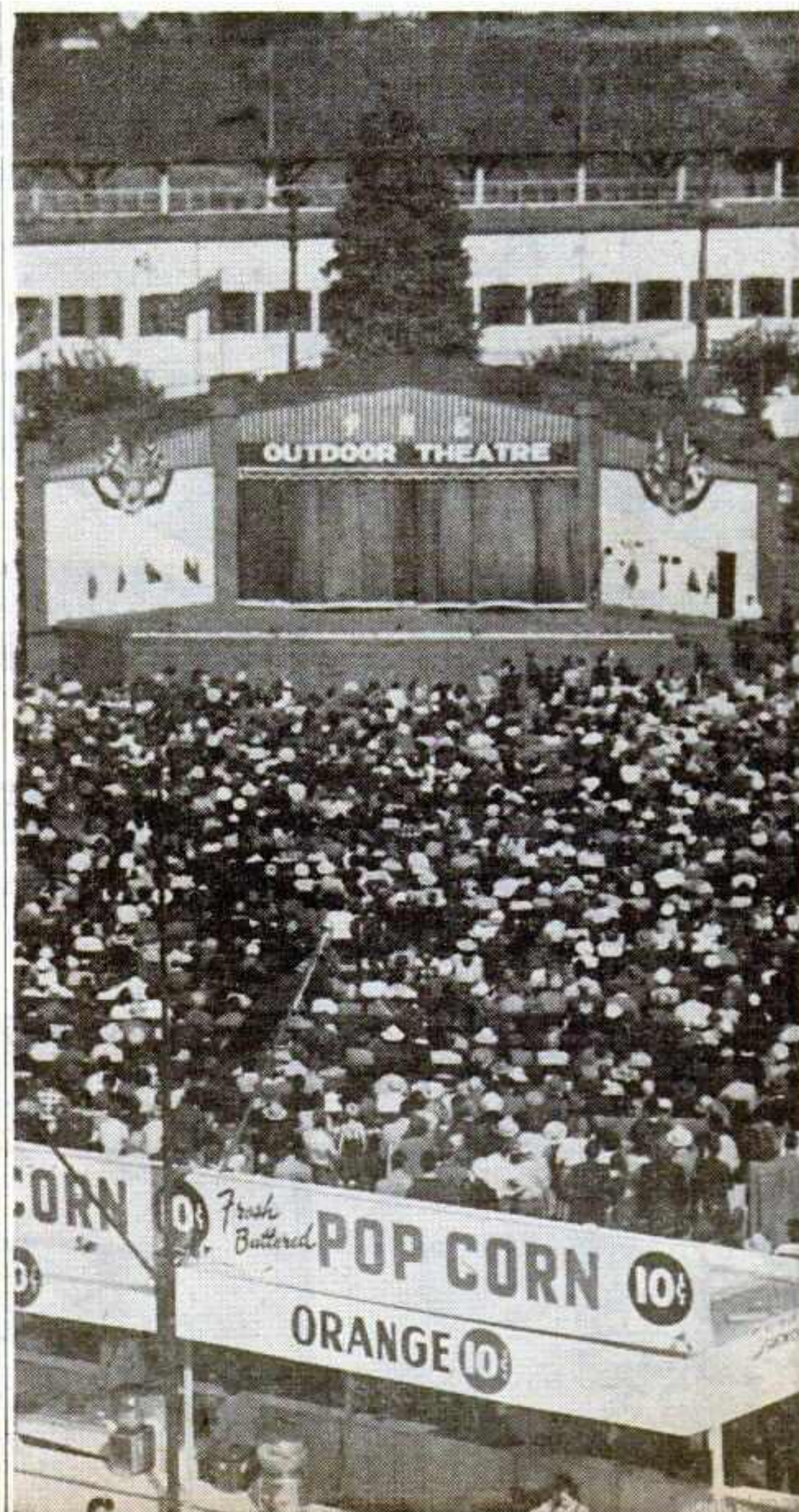
THE LARGEST MID-WINTER FAIR DISPLAY
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AND ENTERTAINMENT WITH THE GREAT
INTERNATIONAL SETTLEMENT

ICE SHOWS EVERY NIGHT, RODEO,
HORSE RACING & HORSE SHOW

D. V. STEWART, Secretary-Manager
IMPERIAL, CALIFORNIA



“THANK YOU” is entirely inadequate to express the appreciation we feel for the clientele we have been honored to serve in past years.

We pledge to you our continued support of your best interest, a vigorous approach to your new problems and greater service in 1955.

*We cordially invite all Fair Officials to
visit our suite during the convention.*

BARNES — CARRUTHERS

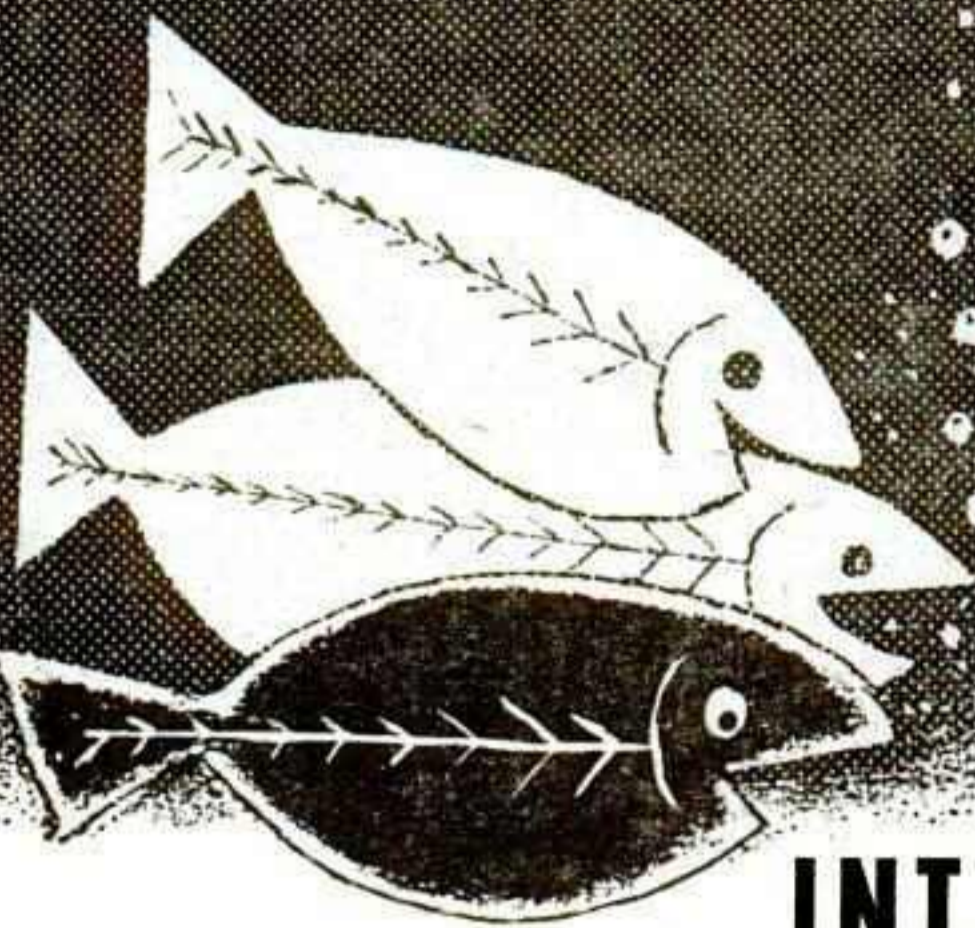
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HAMILTON
COUNTY

INTERSTATE FAIR
CHATTANOOGA, TENN.

3

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GEORGE HAMID & SON
MIDWAY BY AMUSEMENT COMPANY OF
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INTERSTATE FAIR**

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Rm. 926, Volunteer Bldg. Chattanooga, Tennessee

1955 DATES
SEPT. 19 thru 24



Given a new redwood face, with large cut-out letters, the grandstand at the 1954 Orange County Fair at Middletown, N. Y., was a sharp contrast to the old front which long had been an eyesore. The grandstand face-lifting is one of many projects planned to modernize the plant of the 114-year-old fair.

Middletown Updates!

MOST striking result of the \$20,000 spent on improvements for this year's 114th Orange County Fair in Middletown, N. Y., was the sleek design applied to the front of its grandstand. The \$3,500 spent is only the beginning of a general rebuilding program which will run into many thousands of dollars. So successful was the modern redwood front that the management has future carpentry and masonry details already planned.

General manager Fred Germain Jr. had the new front built in order to revitalize what he had considered an eyesore of long standing. Architect Gunther Heinzl, a Middletown resident, donated his services in the planning end, and work was begun. Altho impressive, the work was relatively simple and inexpensive, with the most difficult phase being the concrete facing.

Midways Paved

Germain took over the management two years ago. First major project under his leadership was paving the midways, a \$12,000 item in the improvement outlay for the 1953 fair. Total improvements for the 1953 running came to \$27,000, considerable for an annual which reached a 50,000 attendance mark in 1954 after a long struggle.

Long-time active in Chamber of Commerce work, Germain has been applying his theories of spruce up, fix up, paint up with excellent acceptance by the population, one which has its roots in the dairy farming business. Altogether,

money spent on fixing up and painting up will come to nearly \$70,000 before next year's seven-day run. Included in the program: black-topping all midways; rebuilding the sportsmen's show building, domestic arts and culinary building, fruit and vegetable and farm agency building, and the school exhibits building; replacing the roof on the bleacher annex in the grandstand area, and replacing the roofs on the two horse barns. The buildings were jacked up, fitted with new sills, and are freshly painted every year.

"It can rain like the devil," Germain says, reflecting on the paved midway, "and a half-hour later we're all dried out again."

Light Towers Next

For next season there will be replacing of the old midway lights—bulb-studded lines strung between poles—with modern light towers. The midway stretch leading to the grandstand entrance will be widened from its present 20 feet to the full length of the redwood sign. Men's and women's rest rooms will be rebuilt.

Grandstand business, despite the lure of the new front, was disappointing in 1954 and Germain is considering taking drastic measures. With the exception of big car racing on closing Saturdays, the fair has lost thousands of dollars yearly while presenting every standard type of grandstand presentation—thrill show, grandstand revue, circus. Germain's idea is to present legitimate theater; stock company shows. There is nothing to lose, he feels, and as long as Middletown is going modern — it may as well go all the way.

The Fair That Made the Town a Dateline . . .

**CALAVERAS
COUNTY FAIR**

ANGELS CAMP, CALIF.
featuring

THE JUMPING FROG JUBILEE
America's Top Topic of Conversation

Now planning
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May 20-22

For Profitable Concession and Exhibit Space



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CARL T. MILLS
Secretary-Manager
Angels Camp, Calif.

There's Fun to Spare
 And Profits to Share
 When Grand Ole Opry Stars
 Come to the Fair!



Here's the sparkling roster of nationally-known stars now available for the coming season:

Carl Smith
 Jimmy Dickens
 Minnie Pearl
 Johnny and Jack
 Roy Acuff
 Cowboy Copas
 Ray Price
 Duke of Paducah
 Moon Mullican
 Ernest Tubb
 The Carlises
 Lonzo and Oscar
 Marty Robbins
 Kitty Wells

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 Rod Brasfield
 Lew Childre
 Bill Monroe
 George Morgan
 Hank Snow
 Carter Sisters
 Martha Carson
 Webb Pierce
 The Jordannaies
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 Ferlin Huskey
 Goldie Hill

Whether the fair you're planning is city, county, state, or regional—admissions and profits will soar when you feature Grand

Ole Opry headliners from the Nation's Number One Country

Music Station — WSM!

Contact Jim Denny, Manager

ARTISTS' SERVICE BUREAU

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NASHVILLE, TENNESSEE

"THE WEST'S BEST WEST COAST SHOWS

39 RIDES – 11 OUTSTANDING SHOWS

ATTENTION, ALL SHOWMEN: In concluding our 26th Annual Tour I want to express to my staff of technical men, my foremen, electricians, ride superintendents, lot men and the greatest crew of specialized help ever banded together in one common effort, that of providing true carnival entertainment in a workmanlike manner. In looking ahead to '55 I am more determined than ever that my organization shall continue to provide **"THE WEST'S BEST MIDWAYS"** and in keeping with that pledge I want to hear from showmen with new and novel ideas, modern and progressive concessionaires and independent operators in all departments. To those people I invite you to contact me at once at our General Offices in San Francisco, California.

And now to all of our Committees, Boards of Directors, Fair Managers and Secretaries, may I convey my sincere thanks for helping us make 1954 our greatest year in over a quarter of a century of service. For only through your co-operation were we able to present our shows at the **"DATES THAT MAKE OUR ROUTE GREAT."**

CALIFORNIA STATE FAIR

Santa Clara County Fair, San Jose, Calif.

Multnomah County Fair, Portland, Oregon

Solano County Fair, Vallejo, Calif.

San Luis Obispo County Fair, Paso Robles, Calif.

Columbia Empire Fair, St. Helens, Oregon
Basin River Round-Up, Klamath Falls, Oregon

Calaveras County Fair, Angels Camp, Calif.

Yuba-Sutter Fair, Yuba City, Calif.

Kern County Fair, Bakersfield, Calif.

Monterey County Fair, Monterey, Calif.

Madera District Fair, Madera, Calif.

Napa District Fair, Napa, Calif.

Siskiyou County Fair, Yreka, Calif.

Silver Dollar Fair, Chico, Calif.

Sacramento County Fair, Sacramento, Calif.

Sonora County Fair, Sonora, Calif.

Yes, to all of you, my sincere thanks and my pledge that we will be bigger and even more efficient for you in '55 and each succeeding year.

MIKE KREKOS

MIKE KREKOS, PRESIDENT & GENERAL MANAGER

HARRY MYERS, Executive Director

LOUIS LEOS, Secretary-Treasurer

E. W. (GEORGE) COE, Business Manager

EDDIE HELLWIG, Unit Manager

EDDIE HARRIS, Unit Manager

BOBBY COHN, General Representative

MIDWAYS" WEST COAST EXPOSITION SHOWS

AND THE GREATEST CONCESSION ARRAY ON "THE WEST'S BEST MIDWAYS"

Year after year it has been our policy to please the patrons who throng WEST COAST SHOWS' Midway Avenues. We **BOAST THE BEST CONDUCTED** concessions for the pleasure of our patrons. And our concessionaires have long been with this **WINNING COMBINATION**. It is with pleasure that we acknowledge our sincere thanks to these, "our boys and girls," of concession row.

Starting 24th Year in '55 JACK & HAZEL CHRISTENSEN POPCORN FLOSS APPLES AGENTS—VIRGINIA & KLONN GRUBBS	Starting 9th Year in '55 SAM & LUCILLE DOLMAN	Starting 9th Year in '55 "And Very, Very Happy" LILLIAN SCHUE	Starting 13th Year in '55 ALICE & JOHNNY MILLER MIDWAY CAFE
Starting 9th Year in '55 RUTH KORTE CONCESSIONS	Starting 5th Year in '55 "PEG" & SARAH OWENS CONCESSIONS	Starting 17th Year in '55 "and Well Satisfied Too" AL RODIN CONCESSIONS	Starting 5th Year in '55 MAX SILVERS CONCESSIONS
Starting 3d Year in '55 CECCHINI & LEVAGGI CONCESSIONS MAURICE SCHILLER —MANAGERS— EARNEST HOBLIT	Starting 15th Year in '55 MARGARET & HUNTER FARMER CONCESSIONS DELUXE	Starting 4th Year in '55 BOB & VIVIAN DUNCAN "WE TOO"—JUDY & JUNE	Starting 3d Year in '55 PENNY ARCADE GEORGE & BILLIE BRYAN, OWNERS HARRY & VIOLA BRYAN, OPERATORS
Starting 5th Year in '55 SAM LANDESMAN EXPOSITION CAFE	Starting 22d Year in '55 CLARA & ART ANDERSON CONCESSIONS	Starting 3d Year in '55 PHIL "TRADER" HORN NOVELTIES	Starting 6th Year in '55 BERTA HARRIS SNO-CONE--FLOSS--APPLES "From the Red & White Sweet Wagon"
MARY & CLAYTON PHELPS SHORT RANGE	JOHNNY & STEVE RISTICK "IN OUR 15TH YEAR"	MALCOLM & LYDIA GREER "TROPICAL BIRDS"	
MAX & GLORIA TRATCH DARTS & BB GUNS	DON & FAYE HAFFNER "IT'S A PLEASURE HERE"	J. & G. CONCESSIONS GLENN AUSTIN—JOHN McKEAN	
CONCESSIONS BY— ROSE MARIE COUCH JODY SELBY	"FREE-PLAY DERBY" JACK & DOREEN DYKE	EDNA KANTHE—JOBY MARTIN PAN GAME	

And For Entertaining Shows With Real Earning Capacity We Congratulate And Thank:

BURNS & MICKY "TORTURE SHOW"	OSCAR & GRACE SCARBERRY 'PONIES ARE OUR ENTERTAINMENT'	DON GILBERT'S "PARADE OF ODDITIES"
SHIRLEY & "TINY" POOR MOUSE CIRCUS	ROY & DOROTHY WIDNER	"THE WHITES" BARBARA—GEORGE "RED" BIMBO SHOW???

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**1955 DATES
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COLORADO STATE FAIR PUEBLO, COLORADO

RESULTS

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That's why, year after year, more and more exhibitors choose the

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to help them reach the rich agricultural and livestock market in the Intermountain West . . . Exhibit your product or service at the largest fair in this prosperous Western area and you'll reap the rewards of increased sales.

1955 TENTATIVE PROGRAM

- Running Races
- Horse Show
- Auto Thrill Show
- Grandstand Revue Every Night
- Junior Talent Contests

**1955 DATES
SEPT. 13-17**

For details contact

EASTERN IDAHO State Fair MRS. RUTH C. HARTKOPF SECY.
P. O. BOX 228, BLACKFOOT, IDAHO

Business Hails Show

Alabama Association Goes All-Out in Citing Gains Made by Industries at Birmingham

By JOHN NEWSOME
President, Associated Industries of Alabama

THE Associated Industries of Alabama again in 1954 found its annual participation in the Alabama State Fair most profitable from every standpoint.

The story of Alabama industry and how it affects the economic life of the community, the State and the Nation was unfolded for the first time in forceful fashion back in 1948 when the Birmingham fair opened its gates.

That date marked the unveiling and dedication of something new in the fair picture—an Industrial Arts Building.

With the Associated Industries of Alabama at the helm, the 41,000 square feet of exhibit space—titled "The Showcase of Alabama Industry"—was an instant hit with fairgoers.

22 Exhibitors

The more than 22 exhibitors at the inaugural show included representative displays from textiles, steel, coal, iron, ceramics, rubber, lumber, chemicals, paper products, soil and pressure pipe, railroad equipment, tobacco, leather and wearing apparel.

The strong relationship between industry and agriculture was vividly portrayed—revealing the story of how these two great forces are working together in the State's economic life.

But agriculture and industry were just two of the factors involved in the complex story that the Industrial Arts Building reflected. Education and its contribution to Alabama life was woven into the industrial exhibits. Thus three mediums of a successful exposition—industry, agriculture and education—come together in one giant display, making it a sure-fire crowd-puller and sure crowd-pleaser.

By-Products

By-products of our participation were disclosed when we found employees and their families pointing out with pride to friends and visitors highlights of exhibits and displays in which they had a personal interest.

We have met thousands upon thousands of people from our city and county, as well as thousands more from the surrounding areas, whom previously we did not have the opportunity of meeting. Those personal contacts were of untold value to our over-all public relations program.

It was found that such joint effort of the fair and our association members brought results impossible thru individual action. The many other attractions thruout the grounds—the grandstand revue, midway, hog, cattle and sheep shows, art, flowers and school exhibits, conservation and commercial displays, auto races, thrill shows—strengthened the over-all drawing power, assuring crowds from which we drew our particular audience.

Permanent Displays

Many of our associates have installed permanent displays at great cost, thus gradually building what in years will perhaps become a

building of permanent exhibits. Such a practice, of course, warrants businesses to spend more on their exhibit or display, and serves to increase interest in the building itself.

In 1949, we found we had indeed struck a bonanza in our association with the Alabama State Fair. National recognition came fast and we found that "The Showcase of Alabama Industry" has set a precedent that will doubtless remain a vital part of the fair picture.

The many requests for information from fair associations, trade magazines, newspapers and other media were tangible proof that this innovation had "hit."

We consider the annual Industrial Arts Exposition, truly, the essence of "Industrial Public Relations in Action."

Outstanding Activity

Thru D. Trotter Jones, executive vice-president of the Associated Industries of Alabama and official spokesman for Alabama industry, we have managed to make the annual AIA Show one of the most outstanding out-of-plant activities in the history of the organization.



JOHN NEWSOME

By 1951 more than a million persons had seen our effort to really put Alabama industry on parade—with more than 50 of the State's businesses participating.

The roster reads like a "Who's Who" of American business—Aluminum Company of America, General Electric Co., Southern Bell Telephone & Telegraph Co., Avondale Mills, Southern Natural Gas Co., Alabama By-Products Corp., Ingalls Iron Works Co., Birmingham Trust National Bank, Alabama Power Co., Pullman-Standard Coal Corp., Arkansas Fuel Oil Co., Alabama Manufacturing Co., Wolverine Tube Division, West Point Manufacturing Co., Continental Gin Co., Tennessee Coal & Iron, Division of U. S. Steel, United Specialties Co., Cast Iron Pipe Industry and Industrial Paint Manufacturing Co.

Woodward Iron Co., Alabama Polytechnic Institute, University of Alabama, Russell Manufacturing Co., Barrett Division, American Bridge Division, Birmingham Slag Co., J. F. Day Screen & Weatherstrip Co., Alabama Gas Corp., Allis Chalmers Manufacturing Co., U. S. Pipe & Foundry Co., Courtaulds (Ala), Inc., Alabama Pulp and Paper Industry, Hanna Steel Co. and National Safety Engineers, Southeastern Tool & Die Co., Alabama State Docks, Lamson & Sessions Co., Hayes Aircraft Corp., Alabama Forest Products Association, Koppers Co., Inc., Protective Life Insurance Co., Maytag Sales & Service Co., E. I. du Pont de Nemours & Co., American Society of Safety Engineers, Radio Station WILD, Southern Research Institute and Perfection Seat Cover Co., Inc.

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CENTRAL STATES



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THE FINEST MOTORIZED MIDWAY IN THE MIDWEST!

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- ★ **FINEST SHOWS**
- ★ **50 FT. LIGHT TOWERS**
- ★ **GIANT TWIN SEARCHLIGHTS**
- ★ **TOP CONCESSIONS**

A Reputation for
Delivering Outstanding
Performances Built On

•
DEPENDABILITY
QUALITY
INTEGRITY
•

THANKS

to the Fairs and Celebrations where we had the privilege of showing during the past season, and to all who helped make 1954 another banner year for us.

FAIR SECRETARIES AND COMMITTEEMEN

We are now arranging our 1955 route. For a show that will assure you of top grosses, be sure to contact us and investigate our Midway before contracting.

See us at the Sherman Hotel, Chicago, during the Convention and at your State Meetings.

SHOWMEN AND CONCESSIONAIRES

Can place a few high class Shows or Attractions for our 1955 season. Also legitimate Concessions of all kinds. We can assure you a real money-making route of both still dates, and fairs and celebrations starting in July.

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Winter Address:
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M. M. MOSER, Asst. Mgr.

Winterquarters:
Hazelton, Texas

THE GREAT 86th ANNUAL

DANBURY STATE FAIR

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INDUSTRIAL
RECREATIONAL

9 DAYS, 8:30-6:00
 NO NIGHTS
 (153,121 PAID IN 1954)
 FREE PARKING

RIDES SHOWS
 8 MIDWAYS
 30 EXHIBIT BUILDINGS
 2 MILES PAVED STREETS
 87 FREE ATTRACTIONS
 NEW ENGLAND VILLAGE

BLUE RIBBON STADIUM
 BIG TOP ARENA

GRANDSTAND—THRILL SHOWS--AUTO RACES
 DAILY MIDWAY PARADE AT 2:30 P.M.

MUSIC — FLOATS — LIVESTOCK — SPECIALTIES — FUN

EVERY YEAR MORE EXHIBITS, CONCESSIONS AND NATIONAL DISPLAYS ARE REALIZING THE TREMENDOUS POTENTIAL OF THE PROSPEROUS NEW ENGLAND SECTION. TAKE ADVANTAGE OF THE POWER OF THIS FAST-GROWING ANNUAL AND WRITE OR PHONE FOR LOW RATES AND OTHER INFORMATION.

DANBURY FAIR, INC.
 130 WHITE STREET
 DANBURY, CONNECTICUT

—**JOHN W. LEAHY**
 GENERAL MANAGER
 PHONE
 DANBURY 8-3535

The Great

DARKE COUNTY FAIR

The Largest County Fair on Earth
GREENVILLE, OHIO

Located in the Richest Agricultural Area in America

1954 Attendance—288,000

7 BIG DAYS Aug. 20 thru 26, 1955 7 BIG NIGHTS

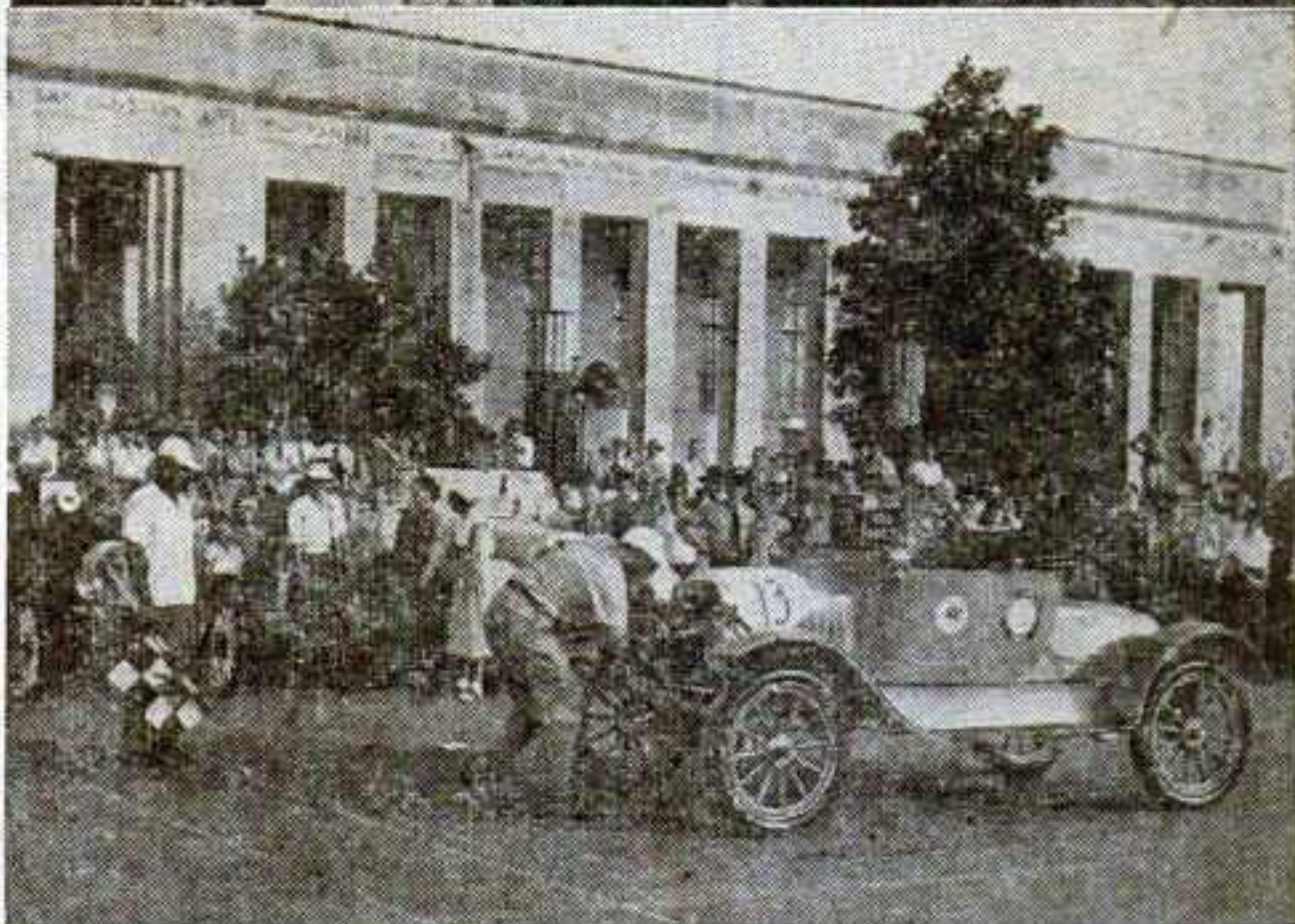
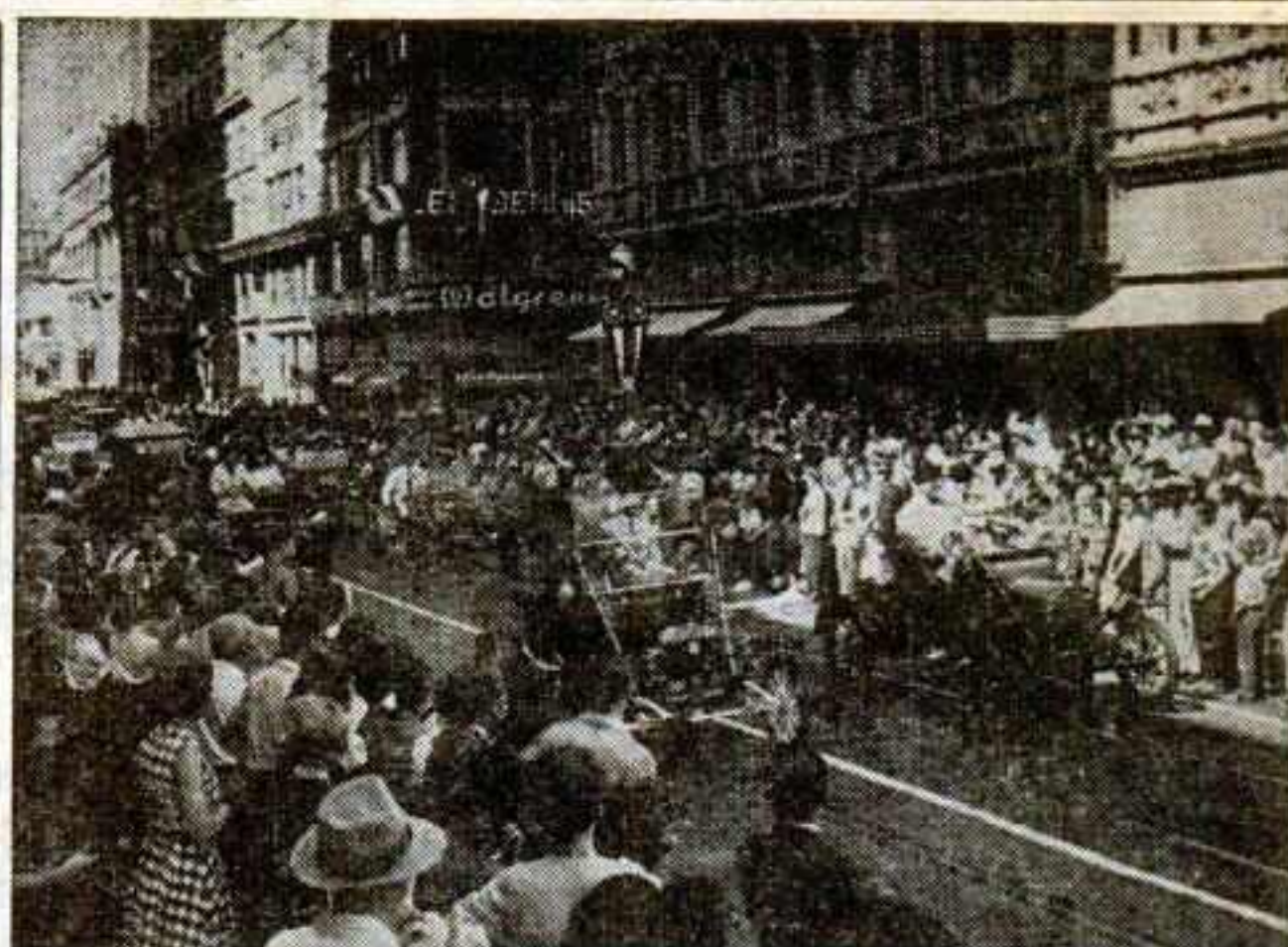
Featuring: ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

- ★ • Harness and Running Races (Purses over \$25,000) • Grandstand
- ★ Attractions Nightly • Grand New Cow Palace • Stock Barns • Big
- ★ Pony & Horse Show • 4-H Junior Fair • Huge Midway • Million
- ★ Dollar Industrial and Agricultural Implement Display and Show •
- ★ National Championship Spelling Bees • Mammoth Merchants' Exhibits
- ★ • Championship Veterans' Drill Corps Contests.

FOR FURTHER INFORMATION

GILBERT A. LEASE, Secretary-Manager

Box 234, Greenville, Ohio



Ancient autos are shown in top photo parading thru downtown Dallas before going on exhibit at the State Fair of Texas. Cranking contest, one of many special events for old cars, is shown in bottom photo.

Antique Cars Delight!

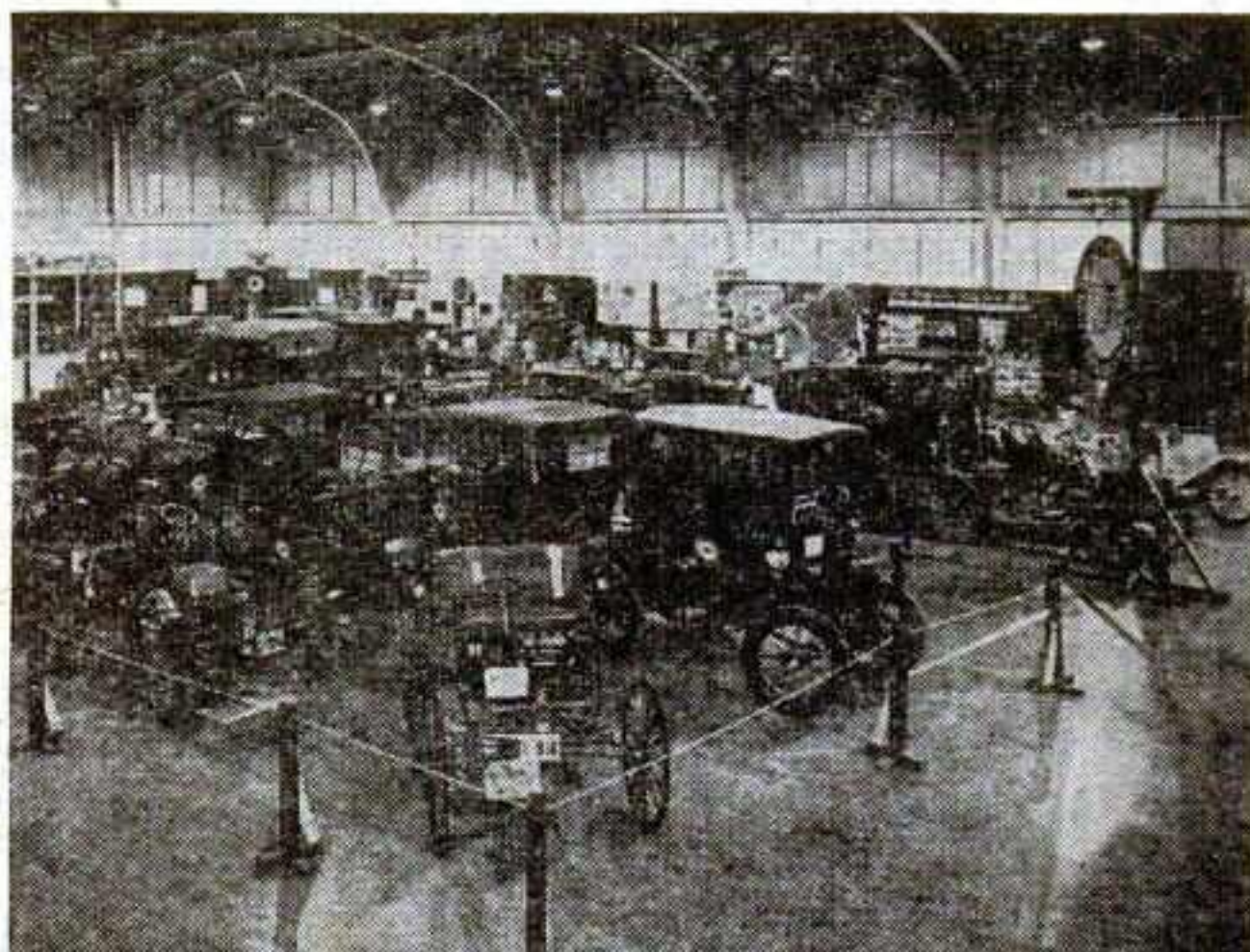
THE State Fair of Texas has latched onto antique cars to build an attraction that has proved a great crowd-pleaser.

The fair's sixth annual Antique Automobile Show in '54 included over 50 carefully restored old cars, housed in the Science Building. On the fair's final Sunday afternoon, driving contests in which the veteran jalopies took part drew an estimated 5,000 people.

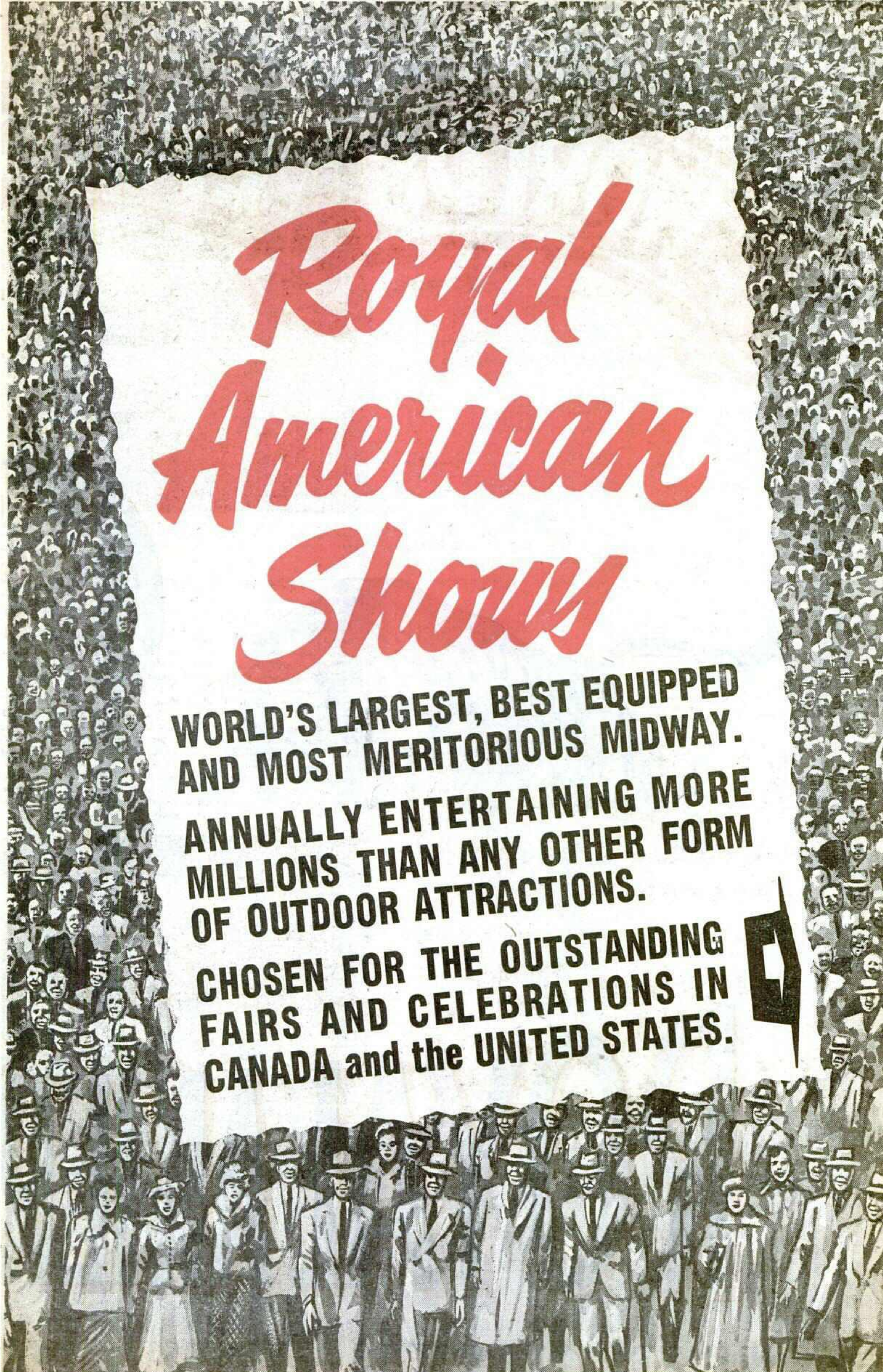
Trophies are awarded for the best restored car, for the car with best mechanical operation, those from the furthest distance away, and the most popular. Plaques

and ribbons are given in contests for the champion driver, backing, cranking, blindfold driving, for the youngest and oldest drivers, in bubble, one-cylinder and two-cylinder races.

The first annual Texas Antique Auto Tour was inaugurated in '54, with a flock of old cars exhibited first at the Heart o' Texas Fair, Waco, then trekked 95 miles to Dallas. The trip was broken by an overnight stop en route and the squadron of ancient cars drove into town in time for the State Fair downtown parade on opening day morning.



Nostalgic touch was given the Science Building of the State Fair of Texas by the antique automobile show, pictured in the top photo. One of the rarest of old cars shown was 1903 curved dashed Oldsmobile, shown in bottom photo.



Royal American Show

**WORLD'S LARGEST, BEST EQUIPPED
AND MOST MERITORIOUS MIDWAY.**

**ANNUALLY ENTERTAINING MORE
MILLIONS THAN ANY OTHER FORM
OF OUTDOOR ATTRACTIONS.**

**CHOSEN FOR THE OUTSTANDING
FAIRS AND CELEBRATIONS IN
CANADA and the UNITED STATES.**



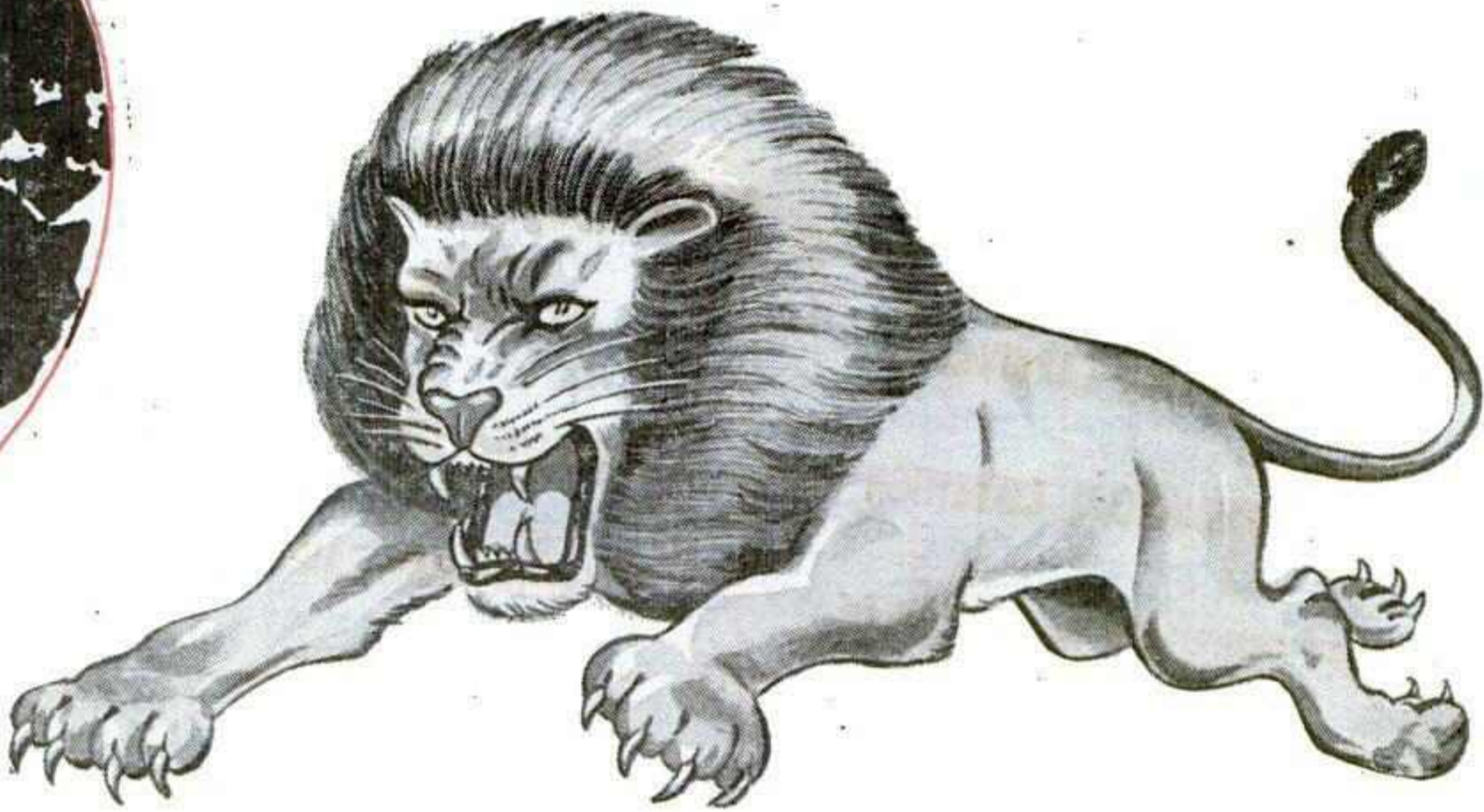
WORLD'S LARG



ROYAL AMERI

WINTER QUARTERS — FLORIDA STAT

BEST MIDWAY



Copyright

CAN SHOWS

FAIR GROUNDS, TAMPA, FLORIDA



Carl J. Sedlmayr
General Manager

**THANKS
FROM THE
ENTIRE
STAFF
OF THE**



C. J. Sedlmayr
Assistant Manager

Royal American Shows

To the following FAIRS and EXHIBITIONS of the UNITED STATES and CANADA for the PRIVILEGE of furnishing their 1954 MIDWAY and their Splendid Co-Operation which again enabled us to break all previous records at each and every event:

FLORIDA STATE FAIR
TAMPA, FLORIDA

MEMPHIS COTTON CARNIVAL
MEMPHIS, TENNESSEE

MANITOBA PROVINCIAL EXHIBITION
BRANDON, MANITOBA

CALGARY EXHIBITION and STAMPEDE
CALGARY, ALBERTA

EDMONTON EXHIBITION
EDMONTON, ALBERTA

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN

REGINA EXHIBITION
REGINA, SASKATCHEWAN

GREATER WINNIPEG EXHIBITION
WINNIPEG, MANITOBA

CANADIAN LAKEHEAD EXHIBITION
FT. WILLIAM-PT. ARTHUR, ONT.

TRI-STATE FAIR
SUPERIOR, WISCONSIN

MINNESOTA STATE FAIR
ST. PAUL-MINNEAPOLIS, MINN.

KANSAS FREE FAIR
TOPEKA, KANSAS

OKLAHOMA STATE FAIR
OKLAHOMA CITY, OKLAHOMA

ARKANSAS LIVESTOCK SHOW
LITTLE ROCK, ARKANSAS

MISSISSIPPI STATE FAIR
JACKSON, MISSISSIPPI

LOUISIANA STATE FAIR
SHREVEPORT, LOUISIANA

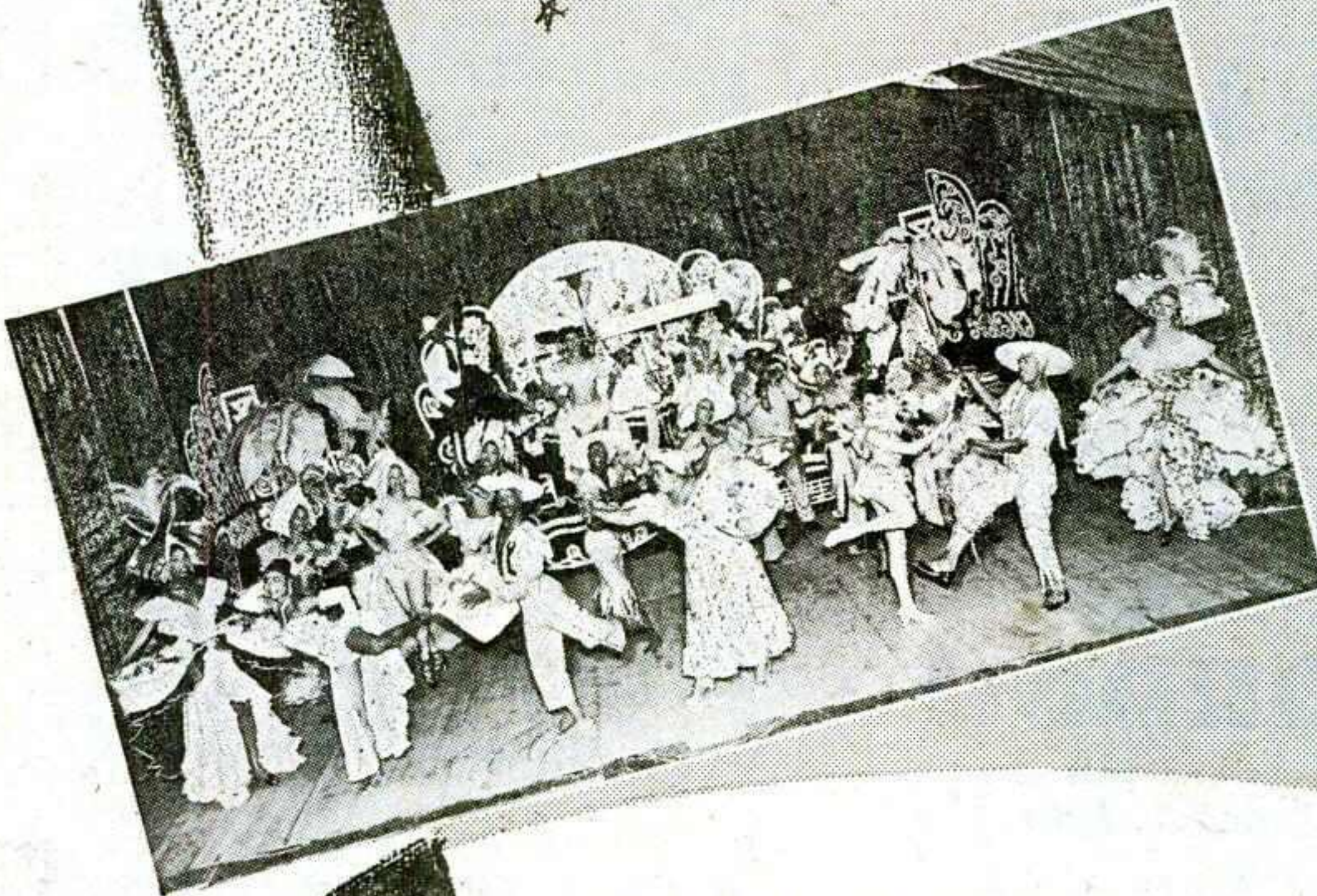
General Offices and Winter Quarters—Tampa, Florida



HARLEM in HAVANA

Presented by
LEON CLAXTON

20 YEARS ON THE WORLD'S LARGEST
AND MOST BEAUTIFUL MIDWAY . . .
"THE ROYAL AMERICAN SHOWS."



BECAUSE of Leon Claxton's ability to produce, his keen foresight when it comes to selecting talent, costumes, catchy music that his patrons will like . . .

BECAUSE of the untiring effort put forth by him to co-operate with the Management of the Midway, which he is a part of, the Fair Associations and his co-workers are but a few of the reasons why

"HARLEM IN HAVANA" is considered the most consistent Midway Attraction in Gross and Popularity on earth.

THANKS TO

Carl J. Sedlmayr Sr. and Jr. for the wonderful assistance, and to the Fair and Exhibition officials in the United States and Canada for their whole-hearted co-operation.

NOW CASTING FOR 1955—CAN ALWAYS PLACE WORTHWHILE TALENT

LEON CLAXTON

1901 GRACE STREET

TAMPA, FLORIDA

CONKLIN SHOWS

"THE WORLD'S FINEST"

1954—ANOTHER YEAR OF GREAT ACHIEVEMENT!!

**At the Canadian National Exhibition—Toronto
New Record Gross Receipts Attained!
The Flyer Coaster Produced Phenomenal Results**

It was a pleasure to furnish all the Shows — Rides and Concessions at these Exhibitions:

THE WESTERN FAIR AT LONDON, ONT.
EXPOSITION PROVINCIALE AT QUEBEC CITY
SHERBROOKE FAIR
THREE RIVERS EXPOSITION
RED RIVER EXHIBITION AT WINNIPEG, MAN.
PETERBOROUGH—BELLEVILLE—LEAMINGTON—
RENFREW AND LINDSAY FAIRS

Our sincere thanks to all with whom we were associated. Their splendid co-operation helped us to create an unparalleled total of receipts.

A register of over 80 modern riding devices enabled us to have these Park installations . . .

BELMONT PARK, MONTREAL, QUE. — 19 RIDES
SUNNYSIDE BEACH, TORONTO, ONT. — 14 RIDES
CRYSTAL BEACH, ONTARIO — 12 RIDES

AN INNOVATION IN CANADA . . .

Our Kiddie Rides were a most successful Advertising Venture for
Canada's Great Super Markets— **THE DOMINION STORES**

FOR 1955

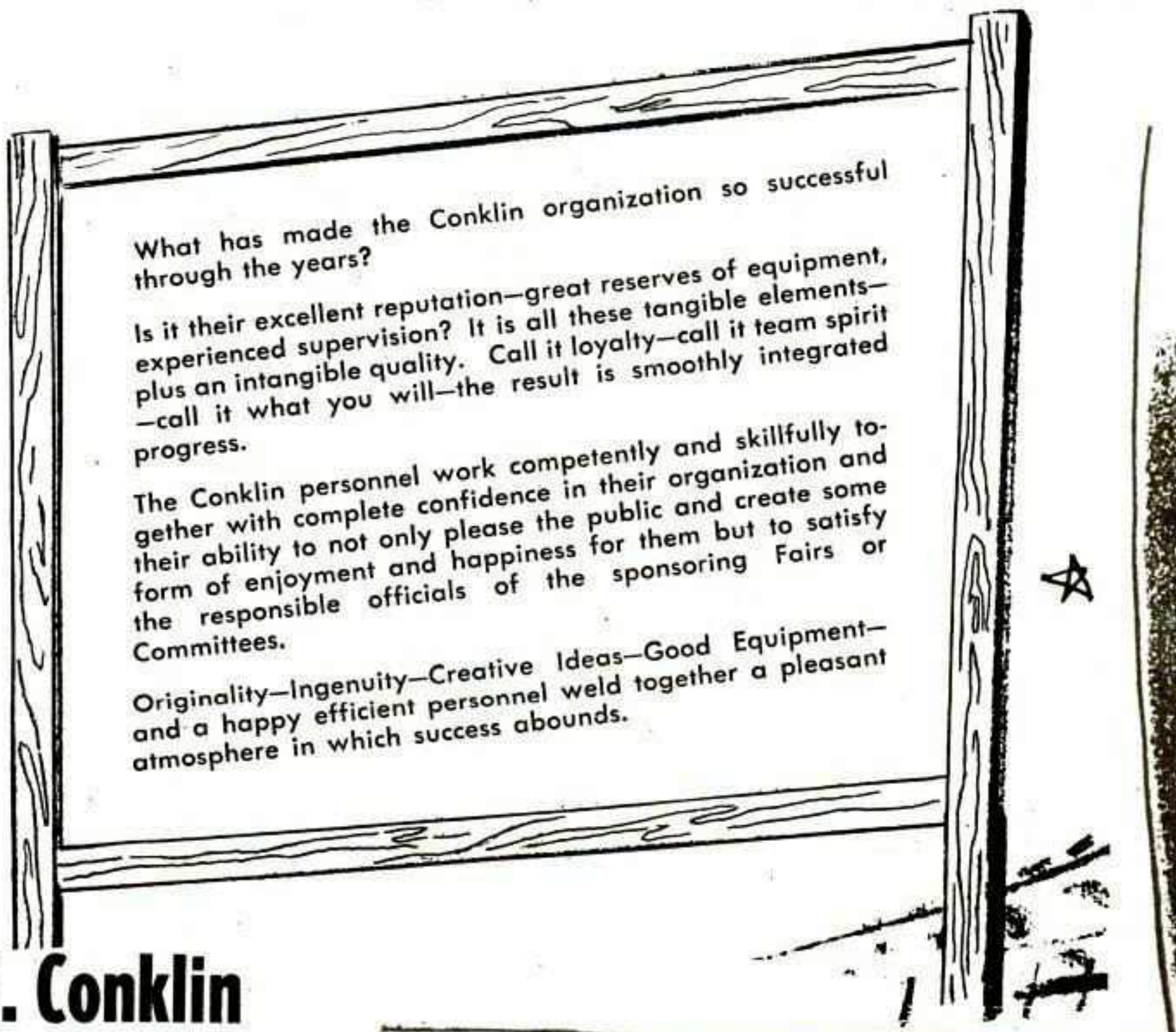
We are interested in anything new in Riding Devices. Will book outstanding Shows and Fun Houses for all of these dates. Can place legitimate Concessions for all Fairs except Toronto.

A MERRY CHRISTMAS

A HAPPY NEW YEAR

J. W. "Patty" and Frank R. Conklin

P. O. BOX 31
BRANTFORD, CANADA



All Eyes Are On... HEART O' TEXAS FAIR

A thumping PAID attendance of over a quarter-million for our second year in 1954... exactly 261,731!

WACO, TEXAS



Here is a NEW fair with NEW ideas, attractions, shows... all the best. Located in a population area of over 680,000 within a 60-mile radius, a market that will bring you true 'Texas' returns on your exhibit investment. For thorough, fast, profitable coverage of the 'heart' of Texas, plan a 1955 exhibit here.

PERMANENT FACILITIES AVAILABLE FOR YEAR-ROUND USE:

Here is the second largest coliseum in Texas with a seating capacity of 7,638 people... air cooled for summer and heated for winter.

Our new 300 ft. by 300-ft. livestock building available for livestock shows the year round, too.

NEW IN 1954... 120 ft. by 200-ft. Exhibit Building!

For complete details on exhibit space and permanent facilities rental contact

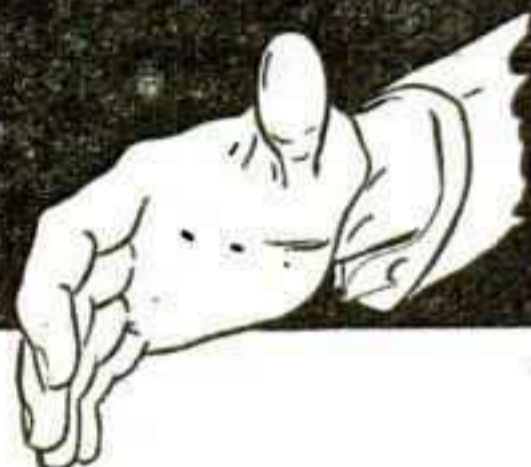
OTHEL M. NEELY

Executive Vice-President and General Manager

HEART O' TEXAS FAIR

P.O. BOX 3005
Phone 6-1821
WACO, TEXAS

Shake Hands



With Your representative Louisiana Market of almost half-million people at the

LOUISIANA State Fair SHREVEPORT

The switch-over to paid attendance with no decrease in interest and enthusiasm on the part of Louisianians is your indication of their feeling for this great annual event.

A strong sales approach with an exhibit here will greatly expand your total sales program in Louisiana.

1955 Dates: October 22-30 Inclusive

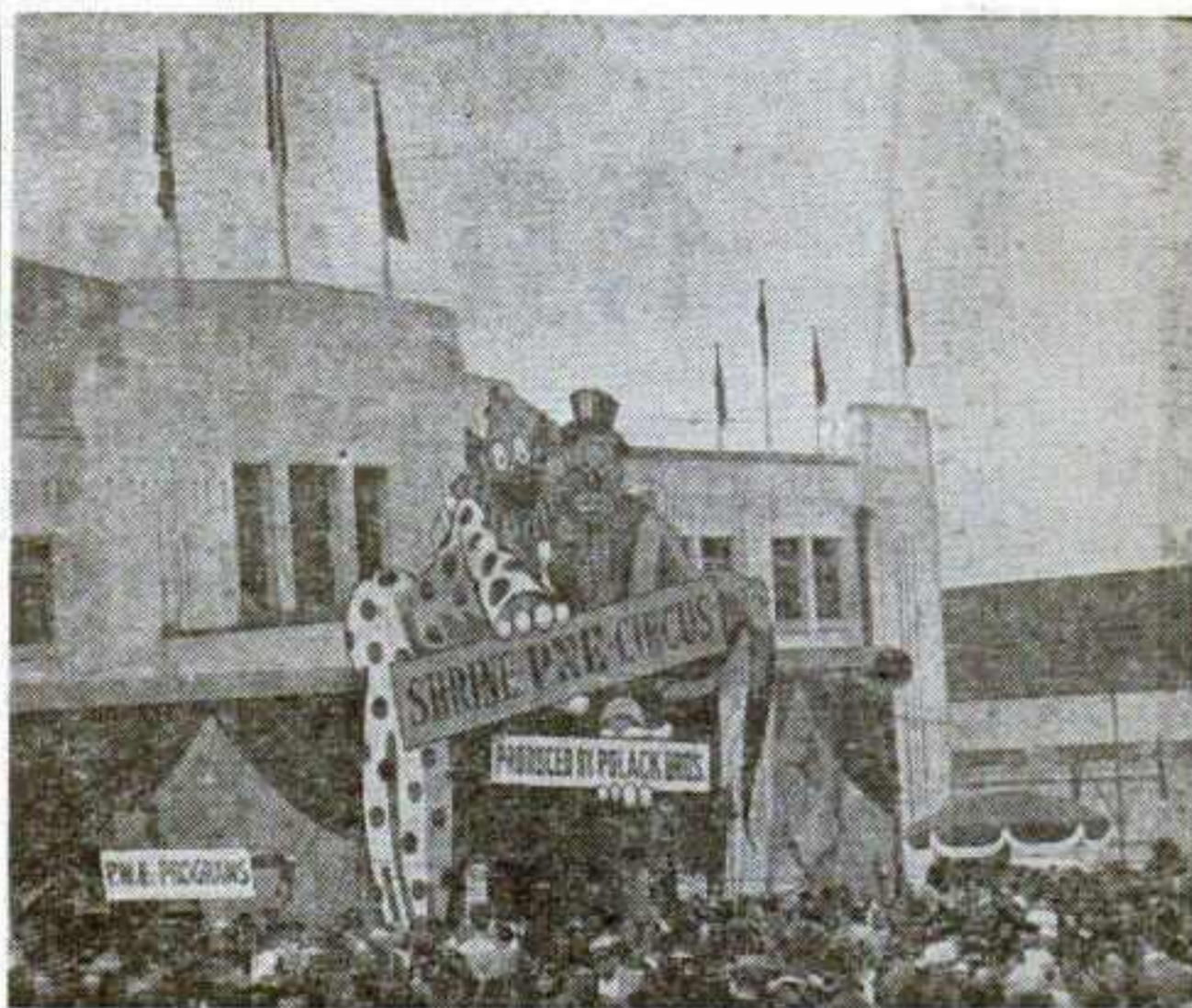
For information, write
A. H. WEYLAND, Pres.

JOE MONSOUR, Acting Sec'y-Mgr.
Louisiana State Fair, Shreveport, La.

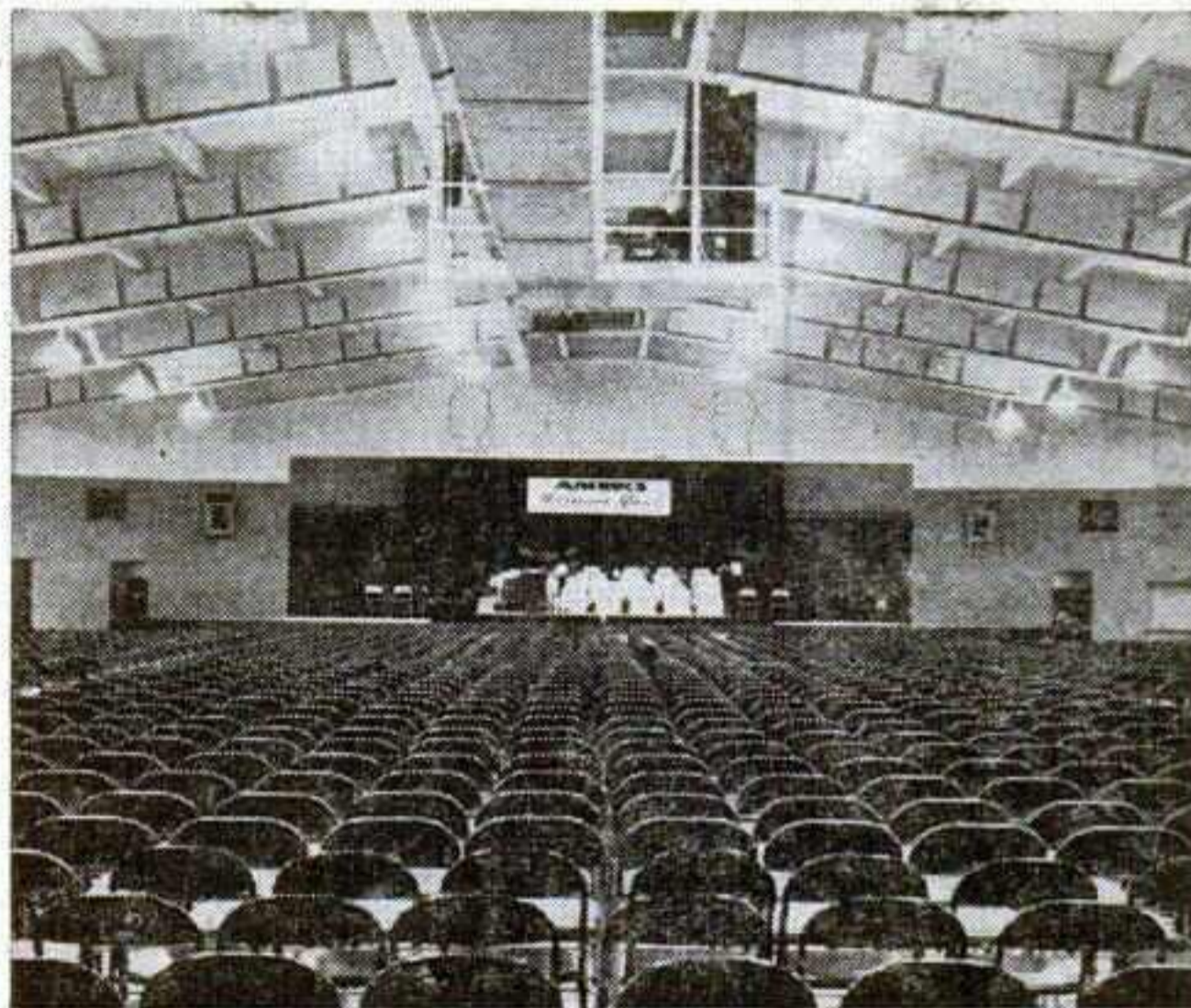
Looking 'em over



Arresting display of whirling, three-sided signs bearing faces of representative members and insignias of branches of Canada's Armed Forces bridged the Canadian Army, Air Force and Navy exhibits at the 1954 Canadian National Exhibition, Toronto.



A marquee that sells—and at the same time relieves the otherwise cold building front—is used by the Pacific National Exhibition, Vancouver, for its Forum, where the Polack Bros.' Circus, Western unit, is presented. King-sized clown cut-outs are visible at a considerable distance on the grounds.



The new \$250,000 Educational Building of the Tulsa (Okla.) State Fair was used for the first time in '54. The auditorium, above, has a seating capacity of about 3,500.



A shopping center, complete with street lights and signs, shrubbery and traffic signals, was set up at the Chattanooga-Hamilton County Fair, Chattanooga, by the Osborne Shopping Center of nearby East Ridge. Stores of the center were represented by exhibits.

FRANK W. BABCOCK

United Shows

NOW OFFERING

2 Complete Units

OUTSTANDING DATES INCLUDE

- CALIFORNIA STATE FAIR
Sacramento
- LOS ANGELES COUNTY FAIR
Pomona
- SOUTHERN CALIFORNIA EXPOSITION
& SAN DIEGO COUNTY FAIR COMBINED
Del Mar
- NAVY RELIEF CARNIVAL
San Diego
- RIVERSIDE COUNTY FAIR
& NATIONAL DATE FESTIVAL
Indio, Calif.
- ORANGE COUNTY FAIR
Santa Ana, Calif.
- SANTA BARBARA COUNTY FAIR
Santa Maria, Calif.
- ANTELOPE VALLEY FAIR
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Victorville, Calif.
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San Pedro, Calif.
- FARMERS FAIR OF RIVERSIDE COUNTY
Hemet, Calif.

NOW BOOKING FOR 1955

58

MODERN
UP-TO-DATE
RIDES

AND FEATURING
THE FINEST KIDDIELAND EQUIPMENT
ON THE WEST COAST

40-FOOT NEON TOWERS

NO FAIR TOO LARGE OR TOO SMALL

FRANK W. BABCOCK, Owner • LARRY FERRIS, Mgr. No. 1 Unit • HOWARD COFFELT, Mgr. No. 2 Unit

Permanent Address: BALTIMORE HOTEL 501 So. Los Angeles St., Los Angeles, Calif.

Telephone: TRinity 5941

MECKLENBURG COUNTY FAIR

CHASE CITY, VA.

The Fastest Growing and Greatest County Fair in the South

1955 marks the 44th year of this great annual event for thousands of Virginians in this tobacco-growing center.

A sales exhibit in this highly concentrated farm area will strengthen your public relations here as well as your actual sales.

PLAN NOW TO BE HERE IN 1955

contact:

GARLAND E. MOSS

SECY-GEN. MGR.

For Complete Exhibit Data

**1955 DATES
OCT. 10-15**

1954 Attendance—
Approximately 50,000

MECKLENBURG COUNTY FAIR

CHASE CITY, VA.

