The boys on our fighting fronts, on the land and the sea and in the air, are blasting away tirelessly to speed the day of victory. And all of us here at George A. Hamid, Inc., are blasting away, too. We know that the most we can do is little enough when we consider the sacrifices they are making and the risks they are taking.

Yes, the least we can do is our best! And that's what we're doing. Not only we here at George A. Hamid, Inc., but all of summer show business. I spent more time on the road this summer than I've ever spent before. I experienced the handicaps, met the obstacles which showmen all over the country were meeting. These showmen at Fairs, Parks, Carnivals and Circuses all did their important job of supplying weary war workers on the home front and fighting men with the entertainment so necessary to their morale. They all did the important job of selling war stamps and bonds, helping the USO, the Red Cross and other worthy war charities.

Show business is truly blasting away for victory, and we know that when the day of victory comes we will be able to say that we, too, did our share.

George Hamid

FAITHFULLY SERVING
AMERICAN and CANADIAN
FAIRS FOR 22 YEARS

GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HAMID'S MILLION DOLLAR PIER
ATLANTIC CITY, N. J.

NEW JERSEY STATE FAIR
TRENTON, N. J.

WHITE CITY PARK
WORCESTER, MASS.
At Home or Abroad...
In the Services or Civilian Life

"MORALE"
(And It Must Be High)

IS NECESSARY TO CARRY ON AND WIN

Just as our Army, Air Force and Navy must have high morale and the "Spirit to win"... we must be determined to see them through... with more and more production on the home front. With a cheerful outlook we must buy more and more War Saving Certificates, Defense Stamps and Bonds, and Victory Bonds... back up to the limit the Red Cross and the many appeals necessary for the successful conduct of the war.

TO THOSE SERVING THE ARMED FORCES

We congratulate the Fair and Exhibition boards who have devoted their premises to the prosecution of the war and were unable to operate this year—but did a grand job of helping the Allies on their way to Victory.

We hope to serve them again—when their wartime job is completed—at
- The Canadian National Exhibition
- The Ottawa Exhibition
- The Edmonton Exhibition
- The Sherbrooke Exhibition
- The Peterboro Exhibition
- The London Exhibition

Entertainment... "The Army Show"... "The Navy Show"... Theatres... Camp Programs... U.S.O. ... Sports... all are contributing vital factors in the building of morale. It is with pride that again this year we have shown to thousands of service men and war workers, giving them good, clean entertainment... and in a small way contributed to their relaxation and the enjoyment of their leisure hours.

FAITH IN THE PAST AND THE FUTURE

Conklin's Shows have been built on keeping FAITH with those responsible for the successful operation of Fairs and Exhibitions. We wish to thank them for the FAITH they placed in us during 1943—at
- The Brandon Exhibition
- The Exhibition Exhibition
- Calgary Exhibition and Stampede
- Regina Exhibition
- Canadian Lakeside Exhibition
- Quebec Provincial Exhibition
- Belleville Fair
- Lindsay Exhibition
- Leamington Fair
- Kingston Fair

Placing OUR FAITH in the future—we are already building a super "Victory Show" that will surpass any previous efforts in this field of show business.

To our employees in the Services... our FAITH in you is constant and unwavering... we will welcome your return when VICTORY is achieved.

CANADA'S FROLIC-LAND and FROL-EX-LAND

CONKLIN SHOWS
"THE WORLD'S FINEST" • P.O. BOX 31 • HAMILTON, CANADA
SPECIALTY S. Chicago World's Fairest! The Great Show for 1944!

Currently Closing Sunbrook's RODEO
THRILL SHOW and CIRCUS

Pittsburgh, Pa., This Week

Turning 'em away here, too! Same as we did at Montreal and Washington!

THANKS TO: CHARLES ZEMATER
AL MARTIN
GEORGE HAMID
CHARLES SASSE

For a Long Season, Still Going!

AKNOLL
UO-tz
H2e
Sorption of Fairs
NOVEMBER 27, 1943
CONTENTS
FAIRS CO-OPERATED!
Theodore R. Gamlike, Na-
tional Director War Fi-
nance Division, Treasury
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THEY'RE HUGE WAR
WONDER MIRACLES

FOOD FIGHTS FOR FRE-
DOM AT FAIRS

STATISTICAL DIRECTORY
OF FAIRS.

INDEX TO
ADVERTISERS

World's
Indoors
The
SHOW
of

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GLOBE POSTER CORPORATION
The Leading
POSTER PRINTER
for the
MIDDLE-WEST

PAPER FOR ALL EVENTS
Write for 1944 DATE BOOK

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633 S. PLYMOUTH COURT
1531 WASHINGTON AVE.
CHICAGO
ST. LOUIS

November 27, 1943

MAGABER

BROCKTON FAIR
MASSACHUSETTS

The Shoe Fit
Us Last Year!
IT STILL FITS US!

BROCKTON...
U. S. and International Head-
quarters for the manufacture
of those multiple millions of
shoes worn by members of the
Armed Forces. . . The very
shoes that are delivering
the kick to Hitler’s and Hirohito’s
miracles. . . The shoes that
are changing “Hill Hitler”
to “Heel Hitler.”

BROCKTON FAIR...
1943 devoted to 1944 planning

IN INTENSIVE PREPARATION
1944 VICTORY FAIR
SEPTEMBER 10 TO 16

HAROLD G. MORSE
PRESIDENT
FRANK H. KINGMAN
SECRETARY
MEMBER
INTERNATIONAL ASSN.
OF FAIRS
AND
EXPOSITIONS

November 27, 1943

Materições não protegidos por copyright
Food is winning the war
and
fairs are boosting its production

When the time comes to hand out medals to civilian organizations for helping to win the war, FAIRS will be right up at the front of the line. For the heroic efforts of the farmer, the county agents and their staffs, and all others fighting in the battle for more food, are unified and stimulated at the 2,000 State and County Fairs.