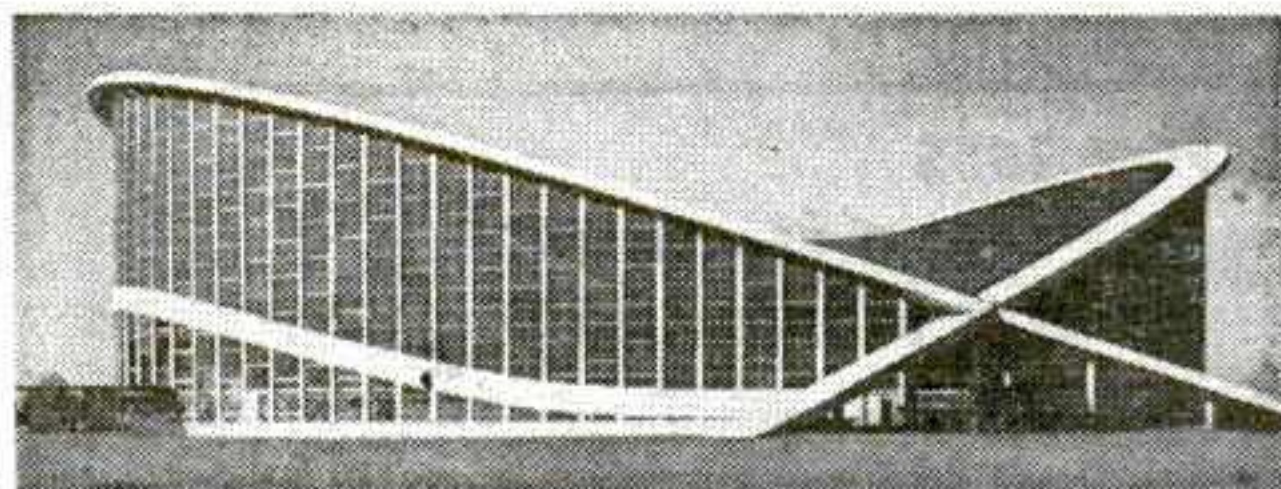
NORTH CAROLINA STATE FAIR

STATE FAIR

RALEIGH, N. C.

\$1,800,000 ARENA . . . ONE OF THE WORLD'S MOST PUBLICIZED BUILDINGS

Awarded Architectural and Construction Prizes



Modern up-to-date facilities for all types of exhibits

FEATURING:

- Thrill Shows
- Large, Attractive Midway
- Horse Racing
- Exhibits that do BIG BUSINESS

All combined to give you a ready market of Farmers, Business Men and Industrial Workers eager to see . . . and buy. Plans for our 1955 event are now under way. We were sold out early this year, so write TODAY for full details.

**1955
DATES**

Oct. 18-22

DR. J. S. DORTON Manager

NORTH CAROLINA STATE FAIR, P. O. Box 1388, Raleigh, N. C.

Purdue on Ind. Team!

151 University Staff Members Served Day or More at the 1954 Hoosier State Fair

BECAUSE the Indiana State Fair at Indianapolis is an annual show window for agriculture, it is natural that the Hoosier State's agricultural education leaders have a great interest in it. Purdue University agricultural extension and research staff members value their yearly State fair vigil as a chance to renew friendship with many farm people.

Their activities take them to every corner of the vast fairgrounds area. During the 1954 fair, 151 Purdue staff members worked for one or more days in the Purdue Building, while an additional 26 or more served in other miscellaneous but useful capacities. They answered questions at their exhibit booths in the Purdue building, they helped supervise the many 4-H events, they helped with livestock judging, they helped with information for press and radio, and in a great assortment of ways.

Has 22 Exhibits

But their headquarters were in the Purdue Building, where W. F. Graham of the exhibits department this year had 22 exhibits. He planned and built his show with the help of subject-matter specialists in order to tell a graphic story of practical value to the farmer and homemaker.

"Our exhibits are intended to show something that the farmer can understand about improving his operation," says Dean of Agriculture H. J. Reed. "They ought to give him something he can take back home and use."

Erected in 1924

The Purdue building itself was completed and first used for Purdue exhibits in 1924. Sample counts show that approximately a third of the State fair attendance walks thru the building. Many are repeat "customers," who return from year to year for a look at the exhibits or a visit with staff members.

Each day a contingent of Purdue agricultural extension staff people take their places in the Purdue Building near the exhibits. They may have some printed or mimeographed information to give out about the exhibit, so that the farmer or his wife may read about the farm improvement at home. Most often, the Purdue staff member serves to help the visiting farmer by answering questions about problems that need solving back on the farm.

"How can I find out what kind of fertilizer my farm needs?"

"What kind of insect is eating my alfalfa?"

"What will it cost to pipe water into the basement?"

No one has ever kept track of the hundreds of questions that are answered annually in the Purdue Building, but they must have made a mark on the farms of Indiana thru the years. It is a direct way of getting information from the people who know into the working hands of the people who want to know.

Major Youth Program

Of course, the backbone of any State fair is its 4-H program and the work of its 4-H boys and girls

and their leaders. Indiana has a major program with more than 76,000 young folks enrolled, and their activity is reflected at the State Fair. This year they showed approximately 9,000 exhibits of excellent livestock, poultry, and other products of farm and home, as well as taking part in judging and demonstrations.

Here again Purdue staff members were involved because in the 4-H Club department at Purdue is centered leadership for the statewide program. They supervised such varying events as pie-baking contests and tractor driving. There is an annual Boys' Camp, livestock showing and judging, vegetable contests, sewing and cooking competition, 4-H electric project, a mammoth 4-H parade and dress review, etc.

Purdue and its people feel that the State fair is a kind of annual climax to 4-H work over the State. Local leaders and 4-H members can show their progress, and the State leaders from Purdue want to mark that progress and make new plans for the coming year.

City Clientele Grows

Indiana rural people expect that their State agricultural school will take a major part in the fair, and the Purdue people view it as a part of their job of helping farm folks. It's the prize opportunity of the year to see and talk with thousands of farmers and homemakers. Not only do the Purdue staff get to visit with their old friends, the farmers, but they get to make new friends among the increasing clientele of urban people who may be getting started with new lawns or trees or gardens.

Directly connected with the business of getting out information is the staff of the department of agricultural information at Purdue. They annually transfer their office activities to the State fair during the week that 4-H club boys and girls are most in the limelight.

Contacts With Press

Like other members of the staff, they believe it is a good chance to be in touch with a lot of farm people and, along with that, a lot of press, radio and television people. Working as a part of the State Fair press room, the Purdue information staff helps get 4-H results into circulation.

In the Purdue building daily during the 4-H part of the fair, Purdue's radio station WBAA broadcasts its noon farm show. Other staff members follow contests and events to get information back for the working press and radio. At other times the job may be to round up 4-H winners for appearances on radio or television shows. Reporters or radio workers who have contact with farm events only this one time a year may need help in getting their stories. Here again Purdue information people can offer some ideas.

It is the feeling of the Purdue staff generally that during State fair, Purdue and the fair board join forces to work together in every way possible to show Indiana agriculture at its best. In the same way, agricultural information workers from Purdue join with the publicity workers on the fair staff. It means 10 days of gruelling work and long hours but, after it's over each year, the general opinion is that everyone will be ready to do it again when the time comes.

ALWAYS THE BEST . . .

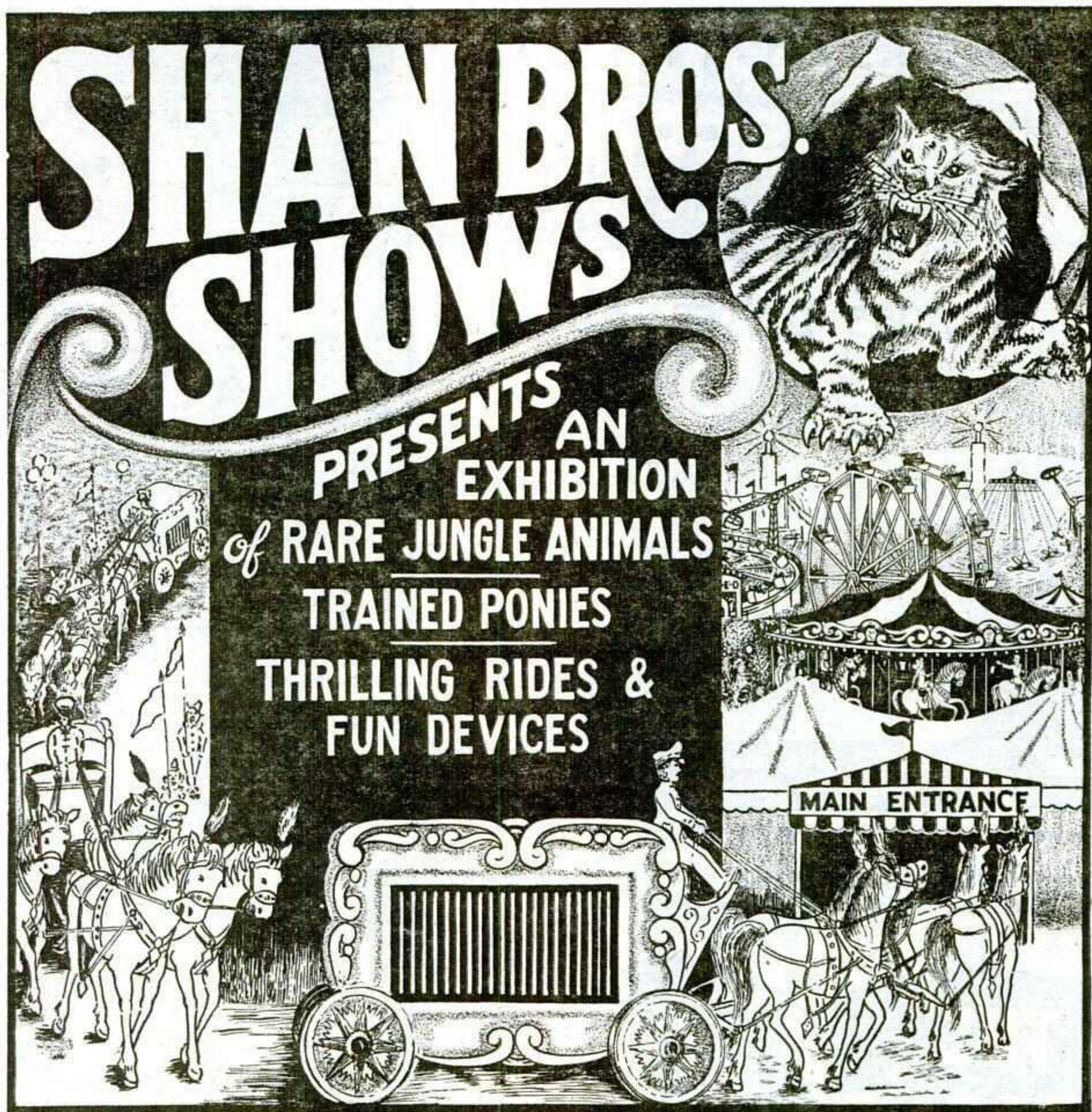
THE SHOW YOU'LL BE PROUD TO SPONSOR

Dependable, Reliable, and Fully Insured

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Outstanding, brilliant Midway with top Rides and Office-Owned Shows that will make YOUR Event a "Top-Grosser."

- ★ 15 MODERN RIDES
- ★ 10 OFFICE-OWNED SHOWS WITH BEAUTIFUL FRONTS
- ★ LIGHT TOWERS

... and a reputation for outstanding performances!

FAIR SECRETARIES

If you are in Indiana, Illinois, Ohio, Kentucky, West Virginia, Virginia, Tennessee, North or South Carolina, Georgia, Alabama and Florida. If you want a top quality show . . . you will do well to contact us before signing for your 1955 Midway.

SHOWMEN

We offer you a consistently proven route that is a Money-Winner all the way. We open in June with a good route of sponsored events and then into a top route of early fairs. We can place Clean Shows and Legitimate Concessions.



SHAN WILCOX
Owner-Manager

SPECIAL NOTICE!!!

We have a large Assortment of Modern Major and Kiddie Rides, available for picnics, church bazaars, civic events, celebrations, etc., for 1 and 2 days, weeks, or any length of time needed for such special affairs.

SHAN WILCOX Owner-Manager 1900 CREST ROAD, MARYVILLE, TENN.

FIRST OF THE WISCONSIN BIG FAIRS

Tops for reaching one of the richest Farm Markets in the Country

AVERAGE ATTENDANCE
175,000

**NORTHERN
WISCONSIN
DISTRICT FAIR**

Chippewa Falls

1955 DATES—AUG. 2-7

Where exhibitors reach thousands of prospective buyers from the rich farmlands of Wisconsin.

A low-cost medium where you profitably show-case your sales-compelling exhibit to a tremendous group of ready, willing and able buyers.

Write today for full particulars . . . but HURRY!

County Farm Market Data:

Total Farms . . . 3,445

Gross Farm Income . . . \$21,608,000.00

Contact **A. L. (Archie) PUTNAM, Mgr.,** for details
Northern Wisconsin Dist. Fair, Chippewa Falls, Wis.



Where you can most efficiently reach a concentrated market of buyers for the thriving Agricultural, Mining and Industrial area of West Virginia . . .

**THE
STATE FAIR
OF
WEST
VIRGINIA**



. . . the most heavily attended event of the year by thousands of prospects in the West Virginia Market Area.

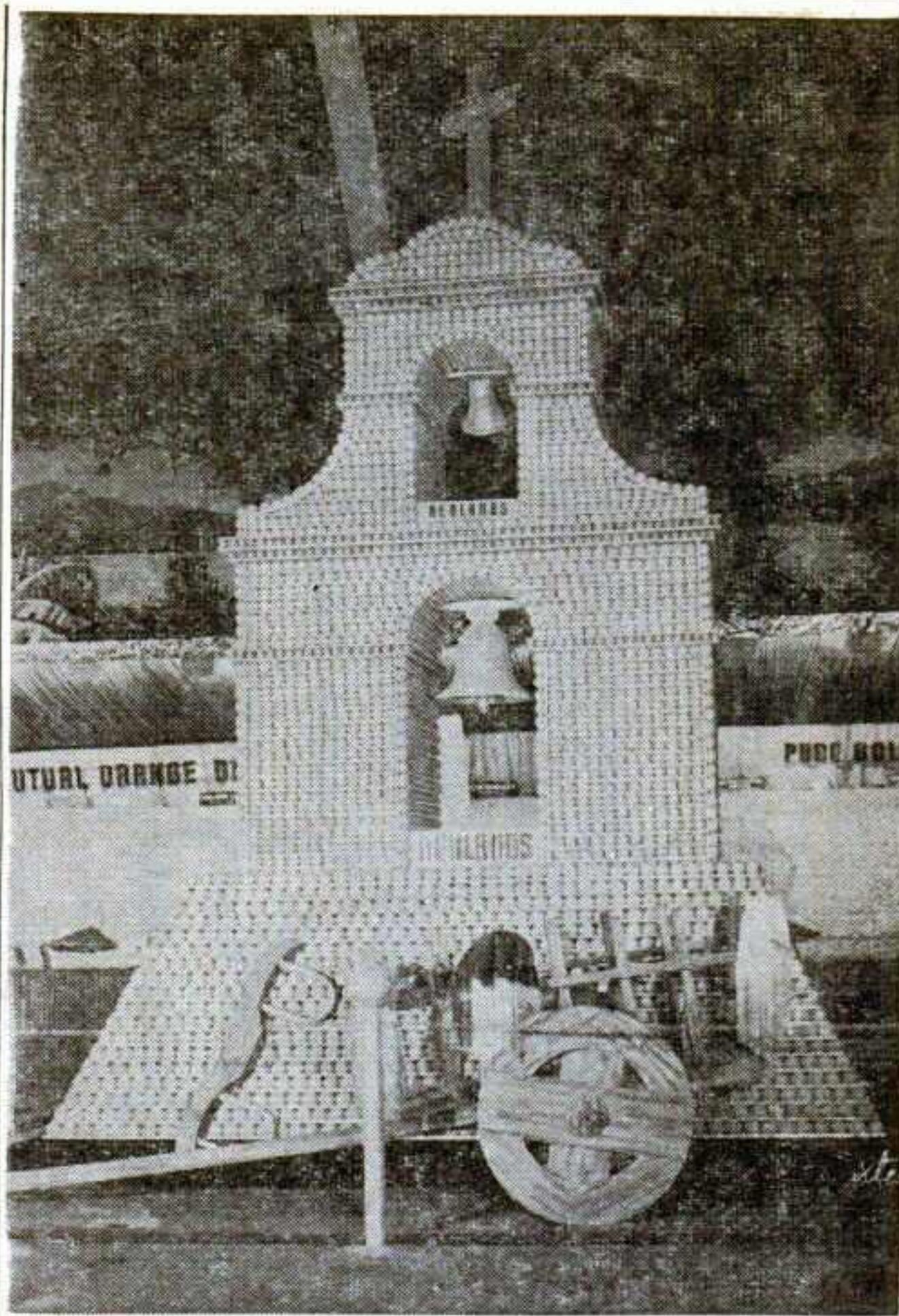
featuring

- ★ Exciting Harness Racing
- ★ Thrilling Grandstand Shows
- ★ Big, Colorful Midway
- ★ Popular Contests
- ★ Sales-Producing Exhibits

**1955 DATES
AUG. 22-27**

For Exhibit and Concession Information Write

C. T. SYDENSTRICKER, State Fair of West Virginia, Box 829, Lewisburg, W. Va.



Citrus Show Thrives

THE National Orange Show in San Bernardino, Calif., an industry display noted for its displays of citrus fruits, issued a press release in 1941, just before the exposition was shut down for the duration of World War II, including these facts: "A million-dollar enterprise . . . the National Orange Show comprises 72 acres of land, and has the largest single structure west of the Mississippi. Built and paid for without cost to California by private citizens without monetary returns or return of their principal or investment. It is a non-profit organization."

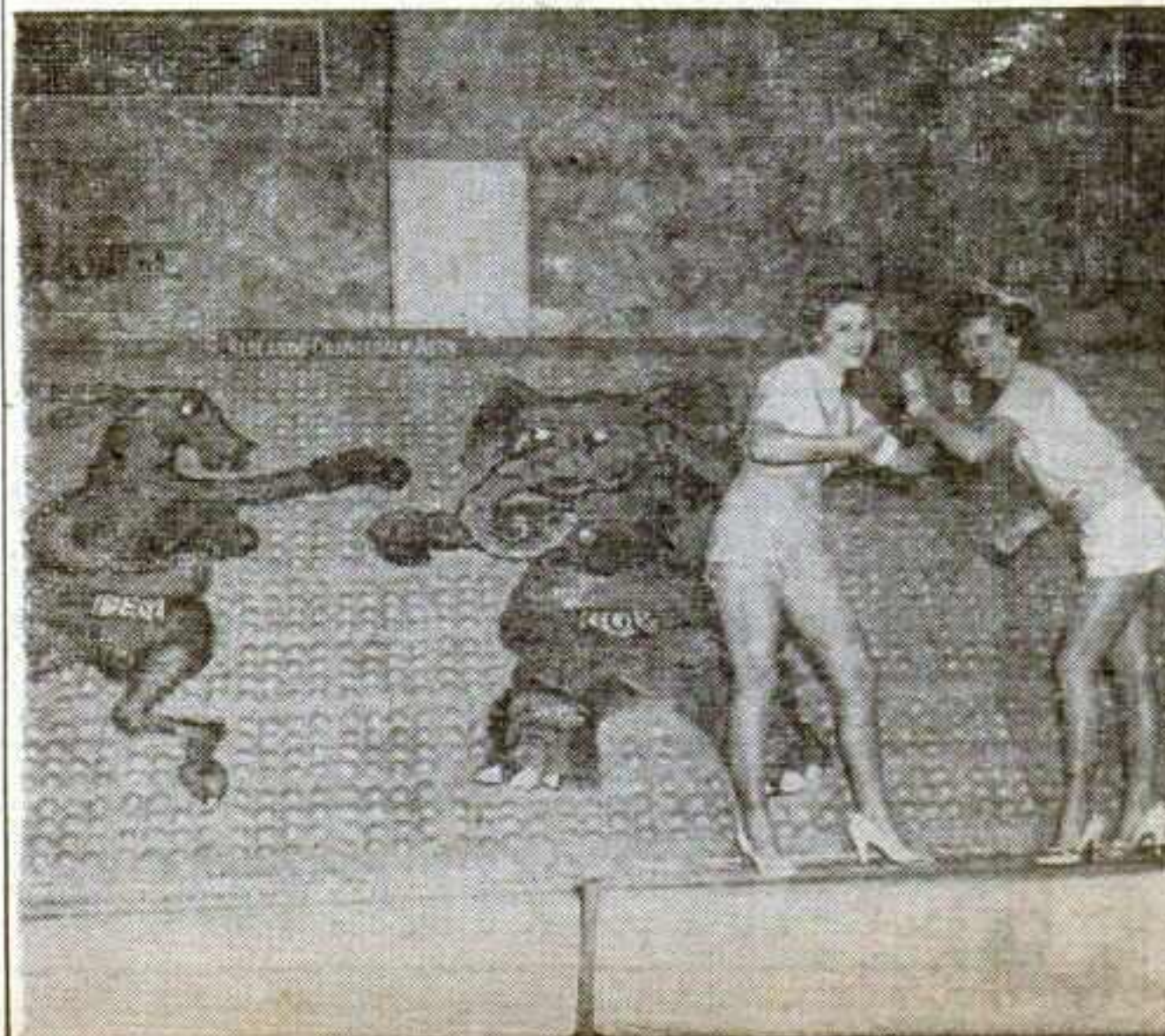
Much of that release remains true today, 13 years later. The largest building west of the Mississippi is no longer there. It was destroyed by fire four years ago. However, since then new and modern structures have been put into use. The destroyed exhibit hall was colorful with its expansive displays of citrus fruits. But, like other things, memory of it is passing as the new display sections allow for modern and topical designs in the exhibits. The Swing Auditorium, one of the new structures, is used to house these fabulous presentations, a floor being placed over the ice skating rink affords pleasure in off-fair times.

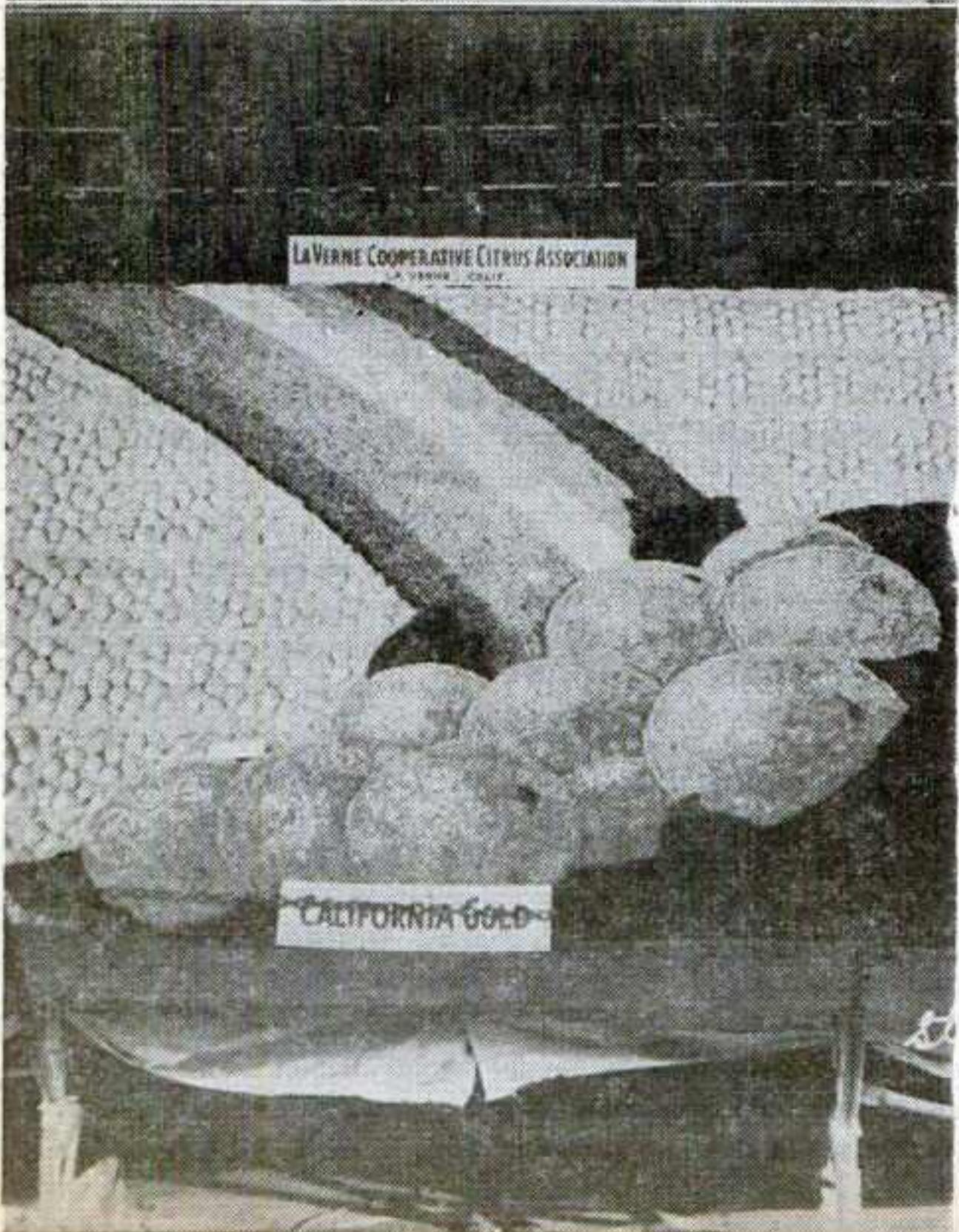
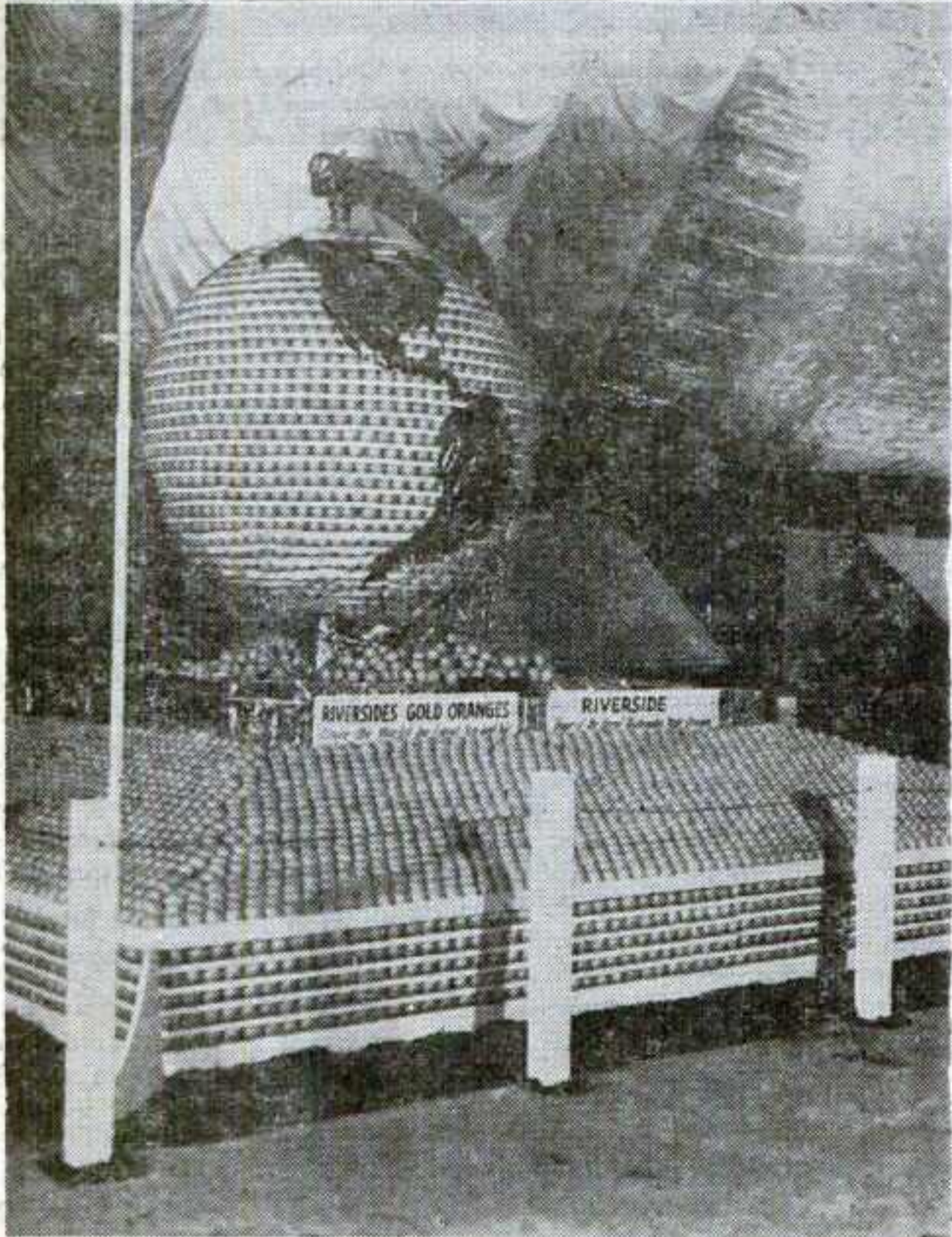
The displays are entered by individual growers, communities and marketing associations. All vie for honors and in some cases myriads of lemons, oranges and grapefruits are placed into position to catch the eye. Various shades of the fruits are utilized and additional hues are afforded by shreds of packing paper.

When the release first went out, the Orange Show's main hall was nearly 900 feet long. The displays were in racks along each side of the building and thru the middle. The Swing Auditorium is more nearly square, but the advantages of the large structure include ample wall space for exhibit backgrounds.

The National Orange Show was organized in 1911, and was opened by the then California governor, Hiram Johnson, pressing a buzzer in his Sacramento office to set off an elaborate display of fireworks. Fewer than 20,000 people saw the first event staged under canvas in the downtown area. Today the exhibits have claimed growing interest and the attendance in a single 11-day run has come close to 300,000 patrons.

The 39th show will be held in late March next year. Earl E. Buie is the manager of the event, having assumed this post three years ago after serving as its press supervisor.





9th EDITION

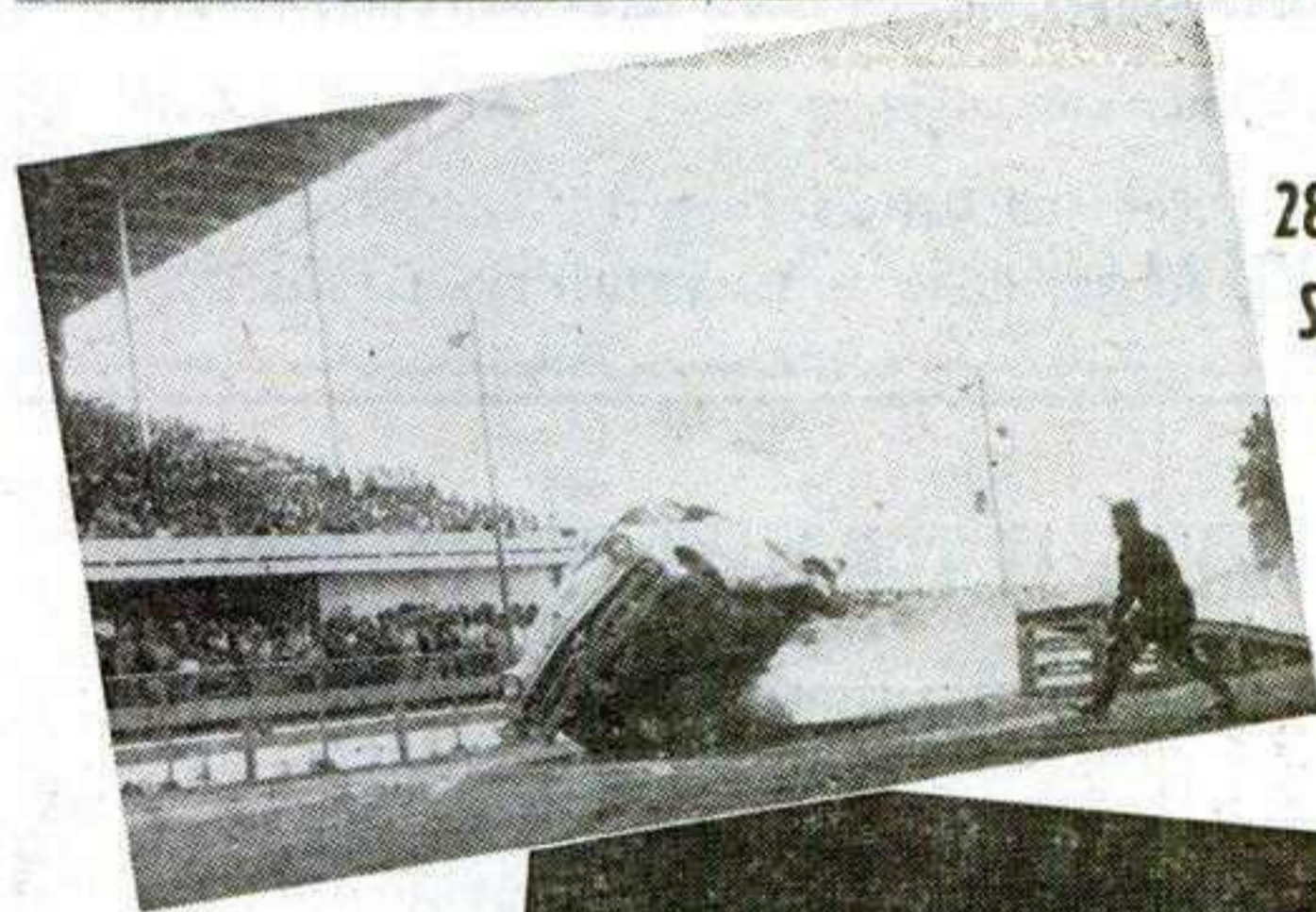
**Congress of
Canadian Dare Devils, Ltd.**

**Congress of
Canadian Dare Devils Eastern, Ltd.**

PRESENTING

The Greatest Show on Wheels

USING 1955 SEDANS, CONVERTIBLES and MOTORCYCLES



28 HAIR-RAISING
STUNT EVENTS
PLUS FUNNY
CIRCUS
CLOWNS

TWO HOURS OF
AUTOMOBILE
FURY AND
MOTORCYCLE
INSANITY



\$100,000 in Equipment

Own Generator and Light Standards for Night Shows

**COMPANY OF 25 PEOPLE
WITH EACH SHOW**

**PLAYING COAST TO COAST ON THE
NORTH AMERICAN CONTINENT**

ATTENTION: ALL FAIR MANAGERS, PROMOTERS, TRACK OWNERS

We will be in Chicago for the Convention. Please contact us in the

Gus Sun Booking Agency Suite

in the Sherman Hotel

All inquiries for further details—Write, Wire or Phone

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LUBBOCK, TEXAS

PANHANDLE SOUTH PLAINS FAIR

**1955 DATES
SEPT. 26-OCT. 1**

Just take a look at these figures representing the Texas South Plains—the area served by the Panhandle South Plains Fair:

- * Effective Buying Income \$612,906,000
- * Per Family \$6.105
- * Retail Sales \$451,863,000
- * Gross Farm Income \$272,736,000
- * Per Farm \$14,776

* Sales Management, Survey of Buying Power, May 10, 1954.
* U. S. Bureau of Census, County and City Data Book, 1952.

This is the BIG annual event of the South Plains area, located right in the midst of the prosperous agricultural, oil and cattle-raising section of West Texas.

New!

- 5,500-Seat Coliseum (Available for all kinds of events)
- Women's Building
- Agriculture Building

For Full Details Contact

A. B. DAVIS, Mgr. Panhandle South Plains Fair, Lubbock, Texas



Simple, clean lines, a steel entrance canopy, an 80-foot pylon, blue-tinted glass in mezzanine windows, and screened lights give the new Foods Products Building at the Canadian National Exhibition an arresting front.

Striking Show Case

CNE's New \$1,500,000 Food Products Bldg. Is Highly Functional, Pleasing to Patrons

HIGHLY attractive, ultra functional and of relatively low cost, the new Foods Product Building unveiled by the 1954 Canadian National Exhibition, Toronto, drew paeans of well-deserved praise.

Contrasting sharply with some of the old CNE architecture, the structure—the first new exhibit building erected on the grounds since '51—presents a simple, yet striking exterior.

Highlighting the exterior are waterfalls that cascade continuously over plate glass at two ends of the building and an 80-foot pylon and quietly arresting lighting at the building's front.

Seen from the outside, the waterfalls are crowd-stoppers, particularly at night when color spots play against the water. And from the interior the falls convey a feeling of spaciousness and coolness to the building.

Windowless

Windowless and without skylights, the building's clean simple lines are accentuated by screened lines on the exterior. Inside, slim-line fluorescent provides excellent illumination.

The sum of \$1,500,000, raised thru the issuance of 20 year debentures by the CNE, was allocated for the building. It was brought within \$1,000 of that figure.

Fred Mayberry, head of the CNE's works department, in setting up specifications, aimed at six things, namely, a cool building, wide aisles for easy traffic flow; a simple method of garbage-trash disposal; complete freedom from building supports or posts, ample utilities and service facilities and, most important, an attractive building.

The building, erected on the restricted site of the old foods prod-

uct building, has over-all floor area of 138,000 square feet, of which 65,000 square feet is used for exhibit space, the remainder for wide aisles of 15 and 20 feet.

Coolness is assured by 40 motor-driven ventilators which give a complete change of air every five minutes. The roof, 20 feet above the floor, is of 1¾-inch felt insulation, covered by felt and gravel.

Large Foyers

Large foyers tend to emphasize the feeling of spaciousness. A mezzanine along the front section is set aside as a large lounge, with commodious washrooms at either end.

Over the 42-foot wide main entrance is a stainless steel canopy 35 feet wide, cantilevered out 13 feet. Five easy steps take the visitor from street level to a wide landing and four more steps to a wide entrance.

At the back of the building are two large loading platforms, which have covering afforded by overhead doors—a boon in inclement weather.

Behind the exhibit areas service corridors are provided, thus obviating use of public aisles by exhibitors. Collection of debris and garbage is made thru these corridors.

Noteworthy are the washrooms, easy to reach by ramps and designed with an eye to people with children. These rooms are huge, well ventilated and contain low wash basins, drinking fountains, etc., for youngsters.

The building was constructed on the initiative of the Food Products Association, which embraces Canada's leading food processors and distributors. Rental contracts with exhibitors are expected to pay for the building in 20 years.

WE BEEN DOING IT IN THE WEST FOR CENTURIES

500 years ago this December, a great western fair started the trade routes and commercial enterprises that have helped make America great.

Hernando Cortes, the first great fair manager in the New World, established in 1554 what the great geographer, Von Humboldt, called "the most renowned fair in the World" at Acapulco.

It was from the fair at Acapulco that exhibitors opened up trade with California, the Philippines, and established trade routes to Japan and China.

In 1600, the fair was the great Pacific port of the New World. The Orient sent silks, ceramics, spices, jewels. Spain exhibited and exchanged wines, oils and woolens. Mexico added hides, dyes and tons of coined silver.

The fair attendance 500 years ago was 6,000 persons. Hernando Cortes drew fairgoers from Mexico, Manila, China, Peru, Ecuador, Japan and California.

Business has picked up a bit since 1554. Along a narrow strip of country, not more than 200 miles wide, some 16,000,000 people go to a western fair each year from Vancouver, B. C., to San Diego, California.

It is "narrow" only in width. Here in this rich region, you will find people of the best health, with the world's highest earning power, attending, buying at, being entertained at and enjoying the New World's oldest, but most modern fairs.

WE BEEN DOING IT IN THE WEST FOR CENTURIES

To know the west, see a western fair. To learn what you want to know about a western fair—write



WESTERN FAIRS ASSOCIATION

2500 STOCKTON BOULEVARD
SACRAMENTO, CALIFORNIA



Water falls at two ends of the CNE's Food Products Building are crowd-stopping and provide a feeling of coolness and spaciousness to the interior. Colored lights played against the water add to the eye-catching qualities.



Slim-line fluorescent lights give excellent illumination. Exposed bar joists were some of the cost-cutting which enabled the CNE to erect the structure for \$1,500,000.



The Food Products Building always attracts huge throngs, but wide 15 and 20-foot aisles of the new building permit an easy flow of traffic even on the CNE's big days.

Announcing the **NEW**
WARD-BELL CIRCUS
Featuring "CIRCORAMA"
A NEW DEPARTURE
IN CIRCUSES...

★ ★ ★ ★ ★ ★ ★ ★
FOR OUTSTANDING ACTS
 Management knowledge of performer problems based on 20 years of trouping. European-style layout featuring one-ring arena. Operating for Honolulu, T. H., and 1955 season. Indoor—Outdoor—Under Canvas.

PRESENTING THE WORLD RENOWNED 9 WARD-BELL TRIPLE WIDE FLYING RETURN ACT.

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 Superior Quality Performances; adaptable to any Arena or Stadium. Choice of Indoor or Under Canvas Show; winter or summer. First-class equipment and appearance—capable professional staff for promotion and production.

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During 1954 National Speedways participated in the setting of 4 RECORD-BREAKING ONE-DAY ATTENDANCE FIGURES at . . . MISSOURI STATE FAIR, IOWA STATE FAIR, NEBRASKA STATE FAIR, KANSAS FREE FAIR, TENNESSEE STATE FAIR and the FLORIDA STATE FAIR.

★ INTEGRITY ★ EFFICIENCY ★ DEPENDABILITY
 THE CORNERSTONE OF OUR SUCCESS

Our Thanks
 To the many Fair Secretaries where we played during 1954. In 1955 we will be back with more thrills and chills for your wonderful audiences.

AL SWEENEY
National Speedways, Inc.
 1400 Sedgwick Chicago, Ill.
 Michigan 2-6940

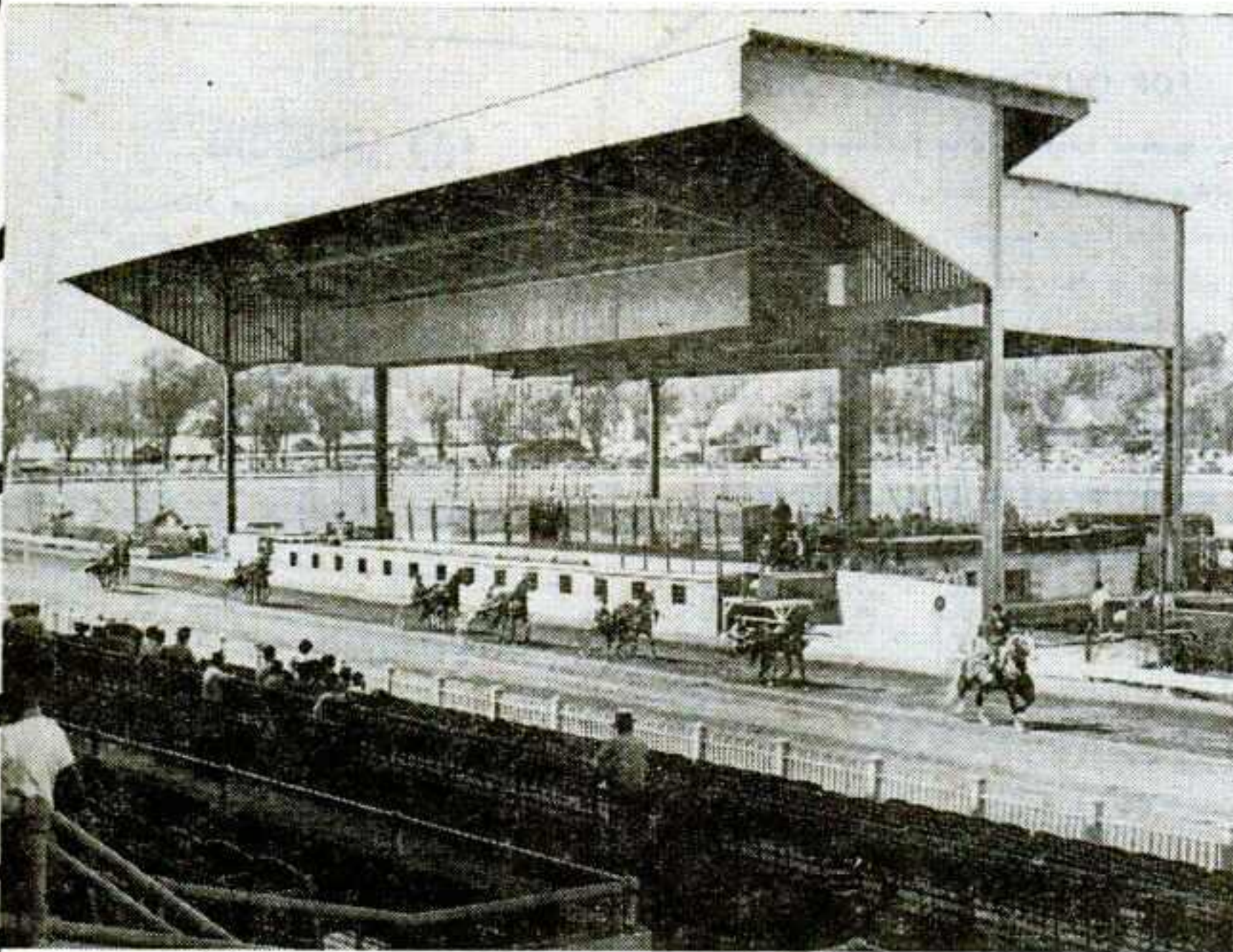
YORK INTER STATE FAIR

York, Pa.

5 BIG DAYS & NITES

1955 - SEPT. 13th thru 17th - 1955

THE ONLY PERMANENT OUTDOOR STAGE COVERING IN AMERICA



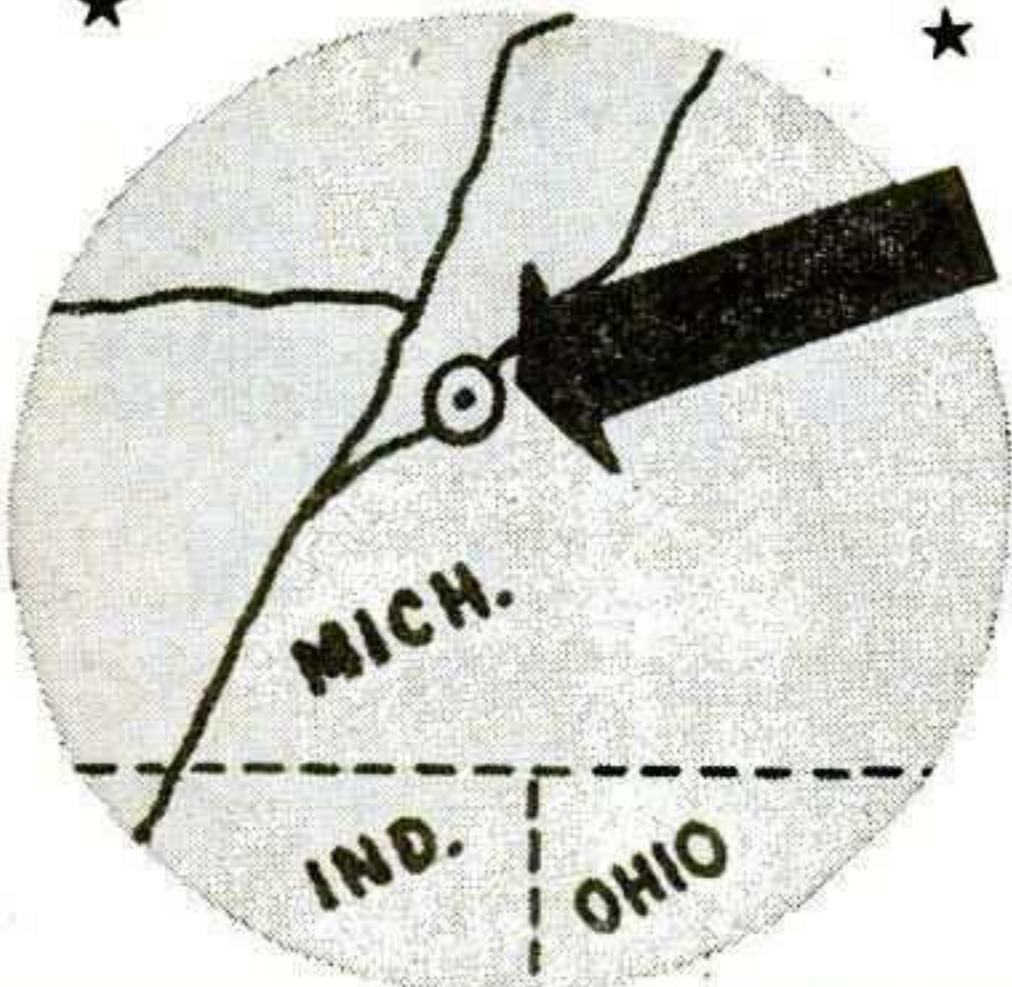
"IT HAS EVERYTHING FOR EVERYBODY"

"The Most Popular Fair on Earth"

HILLSDALE County Fair

HILLSDALE, MICHIGAN

THE SHOWPLACE OF 3 STATES



1955 DATES
SEPT. 25-OCT. 1

OUR 105th YEAR-1955

Come to Hillsdale in 1955 and find out why this 105th successful year can be a successful sales showcase for your product or service. Meet and sell the people of Michigan, Indiana and Ohio who annually make this their great event.

AVERAGE ATTENDANCE
125,000

For Exhibit Details Contact
H. B. KELLEY, Secretary
HILLSDALE COUNTY FAIR
Hillsdale, Michigan



Roughly 8,000 gallons of milk, sold at the bargain offer of "all you can drink for 10 cents," were laded out during the nine-day Wisconsin State Fair. Average consumption was 2.4 pints per customer.

Aids Dairy Industry

"All Milk You Can Drink for 10c," Vending Machines Score With Patrons, Dairymen

"ALL the milk you can drink for a dime." That was the offer of the 1954 Wisconsin State Fair.

Fairgoers lapped it up. Availing themselves of the bargain, they drank roughly 8,000 gallons (124,000 half pints to be exact) during the nine-day event, with an average consumption of 2.4 pints.

The fair went into the milk-selling venture not with the aim of making money. In fact, it lost a little. But it made substantial gains not only with fair patrons but with the State's many dairymen.

The milk was sold from one large stand, the converted information center in the heart of the grounds. As many as six girls were kept busy dispensing the milk.

"We plan to repeat it again next year," Bill Masterson, fair secretary, said after the fair closed. "It did the fair and the dairy industry much good and it was a break for our patrons. We think we can break even on the operation next year and continue to do much good

for the dairy industry."

The Milwaukee fair, always out to aid the State's major industry, further pushed milk sales by encouraging the introduction of milk vending machines to fairgoers, granting permission to two different organizations to operate such machines. Together, these two operated three machines, one in the Farm Building, Youth Building and on the porch of the Administration Building.

The one at the Administration Building was only a short distance from and in full view of the stand where milk was ladled out to all-comers in unlimited quantities for a dime. Yet, this machine sold out three times each day. The other machines did equally well.

Vending operators pointed out that many fairgoers were normally heavy milk drinkers but found it difficult to obtain milk readily on many fairgrounds because concessionaires generally push soft drinks or beer because of higher profit margins.



Wisconsin's dairy queen using one of the three milk vending machines that were given a heavy workout at the 1954 Wisconsin State Fair. Sold out three times daily, with chocolate milk the best seller.



SELL-OUTS have been the rule for the Commercial Building of the Eastern Idaho State Fair, Black-foot, since its completion in 1953. 11 years after fire had destroyed all but the floor of the old building. The present building is 80x200 feet and provides 43 exhibit booths, but it cannot accommodate all of the requests for space. Overflow exhibits are housed in the adjoining agricultural - commercial building. Each year space limitations causes many turnaways.

PIEDMONT INTERSTATE FAIR

Heart of the Piedmont Carolinas.



Spartanburg, South Carolina

OCTOBER 10-15, 1955

PAUL BLACK
President

TOM M. CRAIG
Secretary-Treasurer

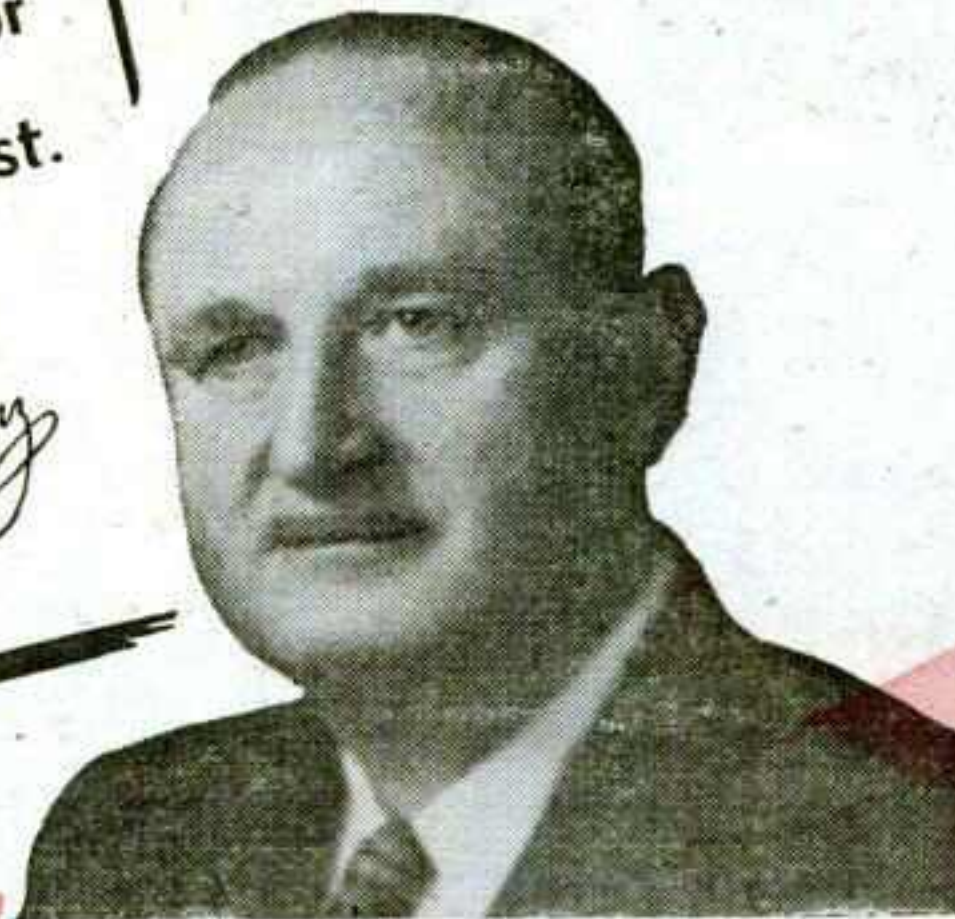
OVER \$1,000,000 IN BUSINESS IN 1954!



AGAIN, THANKS

You, my friends and customers, have made this possible, and I deeply appreciate your friendship, patronage and confidence. I shall endeavor always to be worthy of that trust.

Charles A. Lenz



TO ALL—

I extend a cordial invitation to visit me at my home office in St. Petersburg, Florida, during the winter season. I like to conduct my business on a friendly basis... Let's get together.

SHOWMEN! There are many advantages in being insured with an Agency that is sound financially. I will be at the Chicago Convention... plan to talk over your insurance coverages with me and learn how this can be of help to you.

CHARLES A. LENZ
"The Showmen's Insurance Man"

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The Ride Midway of the Nation

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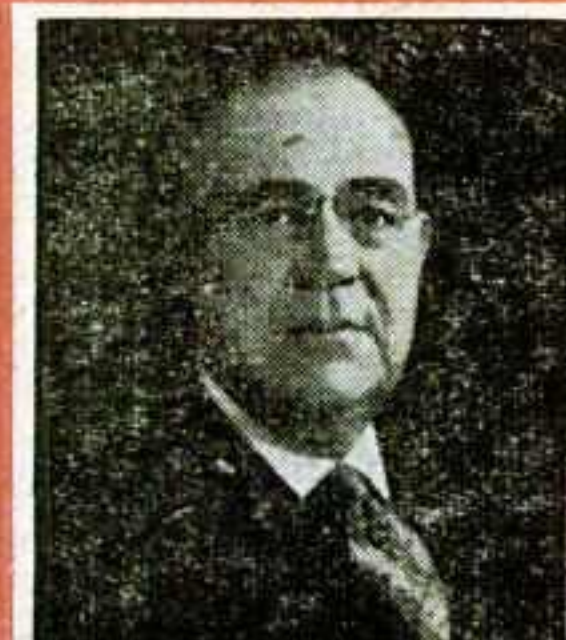
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ANNUAL
TOUR

TO ALL OUR MIDWAY USERS

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The
Best
Equipped
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Show
in
America

★
30
RIDES

★
20
SHOWS



We want to take this opportunity to express our appreciation to the fair men—and to the many, many people who all contributed and co-operated so wonderfully in making 1954 another outstanding year. Our sincerest thanks and best wishes to you all

Sincerely *James E. Strates*

JAMES E. STRATES SHOWS INC.

FISCAL OFFICES
42 Insurance Bldg.
Utica, New York

HOME OFFICES
Elmira, N. Y.

WINTER QUARTERS
Orlando, Fla.
"The City Beautiful"

HAMID'S CARAVAN OF THE OUTSTANDING ENTERTAINMENT PACKAGES OF ALL SHOWBUSINESS



You may choose from completely packaged units — organized especially for Fairs, big or small and to fit any Fair's budget.

We can also package units to your special needs . . . or, you may choose from a host of sparkling individual performers.

Originators and largest importers of the finest novelty acts from all parts of the world . . . suitable for Arenas, Auditoriums and Television as well as for Grandstand and all Outdoor Showbusiness productions!

Let us discuss your 1955 needs with you!

See us at the Chicago Convention, at your Winter Fair Meetings, or at your convenience anywhere, anytime.

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10 Rockefeller Plaza New York 20, N. Y.
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GIVES 'EM VARIETY

Hugh King Policy Winner at Yakima

THE Central Washington Fair, in Yakima, under the management of J. Hugh King since 1940, combines the old and the new and has found that stunts pay off. Some of the new structures were necessary but others came in the natural progression of the exposition that is one of the largest in the State.

The first year that King, who had promoted automobile races and walkathons, took over as manager of the exposition, formerly the Washington State Fair, he jumped the attendance from 35,000 to 65,000. By switching dates to get away from the paradox of both heat and cold, the fair has a record of 165,000, its 1952 mark for five days.

"We are organized in the interest of agricultural and livestock people," King said in explaining the basic principles of the annual. "Commercial exhibitors should be accommodated for they carry the freight on these events. And we want to put on the best grandstand show possible—one that all can see and enjoy. Our acts are booked with the idea of pleasing the largest section of fairgoers. If we break even on a grandstand show, we're happy."

Grandstand Show

In staging the grandstand show this year, King booked thru Jerry Ross in Seattle and the headliners were the Hoosier Hot Shots with Mel Lambert as emcee. Fireworks were featured two nights in succession with Art Briese, of Thearle-Duffield in Chicago, directing the pyrotechnics. King explains that he shoots in two what some fairs spend for displays in five or six nights. But, he adds, he likes to have a show that is worthy of praise and brings patronage.

To create interest in the fair, King believes there is more work to be done before the fair opens than during the run. And he has followed this policy, taking it comparatively easy with his door open to all callers once the event is underway.

In creating enthusiasm, one of the stunts that he used successfully was the appearance in 1950 of the radio show "Hawaii Calls," the troupe of which he flew over from Honolulu. There were 12,000 people at the airport when the participants arrived.

Indian Greeter

To make it more glamorous, Indian teepees were set up and an Indian chief, who arrived at the airport via helicopter, greeted the Hawaiians.

There have been others, but all did not come off as well as this one.

But King is used to the knocks. Born in Michigan, he came to Washington in 1920 to visit a sister. He had been given six months to live because of a wound received in July, 1918, while serving with the engineers at Chateau Thierry. Returning to Michigan, he remained two months and then went back to Yakima to make his home. There he entered civic projects while operating a tire and parts replacement business. A DOKK drill team he trained won national honors.

The fair, which was organized in 1894 as the Washington State Fair and had extended its physical boundaries to include 168 acres, ran into difficulties in the 1930s. No fair was held from 1929 to 1932, but upon reorganization was held until 1936. It was dormant again in 1937 and 1938. The fol-

lowing year a group of farmers, ranchers and businessmen met and asked to lease the grounds.

Fair Incorporated

Carrying the project further, the Central Washington Fair was formed and incorporated with 150 stockholders buying shares at \$5 each. Each got one vote. The stock paid no dividends but an



HUGH KING

"investor" could get his money back at any time. To help the fair get moving the members of the board of directors donated money with which to obtain incorporation and buy the legal stamp. The operation was on a year-to-year basis until 1953, when a 10-year contract was signed.

Since then, the fair board has put in new sewer and water line. The massive columned exhibit buildings, used under the State Fair administration, are still serving well. But a new grandstand was erected two years ago when the old one went up in smoke in a matter of minutes. Ralph Meeker, whose carnival is featured on the midway, and Robert Bollinger, who has rides on the midway, have constructed permanent buildings in the fun zone.

But as the situation began to settle down, King started to think of stunts he could pull to hypo the interest in the fair. One he had was "Pioneer Days" and no automobiles were allowed on the streets for five days. This event, he thought, had to be something like that.

Parachuting Sheep

It involved a sheep named Geronimo II, with the numerals necessitated because Geronimo I had "been killed in action." King had a vest with a parachute attached made for the animal. And on the Saturday before the fair opened in the mid-week, the sheep, with some help, parachuted from an airplane, drifted slowly to earth and began nibbling grass. The newsreels, waked up to the importance of the event too late to shoot the original jump. So on the next Monday, Geronimo "made" four jumps in 58 minutes while the cameras recorded the act. The sheep was auctioned several times, not a reward befitting an animal that risks its life to make turnstiles click. But finally after earning money for worthwhile causes and exhibited a couple of years, the parachuting sheep was turned out to pasture.

There was a little ruckus from the Society for the Prevention of Cruelty to Animals. However, it was pointed out Geronimo took the stunt in stride and started to eat soon as he hit the pasture. The ruckus subsided and the fair went on to pull 137,000 people, setting a record to that point.

SALES PROSPECTIN'

in the two great states of Texas and Oklahoma are easy . . . if you exhibit at the

TEXAS-OKLAHOMA FAIR

IOWA PARK, TEXAS

6 of the biggest days for the inhabitants of this 2-State area can mean 6 of your biggest sales-boosting days here.

EXHIBITORS, DEMONSTRATORS AND CONCESSIONAIRES

Plan to book with us for our 1955 Event.

Plan NOW to attend the exhibit at the Texas-Oklahoma Fair in 1955. Your prospects will be waiting for you.

1955 DATES
SEPT. 26-OCT. 1
(tentative)

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President
Iowa Park, Tex.

T. LEO MOORE
General Manager
Electra, Tex.

ALVIN VANDIKE
Midway Manager
Iowa Park, Tex.

THE ROCKY MOUNT AGRICULTURAL FAIR

ROCKY MOUNT, N. C.

1955 DATES
SEPT. 26-OCT. 1

"EASTERN CAROLINA'S GREATEST EVENT"

Located in the heart of the rich tobacco, textile and farm markets of North Carolina.

THE BIG ANNUAL EVENT FOR THE ENTIRE EASTERN SECTION OF THE STATE

Our 1955 attendance goal is 100,000

THE PITT COUNTY AGRICULTURAL FAIR

GREENVILLE, N. C.

1955 DATES
OCT. 10-15

"PITT COUNTY ON PARADE"

The fastest growing county fair in the Carolinas.

Our 1955 attendance goal is 60,000

Here are the top annual events for over 1/4 million people from the prosperous, rapidly growing North Carolina market. Year after year attendance records at both these fairs are smashed. The definite plans and completed improvements for the 1955 celebrations are sure to make next year's events the greatest ever held. Write TODAY for full details on the buying power of the increasing market and how you can most easily and economically reach it.

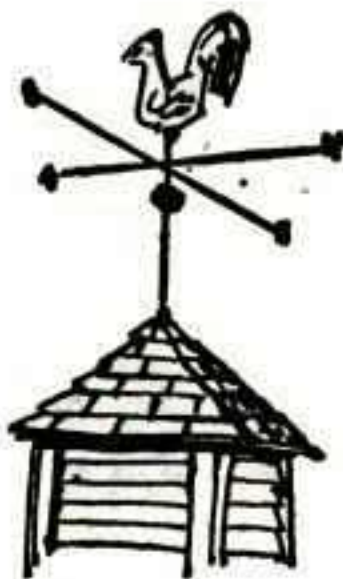
We Hope Every Showman in America Will Have a Great 1955 Season.

Norman Y. Chambliss Sr., Manager, ROCKY MOUNT FAIR, Rocky Mount, N. C.

farmers or businessmen.

north, south, east or west...

whatever your product or service



To reach the prosperous agricultural and industrial areas of Missouri, exhibit at

OZARK

EMPIRE • FAIR

"Biggest Annual Event in the Ozarks"

Springfield, Missouri

1954 attendance was over 175,000 . . . made up of high-income groups with constantly rising standards of living. Extra millions of sales dollars are being spent every year, and you can add to your share by showing your product at the Ozark Empire Fair.



PROMOTERS

Planning a special event or promotion in Missouri? Then you'll be interested in the facilities we can offer you in our Grandstand or Indoor Coliseum available for year-round use. Contact us for details.

1955 DATES
AUGUST 13-19

Get the facts from
G. B. BOYD, Secy.-Mgr.

UPPER PENINSULA State Fair

ESCANABA, MICHIGAN

IDEALLY located right in the heart of the fastest growing industrial, agricultural and consumer markets in the nation. The biggest event of the year when thousands gather at one time . . . in one spot . . . presenting you a highly concentrated buying market where your exhibit can most advantageously be displayed. Highlighted by outstanding attractions, thrill shows, achievement exhibits, a complete midway and FREE GATE.

1955 DATES
AUGUST 23 THRU 28

WRITE TODAY FOR EXHIBIT SPACE AND PLAN TO REALLY SELL THE RICH UPPER PENINSULA MARKET IN 1955!

For Complete Details Write:

RAY LAPORTE, UPPER PENINSULA STATE FAIR
Secretary Escanaba, Michigan



Twenty-two departments of the University of Indiana are sold to the public at the Indiana State Fair. Typical is the School of Music, represented by the above exhibit. An old-time minstrel show, to be produced by the School of Music, will be the feature in 1955.

Indiana Univ. Sells!

Third of Century Experience Shows Higher Education Can Be Sold Effectively at Fair

INDIANA UNIVERSITY has demonstrated that education can be sold to the public at a State Fair.

Pioneer among American universities in presenting non-agricultural exhibits at State fairs, the Hoosier State university in the opinion of its officials has had a high dividend return for a third of a century from its showings at the Indiana State Fair.

The guiding philosophy of the university's exhibits since 1921 was perhaps best set forth by the late Ernie Pyle, first editor of the State Fair Edition of The Indiana Daily Student. Editorializing the famous columnist and war correspondent, then a student at the university, said the annual exhibits were a means for Hoosiers "to learn of the interworkings, the advantages and the progress of one of the State institutions of learning."

The dividends, according to Dr. Herman B. Wells, president of the university, have been a wider interpretation of higher education and a greater knowledge of the university.

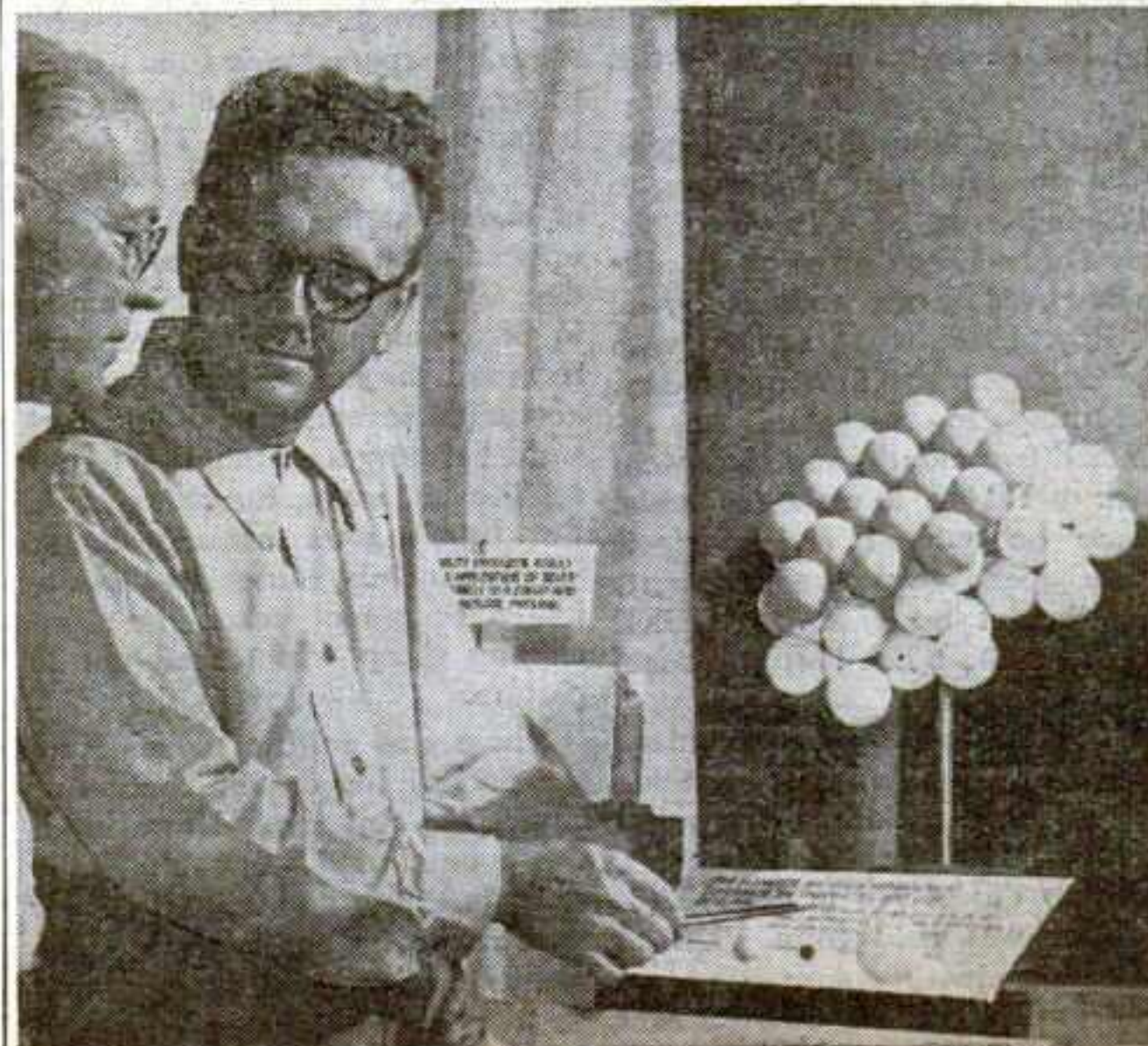
"The Indiana State Fair," President Wells asserts, "is recognized by the university as an outstanding opportunity for the university to make a report to its constituency, the people of Indiana. Moreover, the university considers this as one of its obligations."

Vergil A. Smith, who has managed the university's exhibit since 1946, is quick to point out that the State Fair attendance is a cross section of the population of the State. Over the past several years, he adds, approximately one of every three people who attend the fair has visited the university exhibit which has clocked from 300,000 to 350,000 each year.

Cost Rated Low
The university's exhibit budget last year was \$10,000. This means that the university was reaching its constituency and making its annual report at a cost of a third of a cent per person.

Cities Dividends
The university began presenting its exhibits in a tent and at a cost of a few hundred dollars. In 1932 the State Fair erected for the university's use a building, which occupies one of the central locations across from the Fair Coliseum. "The I. U. Building," as it is known, has exhibit space, an 800-seat auditorium, and quarters for the State Fair Editor of The Indiana Daily Student.

Put Out Daily Paper
In addition to having the only extensive non-agricultural exhibit at a State fair, Indiana has the



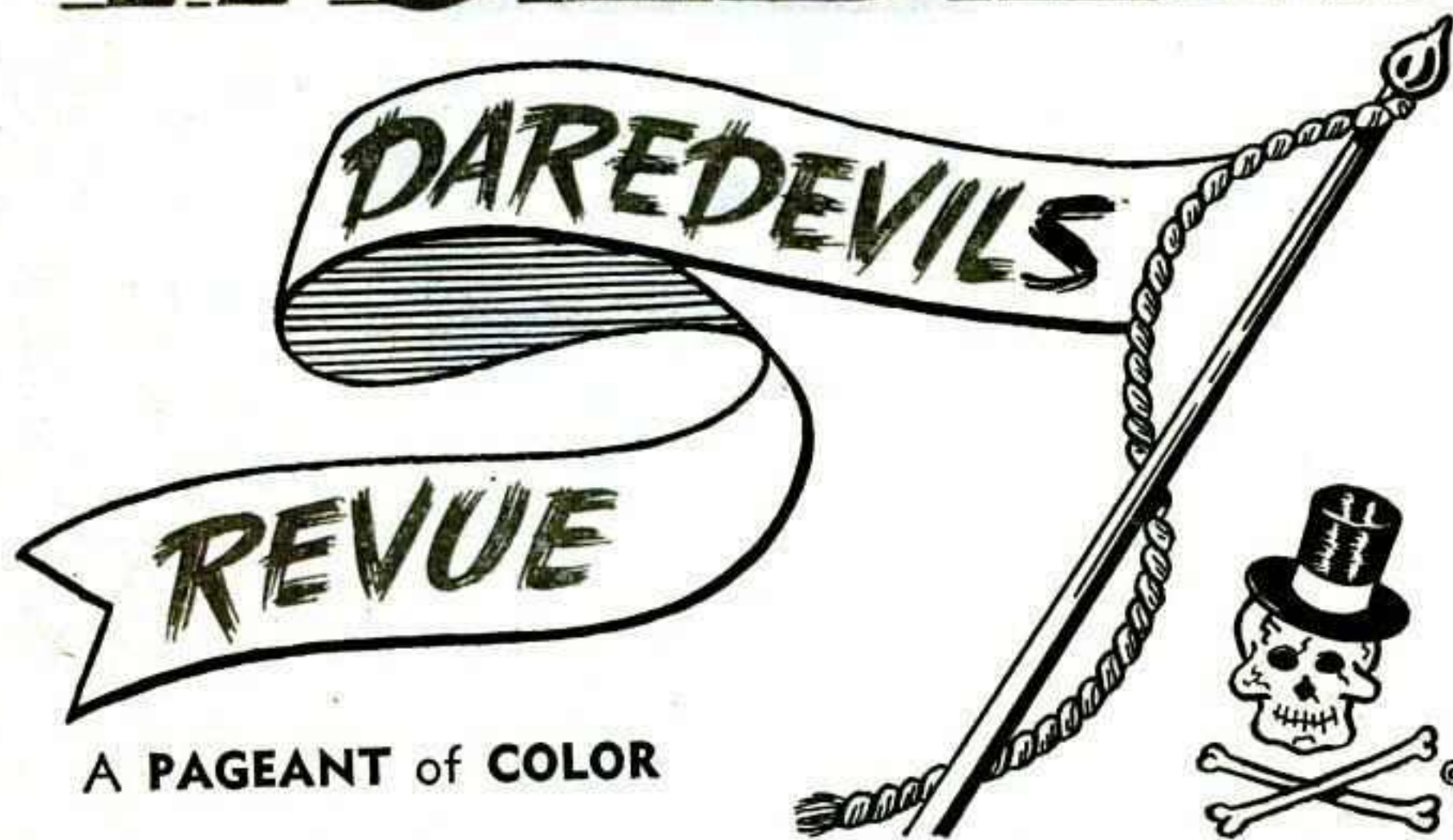
The sciences are well represented in the exhibits, demonstrations and events of the Indiana University each year at the Indiana State Fair.

Announcing

NEW & DIFFERENT

A completely new and different type of entertainment!

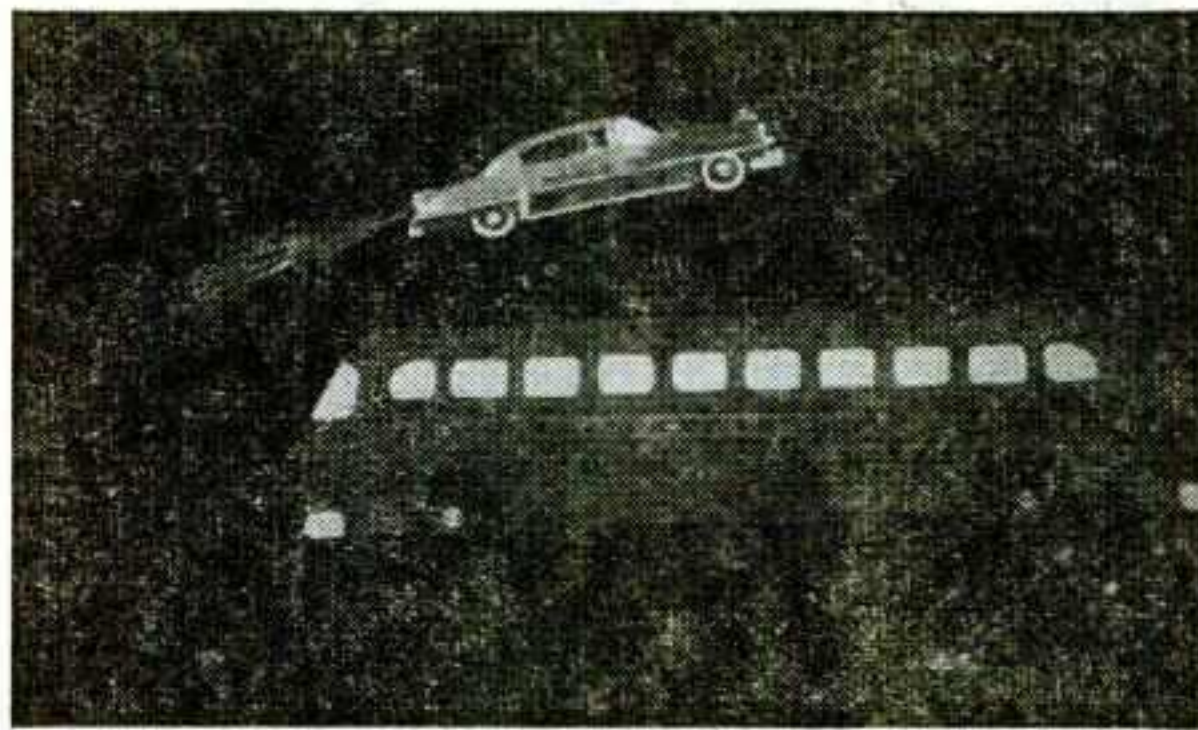
Tommie & Larry HOLDEN



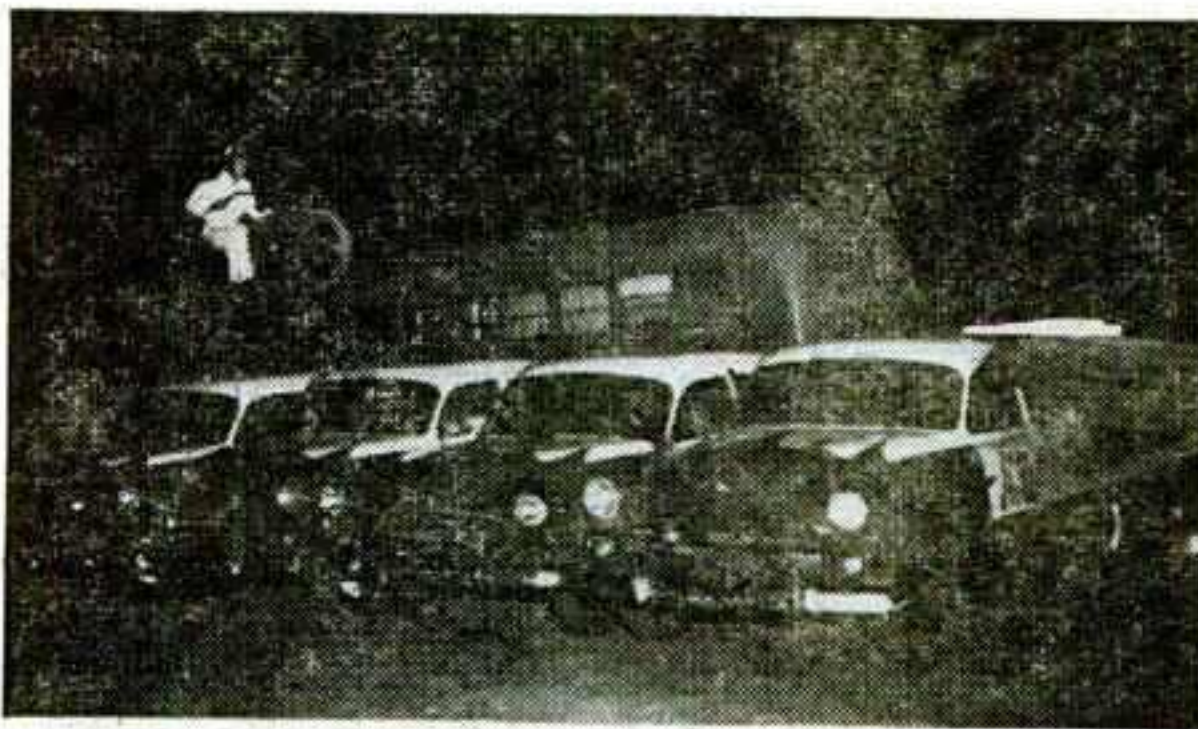
A PAGEANT of COLOR

ATTENTION, FAIR MANAGERS & SECRETARIES

We are still climbing! Not coasting downhill!
Our goal is three nights at the 50 Largest Fairs in the U. S. A. and here are some 1955 stunts to help us up the hill!!



A YOUNG SHOW FOR YOUNG AMERICA!!!!!!



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5**

ALL DONE IN HOLD-COLOR® - 10 TIMES BRIGHTER THAN FIRE!
FOUR NEW SECRET ACTS NEVER BEFORE WITNESSED. A FLEET OF NEW PLYMOUTHS CHANGING COLORS BEFORE YOUR EYES
20 YEARS OF EXPERIENCE BEHIND THIS PRODUCTION

We'll see you at the Fair Conventions!

Call or Wire Collect: TOMMIE HOLDEN, Phone 112, Wakeeney, Kans.



Indiana University budgets \$10,000 annually for its exhibits and program at the Indiana State Fair. Exhibits, such as the one above, are well executed, do a strong selling job.

only daily newspaper published on the grounds of a State fair. The editorial offices of the paper are on the fairgrounds, the paper's staff consists of journalism students who cover all aspects of the fair, news stories and editorials are written at the fair and sent by teletype to Bloomington where the paper is printed in the university printing plant, and copies of each morning's edition are trucked to the fairgrounds for free distribution each day. Some of the country's leading editors and newspaper writers, from Ernie Pyle on, have received their first off-campus experience in reporting at the Indiana State Fair.

Preparations for the university's annual exhibit begins July 1 when Director Smith takes leave from his regular assignment as associate professor of speech and theater and takes over in the University Exhibit building. Prior to that time, however, he has laid the ground work for the year's exhibit, contacting departments and schools of the university, thus having well in mind a blue print of the September exhibit.

Change Each Year

The theme and nature of the exhibits change from year to year and no repeats are permitted. This past year, for example, the emphasis was on the School of Medicine and Graduate School, both

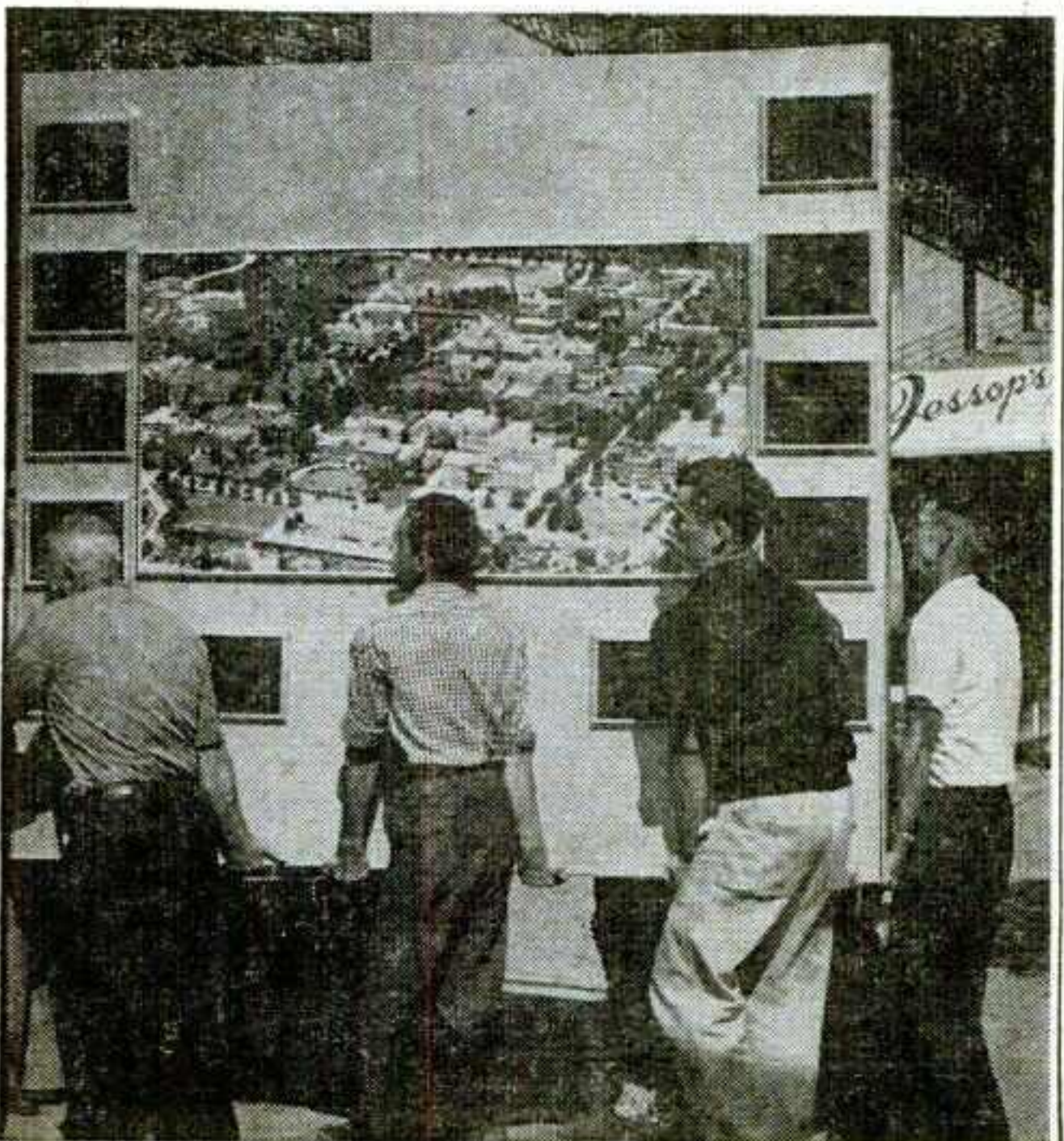
of which had celebrated anniversaries in 1953-'54, and also on the School of Education. In addition, aspects of the work of 20 other university departments were shown.

The medical school in an extensive exhibit showed the number of doctors it had trained for each of the State's counties, the number of patients admitted from each county last year to the school's hospitals, life-size charts, manned by medical students, showing the human skeleton muscles, position of internal organs, and anatomy of head and neck. A third portion of the school's exhibit demonstrated the training of nurses, X-ray technicians, medical records librarians, and public health workers.

Outstanding in crowd appeal in the 1954 university presentation was a classroom of first grade children in which modern teaching methods as conducted by School of Education specialists were demonstrated.

Director Smith already has one program set up for 1955, presentation by the School of Music of an old-time minstrel show in the exhibits building auditorium.

"Visitors to a State Fair are interested in much more than farming," Director Smith contends. "Any State Fair exhibitor who plays only to the farm angle is misjudging the fair audience."



Indiana University has found that fairgoers are interested in many more things than agriculture. Workmen are shown carrying one of the many, varied exhibits into the Indiana University Building on the Indiana State fairgrounds.

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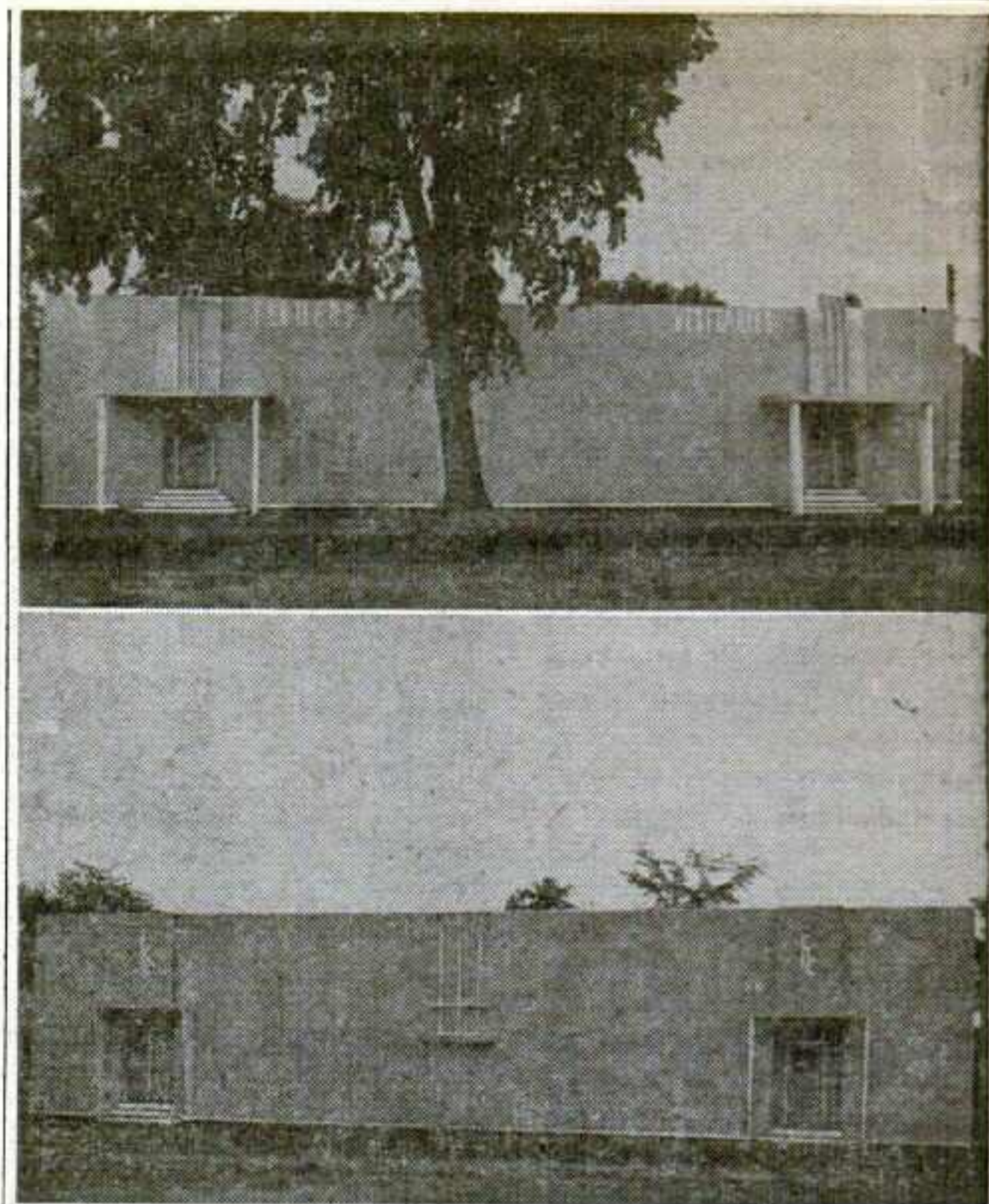
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Attractive exteriors cover Army buildings converted by the Fredericton, N. B., Exhibition for effective fair usage. Exteriors are of plywood, glamorized with paint and colored lights.

Builds With Plywood

Fredericton Transforms Army Buildings Into Attractive Structures Under Crewdson

By FRED H. PHILLIPS

FOR Ray Crewdson, the secretary-managership of the Fredericton Exhibition, the past five years have been the flowering of an ambition long held dormant by the pressure of more immediate things.

In the five-year span he has re-created a fair, mostly out of plywood and the sometimes incredulous faith of the directors. As general secretary he has organized a mass of paper work and detail. As superintendent of grounds and buildings he has been father-confessor to 66 tenants. As racing secretary he has conducted racing cards with extended pari-mutuel betting two nights a week thru the past summer. As track superintendent he has straddled a tractor and spread dirt on the fastest half-mile oval in Canada. And simply as Ray Crewdson, vaudeville fan, he has probably won the good will of more grandstand performers than any other fair secretary in the business.

Ray's Life

Now let's take the mixed train and make a few stopovers, for Ray's life has been like that. William Raymond Crewdson was born in Fredericton, N. B., in 1910. His childhood was that of a normal, happy kid. He went to school and he liked shows, any shows. In fact, his earliest recollection of professional entertainment is that of going to the Fredericton Opera House, clad in corauroy suit, to see the standard fare of silent picture, serial and four acts of vaudeville.

Strange that the manager of the Opera House then should have been W. W. O. Fenety, president of the Fredericton Exhibition in 1954. Ray also recalls the Mae Edwards Players, the last to bring dramatic stock into Canada's Maritimes; John Van Arnam's Minstrels,

the last of the black-face troupes, the big circuses, the carnivals, and even the fondly remembered Chautauqua. His first connection with the Fredericton Exhibition also date from this early time. As a kid he used to walk the trotters and pacers in the stable area to cool them out after the races.

The elder Crewdson, manager of a small local feed mill, had some idea that Master Raymond should become an architect. That may have had some basis in heredity, for Ray's great-grandfather, an earlier William Crewdson, had been a member of the Royal Corps of Engineers who built the Officers' Barracks, the Soldiers' Barracks and the Governor's Residence in Fredericton between 1825 and 1828. Also, he probably attended New Brunswick's first fair and cattle show, held in Fredericton October 8-9, 1827. Young Ray himself leaned away from architecture in favor of surgery. But the Crewdson fortunes, on the eve of the great depression, did not stack up well against a university degree in either architecture or surgery. So Ray went to work in a dry cleaning plant.

Headed Plan Group

By 1935 he launched the Fashion Plate Cleaners on his own. For Ray the mid-30's were formative years. He became a proprietor in 1935, a city alderman in 1936 and a benedict in 1937. As chairman of the town planning commission in 1937, he headed Canada's first such body east of Montreal.

It was thru the city council that he became associated with the Fredericton Exhibition. The constitution provides that three members of the city council should be on the Exhibition directorate. From 1937 onward Alderman Crewdson was one of the city members on the Exhibition board.

Army Takes Over

The connection at this time, however, was to be short-lived.

By the late summer of 1939 World War II was imminent and the Department of National Defense commandeered the Exhibition plant almost on the eve of the fair. The Exhibition buildings were promptly occupied by troops and were burned to the ground that same November. They were replaced by Army huts and the fairgrounds became a military training center. At the war's end there was an acute housing shortage in Fredericton and a greatly expanded enrollment at the University of New Brunswick. So the university authorities obtained a five-year lease of the Army housing on the fairgrounds to be used as quarters for student veterans and their families.

Consecutively a revival of the fair had to be put on ice from 1945 until 1950. Meanwhile, Crewdson continued in the city council until the end of 1946 and in the dry cleaning business until 1947. Thereafter he became an agent first for business machines, then for fire fighting equipment.

Exhibition Revival

Toward the beginning of 1950 a resurgent fair board was planning a revival of the Exhibition and looking for a general secretary to correlate the work. As a result Ray Crewdson sat down at a desk in an Army hut in February and faced the task of putting on an Exhibition that coming September.

At that time the temporary buildings on the Fredericton Exhibition grounds were sufficient to house 66 student families and 10 commercial tenants. But as spring wore on toward summer some of the structures were vacated and adapted to the purposes of a fair. Come September a carnival did move in and set up a midway among the huts. And so a fair was held.

Glamorizes Front

Since that time there has been a gradual evacuation of the premises, a demolition of some of the buildings and a utilization of others. An Army drill hall has become the principal exhibition building, its front glamorized with plywood, paint and colored lights. Huts have been renovated to accommodate flowers and vegetables, handicrafts and household science.

But Ray is still foster father to some 34 tenants. To him it is not uncommon to be awakened from a sound sleep at 2 a.m. on a January morning when the temperature is 20 degrees below zero and hear an anxious housewife bewail that her plumbing is frozen; or to be paged over the p.-a. system at the race track some fine July evening by a tenant who claims that his fuses are blown out.

Other Duties, Titles

During the past year, in addition to being secretary-manager of the fair, Ray has been superintendent of grounds and buildings, racing secretary and track superintendent.

Mrs. Ray Crewdson grew up as Alice Barnett in a village near Fredericton. She taught school, went to business college and became a graduate nurse from the Royal Victoria Hospital in Montreal in 1932. She is at present medical secretary of the Victoria Public Hospital in Fredericton and secretary of the Fredericton Cancer

Clinic. A daughter, Mary Ellen, reveals her father's fondness for show business at the age of 11.

Active In Community

Ray himself has been active in the fraternal life of his community. He was chancellor of Fredericton Lodge No. 6, Knights of Pythias, in 1933. When the Fredericton Kiwanis Club was organized in 1944 he became its charter president, and still serves as the club's secretary. He was master of Hiram Lodge No. 6, F. & A.M., in 1947.

To many, Ray Crewdson is the performers' fair secretary. He has retained a fondness for vaudeville ever since he wore that first corduroy suit to the Fredericton Opera House. Coupled with that, he has enjoyed the sponsorship of the veteran Joe Hughes, longtime field agent of the George A. Hamid enterprises. Ray has known personally every performer who has played the Fredericton Exhibition in the past 20 years. Since he has been fair secretary, the performing folk have come to know that their problems are his. It is nothing uncommon for him to receive Christmas cards from a trio of girl acrobats in Rio de Janeiro; or to swap sport shirts with a comedian backstage in Skowhegan. Each year the Secretary's Party, held in the Crewdson home right on the grounds, means open house to the entire personnel of the grandstand show.

Rates High With Acts

Perhaps better than on any other occasion, Ray's popularity with the performing fraternity was illustrated on the closing night of the Fredericton Exhibition of 1953. The fair had lost its Labor Day opener to rain. The rest of the week had been good, but the fair would end its run with not too many dollars on the credit side. Saturday night was always a strong closer in Fredericton. Therefore Ray figured that a double-header grandstand show that night might mean all the difference when the books were finally closed. The directors consented, with some misgiving. Over backstage Ray didn't post any formal notice about an extra show. He personally asked the folks, in little knots of two and three, if they would support his idea. Every member of the troupe was ready to go on at 7 o'clock and again at 9, even tho the extra show meant precious hours to some who had long jumps to make.

Sound Convictions

Withal, Ray has some iron in his soul. When a director of ceremonies did not suit him one year he gave him a day's pay and a return ticket on the spot, without consulting fair board or booking agency.

To the great majority of performers, tho, Ray is a big, jovial guy with an expansive smile, an expansive waistline, a sharp sport jacket and a light hat.

Wherever vaudeville folk come within his reach, he will go. It may be an Old Home Week at Woodstock or a Sportsmen's Show in Moncton.

Visits Other Fairs

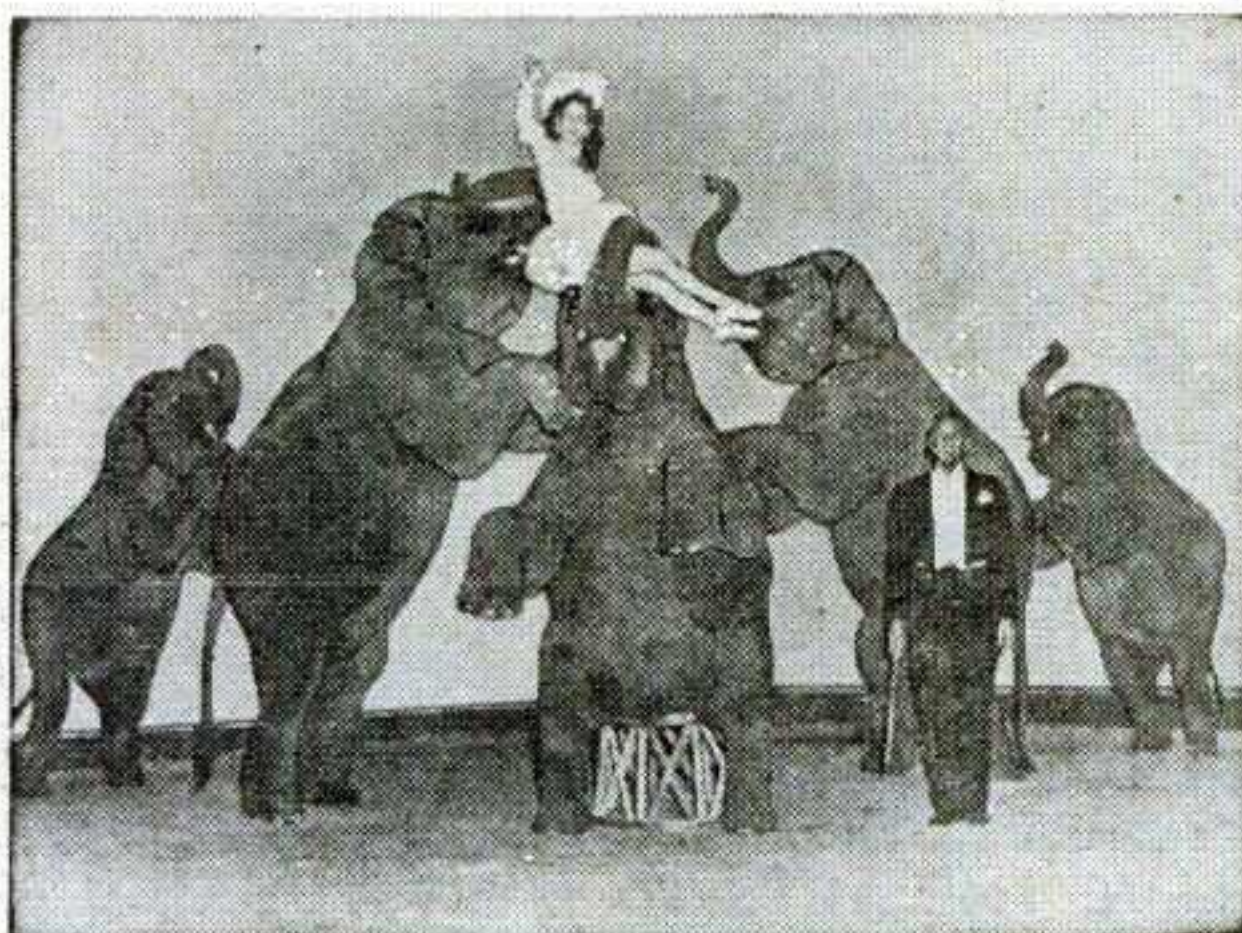
He is a member of the Canadian Exhibition Association and a familiar annual visitor at such Maine events as Presque Isle, Bangor and Skowhegan. When the Saint John Exhibition staged a belated revival this past September, Ray didn't particularly mind the competition. In fact he lent a good deal of support to Doug Neall, who was piloting the Saint John event. As Ray told his own directors:

"The more the better. It's a good thing to get the people fair minded again."

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Do-it-yourselfers have a field day in the Women's Building of the New York State Fair. A designer of children's clothes brings her "Little Red Schoolhouse" workshop to the fair as a practical illustration of a successful woman in business.

entire effort is Martha H. Eddy, chairman of the women's division since 1949. Under her dynamic leadership, the New York State Fair women's program has grown until it is known throughout the nation for its excellence and diversity.

She and her committee started from scratch after the war, hunting furniture, hanging draperies, planning exhibit space, and selling the idea of an enlarged program to showcase every phase of women's activity in the Empire State. This was a full-time, "leisure-time" job for Mrs. Eddy, who had retired that spring as professor of Home Economics at Cornell University.

Her enthusiastic plugging paid off in concrete results. "When I look back on that first program," says Mrs. Eddy, "it seems pitifully inadequate. But people came, liked what they saw, and we've managed to keep them coming every year."

Features Abound

One obvious reason why the Harriet May Mills Building attracts all kinds of people, from the avant garde intellectual interested in 16mm. art films to the young farmer's wife interested in a blue ribbon for her pickle relish, are the hundreds of features that can be found nowhere else but in the women's building. In many cases, they can be found at no other State Fair in the nation.

Take "Cookies From Home." Every year, boxes of prize-winning cookies, proudly bearing the New York State Fair label, are air-mailed from the fairgrounds to men and women serving in the Armed Forces overseas. Names and addresses are supplied by food entrants and fair visitors, and boxes are prepared for shipping during a demonstration of correct packaging methods. Thank-you notes on file attest to the project's popularity.

"Cookies From Home" is only one of nearly a hundred foods competitions and demonstrations, all emphasizing "New York State Foods for New York State Families." Days of the week lose their usual titles when they arrive at the women's building, to become Bread Day, Fruit Day and Pie Day.

Special competition this year, increasing entries 300 per cent, was the "Peach of a Pie" classification. Baker of the best peach pie won a silver pie plate plus a return trip to the Fair on Governor's Day to demonstrate her winning technique. Results of her labors were presented to Gov. Thomas E. Dewey as his dessert at the traditional Governor's Day Luncheon in the women's building.

One of the most coveted, sought-after prizes of the entire State Fair is a Community Service Award. Instituted three years ago by the women's committee, cash prizes and certificates of merit go to women's organizations that are performing outstanding volunteer services in the field of civic and community betterment.

This year first prize awards of \$100 went to a nursery school for children of working mothers, a community survey totaling the plus and minus of life in a small town, a volunteer community library, and a garden therapy project among mentally disabled war veterans. Mrs. Thomas E. Dewey, wife of the State's chief executive, presented awards at a special luncheon on Women's Organization Day.

The Arts

The Arts get special attention in the Harriet May Mills Memorial Building, too. Samplings of the best in 16 mm. films and cartoons are given an auditorium showing daily under the sponsorship of the American Association of University Women. Theatrical groups take over the stage at 5 p.m. each week day for two performances of regional one-act plays, many of them original dramas having their premiere performance.

Companies representing the best in college, community and organizational theater come from all parts of the State to showcase their talents before standing-room-only audiences. This year State Fair Theater acquired sponsorship of the New York State Plays Project, designed to encourage rural drama and playwriting and promptly coordinated it into a program to honor Cornell University's Professor A. M. Drummond.

To sample the multitudinous di-

(Continued on page 110)

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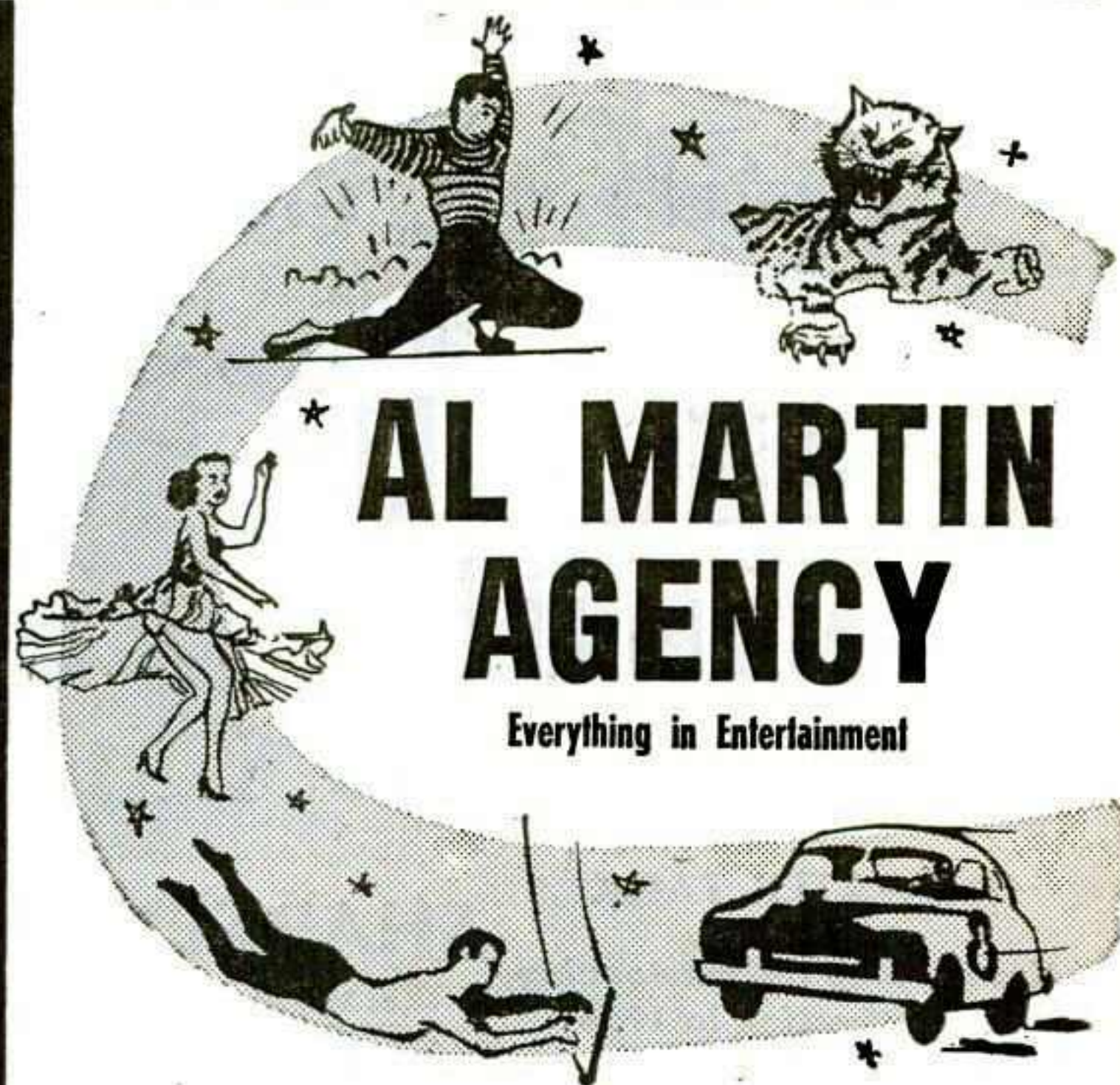
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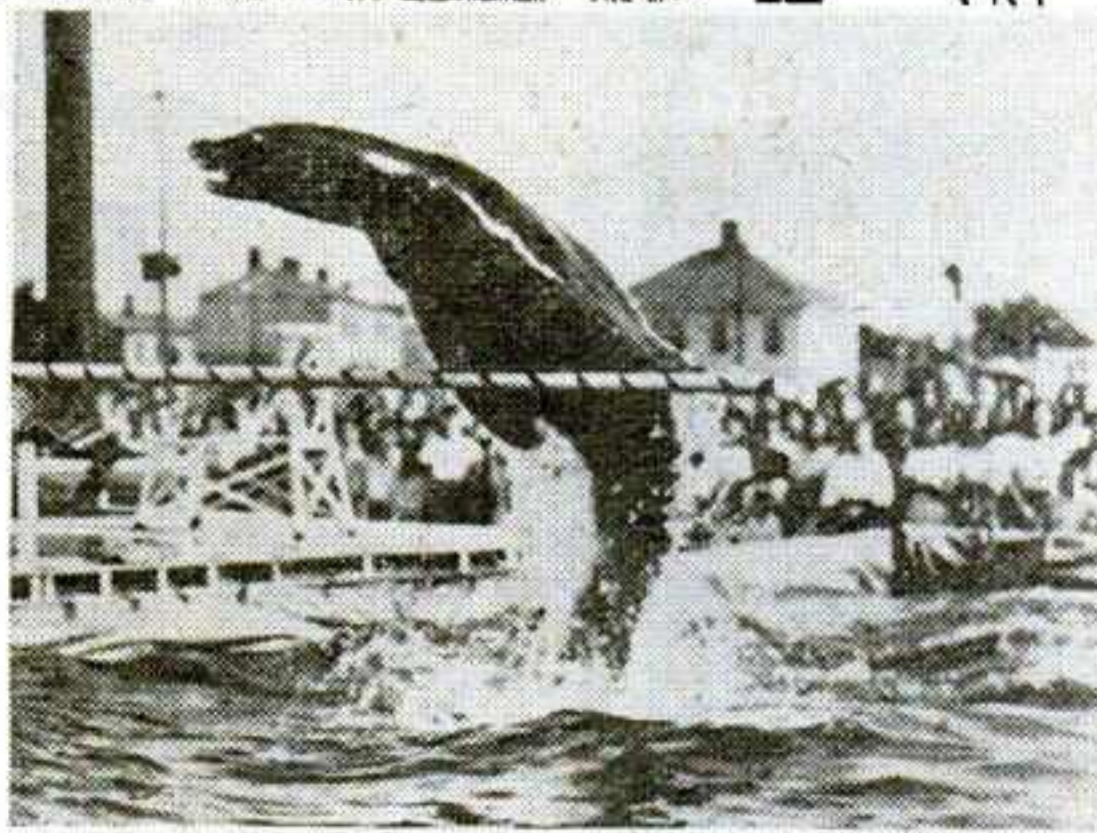
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It's Women's World

**Syracuse Pitches to Variety of Interests;
Program Proves Big Attraction for Fems**

• Continued from page 109

iversity of women's programming, picture yourself as any one of those New York State women, aged 18 to 80, who pound the corridors of Harriet May Mills.

As you come in the main entrance, look both to left and right. On one side is the colorful Farmwives' Market, annual exhibit of the Women's Program of the New York State Department of Commerce. Each year it offers graphic illustrations of successful ideas for a part or full-time business enterprise. This fall the market became a Christmas shop, complete with modern and traditional tree decorations, gift wrapping ideas and gingerbread houses.

Radio-TV Shows

To the left of the main entrance is the broadcasting booth of American Women in Radio and Television. Live programs originate from here every day, in addition to the hundreds of shows that are taped by visiting women broadcasters from all over the State.

Continuing past the booth, you would find yourself in the demonstration kitchen, a modern and up-to-the-minute homemaker's dream world. Here you could watch prize-winning New York State cooks or representatives from commercial establishments whipping up angel food cakes, packaging a nutritious school lunch, or sharing tips on herb cookery. Here, too, you could follow foods judging or sit in on the presentation of awards at 4 p.m. every afternoon.

Retracing your steps down the corridor, you might stop off at the centrally located auditorium to watch a showing of such films as "Skippy and the Three R's," "The Unicorn in the Garden" or "The Titan." If your feet are really weary, stay on for the style shows that run continuously during the afternoon. You can see everything from stag-line-attracting formals made from cotton feed bags to the latest Dior-inspired cocktail dresses. Showings are given by leading Syracuse stores, plus such organizations as the National Cotton Council of America. The drama takes over the fashion world at 5 p.m. with plays scheduled until 7 p.m.

Clothes Designing

Reluctantly leaving the auditorium, continue down the hall, perhaps stopping to admire the art collection on corridor walls or exchanging a word with Mrs. L. S. Riford Jr., of Auburn, well-known designer of "Sooki" children's clothes. She brings her "Little Red Schoolhouse" workshop to the fair as a question-answer and practical illustration of a successful woman in business.

The din of hammering, sawing and drilling should stop you long enough for a quick look at the model home workshops going full tilt, with do-it-yourselfers from the Syracuse Department of Adult Education intriguing throngs with their demonstrations of woodworking, bronze stenciling, chair seating, and a variety of practical and creative skills.

Next to them, a bit further down the hall, artists are explaining water color and oil techniques, working on ceramics and sculpture. An elderly French lady is making lace, while a Long Islander at the next booth talks engagingly about old quilting patterns as her needle flies in and out, producing minute stitches on a Double Wedding Ring design.

Home Arts

Now the choice is whether to go up or down. The most delicious whiffs of baking bread are floating from the mezzanine while downstairs you can just catch a glimpse of the antique collection and prize-

winning needlecraft. Leaving Home Arts for later, you follow your nose up the stairs to the Home Bureau center. Piping hot loaves of bread and dozens of delicately browned rolls have just come out of the oven, ripe for sampling, while a Home Bureau lady, crisp in her white uniform despite the fact that she'd been up to her elbows in dough since 7 a.m., kneads and shapes the next batch.

Take your slice of hot buttered bread and wander to the other booths to watch a demonstration of block printing draperies with kitchen utensils, or making children's toys from odds and ends, or preparing dish gardens, or designing your own safe and sane house-dresses, or whipping up your own lampshades, or building a sewing center for your home.

Now up the stairs again to the second floor, where women's educational groups have their demonstrations and exhibits. Watch a puppet show on cancer danger signals, or talk with a Girl Scout as she packs a Friendship Box, or sit in on a discussion at the AAUW Resource Center, or perhaps be the guinea pig in a demonstration of theatrical make-up. You could spend a whole day here, come out magnificently impressed with the job women are doing in an amazing number of educational areas.

Official Hostesses

Tired? No wonder! Missed anything? Probably lots. But your brain is whirling with newly acquired ideas, and your feet hurt. Pausing to rub a protesting ankle, you marvel at the official hostesses calmly directing a human tidal wave that threatens to engulf the entire building.

"Where's the ladies' room? Isn't there a reception being held for the State Fair Queen? Where can I find my sister's pillow cases that won first prize? What time does the maple sugar demonstration go on? When do they show the back-to-school outfits? Where can I talk with someone about a career in nursing?"

Volunteer hostesses, 350 strong, answer these questions and many, many more each day. Equipped with identification tags, aspirin, a ready smile and a minute-by-minute schedule, they reflect the knowing and friendly hospitality that makes the State Fair Women's Building personal property of every feminine resident of the Empire State.

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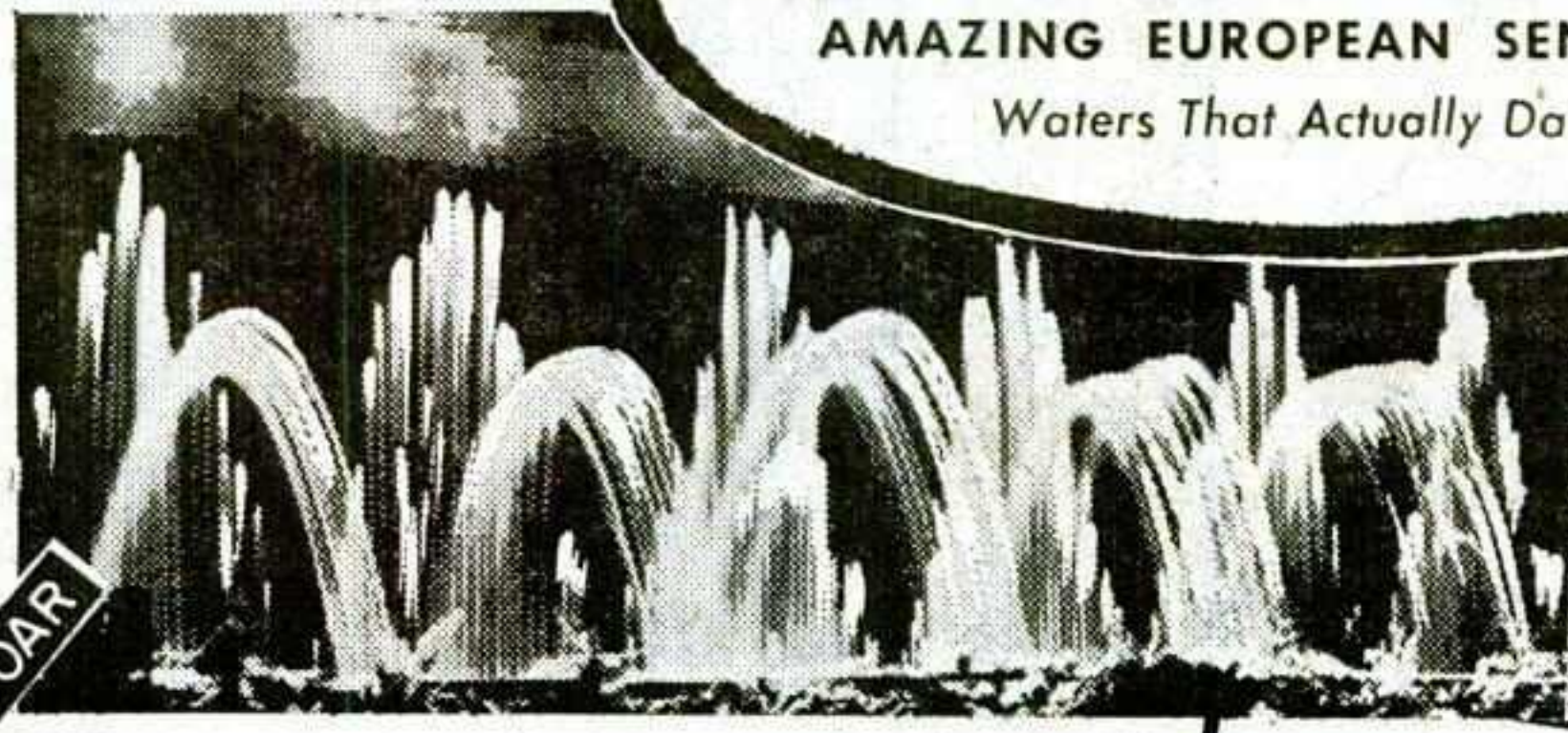
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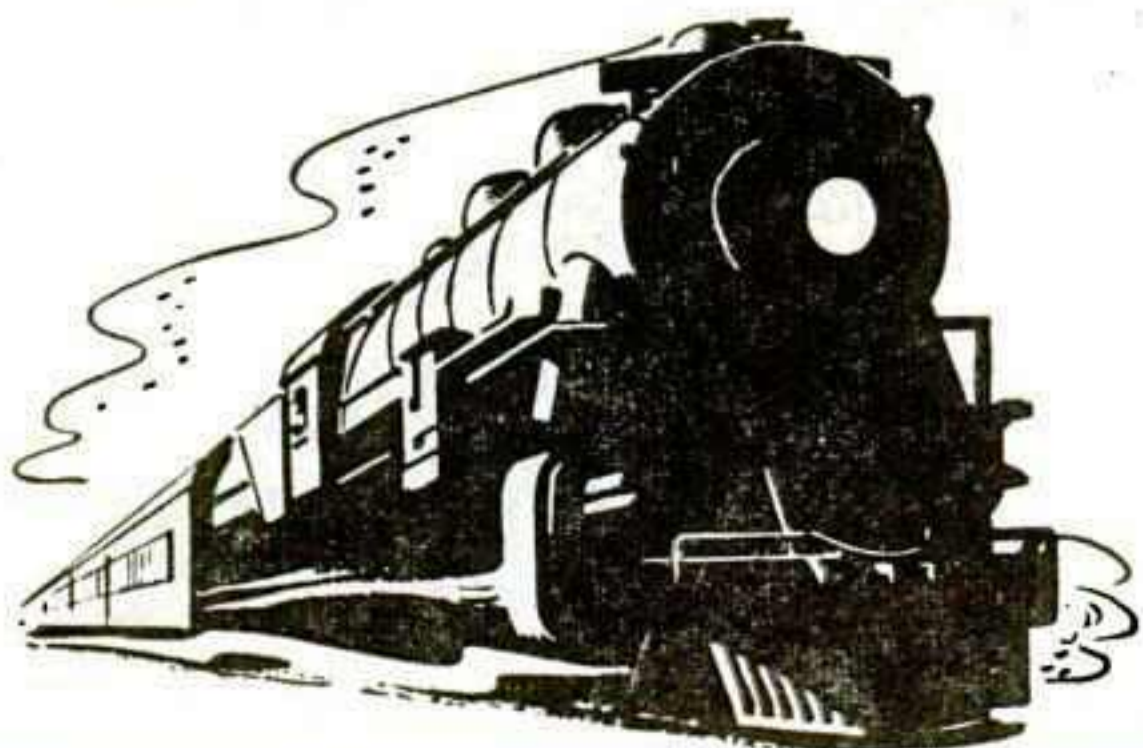
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SPLIT BY HIGHWAY

But Madera Grows A la O'Shaughnessy

A YEAR after Joe O'Shaughnessy took over in 1947 the job as secretary-manager of the Madera District Fair in Madera, Calif., he and the board of directors learned that the highway was to be relocated and would run thru the fairgrounds. The proposed change in route has prevented physical changes in the grounds until now and it still might unseat this manager.

The new road is to go thru the manager's home constructed for him by the State of California, Division of Fairs & Expositions. To be more specific, motorists driving along the new route will travel where O'Shaughnessy one time had his bathroom.

But despite this news, O'Shaughnessy went to work immediately

booths and an air-conditioned office with a board meeting room and a 50 by 50-foot outdoor patio. The management is already moving into the new section to have it ready for the switch-over operation next year.

In the plans also are an amphitheater including a band shell and a slab for dancing. There will be seating for 2,500. Two secondary buildings are to be constructed in the future. Each will be 70 by 140 feet and they will house floriculture, junior exhibits, art, handicraft and hobby displays. When these are put in action, the Community Exhibit Hall will feature agricultural, horticultural and commercial showings. It will be used in off-fair times by civic and county groups for meetings and athletic events.

Started With Four Bldgs.

When Joseph T. O'Shaughnessy took over his fair manager's duties, the plant consisted of four 36 by 100-foot frame buildings, an 80 by 100-foot metal structure and a large patio for the display of farm machinery, trucks and items not affected by the weather. The metal structure will probably continue to be utilized as storage for maintenance equipment.

Much has happened at Madera since 1947 and even more since 1953. However, the fair dates back to 1937 when the county board of supervisors bought 26 acres. Then two years later they leased an additional 50 acres, which were purchased in 1945. The fair run was in October, but when the Fresno District Fair in Fresno, also the name of the adjoining county, increased its run to 10 days, Madera, located in the county which had seceded from Fresno county, switched to the late September dates.

Native of Ohio

O'Shaughnessy came to California in 1944 from his native Cincinnati. After making Madera his home, he went to work for the U. S. Department of Agriculture handling production and marketing problems. This work made a good background for his fair management. However, he was yet to have some experiences in operating a fair.

One of these came when he prepared to open his first fair. He discovered that two antiquated rest rooms and some outhouses had been condemned by the Department of Architecture. A phone call to A. E. Snider, chief, Division of Fairs & Expositions, in Sacramento brought more bad news. If the fair did not open, it would forfeit claim to its \$65,000 State allocation.

The fair board went into hasty action. A local road contractor was asked to take the job and to speed it up. With materials scarce, pumice blocks were obtained and war surplus latrines bought. The workers went on the double. And the rest rooms were finished 27 minutes before the ribbons were cut to usher in the first 1947 patrons.



JOE O'SHAUGHNESSY

after his appointment to progress his fair as far as possible—within the limitations that were imposed. He increased the number of entries from 1,407 to 6,019 in 1953.

Plan 765G Construction

And now that the new highway route is settled, construction on the master plan, also set by the Division of Fairs & Expositions, is under way. The fairgrounds includes a new Community Exhibit Building 80 by 125 feet with a 31 by 80-foot cafeteria and dining hall that can handle 850 persons an hour. This is the beginning of the construction program that will eventually cost \$765,000 and make Madera one of the outstanding plants in California.

Fitting into the plan are picnic grounds adjoining the central structure. One of the areas will be 250 by 400 feet and this will be landscaped and include barbecue pits. A second similar area 200 by 500 feet is also to be landscaped and include an artificial lake that will be made by damming the Fresno River in the winter when it is flowing. The reservoir will hold the water during the dry, summer months that are sure to come in this San Joaquin Valley region.

Air-Conditioned Office

O'Shaughnessy and his board will also have new quarters in the office building near, but apart, from the Community Exhibit Hall. It, too, was completed before the 1954 fair closed September 26. But neither was ready for use and the exposition made use of its old facilities. Featured here are a new entrance with two modern ticket

OUT IN CALIFORNIA

Largest COUNTY Fair Pulls 29,508

SOME months ago, Oren Robertson, secretary-manager of the San Bernardino County Fair in Victorville, Calif., called upon his friend, Tevis Paine, son of the late Charles Paine, who for years was manager of the California State Fair in Sacramento. They visited together in Pomona, where Paine is a staff member in charge of special events at the Los Angeles County Fair.

Robertson, just for the fun of it, presented his business card to Paine, whom he had known for years.

Paine read it and did a double take.

On the card he saw "Largest COUNTY Fair," printed in that fashion.

Paine's astonishment is understandable for he is employed by a



OREN ROBERTSON

fair that is reputed to be the largest county exposition in the nation with an annual attendance of over 1,000,000 persons.

Population Remote

Robertson was not misrepresenting facts, either, despite the fact that his 1954 event was attended by 29,508, and the record there is 30,573. For San Bernardino is the largest county in the United States, and that is exactly what the card stated. The county covers 20,157 square miles, which makes it larger than the States of Delaware, New Jersey, Massachusetts and Rhode Island combined. If Paine had misunderstood the card, it was purely intentional.

But the expansive area is a disadvantage for it is not an easy matter to draw people to the Victorville fair. The county's population is located in the southern part—away from the site of the exposition. Of the total estimated population of 361,800, about 310,100 live from 40 to 70 miles from the fairgrounds across the mountains in what is called the desert. No one seeks to deny this contention.

Site Fixed in '53

Robertson has faced this problem of drawing people since he assumed the secretary-manager's post in 1948 when the first fair was staged under canvas in the park near the city's center. The next year the site was moved to a mesa a mile or two south of the city, near a commercial area that was starting and had one building. Soon the fair built a permanent office structure and in 1953 a 70 by 200-foot Feature Exhibit Building for agriculture was completed. And then this year a twin structure for Commercial Exhibits was put into use, it being completed only a few days before the fair opened.

Robertson's job of building the fair is comparable with that of the farmers in the area getting things

to grow. But, like them, he is coming along well. In the agricultural category, according to a survey from 1946 to 1953, tree and vine crops have shown a 20 per cent increase and commercial vegetable growing is up 84 per cent. Beef cattle, dairy cattle and hogs; laying hens and chickens for meat, baby chicks, and turkey for meat and poulters have shown growths of 285, 321 and 324 per cents respectively.

300C Improvements

In view of the growth and prospective activities—this latter may be taken two ways, for uranium deposits are reported and some "rare earth" used in the atomic bomb manufacture is actually mined—the State of California Division of Fairs & Expositions has earmarked fair plant developments amounting to \$1,125,000. Of this figure, approximately \$300,000 in improvements have been completed.

The fairgrounds are on the opposite side of the San Bernardino Mountains from the city of San Bernardino, the scene of the National Orange Show. And it was this type of location that may have accounted for Victorville being selected. Chino, near San Bernardino city, made a bid for the plant. One of the ardent workers for the area chosen was J. A. Guthrie, publisher of the San Bernardino Sun. He contended that the "desert is entitled to something."

Robertson's plan of attack to draw people is to convince them that it is not hot on the desert. This year at fair time the thermometer highs were 95 to 100 degrees, and in Victorville that is not considered hot. But there was wind, and it took its total of exposition patronage. This manager would like to change the dates of the run, however, to get away from—not the heat—but the wind.

From Midwest

Robertson, who is a veteran dairyman, came to California from his home in the Midwest in 1934 on a vacation, and has not returned, except to visit. His first job was with a dairyman and later he joined a large creamery firm as a salesman. During the war, he and his family resided in Lancaster. They returned to Victorville in 1948, shortly before he became a fair manager.

This fair manager looks at his operational problems realistically. To solve them, he increased the budget for the stagemore, booked by Schepper Bros., and used the one-pay gate with 60 cents admission for adults. He is mulling the plan of charging 75 cents with 15 cents of each ticket money going into purses for the non-pari-mutuel racing events. These amount to about \$3,000 and in the past the city's merchants have been called upon for support. Robertson wants the purses to be self-supporting.

Area on March

But Victorville's area is on the march and its 95-acre fairgrounds are being improved. When completed they will be among the best in the State.

And like other California fairs, San Bernardino County Fair is not without its symbol. Last year a burro took up abode on the grounds. Robertson doted the animal up and called it Bingo. The burro will appear in 1955 after missing this year because it began to feel its oats and had to be put out to pasture.

Robertson is confident that anything will grow in the arid region. He is working toward a landscaping plan for the grounds. The two things holding him back are jack rabbits and the wind.

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7th Year

Thanks, Bob Fullenwider

ORANGE COUNTY FAIR

4th Year

Thanks again, Bob

ARIZONA STATE FAIR

4th Year

Thanks, George Blake

MERCED COUNTY FAIR

3d Year

Thanks, Bill Woxberg

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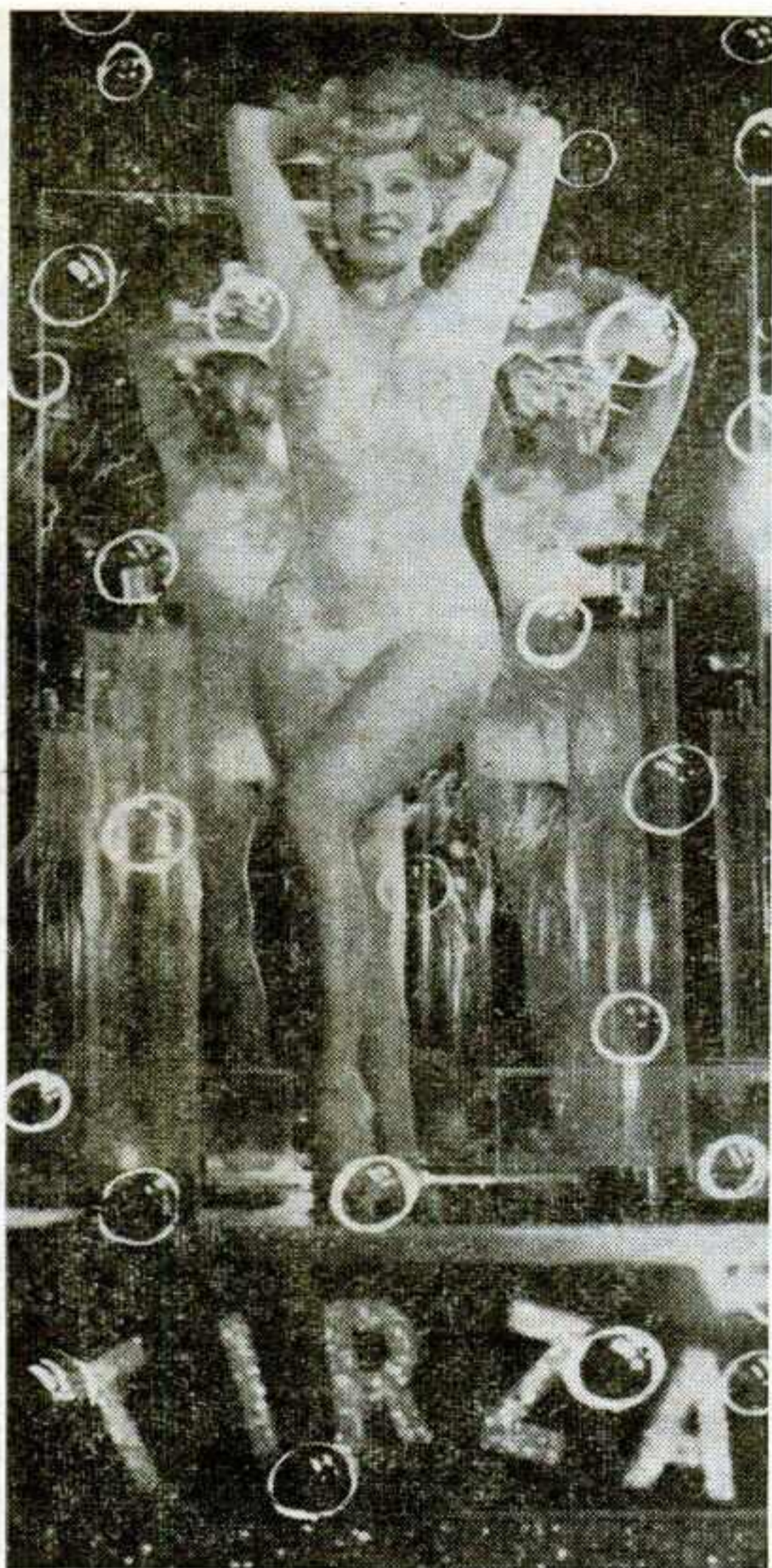
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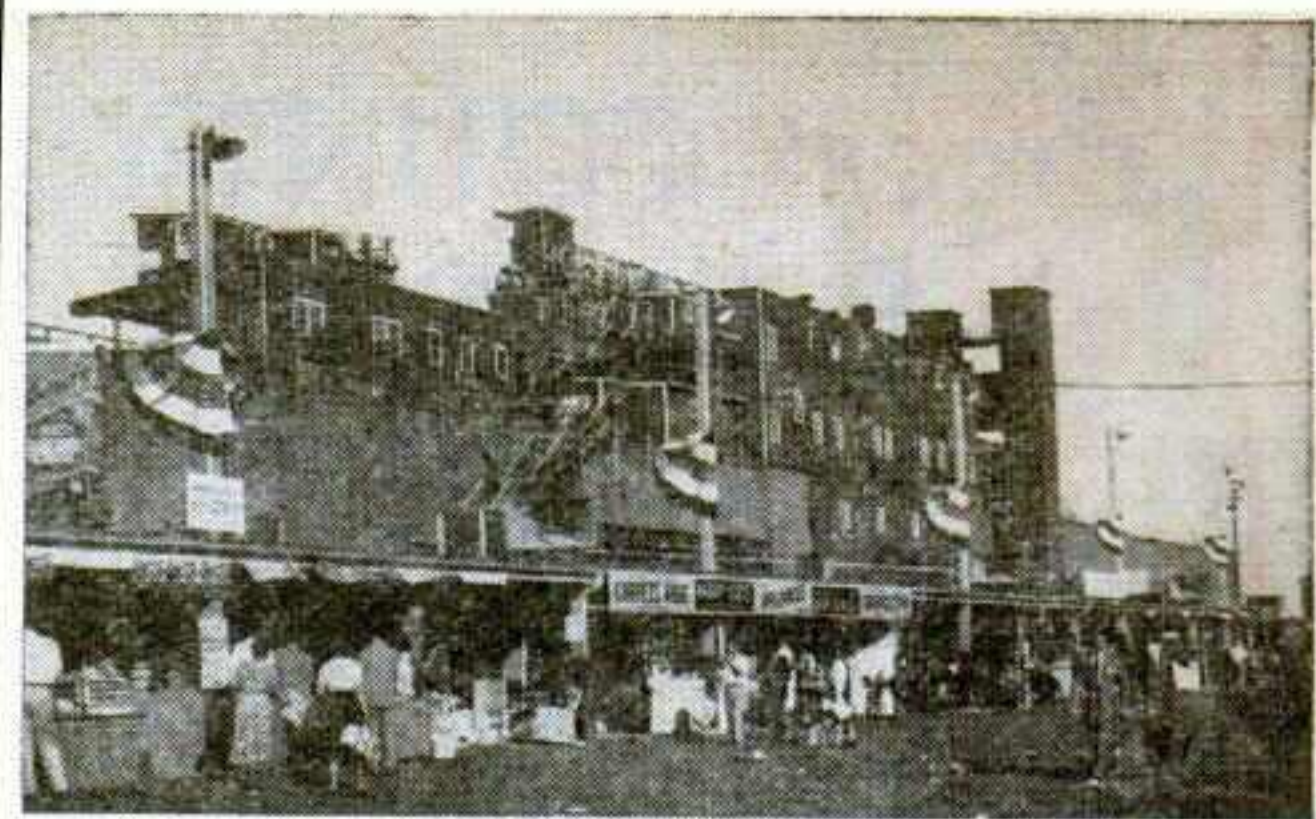
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Central portion of the Roosevelt Raceway grandstand at Westbury, N. Y., shows an outside stretch of commercial display booths. These spaces and those beneath the grandstand total 158, for which the Mineola Fair and Industrial Exposition is able to charge more rental per foot than it ever did at the old fairgrounds in Mineola. General tone of the displays indicates their aim at Long Island's fast-growing communities of young home owners, with a healthy number of home products, food products and appliances being represented among the exhibitors.

Switches With Trend

112-Year-Old Mineola Annual Gears Exhibits To Growth of Long Island Suburbs, Industry

The development of Long Island as a thickly populated and highly busy industrial region has brought about significant changes in the ancient Mineola Fair, now 112 years old. From its one-time purely agricultural format the annual has slowly shifted gears to where, today, it has the largest proportion of commercial and industrial exhibitors it ever enjoyed.

This trend toward a truly urban affair—replete with virtually every kind of home aid and do-it-yourself display plus exhibits from many industrial firms—was speeded up with the forced evacuation from the old fairgrounds in Mineola. The new site at the Roosevelt Raceway harness racing plant in Westbury offers a ready-made location for roofed exhibit booths. In addition, Long Island in post-war years has taken on a nationally publicized flavor as a populous region of new, young home owners. With both industry and residents on the rise, agriculture steadily declined on the island and the situation practically tailored itself into the fair's format.

More Commercial Space

Exhibit-wise, the event, now renamed the Mineola Fair & Industrial Exposition, had more commercial exhibit contracts in 1954 than it ever had at the old grounds: More than 200 compared with 75 to 100 at the old site. And rental receipts were much higher since the increased number of covered booths enabled Manager Charles Bochert to exact a higher price from exhibitors. There were roughly the same number of direct sales booths this year as at the old grounds, about 20, but in the number commercial displays there was no mistaking the effect that Long Island's development has had on the fair.

The raceway grandstand proved a natural for exhibit purposes. It was long and deep, accustomed to seating upward of 17,000 persons during racing days, and provided spacious areas which crews quickly converted into booths below the stands. Where the rates for this type of area ran from \$1.50 to \$1.75 per square foot in the Mineola Fair buildings, Bochert at the raceway was able to collect \$2.50 per foot at the track. Most exhibitors rented \$400 to \$600 worth of space, taking two or three

adjoining spaces, altho there were some \$200 booths occupied, mostly by direct sales people. Booths were all 10 feet deep.

In addition there were four tents measuring 42 feet by 219 apiece for additional commercial exhibits. Each of these held 39 spaces.

Fairgrounds Lost

It was an unforeseen occurrence which forced the fair to leave the old grounds. It had sold them a decade ago to Nassau County and remained on as tenant, and the transaction came home to roost in 1953 when the county claimed the land for parking and office structure use. With a new home necessary for the fair, President J. Alfred Valentine, of the Queens-Nassau Agricultural Society, also top official of the raceway, offered the race plant as a fair site. The location has been used for two years now and the bugs have been worked out to a large extent.

With 65 acres to operate in, the 1953 running was spread out over too wide an area. Many booths were set up profitably under the huge grandstand, but the display tents were spaced so that the ordinary mortal became foot-weary after his first hour on the grounds. The midway was spotted disadvantageously with access to it being possible only by trekking around the track.