Farmers came to the FAIRS this year to plan for greater food production in 1944 and to shake off a few hours the worries and pressure of the past season by having fun.

Fun at a Fair is just as important as fun in the Army Camps and on the fighting fronts. It's the escape valve for trouble and toil.

That's why greater crowds witnessed our streamlined productions

"Let Freedom Ring"—"On To Victory"

and others at Fairs this year. Not only were they entertained, but they were made conscious of the need to buy bonds, to do all that is necessary and a little more than is required when a country is defending its right to a free, independent existence.

Providing Fairs and Celebrations with finest in stage shows has been our job for nearly four decades. In these times particularly, we believe these long years of experience to be invaluable to every buyer of the type of attractions we produce, book and present. Throughout show business, Barnes and Carruthers is known as THE NATION'S TALENT MART

for the best in

REVUES STAGE, TRACK CIRCUS ACTS
RODEOS AND INFIELD ACTS RADIO STARS
BANDS THRILL SHOWS MUSICAL EXTRAVAGANZAS

Barnes-Carruthers
Fair Booking Association
121 N. Clark Street Chicago 1, Illinois

Now Booking for 1944 Season
THO in the East and Far West many of the State, county and regional fairs found it necessary to discontinue their activities for the duration, the Central and Southern States have been able to carry on in something approximating the traditional fashion. Fairs that were open during the Third War Loan Drive gave most complete cooperation to the local War Finance Committees, with the result that in every instance fair managers report that the War Bond activities and the Army-Treasury sponsored exhibits of captured enemy equipment were chief attractions.

Managers Maurice W. Jencks, of Kansas Free Fair, Topeka, and Sam Mitchell, of Kansas State Fair, Hutchinson, concur in the statement that "The Treasury exhibits were, by all odds, the highlight attractions" of their annuals. At the Topeka Fair about $500,000 in War Bonds and Stamps were sold at the captured equipment exhibit alone. Bond selling booths, separate from this exhibit, were in daily operation by members of the Junior Chamber of Commerce and the Women's Division of the local War Finance Committee, where the displays of War Bond promotional material attracted large and interested crowds.

Entertainers Did Bit
Each day during this five-day fair the bands and featured entertainers from the grounds made appearances in the downtown areas, where bonds were sold on the streets. Featured during these periods and during the grandstand concerts were the opportunities buyers had of riding in an army tank or leading the Fort Riley Cavalry Band after a War Bond purchase had been made. Comparable activities went on during the Hutchinson Fair, where bond sales amounting to $400,000 were rolled up.

From September 26 thru October 1 the Oklahoma State Fair, Oklahoma City, was in progress with War Bond booths and exhibits. Every hour during the fair some War Bond announcement came over the public-address system and drew the crowds to the booths manned by women of the Civilian Defense organization and to the Treasury exhibits, where veterans from near-by hospitals, servicemen home on furlough and fliers from the Oklahoma City Air Depot and the Douglas plant were in attendance to explain not only the equipment on dis-
play but the importance of War Bond purchases to the men on the fighting fronts.

Display Attracts Buyers

Prior to the opening of the Alabama State Fair, Birmingham, a campaign was put on in all schools and industries in Jefferson County, with tickets to the captured equipment exhibit at the fair offered to those who increased their activity in the War Bond and Stamp Drive. Particular stress was put on increases in pay-roll savings in the factories and business organizations and in stamp purchases in the schools. This method of distribution kept a continuous flow of buyers coming to the display throughout the five days of the fair. In addition to these bond and stamp sales, handsome figures were also rolled up at the booth on the grounds operated by the Women's Division of the County War Finance Committee.

Irving Anderson, of the Junior Chamber of Commerce, Jackson, Miss., and the organization which he represented gave complete co-operation to the local War Finance Committee and the manager of the State Fair during their early October showing. Total War Bond and Stamp sales during these five days amounted to $29,893.15. Marine mothers, navy mothers and WACS were in attendance at the bond booths in the Exhibition Building, and Minute Maids, "the prettiest girls in town," sold War Stamps in the grandstand during the daily musical shows.

Second-Season Accomplishments

Captured enemy equipment shown at these five representative fairs consisted of:

1. German armored command car
2. German tanks
3. German half-track motorcycle
4. Japanese motorcycle
5. German rubber boats
6. Japanese landing boat
7. Japanese 105mm gun.

Portions of a Jap Zero plane

These are only a few examples of the splendid co-operation of fairs with the War Bond program that have come to the attention of the Washington office. We realize that fairs of all sizes, in nearly every State, have offered War Bonds as prizes both in contests and exhibits; that bonds and stamps have been used by them as admissions to the grounds and to the grandstands, and that there have been innumerable examples of successful War Bond features during these showings.

And so for the second wartime season the fairs have carried on their biggest attraction and accomplishment—the sale of War Bonds and Stamps!
WAR BONDS and Stamps held a proud spot in the nation's market places as exemplified by State, district and county fairs in 1943.

They vied so successfully for the coin of the realm with fairground's other offerings as to largely relegate the customary fair fare of eats, drinks and souvenirs to a more inconspicuous place than usual—alas go and see and the kiddies did not stint themselves to the sorrow of concessionaires.

To the millions of dollars brought to Uncle Sam's war chest thru the aid that outdoor showbiz has extended in the sale of War Bonds the fairs more than held their own in contributory effect. The enthusiasm for the cause which gripped managers and patrons alike has not died down. As long as outlets for the federal wartime securities are sought the fairs will be willing, logical and proved means for their effective distribution. To add good measure, the fairs were never better or more successful. If there were any disappointed boards, they are inarticulate.

Performers Active in Drives

As has been said, War Bonds and Stamps featured most of the summer and autumn annals. The way that their sale 'caught on' with fairgoers, practically all of whom, it is assumed, were already holders of the treasured parchments, was a revelation not only to local campaign committees but to the fair execs themselves. Aid given the sales was provided in diverse ways, thru tie-ups with little dealers active in drives, thru booths on grounds and direct selling on midways and in grandstands, to mention some. Showmen, concessionaires, grandstand performers and producers joined in and canvassed crowds in many places. Rescue troops lent their presence to downtown rallies and to mass meetings. Some remarkable pledges were obtained thru livestock auctions and peppy pitches in grandstands. Youth got behind the drives in 4-H Club, Future Farmers and Boy and Girl Scout movements.

In a canvass of leading fairs held this year it is conclusively shown that one of the selling first in the minds of their officials was how ways and means could be devised to boost the selling and the buying of bonds and stamps. Not only did fair associations and their directors and stockholders go in, hammer and longs, as Bondadiers but a heavy percentage of them invested funds of the fairs in War Bonds.

Big and Little Sell and Buy

Taking some of the reports to frame a cross section of the States and Provinces in this regard, it is seen that the fairs which did not boost the bond effort were practically nil. Here are some returns:

Carthage (O.) Fair, a small annual in a Cincinnati suburb, sold $25,000 worth of War Bonds in its grandstand in four days; Kansas City Fair, Topeka, $100,000; Wisconsin State Fair, Milwaukee, $250,000; Minnesota State Fair, St. Paul, $100,000; Koseidsico County Fair, Warsaw, Ind., $100,000, bought $2,000 worth; Rosebud County Fair, Forsyth, Mont., $100,000; Steuben County Fair, Bath, N. Y., $5,000; Ozark Empire District Fair, Springfield, Mo. $300,000; Sandwich (Ill.) Fair, $10,000; North Dakota State Fair, Minot, $3,000; Hillsdale (Mich.) Fair, $3,500, bought $5,000 worth; Thayer County Fair, Dushler, Neb., $1,500; Penn Yan (N. Y.) Fair, $245; Dane County Fair, Ashville, N. C., $66; Mississippi Free State Fair, Jackson, $20,935.18; Saginaw (Mich.) Fair, bought $3,000 worth; Chenango County Fair, Bento, N. Y., $12,713, bought $4,000; Kewanee County Fair, Laxomnburg, Wis., $5,809, bought $4,000; Auglaize County Fair, Wapakoneta, O., bought $2,000 worth; Stanitown (Va.) Fair, $187.50; Nebraska State Fair, Lincoln, bought $16,000 worth; Grandview Free Fair, Caderburg, Wis., $39,273; Lee County Fair, Bishopville, S. C., bought $350 worth.

Good Pitches in Grandstands

Setting a goal of $10,000, show people at Louisiana State Fair-Junior Livestock Show, Shreveport, sold War Bonds to nearly one third of this amount in the first 15 minutes of the successful drive. In one afternoon the bond sale at Stanton (Va.) Fair totaled $187.50. At Mississippi Free State Fair, Jackson, the women's board of the County War Finance Committee and WACS aided in selling $7,900 in War Stamps at their booths and in the grandstand.

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November 27, 1943
MARTS

Premium awards were paid in War Bonds and Savings Stamps to a much greater degree this year than in 1942, when the move toward War Bond微软雅黑nd Stamp promotion was first suggested after a large number of fairs had made commitments which could not be changed. A generous proportion of fairs reported in a survey made on this subject evidence that prizes were largely in stamps and some bonds and that the arrangement apparently did not detract from the anticipated showing of exhibits, commercial and agricultural, wartime and labor conditions considered, and that exhibitors cooperated willingly in the changed set-up.

"We advertised it as the 'Pair Dedicated to the War Effort' and told the public in all our 'publicity to expect a different fair, and we gave one," said a Middle West manager of a State fair. "Other fairs that cooperated in this aim went over big. Those that did not were not so good." Another Midwest State fair displayed seven railroad cars of captured war material. Another Michigan fair displayed railroad cars of captured war material. A Fair in the Midwest asked the management to purchase War Bonds and Stamps only and 200,000 people attended. "It was the biggest attraction of the fair," remarked the manager. Other State fairs successfully showed equipment captured from the enemy and substantially aided in disposing of bonds and stamps. A fair in Michigan added (Continued on page 23)
Fairs got several months' jump on the nation's purely agricultural interests and slogan makers by preaching about and preparing for Victory Gardens early last spring. Later this November was designated as Food-Fights-for-Freedom Month in a nation-wide campaign given impetus by the slogan, "Produce and Conserve; Share and Play Square."

Summer plans were carried to a glorious fruition when the harvests from garden plots came in and exhibit buildings on fairgrounds all over the land bulged with the green, red and gold of bumper vegetable crops which had been tenderly brought along by the ministrations of the great American family, from grandma down to the kiddies.

The opportunity offered a veritable field day for the amateur gardeners and they were out in full array. Many a sedate business man, as well as formerly self-centered folks who thought that greens and pumpkins came only from the corner grocery, wielded the cultivator and hoe. They learned about plant pests which the U. S. Department of Agriculture has had down but not out for in these many years. They learned that cucumbers do not have to be shucked from trees and that tomato vines will grow as long and just as vicious as a raywade whip if they are not properly trained up.

From Hay To Horticulture

It was education. It was exercise and recreation. It was profitable for the home larder. It swelled the nation's storehouses and helped the Allied Nations in a time of bitter need. Displays of produce were nothing new to the fairs. Their very inception was predicated on something of that nature, along with showings of livestock and perhaps a little horse trading on the side. But the Victory Gardens of the communities, besides making the populace food-production-minded, awakened interest as never before in agricultural and horticultural exhibits at fairs and in the farm themselves as institutions may be never before fully appreciated for what they had to offer in knowledge and healthful success from manifold burdens of war or peace.