This year saw the elimination of two large cattle tents, leaving only one, and a tightening up of the commercial display tents to where their former site was utilized for the midway, thus putting the fun zone adjacent to the exhibits. Other animal displays—swine, sheep, poultry and rabbits—were more than adequately housed in the paddock area with its ready-made shelters.

The slow turning of Long Island into an urban region has found its fair keeping pace with the changes. To facilitate the integration of industrial and commercial exhibitors, the fair has admitted Long Island Association members into the agricultural society at \$50 apiece, and some have become fair directors. This step has resulted in major firms taking the lead in promoting the annual event both within their plants and in their neighborhoods.

Having found the solution to many of the problems which beset the fair when it first ran at Roosevelt Raceway in 1953—reinstating a paid gate for kids, making better public transit arrangements, relocating the midway, compressing the over-all size of the fair, etc.—Bochert holds that the 1955 running will surpass anything the Mineola Fair has ever experienced, both exhibit-wise and attendance-wise.

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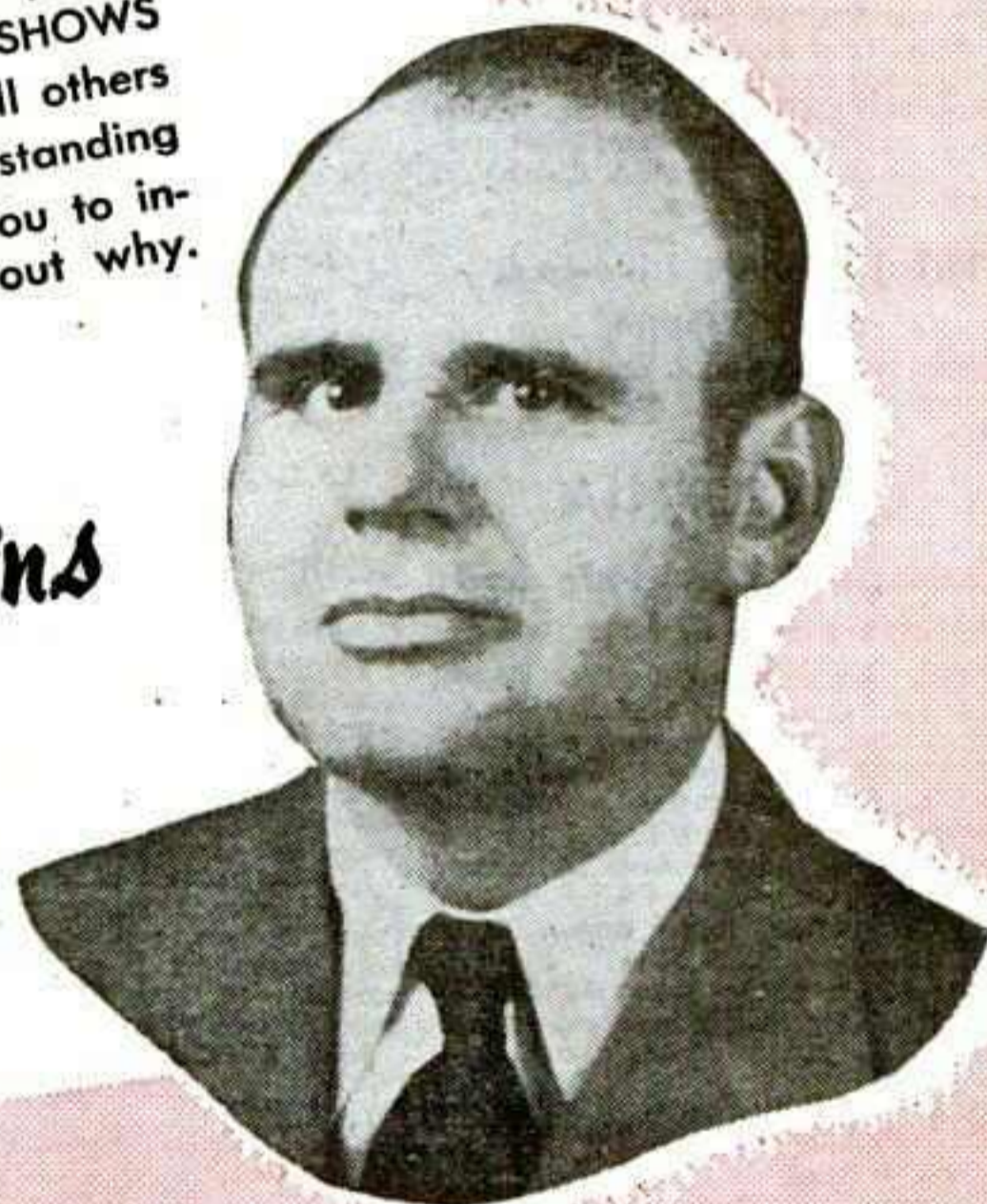
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STATISTICAL DIRECTORY OF FAIRS

Facts and Figures

Each year The Billboard's Statistical Directory of Fairs has proved of increasing importance and as a guide to concessionaires, exhibitors, attractions, suppliers and fair executives.

The number of fairs covered in the directory has grown since its inception, reflecting the mounting value placed upon it by fairs which respond to survey questionnaires of The Billboard.

Used along with the compilation of Still-Date Facilities, which appears elsewhere in this issue, the directory is an important source thru which fairs obtain attractions for the weeks other than during fair operations.

Generally, concessionaires rely heavily upon

the two listings in determining still-date possibilities. Others concerned with showings, working, performing or supplying fairs find the directory a workable gauge in determining the relative strength of fairs.

Fair executives find the directory useful, too. To them it affords facts and figures containing suggestions for adaptation at their own annual events.

The compilation of the directory is a special service rendered by The Billboard, which each week thruout the year strives to serve the betterment of the fair movement in the United States and Canada.

ALABAMA

Alabama State Fair, Birmingham

OPERATED: 6 days, 6 nights.
CARNIVAL: Amusement Company of America.
ATTRACTIONS: Barnes-Carruthers revue, National Speedway auto races.
ADMINISTRATION: General manager, R. H. McIntosh.

ARKANSAS

Crawford County Fair, Mulberry

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Carnival.
AID, PREMIUMS: State aid, \$876; county aid, \$1,000. Total estimated premiums paid out (excluding races), \$2,500.
ADMINISTRATION: President, Joe M. Kirksey; secretary, C. D. Chastain; superintendent of concessions, T. J. House; publicity director, Cam Cameron.
1955 DATES: September 23-25, official.

Franklin County Fair Association, Inc.

OPERATED: 3 days.
WEATHER: Good 3 days.
RECEIPTS: Gate free.
CARNIVAL: Oklahoma Exposition Show.
AID, PREMIUMS: State aid \$500; county aid, \$7,000; other aid, \$600.
ADMINISTRATION: President, Rue Caulk; secretary, C. C. Wooten; superintendent of concessions, J. M. Hopper.

Independence County Fair, Batesville

TOTAL ATTENDANCE: 10,500. Operated 3½ days, 3 nights.
WEATHER: Good 3½ days, 3 nights.
CARNIVAL: Fidler's Shows.
ATTRACTIONS: Three nights, Home Talent and Beauty Revue.
AID, PREMIUMS: State aid \$900; total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, J. P. Adams; secretary, Mrs. Bentel Gray.

Perry County Fair and Livestock Show, Perryville

TOTAL ATTENDANCE: Free, 5,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Kyle Brothers.
ATTRACTIONS: Beauty Queen's Contest Thursday and Friday nights.
AID, PREMIUMS: State aid, \$500; county aid, \$200. Total estimated premiums paid out (excluding races) \$800.
ADMINISTRATION: President, Walter Paul; secretary, Glenn Wallace; superintendent of concessions, Y. B. M. A. Committee; publicity director, president.

Third District Livestock Show, Hope

OPERATED: 6 days, 6 nights.
ADMINISTRATION: Secretary, Bob Shivers.

CALIFORNIA

Antelope Valley Fair and Alfalfa Festival, Lancaster

TOTAL ATTENDANCE: Paid 30,000; free 20,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$18,000; night grandstand total (less tax) \$6,000.
CARNIVAL: Babcock United Shows; ride and show gross, total amount, less federal tax, \$11,000.
ATTRACTIONS: RCA Rodeo, Rural Olympics, Roberta Linn show.
AID, PREMIUMS: State aid \$17,000; total estimated premiums paid out (excluding races) \$17,000.

ADMINISTRATION: President, D. R. Jaqua; secretary, A. G. Marquardt.
1955 DATES: September 8-11, official.

Auburn District Fair, Auburn

TOTAL ATTENDANCE: Free, 8,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Robert's United Shows; ride and show gross, total amount, less federal tax \$2,250.
ATTRACTIONS: Clowns, bands, orchestra, amateur shows, auto jalopy races, horse shows.
AID, PREMIUMS: State aid, \$1,800.
ADMINISTRATION: President, Farrell F. Wrenn; secretary, R. W. Towers; superintendent of concessions, Rob Towers; publicity director, Loyd Beggs.
1955 DATES: September 16-18, tentative.

Calaveras County Fair, Angels Camp

TOTAL ATTENDANCE: Paid 18,000; free 5,500. Operated 3 days, 3 nights.
RECEIPTS: Gate \$18,000.
CARNIVAL: West Coast Shows; ride and show gross, total amount, less federal tax, \$7,000.
ATTRACTIONS: Joe Chitwood Show, International Frog Jump, variety show, rodeo, Palomino Horse Show.
AID, PREMIUMS: State aid, \$17,000; other aid, \$3,000; total estimated premiums paid out (excluding races), \$20,000.
ADMINISTRATION: President, John Guttinger; secretary, C. T. Mills; publicity director, John Mette.
1955 DATES: May 20-22, official.

California Mid-Winter Fair, Imperial

TOTAL ATTENDANCE: Paid 80,107. Operated 9 days, 9 nights.
WEATHER: Good 9 days, 9 nights.
CARNIVAL: Pan American Amusement Corporation.
ATTRACTIONS: Horse show, horse racing, rodeo, 9 nights ice show.
PREMIUMS: Total estimated premiums paid out (excluding races), \$32,647.34.
ADMINISTRATION: President, J. R. Snyder; secretary-manager, D. V. Stewart; superintendent of concessions, Kenneth Hofman; publicity director, Dick Washburne.
1955 DATES: February 26-March 6, official.

California State Fair and Exposition, Sacramento

TOTAL ATTENDANCE: Paid 503,567; free 308,637. Operated 11 days, 11 nights.
WEATHER: Good 11 days, 11 nights.
RECEIPTS: Gate \$248,761.50; day grandstand total (less tax) \$81,668.14; night grandstand total (less tax) \$64,044.28.
CARNIVAL: West Coast Shows.
ATTRACTIONS: 11 night shows (Fanchon & Marco), 1 Sunday of Jimmie Lynch Death Dodgers, 1 Sunday water ski show (local ski club), free grounds attractions consisting of Duke Ellington, local dance studio, 9 days of horse racing.
AID, PREMIUMS: State aid \$125,000;

county aid none; other aid \$375,000; total estimated premiums paid out (excluding races) \$277,276.

ADMINISTRATION: President of Board of Directors, W. C. Wright; secretary-manager, E. P. Green; assistant manager of superintendent of concessions, Theodore Rosequist; publicity director Bert F. Williams.
1955 DATES: September 1-11, official.

Contra Costa County Fair, Antioch

TOTAL ATTENDANCE: Paid 18,000; free 12,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$15,000.
CARNIVAL: Crafts Shows.
ATTRACTIONS: Horse show, 2 nights; rodeo 2 days, 2 nights; stage show 4 days, 4 nights.
AID, PREMIUMS: State aid \$24,388.77; other aid \$2,132.21, total estimated premiums paid out (excluding races) \$26,520.98.
ADMINISTRATION: President, Frank L. King; secretary-manager, Norman Sundborg; publicity director, Ross Draper.
1955 DATES: August 4-7, tentative.

El Dorado County Fair, Placerville

TOTAL ATTENDANCE: Paid 12,000; free 4,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$5,871.75; night grandstand total (less tax) \$960.
CARNIVAL: Ray's Amusement Company.
ATTRACTIONS: Talent show, horse show, rodeo.
AID, PREMIUMS: State aid \$14,807.65; county aid \$1,660.50; total estimated premiums paid out (excluding races) \$16,468.15.
ADMINISTRATION: President, L. J. Anderson; manager, Guy W. Davenport.
1955 DATES: Third weekend in August, official.

Fresno District Fair, Fresno

TOTAL ATTENDANCE: 266,698. Operated 10 days, 10 nights.
WEATHER: Good 10 days, 10 nights.
CARNIVAL: Crafts Shows.
ATTRACTIONS: Eight afternoons of horse racing; 6 nights and 1 matinee of circus acts from Fanchon and Marco; free shows daily on outdoor stage, 2 nights of thrill shows by Chitwood Stunt Capades, 1 night and 1 afternoon of horse shows and Gymkhana, free grandstand for 2 horse shows.
ADMINISTRATION: President, Everett Estes; secretary, T. A. Dodge; superintendent of concessions, Gene Jewett; publicity director, Roy Garman.
1955 DATES: September 30-October 9, tentative.

Great Western Livestock Show, Los Angeles

TOTAL ATTENDANCE: Paid 13,421; free 5,211. Operated 6 days.
WEATHER: Good 6 days.
RECEIPTS: Gate \$6,000.
CARNIVAL: None.

ATTRACTIONS: Rodeo during first 2 days of show, horse show, breed animal and fat stock sale.
1955 DATES: November 26-December 1, tentative.

Lake County Fair, Lakeport

TOTAL ATTENDANCE: Paid 8,266; free 1,300. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$5,500.
CARNIVAL: Meyers Gold Coast.
ATTRACTIONS: Spot acts, Bombo (elephant), Marie's Dogs, booked by John Billsbury; also "Funzapoppin" show, booked by Hunt-Webb Agency, both of Los Angeles, Hollywood; 2 night horse shows.
AID, PREMIUMS: State aid \$15,900; total estimated premiums paid out (excluding races) \$15,900.
ADMINISTRATION: President H. G. Crawford; secretary, Phil Lewis; publicity director, Olga Hudson.
1955 DATES: September 2-4, official.

Los Angeles County Fair, Pomona

OPERATED: 17 days, 17 nights.
CARNIVAL: Harry Illions and independents.
ATTRACTIONS: Barnes-Carruthers revues, harness and quarter horse races.
ADMINISTRATION: President, C. B. Afflerbaugh; superintendent of concessions, C. B. Afflerbaugh.

Madera District Fair, Madera

TOTAL ATTENDANCE: Paid 28,000; free 12,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$6,800; day grandstand total (less tax) \$1,500; night grandstand total (less tax) \$1,200.
CARNIVAL: West Coast Shows, Inc.; ride and show gross, total amount, less federal tax, \$10,384.12.
ATTRACTIONS: Two afternoon RCA Rodeo performances, Cuff Burrell, contractor; 4 evening Hippodrome Circus performances, John Billsbury, Hollywood, contractor.
AID: State aid \$18,990.
ADMINISTRATION: President, O. L. Baker; secretary, J. T. O'Shaughnessy; publicity director, Marshall Finstad.
1955 DATES: October 13-16, official.

Mariposa County Fair, Mariposa

TOTAL ATTENDANCE: Paid 6,975; free 4,259. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Centennial Shows; ride and show gross, total amount, less federal tax, \$500.
ATTRACTIONS: Horse show, 2 rodeos, local roping.
PREMIUMS: Total estimated premiums paid out (excluding races) \$14,000.
ADMINISTRATION: President, S. Fiske; secretary, Dale R. Campbell.
1955 DATES: September 3-5, official.

Mother Lode Fair, Sonora

OPERATED: 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: West Coast Shows.
ATTRACTIONS: Rodeo, 1 day; grandstand show, 1 night; horse show, 1 night; variety show, 1 night.
AID, PREMIUMS: State aid, \$65,000, total estimated premiums paid out (excluding races), \$19,500.
ADMINISTRATION: President, A. C. Hender; secretary, C. B. Mathews; publicity director, Del Galloway.
1955 DATES: August 4-7, tentative.

Placer County Fair, Roseville

TOTAL ATTENDANCE: Paid 12,426; free 3,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$7,150.
CARNIVAL: Crafts Exposition Shows.
ATTRACTIONS: Arena stage shows, 3 horse shows, 1 rodeo (R.C.A.).
AID: State aid \$16,500; county aid \$225.
ADMINISTRATION: President, Ray E. Taylor; manager, Nic Huddleston.
1955 DATES: August 11-14, tentative.

Redwood Acres Fair, Eureka

TOTAL ATTENDANCE: Paid 18,067. Operated 5 days, 4 nights.
WEATHER: Good 3 days, 2 nights; rain 2 days, 2 nights.
CARNIVAL: Centennial Shows.
ATTRACTIONS: Hardtop Race, one night; fair night, one night; rodeo, two nights.
AID, PREMIUMS: State aid \$18,750.
ADMINISTRATION: President, Angelo Franceschi; secretary, Ralph H. Barnes; superintendent of concessions, Ralph H. Barnes.
1955 DATES: June 22-26, tentative.

San Joaquin County Fair, Stockton

TOTAL ATTENDANCE: Paid 147,498; free 49,800. Operated 9 days, 9 nights.
WEATHER: Good 3 days; 2 nights; rain 1 night; cold or cloudy 6 days, 6 nights.
CARNIVAL: Foley & Burke Shows.
ATTRACTIONS: Racing afternoons, rodeo.
PREMIUMS: Total estimated premiums paid out (excluding races) \$65,000.
ADMINISTRATION: President, C. C. Moorehead; secretary, E. G. Vollmann; superintendent of concessions, Henri Warner; publicity director, Paul Dean.
1955 DATES: August 19-27, official.

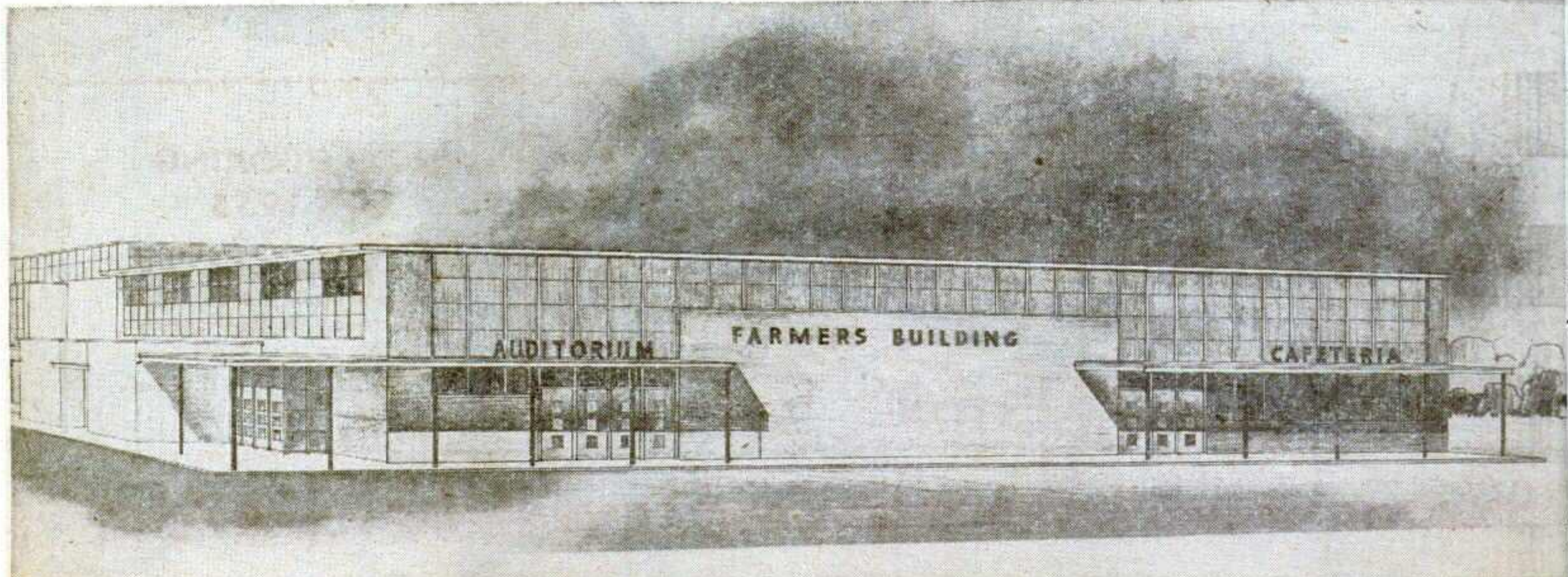
San Mateo County Fair and Floral Fiesta, San Mateo

TOTAL ATTENDANCE: Paid 110,541; free 20,680. Operated 8 days, 9 nights.
WEATHER: Good 8 days, 9 nights.
RECEIPTS: Gate \$46,000.
CARNIVAL: Crafts Shows; ride and show gross, total amount, less federal tax, \$10,587.
ATTRACTIONS: Lane Productions, vaudeville, 8 days and 9 nights, 17 performances; 8 days, quarter horse, harness and running races.
PREMIUMS: Total estimated premiums paid out (excluding races) \$35,407.
ADMINISTRATION: President, A. J. Gaggero; secretary-manager, William M. Wilson.
1955 DATES: August 5-13, tentative.

Siskiyou County Fair, Yreka

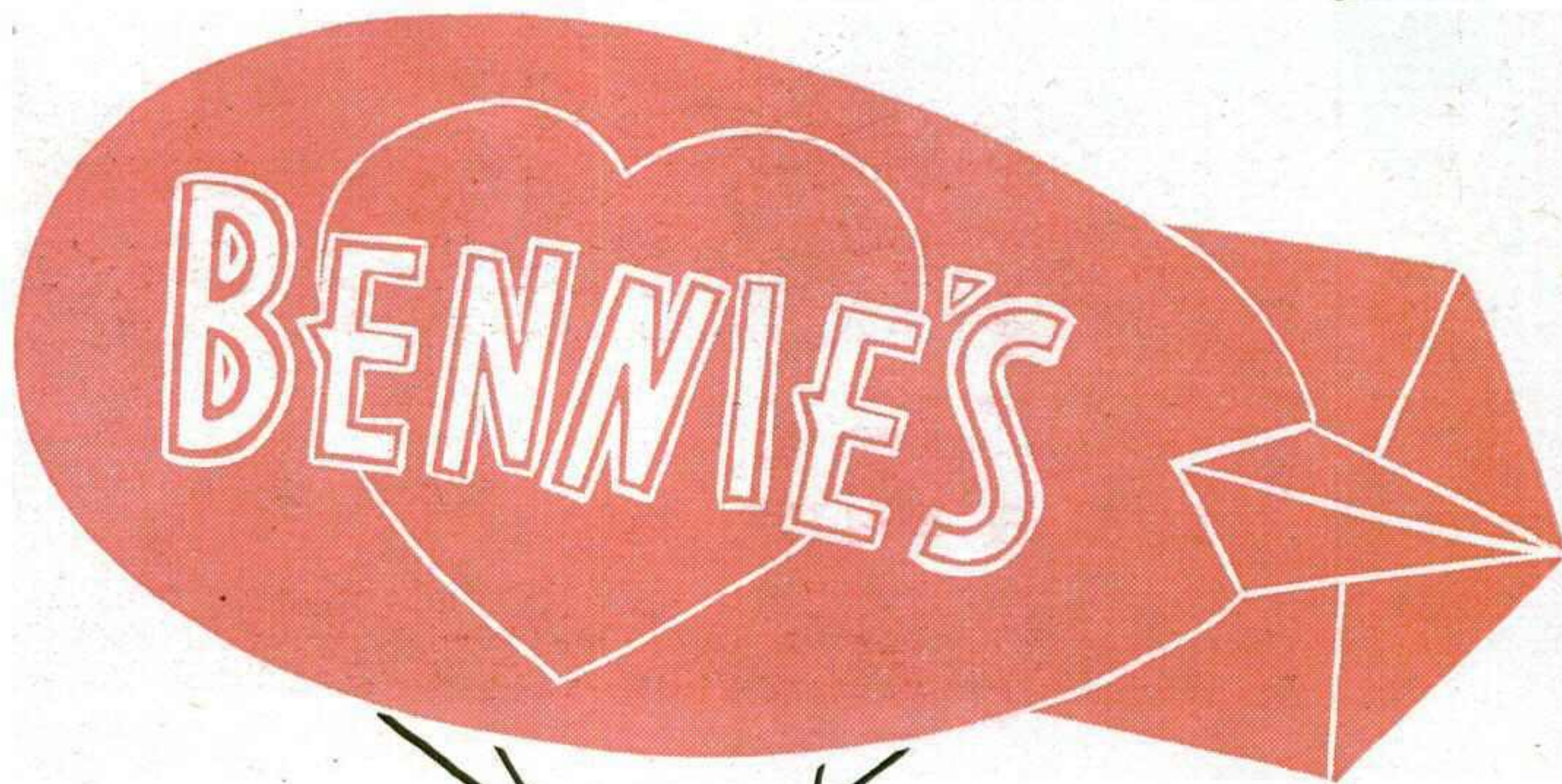
TOTAL ATTENDANCE: Free 14,492. Operated 3 days, 3 nights.
WEATHER: Good 1½ days; rain 1½ days, 2 nights; cold or cloudy 1 night.
CARNIVAL: West Coast.
ATTRACTIONS: Multnomah County sheriff's stunt team, direct booking; local talent stage show, horse show.
AID, PREMIUMS: County aid, none; total estimated premiums paid out (excluding races) \$17,000.
ADMINISTRATION: President J. B. Bahras; secretary, E. B. Matthews, superintendent of concessions, manager; publicity director, manager.
1955 DATES: Last weekend of August, tentative.

(Continued on page 110)



Indiana State Fair, Indianapolis, will have still another new structure in 1955, a Farmers Building, which will cost \$390,000 and which will house a cafeteria, foyer and display area, auditorium, stage, projection room, rest rooms and dressing rooms. The cafeteria will seat 400, the auditorium will have a seating capacity of 1,000 and will have a stage 22 by 74 feet, while the foyer and display area, 46 by 118 feet, will be available for use thruout the year. The building will be located in the machinery field area.

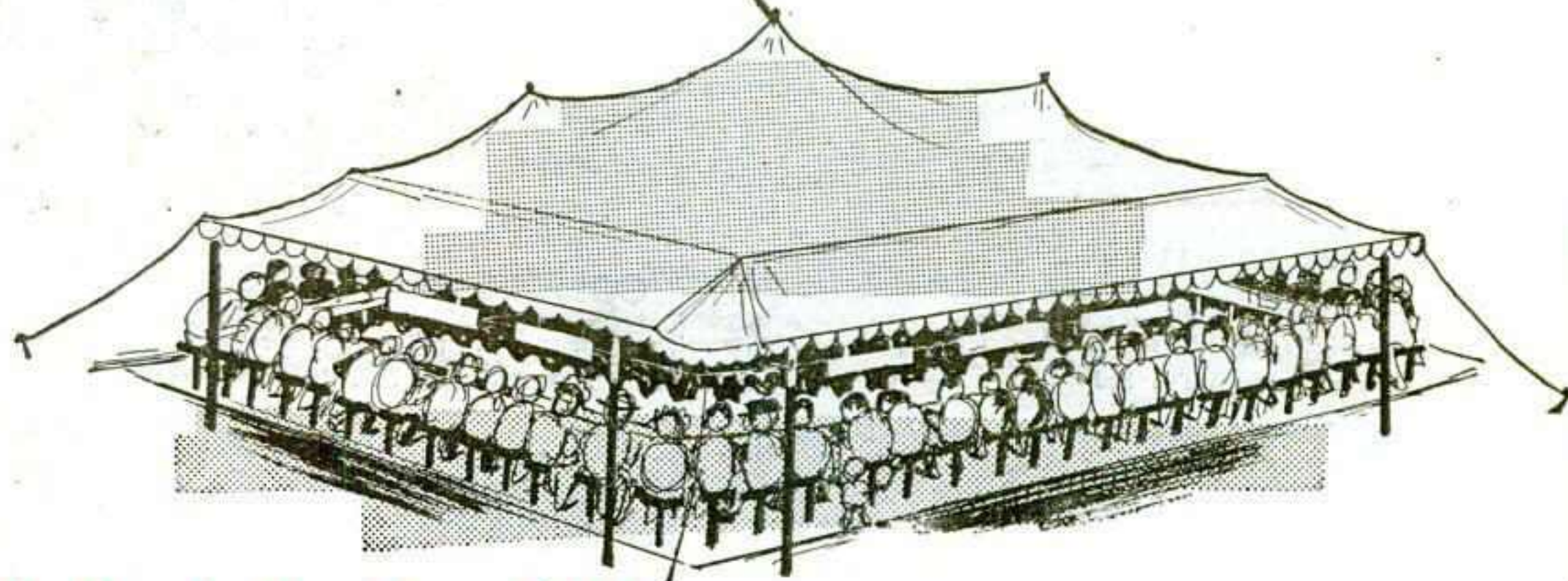
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Flemington Fair
New Jersey State Fair
West Virginia State Fair
Centre Hall, Pa.
Middletown, N. Y.
Bloomsburg, Pa.
Orangeburg, S. C.



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JAMES H. DREW JR.
Gen. Manager



MRS. EULA DREW
Secretary-Treasurer

THANKS TO ALL

Who helped make our 1954 season one of the very best we've had.

Our special thanks to the shows and concessions, and our own loyal personnel for your splendid work and co-operation.

SHOWMEN CONCESSIONAIRES

As usual, we will open in April and run a solid route of busy industrial areas until June . . . then on to another full season of Fairs and Celebrations through mid-November. If you want a winner, get in touch with us telling us what you have.

NOW CONTRACTING FOR THE 1955 SEASON

NOTICE: FAIRMEN & COMMITTEES

We are now booking our 1955 Route. Our show is big enough to handle your needs, always clean, and a definite asset to any Fair or Celebration. May we hear from you?

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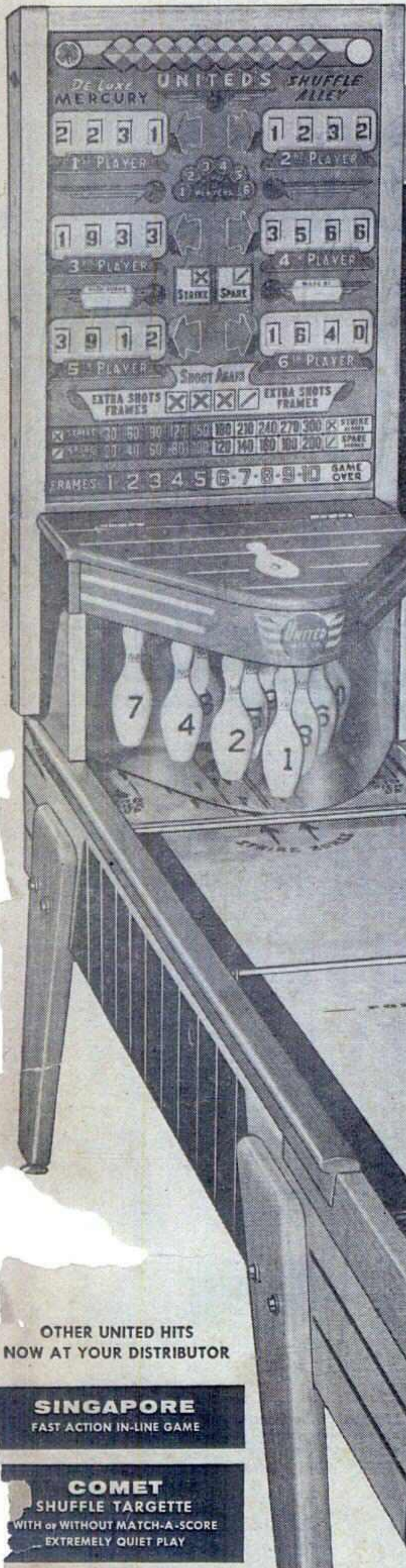
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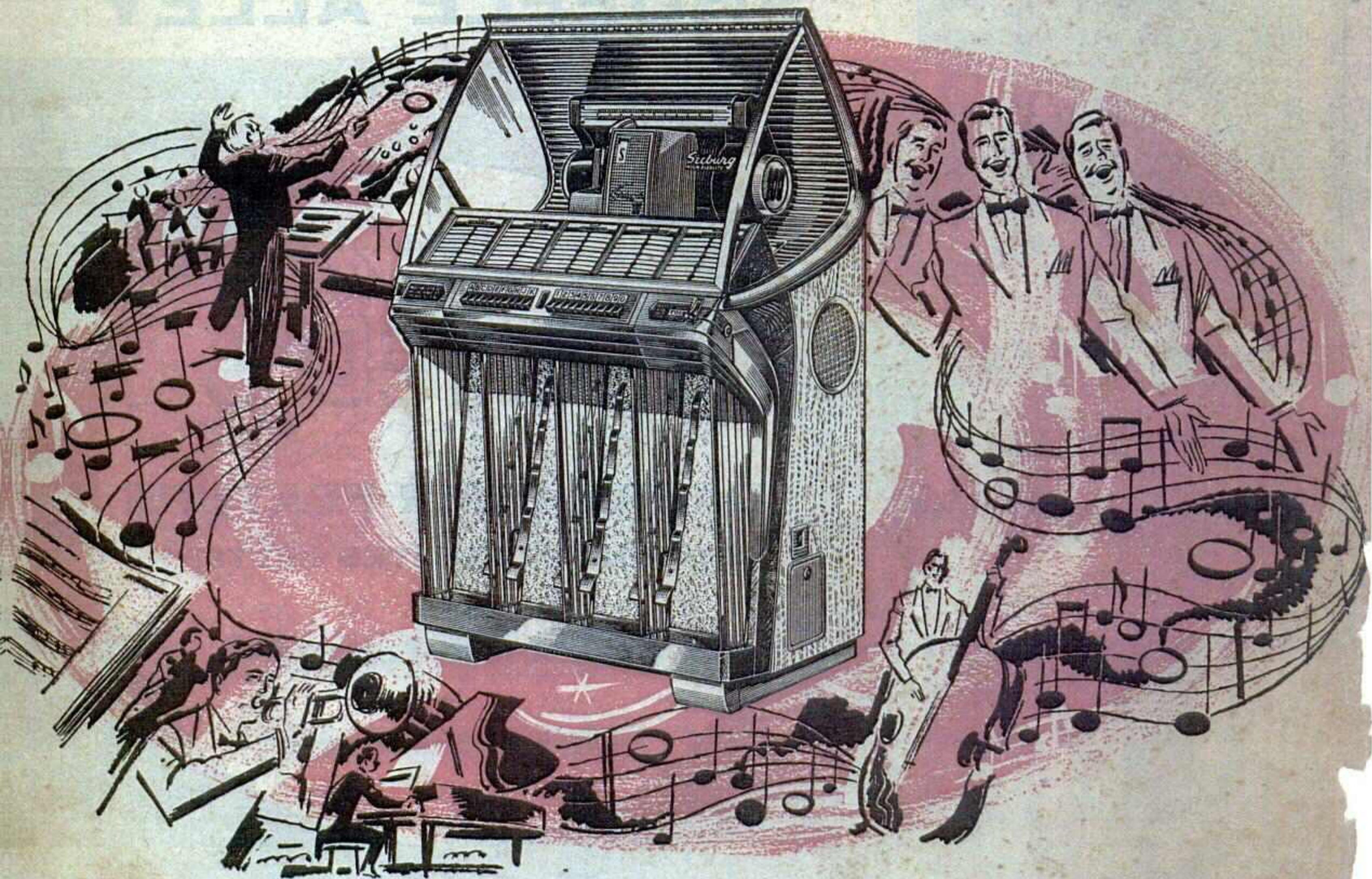
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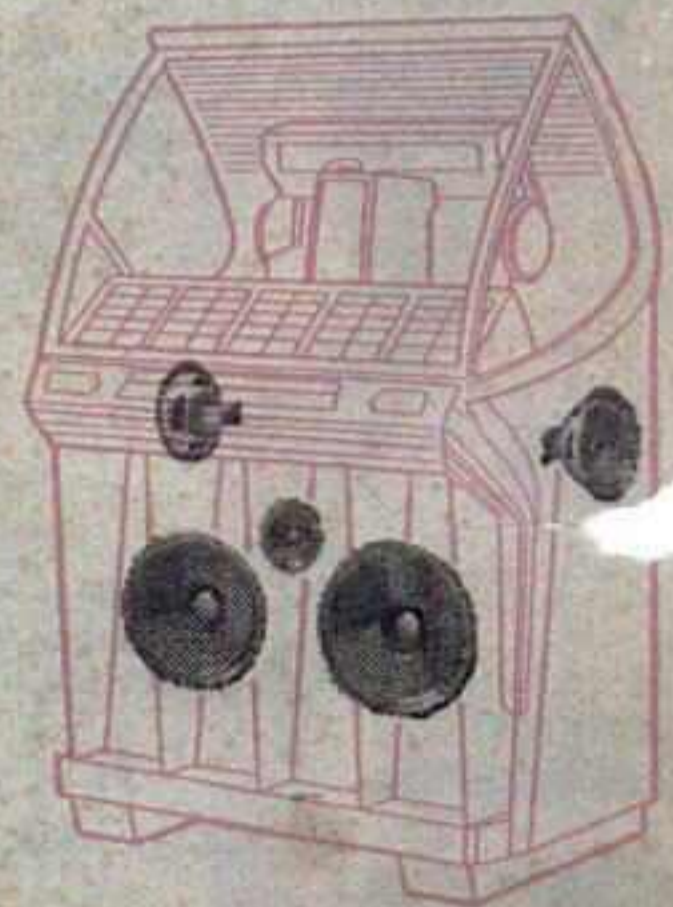
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Mounted at the front of the acoustical chamber are two heavy-duty, 12-inch low-frequency speakers and a 5-inch high-frequency speaker. Wide-range 8-inch speakers are mounted on either side.

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 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois



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Continued from page 116

Southern California Exposition, Del Mar

TOTAL ATTENDANCE: Paid 181,881; free 49,915. Operated 11 days, 11 nights.
WEATHER: Good 5 nights, rain 2 days; cold or cloudy 9 days, 6 nights.
RECEIPTS: Gate \$132,947.05; day grandstand total (less tax), free; night grandstand total (less tax), free.
CARNIVAL: Frank Babcock.
ATTRICTIONS: Lawrence Welk, Spade Cooley, Dancing Waters, Sauter-Finnegan, Les Brown; all grandstand events booked thru Carolina Brunson, Hollywood Theatrical Agency; 2 days of old car races.
AID, PREMIUMS: State aid \$65,000; total estimated premiums paid out (excluding races) \$62,000.
ADMINISTRATION: President, Chaf-fee Young; secretary, Paul T. Mannen; superintendent of concessions, Paul T. Mannen; publicity director, William Arballo.
1955 DATES: June 24-July 4, official.

Tehama County Fair, Red Bluff

TOTAL ATTENDANCE: Paid 11,699; free 1,300. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$4,559.60.
CARNIVAL: William H. Meyers.
ATTRICTIONS: -Vaudeville show, 2 nights; rodeo, 1 afternoon.
AID, PREMIUMS: State aid \$25,376.19; other aid, \$275; total estimated premiums paid out (excluding races) \$25,376.19.
ADMINISTRATION: President, Dale E. Borrer; secretary, Joseph A. Soares; publicity director, Mrs. George Lindauer.
1955 DATES: August 5-7, tentative.

Tulare County Fair, Tulare

TOTAL ATTENDANCE: Paid 50,669; free 37,843. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$23,023; night grandstand total (less tax) \$4,956.81.
CARNIVAL: Foley & Burk; ride and show gross, total amount, less federal tax, \$5,272.65.
ATTRICTIONS: "Ice Follies," horse racing, dog racing, rodeo (1 afternoon), horse show (1 evening), vaudeville (free daily) grandstand and auditorium; horse racing including harness horse, running and quarter horse racing.
AID, PREMIUMS: State aid \$30,000; total estimated premiums paid out (excluding races) \$29,500.
ADMINISTRATION: President, C. L. Fraser; secretary-manager, A. J. Elliot.
1955 DATES: September 20-25, tentative.

COLORADO

Colorado State Fair, Pueblo

TOTAL ATTENDANCE: Paid and free 213,737. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: day and night grandstand total (less tax) \$82,545.
ATTRICTIONS: Rodeo 5 nights, 3 matinees; stock car races, 2 matinees; Cremer Rodeo with Gene Autry; Parson-McGovern stock car races.
AID: State aid \$50,000.
ADMINISTRATION: President, Carl M. Gilbert; manager, W. H. (Bill) Kittle; superintendent of concessions, Paul Kittle; publicity director, Ralph Taylor.
1955 DATES: August 23-28, official.

Larimer County Fair and Rodeo, Loveland

TOTAL ATTENDANCE: Paid 6,000; free 260. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; cold or cloudy 1 night.
RECEIPTS: Night grandstand total \$7,145.32.
CARNIVAL: Forsythe & Dowis Rides; ride and show gross, total amount, \$4,849.45.
ATTRICTIONS: Rodeo, 2 nights.
AID, PREMIUMS: County aid \$3,000; total estimated premiums paid out (excluding races) \$3,000.
ADMINISTRATION: President, Ben Naeve; secretary, D. D. Washington; publicity director, Ray Macy.
1955 DATES: August 15-17, tentative.

Lorimer County Fair and Rodeo, Loveland

TOTAL ATTENDANCE: Paid 6,000; free 48. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; cold or cloudy 1 night.
RECEIPTS: Night grandstand total (less tax) \$7,000.
CARNIVAL: Forsyth & Dowis; ride and show gross, total amount, less federal tax, \$4,849.45.
ATTRICTION: Rodeo.
AID: County aid \$3,000.
ADMINISTRATION: President, Ben Naeve.
1955 DATES: August 15-17, tentative.

Logan County Fair, Sterling

TOTAL ATTENDANCE: Paid, 5,000; free 110. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate, \$6,000; night grandstand total (less tax) \$3,000.
CARNIVAL: Dowis Rides; ride and show gross, total amount, less federal tax, \$1,800.
ATTRICTIONS: Rodeo, 2 days; stage-show, 1 night; Tommy Holden thrill show, 1 night; 2 days of running races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,300.

Phillips County Fair, Holyoke

OPERATED: 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax); \$4,600.
CARNIVAL: Strumbo Shows.
ATTRICTIONS: Wheeler Petman, 2 nights; 1 day motorcycle racing; 1 day stock car.
AID, PREMIUMS: County aid, \$2,500; total estimated premiums paid out (excluding races), \$2,000.
ADMINISTRATION: R. E. Ensminger, manager.

CONNECTICUT

Great Danbury Fair, Danbury

OPERATED 9 days.
CARNIVAL: I. T. Shows.
ADMINISTRATION: President, John W. Leahy.

New Haven County 4-H Fair, North Haven

TOTAL ATTENDANCE: Paid 2,300; free 1,000. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate \$1,150.
ATTRICTIONS: Donkey showball, talent show, square dance, horse show.
AID, PREMIUMS: State aid \$680; total estimated premiums paid out (excluding races) \$1,700.
ADMINISTRATION: President, Walter Besbuda.
1955 DATES: August 12-13, tentative.

Riverton Fair, Riverton

TOTAL ATTENDANCE: Paid 8,044; free 1,000. Operated 2 days.
WEATHER: Good 1 day; cloudy 1 day.
RECEIPTS: Gate \$5,397.
ATTRICTIONS: Vaudeville, A. J. Clements Agency.
ADMINISTRATION: President Casil Beecher; secretary, Grace D. Seymour; superintendent of concessions, W. F. Wright.
1955 DATES: 2d full weekend in October, official.

FLORIDA

Florida State Fair & Gasparillo Association, Tampa

OPERATED: 11 days, 11 nights.
CARNIVAL: Royal American Shows.
ATTRICTIONS: Barnes-Carruthers grandstand acts, National Speedway auto races.
ADMINISTRATION: Manager, J. C. Huskisson.

GEORGIA

Southeastern Fair, Atlanta

TOTAL ATTENDANCE: Paid 159,192; free 256,133. Operated 11 days, 11 nights.
WEATHER: Good 7 days, 7 nights; rain 1 day, 1 night; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate \$89,696.06; night grandstand total (less tax) \$7,209.88.
CARNIVAL: O. C. Buck; ride and show gross, total amount, less federal tax, \$84,510.05.
ATTRICTIONS: Kochman Thrill Shows, 10 shows (Friday, Saturday, Sunday), 2 weekends; Starlight Review, October 4-7, with free matinee for kids.
PREMIUMS: Total estimated premiums paid out (excluding races) \$36,490.84.
ADMINISTRATION: President, Elfreds Papy; manager, E. Lee Cartron; publicity director, M. Coleman.
1955 DATES: September 29-October 9, tentative.

IDAHO

Clearwater County Fair, Orofino

TOTAL ATTENDANCE: Free 7,000. Operated 3 days, 2 nights.
WEATHER: Good 2 nights; rain 2 days.
PREMIUMS: Total estimated premiums paid out (excluding races) \$2,000.
1955 DATES: September 16-18, tentative.

Eastern Idaho State Fair, Blackfoot

TOTAL ATTENDANCE: Paid and free 115,743. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Siebrand Bros.' Circus and Carnival.
ATTRICTIONS: Grandstand revue, 5 nights, produced by Barnes-Carruthers Theatrical Enterprise of Chicago; 2 afternoons of thrill show, Jole Chitwood Auto Daredevils; 3 afternoons of running races, horse show, horse pulling and Junior Talent Show.
AID, PREMIUMS: County aid, \$19,400; total estimated premiums paid out (excluding races) \$18,000.
ADMINISTRATION: President, Jack Moir; secretary, Ruth C. Hartkopf.
1955 DATES: September 13-17, official.

Lewis County Fair, Nezperce

TOTAL ATTENDANCE: Free 1,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$276.
CARNIVAL: Inland Empire Shows; ride and show gross, total amount, less federal tax, \$1,500.
AID, PREMIUMS: County aid, \$2,200; total estimated premiums paid out (excluding races) \$1,400.
ADMINISTRATION: President, Lester Meiners; secretary, Gordon Dailey; superintendent of concessions, Glen Miller; publicity director, E. A. Conger.
1955 DATES: September 22-24, official.

Owhee County Fair, Homedale

TOTAL ATTENDANCE: Free 3,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days.
CARNIVAL: Western Rides.
ATTRICTIONS: Harness Races.
AID, PREMIUMS: County aid, \$9,000; total estimated premiums paid out (excluding races) \$1,000.
ADMINISTRATION: President, Forney Malmberg; secretary, Harold McJunkin.
1955 DATES: August 18-20, official.

ILLINOIS

Clark County Fair, Marshall

TOTAL ATTENDANCE: Paid \$12,000; free 8,300. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate \$6,000; day grand-

stand total (less tax) \$1,100; night grandstand total (less tax) \$2,300.
CARNIVAL: Royal Mid-West; ride and show gross, total amount, less federal tax, \$1,300.
ATTRICTIONS: Thrill show, Barnes-Carruthers show, harness races.
AID, PREMIUMS: State aid \$19,000; total estimated premiums paid out (excluding races) \$31,000.
ADMINISTRATION: President, Charles A. Bush, secretary, Fred Huffington; superintendent of concessions, Clayton Rhoads.
1955 DATES: August 7-12, official.

Fulton County Fair and Racing Assn., Lewistown

TOTAL ATTENDANCE: Paid, 37,000; free, 1,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate \$10,035.65; day and night grandstand total (less tax) \$5,324.25.
CARNIVAL: Tatham Shows.
ATTRICTIONS: Lou Breese & band; 5 vaudeville acts; Steele's Frontier Days; 3 days and nights of running races; 3 nights Society Horse Show.
AID, PREMIUMS: State aid, \$10,754.69; total estimated premiums paid out (excluding races), \$14,137.
ADMINISTRATION: President, J. Clyde Ewan; secretary, Chester Boone; superintendent of concessions, Earl Coleman; publicity director, H. D. McMillan.
1955 DATES: July 26-30, official.

Heart of Illinois Fair, Peoria

TOTAL ATTENDANCE: Paid 60,000; free 20,000. Operated 5 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
CARNIVAL: Buff Hottle.
ATTRICTIONS: "Holiday on Ice" for 6 nights.
AID: State aid \$15,000.
ADMINISTRATION: President Lou W. Hesse; secretary, R. Y. Bartholomew.
1955 DATES: July 21-26, official.

Illinois State Fair, Springfield

TOTAL ATTENDANCE: Estimated 1,005,000. Operated 10 days, 9 nights.
WEATHER: Good 10 days, 7 nights; rain 2 nights.
CARNIVAL: Amusement Company of America.
ATTRICTIONS: Marion Marlowe, 1 night, Unicorn Productions; Frank Parker, 1 night, Unicorn Productions; Phil Spitalny and His All-Girl Orchestra, 1 night, Barnes-Carruthers Theatrical Enterprises; State Fair Revue, 5 nights, Barnes-Carruthers; Tournament of Thrills, 1 night; WLS Barn Dance, 1 night; ice show, 9 nights, Holiday on Ice Shows, Inc.; motorcycle races, 1 day; six days of harness racing; 1 day of AAA auto races.
ADMINISTRATION: General manager, Strother G. Jones; superintendent of con-

cessions, Louis London; publicity direction, Carl Hodges.
1955 DATES: August 12-21, tentative.
Iroquois County Agricultural and 4-H Club Fair, Milford
TOTAL ATTENDANCE: Paid 9,000; free 1,800 (children). Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; rain 1 night.
RECEIPTS: Gate \$3,716.40.
CARNIVAL: Buff Hottle Shows.
ATTRICTIONS: Amateur shows, calf scramble, greased pig scramble, horse pulling contest.
AID, PREMIUMS: State aid \$5,856.39; county aid \$1,500; other aid \$1,920; total estimated premiums paid out (excluding races) \$9,712.78.
ADMINISTRATION: President G. C. Slife; secretary, Kenneth Rickart; superintendent of concessions, O. E. Glover; publicity director, Warren Hartberg.
1955 DATES: August 2-5, tentative.

Kankakee Fair Association, Kankakee

TOTAL ATTENDANCE: Paid, 30,000; free, 30,000. Operated 7 days, 7 nights.
WEATHER: Good 3 days, 3 nights; rain 4 days, 4 nights.
RECEIPTS: Gate, \$32,000.; day grandstand total (less tax), free.

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1955 DATES: Sept. 12-17 inclusive (tentative)

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CARNIVAL: Buff Hottle Show.
ATTRACTIONS: Attractions booked thru Gus Sun Booking Agency, stock car racing, rodeo & horse shows.
AID, PREMIUMS: State aid, \$11,000; total estimated premiums paid out (excluding races), \$18,000.
ADMINISTRATION: President, Percy F. Louiselle; secretary, R. H. Robinson; superintendent of concessions, M. Brinkman; publicity director, P. F. Loiselle.

Knox County Fair, Knoxville

TOTAL ATTENDANCE: Paid 40,000; free 10,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
ATTRACTIONS: Horse show, harness racing, thrill show.
PREMIUMS: Total estimated premiums paid out (excluding races) \$27,194.74.
ADMINISTRATION: President, Thomas Shea; secretary, Ray Swanson; superintendent of concessions, Carl Morgan.
1955 DATES: August 1-6, official.

Logan County Fair, Lincoln

TOTAL ATTENDANCE: 50,000 (estimated). Operated 6 days, 6 nights.
WEATHER: Good 2 days, 4 nights; rain 2 days; cold or cloudy 2 days, 2 nights.
CARNIVAL: Buff Hottle Shows.
ATTRACTIONS: George Arnold Show, thru Gus Sun Agency; free acts thru Boyle Woolfolk Agency; tractor rodeo, society horse show, harness racing, fair queen, calf scramble and drum majorette contest.
AID, PREMIUMS: State aid, \$17,500; county aid, \$300; total estimated premiums paid out (excluding races) \$30,000.
ADMINISTRATION: President, Franklin Sparks; secretary, W. E. Layman; superintendent of concessions, Jack Bushell.
1955 DATES: August 6-11, tentative.

Marshall-Putnam Fair, Henry

TOTAL ATTENDANCE: Paid 10,000; free 3,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Key City Shows.
ATTRACTIONS: B. Ward Beam thrill show, 4 days harness horse races.
ADMINISTRATION: President, Clarence Stansell; secretary, R. H. Morris.
1955 DATES: August 30-September 2, official.

Martinsville Fair Association, Martinsville

TOTAL ATTENDANCE: Paid, 30,000; free, 10,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 5 nights; rain 2 days, 1 night.
CARNIVAL: Gem City Shows.
ATTRACTIONS: Harness racing, thrill show, stagershow, 5 days of harness races.
AID, PREMIUMS: State aid, \$27,000.
ADMINISTRATION: President, R. H. Cooper; secretary, H. J. Bennett; superintendent of concessions, H. L. Douney.
1955 DATES: July 18-23, official.

Ogle County Fair, Oregon

TOTAL ATTENDANCE: Paid 20,000; free 500. Operated 3 days, 3 nights.
RECEIPTS: Gate \$10,720; night grandstand total (less tax) \$3,071.
CARNIVAL: Sunset Amusements; ride and show gross, total amount, less federal tax, \$4,011.
ATTRACTIONS: Vaudeville and circus acts, Boyle Woolfold Agency, Chicago.
AID, PREMIUMS: State aid \$8,000; total estimated premiums paid out (excluding races) \$13,000.
ADMINISTRATION: President, James Dexter; secretary, E. D. Landers; superintendent of concessions, George A. Chasm.
1955 DATES: September 3-5, tentative.

Sandwich Fair, Sandwich

OPERATED: 5 days, 5 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate \$20,888; day and night grandstand total (less tax) \$9,700.
CARNIVAL: Wilson Shows.
ATTRACTIONS: Vaudeville 2 nights; WLS 1 night, thrill show, animal show.
AID: State aid \$15,500.
ADMINISTRATION: President, H. J. White; secretary, C. R. Brady; superintendent of concessions, L. P. Brady; publicity director, C. R. Brady.
1955 DATES: August 7-11, official.

Tri-County Fair, Mendota

TOTAL ATTENDANCE: Paid, 20,000; free, approx. 7,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$8,200; grandstand total (less tax), \$5,376.61.
CARNIVAL: Imperial Shows.
ATTRACTIONS: Ernie Young's State Fair Revue, WLS Barn Dance, Greater Olympia Circus, 2 afternoons harness races.
AID, PREMIUMS: Total premiums paid out (excluding races), \$8,021.24.
ADMINISTRATION: President, Earl Waldorf; secretary, E. A. Lorack; superintendent of concessions, Joseph P. Stremelau; publicity director, Spencer Johnson.
1955 DATES: Sat., Sunday, Labor Day, tentative.

Warren Fair, Warren

TOTAL ATTENDANCE: Paid, 8,000; free, 400. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: Imperial Shows.
ATTRACTIONS: Vaudeville, Ken Griffin-105 Rodeo; Woolfolk Agency; 3 days running races.
AID, PREMIUMS: Other aid, \$3,550.
ADMINISTRATION: President, C. W. Bartell; secretary, J. W. Richardson.
1955 DATES: August 18 to 21, tentative.

Will County Fair, Peotone

TOTAL ATTENDANCE: Paid, 8,045; free, 4,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights.
RECEIPTS: Gate, \$8,045.

Jack



KOCHMAN'S

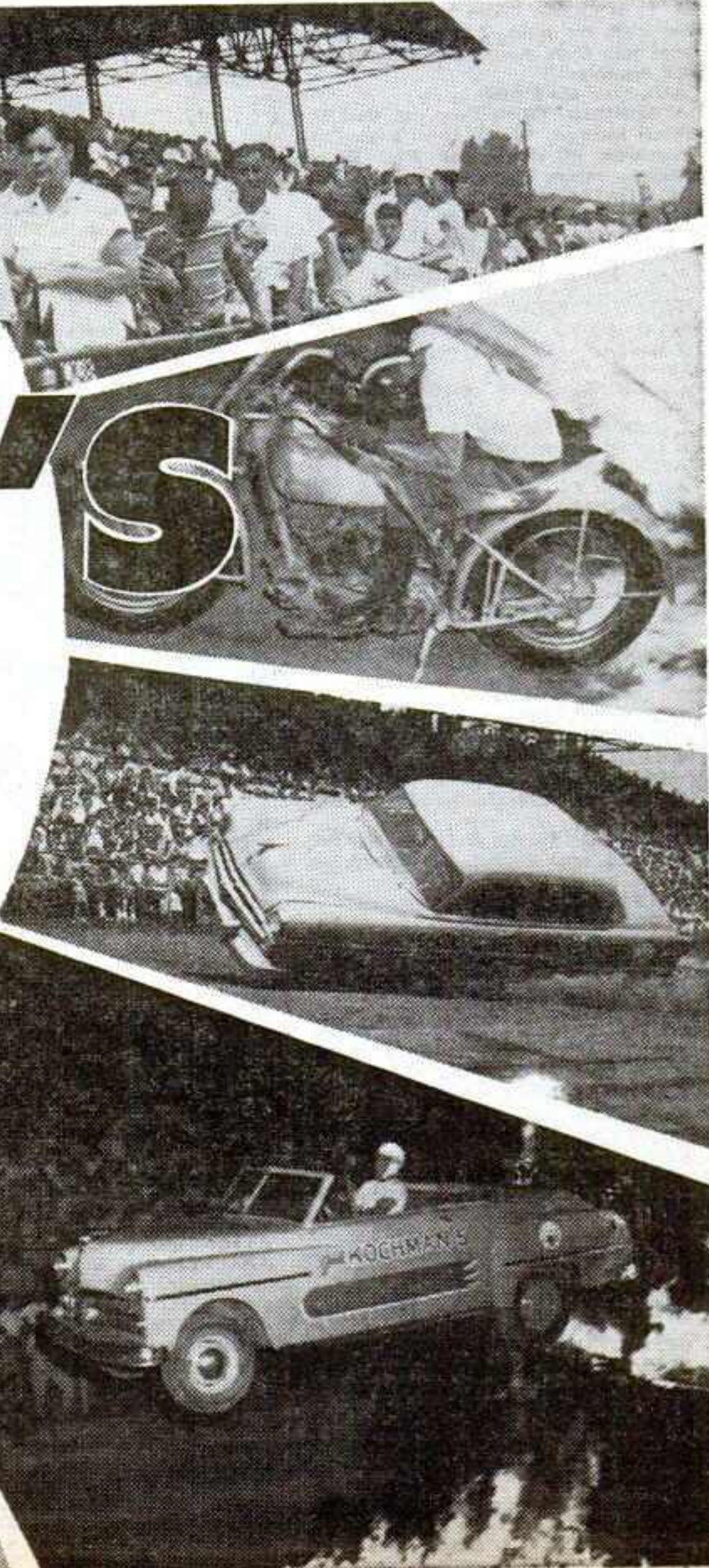
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ATTRACTIONS: Vaudeville, 1 day; variety show, 1 day; rodeo, 1½ days.
AID, PREMIUMS: State aid, \$8,236; county aid, \$300.
ADMINISTRATION: President, Clarence Cann; secretary, R. N. Loitz; superintendent of concessions, H. Pottengale; publicity director, Lee Russell.
1955 DATES: August 26-28, tentative.

INDIANA

Bourbon Fair, Bourbon

TOTAL ATTENDANCE: Paid 10,131. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day; cold or cloudy 2 nights.
RECEIPTS: Gate \$3,548.55; night grandstand total (less tax) \$2,094.25.
CARNIVAL: Wade Shows.
ATTRACTIONS: WLS Barn Dance stars, 1 night; Silver Dollar Saddle Club, 1 night; 3 days harness races; Oscar & Lonzo Show, 1 night; Ward Beam Thrill Show, 1 night.
PREMIUMS: Total estimated premiums paid out (excluding races) \$1,350.
ADMINISTRATION: President, Lewis Erwin; secretary, Wayne Metheny; superintendent of concessions, Howard Dillingham.
1955 DATES: September 15 to 19, tentative.

Farmers-Merchants' Fair, Salem

OPERATED: 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Reilly Shows.
ATTRACTIONS: Hoaglan's Hippodrome, Lynch Thrill Show, 2 days harness races.
AID: County aid \$1,500.
ADMINISTRATION: President, Oren Morris; secretary, Zaring Hudson; superintendent of concessions, Murrill Meadow; publicity director, Mrs. Clara Morris.

Harrison County Agricultural Society, Corydon

TOTAL ATTENDANCE: Paid, 14,500; free, 2,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
ATTRACTIONS: J. D. Hoaglan-Hippodrome Headliners; wrestling; Boyle Woolfolk, the Ken Griffin Show; local talent; Bill Reed Jimmie Lynch Death Dodgers. All attractions one night; harness racing, 3 afternoons.
AID, PREMIUMS: County aid, \$500.
ADMINISTRATION: President, A. I. Martin; secretary, J. W. Walker; superintendent of concessions, Talmage Windell; publicity director, Kean Irwin.
1955 Dates: August 22-27, tentative.

Indiana State Fair, Indianapolis

TOTAL ATTENDANCE: Paid, 566,103; free, 100,000 (estimated). Operated 9 days, 9 nights.
WEATHER: Good 9 days, 9 nights.
RECEIPTS: Gate, \$185,001.65; day grandstand total (less tax), \$142,142.63; night grandstand total (less tax), \$36,106.60.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Coliseum—Eddie Fisher, 2 days; Julius La Rosa, 2 days; horse show, 6 days; Grandstand Follies (Barnes-Carruthers), 6 days; rodeo (McKinley), 2 days, with Pancho & Cisco; thrill show (Irish Horan), 3 days; harness races, 6 days; Hoosier 100 Auto Race, Sept. 18; motorcycle race, Sept. 11.
AID, PREMIUMS: Other aid, \$22,986.40; total estimated premiums paid out (excluding races), \$218,299.68.
ADMINISTRATION: President, Gilman C. Stewart; secretary, Kenneth F. Blackwell; superintendent of concessions, F. M. Overstreet; publicity director, Don T. Davis.
1955 DATES: August 31-September 9, tentative.

La Porte County Fair, La Porte

TOTAL ATTENDANCE: Paid 37,850; free 10,000. Operated 5 days, 6 nights.
WEATHER: Good 3 days, 4 nights; rain 2 days, 2 nights.
CARNIVAL: W. G. Wade Shows.
ATTRACTIONS: Three days harness racing, 2 nights thrill show, 1 night each rodeo, barn dance, circus, free preview night Horace Mann High School Band.
AID, PREMIUMS: County aid, \$2,500; total estimated premiums paid out (excluding races) \$11,000.
ADMINISTRATION: President, Gust Diesslin; secretary, Bob Morse; superintendent of concessions, Bob Morse; publicity director, Bob Topping.
1955 DATES: Next week in August, official.

Marion County Fair, Indianapolis

TOTAL ATTENDANCE: Free 150,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Thomas Joyland; ride and show gross, total amount, less federal tax, \$20,000.
AID, PREMIUMS: County aid, \$2,500; total estimated premiums paid out (excluding races) \$6,000.
ADMINISTRATION: President, R. Ray Fidler; secretary, M. W. (Terry) Rabourn.
1955 DATES: August 8-13, tentative.

Miami County Fair, Converse

TOTAL ATTENDANCE: Free, 17,400. Operated 3 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Night grandstand total (less tax) \$11,240.
CARNIVAL: Majestic Shows; ride and show gross, total amount, less federal tax, \$6,840.
ATTRACTIONS: Thrill show, ice revue, three days of harness racing.
AID, PREMIUMS: County aid \$700; total estimated premiums paid out (excluding races) \$3,700.
ADMINISTRATION: President, W. F.

Clair; secretary, G. W. Knox; superintendent of concessions, W. Riggs.
1955 DATES: August 9-12, tentative.

Newton County Fair, Kentland

OPERATED: 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$5,200; grandstand total (less tax) \$5,500.
CARNIVAL: Drago Amusements; ride and show gross, total amount, less federal tax, \$4,000.
ATTRACTIONS: Ward Beam Thrill Show, 1 night; 2 days harness horse races and running races.
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$5,000.
ADMINISTRATION: President, Rolland Ade; secretary, John M. Connell; superintendent of concessions, Gerald McCarty.

Parke County Fair, Rockville

TOTAL ATTENDANCE: Free, 22,000. Operated 1 day, 6 nights.
WEATHER: Good 1 day, 2 nights; rain 2 nights; cold or cloudy 2 nights.
CARNIVAL: Grand Amusement Co.; ride and show gross, total amount, less federal tax, \$6,700.
ATTRACTIONS: WLW Midwestern Hayride, 1 night; Working Barder Collies, 6 days; society horse show, 1 night.
AID, PREMIUMS: County aid, \$1,900; total estimated premiums paid out (excluding races), \$2,000.
ADMINISTRATION: President, Glenn Chapman; secretary, Howard L. Bereman.
1955 DATES: August 8-13, tentative.

IOWA

Allamakee County Fair, Waukon

TOTAL ATTENDANCE: Paid 8,700; free 2,500. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$3,996; day grandstand total (less tax) \$1,533.35; night grandstand total (less tax) \$1,858.
CARNIVAL: Grand American; ride and show gross, total amount, less federal tax, \$3,352.38.
ATTRACTIONS: "Grand Ole Paducah" with "Grand Ole Opry," 1 day and night, Grossman booking agency; Al Tansor's Rodeo, 1 day and night, Ernie Young booking agency; Gene Holter's Wild Animal Variety Show with racing ostrich, Grossman booking agency.
AID, PREMIUMS: State aid \$1,500; county aid \$3,700; total estimated premiums paid out (excluding races) \$3,800.
ADMINISTRATION: President, Lynn Morrow; secretary, Lynn Probert; publicity director, E. M. Phipps.
1955 DATES: August 11-14, tentative.

All-Iowa Fair, Cedar Rapids

TOTAL ATTENDANCE: Paid 144,000; free 23,000. Operated 8 days, 8 nights.
WEATHER: Good 5 days, 8 nights; rain 2 days; cloudy 1 day.
RECEIPTS: Gate \$48,747.50; day grandstand total (less tax) \$26,923.75; night grandstand total (less tax) \$26,444.75.
CARNIVAL: W. T. Collins' Shows; ride and show gross, total amount, less federal tax, \$35,000.
ATTRACTIONS: Barnes-Carruthers Revue, 4 nights; "Dancing Waters" and acts, 3 nights; rodeo, 1 night; 100 mile stock car; Frank Winkley Thrillcade (rained out); AAA big car races, 1 afternoon by Parsons-McHaven Promotions.
AID, PREMIUMS: State aid \$1,800; county aid \$24,300; total estimated premiums paid out (excluding races) \$21,000.
ADMINISTRATION: President, Charles Pennington; secretary, Andrew C. Hanson; superintendent of concessions, Ed Chamberlain; publicity director, Carl Kane.
1955 DATES: August 14-21, tentative.

Audubon County Fair, Audubon

TOTAL ATTENDANCE: Paid 12,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$5,000; day grandstand total (less tax) \$1,000; night grandstand total (less tax) \$2,000.
CARNIVAL: Grand American.
ATTRACTIONS: Horse races, 3 days; Barnes-Carruthers show; Aut Swensen Thrill Show, 1 day; 3 days running races.
AID, PREMIUMS: State aid, \$2,100; county aid \$6,000; total estimated premiums paid out (excluding races) \$5,000.
ADMINISTRATION: President, W. P. Manatt; secretary, D. C. Perley.

Benton County Fair, Vinton

TOTAL ATTENDANCE: Paid 12,416; free 4,631. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
RECEIPTS: Gate \$4,755.72; day grandstand total (less tax) \$1,075; night grandstand total (less tax) \$2,726.25.
CARNIVAL: Greater Dixie-Land Shows.
ATTRACTIONS: Tournament of Thrills, 1 day, 1 night; two afternoons of thrill car races; 2 nights "Vogues of Manhattan," booked by Barnes-Carruthers; Greater Olympic Circus, 1 afternoon and evening, booked by Barnes-Carruthers.
AID, PREMIUMS: State aid \$2,100; county aid \$13,110; total estimated premiums paid out (excluding races) \$4,193.62.
ADMINISTRATION: President, D. H. Hibbs; secretary, K. B. Spaulding; publicity director, Harry Rector.
1955 DATES: August 1-4, tentative.

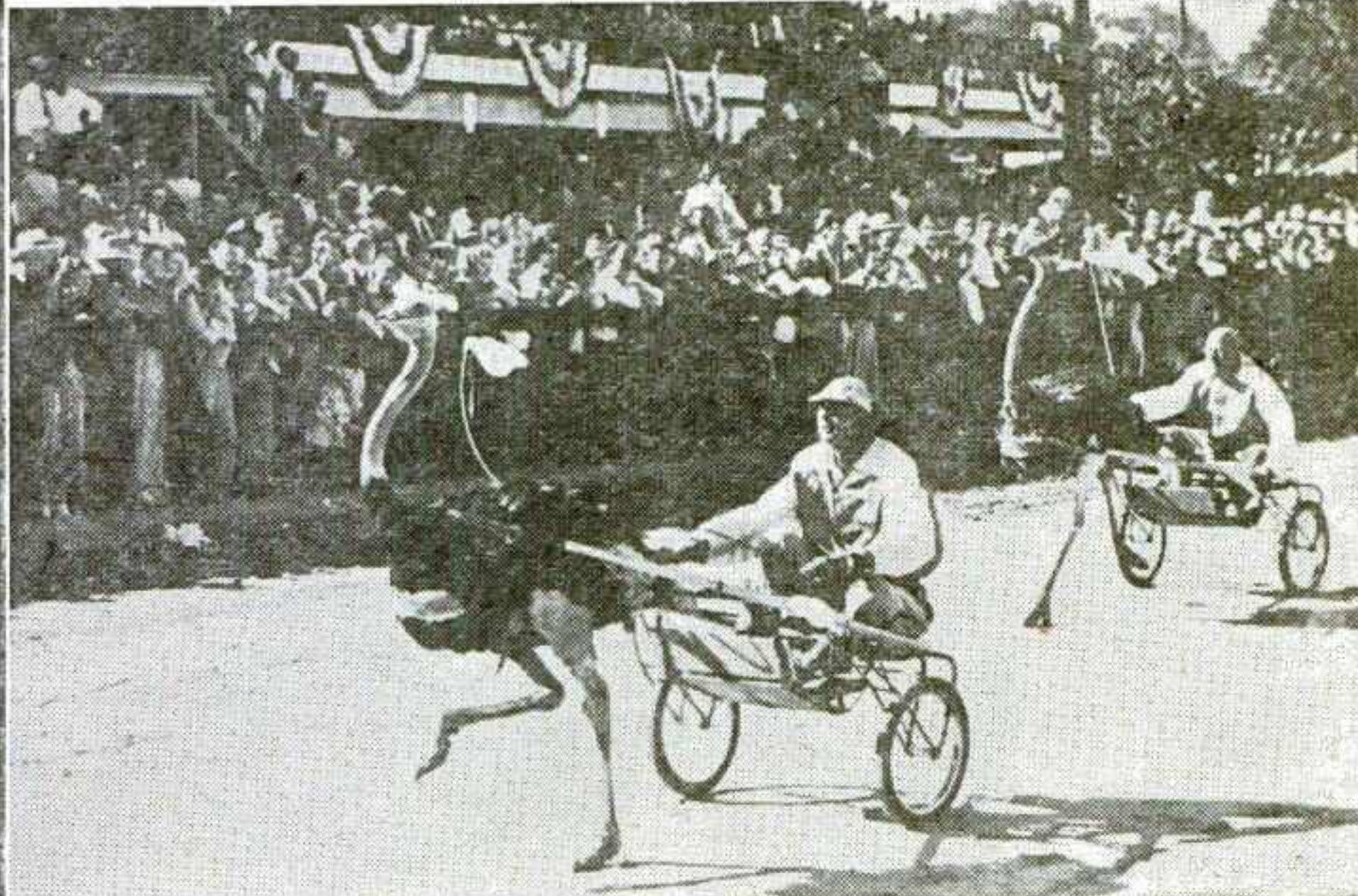
Burlington Hawkeye Fair, Burlington

OPERATED: 5 days, 5 nights.
ATTRACTIONS: Horse races; thrill show.
ADMINISTRATION: Secretary, James H. Bright.