For a number of years some fairgrounds have been utilized in the off months for the growing of forage. There are many acres, where the turf has not been worn bare, where beautiful crops of hay have been of benefit to fair associations and their immediate environs. In several localities where experiments were made or less gingerly made in the last decade hayy growths of alfalfa have been garnered from the infields in the weeks when the ponies were not flying, the trotters and pacers and dirt-track racing nuts were not doing their stuff and the checkerboard flag and the starter's word, "Go!" were only memories of an autumn before.

'44 Gardens Goal 22,000,000

Paul C. Stark, president of the National Victory Garden Institute, declares that war gardens in 1943 raised as much produce for food as did commercial gardeners. He announced that a goal of 22,000,000 Victory Gardens had been set for 1944.

So fairs again will have the cherished opportunity to play an additional heavy role on the home front. And results in 1943 indicate that there can be no doubt that they will accept it as a challenge to surpass the efforts of this year on the home front all during summer as well as during fall weeks.

At the winter meetings of associations of fairs this doubtless will be one of the paramount topics for discussion, with the thought of getting a stronger and earlier start on Victory Garden projects and tie-ups than was possible this year. Regardless of whether their gardens
can qualify for the Agricultural Department "A" premium, comparable to the Army-Navy E award, to be presented for food processing and excellence in food production—they can continue to accelerate the interest. More cash prizes and awards of War Bonds and War Savings Stamps certainly are warranted and this will be realized by civic and business leaders as well.

Projects Thrive Far and Wide

Representatives of the hundreds of fairs which had Victory Gardens on their grounds, had garden tie-ups with other efforts or held food demonstrations with the produce are the following, which made special reports in a national survey:

Wisconsin State Fair, Milwaukee; Minnesota, St. Paul; Kansas, Hutchinson; Mississippi Free State, Jackson; South Carolina, Columbia; New Jersey, Trenton; Jefferson (Wis) County Fair; Kewaunee County, Luxemburg, Wis; Auglaize County, Wapakoneta, O; Chenung County, Elmira, N. Y; Thayer County, Deshler, Neb; Lincoln County, North Platte, Neb; Mahoning County, Youngstown, O; Hillsdale County, Michigan; Oceana County, Hart, Mich; White County, Carma, Ill.; Buena Vista County, Alta, Ia; Rush County, Rushville, Ind; La Porte County, Indiana; Sandwire, Ill; Harrison County, Corydon, Ind; Ross County, Frankfort, Mont; Greene County, Xenia, O; Saukewiga (Me) Fair; Mineral District Fair Fair, West Mineral, Kan; North Iowa Fair, Mason City; Saginaw (Mich.) Fair and Farm Products Show, Spartanburg (S. C) Fair; Fond du Lac (Wis) County Fair; Van Wert County (O) Fair; Sandusky (Mich.) 4-H Fair; Exposition Provincial, Quebec City; Anoka (Minn) County Fair; Kirtstown (Pa) Fair; Houston County, Cadillac, Minn; Utah State Fair, Salt Lake City.

Ohio Early on the Ground

Ohio was one of the States that got away early in the garden movement at its Columbus annual meeting last January. Fair managers then began laying plans for tie-ups, distribution of lots for planting and for produce displays and demonstrations. All member fairs were urged to join the campaign and fairs in other States were contacted for ideas and suggestions.

"At Auglaize County Fair, Wapakoneta, O," reported Secretary Harry Kahn, "we had out gardens in the center field. We started with 25 garden plots, were raised out 300 Bushes and finished with 20. Winners in senior and junior contests each received a $25 War Bond. Part of the vegetables were used in food demonstrations held in the grandstand Monday and Tuesday mornings of fair week and attended by over 4,000 women. Preparation of food to aid in the war was demonstrated and 24 valuable prizes were awarded by the fair board. This was such a success that women of the county have asked the board to repeat the program in 1944.

Amusement To Achievement

"Some people did not take the gardens seriously when they were started. But potatoes and tomatoes taken from the plots won first prize at the fair. State Director of Agriculture John T. Brown and Manager B. P. Sandler's of Ohio Junior State Fair, were presented with baskets of premium produce during the fair. It is planned to grow more ground next year, as 20 plots have already been applied for."

Victory Gardens tie-ups with La Porte (Ind.) County Fair were successful, Secretary James A. Terry said. "Our fair does not cater to anything outside the confines of the county," he said, "except for some race horses and entertainment which appears necessary to attract our people. Under this plan we have built up a very favorable impression in livestock development, 4-H Club growth and agricultural interest. This line of development has sold the fair to our people so completely that it has become one of the necessary institutions of a large and wealthy county."

November 27, 1943

The Billboard Cavalcade of Fairs Page 11
Thankful Not Only for Our Most Successful Season But Also That We Could and Did Do Our Share in Helping Every War Effort.

I Wish To Thank the Various Committees, Fair Associations and the Entire Personnel of My Organization for Their Co-Operation in Making the Past Season a Very Successful One and Extend to Each and Every One of Them My Sincerest Wishes for a Continuation of Our Relations. 

James E. Strates

NOTICE

Will Finance Any Reputable Showman With New and Novel Ideas, Capable of Producing and Managing Same for Our 1944 Presentation. We Have the Equipment and Loading Space on Our 35-Car Train. Will Book Any Ride That Doesn’t Conflict, Furnishing Wagons for Same.

WANT

For Winter Quarters at Mullins, S. C., Blacksmiths, Painters, Carpenters, Builders and Mechanics. Useful Carnival Help, Get in Touch With Us.

FAIR SECRETARIES AND LOCAL COMMITTEES, WE ARE ENLARGING OUR ORGANIZATION. KINDLY CONTACT OUR GENERAL AGENT, WILLIAM C. FLEMING.

Address JAMES E. STRATES, Mullins, South Carolina
They're Huge War Bond Marts

(Continued from page 9)

20 per cent in War Stamps to every premium check sent out, which was a hefty boost toward bringing in exhibitors.