Calhoun County Exposition, Rockwell

TOTAL ATTENDANCE: Paid, 3,000; Free, 3,500. Operated 3 days, 3 nights.

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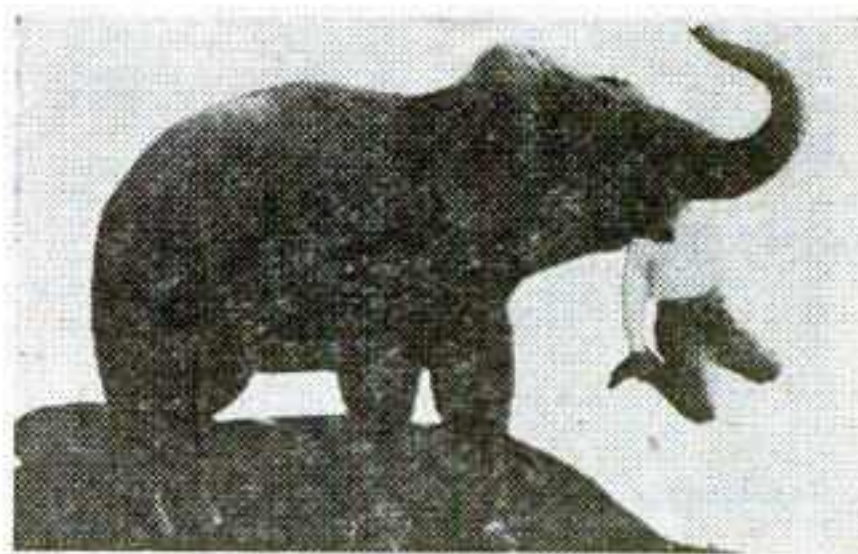
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WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$1,558.95; night grandstand total (less tax) \$579.80.
CARNIVAL: Boone Valley Shows; ride and show gross, total amount, less federal tax, \$1,607.75.
ATTRACTIONS: Greater Olympia Circus, 1 day & night; Aut Swenson's Thrillcade, 1 night.
AID, PREMIUMS: State aid, \$1,221; county aid, \$2,871.09; other aid, \$1,720.18; total estimated premiums paid out (excluding races) \$2,750.50.
ADMINISTRATION: President, Rulh Maulsby; secretary Wayne D. Gidel.
1955 DATES: August 5-7; tentative.

Eagle Grove District Jr. Fair, Eagle Grove

TOTAL ATTENDANCE: Free 10,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
RECEIPTS: Gate none; day grandstand total (less tax) \$384.75; night grandstand total (less tax) \$662.50.
ATTRACTIONS: Barnes-Carruthers shows, horse show and rodeo.
AID, PREMIUMS: State aid \$1,907.01; county aid \$2,052.49; other aid \$2,077.50; total estimated premiums paid out (excluding races) \$2,678.35.
ADMINISTRATION: President, B. E. McCulloch; secretary, Graham Hann.
1955 DATES: August 22-24, official.

Emmet County Fair, Estherville

TOTAL ATTENDANCE: Paid 4,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: night grandstand total (less tax) \$1,375.
CARNIVAL: Geo. W. Nelson Show.
ATTRACTIONS: Vaudeville, 3 nights, Barnes-Carruthers.
AID, PREMIUMS: State aid \$1,600; county aid \$5,200; total estimated premiums paid out (excluding races) \$2,300.
ADMINISTRATION: President, R. M. Christensen; secretary, D. W. Carnal.
1955 DATES: August 15-18, official.

Fayette County Fair, West Union

TOTAL ATTENDANCE: Paid 15,629; free 10,000. Operated 4 days, 4 nights.
WEATHER: Good 1 day, 1 night; rain 1 day; cold or cloudy 2 days, 3 nights.
RECEIPTS: Gate \$8,093.60; day grandstand total (less tax) \$2,844; night grandstand total (less tax) \$3,828.45.

CARNIVAL: Don Franklin Shows; ride and show gross, total amount, less federal tax, \$4,916.
ATTRACTIONS: Merritts Rodeo (Barnes-Carruthers), 1 day and night; stage acts (Barnes-Carruthers), 2 evenings and 1 afternoon; Gene Holter's Show, 1 afternoon; midget races (John Gerber), 1 afternoon; Aut Swenson's Thrillcade, 1 afternoon and night.
AID, PREMIUMS: State aid \$2,100; county aid \$5,000; total estimated premiums paid out (excluding races) \$3,975.
ADMINISTRATION: President, Grant Lauer; secretary, E. T. Alcorn.
1955 DATES: August 23-26, tentative.

Great Jones County Fair, Monticello

TOTAL ATTENDANCE: Paid 40,000; free 35,000. Operated 5 days, 5 nights.
WEATHER: Good 1 day, 1 night; rain 4 days, 4 nights.
RECEIPTS: Gate \$39,362.75; grandstand total (less tax), \$4,000.
CARNIVAL: Sunset Amusement.
ATTRACTIONS: Four nights revue; 3 days harness races; 1 day circus type act; 1 day stock car races.
AID, PREMIUMS: State aid \$2,100; county aid \$7,861. Total estimated premiums paid out (excluding races), \$9,310.
ADMINISTRATION: President, W. H. Stubler; secretary, Claude Appleby; superintendent of concessions, G. M. Jones.
1955 DATES: August 26-30, tentative.

Grundy County Fair, Grundy Center

TOTAL ATTENDANCE: Paid 5,654; free 1,500. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$4,500.25; night grandstand total (less tax) \$1,831.10.
CARNIVAL: Merriam's Carnival.
AID, PREMIUMS: State aid \$1,773.45; county aid \$2,800; total estimated premiums paid out (excluding races) \$2,455.91.
ADMINISTRATION: President, Francis Winslow; secretary, H. B. Wiesley.

Hardin County Fair, Eldora

TOTAL ATTENDANCE: Paid 9,100; free 6,000. Operated 3 days, 4 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$3,110; day grandstand total (less tax) \$500; night grandstand total (less tax) \$2,752.
CARNIVAL: Greater Dixieland; ride and show gross, total amount, less federal tax, \$2,500.
ATTRACTIONS: Aut Swenson Thrill-

cade (1 night); Cactus Rodeo (1 day and 1 night); Venita Rich Amateur Show (4 night); harness races canceled because of rain (1 night).
AID, PREMIUMS: State aid \$2,100; county aid \$7,100; total estimated premiums paid out (excluding races) \$5,085.40.
ADMINISTRATION: President, Cecil Rooks; secretary, Wilson H. Hadley; publicity director, Herb Allen.
1955 DATES: August 16-20, tentative.

Howard County Fair, Cresco

TOTAL ATTENDANCE: Paid 37,751; free 1,000. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate \$8,757; day grandstand total (less tax) \$1,067; night grandstand total (less tax), \$7,190.90.
CARNIVAL: Greater Dixieland Shows; ride and show gross, total amount, less federal tax, \$4,000.
ATTRACTIONS: Rex Allen Show, Geo. Arnold's Rhythm on Ice, Al Tansor's rodeo and Aut Swenson's Thrillcade on the 4 nights. Speed Unlimited midget races. Tansor's Rodeo and Thrillcade on 3 afternoons.
AID, PREMIUMS: State aid \$2,100; county aid \$5,000; total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: President, Louis Byrnes; secretary, R. Fitzgerald.
1955 DATES: August 25-28, tentative.

Iowa State Fair, Des Moines

TOTAL ATTENDANCE: Paid, 607,112. Operated 10 days, 10 nights.
WEATHER: Good 10 days, 10 nights.
RECEIPTS: Gate, \$285,169; day grandstand total (less tax), \$163,559.60; night grandstand total (less tax), \$129,787.60.
CARNIVAL: Amusement Company of America; ride and show gross, total amount, less federal tax, \$135,589.40.
ATTRACTIONS: Six auto races, National Speedways, Inc.; 1 thrill, Leo Overland, booker; 1 thrill, Aut Swenson; 4 rodeos, Cremer Rodeo Co., Inc.; 6 night stagshows, Barnes; 2 horse races.
AID, PREMIUMS: State aid, \$10,000; total estimated premiums paid out (excluding races), \$190,709.
ADMINISTRATION: President, H. L. Pike; secretary, L. B. Cunningham; superintendent of concessions, W. J. Campbell; publicity director, Fairall Advertising Agency.
1955 DATES: August 27-September 5, tentative.

Keokuk County Fair, What Cheer

TOTAL ATTENDANCE: Paid 2,160; free 200. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$3,142; day grandstand total (less tax), \$1,261; night grandstand total (less tax), \$1,756.
CARNIVAL: D. O. Kyle.
ATTRACTIONS: Ward Beam Thrill Show, Henson Wild West & Rodeo Show.
AID, PREMIUMS: State aid, \$1,397.64; county aid, \$5,000; total estimated premiums paid out (excluding races), \$2,162.73.
ADMINISTRATION: President, E. M. Wilson; secretary, Everett Hemsley; superintendent of concessions, Warren DeWeese.
1955 DATES: August 12-16, tentative.

Linn County Fair, Central City

TOTAL ATTENDANCE: Paid, 3,890. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$2,230; night grandstand total (less tax), \$1,700.
CARNIVAL: George W. Nelson.
ATTRACTIONS: Wrestling, 1 night; Merrill Rodeo, 2 afternoons & 1 night; television talent show, 1 night.
AID, PREMIUMS: State aid, \$305; county aid, \$10,500; total estimated premiums paid out (excluding races), \$2,800.
ADMINISTRATION: President, L. A. Falcon; secretary, T. W. Lewis; superintendent of concessions, L. J. Mills; publicity director, T. W. Lewis.

National Dairy Cattle Congress, Waterloo

TOTAL ATTENDANCE: Paid, 207,985. Operated 8 days, 8 nights.
WEATHER: Good 2 days, 1 night; rain 6 days, 7 nights.
CARNIVAL: Larson & Trueblood.
ATTRACTIONS: Barnes & Carruthers circus act program; 8 afternoons and evenings; also featured classes in saddle horse show each afternoon and evening.
AID, PREMIUMS: State aid, \$2,100; county aid, \$3,000; total estimated premiums paid out (excluding races), \$75,000.
ADMINISTRATION: President, H. B. Plumb; secretary, E. S. Estel; publicity director, Win F. Hanssen.
1955 DATES: October 1-8, official.

North Iowa Fair, Mason City

OPERATED: 6 days, 6 nights.
ATTRACTIONS: Thrill show, auto races.
ADMINISTRATION: President, Leigh R. Curran; secretary, M. C. Lawson.

Ringgold County Fair, Mount Ayr

TOTAL ATTENDANCE: Paid 3,500; free 3,500. Operated 5 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.
RECEIPTS: Gate \$940.55.
CARNIVAL: Kyle's Shows.
ATTRACTIONS: Baillies Thrill Show, rained out.
AID, PREMIUMS: State aid \$2,100; county aid \$3,368.24; total estimated premiums paid out (excluding races) \$4,216.
ADMINISTRATION: President, John D. Warin; secretary, Stuart W. Hoover, superintendent of concessions, Frank Clarke.
1955 DATES: Third week in August, tentative.

Shelby County Fair, Harlan

TOTAL ATTENDANCE: Paid 10,116. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day.
RECEIPTS: Gate \$2,529; day grandstand total (less tax) \$1,900; night grandstand total (less tax) \$2,600.
CARNIVAL: Grand American Shows; ride and show gross, total amount, less federal tax, \$1,906.
ATTRACTIONS: Wrestling, Pinkie George; thrill show, Newberry; horse races, 1 day; Iowa Thoroughbred Association, stock parade and 4-H Revue; auto races 1 day; amateur show.
AID, PREMIUMS: State aid \$2,100; county aid \$5,000; total estimated premiums paid out (excluding races), \$5,000.
ADMINISTRATION: President, G. Heflin; secretary, L. Malcolm; superintendent of concessions, A. Krokstad; publicity director, T. Westrope.

Southern Iowa Fair, Oskaloosa

TOTAL ATTENDANCE: Paid, 15,890; free, 3,000. Operated 5 days, 6 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.
RECEIPTS: Gate, \$7,916.75; day grandstand (less tax), \$1,654.25; night grandstand total (less tax), \$8,273.10.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: Late model stock car races by Auto Racing Inc.; old stock cars; cactus rodeo; Tournament of Thrills; Greater Olympic Circus; Thearle-Duffield, fireworks; Barnes & Carruthers acts; 1 night & 1 day of harness races.
AID, PREMIUMS: State aid, \$2,100; county aid, \$9,944; total estimated premiums paid out (excluding races), \$5,106.
ADMINISTRATION: President, D. H. Motur; secretary, Clyd Hanna; superintendent of concessions, Leo Broerman.
1955 DATES: August 1-6, tentative.

Wapello County Fair, Eldon

TOTAL ATTENDANCE: Paid, 24,000; free 4,000. Operated 3 days, 4 nights.
WEATHER: Rain 1 day, 1 night; cloudy 2 days, 3 nights.
RECEIPTS: Gate \$10,900; day grandstand total \$5,500; night grandstand total \$6,107.
CARNIVAL: American Beauty Shows.
ATTRACTIONS: Two thrill shows, 2 days of harness racing, WLS Bara Dance, big car auto races.
AID, PREMIUMS: State aid, \$2,100; county aid, \$7,000; total estimated premiums paid out (excluding races) \$4,500.
ADMINISTRATION: President, H. F. Gilbert; secretary, L. W. Hall.
1955 DATES: August 22-25, official.

Waupwa County Fair, Corydon

TOTAL ATTENDANCE: Paid 6,758; free 502. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$2,073.50; day grandstand total (less tax) \$927.60; night grandstand total (less tax) \$1,087.15.
CARNIVAL: Lake Shore Amusement; ride and show gross, total amount, less federal tax \$472.
ATTRACTIONS: Thrill show, house show, rodeo, circus.
AID, PREMIUMS: State aid \$2,100; county aid \$900; total estimated premiums paid out (excluding races) \$3,000.
ADMINISTRATION: President, Claude Lalyor; secretary, G. A. Ward.

West Liberty Fair, West Liberty

TOTAL ATTENDANCE: Paid 20,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
ATTRACTIONS: Two nights grandstand attractions by Charles Zemater Theatrical Agency; 2 afternoons harness racing; 1 day and 1 night Ward Beam Thrill Show.
AID, PREMIUMS: State aid \$2,100; county aid \$5,000; total estimated premiums paid out (excluding races) \$5,600.
ADMINISTRATION: President, George Gordon; secretary, Robert F. Barclay; superintendent of concessions, Fred Lehman; publicity director, W. G. Eichenauer.
1955 DATES: August 22-25, tentative.

KANSAS Central Kansas Free Fair, Abilene

TOTAL ATTENDANCE: Paid, 14,000; free, 2,500. Operated 5 days, 5 nights.
WEATHER: Good 3 nights; rain 1 night; cold or cloudy 1 night.
RECEIPTS: Night grandstand total (less tax) \$15,271.96.
CARNIVAL: Central States Shows.
ATTRACTIONS: Rodeo first four nights, produced by the George Stichka Co.; Roy Acuff last night.
AID, PREMIUMS: County aid, \$8,000; total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: President, Kenneth Olson; secretary, C. S. Peck; superintendent of concessions, Ed Leonard; publicity director, Howard Sparks.
1955 DATES: August 22-26, official.

Harper County Fair, Harper

TOTAL ATTENDANCE: Free, 5,000, estimated. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: C. E. Hagensick.
ATTRACTIONS: Rodeo, 3 days and 3 nights.
AID, PREMIUMS: County aid, \$2,000; total estimated premiums paid out (excluding races), \$2,000.
ADMINISTRATION: President, Noah Bauer; secretary, R. E. Dresser; superintendent of concessions, Jas R. Thompson, publicity director, Bert Carlyle.
1955 DATES: Last week in August, tentative.

Harvey County and 4-H Fair, Newton

TOTAL ATTENDANCE: Free (estimated) 34,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Rockwell Shows.
ATTRACTIONS: Three free evening shows, local talent used; three afternoon agricultural shows.
AID, PREMIUMS: County aid \$3,000; other aid \$5,000; total estimated premiums paid out (excluding races) \$3,200.
ADMINISTRATION: President, Harold Smith; secretary, Jack R. Turman.
1955 DATES: August 23-26, official.

The Inter-State Fair, Coffeyville

TOTAL ATTENDANCE: Free 40,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Night grandstand total (less tax), \$18,500.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: RCA rodeo, 3 nights, produced by Fair Assn.; stock car races, 1 night, produced by Coffeyville Racing Assn.; free talent show, 1 night; sponsored by Junge Baking Co.
AID, PREMIUMS: County aid, \$3,000; total estimated premiums paid out (excluding races), \$3,600.
ADMINISTRATION: President, Maurice Skelton; secretary, Lawrence M. Smith; superintendent of concessions, Albert R. Reiter; publicity director, Louis Paulsen.
1955 DATES: September 1-5, tentative.

Kansas Free Fair, Topeka

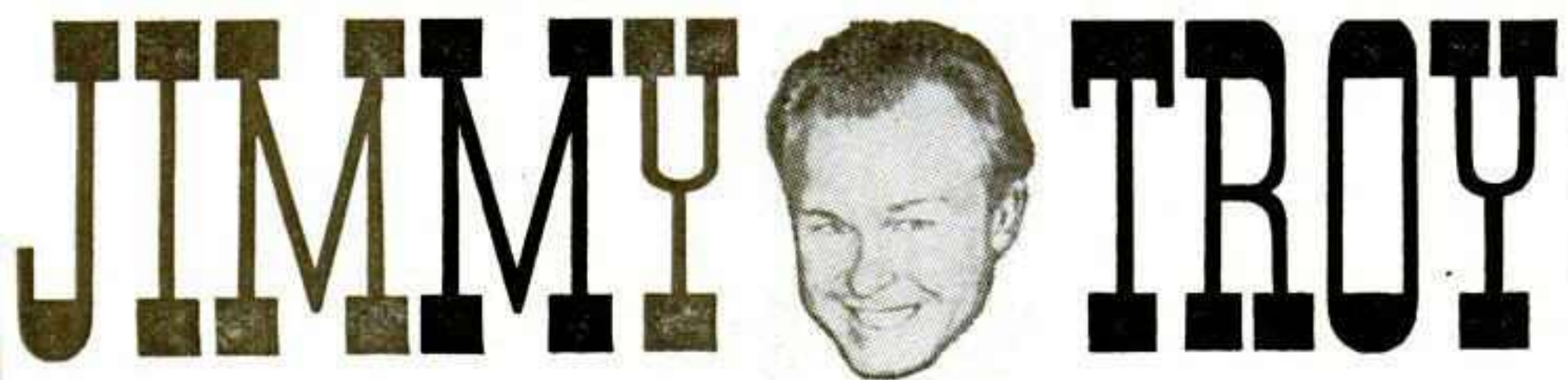
OPERATED: 7 days, 7 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Barnes-Carruthers revue, auto races, thrill show, running horse races.

Kansas State Fair, Hutchinson

OPERATED: 6 days, 7 nights
CARNIVAL: Independent.
ATTRACTIONS: Grandstand revue, stock car races, big car races.
ADMINISTRATION: Secretary, Virgil C. Miller.

Kincaid Free Fair, Kincaid

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Dixie Amusement Company.
AID, PREMIUMS: County aid; \$500; other aid, \$200.
ADMINISTRATION: President, Paul Evans; secretary, J. Q. Adams Jr.; superintendent of concessions, M. C. Booker.
1955 DATES: September 22-24, tentative.



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Kingman County 4-H Fair, Kingman

TOTAL ATTENDANCE: Free, 5,000. Operated 3 days, 2 nights. WEATHER: Good 3 days, 2 nights. CARNIVAL: Hagensch Rides. AID, PREMIUMS: County aid, \$2,500; other aid, \$800; total estimated premiums paid out (excluding races), \$2,750. ADMINISTRATION: President, H. Raonstein; secretary, C. Ime. 1955 DATES: Last full week of August, official.

Lane County Free Fair, Dighton

TOTAL ATTENDANCE: Paid 4,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Broadbeck-Schrader. ATTRACTIONS: Wheeler-Pittman revue 1 night; local talent show 1 night; Holden Thrill Show 1 night; rodeo 2 days. AID: County aid \$3,000. ADMINISTRATION: President, Raymond Ely; secretary, E. A. Bryant. 1955 DATES: First week in August, tentative.

Osborne County Fair, Osborne

TOTAL ATTENDANCE: Paid 6,000; free 600. Operated 4 days, 4 nights. WEATHER: Good 4 days, 2 nights; rain 2 nights. RECEIPTS: Day grandstand total (less tax) \$2,000; night grandstand total (less tax) \$3,000. CARNIVAL: State Fair Shows; ride and show gross, total amount, less federal tax, \$1,000. ATTRACTIONS: Baseball game and circus acts, Tom Drake Agency; stagershow, Tom Drake Agency, 1 night; stock car races, 2 afternoons; 4-H night, 1 night; Tommy Holden's Thrill Drivers, 1 night; horse racing, 1 afternoon; horse show, 1 night. AID, PREMIUMS: County aid \$2,723.94; total estimated premiums paid out (excluding races) \$2,330.75. ADMINISTRATION: President, Harold Carswell; secretary, Louis D. James. 1955 DATES: Third week in August, official.

Richmond Free Fair, Richmond

TOTAL ATTENDANCE: Free 7,500. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Raines Amusement Company. ATTRACTIONS: Talent show 1 night, Cowtown Wranglers 2d night, and Band and Square Dance Program 3d night; team pulling contest, tractor derby and parade. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,100. ADMINISTRATION: President, J. Frank Cox; secretary, John T. Roeckers; superintendent of concessions, Geo. C. Dietrich. 1955 DATES: August 17-19, tentative.

Sedgwick County Fair, Cheney

TOTAL ATTENDANCE: Free 10,000. Operated 3 days 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Brodbeck Shows. ATTRACTIONS: Stage show and broadcast, 2 nights by KANS radio station and KFJ radio station; horse pulling contest, county 4-H contests. AID, PREMIUMS: County aid \$3,500; total estimated premiums paid out (excluding races) \$3,500. ADMINISTRATION: President, Floyd Souders; secretary, Frank A. Ryniker; publicity director, Norma Souders.

Sumner County Fair, Caldwell

TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Central States Shows. AID, PREMIUMS: County aid, \$2,000; total estimated premiums paid out (excluding races), \$2,300. ADMINISTRATION: President, E. Edmondson; secretary, C. Heizer.

Thomas County Free Fair, Colby

TOTAL ATTENDANCE: Paid 7,000; free none. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate \$6,900; day grandstand total (less tax) \$2,586; night grandstand total (less tax) \$3,624. CARNIVAL: F. C. Bogle Shows; ride and show gross, total amount, less federal tax, \$1,500. ATTRACTIONS: Rodeo 1 night, 1 day; fireworks 2 nights; revue 2 nights; circus acts 1 night; professional auto races 2 days. AID, PREMIUMS: County aid \$3,600; total estimated premiums paid out (excluding races) \$3,600. ADMINISTRATION: President, H. C. Thompson; secretary, J. B. Kuska. 1955 DATES: August 9-12, tentative.

Tri-County Free Fair, Horton

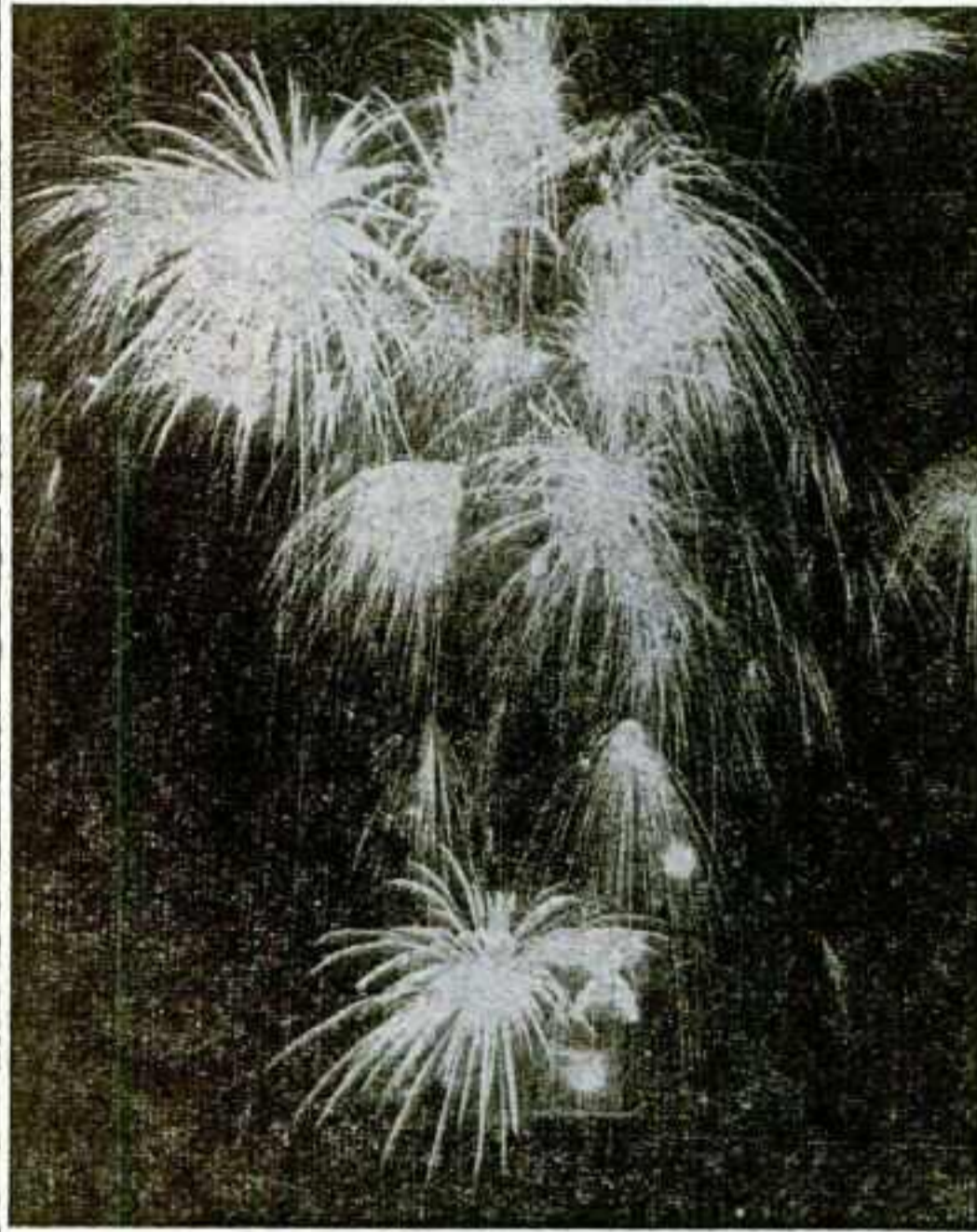
TOTAL ATTENDANCE: Free 10,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Evans United Shows. ATTRACTIONS: Free acts, 2 nights; 4-H talent 1 night. AID, PREMIUMS: County aid \$2,000. ADMINISTRATION: President, Wm. T. Knouse; secretary, J. A. Bourquin; superintendent of concessions, H. Chapman.

KENTUCKY

Kentucky State Fair, Louisville

TOTAL ATTENDANCE: 345,237. Operated 9 days, 9 nights. WEATHER: Good 8 days, 9 nights; rain 1 day. CARNIVAL: Amusement Company of America; ride and show gross, total amount, less federal tax, \$106,772.12. ATTRACTIONS: Outdoor sports show

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AID, PREMIUMS: State aid \$75,000; total estimated premiums paid out (excluding races) \$135,000.
ADMINISTRATION: Manager, J. Dan Baldwin; superintendent of concessions, Ed Brooks; publicity director, L. (Doc) Cassidy.
 1955 DATES: September 9-17, official.

LOUISIANA

East Feliciana Parish Fair, Clinton

TOTAL ATTENDANCE: Free 15,000. Operated 3 days, 4 nights.
CARNIVAL: Floyd O. Kile Shows.
AID, PREMIUMS: State aid \$2,000; total estimated premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, L. Cullen Shows; secretary, A. R. Cain.

Louisiana State Fair, Shreveport

OPERATED: 9 days, 9 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Barnes-Carruthers grandstand revue, National Speedway auto races.
ADMINISTRATION: Secretary, Joe Moursour.

MAINE

Blue Hill Fair, Blue Hill

TOTAL ATTENDANCE: Paid 10,000; free 500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: \$13,000, including grandstand receipts.

CARNIVAL: Dick Wilcox Show.
ATTRACTIONS: Horse racing, horse pulling, cattle show, regional gladiolus show, grandstand show, rodeo.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.

ADMINISTRATION: President, Alton Grindle; secretary, Phil O'Brien; superintendent of concessions, John Clough.

1955 DATES: Sat. preceeding and thru Labor Day, official.

Piscataquis Valley Fair, Dover-Foxcroft

TOTAL ATTENDANCE: Paid 1,600; free 300. Operated 1 day.
WEATHER: Rain 1 day.
RECEIPTS: Gate 1,200; day grandstand total (less tax) \$100.

CARNIVAL: Dick Wilcox Show.

AID, PREMIUMS: State aid \$850; county aid none; other aid none; total estimated premiums paid out (excluding races) \$1,900.

ADMINISTRATION: President, Frank L. Smith; secretary, C. G. Cushman; superintendent of concessions, M. S. Blethen; publicity director, Arno D. Emery.

1955 DATES: August 27, tentative.

Skowhegan State Fair, Skowhegan

TOTAL ATTENDANCE: Paid, 71,000; free, 4,872. Operated 8 days, 8 nights.
WEATHER: Good 7 days, 7 nights, rain 1 day, 1 night.

CARNIVAL: King Reid Shows.

ATTRACTIONS: George Hamid & Son's revue and vaudeville, 6 nights; Buck Steele's Frontier Days, 2 days and 2 nights; 6 days harness racing.

AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$18,000.

ADMINISTRATION: President, H. E. Smith; general manager, Roy E. Symons; superintendent of concessions, John Carter.

1955 DATES: August 13-20, official.

World's Fair, North Waterford

TOTAL ATTENDANCE: Paid, 6000; free, 400. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

CARNIVAL: Eastern Amusement Co.

ATTRACTIONS: Horse pulling.

AID, PREMIUMS: State aid, \$2,000.

ADMINISTRATION: President, John D. Grover; secretary, W. L. Button.

1955 DATES: Sept. 30-Oct. 1, official.

MASSACHUSETTS

Brockton Fair, Brockton

OPERATED: 8 days, 8 nights.

CARNIVAL: World of Mirth Shows.

ATTRACTIONS: Harness racing with pari-mutuels; thrill show, revue.

ADMINISTRATION: Secretary, Frank H. Kingman.

Massachusetts State Fair, Weymouth

TOTAL ATTENDANCE: Paid, 193,097. Operated 8 days, 8 nights.

WEATHER: Good 8 days, 8 nights.

CARNIVAL: Legasse Amusement Co.

ATTRACTIONS: Circus acts (7 days, 7 nights Hamid), Congress of International Dare Devils (1 day, 1 night), horse and ox pull 1 afternoon.

AID, PREMIUMS: State aid, \$4,000. Total estimated premiums paid out (excluding races) \$16,000.

ADMINISTRATION: Milton Danziger, vice-president and general manager.

1955 DATES: August 13-20, official.

MICHIGAN

Allegan County Fair, Allegan

TOTAL ATTENDANCE: Paid, 59,609; free, 11,200. Operated 6 days, 6 nights.

WEATHER: Good ½ day, 2 nights; rain 5½ days; cold or cloudy 5 nights.

CARNIVAL: Happyland Shows.

ATTRACTIONS: Ward Beam's thrill show 1 night; Barnes-Carruthers stage revue, 5 nights; 4 days of harness races.

AID, PREMIUMS: State Aid, \$4,800. Total estimated premiums paid out (excluding races) \$12,900.

ADMINISTRATION: President, E. W. DeLano; secretary, J. H. Snow; publicity director, John Axe.

1955 DATES: September 12-17, official.

Armada Fair, Armada

OPERATED: 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

ATTRACTIONS: Gus Sun, 3 days and nights.

ADMINISTRATION: President, Paul Russ; secretary, Roy Conner.

1955 DATES: August 25-28, tentative.

TOTAL ATTENDANCE: Paid, 41,000; free, 11,000. Operated 5 days, 6 nights.

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

Berlin Fair, Marne

TOTAL ATTENDANCE: Paid 19,000; free 4,000. Operated 4 days, 5 nights.

WEATHER: Good 4 days, 5 nights.

RECEIPTS: Gate \$8,095.

CARNIVAL: W. G. Wade Shows.

ATTRACTIONS: Stock car racing, amateur show, horse pulling, harness racing, running races, tractor pulling.

AID, PREMIUMS: State aid \$3,880; county aid \$300; total estimated premiums paid out \$4,000.

ADMINISTRATION: President, Ed Dinkel; secretary, R. M. Ossewarde; publicity director, Jack Bronkena.

1955 DATES: August 29-September 3, tentative.

Eaton County 4-H Fair, Charlotte

TOTAL ATTENDANCE: Paid 40,000. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

RECEIPTS: Gate \$10,019.05; day grandstand total (less tax) \$1,431.25; night grandstand total (less tax) \$3,498.41.

CARNIVAL: Gooding Amusement; ride and show gross, total amount, less federal tax, \$2,192.92.

ATTRACTIONS: Canadian Aces Thrill Show, 1 night; local 4-H talent show, 1 night; revue booked thru Gus Sun Booking Agency, via Val Campbell, 3 nights.

AID, PREMIUMS: State aid \$2,500; county aid \$3,000; total estimated premiums paid out (excluding races) \$5,500.

ADMINISTRATION: President, O. E. Packard; secretary, Sidney Phillips.

1955 DATES: August 30-September 3, tentative.

Gladwin County Jr. Fair, Gladwin

OPERATED: 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate \$1,723.72; day grandstand total (less tax) \$391.61; night grandstand total (less tax) \$769.45.

CARNIVAL: W. G. Wade Jr.

ATTRACTIONS: Horse pulling, 2 days; harness racing, 2 days in afternoon; horse show, 1 night; running races after harness racing, 1 afternoon; Bert Thomas stageshow, 2 nights.

AID: State aid \$1,534.40.

ADMINISTRATION: President, John Whitmer; secretary, Olive Nearing; superintendent of concessions, Jess Huggett.

Hillsdale County Agricultural Society, Hillsdale

TOTAL ATTENDANCE: Paid 100,000. Operated 7 days, 6 nights.

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

RECEIPTS: Gate 22,637.36; day and night grandstand total (less tax) \$9,143.60.

CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Barnes-Carruthers, with Gertrude Avery Revue; harness races.

AID, PREMIUMS: State aid, \$13,500; total estimated premiums paid out (excluding races), \$12,000.

ADMINISTRATION: President, Lynn Rynex; secretary, H. B. Kelley.

1955 DATES: September 25-October 1, official.

Ionia Free Fair, Ionia

OPERATED: 8 days, 8 nights.

CARNIVAL: Cetlin & Wilson Shows.

ATTRACTIONS: Barnes-Carruthers revue, thrill show, auto races.

ADMINISTRATION: President, Allan Williams; secretary, Rose Sarlow.

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Paid 35,000; free 15,000. Operated 5 days, 6 nights.

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

RECEIPTS: Gate \$14,139.80; night grandstand total (less tax) \$6,538.65.

CARNIVAL: Gooding Amusement Company; ride and show gross, total amount, less federal tax, \$35,000.

ATTRACTIONS: Five nights, circus-type acts; 1 day, thrill show.

AID, PREMIUMS: State aid \$5,200; total estimated premiums paid out (excluding races) \$13,000.

ADMINISTRATION: President, Roy Hatt; secretary, Ilone Lausec.

Lenawee County Fair, Adrian

TOTAL ATTENDANCE: Paid, 41,000; free, 11,000. Operated 5 days, 6 nights.

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

RECEIPTS: Gate, \$18,000.

CARNIVAL: Gooding Amusement Co.

ATTRACTIONS: Barnes-Carruthers show, 3 days, 3 nights; B. Ward Beam thrill show, 1 day; 4 days harness races.

AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$9,000.

ADMINISTRATION: President, C. Kleidinst; secretary, H. H. Hungerford; superintendent of concessions, E. Harris; publicity director, Don Dean.

1955 DATES: September 19-24, tentative.

Michigan State Fair, Detroit

TOTAL ATTENDANCE: 429,627; free, 325,945. Operated 10 days, 10 nights.

WEATHER: Good, 10 days, 10 nights.

RECEIPTS: Gate, \$257,776.20; coliseum show, \$72,875. Total grandstand (less tax) \$77,954.

CARNIVAL: W. G. Wade Shows; ride and show gross, total amount (less federal tax) \$208,000.

ATTRACTIONS: Coliseum, Patti Page; Nat (King) Colé; Bunny Paul; Billy Ward Dominoes; other musical and singing acts.

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Booked by Mike Falk agency. Grandstand, Jimmy Lynch thrill show, 3 performances; Irish Horan thrill show, 1 performance; rodeo, 7 days, starring Cisco Kid and Pancho; all booked by Val Campbell agency. Two stock car races, promoted by H. E. Redkey & Assoc., Chicago.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$112,000.
ADMINISTRATION: President, Mark L. Crawford; general manager, James M. Hare; assistant manager-controller, C. J. Wasung; publicity director, Dick Frederick.
1955 DATES: September 2-11 inclusive, tentative.

Saginaw Fair, Saginaw

OPERATED: 7 days, 7 nights.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Barnes-Carruthers grandstand revue.
ADMINISTRATION: Secretary, Clarence B. Harnden.

Sanilac County 4-H Fair, Sandusky

TOTAL ATTENDANCE: Free 20,000. Operated 5 days, 5 nights.
WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 2 nights.
RECEIPTS: Day and night grandstand total (less tax) \$3,003.25.
CARNIVAL: World of Pleasure; ride and show gross, total amount, less federal tax, \$9,328.88.
ATTRACTIONS: Local saddle club show, 1 night; Barnes-Carruthers show, 4 afternoons, 4 evenings.
AID, PREMIUMS: State aid \$1,800; county aid \$500; total estimated premiums paid out (excluding races) \$4,500.
ADMINISTRATION: President, Russell Wilson; secretary, Keith C. Sowerby.
1955 DATES: August 16-20, official.

Upper Peninsula State Fair, Escanaba

TOTAL ATTENDANCE: Free 110,000. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; rain 3 days, 3 nights.
RECEIPTS: Grandstand total (less tax) \$18,496.47.
CARNIVAL: Blue Ribbon Shows; ride and show gross, total amount, less federal tax, \$24,033.15.
ATTRACTIONS: Barnes-Carruthers Variety Show 1 afternoon, 4 nights; Canadian Congress Daredevils 1 afternoon; Homer & Jethro 1 night; Rex Allen 1 night.
PREMIUMS: Total estimated premiums paid out (excluding races) \$20,000.
ADMINISTRATION: President, R. E. Allingham; secretary, Ray La Porte; superintendent of concessions, Bob Olson; publicity director, Ken Gunderman.
1955 DATES: August 23-28, official.

MINNESOTA

Becker County Fair, Detroit Lakes

TOTAL ATTENDANCE: Paid 12,425; free 3,500. Operated 3 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$2,473.75.
CARNIVAL: Roger Bros.; ride and show gross, total amount, less federal tax, \$1,086.
ATTRACTIONS: Ernie Young Agency.
AID, PREMIUMS: State aid \$1,500; other aid \$1,900.
ADMINISTRATION: President, Fred Wickstrom; secretary, A. L. Boze; superintendent of concessions, Ted Wath.
1955 DATES: August 24-27, tentative.

Brown County Fair, New Ulm

TOTAL ATTENDANCE: Paid, 18,423. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$4,562.50.
CARNIVAL: Don Franklin Shows; ride and show gross, total amount (less federal tax) \$3,362.
ATTRACTIONS: Gene Hathers ostriches, 2 afternoons; Barnes-Carruthers revue, 3 nights; Ward Beam, 1 afternoon.
AID, PREMIUMS: State aid, \$2,526.87; county aid, \$1,000.
ADMINISTRATION: President, W. F. Huevelmann; secretary, E. J. Hedges; superintendent of concessions, Leon Ochs.
1955 DATES: August 18-21, official.

Chippewa County Fair, Montevideo

TOTAL ATTENDANCE: Free, 60,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 2 days, 1 night; cold or cloudy, 1 night.
CARNIVAL: Wolf Greater Shows.
ATTRACTIONS: Variety show, Marlo show productions; 2 days, harness races.
AID, PREMIUMS: City aid, \$1,000. Total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: President, V. S. Schultz; secretary, S. O. Syverson.

Crow Wing County Fair, Brainerd

TOTAL ATTENDANCE: Paid, 20,009; free, 980. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$3,345.20; total grandstand (less tax) \$1,444.50.
CARNIVAL: Badger State Shows; ride and show gross total amount (less federal tax) \$8,547.50.
ATTRACTIONS: 4 days, 4 nights regular stage show.

Goodhue County Fair, Zumbrota

TOTAL ATTENDANCE: Paid 1,500. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: Royal United Shows.
ATTRACTIONS: 1 day horse show.
ADMINISTRATION: President, Geo. Freeman; secretary, A. E. Callyig.

Isanti County Fair, Cambridge

TOTAL ATTENDANCE: Paid 4,500; free 4,500. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 3 nights; cold or cloudy 2 days, 1 night.
RECEIPTS: Gate \$2,500.
ATTRACTIONS: Williams & Lee Attractions.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,130.
ADMINISTRATION: President, H. C. Roth; secretary, R. S. Parker.

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Paid 7,500; free 8,000. Operated 3 days, 4 nights.
WEATHER: Good 1 day, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
RECEIPTS: Gate \$3,760.50; day grandstand total (less tax) \$2,264.70; night grandstand total (less tax) \$869.50.
CARNIVAL: Tivoli Exposition Shows.
ATTRACTIONS: Big car auto races, 2 days, Al Sweeney; "Vogues of Manhattan," 3 nights, Barnes-Carruthers; Sun Brothers' Circus, 1 day, 1 night, Grossman Entertainment Service; saddle club, 1 night, local talent.
AID, PREMIUMS: State aid \$2,478.11; county aid \$2,500; total estimated premiums paid out (excluding races) \$4,607.50.
ADMINISTRATION: President, A. F. Scheppmann; secretary, Anton C. Geiger; superintendent of concessions, George B. Peterson.
1955 DATES: August 18-21, tentative.

Lake County Fair, Two Harbors

TOTAL ATTENDANCE: Paid, 3,743; free 4,250. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day.
RECEIPTS: Gate, \$1,443.75.
CARNIVAL: Roger Bros.' Shows.
ATTRACTIONS: Local talent.
AID, PREMIUMS: State aid, \$165. Total estimated premiums paid out (excluding races) \$2,180.
ADMINISTRATION: President, Ed Nauha; secretary, Torstein Grinager.
1955 DATES: August 21-24, tentative.

Lincoln County Fair, Tyler

TOTAL ATTENDANCE: Paid 6,000. Operated 4 days.
WEATHER: Good 3 days; rain 1 day.
CARNIVAL: Veterans United Shows.
ATTRACTIONS: Midget auto races, Garvin show.
ADMINISTRATION: Secretary, Therkel Jorgensen.

Marshall County Fair, Warren

TOTAL ATTENDANCE: Paid 6,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$3,000; day grandstand total (less tax) \$1,800; night grandstand total (less tax) \$2,000.
CARNIVAL: Badger State Shows; ride and show gross, total amount, less federal tax, \$1,431.80.
ATTRACTIONS: Zemater Productions 3 days and nights; 2 afternoons of horse racing.
AID, PREMIUMS: State aid \$2,000; county aid \$1,500; total estimated premiums paid out (excluding races) \$2,556.
ADMINISTRATION: President, O. M. Mattson; secretary, Ken Nelson.

Martin County Free Gate Fair, Fairmont

TOTAL ATTENDANCE: Free, 88,000. Operated, 3 days, 4 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day, 1 night.
CARNIVAL: Wm. T. Collins Shows.
ATTRACTIONS: Aut Swenson thrillcade; Gene Halters ostriches.
AID, PREMIUMS: State Aid, \$3,200; county aid, \$800.
ADMINISTRATION: President, George Meschke; secretary John Livermore.

Minnesota State Fair, St. Paul

OPERATED: 10 days, 10 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Barnes-Carruthers revue, Swenson Thrillcade, Frank Winkley big car and stock car races, horse show.
ADMINISTRATION: Secretary, Douglas K. Baldwin; superintendent of concessions, Harry Frost; publicity director, Ray Speer.

Mower County Fair and Midwest Livestock Show, Austin

OPERATED: 6 days, 6 nights.
ATTRACTIONS: Barnes-Carruthers grandstand revue, auto races, horse show.
ADMINISTRATION: Secretary, P. J. (Pete) Holland.

Otter Tail County Fair, Fergus Falls

TOTAL ATTENDANCE: Paid, 15,350; free, 23,025. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Gate, \$8,118.25; total grandstand (less tax) \$4,446.
CARNIVAL: Rainey United Shows; ride and show gross total amount (less federal tax) \$6,041.48.
ATTRACTIONS: Circus acts, 3 days, 4 nights, thru Barnes-Carruthers agency.
AID, PREMIUMS: State Aid, \$2,825.89; county aid, \$4,868.45. Total Premiums paid out (excluding races) \$4,934.80.
ADMINISTRATION: President, Theo. M. Thompson; secretary, Knute Hanson.
1955 DATES: August 24-27, official.

Northern Minnesota District Fair, Littlefork

TOTAL ATTENDANCE: 5,000. Operated 2 days, 2 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night.
RECEIPTS: Night grandstand total (less tax) \$1,128.90.
CARNIVAL: Art B. Thomas Shows.
ATTRACTIONS: Stage, open air.

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AID, PREMIUMS: State aid, \$1,307; county aid, \$1,200; total estimated premiums paid out (excluding races) \$1,598.50.
ADMINISTRATION: President, Mrs. Margaret Laurin; secretary, Mrs. H. Running; superintendent of concessions, Mort Davis; publicity director, E. J. Chilgren.

Polk County Agricultural Fair, Fertile

TOTAL ATTENDANCE: Paid 6,000; free 4,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$2,508.28; night grandstand total (less tax) \$1,866.90.
CARNIVAL: Badger State Shows; ride and show gross, total amount, less federal tax, \$2,963.35.
ATTRACTION: Charles Zemater show, 4 nights.
AID, PREMIUMS: State aid \$1,056.08; county aid \$600; total estimated premiums paid out (excluding races) \$1,439.50.
ADMINISTRATION: President, Albin Johnson; secretary, Reynold Erickson; publicity director, Owen Knudsen.

Pope County Fair, Glenwood

TOTAL ATTENDANCE: Free, 4,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 2 nights; rain 2 days; cold or cloudy 1 night.
RECEIPTS: Day grandstand total (less tax) \$2,544.31.
CARNIVAL: Roger Bros.' Shows.
ATTRACTIONS: Home talent show 1 evening; harness racing, 1 afternoon; grandstand acts furnished by Hal Garven, Minneapolis horse show 1 evening.
AID, PREMIUMS: State aid, \$1,699.99; county aid, \$7,565.39; total estimated premiums paid out (excluding races) \$2,572.50.
ADMINISTRATION: President, Leonard Schumach, secretary, G. M. Grandrud.
1955 DATES: September 16-18, official.

Renville County Fair, Bird Island

TOTAL ATTENDANCE: Paid 13,594. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate \$6,733; day and night grandstand total (less tax) \$3,623.
CARNIVAL: Wolff Greater Shows; ride and show gross, total amount, less federal tax \$1,250.
ATTRACTIONS: DeWaldo acts, stock car races, harness races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$3,728.65.
ADMINISTRATION: President, Ed Jungers; secretary, Harold Baumgartner; superintendent of concessions, Dale Damewitz.
1955 DATES: August 24-26, tentative.

Shell Prairie Fair, Park Rapids

OPERATED: Three days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Badger State Shows.
ATTRACTIONS: Hal Garven acts.
AID: State aid, \$2,200.
ADMINISTRATION: President, C. C. Manlove; secretary, B. E. Breuer; superintendent of concessions, Harry Ressler; publicity director, William Dorsey.
1955 DATES: August 15-17, tentative.

St. Louis County Fair, Hibbing

TOTAL ATTENDANCE: Paid 20,915; free 30,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$5,229; day grandstand total (less tax), \$4,406; night grandstand total (less tax) \$2,344.
CARNIVAL: Art B. Thomas Shows.
ATTRACTIONS: Stock car races, big car races, stagshow, thrill show.
AID, PREMIUMS: State aid, \$2,100; county aid, \$2,000; other aid, \$7,000. Total estimated premiums paid out (excluding races), \$4,000.
ADMINISTRATION: President, William F. Haenke; secretary, Sulo Ojakangas; publicity director, George Fisher.
1955 DATES: August 12-14, tentative.

Steele County Free Fair, Owatonna

TOTAL ATTENDANCE: Free, 114,645. Operated 5 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 2 nights.
CARNIVAL: 20th Century Shows.
ATTRACTIONS: Wrestling, 2 nights; horse racing, 2 days; Tri-State harness racing; 2 days of modified stock car racing, St. Cloud Speedways, Inc.; 1 day big cars, Auto Racing, Inc.; 4 nights of grandstand revue, Ernie Young.
AID, PREMIUMS: State Aid, \$1,500; county aid, \$2,250. Total estimated premiums paid out (excluding races) \$10,264.
ADMINISTRATION: President, H. B. Theimer; secretary, Stan Muckle; publicity director, Dr. Louis Allgeyer.
1955 DATES: August 16-21, official.

Swift County Fair, Appleton

Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: Badger State Shows.
ATTRACTION: Grossman Entertainment Enterprises.
ADMINISTRATION: President, E. W. Pederson; secretary, J. G. Anderson.
1955 DATES: August 25-28, official.

Wadena County Fair, Wadena

TOTAL ATTENDANCE: Paid, 10,500; free, 1,000. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: World of Today.
ATTRACTIONS: Tournament of thrills, Leo Overland.
AID, PREMIUMS: State aid, \$2,000; county aid, \$20; other aid, \$200. Total estimated premiums paid out (excluding races) \$3,200.
ADMINISTRATION: President, M. E. Isherwood; secretary, Don Brown; superintendent of concessions, Sam Baden.
1955 DATES: August 11-14, tentative.

Wright County Fair, Howard Lake

TOTAL ATTENDANCE: Paid, 18,900; free, 14,600. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$5,054.25; day grandstand total (less tax) \$1,664; night grandstand total (less tax) \$581.50.

CARNIVAL: North Star Shows.
ATTRACTIONS: Cactus rodeo, 2 days; horse show.

AID, PREMIUMS: State aid, \$2,300; county aid, \$2,500.
1955 DATES: August 11-14, official.

MISSISSIPPI

Mississippi-Alabama Fair and Dairy Show, Tupelo

TOTAL ATTENDANCE: Paid 141,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day; cold or cloudy 1 night.
CARNIVAL: Gooding Million Dollar Midway.
ATTRACTIONS: Braly Attractions, 5 nights and 2 days.
AID: State aid \$2,500; county aid \$2,500.
ADMINISTRATION: President-Manager, J. M. Savery; publicity director, Gene Gratz.
1955 DATES: First week in October, tentative.

Mississippi State Fair, Jackson

TOTAL ATTENDANCE: 325,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Night grandstand total (less tax) \$14,000.
CARNIVAL: Royal American; ride and show gross, total amount, less federal tax \$89,065.
AID, PREMIUMS: State aid none; county aid \$1,000; other aid \$5,000; total estimated premiums paid out (excluding races) \$30,000.
ADMINISTRATION: Secretary, J. M. Dean; publicity director, Dixie Advertisers.
1955 DATES: October 10-15, official.

Wayne County Fair, Waynesboro

TOTAL ATTENDANCE: Paid 10,000, free 300. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
CARNIVAL: Red Ribbon Shows.
PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000.
AID, PREMIUMS: State aid, \$2,238.08; county aid, \$2,000. Other aid, \$175. Total estimated premiums paid out (excluding races) \$3,553.45.
ADMINISTRATION: President, J. E. Chalberg; secretary, B. C. Wilkins; publicity director, Mrs. J. H. Klaseen.
1955 DATES: August 10-13, official.

MISSOURI

Hickory County Free Fair, Hermitage

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Talent show, dance, rodeo kids, M. F. Taylor.
AID, PREMIUMS: State aid \$225; county aid \$100; total estimated premiums paid out (excluding races) \$800.
ADMINISTRATION: President, M. F. Taylor; secretary, James B. Hardy.
1955 DATES: September 3-5, tentative.

Lamar's Farm and Industrial Exposition, Lamar

TOTAL ATTENDANCE: Free 25,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Sunset Amusement Company.
ATTRACTIONS: Top Talent, Inc., Springfield; radio TV stars, DeLisle Chappell, Miller Troupe, twice daily during fair.
AID, PREMIUMS: State aid \$1,200; other aid \$3,500.
ADMINISTRATION: President, Bud Moore; publicity director, Madeline Aull VanHaften.
1955 DATES: Third week in September, official.

Missouri State Fair, Sedalia

TOTAL ATTENDANCE: Paid 497,333. Operated 9 days, 9 nights.
WEATHER: Good 9 days, 9 nights.
RECEIPTS: Gate \$67,646; day grandstand total (less tax) \$51,049; night grandstand total (less tax) \$27,762.50.
CARNIVAL: Cetlin & Wilson; ride and show gross, total amount, less federal tax \$18,927.40.
ATTRACTIONS: Barnes-Carruthers Stage Show, 6 nights; auto races, days; thrill show, 2 days; harness races, 5 days.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$61,832.75.
ADMINISTRATION: Secretary, Ross C. Ewing; superintendent of concessions, R. E. Kahn; publicity director, W. H. Ritzenthaler.
1955 DATES: August 20-28, tentative.

North Central Missouri Fair, Trenton

TOTAL ATTENDANCE: Paid, 7,214; free, 6,104 (estimated). Operated 5 days, 6 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 2 nights; cold or cloudy, 1 day, 1 night.
CARNIVAL: Mound City Shows.
ATTRACTIONS: Tommie Holden thrill show, stock car races, horse racing, championship rodeo, tractor and horse pulling.
AID, PREMIUMS: State aid, \$1,240; other aid, \$650; total estimated premiums paid out (excluding races) \$5,275.
ADMINISTRATION: President, Elmer Posey; superintendent of concessions, Leland McMullen.
1955 DATES: August 13-18, official.

Ozark Empire Fair, Springfield

OPERATED: 7 days, 7 nights.
ATTRACTIONS: Thrill show, night re-

vue, auto races, horse show, running races.
ADMINISTRATION: Secretary, Glen Boyda

MONTANA

Central Montana Fair and Rodeo, Lewistown

TOTAL ATTENDANCE: Paid 10,000; free 1,600. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate \$2,520; day grandstand total 6,484.25; night grandstand total (less tax) \$3,321.
CARNIVAL: Northern Exposition Shows; ride and show gross, total amount, less federal tax \$2,073.29.
ATTRACTIONS: Williams & Lee night show; Joaquin Sanchez, clown and bull-fighter; Jay Sissler with a dog act; Regina Pierre, trick roping; Stan Walker, Chuck-wagon Races; John Tunnicliff, rodeo stock and manager; three days of local horse races.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$5,463.40.
ADMINISTRATION: President, C. W. Cooley; secretary, James M. Schultz.
1955 DATES: July 28-30, official.

Fallon County Fair, Baker

TOTAL ATTENDANCE: Paid, 3,522; free, 400. Operated 2 days, 3 nights.
WEATHER: Good 2 days, 3 nights.
RECEIPTS: Gate \$3,522; day grandstand total (less tax) \$1,616; night grandstand total (less tax) \$3,755.
CARNIVAL: Rockwell Shows.
ATTRACTIONS: Rides & concessions, Greenough & Orr Rodeo, 2 days running races.
AID, PREMIUMS: State aid none; county aid \$2,000; other aid none.
ADMINISTRATION: President, H. B. French; secretary, E. R. Hoff.
1955 DATES: August 26-28, tentative.

Marias Fair & Rodeo, Shelby

OPERATED: 4 days, 4 nights.
ATTRACTIONS: Rodeo, racing, revue.
ADMINISTRATION: Secretary, Clifford C. Coover.

North Montana State Fair, Great Falls

TOTAL ATTENDANCE: Paid 131,136; free 4,214. Operated 8 days, 9 nights.
WEATHER: Good 7 days, 8 nights; rain 1 day, 1 night.
CARNIVAL: Siebrand Bros.
ATTRACTIONS: Rodeo, 4 nights; Barnes show, 5 nights.
AID, PREMIUMS: State aid none; county aid none; other aid none.
ADMINISTRATION: President, E. F. Galt; secretary, Leo C. Dailey.

NEBRASKA

Buffalo County Fair, Kearney

TOTAL ATTENDANCE: Paid 5,151. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Total receipts \$3,784.20.
CARNIVAL: Hale's Carnival.
ATTRACTIONS: Wheeler-Pittman Theatrical Shows.
AID, PREMIUMS: County aid \$7,000; total estimated premiums paid out (excluding races) \$6,594.43.
ADMINISTRATION: President, Fred Knobel; secretary, W. S. Wimberley; superintendent of concessions, Chester O. Marshall.
1955 DATES: August 29-September 2, official.

Cheyenne County Fair, Sidney

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Day grandstand total (less tax) \$3,468; night grandstand total (less tax) \$997.
CARNIVAL: Norton's Rides & Shows; ride and show gross, total amount, less federal tax \$2,453.
ATTRACTIONS: Rodeo, 2 afternoons, RCA Geo. Stichka Company; Irving Grossman Agency, 2 night shows, vaudeville, novelty acts.
AID, PREMIUMS: State aid \$631.25; county aid \$3,100; total estimated premiums paid out (excluding races) \$3,731.25.
ADMINISTRATION: President, Stewart Brown; secretary, W. E. Cunningham.
1955 DATES: August 25-28, tentative.

Dawson County Agricultural Society, Lexington

TOTAL ATTENDANCE: Free 20,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Starlight Shows; rides and show gross, total amount, less federal tax, \$3,180.12.
ATTRACTIONS: Thrill show, circus revue, stock car races.
ADMINISTRATION: President, Forest Fagot; secretary, Monte Kiffin.
1955 DATES: August 30-September 2, tentative.

Eustis Fair and Corn Show, Eustis

TOTAL ATTENDANCE: Paid 300; free 1,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days; rain 3 nights.
CARNIVAL: Curl's Amusement Company.
ATTRACTIONS: Amateur contest, 1 night; band show and community chorus concert, 1 night; dances all 3 nights.
AID, PREMIUMS: State aid \$250; county aid \$800; total estimated premiums paid out (excluding races) \$750.
ADMINISTRATION: President, Albert Hablitzes; secretary, Dean Hueftle.

Gosper County Fair, Elwood

TOTAL ATTENDANCE: Free 3,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights.
CARNIVAL: Strongs Amusement Company.
ATTRACTIONS: Series of free acts.

ADMINISTRATION: President, Geo. T. Burt; secretary, M. R. Morgan; superintendent of concessions, J. M. Reynolds.
1955 DATES: August 17-19, official.

Lincoln County Fair, North Platte

TOTAL ATTENDANCE: Free 25,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days; rain 3 nights; cold or cloudy 2 nights.
RECEIPTS: Day grandstand total (less tax) \$2,000; night grandstand total (less tax) \$3,000.
CARNIVAL: Hill's Greater Shows; ride and show gross, total amount, less federal tax \$3,000.
ATTRACTIONS: Stock car races, Stars Over Ice, Grand Ole Opry, WSM; square dance contest, stage review, Moorehead; cutting horse contest, tractor operators, calf scramble.
AID, PREMIUMS: State aid \$630; county aid \$7,000; total estimated premiums paid out (excluding races) \$3,200.
ADMINISTRATION: President, Paul Thomsen; secretary, H. B. Manners; superintendent of concessions, H. B. Manners; publicity director, H. B. Manners.
1955 DATES: August 21-25, official.

Nebraska State Fair, Lincoln

OPERATED: 6 days, 6 nights.
CARNIVAL: William T. Collins' Shows.
ATTRACTIONS: Revue, thrill show, auto races.
ADMINISTRATION: Secretary, Ed Schultz.

Platte County Fair, Columbus

TOTAL ATTENDANCE: Paid 4,300; free 3,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Day grandstand total (less tax) \$1,351; night grandstand total (less tax), \$2,727.
CARNIVAL: Merriam Shows.
ATTRACTIONS: Thrill show, 1 evening; harness races, 2 afternoons; girl revue, 2 evenings.
AID, PREMIUMS: State aid, \$631.25; county aid \$4,000; total estimated premiums paid out (excluding races) \$3,438.
ADMINISTRATION: President, Harold Oppliger; secretary, W. L. Boettcher; superintendent of concessions, Forrest Corn.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: Free 45,000. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: Hales Shows of Tomorrow.
ATTRACTIONS: Platform acts.
ADMINISTRATION: President, Frank J. Rist; secretary, L. E. Watson; superintendent of concessions, Henry Kroese; publicity director, Ben Mitchell.
1955 DATES: September 14-16, official.

Scotts Bluff County Fair, Mitchell

TOTAL ATTENDANCE: Paid 9,883; free 1,500. Operated 7 days, 3 nights.
WEATHER: Good 7 days, 3 nights.
RECEIPTS: Gate \$2,055.50; day grandstand total (less tax) \$11,609.50; night grandstand total (less tax) \$4,873.50.
CARNIVAL: Norton Shows.
ATTRACTIONS: Wheeler-Pittman Theatrical Agency acts; 7 days pari-mutuel racing.
AID, PREMIUMS: County aid \$5,600; total estimated premiums paid out (excluding races) \$5,000.
ADMINISTRATION: President, J. W. Sandford; secretary, W. W. Hickman; publicity director, C. J. Sanderson.
1955 DATES: September 3-10, tentative.

Sheridan County Fair and Rodeo, Gordon

OPERATED: 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
CARNIVAL: Curl Amusement Company.
ATTRACTIONS: R C A Rodeo, 3 days; Wheeler Pitman stagershow, 2 nights.
AID: State aid \$631.25; county aid \$1,739.50.
ADMINISTRATION: President, Robert Y. Ross; secretary, George B. Comer; superintendent of concessions, Dale Youel.
1955 DATES: September 9-11, official.

Stanton County Fair, Stanton

TOTAL ATTENDANCE: Paid 6,300; free 450. Operated: 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$2,381.25; day grandstand total (less tax) \$1,125; night grandstand total (less tax) \$1,545.
CARNIVAL: Strong Amusement Company.
ATTRACTIONS: 2 days and nights, Varieties on Parade, thru Johnny Gunnier, Sioux City, Ia.; 3 days, county horse races.
AID, PREMIUMS: County aid \$2,000; total estimated premiums paid out (excluding races) \$2,050.
ADMINISTRATION: President, Walter Layton; secretary, R. D. Howell; superintendent of concessions, Allan Yorke.
1955 DATES: August 26-28, tentative.

Washington County Fair, Arlington

TOTAL ATTENDANCE: Paid 10,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate Free; day grandstand total (less tax), \$2,000; night grandstand total (less tax), \$3,000.
CARNIVAL: Silver Star Shows; ride and show gross, total amount, less federal tax, \$2,500.
ATTRACTIONS: Floorshow and revue, 2 nights; local stock races, 1 night and 2 days.
AID, PREMIUMS: County aid, \$3,000.
ADMINISTRATION: President, Clark Davis; secretary, H. C. McClellan.
1955 DATES: August 24-26, official.

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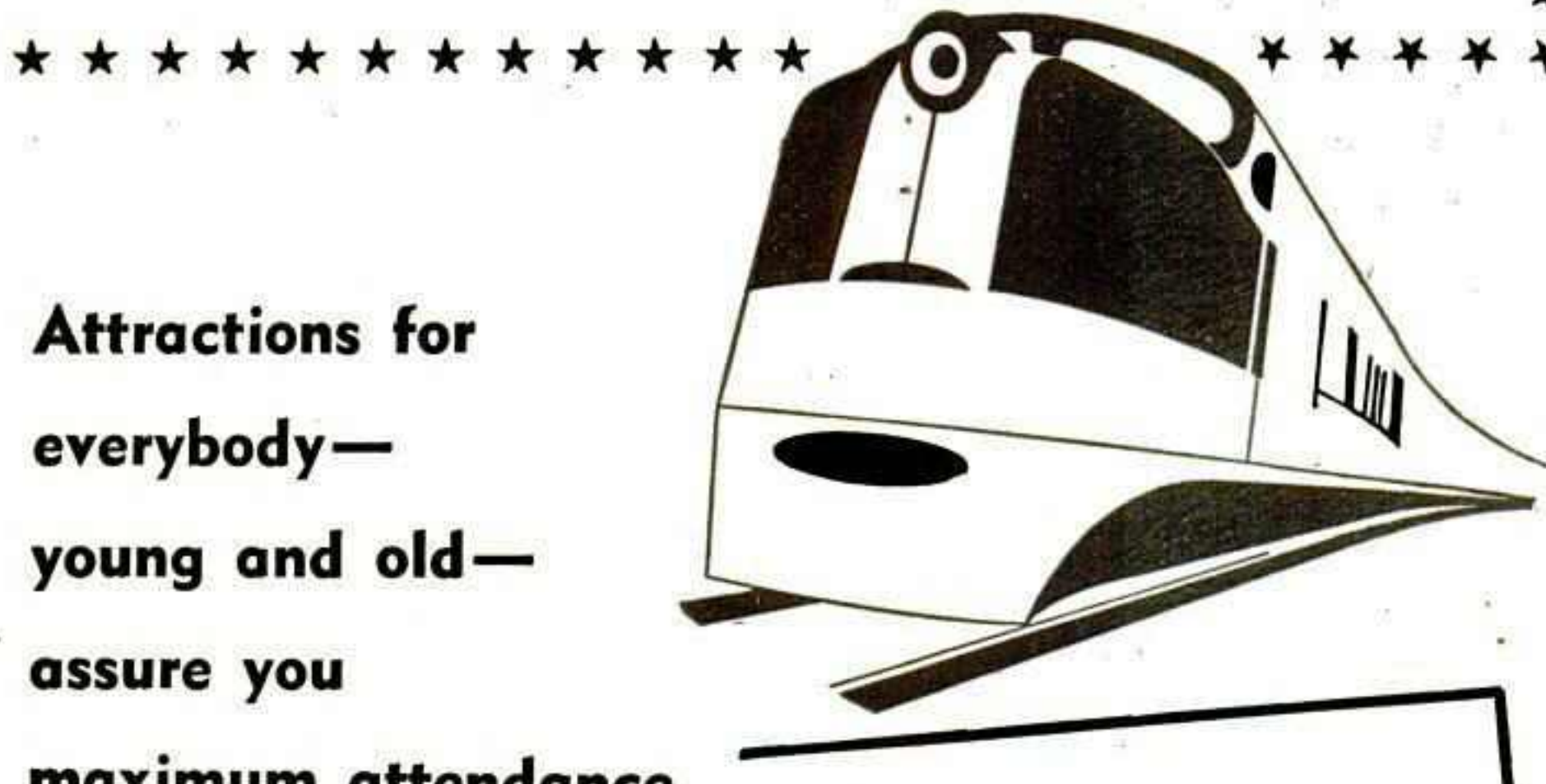
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NEW HAMPSHIRE

Hopkinton Fair, Contoocook

TOTAL ATTENDANCE: Paid 17,394; free 2,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; cold or cloudy 1 night.
RECEIPTS: Gate \$17,394; grandstand total (less tax) \$3,666.
CARNIVAL: Lawrence Carr.
ATTRACTIONS: Circle W Rodeo; acts by Hamid.
AID, PREMIUMS: State aid \$7,400.
ADMINISTRATION: President, Frank M. Kimball; secretary, Charles A. Jones; superintendent of concessions, J. N. Young; publicity director Orr, Pope & Morse.
1955 DATES: Labor Day weekend.

Lancaster Fair, Lancaster

TOTAL ATTENDANCE: Paid 17,000; free 2,000. Operated: 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day.
CARNIVAL: King Reid Shows.
ATTRACTIONS: Al Martin Agency, 9 acts vaudeville, twice daily.
ADMINISTRATION: President, Dana Lee; secretary, A. J. Kenney; superintendent of concessions, F. L. Lyon; publicity director, W. M. Schurman.
1955 DATES: September 2-5, official.

NEW MEXICO

New Mexico State Fair, Albuquerque

OPERATED: 9 days, 9 nights.
CARNIVAL: Siebrand Circus and Carnival.
ATTRACTIONS: Rodeo and pari-mutuel horse races.
ADMINISTRATION: Secretary, Leon W. Harms.

NEW YORK

Cattaraugus County Agricultural Society, Little Valley

OPERATED: 5 days, 5 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.
RECEIPTS: Gate \$15,671; day grandstand total (less tax) \$2,918.40; night grandstand total (less tax) \$4,031.85.
CARNIVAL: Carl Ferris Shows.
ATTRACTIONS: Thrill show 1 day and night; auto races 1 day and platform attractions, 3 days horse racing.
AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$9,303.75.
ADMINISTRATION: President, J. O. Sanders; secretary, J. W. Watson; publicity director, Ray Carroll.
1955 DATES: Week before Labor Day, tentative.

Chautauqua County Fair, Dunkirk

Operated 6 days, 6 nights.
WEATHER: Cold or cloudy 6 days, 6 nights.
CARNIVAL: Carl Ferris Shows.
ATTRACTIONS: Ice Varieties, 6 nights; vaude acts, 6 afternoons; Chitwood Thrill Show, 2 afternoons; Kochman, 1 afternoon; mule sulky races, 4 afternoons; running races (horses), 2 afternoons; horse show (Western) 1 afternoon.
AID, PREMIUMS: State aid \$10,000; county aid \$7,500; total estimated premiums paid out (excluding races) \$18,000.
ADMINISTRATION: President, H. Roberts.
1955 DATES: Labor Day week, tentative.

Erie County Fair, Hamburg

OPERATED: 6 days, 6 nights.
CARNIVAL: James E. Strates Shows.
ATTRACTIONS: Hamid revue, veteran parade, harness races, auto races.