Scrap and Fats at Gates

In some spots "days" were set aside generally the final day of the fair, on which admission thru the outside gates was by War Bonds or Stamps only. The scrap drive was accentuated in some localities where grounds admissions required the bringing of scrap or purchase of bonds or stamps. Patriotic pageants at a segment of fairs had strong support to speakers and workers in bond drives. Kitchen fats and scrap were accepted at other annals which also granted admissions by bond and stamp pledges. One growing fair in the West without permanent grounds had such a tremendous response to its wartime program that the board is readying to purchase land and erect buildings. Its here-tofore meager exhibits were swollen under a policy of awarding 25 per cent of premiums in War Stamps.

Army and navy days were popular and many fairs contributed by various means to the Red Cross, USO and Russian and China relief, replies to questionnaires showing that a preponderance of such efforts were in behalf of the Red Cross and USO, the latter being preferred.

Post-war plans of fair associations are in the making, reports indicating a certain comprehensive grasp of what will be needed at least in the physical attributes of the plants. Some of the work is being tentatively laid out with the need for providing work looming large in the projects, which range from road construction to completion of unfinished structures, such as grandstands and erection of additional buildings. In the educational departments some boards are pondering on the future plastic, synthetic rubber, aviation, radio and agriculture.

The advantages of the effect of tremendous attendances to the United States Treasury thru accrued taxes was generally emphasized. Much publicity on this angle was put out. Some day the exact figures on what fairgoers have contributed to the national exchequer will be released—and they will be amazing. "Taxes To Help Beat the Axis" appeared on some literature and billing, stressing the 10 per cent that would go to the war effort. Bigger gates meant more tax money, and a majority of fairs increased their remittances greatly over those of 1942.

Gates Up; Gas Ban On

It seems a paradox that, while a big majority of fairs reported the belief of their officials that attendances had been adversely affected by gasoline rationing and the curb on tires, gates were up all over the country as against the turnstile counts of 42. "This situation is accounted for by the fact, fair analysts hold, that people wanted to attend their fairs, had money to spend and managed to get there. Scores of managers" (Continued on page 42)

1943 Was Our Greatest Fair Year in History

Boone County Jamboree

On Parade

Barn Dance

Now Booking for 1944...

Write,
Wire or Phone
Bill McCluskey

WLW Promotions, Inc.
140 W. Ninth St.
Cincinnati 2, Ohio

Buy War Bonds and Stamps—
and Write to Boys in Camps

November 27, 1943

The Billboard Cavalcade of Fairs Page 13
**EXECUTIVE STAFF FOR JACK RUBACK**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
</tr>
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<tbody>
<tr>
<td>General Agent</td>
<td>LOUIS RINGOL</td>
</tr>
<tr>
<td>Special Agent</td>
<td>JACK TURNER</td>
</tr>
<tr>
<td>Public Relations</td>
<td>ALBERT R. WRIGHT</td>
</tr>
<tr>
<td>Supt. of Transportation</td>
<td>LOUIS McNEECE</td>
</tr>
<tr>
<td>Front Gate Tickets</td>
<td>BILL TANK</td>
</tr>
<tr>
<td>Electricians</td>
<td>BOB MAYES AND ANDY TWINNING</td>
</tr>
</tbody>
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**MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL OF OUR FRIENDS**

- **WHITNEY REED** — BILL CARR — RED HUGHES — TOM WALL — AL STEFFENS
  Ride Boys Who Have Been With It 10 Years Or More And Still For It

**SEASON’S GREETINGS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richie and Gay—Marasco</td>
<td>Thanks, Jack and Rose, for the Privilege of Helping Years to Be the Finest Show on the Road</td>
</tr>
<tr>
<td>JOE AND ETHEL ROSEN</td>
<td>With the Grandest Show on Earth</td>
</tr>
<tr>
<td>BILLY MILLER</td>
<td>Thanks, Jack, for the Good Year</td>
</tr>
<tr>
<td>Bill (Bing) Venable</td>
<td>ADD-A-BLOCK Ray Barber &amp; Grabers Also Had a Big Year</td>
</tr>
<tr>
<td>H. LIVINGSTON</td>
<td>BILL FRENCH Pet Shop and Roll Down R. C. MCPEAK — JERRY O'BRIEN</td>
</tr>
<tr>
<td>W. C. DENEKE</td>
<td>Best Wishes Always a Good Season</td>
</tr>
<tr>
<td>Tommy Davis—Sophie Mullins</td>
<td>Mr. &amp; Mrs. M. O. Williams and Bruce and Georgene Cono Rack and Cigarette Gallery Fourth Harry Season</td>
</tr>
</tbody>
</table>

**HIGHER THAN EVER**

ENJOYED OUR BIGGEST SEASON THIS YEAR BIGGER AND BETTER FOR OUR 1944 VICTORY TOUR

NOW BOOKING FOR 1944

FAIR SECRETARIES AND CELEBRATION COMMITTEES

Get in Touch With Us for Your Next Event

14 RIDES—10 SHOWS—ALWAYS A SENSATIONAL FREE ACT

Winter Quarters and Permanent Address:

2240 EAST HOUSTON ST., SAN ANTONIO, TEXAS

TONEY KITTERMAN

BLANKET WHEEL

With it ten years and improving with age

My Best Season

HANK McALLISTER

“BLOWER”

Cecil Brown & Bill Morgan

Thanks for a Grand Season

LEIBLIE

Grub and Juice

Thanks for Five Good Years Here

SEASON’S GREETINGS

TO ALL

Will Be Here Next Season

JOE L. KING

Thanks for a Grand Season

Mr. and Mrs. Bill Williams Hollywood Monkey Circus

Been With It Twelve Years Featuring “JERRY,” the Trained Chimpanzee.

November 27, 1943
THEY'RE HUGE WAR BOND MARTS
(Continued from page 13)

who had record and near-record crowds maintain that their attendances would have been much larger had travel by private passenger cars, buses and railroads been under normal conditions.