Essex County Fair, Westport

TOTAL ATTENDANCE: Paid 12,000; free 5,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 3 nights; cold or cloudy 1 day, 2 nights.
RECEIPTS: Gate \$9,000; day grandstand total (less tax) \$1,100; night grandstand total (less tax) \$3,000.
CARNIVAL: Continental Shows.
ATTRACTIONS: Vaudeville show; thrill show, 2 nights; wrestling show; 4 days harness racing.
AID, PREMIUMS: State aid \$10,000; county aid \$3,000; total estimated premiums paid out (excluding races) \$6,500.
ADMINISTRATION: President, D. S. Walker; secretary, Keeton Lobdell; superintendent of concessions, Walter Collins; publicity director, Alan MacDonald.

Great Palmyra Fair, Palmyra

TOTAL ATTENDANCE: Paid 23,516. Operated: 4 days, 5 nights.
WEATHER: Good 3 days, 4 nights; 1 night; cold or cloudy 1 day.
RECEIPTS: Gate \$13,482.10; day grandstand total (less tax) \$1,483; night grandstand total (less tax) \$2,828.
CARNIVAL: Independent midway.
ATTRACTIONS: Jack Kochman's World Hell Drivers, scheduled for 2 nights; rained out 1 night; 2 days harness racing.
AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$10,513.15.
ADMINISTRATION: President, Chas. McLouth Jr.; secretary, W. Ray Converse; publicity director, John D. Meyers.
1955 DATES: September 23-27, tentative.

New York State Fair, Syracuse

OPERATED: 8 days, 8 nights.
CARNIVAL: James E. Strates Shows.
ATTRACTIONS: Hamid acts, thrill show, auto races.
ADMINISTRATION: Secretary, Harold L. Creal; publicity director, Henry Russo.

Orange County Fair, Middletown

TOTAL ATTENDANCE: Paid 37,672; free \$14,000. Operated 7 days, 7 nights.
WEATHER: Good 5 days, 5 nights; rain 2 days, 2 nights.
RECEIPTS: Gate \$23,167.40; day grandstand total (less tax) \$6,266.10.
CARNIVAL: I. T. Shows, Inc.; ride and show gross, total amount, less federal tax, \$35,198.08.
ATTRACTIONS: Stock cars, 1 day; big cars, 1 day; Geo. A. Hamid Revue, 6 nights, 4 days; Irish Horan Thrill Show, 1 day, 1 night.
AID, PREMIUMS: State aid \$10,000; county aid \$2,500.
ADMINISTRATION: President, Benj. Strong; superintendent of concessions, Fred Germain Jr.
1955 DATES: August 7-13, tentative.

Tri-County Fair, Altamont

TOTAL ATTENDANCE: Paid & free 71,163. Operated 5 days, 6 nights.
WEATHER: Good 5 days, 5 nights; rain 1 night.
CARNIVAL: Coleman Bros.
ATTRACTIONS: Review, 2 thrill shows.
AID, PREMIUMS: State aid \$10,000; county aid \$7,500; total estimated premiums paid out (excluding races) \$10,500.
ADMINISTRATION: President, A. Ulrich; secretary, S. Rombough; publicity director, F. Potter.
1955 DATES: August 22-27, tentative.

NORTH CAROLINA

Center of North Carolina Fair, Asheboro

Operated 6 nights.
WEATHER: Good 5 nights; rain 1 night.
CARNIVAL: Mighty Page.
ATTRACTIONS: Free acts.
ADMINISTRATION: President, J. G. Huskins; secretary, W. OYork; superintendent of concessions, Curley Graham; publicity director, Roland Page.
1955 DATES: 3d week in September, tentative.

Cape Fear Fair, Fayetteville

TOTAL ATTENDANCE: Paid 28,000; free 15,000. Operated: 6 days, 5 nights.
WEATHER: Good 3 days, 3 nights; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate \$20,000.
CARNIVAL: Marks Shows; ride and show gross, total amount, less federal tax, \$20,000.
ATTRACTIONS: Variety show, fireworks, 6 nights.
PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.
ADMINISTRATION: President, James L. Norris; secretary, Harry Rugrick.
1955 DATES: September 3-8, official.

Carteret Fair, Beaufort

TOTAL ATTENDANCE: Paid 7,225; free 2,000. Operated 2 days, 6 nights.
WEATHER: Good 2 days, 1 night; rain 3 nights; cold or cloudy 2 nights.
RECEIPTS: Gate \$1,427.25.
CARNIVAL: Carl A. Ferris Shows.
PREMIUMS: Total estimated premiums paid out (excluding races) \$400.
ADMINISTRATION: President, William Norris; secretary, T. E. Kelly.
1955 DATES: October 3-8, tentative.

Catawba Fair, Hickory

TOTAL ATTENDANCE: Paid 51,242; free 2,000. Operated 5 days, 6 nights.
WEATHER: Good 5 days, 6 nights.
CARNIVAL: John Marks Shows.
ATTRACTIONS: George Hamid's acts.
ADMINISTRATION: President, Gordon Shuford; secretary, Corbin Green.
1955 DATES: September 26-October 1, official.

Firemen's Agricultural Fair, Enfield

TOTAL ATTENDANCE: Paid 14,000; free 5,000. Operated 4 days, 6 nights.
WEATHER: Good 4 days, 6 nights.
CARNIVAL: Geo. Clyde Smith.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000.
ADMINISTRATION: President, W. B. Burchette; superintendent of concessions, Geo. C. Smith.

Rocky Mount Agricultural Fair, Rocky Mount

TOTAL ATTENDANCE: Paid, 43,000; free, 20,000. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 5 nights, rain 1 day, 1 night.
RECEIPTS: Gate \$27,650.
CARNIVAL: Prell's Broadway Shows; ride and show gross, total amount less federal tax \$19,450.
ATTRACTIONS: George A. Hamid grandstand show, Atlas fireworks, Hollywood Daredevils thrill show.
PREMIUMS: Total estimated premiums paid out \$5,964.
ADMINISTRATION: President, Norman Y. Chambliss Jr.; secretary, Norman Y. Chambliss Sr.; superintendent of concessions, M. H. Grant.
1955 DATES: September 26-October 1, official.

NORTH DAKOTA

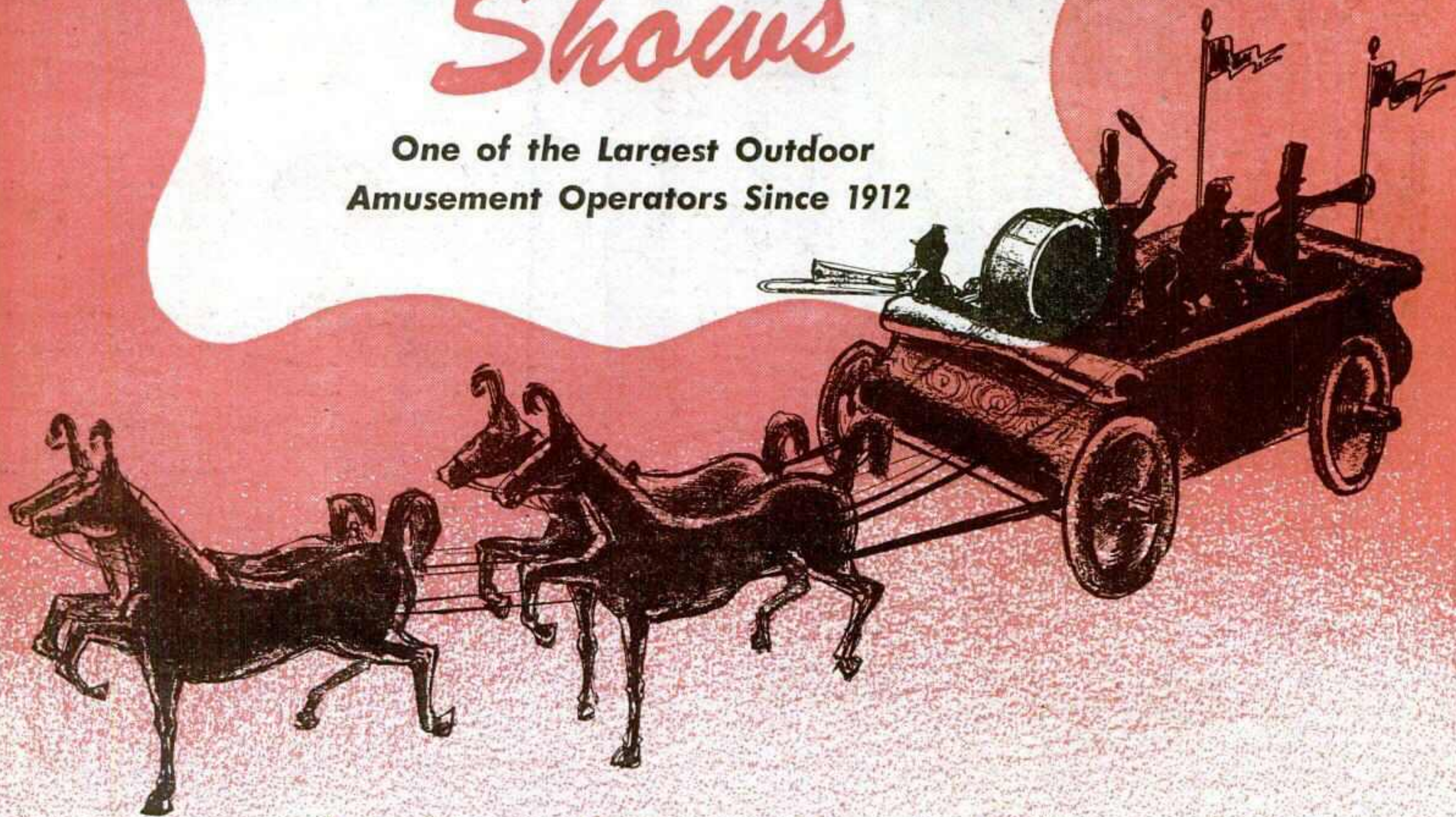
Bottineau County Free Fair, Bottineau

TOTAL ATTENDANCE: Paid 6,000; free 100. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
CARNIVAL: Veterans' United Shows; ride and show gross, total amount, less federal tax, \$1,284.72.
ATTRACTIONS: Review & circus acts, 3 days, 3 nights; Barnes-Carruthers; 2 days harness races; 1 day running races.

(Continued on page 132)

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One of the Largest Outdoor Amusement Operators Since 1912



Equipment furnished to the Largest State Fairs or for your Local Fair or Celebration

Fairs supplied with W. G. Wade Shows' units grossed from 18% to 54% greater in 1954 than their 1953 year grosses

MANY THANKS TO—
Michigan State Fair at Detroit where we were able to set an unprecedented gross of over \$210,000.00. This gross was some \$37,000.00 over any existing gross of their 104 years midway history.

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Units Available in the Midwestern States. Clean, Modern, Attractive Equipment. Efficient, Courteous, Experienced Personnel.

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We cordially invite you to contact us or visit us in person at the various Fair Meetings or at our Detroit Office, relative to placing your attractions for our full season's routing, or for any one particular date.

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We cater to new, outstanding attractions, as well as those proven and reliable midway attractions. Percentages and privilege rates—fair and equitable.

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20th

THE SHOW WITH

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And see for yourself. The many repeat annuals on our giant route is your guarantee that a "20th Century" date is a successful date.



A 30-CAR RAILROAD SHOW

CENTURY SHOWS

PROGRESSIVE SHOWMANSHIP IDEAS

THANKS TO

The following fairs and their executives who have made 1954 another successful milestone for 20th Century Shows.

TULSA STATE FAIR
Tulsa, Oklahoma

FREEBORN COUNTY FAIR
Alberta Lea, Minn.

OKLAHOMA FREE STATE FAIR
Muskogee, Oklahoma

WELLS COUNTY FREE FAIR
Fessenden, No. Dakota

LA CROSSE INTERSTATE FAIR
LaCrosse, Wisconsin

ROLLA FAIR ASSN.
Rolla No. Dakota

STEELE COUNTY FREE FAIR
Owatonna, Minn.

TOWNER COUNTY FAIR
Cando, No. Dakota

NORTH IOWA FAIR
Mason City, Iowa

GARFIELD COUNTY FAIR
Enid, Oklahoma

GREATER GRAND FORKS FAIR
Grand Forks, No. Dakota

HUTCHINSON JAYCEE WATER CARNIVAL
Hutchinson, Minn.

STUTSMAN COUNTY FAIR
Jamestown, No. Dakota

Fairmen

We can still accommodate a few more fairs for 1955. We would like to hear from you and invite you to visit us at the Chicago Convention or at your State Meetings.

EQUIPMENT LIST

- 21 Modern Rides
- 14 Shows
- 50 Merchandise Concessions
- Caterpillar Diesel Plants
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- Searchlights
- Light Towers
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For Top Performance
in Northwest Canada... it's the

GAYLAND SHOWS

"THE FASTEST GROWING SHOW IN CANADA"

- ★ 6 TOP SHOWS
- ★ 10 MAJOR & KIDDIE RIDES
- ★ OUTSTANDING CONCESSIONS
- FAIR SECRETARIES
- RODEOS
- SPECIAL EVENTS SPONSORS

For the best midway in Western Canada, contact us. We can promise you top entertainment and a profitable event. Our 1955 'repeats' tell our story better than a thousand words.

THANKS to all the Rodeo and Fair Secretaries for helping us make 1954 a successful season . . . and thanks, too, to all our co-workers for their very able and wonderful co-operation.

STAFF

- J. "Ab" Greenway, Gen. Mgr.
- "Tiny" Nicholls, Asst. Mgr.
- Bob Tillman, Ofc. Mgr.
- E. Herstad, Conc. Mgr.
- Roy Cooper, Sideshows
- E. Shura, Electrician
- E. Greenway, Mech. Supt.
- L. McIvor, Ride Supt.

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CANADA'S LARGEST MOTORIZED MIDWAY

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Featured at the Central Washington Fair, Yakima,
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AND ALREADY SIGNED FOR 1955

AN UP-TO-THE-MINUTE ATTRACTION

Thanks . . .
fair and
celebration managers
for a top year.

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FOR 1955**

RALPH MEEKER, Owner-Manager
3848 East B. Street
Tacoma, Washington

Winterquarters:
Central Washington Fairground,
Yakima

• Continued from page 128

AID, PREMIUMS: County aid \$3,500; total estimated premiums paid out (excluding races) \$965.
ADMINISTRATION: President, Alfred Gray; secretary, A. E. Stewart.
1955 DATES: July 18-20, tentative.

Greater Grand Forks State Fair, Grand Forks

OPERATED: Seven days, 7 nights.
WEATHER: Good 6 days, 6 nights; rain 1 day, 1 night.
CARNIVAL: 20th Century Shows.
ATTRACTIONS: Thrill show, big car races, stock car races, horse running races, Barnes-Carruthers night show, Thearle-Duffield fireworks.
AID, PREMIUMS: County aid \$5,000; total estimated premiums paid out (excluding races) \$10,000.
ADMINISTRATION: Secretary Ralph Lynch.
1955 DATES: July 17-23, tentative.

Griggs County Fair, Cooperstown

OPERATED: 2 days, 3 nights.
WEATHER: Good 1 day, 1 night; cold or cloudy, 1 day, 2 nights.
AID, PREMIUMS: County aid, \$750; total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, Otto Rebhahn; secretary, I. D. Morrison.

North Dakota State Fair, Minot

TOTAL ATTENDANCE: Paid 50,824; free 35,000. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 6 nights; rain 1 day.
RECEIPTS: Gate \$21,326.20; day grandstand total (less tax) \$12,586; night grandstand total (less tax) \$17,562.
CARNIVAL: Wm. T. Collins Shows; ride and show gross, total amount, less federal tax, \$29,209.89.
ATTRACTIONS: Monday and Tuesday afternoon, running and harness races; Wednesday afternoon, Tournament of Thrills, Newberry Thrill Enterprises; Thursday, big car races; Friday, stock car sprints; Saturday, 100-lap stock car race; race program put on by Frank Winkley.
AID, PREMIUMS: State aid, none; county aid \$6,385.95; other aid, none; total estimated premiums paid out (excluding races) \$9,395.
ADMINISTRATION: President, B. O. Dahl; secretary, Merrel O. Dahle; superintendent of concessions, Gordon Johnson; publicity director, Lyle Swigart.
1955 DATES: July 25-30, official.

Tri-County Exhibitors' Association, Wishek

TOTAL ATTENDANCE: Paid 1,932. Operated 2 days, 2 nights.
WEATHER: Good 1 day, 1 night; cold or cloudy 1 day, 1 night.

RECEIPTS: Gate \$2,370.50.
CARNIVAL: Golden West Shows; ride and show gross, total amount, less federal tax, \$345.92.
ATTRACTIONS: Stage show, 2 days 2 nights; running races, 1 day.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$650.
ADMINISTRATION: President, Samuel Rudolph; secretary, Herman Olson; superintendent of concessions, W. H. Dickson.

Wells County Free Fair, Fessenden

TOTAL ATTENDANCE: Free 26,000. Operated 4 days, 4 nights.
WEATHER: Good 3 1/2 days, 4 nights; rain 1/2 day.
RECEIPTS: Gate \$611; day and night grandstand total (less tax) \$8,637.59.
CARNIVAL: 20th Century Shows.
ATTRACTIONS: Williams & Lee acts, 3 days and evenings; Aut Swenson Thrillcade, 1 afternoon and evening; running races, 4 afternoons.
PREMIUMS: Total estimated premiums paid out (excluding races) \$2,335.75.
ADMINISTRATION: Secretary, Ben Rogelstad.

OHIO

Auglaize County Fair, Wapakoneta

TOTAL ATTENDANCE: Paid 38,000; free 26,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; cold or cloudy 2 days, 2 nights.
CARNIVAL: Gooding.
ATTRACTIONS: Kochman & Ward Beam Thrill Shows; WLW Midwestern Hay Ride; 4 nights, 1 day races.
ADMINISTRATION: President, Sam Chrismer; secretary, Harry Kehr.
1955 DATES: 2d week of August, tentative.

Carthage Fair, Cincinnati

TOTAL ATTENDANCE: Paid 75,000; free 10,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; rain 1 night.
RECEIPTS: Gate \$45,000.
CARNIVAL: Gooding Amusements.
ATTRACTIONS: Ice Revue, Sun Booking Agency.
AID, PREMIUMS: State aid \$1,800; county aid \$2,000; total estimated premiums paid out (excluding races) \$10,000.
ADMINISTRATION: President, M. Y. Cooper; secretary, C. A. Peters.
1955 DATES: September 15-20, tentative.

Great Darke County Fair, Greenville

TOTAL ATTENDANCE: Paid 280,000; free 15,000. Operated 7 days, 7 nights.
WEATHER: Good 5 days, 5 nights; rain 2 days, 2 nights.
RECEIPTS: Gate \$28,000; day grandstand total (less tax) \$9,000; night grandstand total (less tax) \$7,500.
CARNIVAL: Gooding Amusement Company; ride and show gross, total amount, less federal tax, \$24,500.
ATTRACTIONS: Midwest Hay Ride, Square Dances, Rex Allen Western Show, wrestling, thrill show, amateur show and 5 days of harness races.
AID, PREMIUMS: State aid \$3,100; total estimated premiums paid out (excluding races) \$38,400.
ADMINISTRATION: President, John Garbig; secretary-manager, Gilbert A. Lease.
1955 DATES: August 20-26, official.

Jackson County Fair, Wellston

TOTAL ATTENDANCE: Paid 11,900; free 20,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
CARNIVAL: Gooding.
ATTRACTIONS: Stock car races, harness racing, high act, wrestling.
AID, PREMIUMS: State aid \$3,300.
ADMINISTRATION: President, Fred Rice; secretary, Carl Dahlberg.

Montgomery County Agricultural Board, Dayton

TOTAL ATTENDANCE: Paid 54,799; free 25,000. Operated 4 days, 4 nights.
RECEIPTS: Gate and auto \$29,869; day and night grandstand total (less tax) \$5,108.
CARNIVAL: F. E. Gooding Rides and Amusements.
ATTRACTIONS: Acts thru Klein's Attractions; Joie Chitwood and Original Daredevils, 1 night; 2 afternoons and 3 nights of harness racing.
AID, PREMIUMS: State aid, \$800; county aid \$2,000; other aid \$1,000; total estimated premiums paid out (excluding races) \$11,961.60.
ADMINISTRATION: President, Herbert K. Raney; secretary-manager, Goldie V. Scheible.
1955 DATES: September 5-8, tentative.

Morgan County Agricultural Society, McConnelsville

TOTAL ATTENDANCE: Paid 8,941; free 1,200. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold 1 day, 1 night.
ATTRACTIONS: Harness, running and pony races.
AID, PREMIUMS: State aid \$1,300; county aid \$2,000; other aid \$7,000; total estimated premiums paid out (excluding races) \$2,900.
ADMINISTRATION: President, O. D. Ferguson; secretary, Ray G. Smith.
1955 DATES: September 7-10, tentative.

Ohio State Fair, Columbus

TOTAL ATTENDANCE: Paid 240,000; free 180,000. Operated 8 days, 8 nights.
WEATHER: Good 8 days, 8 nights.
CARNIVAL: Gooding.
ATTRACTIONS: Barnes-Carruthers revue, 6 days harness races.
ADMINISTRATION: President, Willard

Bitzer; secretary, S. C. Castman; superintendent of concessions, H. J. Swain.
1955 DATES: August 26-September 2, tentative.

**Williams County Fair,
Montpelier**

TOTAL ATTENDANCE: Paid 40,000; free 10,000. Operated: 7 days, 5 nights.
WEATHER: Good 4 days, 3 nights; rain 3 days, 2 nights.
RECEIPTS: Gate \$6,300; day grandstand total (less tax) \$1,300; night grandstand total (less tax) \$6,800.

CARNIVAL: Gooding Amusements; ride and show gross, total amount, less federal tax, \$8,000.

ATTRACTIONS: Thrill show (Beam), wrestling (Otto), racing ostrich (Holter), 2 nights harness racing, 1 day racing.

AID, PREMIUMS: State aid \$1,000; county aid \$6,300; other aid \$2,800; total estimated premiums paid out (excluding races) \$8,000.

ADMINISTRATION: President, E. J. Masters; secretary, Woody Schlegel; superintendent of concessions, Judd Lockhart.
1955 DATES: September 11-17, tentative.

OKLAHOMA

**Cleveland County Free Fair,
Norman**

TOTAL ATTENDANCE: Free 5,000. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.

CARNIVAL: R. H. Chance Amusement Company.

ATTRACTIONS: Amateur contest and 4-H night.

AID, PREMIUMS: County aid \$1,800.

ADMINISTRATION: President, W. A. Smith; secretary, V. J. Frye; superintendent of concessions, Bill Corbett.
1955 DATES: September 7-10, tentative.

Garfield County Fair, Enid

TOTAL ATTENDANCE: Free 65,000. Operated: 8 days, 5 nights.

WEATHER: Good 8 days, 5 nights.

RECEIPTS: Night grandstand total (less tax) \$11,000.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Tommy Holden Thrill Show; AMA sanctioned motorcycle races; Moto-Polo, Grand Ole Opry, Musical Varieties of 1954, free horse show, free rodeo, free horsepulling contest.

AID, PREMIUMS: County aid \$15,000; total estimated premiums paid out (excluding races) \$9,300.

ADMINISTRATION: President, D. K. Brown; secretary, Roy W. Davis; superintendent of concessions, J. C. Bobbitt.
1955 DATES, September 9-16, tentative.

**Lincoln County Free Fair,
Chandler**

TOTAL ATTENDANCE: Free 10,000 (est.). Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Cherokee Amusement Company.

ATTRACTIONS: Rodeo, local talent night, football game, free fireworks.

AID, PREMIUMS: County aid \$3,500; other aid \$700; total estimated premiums paid out (excluding races) \$3,200.

ADMINISTRATION: President, A. L. Ball; secretary, Oran Stipe.
1955 DATES: September 7-10, official.

**Oklahoma State Fair,
Oklahoma City**

OPERATED: 8 days, 8 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Revue, thrill show, auto races, running horse races.

ADMINISTRATION: Secretary, C. G. Baker; publicity director, Roscoe Belcher.

Tulsa State Fair, Tulsa

TOTAL ATTENDANCE: Paid 368,147; free 79,031. Operated 7 days, 7 nights.

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

RECEIPTS: Gate \$97,026.35; day and night pavilion and grandstand receipts (less tax) \$115,628.

CARNIVAL: 20th Century Shows; ride and show grosses, total amount, less tax, \$57,871.22.

ATTRACTIONS: Sonja Henie Ice Revue, 8 nights, 1 afternoon; Tournament of Thrills, 4 shows; Grand Ole Opry, 2 shows; auto races, 4 days, Frank Winkley.

AID, PREMIUMS: County aid \$25,000; total estimated premiums paid out (excluding races) \$72,840.

ADMINISTRATION: President, Jay P. Walker; secretary, Clarence Lester; publicity director, Arnold Young.
1955 DATES: October 1-7, tentative.

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1955 DATES: October 1-7, tentative.

OREGON

**Multnomah County Fair,
Gresham**

TOTAL ATTENDANCE: 162,996. Operated 10 days, 10 nights.

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

CARNIVAL: West Coast Shows.

ATTRACTIONS: Free stagemat in open; thoroughbred horse racing with mutuels.

FROM DENMARK COMES

The greatest array of hand-carved scenes and characters ever assembled into a MECHANICAL WORKING WORLD.



50 EUROPEAN SCENES IN OPERATION. GRIST MILL OF 1740, BLACKSMITH SHOP, LUMBER MILL, CHURCH SCENE, FARM SCENE, CIRCUS PARADE, CIRCUS WITH CLOWNS, ACROBATS, JUGGLERS, BAREBACK RIDERS, TRAPEZE PERFORMERS, BRASS BAND, SHIPS, TRAINS. 100 OTHERS.

MISTER FAIR SECRETARY,
MISTER PARK MANAGER,
MISTER INDOOR SHOW MGR.
ASK ANYONE
WHO HAS SEEN IT!

SPORT SHOWS, HOME SHOWS, FOOD SHOWS, "DO-IT-YOURSELF" SHOWS, BUILDERS SHOWS, OR ANY INDOOR SHOW. THIS ATTRACTION IS AVAILABLE



DICK DILLON'S

MECHANICAL CITY MASTERPIECE

The Results of 8 Years of Hard Labor

MADE WITH A POCKET KNIFE



PER. ADDRESS
THOMPSON HOTEL
E. LIVERPOOL, OHIO

SPECIAL MOBILE EQUIPMENT
VALUED AT \$150,000.00
TRANSPORTS THE "WORLD"

AUDITORIUM APPEARANCES IN THE KEY CITIES OF THE UNITED STATES AND CANADA—
CHICAGO, PHILADELPHIA, PITTSBURGH, ST. LOUIS, BOSTON, MINNEAPOLIS, NEW YORK, CLEVELAND, TORONTO, OTTAWA, MONTREAL AND MANY OTHERS

YOU WANT SOMETHING NEW FOR YOUR GRANDSTAND?

Well, here it is!

Jack Kochman presents



for the first time RACING GREYHOUNDS at your fair

- America's newest grandstand attraction featuring AUDIENCE PARTICIPATION, fun and prizes.
- The fastest sport on earth produced especially for fairs and presented with SHOWMANSHIP—beautiful models in striking post parades.
- Be the first in your area to have this NEW grandstand attraction.

Complete details at Chicago or at your winter fair meetings or contact:

BOB CONTO
GENERAL AGENT
JACK KOCHMAN'S
LUCKY DOGS
262 Main Street
Paterson, N. J.

George A. Hamid & Son
EASTERN REPRESENTATIVES
10 Rockefeller Plaza
Radio City, N. Y.

The Fastest Growing Show in America



H. V. Petersen
Gen. Mgr.

A COMPLETE "SHOWMANSHIP" AGGREGATION

TIVOLI EXPOSITION

SHOWS, INC.

THANKS, EVERYONE

During 1954 we played to more top fairs than ever before. Your confidence in us helped to make us so outstanding. Even bigger for 1955 . . . we shall give you a better, more attractive midway.

WE'LL BE IN CHICAGO

at the Convention. Our representative will also be at your State Fair Meetings to consult with you.

CONCESSIONAIRES

Can use several top drawing concessions. Tell us what you have.

TIVOLI EXPOSITION SHOWS, INC.

P. O. Box 742

Joplin, Missouri



The Only Railroad Carnival West of Chicago

Thanks to Fair Secretaries For a Successful 1954—

And for the Many Top Years For More Than a Half Century

Winterquarters: The Fair Grounds
Santa Rosa, California

ADMINISTRATION: Manager, Duane Hennessy.
1955 DATES: August 11-20, official.

Oregon State Fair, Salem

OPERATED: 8 days, 8 nights.
CARNIVAL: Rainier Shows.
ATTRACTIONS: Revue, rodeo, running races.
ADMINISTRATION: President, Leo Spitzbart.

Operated 1 day, 4 nights.
WEATHER: Good 1 day, 3 nights; rain 1 night.
CARNIVAL: Morris Hanum Rides.
PREMIUMS: Total estimated premiums paid out (excluding races) \$1,200.
ADMINISTRATION: President, George D. High; secretary, S. O. Zimmerman; superintendent of concessions, Richard D. Geist.
1955 DATES: September 28-October 1, tentative.

PENNSYLVANIA

Allentown Fair, Allentown

TOTAL ATTENDANCE: Paid 106,000; free (approximate) 96,575. Operated 5 days, 6 nights.
WEATHER: Good 4 days, 5 nights; rain 1 day, 1 night.
CARNIVAL: World of Mirth.
ATTRACTIONS: George A. Hamid & Son revue; thrill show, Irish Horan; auto races, 2 day, Sam Nunis; harness races, 3 days; running races, 3 days.
AID, PREMIUMS: State aid \$1,000; county aid none; other aid none; total estimated premiums paid out (excluding races) \$19,000.
ADMINISTRATION: President, H. M. Singmaster; secretary, Reba D. Schall; superintendent of concessions, Vernon Schantz; publicity director, Martin H. Ritter.
1955 DATES: September 18-24, official.

Reading Fair, Reading

TOTAL ATTENDANCE: Paid and free 206,034. Operated 8 days, 8 nights.
WEATHER: Good 4 days, 4 nights; rain 3 days, 3 nights; cold or cloudy 1 day, 1 night.
CARNIVAL: Cetlin & Wilson Shows.
ATTRACTIONS: Jack Kochman Hell Drivers (1 day); Joie Chitwood Auto Thrill Show (2 days); Grand Circuit Harness Races (2 days); Fontane Sisters and Lanny Ross (1 night); Peg Leg Bates (2 nights); Miss Reading Fair Beauty Contest (3 nights); Hit Parade Revue and vaudeville acts (Hamid) (5 nights); Band of Irish Guards (1 night).
AID: State aid \$1,000.
ADMINISTRATION: President, John S. Giles; secretary, Charles W. Swoyer; publicity director, Russ Moyer.
1955 DATES: September 11-18, official.

Edinboro Community Fair, Edinboro

TOTAL ATTENDANCE: Free 10,000. Operated 3 days, 4 nights.
WEATHER: Good 1 day, 2 nights; rain 2 days, 2 nights.
CARNIVAL: Concessions, Inc.; ride and show gross, total amount, less federal tax, \$1,500.
ATTRACTIONS: High act, 3 days and nights.
AID, PREMIUMS: State aid \$400; county aid \$500; total estimated premiums paid out (excluding races) \$1,800.

Union County West End Fair, Laurelton

TOTAL ATTENDANCE: Paid 11,121; free 4,500. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$2,780.25.
ATTRACTIONS: Three free acts booked by Hamid.
AID, PREMIUMS: State aid \$561; county aid \$550; total estimated premiums paid out (excluding races) \$1,678.20.
ADMINISTRATION: President, John Wehr; secretary, Charles Teichman; superintendent of concessions, Kermit Boop; publicity director, Richard Kniss.
1955 DATES: September 7-10, official.

Gratz Fair, Gratz

TOTAL ATTENDANCE: Paid 20,000; free 10,000. Operated 4 days, 5 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 2 days, 3 nights.
CARNIVAL: I. T. Shows.
ATTRACTIONS: Two thrill shows, wrestling, auto races.
AID, PREMIUMS: State aid \$600; county aid \$600; total estimated premiums paid out (excluding races) \$1,500.
ADMINISTRATION: President, Naldy Leitzel; secretary, Harry Davis.
1955 DATES: Third week September, tentative.

Wayne County Fair, Honesdale

TOTAL ATTENDANCE: Paid 10,989; free 1,200. Operated 5 days, 5 nights.
WEATHER: Good 1 day, 2 nights; rain 2 days, 2 nights; cold or cloudy 2 days, 1 night.
RECEIPTS: Gate \$6,890; day grandstand total (less tax) \$1,455; night grandstand total (less tax) \$3,935.
CARNIVAL: Independent; ride and show gross, total amount, less federal tax, \$8,500.
ATTRACTIONS: Stage attractions by Nunemaker Artist Bureau; Jack Kochman's and Ward Beam's thrill shows; big car auto racing by Herbert Schaeffer's Speedway; harness horse racing.
AID, PREMIUMS: State aid \$1,000.

New Holland Farmers' Fair, New Holland

TOTAL ATTENDANCE: Free 75,000.

★ ★ ★ ★ ★ **2** ★ ★ ★ ★ ★
Extra CAVALCADE Services . . for You!

#1—EXTRA DISTRIBUTION

Copies of the CAVALCADE OF FAIRS SUPPLEMENT are distributed free at all State Fair Meetings throught the country.



#2—FACTS ON THE FAIR MARKET



A reprint of all fair advertising mailed to an additional 3,000 potential exhibitors . . . representing a group of advertisers spending over \$60,000,000 in Farm Publications and on Farm Radio Programs this year!

★ ★ ★ ★ ★
These Special Services are in addition to the regular distribution of 170,000 weekly readers and supplemental distribution at the Annual Outdoor Convention in Chicago.

The Billboard's Annual CAVALCADE of FAIRS SUPPLEMENT and OUTDOOR CONVENTION NUMBER sells . . . again and again and again . . . for you!

county aid \$100; total estimated premiums paid out (excluding races) \$3,500.
ADMINISTRATION: President, W. J. Perkins; secretary, R. W. Gammell; superintendent of concessions, W. Simmons.

SOUTH CAROLINA

Eastern Carolina Agricultural Fair, Florence

TOTAL ATTENDANCE: Paid 26,000; free 10,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$20,000.
CARNIVAL: James E. Strates; ride and show gross, total amount, less federal tax, \$22,000.
ATTRACTIONS: George A Hamid acts.
ADMINISTRATION: President, Frank H. Baanwell; secretary, Ed Sallenger.
1955 DATES: Last week of October, official.

SOUTH DAKOTA

Corn Palace, Mitchell

OPERATED: 6 days, 6 nights.
ATTRACTIONS: Band and act booked thru Music Corporation of America.

Potter County Fair, Gettysburg

TOTAL ATTENDANCE: Free 10,000. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 3 nights; cold or cloudy 1 day.
CARNIVAL: Jay Gould Circus.
AID, PREMIUMS: County aid \$1,000; total estimated premiums paid out (excluding races) \$670.
ADMINISTRATION: President, Herb Anderson; secretary, Carl Rythor.
1955 DATES: August 21-23, tentative.

South Dakota State Fair, Huron

TOTAL ATTENDANCE: Paid 171,000. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
RECEIPTS: Gate \$42,732; day grandstand total (less tax) \$29,675; night grandstand total (less tax) \$27,562.
CARNIVAL: World of Today; ride and show gross, total amount, less federal tax \$8,076.
ATTRACTIONS: State Fair Revue, Barnes-Carruthers; big car races, 1 day; stock car races, 2 days, Auto Racing, Inc.; Thrillcade, Aut Swenson; Tournament of Thrills, Leo Overland (Saturday night); 2 days harness and running races; 1 day cow cutting contest.
PREMIUMS: Total estimated premiums paid out (excluding races) \$35,000.
ADMINISTRATION: President, James Ramey; secretary, Kenneth Balgeman; superintendent of concessions, George Olson; publicity director, W. M. Plummer.
1955 DATES: September 5-10, official.

TENNESSEE

DeKalb County Fair, Alexandria

TOTAL ATTENDANCE: Paid 15,000; free 6,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 1 night.
ATTRACTIONS: Gus Sun acts, midjet races, horse show.
AID, PREMIUMS: State aid \$490; other aid \$175; total premiums paid out (excluding races) \$2,000.
ADMINISTRATION: President, George G. Carley; publicity director, Billy J. Carley.

Grundy County Fair, Tracy City

OPERATED: 3 days, 3 nights.
CARNIVAL: Cumberland Valley Shows.
ATTRACTIONS: Talent show, local talent.
ADMINISTRATION: President, Bill Gunn; secretary, E. J. Cunningham; superintendent of concessions, Mrs. Carl Werner.
1955 DATES: August 21-23, official.

Mid-South Fair, Memphis

TOTAL ATTENDANCE: Paid 319,162. Operated 9 days, 9 nights.
WEATHER: Good 7 days, 8 nights; rain 2 days, 1 night.
RECEIPTS: Gate \$108,514.
CARNIVAL: Cliff Wilson; ride and show gross, total amount, less federal tax, \$103,700 (carnival and park).
ATTRACTIONS: World's championship rodeo 7 afternoons, 8 nights, Homer Todd, producer; outdoor sports show 8 afternoons, 8 nights, all acts booked direct.
AID, PREMIUMS: State aid \$7,100; county aid none; other aid \$13,500; total estimated premiums paid out (excluding races) \$64,500.
ADMINISTRATION: President, L. T. McCourt; executive vice-president, Martin Zook; manager and superintendent of concessions, G. W. (Bill) Wynne; publicity director, Early Maxwell Associates.
1955 DATES: September 23-October 1, tentative.

Sumner County Agricultural Fair, Gallatin

TOTAL ATTENDANCE: Paid 7,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Tennessee Valley Amusement Company.

Tennessee State Fair, Nashville

OPERATED: 6 days, 6 nights.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Ernie Young revue, Newberry thrill show, motorcycle races and auto races by Al Sweeney.
ADMINISTRATION: Chairman, Beverly Briley; secretary, L. E. Griffin.

Tennessee Valley A. & I. Knoxville

OPERATED: 6 days, 6 nights.
CARNIVAL: Amusement Company of America.
ADMINISTRATION: Secretary, Pat W. Kerr.

West Tennessee District Fair, Jackson

OPERATED: 6 days, 6 nights.
CARNIVAL: Gooding Amusement Company.
ADMINISTRATION: Secretary, A. U. Taylor.

TEXAS

Central East Texas Fair, Marshall

TOTAL ATTENDANCE: Paid 58,500. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 5 nights; rain 1 night.
CARNIVAL: Bill Hames Shows.
PREMIUMS: Total estimated premiums paid out (excluding races) \$3,600.
ADMINISTRATION: President, Jack Hale; secretary, Joe L. Mock.

Nacogdoches County Fair, Nacogdoches

TOTAL ATTENDANCE: Paid 12,000; free 6,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Alamo Exposition.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,500.
ADMINISTRATION: President, Dr. S. B. Tucker; secretary, John Rodisill; superintendent of concessions, Ben Ritterskamp.

Panhandle South Plains Fair, Lubbock

TOTAL ATTENDANCE: Paid 100,000; free 71,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Bill Hames Shows.
ATTRACTIONS: Grand Ole Opry, 6 afternoons and 6 nights in Coliseum.
PREMIUMS: Total estimated premiums paid out (excluding races) \$17,000.
ADMINISTRATION: President, Charles Adams; manager, A. B. Davis; publicity director, Charles Morris.
1955 DATES: September 26-October 1, tentative.

Wharton County Fair, Wharton

TOTAL ATTENDANCE: Paid 65,600. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: Wrestling (1 night); rodeo (4 nights).
ADMINISTRATION: President, Charles E. Hall; superintendent of concessions, H. Charles Koehl Jr.
1955 DATES: September 20-24, official.

GEORGE CLYDE SMITH

Shows

"From Maine to Florida . . . One of the East's Finest Midways"



MR. FAIR SECRETARY:

If you are located along the Eastern Seaboard and you are interested in improving your 1955 Midway, may we suggest you hear our story before you contract for your event.

THANKS TO EVERYONE . . .

Fair Secretaries, Celebration Committees, our loyal personnel and co-workers; all of whom helped so much to make our 1955 season a success. We hope that we can do even better in 1955.

WE'LL SEE YOU IN CHICAGO . . .

At the Convention, or at your State Fair Meetings. We would like to show you what we can do for you.

SHOWMEN and CONCESSIONAIRES

We can place a few more Shows with their own Equipment. Have openings for Legitimate Concessions of all kinds.

GEORGE CLYDE SMITH SHOWS

GEORGE C. SMITH, Manager

Winterquarters: P. O. Box 521, Cumberland, Md.



E. J. CASEY

E. J. CASEY SHOWS

WESTERN CANADA'S FINEST CARNIVAL

GREETINGS to all our FRIENDS

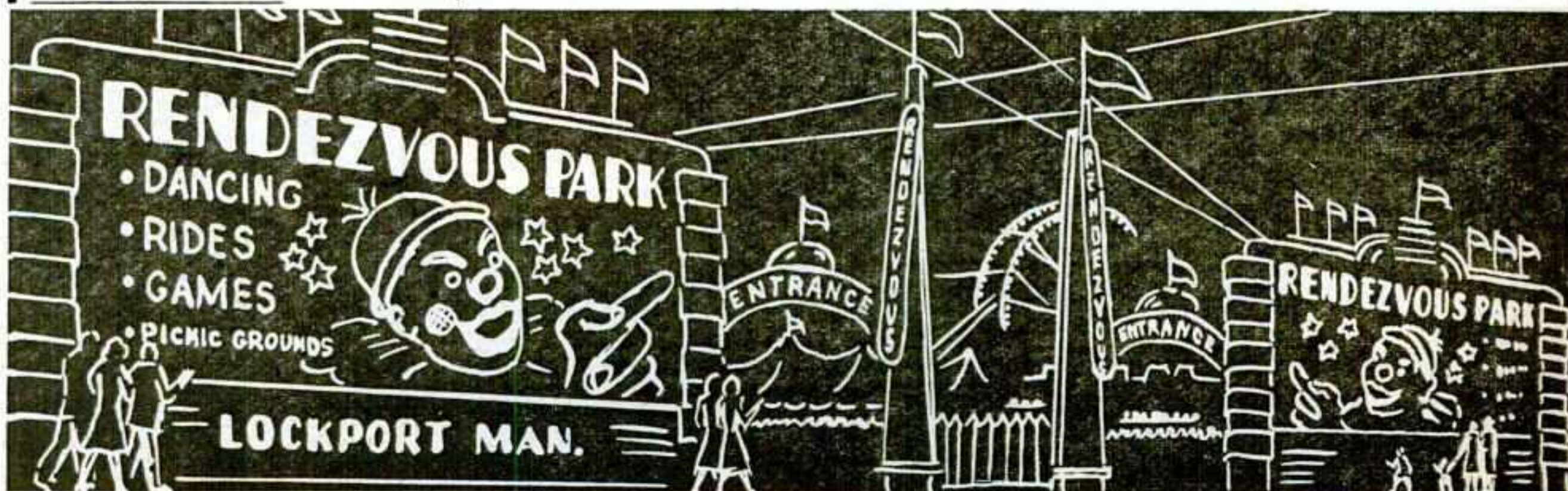
OUR REPUTATION IS FIRMLY ESTABLISHED. . . . A CASEY-BUILT EVENT IS YOUR ASSURANCE OF TOP QUALITY AND EXCELLENT PERFORMANCE.

For those who want the Casey standard of excellence and quality, we invite your inquiries for your 1955 event. For over 20 years, E. J. Casey Amusement Enterprises have supplied fun and laughter to the people of Canada wherever we have played.

ALSO OPERATOR OF MANITOBA'S FINEST AMUSEMENT AND FUN SPOT . . . RENDEZVOUS PARK

THANKS

To all the Fairs and Committees in Western Canada and Ontario where we had the privilege of furnishing the Midway Attractions.



E. J. CASEY

Owner-Manager

DUKE ASH, Asst. Mgr.

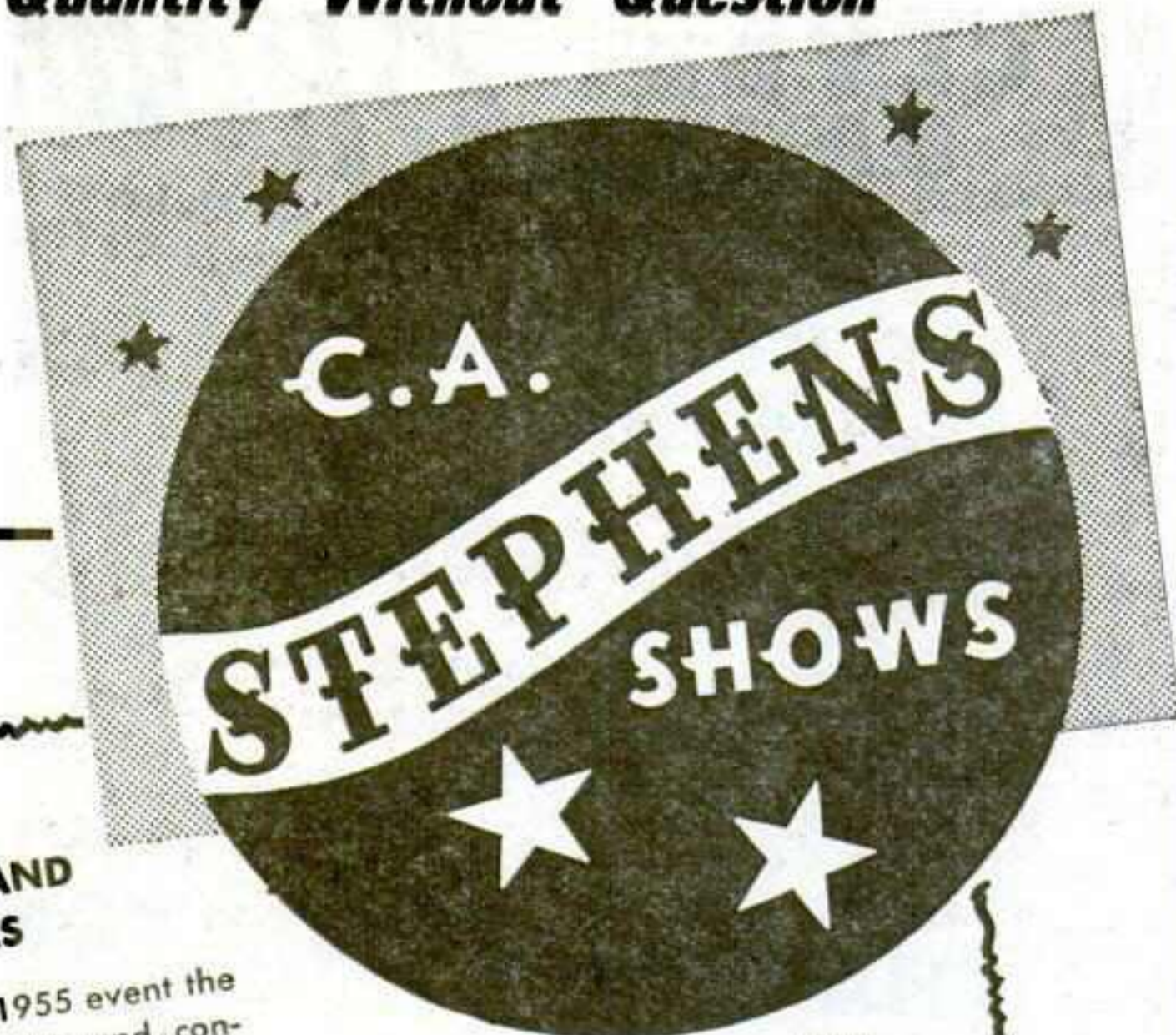
JACK BAILLIE, Con. Mgr.

Permanent Address

E. J. CASEY BLDG. ST. VITAL, WINNIPEG, MANITOBA

Quality and Quantity Without Question

THE SHOW WITH THE LONG PROFITABLE SEASON



SECRETARIES AND COMMITTEES

Let us bring to your 1955 event the quality of rides, shows and concessions . . . in the right quantity . . . to do the best job for you. Pleasing crowds is our business . . . and it means a successful event for you.

SHOWMEN - CONCESSION OPERATORS
Your quality attraction can be placed on this long, profitable route for 1955. If you qualify, contact us.

THANKS, EVERYONE *From* C. A. STEPHENS JOHN TERRY

PHONE 2981

WINTERQUARTERS
Box 1017 Crystal River, Florida

BOB HAMMOND shows

"THE FASTEST GROWING SHOW IN THE SOUTHWEST"
OUTSTANDING

In every way . . . at every event we played in 1954.

FAIR SECRETARIES, CELEBRATION COMMITTEES

For your success in 1955, contact us now before you contract for your Midway.

EQUIPMENT

17 Top Money-Making Rides operated by trained, efficient personnel. All our units are kept in clean condition that really attracts the crowds. Our own Diesel Light Plants and all Equipment transported by our modern fleet of 21 Tractors and Trailers.

BOOKED AGAIN FOR 1955

To furnish the Midway Attractions at the Biggest Annual Indian Celebration in the World.

THE AMERICAN INDIAN EXPOSITION ANADARKO, OKLAHOMA

OUR 1955 TOUR

Will take us thru Kansas, Missouri, Oklahoma and Texas. See us at these State Fair Association Meetings.

NOW BOOKING SHOWS AND CONCESSIONS FOR 1955

SHOWS: Need several good attractions. Contact us now.

CONCESSIONS: Want legitimate concessions—some "exclusives" to be had for season.

Address **BOB HAMMOND MGR.** 6115 Gold St., Houston 10, Tex. Phone: OXford 4-8647
BOB HAMMOND SHOWS

UTAH

Coche County Fair and Rodeo, Logan

TOTAL ATTENDANCE: Paid 9,000; free 10,000. Operated 3 nights.
WEATHER: Good 3 nights.
RECEIPTS: Night grandstand total (less tax) \$7,758.88.
CARNIVAL: Crafts 20 Shows, Inc.
ATTRACTIONS: 4 days and nights of rodeo; 1 day of running races.
AID, PREMIUMS: County aid, \$4,000.
ADMINISTRATION: President, Melvin Hillyard; secretary, Kenneth Cordon.
1955 DATES: August 17-19, official.

Kow County Carnival, Richfield

Operated 3 nights.
WEATHER: Good 2 nights; cold or cloudy 1 night.
CARNIVAL: Crafts Shows; ride and show gross, total amount, less federal tax, \$3,560.
ATTRACTION: Rodeo, 3 nights.
AID, PREMIUMS: State aid \$1,050; county aid \$2,400; other aid \$1,650; total estimated premiums paid out (excluding races) \$5,100.
ADMINISTRATION: President, Bill Winkel; secretary, Lee Guyman.

Ogden Livestock Show, Ogden

OPERATED: 6 days, 4 nights.
ATTRACTIONS: Livestock exhibits and auction sales.
ADMINISTRATION: Secretary, E. J. Fieldsted.

Sanpete County Fair and Race Meet, Manti

TOTAL ATTENDANCE: Free 5,000; Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; cold or cloudy 1 night.
RECEIPTS: Day grandstand total (less tax) \$1,426; night grandstand total (less tax) \$1,245.
CARNIVAL: Frontier Shows; ride and show gross, total amount, less federal tax, \$1,600.
ATTRACTIONS: Horse show, 1 day; Farm Bureau talent show, queen contest, 4-H show, Utah State racing.

VERMONT

Rutland Fair, Rutland

TOTAL ATTENDANCE: 86,500. Operated 6 days, 6 nights.
WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights; cold or cloudy 2 days, 2 nights.
CARNIVAL: World of Mirth Shows.
ATTRACTIONS: Revue and act by George A. Hamid; big car racing, Sam Nunis; Kochman thrill show, rained out; 3 days of harness racing.
PREMIUMS: Total estimated premiums paid out (excluding races) \$13,000.
ADMINISTRATION: President, Carleton Wilson; secretary-manager, Arthur B. Porter.
1955 DATES: September 5-10, tentative.

VIRGINIA

Galax Agricultural and Industrial Fair, Galax

TOTAL ATTENDANCE: Paid 17,196. Operated 5 days, 6 nights.
WEATHER: Good 5 days, 6 nights.
RECEIPTS: Gate \$12,218.50; grandstand total (less tax) \$2,350.
CARNIVAL: Marks Shows.
ATTRACTIONS: Wescott's Rodeo; George Hamid & Son, 5 days, 6 nights; Fireworks Corporation of America, 6 nights.
PREMIUMS: Total estimated premiums paid out (excluding races) \$3,210.25.
ADMINISTRATION: President, J. Walter Hicks; secretary, S. G. Eddins.

Lee County Fair, Pennington Gap

TOTAL ATTENDANCE: Paid and free 27,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: James H. Drew Shows.
ATTRACTIONS: Beauty pageant, talent show, stage acts and radio bands, horse shows.
ADMINISTRATION: President, Virgil Q. Wacks; secretary, R. C. Carter.

WASHINGTON

Central Washington Fair, Yakima

OPERATED: Five days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Meeker Shows.
ATTRACTIONS: Stage acts, fireworks, horse show, 5 days of running races.
PREMIUMS: Total estimated premiums paid out (excluding races) \$21,300.
ADMINISTRATION: President, P. B. Woodall; manager, J. Hugh King.
1955 DATES: September 21-25, official.

Kittitas County Fair, Ellensburg

TOTAL ATTENDANCE: Paid 19,500; free 10,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Day grandstand total (less tax) \$56,000; night grandstand total (less tax) \$2,000.
CARNIVAL: Meeker Shows; ride and show gross, total amount, less federal tax, \$10,000.
ATTRACTIONS: Rodeo, horse show.
PREMIUMS: Total estimated premiums paid out (excluding races) \$5,500.
ADMINISTRATION: President, Frank Schnehly; secretary, Wendell W. Prater; superintendent of concessions, George Hodgson.

Southeastern Washington Fair, Walla Walla

TOTAL ATTENDANCE: Paid 27,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$10,662; day and night grandstand total (less tax) \$19,252.
CARNIVAL: Brownigg Bros.
ATTRACTIONS: Revue, rodeo and 3 afternoons flat races.
AID, PREMIUMS: State aid \$8,000.
ADMINISTRATION: President, M. R. Loney; secretary, Leslie L. Stewart.
1955 DATES: September 2-5, official.

Southwest Washington Fair, Chehalis

TOTAL ATTENDANCE: Paid 20,133; free 7,500. Operated 5 days, 5 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.
RECEIPTS: Gate \$15,217.45.
CARNIVAL: Douglas Greater Shows.
ATTRACTIONS: 4 nights revue by Monte Brooks; 3 days rodeo by Peth & Sons; 1 night show, Mock Battle staged by Washington National Guard.
AID, PREMIUMS: State aid \$9,790; county aid \$15,000.
ADMINISTRATION: President, M. M. Oliphant; manager, A. W. Ehret.
1955 DATES: August 24-28, official.

WEST VIRGINIA

Pocahontas County Fair, Marlinton

TOTAL ATTENDANCE: Paid 5,000; free 100. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 1 night; rain 3 days, 5 nights.
CARNIVAL: AMP Shows.
ATTRACTIONS: George H. Hamid Shows.
AID, PREMIUMS: State aid, \$2,600; total estimated premiums paid out (excluding races) \$4,200.
ADMINISTRATION: President, E. H. Williams; secretary, John V. White.
1955 DATES: Third week in August, tentative.

The State Fair of West Virginia, Lewisburg

TOTAL ATTENDANCE: Paid 150,000; free 25,000. Operated 5½ days, 6 nights.
WEATHER: Good 3½ days, 4 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
CARNIVAL: John H. Marks.
ATTRACTIONS: Four Seasons Revue plus 8 circus acts, from Geo. A. Hamid & Son; harness racing, 5 days; running races, 5 days.
AID, PREMIUMS: State aid \$21,375; total estimated premiums paid out (excluding races) \$38,000.
ADMINISTRATION: President, Ross H. Tuckwiller; secretary, C. T. Sylenecker; publicity director, E. L. Blake.
1955 DATES: August 22-27, official.

WISCONSIN

Barron County Fair, Rice Lake

TOTAL ATTENDANCE: Paid 12,000; free 3,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$2,957.95; day grandstand total (less tax) \$1,800; night grandstand total (less tax) \$850.
CARNIVAL: Gold Bond Shows; ride and show gross, total amount, less tax, \$5,700.
ATTRACTIONS: Horse show, 1 night; harness racing, 2 afternoons; vaudeville, 2 afternoons and nights; rodeo, 1 afternoon and 1 night.
AID, PREMIUMS: State aid \$3,400; county aid \$4,000; total estimated premiums paid out (excluding races) \$4,700.
ADMINISTRATION: President H. Vanwink; secretary, B. Dalrymple; superintendent of concessions, John Lemler.
1955 DATES: August 11-14, tentative.

Bayfield County Fair, Iron River

TOTAL ATTENDANCE: Paid 2,700; free 2,300. Operated 2 days, 2 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night.
RECEIPTS: Gate \$1,344.50; night grandstand total (less tax) \$600.
CARNIVAL: Tip Top Shows.
ATTRACTIONS: Variety show (Hal Garven), 1 day, 1 night; 4-H Show; wrestling, 1 night, Tony Stecher and Sam Gallup.
AID, PREMIUMS: State aid \$2,035.82; county aid \$9,241; total estimated premiums paid out (excluding races) \$3,235.15.
ADMINISTRATION: President, Edward Pajala; secretary, Harry Lowe.
1955 DATES: August 19-21, tentative.

Blake's Prairie Agricultural Society, Bloomington

TOTAL ATTENDANCE: Paid 2,000; free 2,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Home talent and horse show.
AID, PREMIUMS: County aid \$200; total estimated premiums paid out (excluding races) \$3,650.
ADMINISTRATION: President, Orlo Champion; secretary, Robert O. Brodt.

Central Wisconsin State Fair, Marshfield

TOTAL ATTENDANCE: Paid 44,000; free 40,000. Operated 5 days, 5 nights.
WEATHER: Good 1 night; rain 2 days, 1 night; cold or cloudy 4 days, 3 nights.
RECEIPTS: Gate \$16,000; day grandstand total (less tax) \$6,800; night grandstand total (less tax) \$7,242.
CARNIVAL: Blue Ribbon Shows.
ATTRACTIONS: Swenson Thrillcade, 1 night; Al Tansor Rodeo, 1 day, 1 night; Newberry thrill show, 1 afternoon; harness races, 1 day; Sweeney auto races, 1 day; Barnes-Carruthers revue and acts, 3 nights.

AID, PREMIUMS: State aid \$4,400; county aid \$750; total premiums paid out (excluding races) \$7,000.

ADMINISTRATION: President, W. A. Drollinger; secretary, W. A. Uthmeier.

1955 DATES: September 2-6, official.

Dodge County Fair, Beaver Dam

TOTAL ATTENDANCE: Paid 24,381. Operated 4 days, 4 nights.

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

RECEIPTS: Gate \$16,000; total grandstand total (less tax) \$3,847.

CARNIVAL: Wallace Brothers Shows.

ATTRACTIONS: Ward Beam's Thrill Show, 1 afternoon and evening; revue by Barnes-Carruthers, Friday, Saturday and Sunday evenings; races 1 day, rained out the second; chariot races 2 days.

AID, PREMIUMS: State aid \$5,775.05; county aid \$1,500; total estimated premiums paid out (excluding races) \$7,550.10.

ADMINISTRATION: President, Leo Cleary; secretary, F. O. Knaup; superintendent of concessions, Howard Shepard; publicity director, A. J. Gocker.

1955 DATES: September 7-11, tentative.

Fond du Lac County Fair, Fond du Lac

TOTAL ATTENDANCE: Paid 48,655; free 3,980. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

CARNIVAL: Snapp Greater Shows.

ATTRACTIONS: Rodeo, WLS show, harness races, motorcycle races.

AID: State aid \$5,265.

Green County Fair, Monroe

OPERATED: 5 days, 4 nights.

CARNIVAL: Blue Ribbon Shows.

ATTRACTIONS: Running races, thrill show, horse show, 4-H program.

ADMINISTRATION: Secretary, William A. Brown.

Iron County Fair, Saxon

TOTAL ATTENDANCE: Paid 5,000; free 5,000. Operated 3 days, 2 nights.

RECEIPTS: Gate \$1,700.

ATTRACTIONS: Home talent show, horse putting contest, Iron County Baseball League games, fair dance, Hal Garven grandstand show.

AID, PREMIUMS: State aid \$1,600; County aid \$3,850; total estimated premiums paid out (excluding races) \$2,000.

La Crosse Interstate Fair, La Crosse

OPERATED: 5 days, 5 nights.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Grandstand acts.

ADMINISTRATION: Secretary, Joseph W. Frisch.

Langdale County Youth Fair, Antigo

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

RECEIPTS: Total grandstand (less tax) \$1,810.

CARNIVAL: Schafers Just for Fun Shows.

ATTRACTIONS: Zemater acts, pony races and saddle horse races.

AID, PREMIUMS: State aid \$1,332; county aid \$666; total estimated premiums paid out \$2,000.

ADMINISTRATION: Secretary, M. C. Hanson.

1955 DATES: Third week in August, tentative.

Northern Wisconsin District Fair, Chippewa Falls

TOTAL ATTENDANCE: Paid 175,000.

Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: ACA Shows.

ATTRACTIONS: Barnes-Carruthers show, 6 nights; Tournament of Thrills, 2 performances; harness races, 3 days.

AID, PREMIUMS: State aid \$5,000; total estimated premiums paid out (excluding races) \$10,000.

ADMINISTRATION: President, H. A. White; secretary, A. L. Putnam; superintendent of concessions, Bob O'Neil; publicity director, H. Meier.

1955 DATES: August 2-7, official.

Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Paid 11,000; free 1,500. Operated 3 days, 3 nights.

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

RECEIPTS: Gate \$5,000; day grandstand total (less tax) \$2,000; night grandstand total (less tax) \$3,000.

CARNIVAL: Dobsons United Shows; ride and show gross, total amount, less federal tax, \$4,000.

ATTRACTIONS: Circus, KSTP barn dance, plug horse derby, home talent.

AID, PREMIUMS: State aid \$3,300; county aid, \$1,500; other aid, none; total estimated premiums paid out (excluding races) \$4,800.

ADMINISTRATION: President, Ray Crownhart; secretary, H. G. Seyforth; superintendent of concessions, Otto Chrostan-son.

1955 DATES: August 19-21, tentative.

Polk County Fair, St. Croix Falls

TOTAL ATTENDANCE: Paid 1,800; free 1,500. Operated 3 days, 3 nights.

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

RECEIPTS: Gate \$2,471.35; day & night grandstand total (less tax) \$1,219.50.

CARNIVAL: Dodson United.

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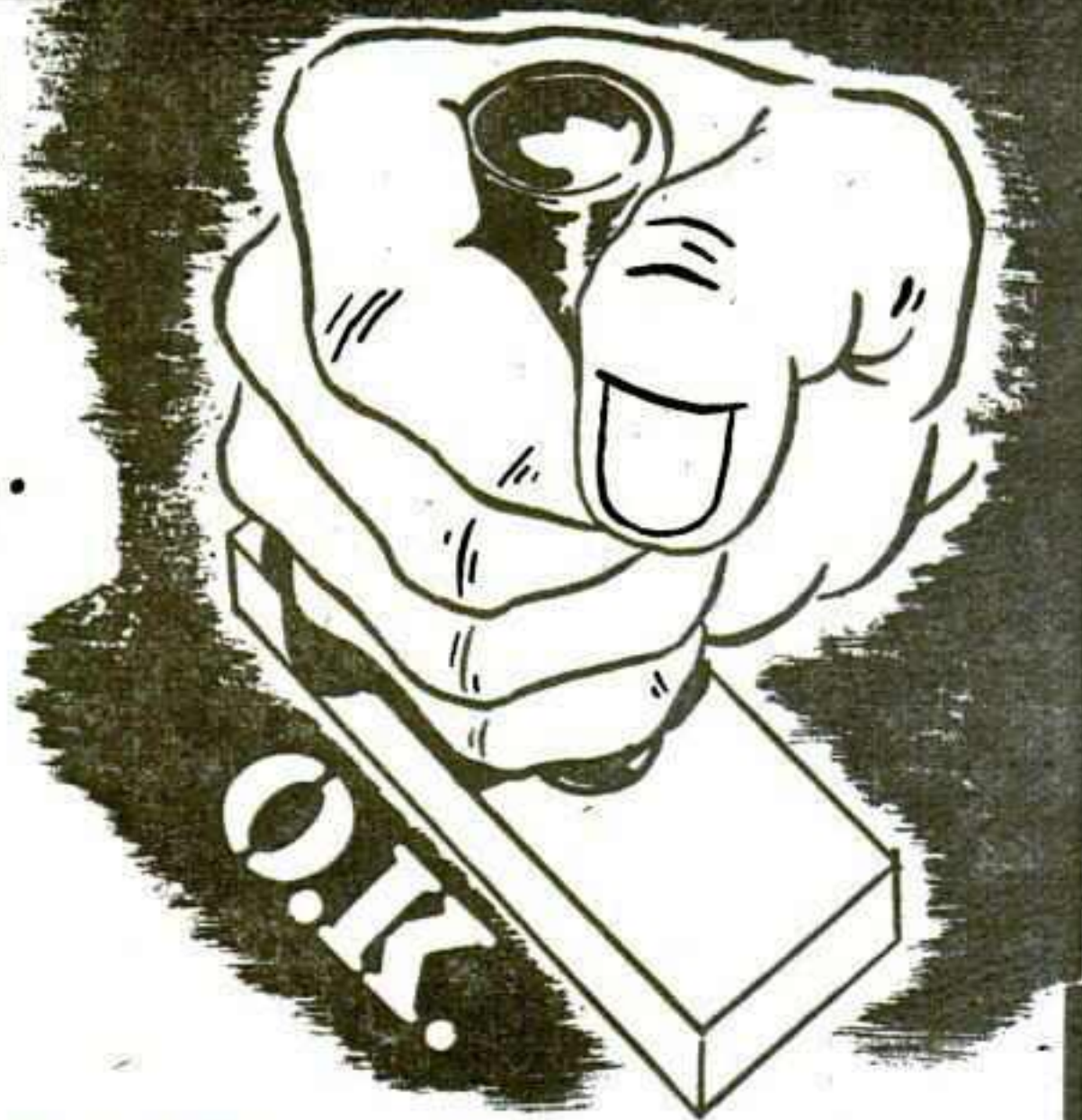
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ATTRACTIONS: Hal Garven Stage Revue, 2 days and 1 night; horse show and saddle races, 1 day; horse pulling contest, 1 night.

AID, PREMIUMS: State aid \$3,300; county aid \$2,000; total premiums paid out (excluding races) \$4,734.75.

ADMINISTRATION: President, J. Alfred Olson; secretary, John H. Clayton; publicity director, W. R. Vezinia.
1955 DATES: August 5-7, official.

Racing County Fair, Union Grove

TOTAL ATTENDANCE: Paid 14,104. Operated 4 days, 4 nights.

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

RECEIPTS: Gate \$7,052; day grandstand total (less tax) \$331.50; night grandstand total (less tax) \$449.

CARNIVAL: Emshoff Shows; ride and show gross, total amount, less federal tax, \$3,169.24.

ATTRACTIONS: Greyhound races, Sunday afternoon; amateur programs sponsored by various companies in the county were held each night; a tractor pulling contest was held each morning; baby beef sale.

AID, PREMIUMS: State aid \$3,565.95; total estimated premiums paid out (excluding races) \$6,120.20.

ADMINISTRATION: President, Leo Warren; secretary, A. E. Dittbrenner; superintendent of concessions, Vern Molitor.
1955 DATES: August 4-7, official.

Rosholt Free Fair, Rosholt

TOTAL ATTENDANCE: Free 26,500. Operated 2 days, 3 nights.

WEATHER: Good 2 days, 3 nights.

CARNIVAL: Dusty Rhodes.

ATTRACTIONS: Acrobatic acts, musical acts.

AID, PREMIUMS: State aid \$1,500; county aid \$750; total estimated premiums paid out (excluding races) \$1,950.

ADMINISTRATION: President, H. P. Anderson; secretary, R. L. Wrolstad; superintendent of concessions, L. Peterson.
1955 DATES: September 3-5, official.

Shawano County Fair, Shawano

TOTAL ATTENDANCE: Paid 22,000. Operated 4 days, 4 nights.

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

CARNIVAL: Schafer's Just for Fun Shows.

ATTRACTIONS: Al Tansor Rodeo, Zemater acts, harness races, auto races, thrill show.

PREMIUMS: Total estimated premiums paid out (excluding races) \$7,000.

1955 DATES: Four days ending Labor Day, tentative.

Tri-State Fair, Superior

OPERATED: 6 days, 6 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Acts booked thru Barnes-Carruthers, auto races.

ADMINISTRATION: Secretary, Seegram Swanson.

Vilas County Free Fair, Eagle River

TOTAL ATTENDANCE: Free 11,000. Operated 3 days, 3 nights.

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

CARNIVAL: Meverdeen Amusement Company.

ATTRACTIONS: Amateur show, tractor pulling, horse show, Maggie & Scotty Show.

AID, PREMIUMS: State aid \$1,229.40; county aid \$2,000; total estimated premiums paid out (excluding races) \$1,536.

ADMINISTRATION: President, Dallas Smith; secretary, H. M. Smith.
1955 DATES: August 19-21, tentative.

Waupaca County Fair, Weyauwega

OPERATED: 3 days, 3 nights.

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

RECEIPTS: Gate \$2,737.25; day grandstand total (less tax) \$1,097.25; night grandstand total (less tax) \$751.

CARNIVAL: Schafer's Just for Fun Shows.

ATTRACTIONS: Al Tansor Rodeo, harness racing, stagershow.

AID, PREMIUMS: State aid \$4,114.30; county aid \$2,600; total estimated premiums paid out (excluding races) \$7,285.75.

1955 DATES: September 8-11, tentative.

Wauwasha County Fair, Wautoma

TOTAL ATTENDANCE: Paid 7,000; free 250. Operated 3 days, 4 nights.

WEATHER: Good 2 days, rain 1 day; cold or cloudy 4 nights.

RECEIPTS: Gate \$3,618.73; total grandstand (less tax) \$799.50.

CARNIVAL: Dusty Rhodes rides; ride and show gross, total amount, less federal tax, \$671.

ATTRACTIONS: Zemater Show, 3 days and nights; running races, 3 days; league baseball games, 3 days; home talent show, 1 night.

PREMIUMS: Total estimated premiums paid out (excluding races) \$3,665.05.

ADMINISTRATION: President, Joe Parkin; secretary, Burnett Johnson.
1955 DATES: August 18-21, tentative.

Wisconsin State Fair, West Allis

TOTAL ATTENDANCE: Paid 770,664. Operated 9 days, 9 nights.

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

ATTRACTIONS: Barnes-Carruthers Show, 8 night performances; 3 days of harness racing; 2 days stock car races; 1 big car race and 1 motorcycle race.

AID, PREMIUMS: total estimated premiums paid out (excluding races) \$175,000.

ADMINISTRATION: Manager, W. M. Masterson.

1955 DATES: August 20-28, official.

WYOMING

Central Wyoming Fair, Casper

WEATHER: Good 4 days, 2 nights; cold or cloudy 3 nights.

CARNIVAL: Brodbeck-Schrader Shows. ATTRACTIONS: Barnes-Carruthers revue; rodeo with Gene Autry; auto races; Sally Rand revue on midway.

ADMINISTRATION: President, James Spear; secretary, Bob Latta.
1955 DATES: August 18-22, tentative.

Park County Fair, Powell

TOTAL ATTENDANCE: Paid 2,850; free 2,000. Operated 2 days, 3 nights.

WEATHER: Good 2 days, 3 nights.

RECEIPTS: Gate \$1,400; day grandstand total (less tax) \$775; night grandstand total (less tax) \$2,150.

CARNIVAL: Northern Exposition Shows; ride and show gross, total amount, less tax, \$4,400.

ATTRACTIONS: Horse show, Williams and Lee acts.
1955 DATES: August 18-20, tentative.

CANADA ALBERTA

Calgary Exhibition and Stampede, Calgary

TOTAL ATTENDANCE: Paid 482,281. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Ernie Young revue, 6 nights; horse races, 6 days; rodeo.

ADMINISTRATION: President, W. A. Crawford Frost; manager, M. E. Hartnett; superintendent of concessions, W. L. Ross.
1955 DATES: July 11-16, official.

Edmonton Exhibition, Edmonton

OPERATED: 6 days, 6 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Ernie Young revue, running races.

ADMINISTRATION: Secretary, Miss B. Bannerman.

BRITISH COLUMBIA

Pacific National Exhibition, Vancouver

OPERATED: 11 days, 11 nights.

CARNIVAL: Independent rides, shows and concessions.

ATTRACTIONS: Polack Bros.' Circus, acts, horse racing.

ADMINISTRATION: General manager, V. Ben Williams.

NOVA SCOTIA

Stanley Fair, Stanley

TOTAL ATTENDANCE: Paid 6,000; free 2,000. Operated 4 days, 4 nights.

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

RECEIPTS: Gate \$3,000; day grandstand total (less tax) \$500; night grandstand total (less tax) \$400.

ATTRACTIONS: Horse-pulling, band concerts, jamboree show.

CARNIVAL: Bill Lunch Shows.

AID, PREMIUMS: State aid \$700; total estimated premiums paid out (excluding races) \$2,000.

ADMINISTRATION: President, James G. Thorburn; secretary, T. Allan Best.
1955 DATES: September 12-15, tentative.

ONTARIO

Aylmer Fair, Aylmer

TOTAL ATTENDANCE: Paid 12,000. Operated 2 days, 3 nights.

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

RECEIPTS: Gate \$3,100, day grandstand total (less tax) \$400; night grandstand total (less tax) \$2,300.

CARNIVAL: Motor City.

ATTRACTIONS: Six acts in grandstand by Gus Sun.
1955 DATES: August 25-27, tentative.

Belleville Fair, Belleville

Operated 4 days, 4 nights.

WEATHER: Gold 4 days, 4 nights.

CARNIVAL: Conklin Shows.

ATTRACTIONS: Variety show, rodeo.

AID, PREMIUMS: State aid \$1,500; county aid \$300; other aid \$750; total estimated premiums paid out (excluding races) \$4,825.

ADMINISTRATION: President, Harry Rollins; secretary, Thos. Walker.
1955 DATES: August 15-18, official.

Canadian Lakehead Exposition, Fort William-Port Arthur

OPERATED: 3 days, 3 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Auto races, thrill show.

ADMINISTRATION: Secretary, W. Walker.

Canadian National Exhibition, Toronto

OPERATED: 14 days, 14 nights.

CARNIVAL: Conklin Shows.

ATTRACTIONS: Grandstand show featuring Roy Rogers, Dale Evans, Trigger.

ADMINISTRATION: Manager, H. E. McCallum.

Lindsay Central Exhibition, Lindsay

TOTAL ATTENDANCE: Paid 56,000; free 3,000. Operated 4 days, 4 nights.

RECEIPTS: Gate 25,000; day grandstand total (less tax) \$1,800; night grandstand total (less tax) \$1,800.
CARNIVAL: Conklin Shows.
ATTRACTIONS: Running races, 4 days.

ATTRACTIONS: Midway, harness races. AID, PREMIUMS: County aid \$100; total estimated premiums paid out \$3,000.
ADMINISTRATION: President, J. B. Morrissette; secretary, A. Trudeau.

Western Fair, London

OPERATED: 6 days, 6 nights.
CARNIVAL: Conklin and Garrett Shows.
ATTRACTIONS: Hamid revue, thrill show, harness races.
ADMINISTRATION: Manager, Walter D. Jackson.

Woodbridge Fair, Woodbridge

TOTAL ATTENDANCE: Paid 8,000; free 2,500. Operated 2 days, 1 night.
WEATHER: Good 1 night; cold or cloudy 2 days.
RECEIPTS: Gate \$4,000; day grandstand total (less tax) \$200.
CARNIVAL: T. Green Shows.
ATTRACTIONS: Horse round-up, 1 day of harness races, 1 day of pony races.
ADMINISTRATION: President, L. Kefter; secretary, W. M. Myers; superintendent of concessions, R. N. Mitchell.
1955 DATES: October 7-10, official.

QUEBEC

Ayers Cliff Fair, Ayers Cliff

TOTAL ATTENDANCE: Paid 5,471; free 200. Operated 3 days, 3 nights.
RECEIPTS: Gate \$2,218; day grandstand total (less tax) \$775.85; night grandstand total (less tax) \$428.20.
CARNIVAL: March Midway Shows; ride and show gross, total amount, less federal tax, \$900.
ATTRACTIONS: Associated Entertainment Enterprises, 3 days, 3 nights; 3 days harness horse races.
AID, PREMIUMS: Provincial aid \$3,000; county aid \$800; other aid \$1,800; total estimated premiums paid out (excluding races) \$7,800.
ADMINISTRATION: President, Henri Ray; secretary, Eloise Corey; superintendent of concessions, A. H. Slack.

Exposition Provinciale de Quebec, Quebec City

TOTAL ATTENDANCE: Paid 343,000; free 50,000. Operated 9 days, 10 nights.
WEATHER: Good 6 days, 7 nights; rain 3 days, 3 nights.
RECEIPTS: Gate \$139,761.15; day grandstand total (less tax) \$15,983.39; night grandstand total (less tax) \$8,006.07.
CARNIVAL: Conklin & Garrett.
ATTRACTIONS: "Hippodrome of 1955," Harold Steinman producer, 10 nights, 4 matinees; harness races, 8 nights, 6 matinees out of possible 15 programs.
PREMIUMS: Total estimated premiums paid out (excluding races) \$21,000.
ADMINISTRATION: President, Mayor W. Hamel; secretary, Emery Boucher; superintendent of concessions, Jacques Boucher; publicity director, J. D. Boudreau.
1955 DATES: September 2-11, official.

LaSociete d'Ariculture du Comte d'Yamaska, St. Francoise du Lac

TOTAL ATTENDANCE: Paid 9,000; free 1,000. Operated 3 days, 3 nights.
RECEIPTS: Gate 4,500.
CARNIVAL: Green Shows.

SASKATCHEWAN

Lloydminster Agricultural Exhibition, Lloydminster

TOTAL ATTENDANCE: Paid 14,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.
CARNIVAL: Gold Medal Shows.
ATTRACTIONS: Zemater revue, 3 days, 3 nights; harness races.
ADMINISTRATION: President M. Al-sager; secretary, George K. Ross.

Melfort Exhibition, Melfort

TOTAL ATTENDANCE: Paid 10,871. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day.
RECEIPTS: Gate \$6,043.75; grandstand total (less tax) \$6,897.46.
CARNIVAL: Gold Medal Shows; ride and show gross, total amount, \$11,252.60.
ATTRACTIONS: 2 days harness racing with pari-mutuels.
ADMINISTRATION: President, J. S. Reynolds; secretary, C. D. Manson; superintendent of concessions, J. H. Stewart; publicity director, Mrs. T. A. Johnson.
1955 DATES: July 14-16, tentative.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: 185,641. Operated 6 days, 6 nights.
WEATHER: rain 1 day, 1 night; cold or cloudy 5 days, 5 nights.
RECEIPTS: Gate \$65,691.75; day grandstand total (less tax) \$21,104.50; night grandstand total (less tax) \$50,821.35.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Ernie Young Variety Show, 6 days running races with pari-mutuels.
PREMIUMS: Total estimated premiums paid out (excluding races) \$35,000.
ADMINISTRATION: President, W. N. Catley; secretary, T. H. McLeod; superintendent of concessions, Charles Leech; publicity director, Alex Aitken.
1955 DATES: August 1-6, official.

Saskatoon Industrial Exhibition, Saskatoon

OPERATED: 6 days, 6 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Ernie Young revue, running races.
ADMINISTRATION: Manager, S. N. MacEachern.

Weyburn Agricultural Fair, Weyburn

Operated 2 days, 2 nights.
WEATHER: Good 1 day; rain 1 day; cold 2 nights.
RECEIPTS: Gate \$8,663.24.
CARNIVAL: Gold Medal Shows; ride and show gross, total amount, less federal tax, \$6,036.99.
ATTRACTIONS: Charles Zemater Theatrical Products, 2 days and nights; harness races canceled on account of rain.
AID, PREMIUMS: State aid \$1,500; city aid \$800; other aid \$500.
ADMINISTRATION: President, A. J. Adolphe; secretary, R. Schultz.



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Birmingham, Alabama State Fair

GRANDSTAND CAPACITY: 10,000. BLEACHER CAPACITY: 650. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, trade shows, sports shows.

1954 STILL DATES: Home show, Chrysler show, dog show. Auto races every Sunday.

RENTAL AGENT: R. H. McIntosh, general manager, Fairgrounds, Birmingham, Ala.

Florence, North Alabama State Fair

GRANDSTAND CAPACITY: 8,000. PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot. COLISEUM SEATING CAPACITY: 1,000. Coliseum available for trade show. RENTAL AGENT: C. H. Jackson.

ARKANSAS

Batesville, Independence County Fair

GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

Mulberry, Crawford County Fair

PLANT IS AVAILABLE FOR: Carnival show lot. 1954 STILL DATES: Carnival and Special numbers on stage. RENTAL AGENT: Joe M. Kirksey, Mulberry, Arkansas.

Ozark, Franklin County Fair

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Rodeos. 1954 STILL DATES: Livestock and educational booths. RENTAL AGENT: City Park, Ozark, Ark.

Perryville, Perry County Fair

GRANDSTAND CAPACITY: 300. PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot. 1954 STILL DATES: Nine County Barbeques. RENTAL AGENT: Walter Paul, Perryville, Ark.

ARIZONA

Phoenix, Arizona State Fair

GRANDSTAND CAPACITY: 7,200. Size of race track, 1 mile dirt and five-eighth mile paved. Small track is equipped for night racing. PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, circus show lot. RENTAL AGENT: George W. Blake.

CALIFORNIA

Angels Camp, Calaveras County Fair

GRANDSTAND CAPACITY: 15,000. Size of race tracks: One-half and one-fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Dances, convention, revival, weddings. RENTAL AGENT: Carl T. Mills, Angels Camp, California.

Antioch, Contra Costa County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 3,000. Size of race track: Three-eighth mile. Plant is available for: Circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.

1954 STILL DATES: Dances, Boy Scout-O-Rama, Optimist Club circus, 4-H field day, church convention. RENTAL AGENCY: Norman D. Sundborg, sec.-mgr., P. O. Box 25, Antioch.

Auburn, Auburn District Fair

GRANDSTAND CAPACITY: 1,776. BLEACHER CAPACITY: 900. Size of race track: One-fifth mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Jalopy racing, football, 4-H Club Fair. RENTAL AGENT: R. W. Towers, P. O. Box 1031, Auburn, Calif.

Chico, Silver Dollar Fair

GRANDSTAND CAPACITY: 1,600. BLEACHER CAPACITY: 2,000. Size of race track one-half mile. PLANT IS AVAILABLE FOR: Big car races, harness races, thrill shows, rodeos,

Year-round use of fairground facilities has grown and is continuing to grow with each passing year.

To fairs, still dates are the means of increased revenue. They also enable many fairs to maintain their plants better because the greater activity and added income permits the maintenance of larger, more efficient staffs and caretakers. Still dates, moreover, serve to build the fair in the eyes of the public for the greater activity at

fairgrounds, the greater is the attention focused upon the fair.

Attractions, ever alert for new dates, find the compilation of Still-Date Facilities of great importance. Nowhere can attractions determine fair facilities. Thus, the listing, together with the facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vitally in the contracting and routing of attractions.

motorcycle races, carnival show lot, circus show lot.

RENTAL AGENT: Edward Warren.

Del Mar, Southern California Exposition

GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 1,500. Size of race track: 1 mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,800. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Shrine Hi-Jinks, Globetrotters basketball, Del Mar Turf Club Racing (thoroughbred), July 28-Sept. 11; winter home for harness horses, Dec. 1 to April 1; Consolidated Aircraft picnic, Sept. 18-19. RENTAL AGENT: Paul T. Mannen, Box 578, Del Mar, Calif.

Eureka, Redwood Acres Fair

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 2,000. Size of race tracks: One-quarter and five-eighths-mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.

1954 STILL DATES: Hardtop races, motorcycle races, Shrine circus, stock car races, rodeo. RENTAL AGENT: Ralph H. Barnes, secretary-manager, 3750 Harris St. Eureka, Calif.

Imperial, California Mid-Winter Fair

GRANDSTAND CAPACITY: 5,000. Size of race tracks, one-half mile and one-eighth mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

RENTAL AGENT: D. V. Stewart.

Lakeport, Lake County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,000. Size of race track: One-quarter mile. Plant is available for: Stock car races, thrill shows, motorcycle races, carnival show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, trade shows, sports shows. 1954 STILL DATES: Four concerts, 17 nights of stock car racing, 4-H Exhibit Day, stockmen's meetings, softball series. RENTAL AGENT: Phil Lewis, Box 866, Lakeport, Calif.

Lancaster, Antelope Valley Fair and Alfalfa Festival

GRANDSTAND CAPACITY: 1,465. Size of race track: Three-eighths mile. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum (indoor arena) available for rental for: Dances, stage shows, trade shows, sports shows.

1954 STILL DATES: Unlimited. RENTAL AGENT: A. G. Marquardt, P. O. Box 472, Lancaster, Calif.

Los Angeles, Great Western Livestock Show

GRANDSTAND CAPACITY: 11,500. Size of race track: None. Plant is available for: Rodeos.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 10,000. Coliseum (indoor arena) available for rental for: Dances, trade shows.

1954 STILL DATES: None. RENTAL AGENT: A. M. Mathews, mgr., 2120 S. Eastern Ave., Los Angeles.

Madera, Madera District Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,200. Size of race track: Half mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum (indoor arena) available for rental for: Dances, ice shows, circuses, stage shows, trade shows.

1954 STILL DATES: Carnival, Clyde Beatty Circus. RENTAL AGENT: J. T. O'Shaughnessy, Route 1, Box 358, Madera, Calif.

Mariposa, Mariposa County

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 800. Size of race track: Seven-thirty-seconds mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.

1954 STILL DATES: Hot rod races, centennial celebration in May (10 days), football (high school), weekly roping, several hundred picnics and banquets. RENTAL AGENT: Dale K. Campbell, sec.-mgr., P. O. Box 333, Mariposa, Calif.

Napa, Napa District Fair

GRANDSTAND CAPACITY: 2,000. Size of race track, three-eighths mile. PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM SEATING CAPACITY: 2,000. Coliseum available for: Dances, cir-

cuses, stage shows, trade shows, sports shows.

RENTAL AGENT: Lowell Eddington.

Placerville, El Dorado County Fair

BLEACHER CAPACITY: 3,000. Plant is available for: Rodeos, carnival show lot, circus show lot.

COLISEUM AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.

1954 STILL DATES: Rodeo, picnics, dances, horse shows. RENTAL AGENT: Guy W. Davenport, El Dorado County Fair Asso., Box 144, Placerville, Calif.

Pomona, Los Angeles County Fair

GRANDSTAND CAPACITY: 10,500. Size of race track: One-half mile.

Roseville, Placer County Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 1,000. Size of race track: None. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances trade shows, sports shows.

1954 STILL DATES: Amateur Rodeo, Stock sale, Cattle Breeders' picnic, Halloween party for children, Christmas party for children. RENTAL AGENT: Secretary-manager, Nic Huddleston, P. O. Box 710, Roseville, Calif.

Sacramento, California State Fair and Exposition

GRANDSTAND CAPACITY: 8,120. BLEACHER CAPACITY: 2,000. Size of race track: 1 mile.

PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: Large hall with seating capacity of approximately 1,300 for dinners and approximately 2,500 for shows. Coliseum (indoor arena) available for rental for: Dances, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Dances, dinners, trade shows, livestock sales, dog shows, auto races. RENTAL AGENT: E. P. Green, secretary-manager California State Fair & Exposition, P.O. Box 2036, Sacramento, Calif.

San Jose, Santa Clara County Fair

GRANDSTAND CAPACITY: 5,500. Size of race tracks: 1 mile and one-quarter mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Harness

races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM SEATING CAPACITY: 4,800. Coliseum available for rental for: Dances, circuses, trade shows, sports shows. RENTAL AGENT: Russell E. Pettit.

San Mateo, San Mateo County Fair and Floral Fiesta

COLISEUM (INDOOR ARENA) SEATING CAPACITY: Portable seats, 7,000. Coliseum (indoor arena) available for rental for: Dances, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Home shows, auto shows, Scout-o-Rama, organization meetings, sports contests, political meetings, organization parties and dances.

RENTAL AGENT: William M. Wilson, manager, P. O. Box 1027, 2501 Pacific Ave., San Mateo, Calif.

Sonora, Mother Lode Fair

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.

1954 STILL DATES: Basket ball, dances, stage shows, auto shows, arena shows, banquets, card parties. RENTAL AGENT: C. B. Mathews, manager, Box 936, Sonora, Calif.

Stockton, San Joaquin County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 2,300. Size of race tracks: Three-quarter mile and mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,300. Coliseum available for rental for: Ice shows, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Motorcycle and big car races. RENTAL AGENT: E. G. Vollmann, P. O. Box 1609, Stockton, Calif.

Tulare, Tulare County Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 3,200. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum (indoor arena) available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.

1954 STILL DATES: Dancing, 4-H fair, dinners—various groups, sale of livestock. RENTAL AGENT: A. J. Elliott, P. O. Box 777, Tulare, Calif.

Watsonville, Santa Cruz County Fair

BLEACHER CAPACITY: 2,000. Size of race track one-half mile. Plant is available for: Harness races, carnival show lot, circus show lot.

1954 STILL DATES: Shrine circus, Kennel Club Show, Junior Exhibit Day (Kiwanis sponsored). RENTAL AGENT: Santa Cruz County Fair, secretary-manager, P. O. Box 503, Watsonville, Calif.

Yreka, Siskiyou County Fair

GRANDSTAND CAPACITY: 1,300. BLEACHER CAPACITY: 700. Size of race tracks: One-half and one-quarter mile. Small track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Square dancing, hardtop racing, horse show. RENTAL AGENT: E. B. Mathews, sec.-mgr., Route 1, Box 99.

COLORADO

Holyoke, Phillips County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: Half mile. Plant is available for: Hot rod races, harness races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Ball games. RENTAL AGENT: A. E. Enrminger, Box 206, Holyoke, Colo.

Loveland, Larimer County Fair and Rodeo

GRANDSTAND CAPACITY: 2,280. BLEACHER CAPACITY: 1,000. Size of race track: mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.

1954 STILL DATES: Loveland Saddle Club Rodeo, Lions Club, Kids Rodeo, race track is used for training of race horses. RENTAL AGENT: Ben Naeve, 108 E. 3d, Loveland, Colo.

Sterling, Logan County Fair and Rodeo

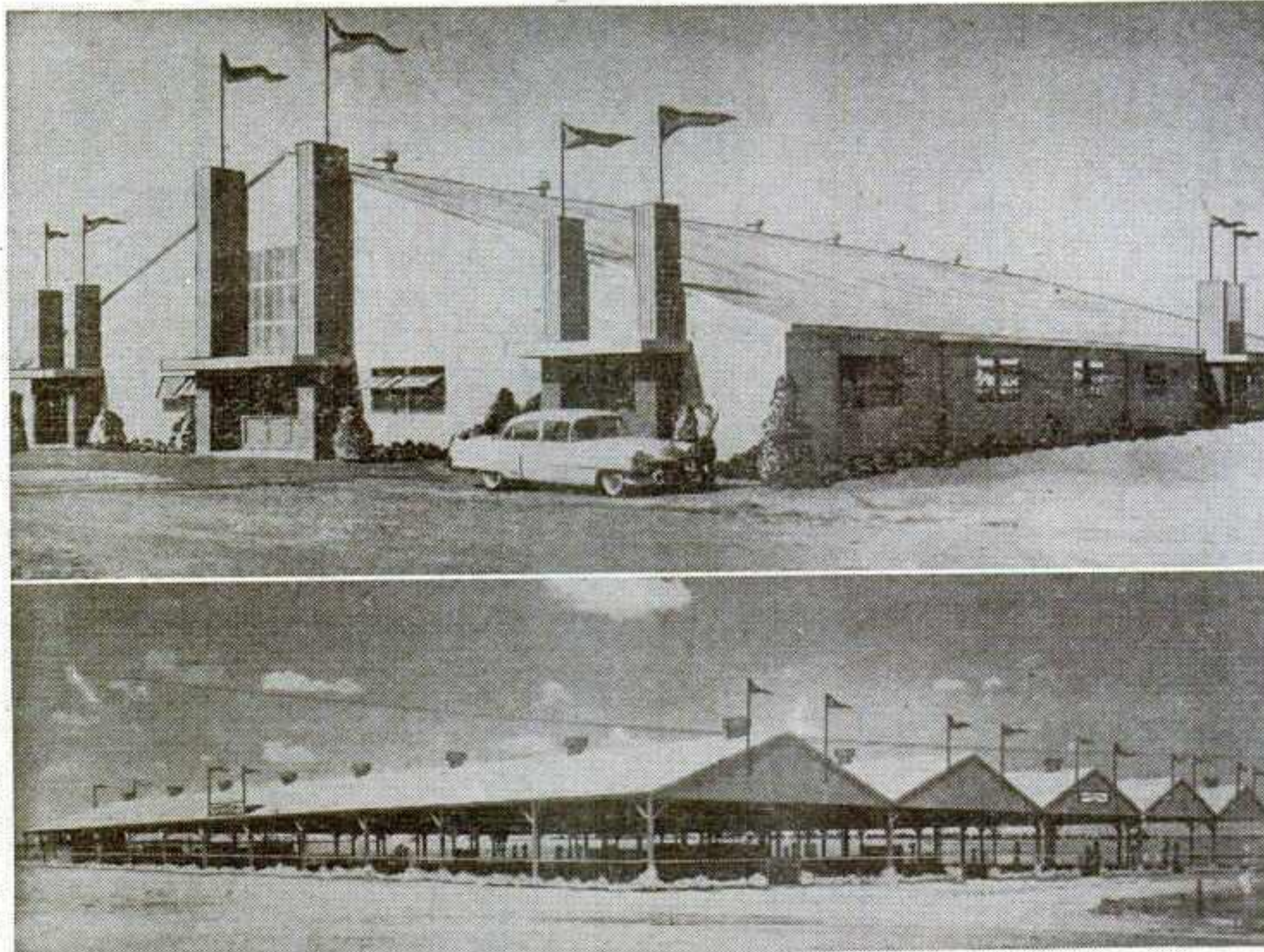
GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Plant is available for: Harness races, thrill show, rodeos, carnival show lot, circus show lot.

RENTAL AGENT: County Commissioner of Logan County, Sterling, Colo.

CONNECTICUT

Danbury, Great Danbury Fair

GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 1,200. Size



Two new structures, a Livestock Building and a General Exhibits Building, were used for the first time in 1954 by the Heart O' Texas Fair, Waco. The General Exhibits Building, shown at the top, is 120 by 200 feet and is equipped with a stage on which three programs were presented daily at the 1954 fair. The new Livestock Building, shown at the bottom, covers more than two acres and provides housing for 1,200 head of livestock. The General Exhibits Building was designed for use for conventions, banquets, basketball games, etc., at other than fair time. Othel M. Neely, the fair's executive vice-president, points out.

of race tracks: One-third and one-fifth mile. PLANT IS AVAILABLE FOR: Big car races, midget auto races, stock car races, thrill shows, rodeos. RENTAL AGENT: John W. Leahy.

Riverton, Riverton Fair

GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: 100. Size of race track: None. 1954 STILL DATES: None. RENTAL AGENT: Robert A. Ransom, superintendent of grounds, West Hartland.

Stafford Springs, Stafford Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,500. Size of race tracks: One-fifth and one-half mile. Track is equipped for night racing. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum (indoor arena) available for rental for: Dances, stagshows, trade shows, sports shows. 1954 STILL DATES: Midget auto races, motorcycle races, stock car races, thrill shows. RENTAL AGENT: C. D. Benton, Cooper Lane, Stafford Springs, Conn.

FLORIDA

Tampa, Florida State Fair

GRANDSTAND CAPACITY: 3,850. BLEACHER CAPACITY: 3,751. Size of race track: One-half mile. PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races. SPECIAL BUILDING AVAILABLE FOR: Trade shows, sports shows. RENTAL AGENT: J. C. Huskisson.

GEORGIA

Atlanta, Southeastern Fair

GRANDSTAND CAPACITY: 6,500. BLEACHER CAPACITY: None. Size of race track: Mile dirt. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum (indoor arena) available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows. RENTAL AGENT: E. Lee Carteron, Lakewood Park, Atlanta.

Douglas, County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,650. Size of race track: One-eighth mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR: Dances, stage shows, trade shows, sports shows. 1954 STILL DATES: Centennial. RENTAL AGENT: City of Douglas, Douglas, Ga.

IDAHO

Blackfoot, Eastern Idaho State Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,000. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos. 1954 STILL DATES: Purebred livestock sales, rodeo. RENTAL AGENT: Mrs. Ruth C. Hartkopf, secretary-manager, Box 228, Blackfoot, Idaho.

Homedale, Owghee County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances. 1954 STILL DATES: Horse races, stock show, fat stock auction. RENTAL AGENT: Harold McJunkin, mgr., Marsing, Idaho.

Nezperce, Lewis County Fair

GRANDSTAND CAPACITY: 750. BLEACHER CAPACITY: 500. Size of race track: Quarter mile. Plant is available for: Midget auto races, thrill shows, rodeos, carnival show lot, circus show lot. 1954 STILL DATES: Moto-Polo, September 22-23. RENTAL AGENT: Lester Meiners, Nezperce, Idaho.

Orofino, Clearwater County Fair

GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 1,500. Plant is available for: Carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows. 1954 STILL DATES: Football games, baseball. RENTAL AGENT: Wayne Johnson, Orofino, Idaho.

Weiser, Weiser Round-Up

GRANDSTAND CAPACITY: 6,000. PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.

ILLINOIS

Anna, The Anna Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 300. Size of race track: One-half mile. 1954 STILL DATES: Anna Centennial, July 1-5. RENTAL AGENT: Plant is now controlled by Anna City Park Board. Fair has optional lease two weeks out of each year.

Henry Marshall Putnam Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, carnival show lot. 1954 STILL DATES: Rodeo. RENTAL AGENT: R. H. Monier, Sparland, Ill.

Kankakee, Kankakee Fair Association

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 4,000. Size of race tracks: One-half mile and one-fifth mile tracks. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1954 STILL DATES: Stock races every Friday night during season; Rogers Wild West Show; Tournament of Thrills; Midget Auto Races. RENTAL AGENT: Percy F. Loiselle, Box 583, Kankakee, Ill.

Knoxville, Knox County Fair

GRANDSTAND CAPACITY: 4,200. Size of race tracks: One-fifth and one-half mile. Fifth-mile track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. 1954 STILL DATES: None. RENTAL AGENT: Ray Swanson, 442 Dudley St., Galesburg, Ill.

Lewistown, Fulton County Fair and Racing Assn.

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1954 STILL DATES: Big car auto races, Western stock horse show. RENTAL AGENT: Chester Boone, secretary, or Clara D. Shull, building and ground chairman, Lewistown, Ill.

Lincoln, Logan County Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1954 STILL DATES: Motorcycle races, lodge-sponsored public barbecue, State livestock sales. RENTAL AGENT: W. E. Layman, secretary, 131 10th St. Lincoln, Ill.

Marshall, Clark County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track: Half-mile. Track is equipped for night racing. Plant is available for: Harness races, rodeos, carnival show lot. 1954 STILL DATES: None. RENTAL AGENT: Charles A. Bush, Marshall, Ill.

Martinsville, Martinsville Fair

SIZE OF RACE TRACK: One-half mile. Plant is available for: Harness races, circus show lot. 1954 STILL DATES: None. RENTAL AGENT: H. L. Douney, Martinsville, Ill.

Mendota, Tri-County Fair

GRANDSTAND CAPACITY: 1,503. BLEACHER CAPACITY: 1,400. Size of race track: One-half mile. Plant is available for: Harness races. 1954 STILL DATES: None. RENTAL AGENT: E. A. Lorock, secretary, 711 1/2 Washington Street, Mendota, Ill.

Milford, Iroquois County Agricultural and 4-H Club

GRANDSTAND CAPACITY: 3,000. 1954 STILL DATES: None.

Peotone, Will County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track: One-fifth mile. Track is equipped for night racing. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot. 1954 STILL DATES: Stock car races. RENTAL AGENT: Robert N. Loitz, secretary, Peotone, Ill.

Oregon, Ogle County Fair

GRANDSTAND CAPACITY: 5,200. BLEACHER CAPACITY: 600. Size of race track: One-half mile. Plant is available for: Circus show lot. RENTAL AGENT: E. D. Landers, 710 W. Wash St., Oregon, Ill.

Peoria, Heart of Illinois

GRANDSTAND CAPACITY: 2,500. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. 1954 STILL DATES: Fun festival.

Sandwich, Sandwich Fair

GRANDSTAND CAPACITY: 3,000.



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We can place a few more good attractions and legitimate concessions for our 1955 route. Tell us what you have.

THANKS TO ALL

for making this past season such a splendid success for all of us.

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to better meet the demand for the show that is a real family show.

LARGE or SMALL—NEAR or FAR . . . In 1955, Johnny's United Shows can offer . . . and will deliver . . . the unit to meet your needs.

This show will continue to bring the finest to the FAIRS and CELEBRATIONS it has the privilege of playing . . . in keeping with Family Tradition.

THANKS

To the many events where we played during the 1954 season . . . and to our own personnel and showmen without whom we never could have accomplished so much.

SHOWMEN

Due to the extra unit we are putting together for 1955, we will need shows, rides and concessions. If you want to get with the Family Show . . . and can't meet our standards, get in touch with us.

Contact JOHN PORTEMONT, Owner

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We can offer, in the Middle West, the finest truck shows on the road. Now booking shows and concessions for both units. CONTACT THE MANAGERS OF EACH UNIT FOR INFORMATION. We'll be in Chicago and at your State Meetings.

race track: One-half mile. Plant is available for: Rodeos, circus show lot.
RENTAL AGENT: C. R. Brady, 113 S. Main Street, Sandwich, Ill.

Springfield, Illinois State Fair

GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 5,000. Size of race tracks: Mile and one-half mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,400. Coliseum available for rental for: Ice shows, stage shows.
1954 STILL DATES: Globe Trotters basketball game in front of grandstand; Midwest horse show in coliseum; truck rodeo in front of grandstand; dance in Junior Building; barn dance in Illinois Building; conventions and meetings of different kinds and picnics.

RENTAL AGENT: Louis London, assistant general manager of superintendent of Illinois State Fair, Springfield, Ill.

INDIANA

Anderson, Anderson Free Fair

GRANDSTAND CAPACITY: 3,200. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: None.
RENTAL AGENT: Park Dept., City of Anderson, Anderson, Ind.

Bourbon, Bourbon Fair

Plant is available for: Harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Rodeos and boxing matches.
RENTAL AGENT: Wayne Metheny, Bourbon, Ind.

Converse, Miami County

Agricultural Assn.

GRANDSTAND CAPACITY: 2,200. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: None.
RENTAL AGENT: W. T. Clair, Converse, Ind.

Corydon, Harrison County

Agricultural Society

GRANDSTAND CAPACITY: 2,000. Size of race track: Quarter mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Legion 4th of July celebration.

RENTAL AGENT: J. Ward Walker, secretary, Corydon, Ind.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Semi-pro baseball, carnivals.
RENTAL AGENT: Donn W. Carnal, 17 S. 7 St., Estherville.

Greencastle, Putnam Co. Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Rodeos, carnival show lot, circus show lot.

1954 STILL DATES: None.
RENTAL AGENT: Thomas R. Hendricks, secretary, Box 111, Greencastle, Ind.

Indianapolis, Indiana State

Fair

GRANDSTAND CAPACITY: 9,416.
BLEACHER CAPACITY: 4,000. Size of race tracks: One-half and one-quarter mile. Plant is available for: Big car races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 11,759. Coliseum available for rental for: (Booked thru our lessee, Indiana Coliseum Corp.) Rodeos, ice shows, circuses, stagshows, sports shows.

1954 STILL DATES: Indianapolis Home Show, March 12-21; Indianapolis Auto Show, February 13-21; Hoosier Kennel Club Dog Show, March 27-28; Boy Scout Fair, May 6-8; Mills Bros.' Circus, June 5-6; Ringling Bros.' Circus, July 31-Aug. 1; Custom Auto Show, May 22-31; "Ice Cavades": wrestling matches, etc.
RENTAL AGENT: Kenneth F. Blackwell, secretary-manager, Indiana State Fairgrounds, Indianapolis 5, Ind.

Indianapolis, Marion County

Fair

PLANT IS AVAILABLE FOR Carnival show lot, circus show lot.

RENTAL AGENT: M. W. (Jerry) Rabbourn, R. R. 1, Acton, Ind.

Kentland, Newton County Fair

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 500. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot.

1954 STILL DATES: McKinley Rodeo.
RENTAL AGENT: John M. Connell, secretary, Monticello, Ia.

Princeton, Gibson County Fair

GRANDSTAND CAPACITY: 3,000. Size of race tracks: Half mile and one-fifth mile. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Stock car racing and outdoor shows.
RENTAL AGENT: F. E. Strickland, Princeton, Ind.

Salem, Farmers-Merchants Fair

GRANDSTAND CAPACITY: 400.
BLEACHER CAPACITY: 300. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
RENTAL AGENT: County Commissioners, Salem, Ind.

IOWA

Audubon, Audubon County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500. Size of race track: One-half mile. Plant is available for: Rodeos, carnival show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: None.
RENTAL AGENT: D. C. Perley, Audubon, Ia.

Burlington, Burlington Hawkeye Fair

GRANDSTAND CAPACITY: 4,200. Size of race track: One-quarter mile and one-half mile. Track is equipped for night racing.

PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM AVAILABLE FOR: Dances, stage shows, trade shows.
RENTAL AGENT: James H. Bright.

Cedar Rapids, All-Iowa Fair

GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 5,000. Size of race tracks: One-half and one-fourth mile.

Small track is equipped for night racing. Plant is available for: Big car races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 10,000. Coliseum available for rental for: Dances, trade shows, sports shows.

1954 STILL DATES: Auto races, ice show, horse show, talent show, thrill show, national and State livestock shows and sales.

RENTAL AGENT: Andrew C. Hanson, All-Iowa Fair, Chamber of Commerce Bldg., Cedar Rapids, Ia.

Central City, Linn County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Horse show.

RENTAL AGENT: T. W. Lewis, Central City, Iowa.

Corydon, Wayne County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 300. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: None.

RENTAL AGENT: G. A. Ward, Corydon, Ia.

Cresco, Howard County Fair

GRANDSTAND CAPACITY: 2,200.
BLEACHER CAPACITY: 1,000. Size of race track: One-half mile; Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: None.

RENTAL AGENT: R. Fitzgerald, secretary, Box 157, Cresco, Ia.

Des Moines, Iowa State Fair

GRANDSTAND CAPACITY: 12,000.
BLEACHER CAPACITY: 12,000. Size of race track: One-half mile. Track is equipped for night racing.

1954 STILL DATES: June 6, big car races; July 18, stock car races.

RENTAL AGENT: L. B. Cunningham.

Eagle Grove, Eagle Grove Dist. Jr. Fair

BLEACHER CAPACITY: 2,000. Size of race track: One-third mile.

RENTAL AGENT: Gerhard Hanson, secretary-treasurer, 910 W. Broadway, Eagle Grove, Ia.

Eldora, Hardin County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum (indoor arena) available for rental for: Dances, stage shows, trade shows.

1954 STILL DATES: Harness and auto races on the lighted track rained out this season.

RENTAL AGENT: Wilson H. Hadley, Eldora, Ia.

Estherville, Emmet County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Carnival show lot, circus show lot.

1954 STILL DATES: None.
RENTAL AGENT: Donn W. Carnal, 17 S. 7th St., Estherville, Ia.

(Continued on page 144)

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15	SHOWS	15
50	CONCESSIONS	50

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TO OUR STAFF AND SHOW PEOPLE

Who made it possible for us to accomplish all we did this year.

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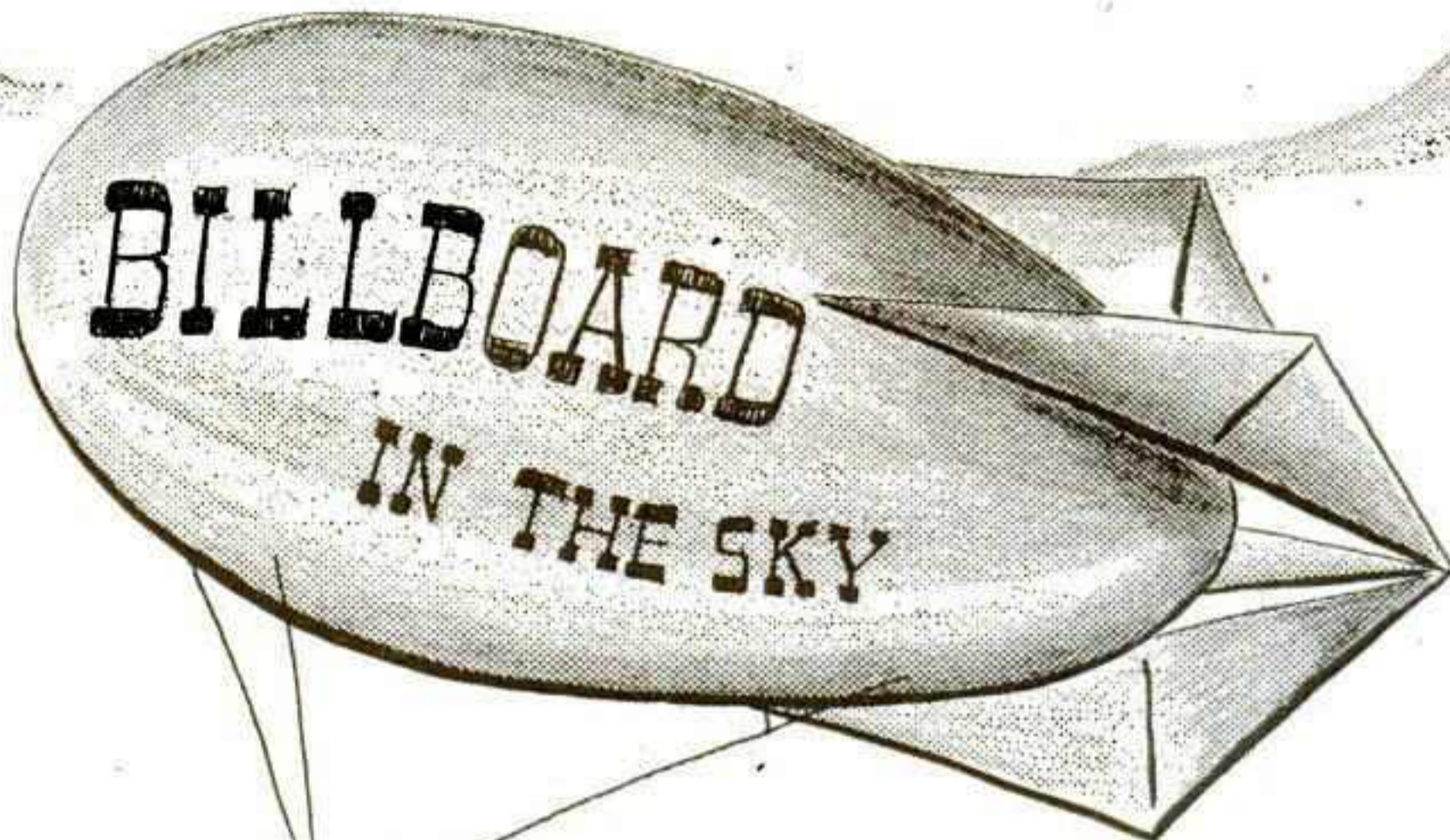
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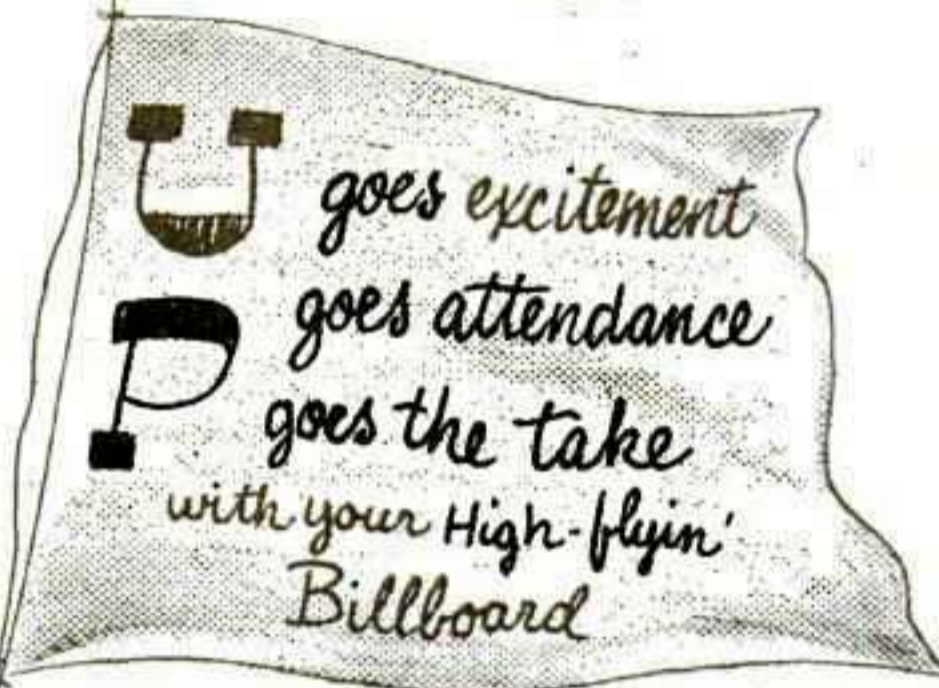
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Grundy Center, Grundy County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 4,000. Size of race track: Three-eighths mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: 2 nights of stock car races.
RENTAL AGENT: Henry B. Wiesley, secretary, Grundy Center, Ia.

Harlan, Shelby County Fair

GRANDSTAND CAPACITY: 1,872. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Shelby County Beef Barbecue, Harlan Diamond Jubilee Pageant, and Miller Bros.' Circus.
RENTAL AGENT: H. Lew Malcolm, City Hall, Harlan, Ia.

Mason City, North Iowa Fair

GRANDSTAND CAPACITY: 3,132.
BLEACHER CAPACITY: 2,500. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Bib car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
RENTAL AGENT: M. C. (Cap) Lawson.

Monticello, Great Jones County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 5,000. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: Claude Appleby, secretary, Monticello, Ia.

Oskaloosa, Southern Iowa Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Stock car races.
RENTAL AGENT: Clyde A. Hanna, Oskaloosa, Ia.

Rockwell City, Calhoun County Exposition

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 800. Size of race track: One-half mile. Plant is available for: Big car races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: Wayne D. Gidil, Rockwell City, Ia.

Vinton, Benton County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 2,000. Size of race track: One-quarter mile. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Motorcycle and stock car races.
RENTAL AGENT: D. H. Hibbs, Vinton, Ia.

Waterloo, National Dairy Cattle Congress

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 7,969. Coliseum available for rental for: Dances, rodeos, ice shows, circuses stage shows, trade shows, sports shows.
1954 STILL DATES: Ice Vogues, professional wrestling, professional and high school basketball, livestock show, State shows, dog show, home show, sports show, policeman's ball.
RENTAL AGENT: Win F. Hanssen, Box 622, Waterloo, Ia.

West Liberty, West Liberty Fair

GRANDSTAND CAPACITY: 2,700.
BLEACHER CAPACITY: 500. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Rodeo, horse pulling contest.
RENTAL AGENT: Robert F. Barclay, Box 36, West Liberty, Ia.

West Union, Fayette County Fair

GRANDSTAND CAPACITY: 2,780.
BLEACHER CAPACITY: 350. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
COLISEUM AVAILABLE FOR RENTAL FOR: Dances, trade shows, sports shows.
RENTAL AGENT: E. T. Alcorn, West Union, Ia.

What Cheer, Keokuk County Fair,

GRANDSTAND CAPACITY: 875.
BLEACHER CAPACITY: 900. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, rodeos, trade shows.
1954 STILL DATES: None.
RENTAL AGENT: Everett Hemsley, What Cheer, Ia.

KANSAS

Abilene, Central Kansas Free Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Size of race track: One-half mile. Plant is available for: Used for baseball during summer and not available for anything else.

Cheney, Sedgwick County Fair

BLEACHER CAPACITY: 3,500.
PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Athletic programs, donkey ball, county herd showing by breeders associations.
RENTAL AGENT: Floyd Souders, Box 318, Cheney, Kan.

Coffeyville, The Inter-State Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Stock car races each week, carnival, circus.
RENTAL AGENT: Mayor Denver D. Hargis, care City Hall, Coffeyville.

Colby, Thomas County Free Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum (indoor arena) available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: Tex Beneke, dance; A. W. Miller, circus; Tommie Holden, thrill show; V. F. W. Dances; Cattleman's barbecues; Republican barbecue.
RENTAL AGENT: H. C. Thompson, president, Colby, Kan.

Dighton, Lane County Free Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 1,000. Size of race track: Half mile.
1954 STILL DATES: Legion race meet, saddle club horse show, R. E. A. annual meeting.
RENTAL AGENT: Raymond Ely, Atlanta, Kan., or E. A. Bryant, Dighton, Kan.

Harper, Harper County Fair

GRANDSTAND CAPACITY: None. Size of race track: None.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.
RENTAL AGENT: W. C. Elliott, Harper, Kan.

Horton, Tri-County Free Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None.
1954 STILL DATES: Cattle sales.

Kincaid, Kincaid Free Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
RENTAL AGENT: Paul Evans, Kincaid, Kan.

Kingman, Kingman County and 4-H Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None.
1954 STILL DATES: Horse show, rodeo, Ayrshire district show.
RENTAL AGENT: Secretary.

Newton, Harvey County and 4-H Fair

GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 1,000.
RENTAL AGENT: Jack R. Turman, 500½ Main, Newton, Kan.

Osborne, Osborne County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Stock car races, horse show, circus, Cookie League Baseball Tournament, Junior Legion District Playoff, 4 of July fireworks exhibition, baseball games thruout summer.
RENTAL AGENT: Harold Carswell, Alton, Kan.

Richmond, Richmond Free Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700.
1954 STILL DATES: None.

Topeka, Kansas Free Fair

GRANDSTAND CAPACITY: 10,000.
Size of race track: One-quarter mile.
PLANT IS AVAILABLE FOR: Big car

(Continued on page 148)

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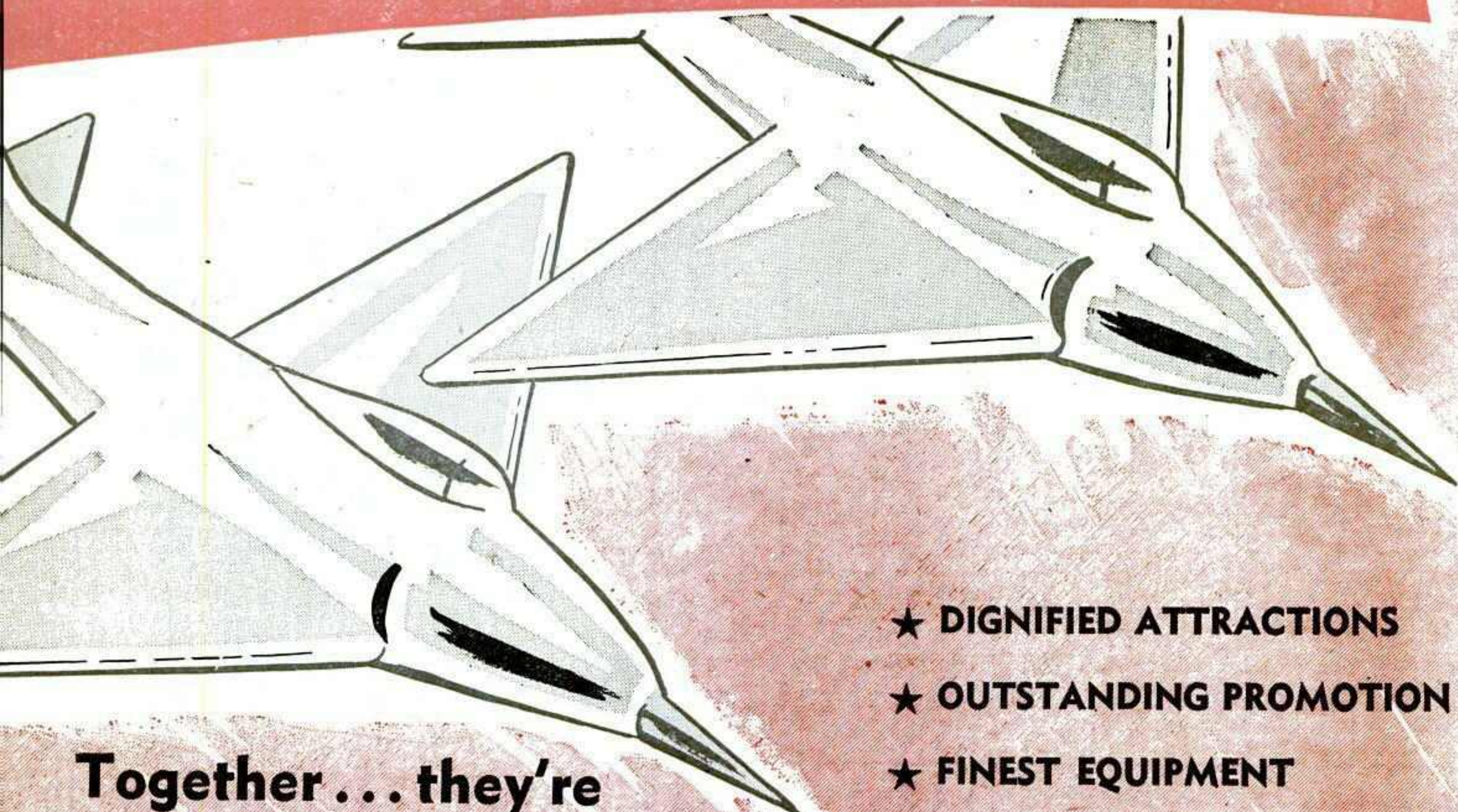
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Continued from page 144

races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.

RENTAL AGENT: Maurice E. Fager.

KENTUCKY

Lebanon, American Legion Fair

GRANDSTAND CAPACITY: 5,000. Size of race tracks: One-half mile and three-eighth mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Carnival, circus, hot rod races, stock car race, motorcycle races.

RENTAL AGENT: B. G. Spalding, secretary, Lebanon, Ky.

Louisville, Kentucky State Fair

SIZE OF RACE TRACK: One-quarter mile. Track is equipped for night racing.

COLISEUM SEATING CAPACITY: 6,000. Coliseum available for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.

RENTAL AGENT: J. Dan Baldwin.

LOUISIANA

Clinton, East Felician Parish Fair

GRANDSTAND CAPACITY: 1,000. Size of race track: One mile. Plant is available for: Thrill shows, carnival show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, sports shows.

1954 STILL DATES: None.

RENTAL AGENT: American Legion Post 158, Clinton, La.

DeRidder, Beauregard Parish Fair

GRANDSTAND CAPACITY: 4,000. Plant is available for: Rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Livestock show.

RENTAL AGENT: Jack Schwartz, P. O. Box 309, DeRidder, La.

MAINE

Blue Hill, Blue Hill Fair

GRANDSTAND CAPACITY: 860.

BLEACHER CAPACITY: 450. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: None.

RENTAL AGENT: Phil O'Brien, secretary, Blue Hills, Me.

Dover-Foxcroft, Piscataquis Valley Fair

GRANDSTAND CAPACITY: 350.

BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Carnival show lot, circus show lot.

RENTAL AGENT: Laurence A. Peabody, Town Hall, Dover-Foxcroft, Me.

Fryeburg, Fryeburg Fair

GRANDSTAND CAPACITY: 500. Size of race track: half mile. Plant is available for: Most anything.

1954 STILL DATES: Nothing more than one-day stands.

RENTAL AGENT: Philip G. Andrews, chairman, Finance Committee, Fryeburg, Me.

North Waterford, World's Fair

GRANDSTAND CAPACITY: 700.

BLEACHER CAPACITY: None. Size of race track: 200-foot pulling track only.

1954 STILL DATES: None.

RENTAL AGENT: Bill Button, North Waterford, Me.

MASSACHUSETTS

Brockton, Brockton Fair

GRANDSTAND CAPACITY: 2,560. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Weymouth, Massachusetts State Fair

GRANDSTAND CAPACITY: 1,100.

BLEACHER CAPACITY: 9,000. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Horse show, rodeo, thrill shows, clam bakes, dog show, field days.

RENTAL AGENT: Milton Danziger, VP and GM, State Fair Park, Weymouth 90, Mass.

MICHIGAN

Allegan, Allegan County Fair

GRANDSTAND CAPACITY: 3,905.

BLEACHER CAPACITY: 500. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.

1954 STILL DATES: Tin Can Tourists, baseball games, stock shows.

RENTAL AGENT: Hugh Johnston, chairman, Washington St., Traverse City.

Armada, Armada Fair

BLEACHER CAPACITY: 3,000. Size of race track: None.

RENTAL AGENT: Aramada Agricultural Society, Armada, Mich.

Charlotte, Eaton County 4-H Fair

GRANDSTAND CAPACITY: 2,200. Size of race track: One-half mile. Plant is available for: Harness races.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.

RENTAL AGENT: Sidney Phillipa, manager, 224 1/2 S. Main, Charlotte, Mich.

Centerville, St. Joseph County Fair

GRANDSTAND CAPACITY: 3,650.

BLEACHER CAPACITY: 1,200 plus 1,500 race track chairs. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Harness races, circus show lot.

Detroit, Michigan State Fair

GRANDSTAND CAPACITY: 5,000.

BLEACHER CAPACITY: 4,500. Size of race track: One mile. Plant is available for: Stock car races, thrill shows, motorcycle races, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, rodeos, circuses, stagershow, trade shows, sports shows.

1954 STILL DATES: Shrine circus, Ringling Bros.' Circus, flower show, sportsmen's show, auto show, builders' show, dances, commencements, etc.

RENTAL AGENT: Michigan Department of Agriculture, Lewis Cass Building, Lansing 13, Mich.

Escanaba, Upper Peninsula State Fair

GRANDSTAND CAPACITY: 4,600.

BLEACHER CAPACITY: 400. Size of race tracks: Quarter and half mile. Small track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. Coliseum (indoor arena) available for rental for: Ice shows, trade shows.

1954 STILL DATES: Stock car races, Shrine circus.

RENTAL AGENT: Ray La Porte, Box 335, Escanaba, Mich.

Gladwin, Gladwin County Jr. Fair

GRANDSTAND CAPACITY: 800. Size of race track: Half mile. Plant is available for: harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Horse shows, circus, beef sale.

RENTAL AGENT: Jess Huggett, Gladwin, Mich.

Ionia, Ionia Free Fair

GRANDSTAND AND BLEACHER CAPACITY: 8,500. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Big car races, harness races, thrill shows, motorcycle races, carnival show lot, circus show lot.

RENTAL AGENT: Ionia Free Fair, Ionia, Mich.

Jackson, Jackson County Fair

GRANDSTAND CAPACITY: 7,500.

BLEACHER CAPACITY: None. Size of race tracks: Half mile and quarter mile. Plant is available for: Circus show lot.

1954 STILL DATES: Trotting, freedom festival, midget and stock car racing.

RENTAL AGENT: Ilone Laussee, 200 W. Ganson St., Jackson, Mich.

Marne, Berlin Fair

GRANDSTAND CAPACITY: 1,800.

BLEACHER CAPACITY: 1,800. Size of race track(s) one-half mile and one-fifth mile. Small track is equipped for night racing.

PLANT IS AVAILABLE FOR: Harness races, stock car races, thrill shows, rodeos, motorcycle races.

1954 STILL DATES: Home show, thrill show, every Thursday and Saturday night stock car races.

Saginaw, Saginaw Fair

GRANDSTAND CAPACITY: 5,500.

BLEACHER CAPACITY: 900. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.

RENTAL AGENT: Clarence H. Harnden, Fairgrounds, Saginaw, Mich.

Sandusky, Sanilac County 4H Fair

BLEACHER CAPACITY: 2,200. Size of race track: Half mile.

1954 STILL DATES: Sanilac County Holstein Sale, Sandusky Rotary, Sanilac Saddle Show

RENTAL AGENT: Keith C. Sowerby, Federal Bldg., Sandusky, Mich.

Traverse City, Northwestern Michigan Fair

GRANDSTAND CAPACITY: 1,200.

BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.

1954 STILL DATES: Tin Can Tourists, baseball games, stock shows.

RENTAL AGENT: Hugh Johnston, chairman, Washington St., Traverse City.

MINNESOTA

Appleton, Swift County Fair

GRANDSTAND CAPACITY: 2,200. Size of race track: Half mile. Plant is available

for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.

1954 STILL DATES: Tin Can Tourists, baseball games, stock shows.

RENTAL AGENT: Hugh Johnston, chairman, Washington St., Traverse City.

MINNESOTA

Appleton, Swift County Fair

GRANDSTAND CAPACITY: 2,200. Size of race track: Half mile. Plant is available

for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.

1954 STILL DATES: Tin Can Tourists, baseball games, stock shows.

RENTAL AGENT: Hugh Johnston, chairman, Washington St., Traverse City.

for: Big car races, hot rod races, midget auto races, harness races, stock car races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, rodeos, circuses, stage shows.
RENTAL AGENT: J. G. Anderson, Appleton.

Austin, Mower County Fair

GRANDSTAND CAPACITY: 5,500. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, stock car races, thrill shows, rodeos, circus show lot.
COLISEUM SEATING CAPACITY: 2,000. Coliseum available for rental for: Trade shows.
RENTAL AGENT: P. J. Holand, Austin, Minn.

Bird Island, Renville County Fair

GRANDSTAND CAPACITY: 2,200. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, harness races, stock car races, thrill shows, motorcycle races, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: Harold Baumgartner, Bird Island, Minn.

Cambridge, Isanti County Fair

GRANDSTAND CAPACITY: 3,500. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Rodeo, Roundup.
RENTAL AGENT: R. S. Parker, Cambridge, Minn.

Detroit Lakes, Becker County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. Coliseum available for rental for: Rodeos, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: Northwest Water Carnival, Rex Allen Rodeo.
RENTAL AGENT: A. L. Baze, Detroit Lakes, Minn.

Fergus Falls, Otter Tail County Fair

GRANDSTAND CAPACITY: 5,500.
SIZE OF RACE TRACK: One-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for: Dances, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: Jay Gould Circus, baseball, roller skating, wrestling matches.
RENTAL AGENT: Knute Hanson, First National Bank Building, Fergus Falls, Minn.

Glenwood, Pope County Agricultural Society

GRANDSTAND CAPACITY: 1,400. Size of race track: One-half mile. Plant is available for: Harness races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.
RENTAL AGENT: Oberlin Dyrstad, Glenwood, Minn.

Howard Lake, Wright County Fair

GRANDSTAND CAPACITY: 1,600. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
RENTAL AGENT: Paul Eddy, Howard Lake.

Hibbing, St. Louis County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 3,500. Size of race tracks: One-half mile and one-fifth mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Carnival.
RENTAL AGENT: S. J. Ojakangas, 515 E. 23d St., Hibbing, Minn.

Jackson, Jackson County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 700. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Stock car races every other Sunday afternoon during the summer except for one month before and after fairtime.
RENTAL AGENT: Anton C. Geiger, Box 607, Jackson, Minn.

Littlefork, Northern Minn. Dist. Fair

GRANDSTAND CAPACITY: 2,500. Size of race track: None. Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.
RENTAL AGENT: Mrs. Margaret Laurin, Littlefork, Minn.

Montevideo, Chippewa County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track: One-half mile. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Jaycee rally, drum festival, harness races.

RENTAL AGENT: S. Syneroon, Box 49, Montevideo, Minn.

New Ulm, Brown County Fair

GRANDSTAND CAPACITY: 2,900.
BLEACHER CAPACITY: 1,500. Size of race track: One-half and one-quarter mile tracks. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Stageshows, trade shows.
1954 STILL DATES: State and private hog and cattle shows and sales.
RENTAL AGENT: E. J. Heniges, 2 No. Minnesota Street, New Ulm, Minn.

Owatonna, Steele County Free Fair

GRANDSTAND CAPACITY: 3,045.
BLEACHER CAPACITY: Est. 3,000. Size of race track: One-half mile. Plant is available for: Big car races, harness races, rodeos, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: Cattle show barn, 750 seats.
1954 STILL DATES: 4 livestock sales, State associations; pageant.
RENTAL AGENT: Stan Muckle, R. 1, Owatonna, Minn.

Park Rapids, Shell Prairies Agricultural Association

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 500. Plant is available for: Rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Carnival, June 22-23-24.
RENTAL AGENT: Harry Ressler or H. E. Konshok, Park Rapids, Minn.

Tyler, Lincoln County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.

Wadena, Wadena County Fair

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 600. Size of race track: One-half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Roger Bros.' Rodeo, saddle club event.
RENTAL AGENT: Don Brown, Wadena, Minn.

Warren, Marshall County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Stock car races.
RENTAL AGENT: Ken Nelson, Warren, Minn.

Zumbrota, Goodhue County Fair

GRANDSTAND CAPACITY: 1,100.
BLEACHER CAPACITY: 400. Size of race track: Half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: A. E. Collinge Jr., Zumbrota, Minn.

MISSISSIPPI

Jackson, Mississippi State Fair

GRANDSTAND CAPACITY: 5,000.
BLEACHER CAPACITY: 1,000. Size of race track: No track. Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR: Circuses, stageshows.
1954 STILL DATES: State horse show, cattle sales, breed sales.
RENTAL AGENT: J. M. Dean, Exec. Sec., 659 N. Jefferson or Fairgrounds, Jackson.

Tupelo, Miss.-Ala. Fair and Dairy Show

GRANDSTAND CAPACITY: 10,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Horse show, quartette sings.
RENTAL AGENT: James M. Savery, Box 717, Tupelo, Miss.

MISSOURI

Cape Girardeau, Southeast Missouri District Fair Assn.

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,500. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, rodeos, circuses, stageshows, trade shows, sports shows.
1954 STILL DATES: Livestock sales, Farm Bureau meeting, wrestling weekly, stock car races weekly, Legion annual picnic (July 4), carnival, circus, many other community events.
RENTAL AGENT: J. W. McBride, Commissioner of Parks, Cape Girardeau, Mo.



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THANKS

For giving us the opportunity to serve you in 1954. We hope that we will be able to play to your event again in 1955.

SHOWMEN

Tell us what you have that is worthwhile and has merit. We will need more shows and rides for 1955.



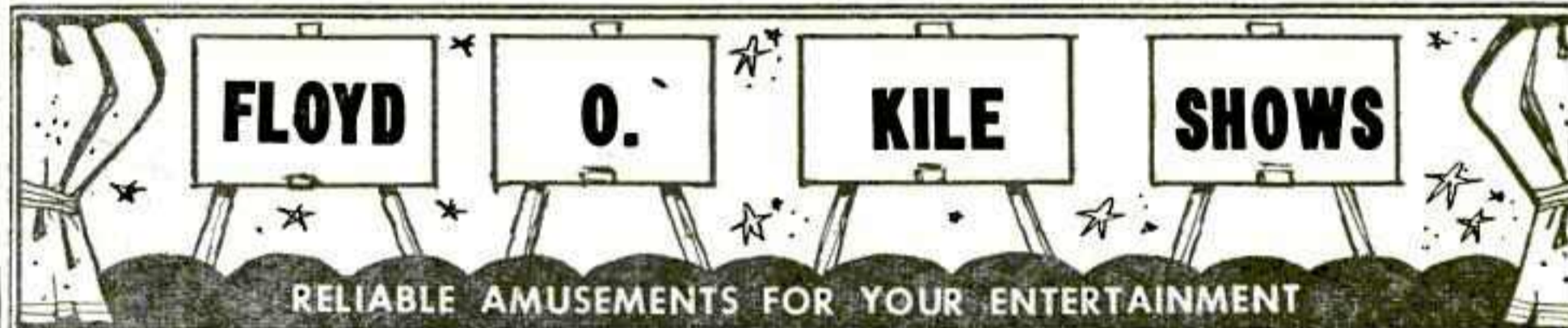
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SHOWMEN

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To the fairs and celebrations where we had the privilege of playing in 1954. And to our employees and showmen who contributed so much to our success.

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THANKS

to the Fair Secretaries and Committees, Showmen and Personnel who helped make 1954 a smash hit for all.

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FERRIS SHOWS

Carolina Beach,
No. Carolina

Hermitage, Hickory County Fair

BLEACHER CAPACITY: 900. Plant is available for: Rodeos, carnival show lot, circus show lot.
RENTAL AGENT: M. F. Taylor, Hermitage, Mo.

Lamar, Lamar's Farm and Industrial Exposition

GRANDSTAND CAPACITY: No track or grandstand.

Sedalia, Missouri State Fair

GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 3,000. Size of race tracks: Half-mile and mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: None.
RENTAL AGENT: Robert E. Kahn, Supt. of concessions. Missouri State Fairgrounds, Sedalia, Mo.

Trenton, North Central Missouri Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: Quarter mile, high banked. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 750. Coliseum (indoor arena) available for rental for: Dances, ice shows, trade shows, sports shows.
1954 STILL DATES: Thrill shows, stock car races, carnivals.
RENTAL AGENT: Leland I. McMullen, 301 W. 11 St., P. O. Box 533, Trenton.

MONTANA

Baker, Fallen County Fair

GRANDSTAND CAPACITY: 960.
BLEACHER CAPACITY: 480. Size of race track: One-half mile. Plant is available for: Harness races, rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.
RENTAL AGENT: H. B. French, Baker, Mont.

Great Falls, North Montana State Fair

GRANDSTAND CAPACITY: 5,300.
BLEACHER CAPACITY: 3,000. Size of race track: Half mile.

Lewistown, Central Montana Fair and Rodeo

GRANDSTAND CAPACITY: 1,152.
BLEACHER CAPACITY: 500. Plant is available to local groups sponsoring shows.
1954 STILL DATES: American Legion sponsored car escapades program and local picnics have been held at the park on the fairgrounds.

NEBRASKA

Arlington, Washington County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 4,000. Size of race track: One-fifth mile. Track is equipped for night racing. Plant is available for: Stock car races, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Stock car races, May to October, each Sunday evening.
RENTAL AGENT: H. C. McClellan, secretary, Arlington, Neb.

Columbus, Platte County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 800. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: 15 days pari-mutuel horse racing.
RENTAL AGENT: Platte County Agricultural Society, Columbus, Neb.

Eustis, Eustis Corn Show and Fair

GRANDSTAND CAPACITY: 350.
BLEACHER CAPACITY: 500. Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows.
1954 STILL DATES: Band show and community chorus concert.
RENTAL AGENT: Dean Hueftle, secretary, Eustis, Neb.

Gordon, Sheridan County Fair and Rodeo

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Plant is available for: Rodeos, carnival show lot.
RENTAL AGENT: Geo. B. Comer, secretary, Gordon, Neb.

Humboldt, Richardson County Free Fair

BLEACHER CAPACITY: 5,500.
1954 STILL DATES: Livestock buying all year; machinery storage.
RENTAL AGENT: L. E. Watson, Humboldt, Neb.

Kearney, Buffalo County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track: One-half mile. Plant is available for: Carnival show lot, circus show lot.
1954 STILL DATES: Clyde Beatty Circus, September 14.
RENTAL AGENT: Chester O. Marshall, Box 74, Kearney, Neb.

Lexington, Dawson County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,200. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Stock car races, horse cutting contest, baseball, carnival.
RENTAL AGENT: Monte Kiffia, Lexington, Neb.

Lincoln, Nebraska State Fair

GRANDSTAND CAPACITY: 14,000. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
COLISEUM SEATING CAPACITY: 2,300. Coliseum available for rental for: Rodeos, ice shows, circuses, trade shows.
RENTAL AGENT: Ed Schultz, Fairgrounds, Lincoln, Neb.

Mitchell, Scotts Bluff County Fair

GRANDSTAND CAPACITY: 6,000. Size of race track: Half mile. Plant is available for: Race horses only.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. Coliseum (indoor arena) available for rental for: Dances.
RENTAL AGENT: J. W. Sandford, president, Mitchell, Neb.

North Platte, Lincoln County Fair

GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500. Size of race tracks: Half mile and quarter mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,200. Coliseum available for rental for: Stock shows, sales.
1954 STILL DATES: Buffalo Bill Rodeo, stock car races each Sunday, Tommy Holden Thrill Show, Gil Gray Circus.
RENTAL AGENT: H. B. Manners, secretary-manager, 616 N. Miles, North Platte, Neb.

Sidney, Cheyenne County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 500. Size of race track: One-third mile. Track is equipped for night racing. Plant is available for: Stock car races, thrill shows, motorcycle races, carnival show lot.
1954 STILL DATES: Carnival.
RENTAL AGENT: W. E. Cunningham, 1024 6th Ave., Sidney, Neb.

Stanton, Stanton County Fair

GRANDSTAND CAPACITY: 1,400.
BLEACHER CAPACITY: 350. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stage shows, sports shows.
1954 STILL DATES: Livestock show and sale.
RENTAL AGENT: Mayor Dr. H. S. Tennat, Stanton, Neb.

NEW HAMPSHIRE

Lancaster, Lancaster Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 800. Size of race track: Half mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
RENTAL AGENT: Dana H. Lee, Lancaster, N. H.

NEW YORK

Altamont, Tri-County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Auto Race.
RENTAL AGENT: S. Rombaugh, Altamont, N. Y.