Some of their findings: Patrons kept from coming long distances because of transport problems were more than offset by local people seeing fair-time amusement. In the polo belt youngsters were kept at home, but at one State fair cars were checked from 40 counties. Where attendance drops occurred they were accounted for by bad weather. Parking lots in general held fewer cars but more passengers came per car. Some school and other attendance was lost thru bills on school buses and chartered motor vehicles. Night attendances were not as large as had been anticipated in some centers of war production. Many exhibitors pooled their products and brought them in on fewer trucks than usual.

FAIR FOR BRITAIN

AGAIN one of the greatest Canadian aids to the war cause was the Fair for Britain promotion in Toronto. The elaborate fair, a sensation when first staged in 1942, was doubly sensational this year. It was terrific for Canada's leading and continuous fund, the British War Victims' Fund. The BWVF is handled by The Toronto Evening Telegram and sponsored by the Toronto District Business Men's Council with the blessing and support of the Lord Mayor of London and bonanzas from the United Kingdom.

It was conceived and first promoted last year by J. W. (Patty) Conklin who, with his brother, Frank A., provided attractions with the Conklin Shows and other contingents of entertainment. The “Days” build-up for the fair (with sections of Toronto in parentheses) was:

August 13—Opening and Business Men's Day.
14—Opening and Wartime Day. (North Toronto.)
15—Sunday (Closed).
16—Children's Day.
17—Navy Day. (St. Clair-Yonge.)
18—Scotch and Crippled Children's Day.
19—Radio Day and Jamboree.
20—Showmen's Day.
21—War Workers' Day. (Beechot.)
22—Sunday (Business Men and Servicemen).
23—Children's Day. (Dundas-Bayview.)
24—Royal Canadian Air Force. (Dayview-Seaside.)
25—Reserve Army.

For the BEST—

TYPE AND PICTORIAL POSTERS
TO PROPERLY ADVERTISE
INDOOR CIRCUS CARNIVALS—FAIRS

Contact

JAKE SHAPIRO
GENERAL MANAGER

TRIANGLE POSTER PRINTING
MAIN OFFICE PITTSBURGH, PA.

...Food for Victory—Food for Thought...

BOYLE WOOLFOLK AGENCY

203 N. WABASH AVE. CHICAGO 2, ILL.

The Fastest Growing Fair Booking Agency in the U. S.
**FORESTELL**

**FOR OUTSTANDING PRODUCTION OF WAR MATERIALS . . .**

... The Men and Women of "American" Are Justly Proud of the Recognition of Their Effort in Receiving the **ARMY-NAVY "E" AWARD**

. . . Recognition That What They Produced Was of the Highest Quality—In Maximum Quantity—Produced When Needed—Backed by Frontline Men.

---

**American Fireworks Company**

**OF MASSACHUSETTS**

**RANDOLPH, MASS.**

"IN WAR—Our Job Is Ammunition"

"IN PEACE—Manufacturers of Outstanding Fireworks Displays"

---

**HOLIDAY GREETINGS**

* to *

**FRIENDS, EMPLOYEES, FAIR ASSOCIATIONS, COMMITTEES, SHOW-NOLES AND BUSINESS ASSOCIATES.**

**THANKS FOR THE GREATEST SEASON EVER. YOUR SUPREME LOYALTY AND CO-OPERATION MADE THIS POSSIBLE.**

* To Those in Service *

Greetings and Kind Thought. We Shall Forever Be Grateful for the Sacrifice You Are Making To Preserve Our American Way of Life. During Your Absence the Show Will Go On, for We Are Sure You Want It That Way.

**BACK THE ATTACK**

**BUY BONDS FOR VICTORY**

F. E. GOODING AMUSEMENT CO.

GOODING GREATER SHOWS

AMERICAN EXPOSITION SHOWS

Largest, Best, Most Reliable

PERMANENT ADDRESS:

1300 NORTON AVE. COLUMBUS, OHIO

VISIT OUR OFFICE AND WINTER QUARTERS—FINEST IN SHOW BUSINESS

---

**DEPARTMENT OF THE NAVY**

**OFFICE OF THE UNDER SECRETARY**

**WASHINGrON**

27 September, 1943.

Mr. Henry L. Dopp, President
American Fireworks Co. of Massachusetts
Randolph, Massachusetts

Dear Mr. Dopp:

This is to inform you and all employees of the American Fireworks Co. of Massachusetts at Cston that the Army and Navy are conferring upon your plant the Army-Navy "E" Award for outstanding production of war materials.

The award consists of a flag to be flown above your plant and a lapel pin which every man and woman in your plant may wear as a symbol of high contribution to American victory.

This award is in your people's tribute to your effort and to your great work in building up our Nation's fighting forces. I have full confidence that your present high achievement is indicative of what you will do in the future.

Sincerely yours,

J. Forrest}

---

**Fact-Figures Behind Fair**

**TWO-YEAR COMPARISON**

<table>
<thead>
<tr>
<th>Attendance</th>
<th>1942</th>
<th>1943</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>307,000</td>
<td>367,000</td>
</tr>
<tr>
<td>Gate</td>
<td>20,611</td>
<td>23,973</td>
</tr>
<tr>
<td>Fun Bowl</td>
<td>2,727</td>
<td>4,127</td>
</tr>
<tr>
<td>Concessionaire, midnight show, draws, radio quiz, etc.</td>
<td>6,597</td>
<td>11,992*</td>
</tr>
<tr>
<td>Donations</td>
<td>2,664</td>
<td>3,483</td>
</tr>
</tbody>
</table>

Total to Fund: $42,030 $58,001**

*This figure includes donations received at special Fair-for-British attractions such as War Exhibit, Navy Exhibit, United Kingdom Exhibit, Canadian Government Exhibit, Clinton Bushman's radio broadcasts and miscellaneous shows.