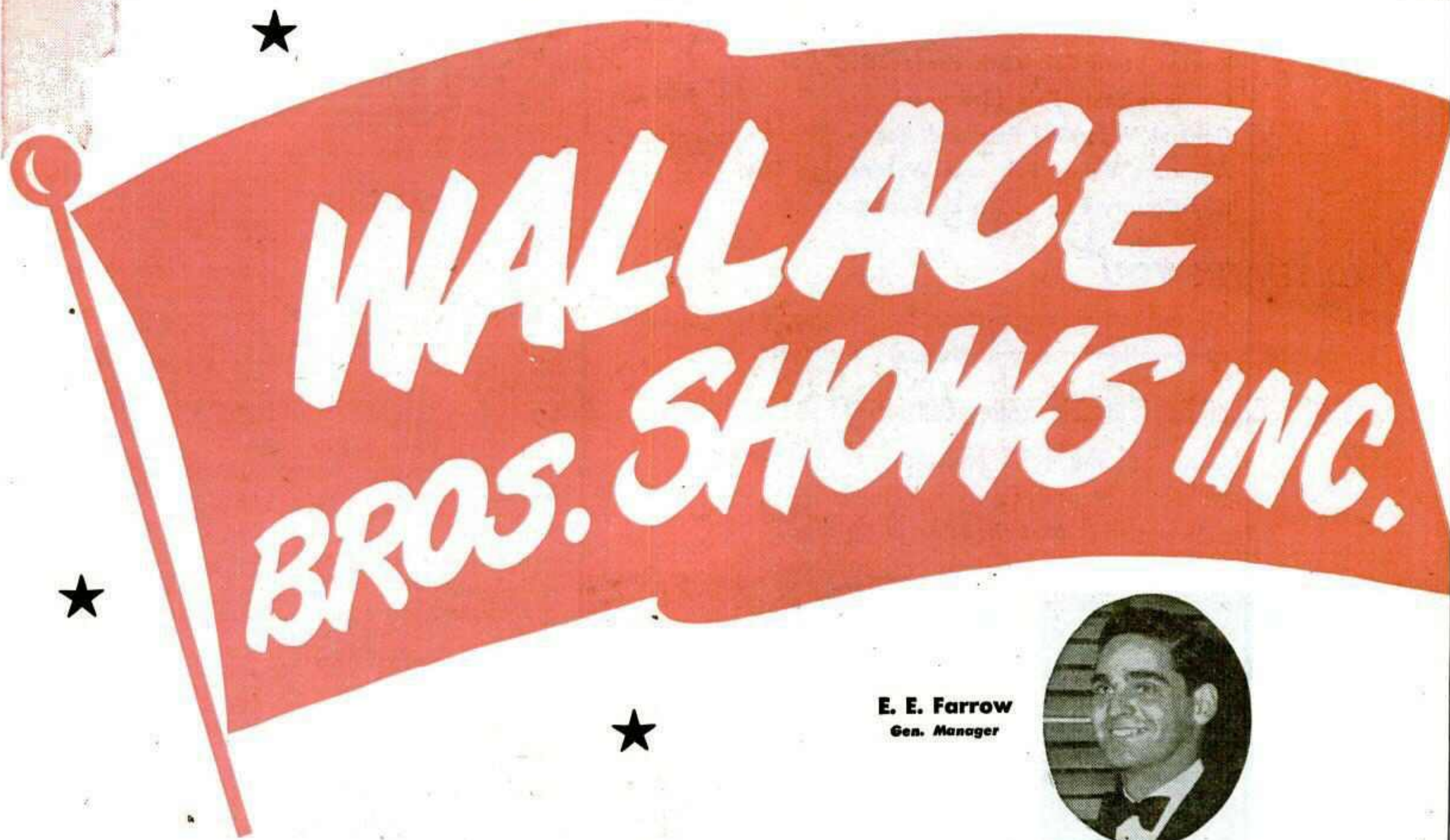
Dunkirk, Chautauqua County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 1,800. Size of race track: One-half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,150. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1954 STILL DATES: Circus, home show, name band dances, picnics, banquets, meetings, cattle auction.

Hamburg, Erie County Fair

GRANDSTAND CAPACITY: 3,300.
BLEACHER CAPACITY: 5,000. Size of race tracks: One-half and one-quarter mile. Track is equipped for night racing.
RENTAL AGENT: Frank Stagle, County Hall, Buffalo, N. Y.

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E. E. Farrow
Gen. Manager



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- Central Wyoming Fair and Rodeo
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Operators of Quality Stores on the West Coast for more
than a Quarter of a Century

Thanks to all Fair Managers and Show Owners for a
Big 1954

Now Booking for a Bigger 1955

"The Best in Merchandise and Games"

LOUIS CECCHINI • JOHNNY LEVAGGI

11138 Penrose Ave., Sun Valley, California

**Little Valley, Cattaraugus
County Agricultural Society**

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: None. Size of
race track: Half mile. Plant is available for:
Big car races, hot rod races, midget auto
races, harness races, stock car races, thrill
shows, motorcycle races, carnival show lot.
1954 STILL DATES: Auto races, wrest-
ling matches, motorcycle races, religious
meetings, cattle shows and sales.
RENTAL AGENT: C. G. Armstrong,
Little Valley, N. Y.

**Middletown, Orange County
Fair**

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 2,500. Size of
race track: Half mile. Track is equipped
for night racing. Plant is available for:
Harness races, thrill shows, rodeos, carni-
val show lot, circus show lot.
1954 STILL DATES: Horton Hospital
Mardi Gras.
RENTAL AGENT: Fred Germain Jr.,
general manager, Middletown, N. Y.

**Palmyra, The Great Palmyra
Fair**

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 600. Size of
race track: Half mile. Plant is available for:
Harness races, thrill shows, rodeos, carnival
show lot, circus show lot.
1954 STILL DATES: Cattle shows, horse
show.

NORTH CAROLINA

**Asheboro, Center of North
Carolina Fair**

PLANT IS AVAILABLE FOR: Big car
races, hot rod races, midget auto races,
harness races, stock car races, thrill shows,
rodeos, motorcycle races, carnival show
lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAIL-
ABLE FOR RENTAL FOR: Dances, stage
shows.
1954 STILL DATES: Carnivals and cir-
cus, rodeo.

Beaufort, Carteret Fair

Plant is available for: Carnival show lot,
circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: Carteret Fair, Inc.,
Beaufort, N. C.

**Enfield, Firemen's
Agricultural Fair**

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of
race track: None. Plant is available for:
Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAIL-
ABLE FOR RENTAL FOR: Dances.
1954 STILL DATES: Richard Bros.' Cir-
cus, weekly dance, roller skating.
RENTAL AGENT: T. T. Harris, Enfield,
N. C.

Fayetteville, Cape Fear Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of
race track: None.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: None.
RENTAL AGENT: Fayetteville Jr. Cham-
ber of Commerce, Fayetteville, N. C.

Hickory, Catawba Fair

GRANDSTAND CAPACITY: 1,400.
BLEACHER CAPACITY: 400. Size of
race track: Quarter mile. Plant is available
for: Midget auto races, thrill shows, rodeos,
carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 2,000. Coliseum (indoor
arena) available for: Dances, stage shows,
trade shows, sports shows.
RENTAL AGENT: Corbin Green, Hick-
ory, N. C.

**Mount Airy, Greater Mount
Airy Agricultural Fair**

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: None. Size of
race track: None. Plant is available for:
Thrill shows, rodeos, carnival show lot,
circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: None.
1954 STILL DATES: Carnival.
RENTAL AGENT: President of Veterans
Memorial Park, Mount Airy, N. C.

**Rocky Mount, Rocky Mount
Fair**

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 700. Size of
race track: Half mile. Plant is available for:
Big car races, hot rod races, midget auto
races, harness races, stock car races, thrill
shows, rodeos, motorcycle races, circus
show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: None.
1954 STILL DATES: Ringling Circus,
Boy Scout Camporee, King Bros.' Circus.
RENTAL AGENT: Norman Y. Cham-
bliss, 1301 Sunset Ave., Rocky Mount, N. C.

NORTH DAKOTA

**Bottineau, Bottineau County
Free Fair**

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of
race track: One-half mile. Plant is avail-
able for: Big car races, hot rod races, midget
auto races, harness races, stock car races,
thrill shows, rodeos, motorcycle races, car-
nival show lot, circus show lot.
1954 STILL DATES: Circus.
RENTAL AGENT: A. E. Stewart, sec-
mgr., Bottineau, N. D.

**Cooperstown, Griggs County
Fair**

GRANDSTAND CAPACITY: 3,000. Size
of race track: Half mile. Plant is available

for: Midget auto races, harness races, stock
car races, thrill shows, rodeos, motorcycle
races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAIL-
ABLE FOR RENTAL FOR: Dances, trade
shows.

1954 STILL DATES: 4-H achievements,
livestock sale, crops show.

RENTAL AGENT: Otto Rebhahn,
Cooperstown, N. D.

**Fessenden, Wells County Free
Fair**

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: None. Size of
race track: Half mile. Plant is available for:
Hot rod races, midget auto races, harness
races, stock car races, thrill shows, rodeos,
motorcycle races, carnival show lot, circus
show lot.

COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 600. Coliseum (indoor
arena) available for rental for: Dances, stage
shows, trade shows, sports shows.

1954 STILL DATES: Dances, community
gatherings, baseball, football, Palomino horse
show.

RENTAL AGENT: Elmer Severson,
county auditor, Fessenden, N. D.

**Grand Forks, Greater Grand
Forks State Fair**

GRANDSTAND CAPACITY: 2,600.
BLEACHER CAPACITY: 2,300. Size of
race track: One-half mile.

PLANT IS AVAILABLE FOR: Big car
races, hot rod races, stock car races, thrill
shows, carnival show lot, circus show lot.

RENTAL AGENT: Ralph Lynch, Grand
Forks, N. D.

**Minot, North Dakota State
Fair**

GRANDSTAND CAPACITY: 2,000.

BLEACHER CAPACITY: 3,000. Size of
race tracks: One-half mile and three-eighths
mile track. Plant is available for: Big car
races, hot rod races, midget auto races,
harness races, stock car races, thrill shows,
motorcycle races, carnival show lot, circus
show lot.

1954 STILL DATES: Clyde Beatty Circus,
modified stock car races, 2-day rodeo event,
livestock show and sales, Community Ap-
preciation Day.

RENTAL AGENT: Merrell O. Dahle,
secretary, Box 948, Minot, N. D.

Wishek, Tri-County Fair

BLEACHER CAPACITY: 750. Size of
race track: One-half mile. Plant is avail-
able for: Harness races, stock car races,
carnival show lot, circus show lot.
RENTAL AGENT: W. H. Dickson, Wi-
shek, N. D.

OHIO

Cincinnati, Carthage Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: None. Size of
race track: Half mile. Plant is available for:
Harness races, thrill shows, carnival show
lot, circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: None.
RENTAL AGENT: C. A. Peters, 124 West
Court St., Cincinnati 2, O. Phone Cherry
2070.

Columbus, Ohio State Fair

GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 2,000. Size of
race track: Half mile. Plant is available
for: Big car races, harness races, thrill
shows, rodeos, motorcycle races, carnival
show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 8,000. Coliseum avail-
able for rental for: Rodeos, ice shows,
circuses, stage shows, trade shows, sports
shows.
1954 STILL DATES: None.
RENTAL AGENT: H. J. Swain, Ohio
State Fair, 11th Ave., Columbus, O.

**Dayton, Montgomery County
Fair**

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: None. Size of
race track: Half mile. Track is equipped for
night racing. Plant is available for: Harness
races, thrill shows, rodeos, motorcycle races,
carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEAT-
ING CAPACITY: 3,000 with bleachers.
Coliseum (indoor arena) available for rental
for: Dances, ice shows, circuses, stage shows,
trade shows, sports shows.
1954 STILL DATES: Home show, Shrine
carnival, Grotto circus, General Motors
Wonderama, dances, art show, fire pre-
vention show.
RENTAL AGENT: Goldie V. Scheible,
secretary-manager, 709-710 Reibold Building,
Dayton 2, O.

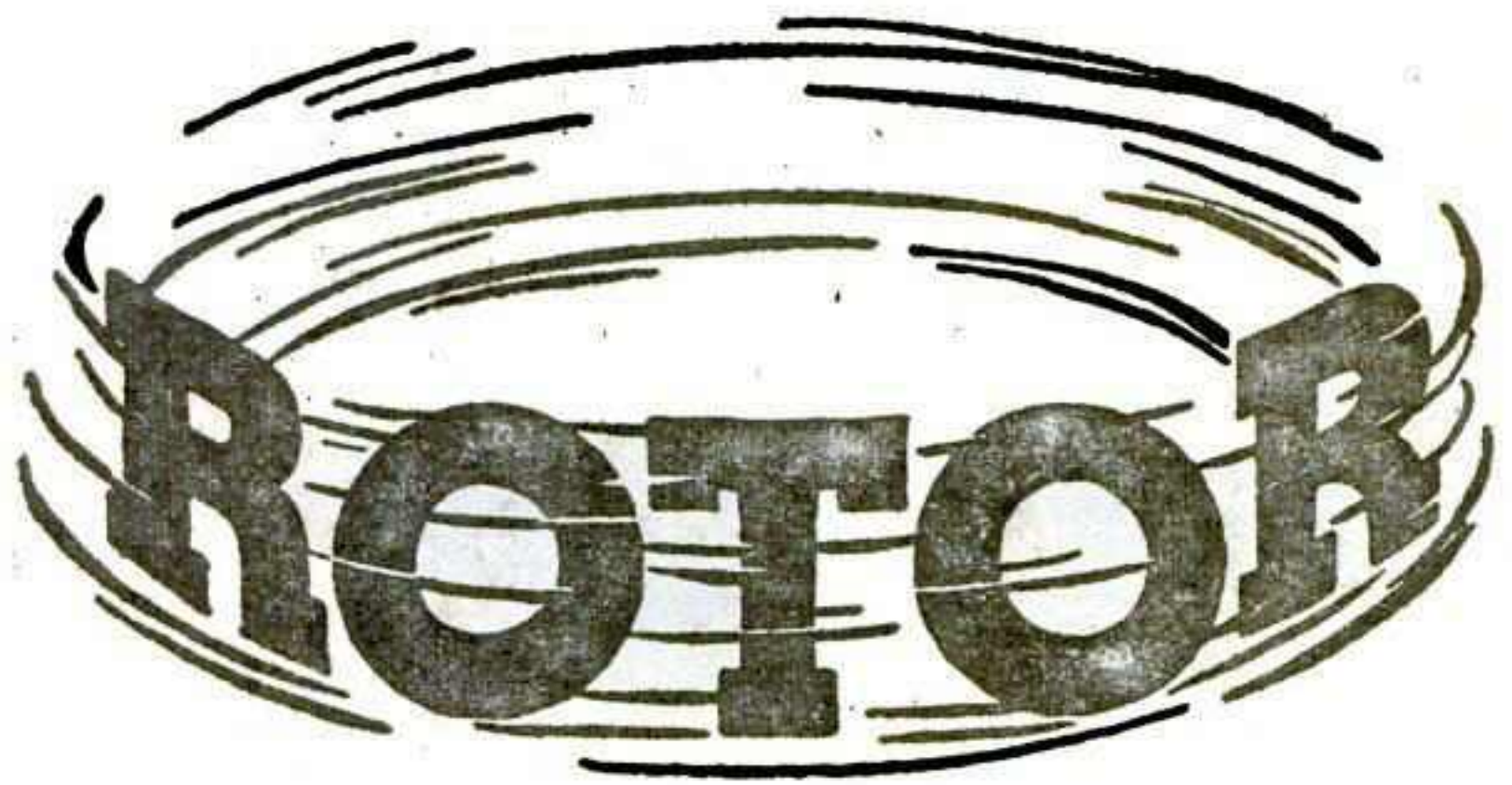
**Greenville, Great Darke
County Fair**

GRANDSTAND CAPACITY: 3,100.
BLEACHER CAPACITY: 700. Size of
race track: One-half mile banked. Plant
is available for: Midget auto races, harness
races, thrill shows, rodeos, motorcycle
races, carnival show lot, circus show lot.
1954 STILL DATES: Horse show, motor-
cycle races, fire show, world championship
horse pulling contests.
RENTAL AGENT: Gilbert A. Lease,
sec.-mgr., Box 234, Greenville, O.

**McConnellsville, Morgan
County Fair**

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 300. Size of
race track: One-half mile. Plant is avail-
able for: Harness races, thrill shows, rodeos,
carnival show lot, circus show lot.
1954 STILL DATES: Horse show, ox
roast, dog bench show, three registered
stock sales.
RENTAL AGENT: Ray G. Smith, secre-
tary, McConnellsville, O., Rt. 2.

Velare Bros.



LEADS THE FIELD



Rotor Leads Fun Zone With \$21,500

Wade Grosses 21000 At Mich. State Fair

**Rotor Leads Fun Zone With \$21,500;
Renton Unit Wins Back-End Race**

DETROIT, Sept. 18.—Despite a 10 per cent drop in paid attendance at the Michigan State Fair, W. G. Wade Shows grossed a record-breaking \$210,000 on shows and rides. This was approximately 25 per cent ahead of last year's \$169,000 take on the midway.

Two reasons were given for the increase. A stronger array of earning power and the high percentage of youngsters who attended the big fair.

The Rotor is built and operated under the Ernst Hoffmeister United States Patent No. 2,586,333 of which Velare Amusement Mfg. Co. is sole owner.

among the 20 major rides, 18 kid devices and 22 shows, Wade execs said. The six top attractions took in about \$640,000, or about 30 per cent of the total.

Top grosser was the Velare Rotor, which took in \$21,500. On the final Sunday it rang up \$2,500, while on the first Sunday of the fair it collected \$3,300. Chuck Renton's *Roller Derby* was in the second spot with \$9,000, and Joe Sciortino's Hawaiian unit finished strong to rack up \$8,900. And this was followed closely by Lash LaRue's Western Revue, which grossed a reported \$8,600. Others were John Till's Club Ebony with \$8,100 and the Side Show, apparently hurt by its location, which took \$7,900.

"Dancing Waters," which started off slow, gathered steam later in the run and took in \$6,800. Final Saturday was the top for the run, with a take of \$1,200.

Thank You, Billboard,
for Writing Our Ad



Now Booking

**MAKE SURE YOU HAVE THIS
MONEY MAKING ATTRACTION
AT YOUR FAIR... IN 1955**



**SEE US AT THE CONVENTION IN
CHICAGO AT THE SHERMAN HOTEL**

or Contact . . .

VELARE AMUSEMENT MFG. CO.

3330 Lime

Long Beach 7, Calif

The Billboard, Sept. 25, 1954

BERNARD B. ARENT
Managing Director
and
WM. BAKER
Assistant Manager

"CANADA'S FINEST"

Present
the
BERNARD and BARRY
Shows

PLAYING THE CANADIAN TERRITORY
25—RAILROAD CARS—25

SHOWMEN—CONCESSIONERS
We can use a few top-notch Shows for our 22-week season starting in May, 1955. Excellent proposition to the right parties. Are also interested in booking a good Funhouse and an Arcade. Will book some high-class Merchandise Concessions. Be with us at the LONDON CENTENNIAL CELEBRATION, JUNE 30 to JULY 9, 1955.

FAIR MEN AND COMMITTEES
If you are looking for a high-class midway for the coming season, contact us now. We present a quality show you will be proud to sponsor. OUR THANKS to all who made our 1954 season successful.

FEATURING

- ★ 16 Major and Kiddie Rides, all office owned & operated
- ★ Top Performing Shows
- ★ First-Class Concessions
- ★ Beautiful Main Entrance... Searchlights

Contact
BERNARD B. ARENT
General Manager

BERNARD and BARRY SHOWS
Box 367
Toronto, Ont., Canada

NOVELTY ENTERPRISES

THANKS TO THE FOLLOWING
FOR A SUCCESSFUL 1954 OPERATION

FAIRS

Alabama State Fair—Birmingham
Arkansas Livestock Show—Little Rock
All-Iowa Fair—Cedar Rapids
Brockton Agricultural Society—Brockton
Chattanooga Inter-State Fair—Chattanooga
Cleveland County Fair—Shelby, N. C.
Douglas County Fair Assn.—Superior
Iowa State Fair—Des Moines
Illinois State Fair—Springfield
Indiana State Fair—Indianapolis
Kansas State Fair—Topeka
Kentucky State Fair—Louisville
Louisiana State Fair—Shreveport
Michigan State Fair—Detroit
Missouri State Fair—Sedalia
Mississippi State Fair—Jackson
New York State Fair—Syracuse
North Carolina State Fair—Raleigh
Ohio State Fair—Columbus
Oklahoma State Fair—Oklahoma City
Southern State Fair—Charlotte, N. C.
State Fair of Texas—Dallas
Tennessee State Fair—Nashville

STADIUMS

Cleveland Municipal Stadium
University of Iowa
University of Michigan
University of Illinois

NATIONAL EVENTS

Indianapolis Speedway
National Air Races
National Soap Box Derby
National Air Fair

ARENAS—ZOOS

Cleveland Zoological Park
Cleveland Public Auditorium
Cleveland Arena
Milwaukee Arena
Cincinnati Arena
Chicago Stadium

NOVELTY ENTERPRISES

WHOLESALE DEPT.

LEN LUXENBERG—755 CARNEGIE AVE., CLEVELAND, OHIO

NEW LOCATION—2630 COMMERCE, DALLAS, TEXAS

LOU DUFOUR, FAIR DEPT.

Montpelier, Williams County Fair

GRANDSTAND CAPACITY: 2,480.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Night football, National Threshers Reunion, baseball, coon chase, reunions, winter training track for harness horses.
RENTAL AGENT: Woody Schlegel, 311 N. Platt St., Montpelier, O.

Wapakoneta, Auglaize County Fair

GRANDSTAND CAPACITY: 3,600.
BLEACHER CAPACITY: 1,400. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos.
1954 STILL DATES: Livestock sales, reunions and outing up to 1,500 people.
RENTAL AGENT: Harry Kahn, secretary, fair, Wapakoneta, O.

Wellston, Jackson County Fair

GRANDSTAND CAPACITY: 1,200. Size of race tracks: Half mile and quarter mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
RENTAL AGENT: Carl Dahlberg, secretary, Wellston, O.

OKLAHOMA

Chandler, Lincoln County Free Fair

PLANT IS AVAILABLE FOR: Rodeos, carnival show lot.
RENTAL AGENT: Oran Stipe, county agent, Chandler, Okla.

Enid, Garfield County Fair

GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: None. Size of race tracks: Half and fifth mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Jimmy Lynch Death Dodgers, Thorobred Horse Races, AMA Motorcycle Races, Oklahoma Quarter Horse Show and Race Meet, Oklahoma State Dairy Show, Cecil Cornish RCA Rodeo, Junior Livestock Show, Greater Oklahoma Livestock Show and several sales, Clyde Beatty Circus.

RENTAL AGENT: Roy W. Davis, Sec'y., Box 586, Enid, Okla.

Guymon, Texas County and Panhandle District Fair

GRANDSTAND CAPACITY: 2,000
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows, sports shows.
1954 STILL DATES: Boxing, wrestling matches, dances.
RENTAL AGENT: Robert G. Sheets, secretary, Box 320, Guymon, Okla.

Norman, Cleveland County Free Fair

PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot.
1954 STILL DATES: Circus, carnival, rabbit show, dairy show, meetings, broiler show, fat stock show.
RENTAL AGENT: Bill Corbett, Norman, Okla.

Tulsa, Tulsa State Fair and Exposition

GRANDSTAND CAPACITY: 7,500.
BLEACHER CAPACITY: None. Size of race tracks: Quarter and half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagshows, trade shows, sport shows.
1954 STILL DATES: Plant is year around operation. We have Kiddie Land Park, wrestling, basketball, racing rodeo, horse show.

RENTAL AGENT: Clarence C. Lester, manager, P. O. Box 5175, Tulsa 16, Okla.

OREGON

Gresham, Multnomah County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: Seven-eighths mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Hot rod races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

PENNSYLVANIA

Allentown, Great Allentown Fair

GRANDSTAND CAPACITY: 7,050.
BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Circus, Boy Scout Jamboree, horse show.
RENTAL AGENT: Reba D. Schall, secretary, 302 N. 17th St., Allentown, Pa.

Gratz, Gratz Fair

GRANDSTAND CAPACITY: 1,196. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: Harry W. Davis or Naldy Leitzel, Gratz, Pa.

Laurelton, Union County West End Fair

GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for: Carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: David W. Diehl, Laurelton, Pa.

Honesdale, Wayne County Fair

GRANDSTAND CAPACITY: 2,400.
BLEACHER CAPACITY: None. Size of race track: Half mile.
1954 STILL DATES: None.
RENTAL AGENT: R. W. Gammell, Honesdale, Pa.

Reading, Reading Fair

GRANDSTAND CAPACITY: 3,500.
BLEACHER CAPACITY: 2,500. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000 (Roller Rink). Coliseum available for rental for: Dances, ice shows, stagshows, trade shows, sports shows.

1954 STILL DATES: AAA Big Car Auto Races (March 28), AMA Motorcycle Races (April 18), AAA Midget Car Races (June 19), Boy Scouts Jamboree (July 4), 4-H Roundup (October 1), AAA Big Car Auto Races (October 10).

RENTAL AGENT: Charles W. Swoyer, Reading Fair, 522 Court St., Reading, Pa.

SOUTH CAROLINA

Florence, Eastern Carolina Agricultural Fair

PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
1954 STILL DATES: None.
RENTAL AGENT: D. C. Babbot, city mgr., Florence, S. C.

SOUTH DAKOTA

Huron, South Dakota State Fair

GRANDSTAND CAPACITY: 3,800.
BLEACHER CAPACITY: 3,600. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
RENTAL AGENT: Kenneth Balgeman, manager, Huron, S. D.

Mitchell, Corn Palace

COLISEUM SEATING CAPACITY: 3,500. Coliseum available for: Dances, ice shows, stage shows, trade shows.

TEXAS

Beaumont, South Texas State Fair

BLEACHER CAPACITY: 3,000.
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
COLISEUM SEATING CAPACITY: 3,000. Coliseum is available for rental for: Dances, ice shows, stage shows, trade shows.

Dallas, State Fair of Texas

GRANDSTAND CAPACITY: 3,500.
BLEACHER CAPACITY: 1,000.
PLANT IS AVAILABLE FOR: Midget auto races, stock car races, thrill shows, rodeos.
COLISEUM SEATING CAPACITY: 4,285. Coliseum available for rental for: Ice shows, stage shows, sports shows.
RENTAL AGENT: D. A. McMinn.

Iowa Park, Texas-Oklahoma Fair

GRANDSTAND CAPACITY: 3,000.
PLANT IS AVAILABLE FOR: Hot rod races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM SEATING CAPACITY: 2,000. Coliseum available for: Dances, ice shows, circuses, trade shows, sports shows.

Livingston, Polk County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 600. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Annual Home Coming.
RENTAL AGENT: W. A. McCartney, Polk County Chamber of Commerce.

The Mighty

GEM CITY SHOWS

**CONSIDERED BY
MANY TO BE
AMERICA'S NO.1
TRUCK SHOW**

- ★ 12 BONA FIDE SHOWS WITH TALENT
- ★ 14 MAJOR RIDES
- ★ 10 KIDDIE RIDES
- ★ 6 DOWNEY LIGHT TOWERS
- ★ SEARCHLIGHTS, LIGHT PLANTS
- ★ 45 CLASS CONCESSIONS

THANKS

to the many fair managers and showmen and all other people that were associated with us in the 1954 season, that made it possible for the GEM CITY SHOWS to show a net increase of 29% in grosses for the 14 fairs we service. For example, St. Clair County Fair, Belleville, Ill., 34% increase; Southwest Ga. State Fair, Albany, Ga., 31% increase over last year. Hoping to serve you again in '55 with a bigger and better GEM CITY SHOWS . . . again, we say 'Thanks.'

Thomas D. Hickey

Planning for 1955 • An Outstanding Show for Outstanding Events !!!

Here's what Fair Managers had to say about the GEM CITY SHOWS' 1954 performances:

From FRANK HARRIS, Mgr., Mississippi Valley Fair, Davenport, Iowa: "Although we were hit by 4 days of rain, the GEM CITY SHOWS gave us a 19% increase in gross over another show that played our fair last year. The Davenport ride and show grosses were the best experienced by our fair in recent years. The reason for the bumper grosses was the strongest midway to be presented on our grounds in many a year. The 12 backend shows were a sight to behold."

RALPH ALLISON, Mgr., Southeast Ga. State Fair, Albany, Ga., says: "This is the 2nd straight year for the GEM CITY SHOWS at our fair. It will again be GEM CITY for us in '55. I am very well pleased with the power and pull of the backend and the general appearance of the show. In spite of the fact that our front gate was off 10%, GEM CITY SHOWS gave us the biggest grosses in the history of our fair, which has been played many times by the nation's leading railroad shows."

See us at the Sherman Hotel, Chicago, during the Conventions and at all State Fair Meetings in our territory.

THOMAS D. HICKEY
President and General Manager
309 Jefferson Street
Quincy, Illinois

JOHN REED
Business Manager
Attalla, Alabama

DON GRECO
Manager
413 E. Jefferson Street
Phone: 20500 Springfield, Ill.

GEM CITY SHOWS, INC.

Alex Freedman announces . . .

A new service for California Fair Managers

Alexander's

FairTime Shows

**A Complete Carnival Midway
Attractive Rides—Lighting—Concessions**

**MODERN—GAY
CLEAN**

**BOOK NOW
FOR 1955**

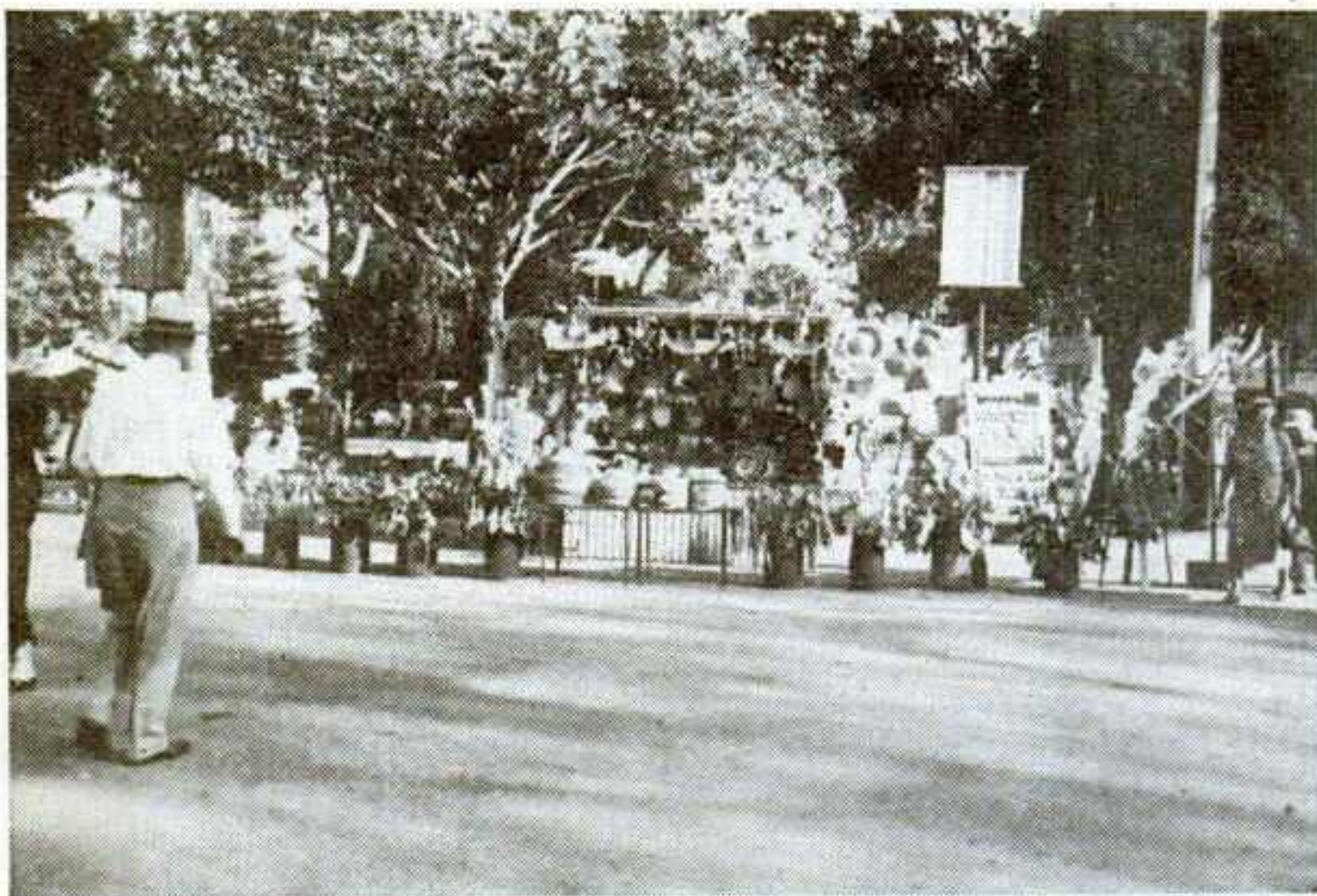
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California's Most Progressive Novelty Firm

FREEDMAN CONCESSIONS



A Freedman Novelty Stand at the California State Fair & Exposition, 1954

MODERN STANDS ★ GAY COLORS ★ COURTEOUS AGENTS

at the

**TOP CELEBRATIONS
FAIRS AND RODEOS**

**Thanks, Fair Managers
in California and Arizona,
for a Successful Season**

FREEDMAN CONCESSIONS 5414 Victoria Ave., Los Angeles, Calif.
Morry Levy, Manager

**Lubbock, Panhandle-South
Plains Fair**

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagshows, trade shows, sports shows.

RENTAL AGENT: A. B. Davis, Mgr., Panhandle-South Plains Fair, Box 561, Lubbock, Tex.

**Nacogdoches, Nacogdoches
County Fair and Livestock
Exposition**

GRANDSTAND CAPACITY: 2,000.

PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Jubilee, circus, political rally, rodeo, singing convention.

RENTAL AGENT: Ben Ritterskamp, P. O. Box 306, Nacogdoches, Tex.

TENNESSEE

**Alexandria, DeKalb County
Fair**

GRANDSTAND CAPACITY: 3,500.

BLEACHER CAPACITY: 1,000. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: None.

RENTAL AGENT: George G. Corby, 110 Po-ell Rd., Oak Ridge Tenn.

**Jackson, West Tennessee
District Fair**

GRANDSTAND CAPACITY: 3,500. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot.

**Knoxville, Tennessee Valley
A. and I. Fair**

GRANDSTAND CAPACITY: 4,500.

PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot.

RENTAL AGENT: Pat W. Kerr, Knoxville, Tenn.

**Lebanon, Wilson County Fair
and Horse Shows**

GRANDSTAND CAPACITY: 2,000. Plant is available for: Midget auto races, rodeos, circus show lot.

RENTAL AGENT: A. W. McCartney, Box 256, Lebanon, Tenn.

Memphis, Mid-South Fair

GRANDSTAND CAPACITY: None. Plant is available for: Rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,500 to 7,000 (depending on type of show). Coliseum available for rental for: Rodeos, ice shows, stagshows, trade shows, sports shows.

1954 STILL DATES: Ginners machinery show, home show, Boy Scout exposition, two rabbit shows, Shrine barbecue, two circuses, Herdsman's school, three cattle sales.

RENTAL AGENT: H. S. Lewis, Supt. Memphis Park Commission, 1461 Court St., Memphis, Tenn.

UTAH

**Logan, Coche County Fair and
Rodeo**

GRANDSTAND CAPACITY: 1,100.

BLEACHER CAPACITY: 3,000. Size of race track: One-quarter mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: None.

RENTAL AGENT: H. R. Adams, county commissioner, Court House, Logan, Utah.

Manti, Sanpete County Fair

GRANDSTAND CAPACITY: 1,300.

BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: None.

RENTAL AGENT: Alan P. Smith, secretary-treasurer, Sanpete County Fair Board, Manti, Utah.

**Richfield, Kow Kounty
Karnival**

GRANDSTAND CAPACITY: 795.

BLEACHER CAPACITY: 3,200. Size of race track: Half mile. Plant is available for: Big car races, harness races, stock car races, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: Circus, race meet, rodeo, livestock show.

RENTAL AGENT: Bill Winkel, Richfield, Utah.

VIRGINIA

**Galax, Galax Agricultural and
Industrial Fair**

GRANDSTAND CAPACITY: 1,200.

BLEACHER CAPACITY: 500. 1954 STILL DATES: Firemen's carnival, Old Fiddlers Convention, Moose-Lions club, horse show, baseball and football games.

RENTAL AGENT: J. Walter Andrews, city manager, Galax, Va.

**Pennington Gap, Lee County
Fair**

GRANDSTAND CAPACITY: 2,000. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM SEATING CAPACITY: 4,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.

1954 STILL DATES: None.

RENTAL AGENT: Virgil O. Wacks, Pennington Gap, Va.

WASHINGTON

**Chehalis, Southwest
Washington Fair**

GRANDSTAND CAPACITY: 3,500.

BLEACHER CAPACITY: 1,500. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Rodeo, auto races, fireworks.

RENTAL AGENT: Arthur W. Ehret, P. O. Box 488, Centralia, Wash.

**Ellensburg, Kittitas County
Fair**

GRANDSTAND CAPACITY: 2,500.

BLEACHER CAPACITY: 2,500. Size of race track: Eighth mile. Plant is available for: Rodeos, carnival show lot.

1954 STILL DATES: Horse shows, stock sales.

RENTAL AGENT: George Hodgson, 609 N. Sampson, Ellensburg, Wash.

**Walla Walla, Southeastern
Washington Fair**

GRANDSTAND CAPACITY: 1,800.

BLEACHER CAPACITY: 3,000. Size of race track: One-half mile. Plant is available for: Rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Circus, spring race meet.

RENTAL AGENT: Southeastern Washington Fair Association, P. O. Box 1026, Walla Walla, Wash.

**Yakima, Central Washington
Fair**

GRANDSTAND & BLEACHER CAPACITY: 5,000. Size of race tracks: Half mile and 1 mile.

Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Circuses, trade shows, sports shows.

RENTAL AGENT: J. Hugh King, Box 1381, Yakima, Wash.

WEST VIRGINIA

**Lewisburg, The State Fair of
West Virginia**

GRANDSTAND CAPACITY: 4,500.

BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

1954 STILL DATES: Rodeo.

RENTAL AGENT: C. T. Sydenstricker, secretary-manager, Box 829, Lewisburg, W. Va.

**Marlinton, Pocahontas County
Fair**

GRANDSTAND CAPACITY: 1,000. Size of race track: Half mile.

Plant is available for: Big car races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Rodeo.

RENTAL AGENT: John V. White, Marlinton, W. Va.

WISCONSIN

Antigo, Langlade County Fair

GRANDSTAND CAPACITY: 1,200.

Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: None.

RENTAL AGENT: John V. White, Marlinton, W. Va.

**Beaver Dam, Dodge County
Fair**

GRANDSTAND CAPACITY: 4,800.

BLEACHER CAPACITY: No bleachers.

Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Shrine-K. C. benefit performance, hippodrome and circus acts provided by Barnes-Carruthers.

RENTAL AGENT: Forrest C. Knaup, Box 96, Beaver Dam, Wis.

**Bloomington, Blake's Prairie
Agricultural Society**

GRANDSTAND CAPACITY: 800.

Size of race track: Half mile. Plant is available for: Harness races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Horse show.

RENTAL AGENT: Robert O. Brodt, Bloomington, Wis.

**Chippewa Falls, North
Wisconsin District Fair**

GRANDSTAND CAPACITY: 6,000.

BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for:

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- San Antonio Livestock Exposition
- San Angelo Fat Stock Show
- Salem, Ill., Reunion
- Clinton, Iowa, July 4 Celebration
- Stoughton, Wisconsin, Fair
- Tomah, Wisconsin, Fair
- Faribault, Minn., Fair
- Austin, Minn., Fair
- Northwood, Iowa, Fair
- New Ulm, Minn., Fair
- West Union, Iowa, Fair
- Belleville, Kansas, Fair
- Texarkana State Fair
- Wharton, Texas, Fair
- Rosenberg, Texas, Fair
- Angleton, Texas, Fair
- Refugio, Texas, Fair

UNIT #2

- South Texas Livestock Show, Cuero
- Karnes County Centennial, Karnes City, Tex.
- Poteet, Texas, Strawberry Festival
- Battle of Flowers, San Antonio (Thanks to Jack Ruback)
- Independence, Iowa, July 4 Celebration
- Knoxville, Iowa, Fair
- Fairfield, Iowa, Fair
- Shelbina, Missouri, Fair
- Oskaloosa, Iowa, Fair
- Iola, Kansas, Fair
- Coffeyville, Kansas, Fair
- Webb City, Missouri, Street Fair
- Butler, Missouri, Fair
- Neosha, Missouri, Fair
- New Braunfels, Texas, Fair
- Huntsville, Texas, Fair
- Port Lavaca, Texas, Fair
- Alice, Texas, Fair



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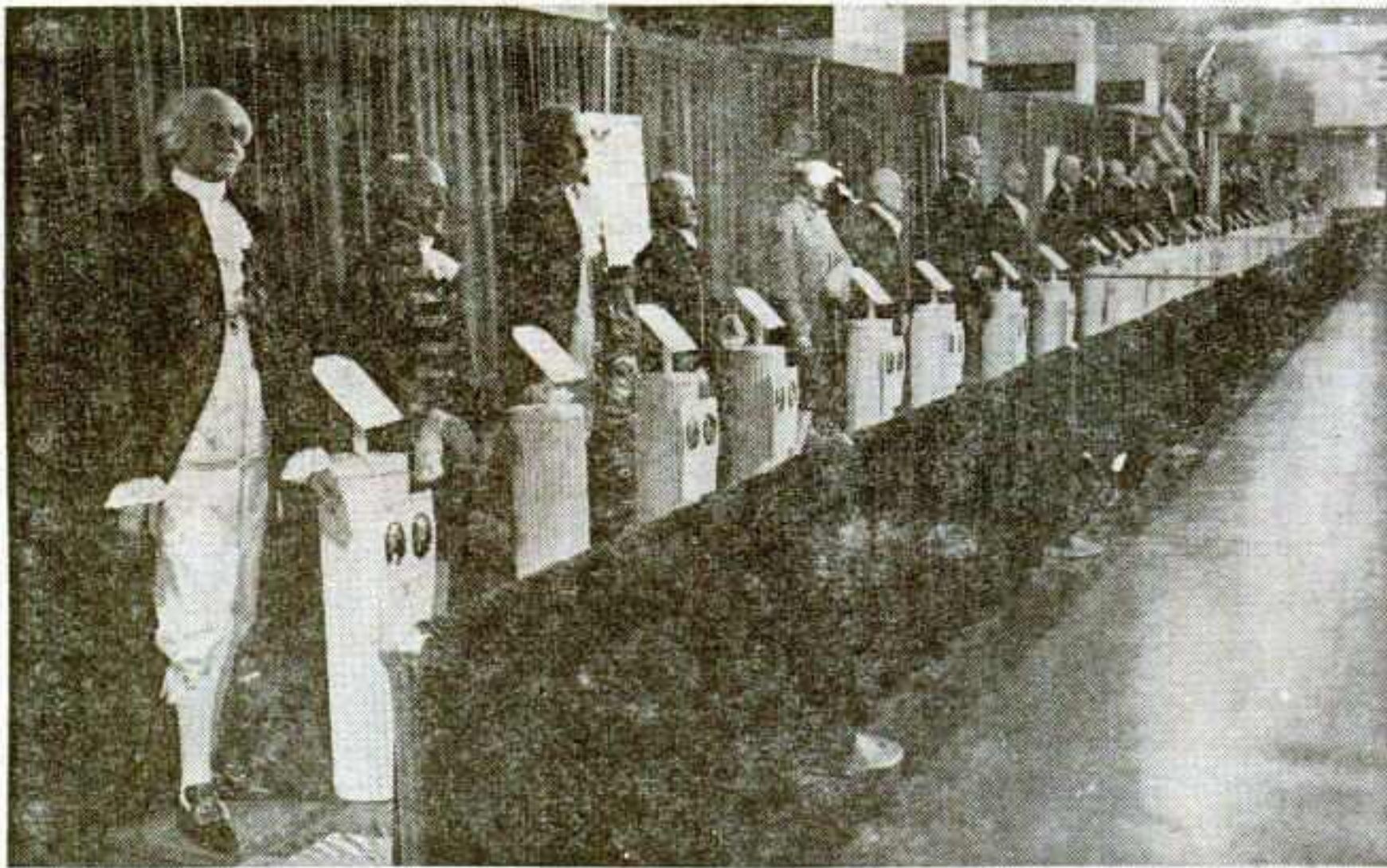
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Harness races, thrill shows, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Football, circus.
RENTAL AGENT: A. L. Putman, Box 284, Chippewa Falls.

Eagle River, Vilas County Fair

BLEACHER CAPACITY: 1,800. Size of race track: One-fifth mile. Track is equipped for night racing. Plant is available for: Stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Stock car races every Thursday evening, wrestling show, circus, carnival.

RENTAL AGENT: Richard Bonson, Eagle River.

Ellsworth, Pierce County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,300. Size of race track: Quarter mile. Track is equipped for night racing. Plant is available for: Midget auto races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1954 STILL DATES: Baseball and football games.

RENTAL AGENT: Otto Christiansen, Ellsworth, Wis.

Fond du Lac, Fond du Lac County Fair

GRANDSTAND CAPACITY: 4,600. BLEACHER CAPACITY: 2,200. Size of race tracks: Half and quarter mile. Track is equipped for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. Coliseum available for rental for: Circuses, sports shows.

1954 STILL DATES: Thrill show, sport show, Ringling Bros.' Circus, baseball, American Legion Picnic, horse show.

RENTAL AGENT: H. J. Wills, 492 S. Marr, Fond du Lac, Wis.

Iron River, Bayfield County Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 2,000. Size of race track: One mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: None.
RENTAL AGENT: Edward A. Pajala, Route 1, Washburn, Wis.

La Crosse, La Crosse Inter-State Fair

GRANDSTAND CAPACITY: 3,769.
RENTAL AGENT: Joseph W. Frisch, La Crosse.

Marshfield, Central Wisconsin State Fair

GRANDSTAND CAPACITY: 2,550. BLEACHER CAPACITY: 2,300. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

1954 STILL DATES: Motorcycle race, June 12: fireworks show and acts, July 4.
RENTAL AGENT: W. A. Uthmeier, Box 48, Marshfield, Wis.

Monroe, Green County Fair

GRANDSTAND CAPACITY: 1,750. BLEACHER CAPACITY: 1,000. Size of race track: One-half mile.

PLANT IS AVAILABLE FOR: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

RENTAL AGENT: William A. Brown.

Milwaukee, Wisconsin State Fair

GRANDSTAND CAPACITY: 14,500. BLEACHER CAPACITY: 18,000. Size of race tracks: One mile, asphalt; half mile, dirt; one-fifth mile, dirt; two mile, sports car, hard surface. Fifth mile track is equipped for night racing. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,500. Coliseum available for rental for: All types of amusements.

1954 STILL DATES: Horse show, 100-mile big car race, stock car races, Irish Horan Show, AMA motorcycle races, 150-mile stock car race, Ward beam show, sports car race.

RENTAL AGENT: Willard Masterson, fairgrounds.

Rice Lake, Barron County Fair

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 1,000. Size of race track: Half mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.

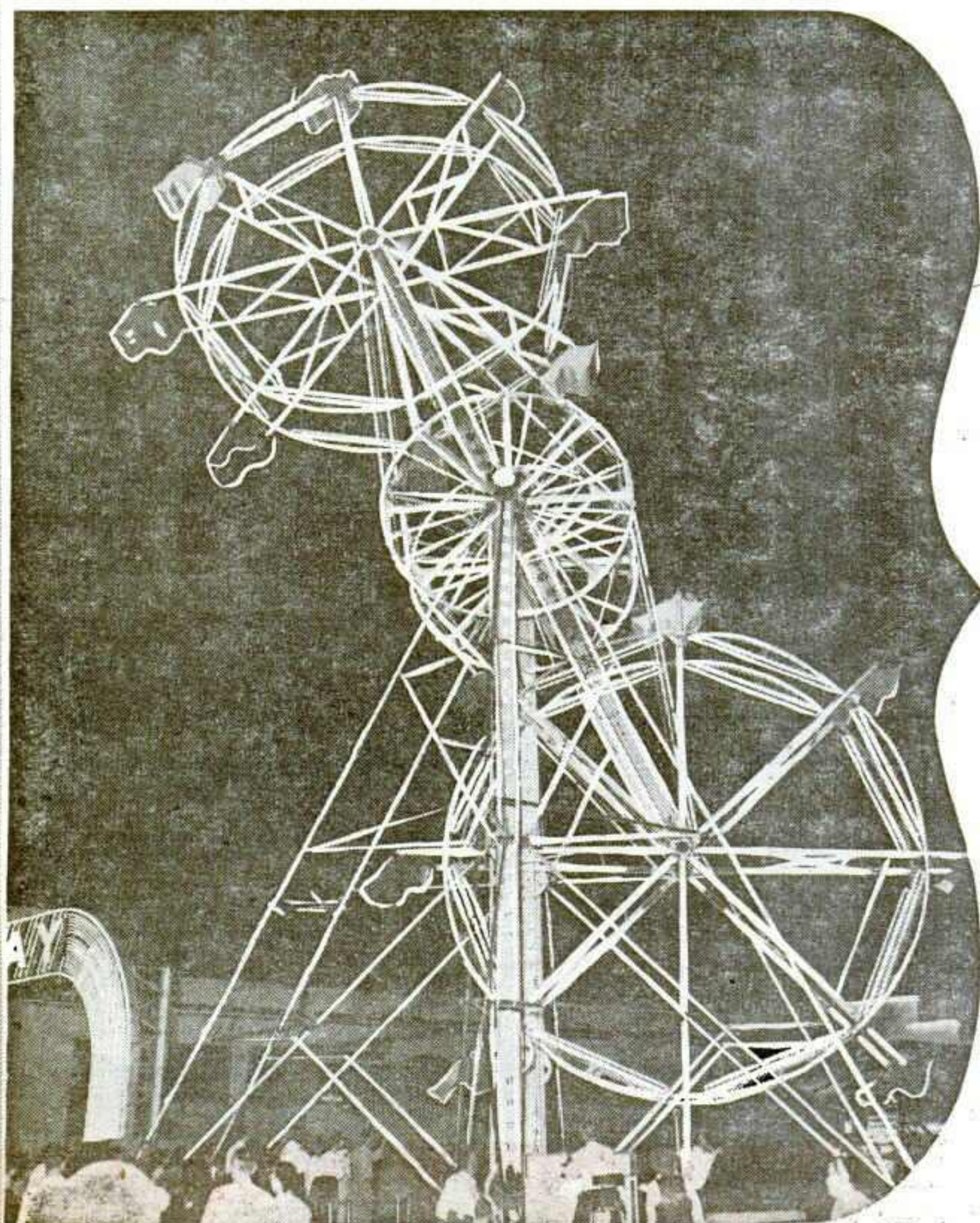
1954 STILL DATES: Boy Scouts Exhibition, baseball tournament.
RENTAL AGENT: Bruce H. Dalrymple, P. O. Box 415, Rice Lake, Wis.

Rosholt, Rosholt Free Fair Association

SIZE OF RACE TRACK: None. Plant is available for: Carnival show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage-shows.

St. Croix Falls, Polk County Fair

GRANDSTAND CAPACITY: 1,250 Size of race track: One-half mile. Plant is avail-



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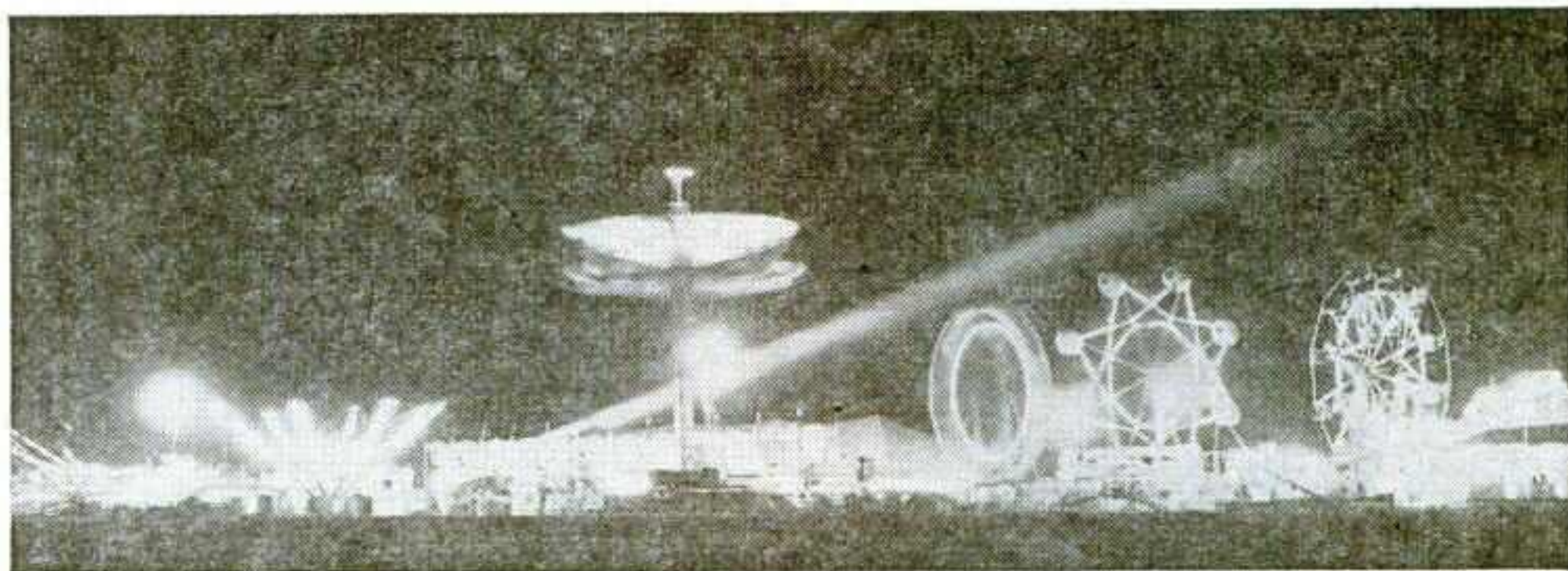
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Merry
Christmas*

*A
Happy
New Year*

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To J. W. "Patty" and Frank R. Conklin for the pleasant association at Quebec and Ontario Fairs.

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Allentown, Pa.
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Midway, Rutland, Vt., Fair
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A. L. Blackmon
Shade Gap Picnic
Shade Gap, Pa.

able for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
1954 STILL DATES: None.
RENTAL AGENT: John H. Clayton, St. Croix Falls, Wis.

Saxon, Iron County Fair

BLEACHER CAPACITY: 500. Plant is available for: Hot rod races, thrill shows, rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
1954 STILL DATES: None.
RENTAL AGENT: Florence Hardie, secretary, Hurley, Wis., or H. W. Kinney, manager, Hurley, Wis.

Union Grove, Racine County Fair

BLEACHER CAPACITY: 2,000. Size of race track: None. Plant is available for: Carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Horse show, WLS show.
RENTAL AGENT: Vernon Molitor, Superintendent of Privileges, Box 314, Union Grove, Wis.

WYOMING

Casper, Central Wyoming Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Size of race track: Half mile. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: Three banquets, five name band dances, dog show, ram sale, home show, auto show, 4-H carnival, carnivals, Shrine circus, Elks Rodeo, chariot races, Chitwood thrill show.
RENTAL AGENT: R. S. Latta, Box 2187, Casper, Wyo.

Powell, Park County Fair

GRANDSTAND CAPACITY: 750.
BLEACHER CAPACITY: 600. Size of race track: Half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
1954 STILL DATES: Circus.
RENTAL AGENT: Paul McCalmon, Park County Fair, Powell, Wyo.

Wautoma, Waushara County Fair

GRANDSTAND CAPACITY: 1,600. Size of race track: Half mile.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: None.
RENTAL AGENT: Burnett Johnson, Wautoma, Wis.

Weyawega, Waupaca County Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos.
RENTAL AGENT: H. E. Clark, Chairman of County Fair Committee, Weyawega, Wis.

CANADA

ALBERTA

Calgary, Calgary Exhibition and Stampede

GRANDSTAND CAPACITY: 8,800.
BLEACHER CAPACITY: 9,000. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Harness races, rodeos, carnival show lot, circus show lot.
COLISEUM AVAILABLE FOR: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
RENTAL AGENT: M. E. Hartnett, Calgary.

Edmonton, Edmonton Exhibition

GRANDSTAND CAPACITY: 8,000.
BLEACHER CAPACITY: 500. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Harness races.
COLISEUM SEATING CAPACITY: 6,700. Coliseum is available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
RENTAL AGENT: James Paul, Edmonton.

BRITISH COLUMBIA

Vancouver, Pacific National Exhibition

GRANDSTAND CAPACITY: 2,700. Size of race track: five-eighths mile.
PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot.
INDOOR ARENA SEATING CAPACITY: 7,000. Arena available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
RENTAL AGENT: V. Ben Williams, Vancouver, B. C.

NEW BRUNSWICK

Stanley, Stanley Fair

BLEACHER CAPACITY: 1,800. Plant is available for: Thrill shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum (indoor arena) available for rental for: Dances, stage shows, sports shows.
RENTAL AGENT: Secretary, Stanley, N. B.

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* We recommend at least one thoroughly trained supervisor for each ten men. They control specified posts and fill in under unusual conditions. Each supervisor has a long record of top service with Brantley.

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ONTARIO

Aylmer, Aylmer Fair

GRANDSTAND CAPACITY: 2,200.
BLEACHER CAPACITY: None. Size of race track: Half mile. Track is equipped for night racing. Plant is available for: Hot rod races, harness races, stock car races, rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,350. Coliseum available for rental for: Dances, ice shows, trade shows, sports shows.
RENTAL AGENT: H. R. Lashbrook, Box 535, Aylmer, Ont.

Fort William-Port Arthur, Canadian Lakehead

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 2,000. Size of race track: One-half mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
RENTAL AGENT: A. J. Hand.

Lindsay, Lindsay Central Exhibition

GRANDSTAND & BLEACHER CAPACITY: 3,000. Size of race track: Quarter mile. Plant is available for: Hot rod races, midget auto races, harness, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum (indoor arena) available for rental for: Rodeos, circuses, stage shows, trade shows.
1954 STILL DATES: Vaudeville.

London, Western Fair

GRANDSTAND CAPACITY: 6,500.
BLEACHER CAPACITY: 1,500. Size of race track: One-half mile.
PLANT IS AVAILABLE FOR: Harness races, thrill shows, carnival show lot, circus show lot.
COLISEUM SEATING CAPACITY: 1,200. Coliseum available for rental for: Ice shows.
RENTAL AGENT: W. D. Jackson, Queens Park.

Woodbridge, Woodbridge Fair

GRANDSTAND CAPACITY: 300.
BLEACHER CAPACITY: 300. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Several cattle sales, reunions and picnics.
RENTAL AGENT: W. M. Myers, P. O. Box 168, Woodbridge, Ont.

QUEBEC

Ayers Cliff, Ayers Cliff Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: Mile. Plant is available for: Harness races, stock car races, thrill shows.
1954 STILL DATES: One thrill show.
RENTAL AGENT: Henri Roy, Barnston, Que., Canada.

Quebec City, Exposition Provinciale de Quebec

GRANDSTAND CAPACITY: 7,500.
BLEACHER CAPACITY: None. Size of race track: One-half mile. Track is equipped for night racing. Plant is available for: Harness races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 10,038. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagshows, trade shows, sports shows.

1954 STILL DATES: Jr. & Pro Hockey, Oct. 1953 thru May 1954; public skating, dance orchestras, operas, circus, stagshows, basketball local patriotic, religious & miscellaneous events.

RENTAL AGENT: Emery Boucher, managing director, Coliseum, Exhibition Park, Quebec.

St. Francois du Lac, La Societe de Agricultural du Comte d' Yamasta

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Harness races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
RENTAL AGENT: A. Trudeau, manager, St. Francois du Lac, Yamaska.

SASKATCHEWAN

Lloydminster, The Lloydminster Agricultural Exhibition Assn., Ltd.

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: None.
1954 STILL DATES: Rodeo, thrill show, bull sale.

Melfort, Melfort Exhibition

GRANDSTAND CAPACITY: 3,300. Size of race track: Half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1954 STILL DATES: Sow show and sale, swine show and sale, regional seed fair, poultry show and sale, picnic.
RENTAL AGENT: Melfort Agricultural Society, Melfort, Saskatchewan, Canada.

Regina, Provincial Exhibition

GRANDSTAND CAPACITY: 8,500.
BLEACHER CAPACITY: 1,000. Size of race track: One-half mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
1954 STILL DATES: Stock shows, harness races, ice shows, horse shows.
RENTAL AGENT: T. H. McLeod, manager, Victoria Park Building, Regina, Sask.

Weyburn, Weyburn Agricultural Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 500. Size of race track: Half mile. Plant is available for: Harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.
1954 STILL DATES: Rodeo, Congress Canadian Dare Devils, baseball tournaments, school field sports.
RENTAL AGENT: Royden Schultz, secretary-manager, Box 574, Weyburn, Saskatchewan, Canada.



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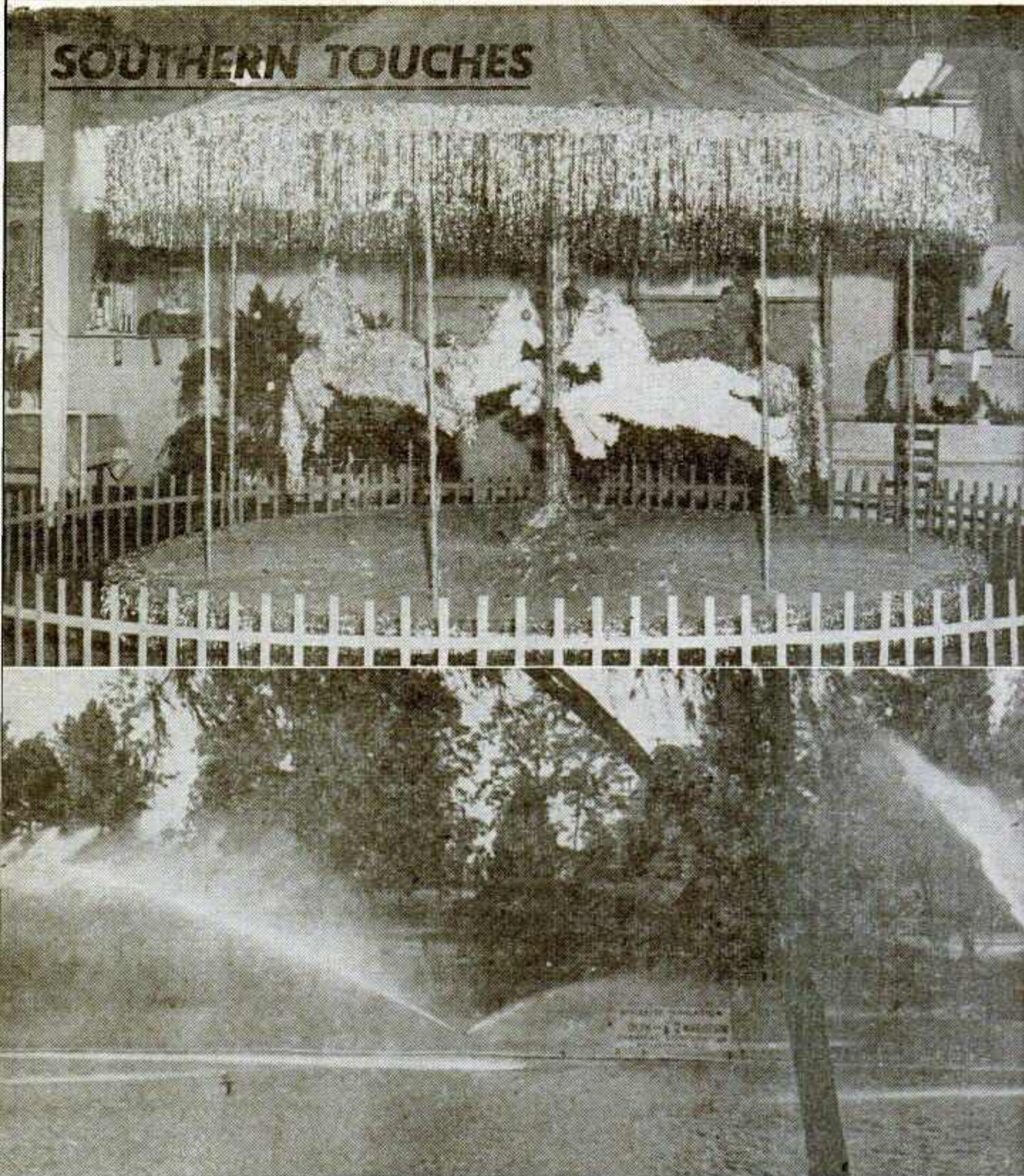
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(Continued on page 164)

SOUTHERN TOUCHES



Two Southern fairs—the Piedmont Interstate Fair at Spartanburg, S. C., and the Southern States Fair at Charlotte, N. C.—delighted their patrons with ingenious, artistic touches. Spartanburg offered Carolina Carousel, shown in top photo, as the center piece of its 1954 House of Flowers. Fashioned by Margaret M. Moore, the six horses, made of flowers and plant material from as many counties, depicted the arts, amusements, beauties, education, industries and aspirations of those areas. At Charlotte, J. S. Dorton, veteran fair manager, long noted for his effective use of lights, served up a treat when he spotted a half dozen irrigation sprays in the lake inside of the fair's race track. Used both day and night, the sprays created a beautiful picture, particularly at night when they were enhanced with colored spots.

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• Continued from page 163

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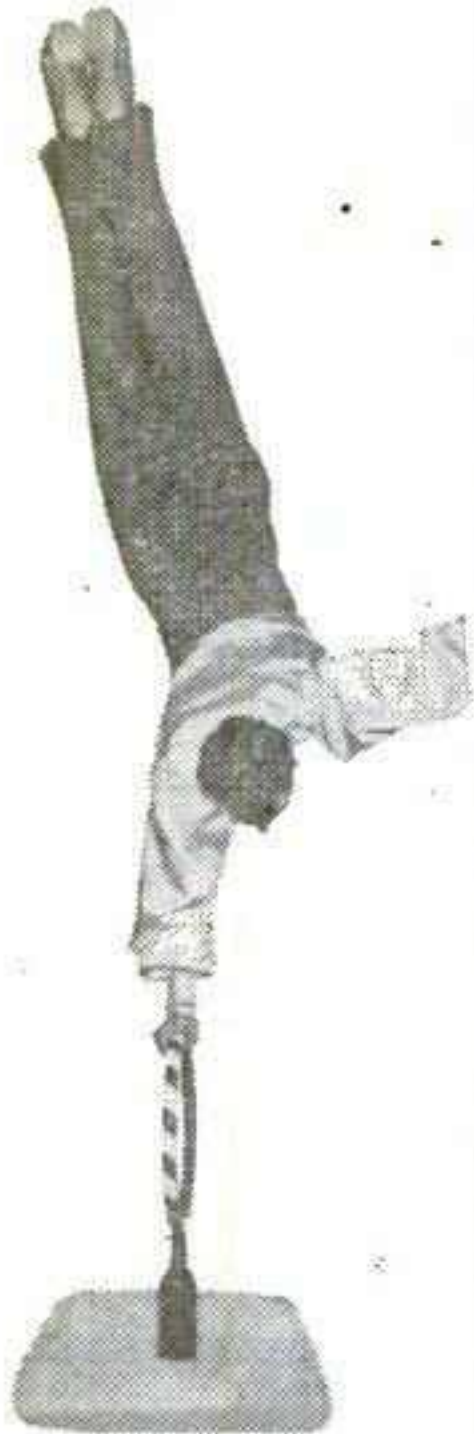
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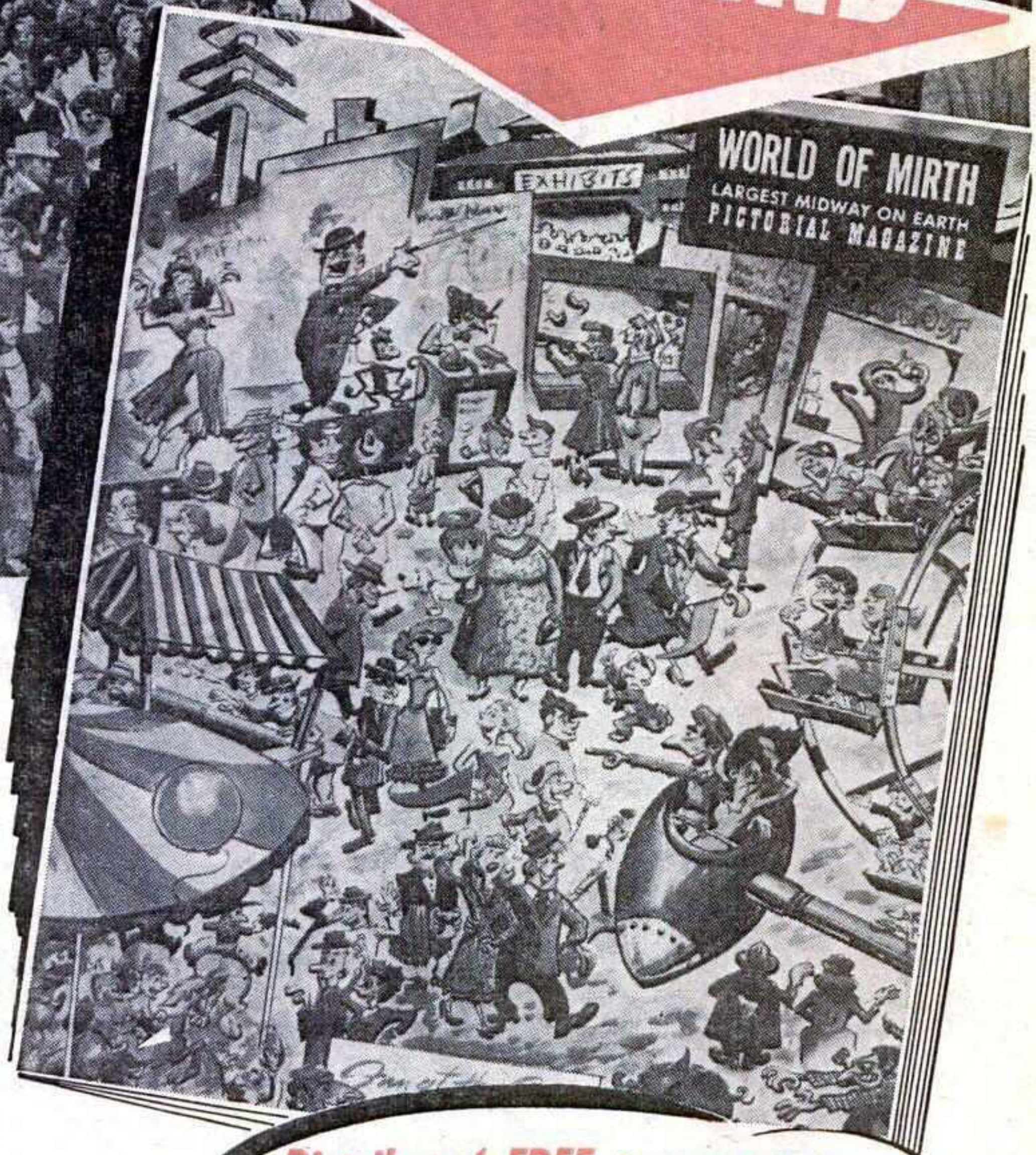
Dave Dauphinee, Pacific National Exhibition (Vancouver); Harry Illions (Pomona); L. G. Chapman (Foley & Burk Shows), and Clif Wilson (Dallas) for a very pleasant and profitable season.
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