**In addition to this sum, which was a direct donation to the Evening Telegram's British War Victims' Fund (largest single contribution ever), the fund was established two years ago and another $10,000 was realized from the widely exploited "Mary Pickford Bungalow Project," staged by the London Club of Ontario and the Gerrard Business Men's Association. The bungalow was donated by Toronto-born Mary Pickford, and proceeds were awarded to various Canadian war charities, with $10,000, representing 49 per cent, allocated to the War Victims' Fund. The draw was made by Ontario Premier George Drew at the nerve-center Fun Bowl, an improvised 5,000-seat arena built for the second year by the Conklins.

On the spacious grounds of Riverdale Park were booths for the sale of War Savings Stamps which were manned by various civic organizations. The sale of stamps, plus other revenue derived for the war effort, amounted to $10,000.

Thus the grand total, including receipts from Fair-for-British attractions, gate, and concession, contributions to various relief projects, amounted to a spectacular $63,004.34.

---

**November 27, 1943**

Matteri3e protege do copyright
**STATISTICAL DIRECTORY OF FAIRS**

**ILLINOIS**

Greenup Cumberland County Fair
Greenup, Ill.

**Attendance:**
1943—49,000 total; 40,660 paid.

**General Information:**
State Aid, 1943—$4,800; 1942—$1,800.
Total Cash Premium Paid, 1943—$2,050.00.

**Receipts:**
1943—$3,965.36; 1942—$1,738.63.

**Expenditures:**
1943—$2,000.00; 1942—$720.00.

**Consumption:**
Weed, &c., built barn; roofing and painting; labor and material not available.

**Receipts:**
1943—$314.41; 1942—$239.60.

**Auditions:**
1943—Pay days—September 17-28 (219 performances).
1944—Operation—Yes.

**LA PORTE COUNTY FAIR**

La Porte, Ind.

**Attendance:**
1943—1,000 total paid attendance.

**General Information:**
No State Aid.
Other Aid, 1943—$2,000.00.
Total Cash Premium Paid, 1943—$2,000.00.
1943 Improvements: Repairs, painting, etc.—$2,500.00.

**Auditions:**
1943—30,000 total.
1944—Pay days—August 20-29 (219 performances).
1944 Operation—Yes.

**LOUISIANA**

South Louisiana State Fair
Donaldsville, La.

**Attendance:**
1943—35,000 total; 35,000 paid.
1942—$2,280.00.

**General Information:**
State Aid, 1943—$82,300.00.
1943—$62,800.00.
1942—$53,000.00.

**Auditions:**
1943—$10,500.00; 1942—$7,500.00.
1943—Pay days—September 17-28 (219 performances).
1944 Operation—Yes.

**Other Exhibitions:**
1943—$10,500.00; 1942—$7,500.00.
1943 Inaugural; 1942—$7,500.00.
1943—$10,500.00; 1942—$7,500.00.

**Auditions:**
1943—Pay days—September 17-28 (219 performances).
1944—Operation—Yes.
Seaside Amusement Park
Virginia Beach, Va.

Art Lewis
Jack L. Greenspoon
Charles Lewis

Owners and Operators

The Premier Beach on the Atlantic Seaboard! Opening Early in April Completely Remodeled and Redecorated With the finest facilities available at any park. Excellent Transportation! Located in the heart of the largest concentration of naval and defense activity in the East.

Can place... Experienced Manager for well-established ballroom. Want experienced amusement park help in all departments. Openings for carpenters, painters and workmen to start work January 15th. Good opportunities for experienced restaurant help, including gildle men, counter men, cashiers, etc. Porters and bathhouse attendants wanted. Rida foremen and second men — no tear downs. Excellent accommodations available.

Concession Agents wanted for stock wheels, color games, flashers, etc. Also experienced bingo help.


Extending a cordial invitation to friends, park men, showmen and all members of the trade to visit us during the Chicago meetings at the Hotel Sherman.

Permanent Address—
Art Lewis, Director General
Suite 259, Monticello Hotel
Norfolk, Va.

MINNESOTA
Minnesota State Fair
St. Paul, Minn.

Attendance:
1945 1,061,375.00
1944 1,045,676.00
1943 1,053,507.00

General Information:
State Aid, 1943 85,200.00
State Aid, 1944 85,200.00
State Aid, 1945 85,200.00

Grandstand, 1943 81,686.00
Grandstand, 1944 81,686.00
Grandstand, 1945 81,686.00

Horse Show, 1943 32,000.00
Horse Show, 1944 32,000.00
Horse Show, 1945 32,000.00

Expenses:
Grandstand, 1943 220,000.00
Grandstand, 1944 220,000.00
Grandstand, 1945 220,000.00

Profit:
1943 18,500.00
1944 16,000.00
1945 11,400.00

1944 Operation—Yes.

Saginaw Fair—Michigan Farm
Products Show
Saginaw, Mich.

Attendance:
1943 154,000
1942 154,000
1941 154,000

General Information:
State Aid, 1945 50,000
State Aid, 1944 50,000
State Aid, 1943 50,000

Total Cash Premium Paid, 1943 $33,000.00
1942 $33,000.00
1941 $33,000.00

1943 Improvements: Filling in grottoes, parking field and improving drainage, $6,000.
1942
1941

Receipts:
1943 $23,507.00
1942

1943 Gates Closed 194,496
1942

1943 Paid 8,592.00
1942

1943 Operating Expenses 2,047.00
1942

Expenditures:
Grandstand, 1943 $12,650.00
1942

Attractions:
Maltese Circus, Denver, Organized
Carnival

Administration:
John M. Brooks, president; Clarence Brunner, secretary, director of attractions, H. B. Sawyer, superintendent of concessions and space.


They're really hot!

Peppers
All State Shows

We sincerely wish
A merry Christmas
And
A Happy New Year

To all committees and fair associations and the entire show world. We also wish to thank everyone connected with the show for their fine co-operation in making 1943 a most successful season.

F. W. Peppers, Mgr.
Care The Billboard, Cincinnati 1, O.
Two of the biggest names in carnival business.

Carl J. Sedlmayr

Sam Solomon

Joined hands to give Mid-Western Fairs the finest, most modern war-year show!

In twenty-eight weeks we played sixteen engagements (every one of them a record breaker!) in nine of the nation's greatest "bread-basket" states to the tune of more than ten millions of satisfied customers! Despite labor shortages, material shortages and difficult railroad moves, we made eighty percent of them on time! We moved sixty cars, an army of nearly one thousand people. Excellent shows that won public approval. Efficiently operated rides, a score of special features and our own complete illuminating facilities. It was the greatest year in carnival history. Now we are getting ready for 1944.
1943 FAIRS
MINNESOTA STATE FAIR
Minneapolis-St. Paul
KANSAS FREE FAIR
Topeka, Kan.
KANSAS STATE FAIR
Hutchinson, Kan.
OKLAHOMA STATE FAIR
Oklahoma City, Okla.
ALABAMA STATE FAIR
Birmingham, Ala.
MISSISSIPPI STATE FAIR
Jackson, Miss.
NORTHERN WISCONSIN DISTRICT FAIR
Chippewa Falls, Wis.
LA CROSSE INTERSTATE FAIR
La Crosse, Wis.
S. E. MISSOURI DISTRICT FAIR
Carthageville, Mo.

THE WORLD'S GREATEST FAIRS SETS NEW PEAK AT NATION'S MOST GLAMOROUS SHOWS

OUR 1943 tour of Midwestern States was nothing short of phenomenal. Our gross business at each of the events at which our midway appeared during this turbulent war year will stand as a goal, both for ourselves and all others, for the future. Now that it is ended and our equipment is being readied for another great adventure in 1944 we look into the future both with optimism and confidence, fully expectant that even bigger and better achievements await our efforts next season.

With this preamble we want to extend a hearty handshake to every delegate and visitor at the 1943 conventions of the International Association of Fair Secretaries, the Showmen's League of America and all others taking part in the glamorous events of the current week.

We want to thank, with pride and full-hearted pleasure, each of those fair executives with whom we have worked this year... each of those show managers and producers, personnel, workmen and performers with whom we were associated... each of those officials who welcomed us to their festivals and celebrations... and all others who helped us "do our bit" for the American Way of Life. In many instances their efforts were nothing short of heroic.

Ours is an institution—an American institution—that dates back through many turbulent and trying years. For us to believe that this one was "more trying" and "more turbulent" than many of the others would be unfair. Yet this one certainly was different. It possessed many conditions over which no one of us had any control.

60 Railway Cars – RUBIN & EXPOS
It had the usual rain and the usual mud. It played host to high winds and bitterly cold nights. It saw everything that every other year witnessed.

Despite these problems, however, it saw great crowds of red-blooded, fun-loving people whirling giddily on our rides, arm-in-arm on our wood-chip carpeted avenue of entertainment: awed at the quality of our attractions. It saw—amazingly—the greatest grosses known to midway history; not at one or two scattered events—al every one we played!

We are especially grateful for outstanding co-operation to Raymond A. Lee, secretary-manager, and Harry Frost, assistant manager, of the Minnesota State Fair; Maurice Jenks, secretary of the Kansas Free Fair; Sam Mitchell, secretary of the Kansas State Fair; Ralph Hemphill, secretary of the Oklahoma State Fair; Nat Rogers, secretary of the Alabama State Fair; Rex McGee, manager of the Mississippi State Fair; Archie Putnam, secretary of the Northern Wisconsin District Fair; Joe Frisch, secretary of the La Crosse Interstate Fair, and Harry Malloure, secretary of the Southeastern Missouri District Fair.

If we have been helpful in building up the morale of the millions of war workers who sauntered through our exhilarating Land of Enchantment... if we helped speed up their production of guns and planes and tanks and ships, then we will have had a full measure of success in 1943... and we will look toward 1944 hopeful that our readjustment to war conditions will in the coming year be of material aid in maintaining the American Way of Life!
AGAIN in 1944 the Rubin & Cherry Exposition offers the most meritus ... the largest ... the finest ... and most satisfying midway to top-flight Fairs and Expositions.

In winter quarters we are maintaining a full crew of efficient workmen for the purpose of overhauling, redecorating and rebuilding for the coming year.

While we have had the best attractions available to the industry this year, we are ambitious—with our wartime experience—to improve, enlarge, expand. We offer a circuit for 1944 that guarantees earning ability to capable producers of high-class shows. We want to surround ourselves with efficient and capable people in every department and we are always eager to discuss new ideas for standout features.

To Fairmen we guarantee but one thing: WE'LL BRING TO EVERY FAIR WE PLAY THE BEST THAT'S AVAILABLE TO THE MIDWAY INDUSTRY!

Write

Carl J. Sedlmayr, general manager
5959 LaGorce Dr., Miami Beach, Fla.

Sam Solomon, business manager
P. O. Box 223, Caruthersville, Mo.

(Winter Quarters - Caruthersville, Mo.)
BOOK EARLY! so that transportation can be arranged.

THE NEWEST AERIAL FEATURE!

Princess Marlene
(Formerly of Rupert and Marlene)

THE GREAT GREGORESKO

THE ONE AND ONLY MAN WHO HANGS HIMSELF AND LIVES TO TELL THE TALE

MOST SENSATIONAL ACT IN SHOW BUSINESS

Featured Now With Polack Bros.' Circus
America's Greatest Fraternal Circus

THE ONLY ACT IN THE WORLD NOBODY CAN DUPLICATE

ACTUAL PLUNGE OF 70 FEET WITH A HANGMAN'S NOOSE AROUND HIS NECK

HEAD AND HAND BALANCING ON A REVOLVING POLE 120 FEET IN THE AIR.

NO NETS.

LOOP WALKING IN AN UNUSUAL MANNER CLIMAXED BY A SENSATIONAL 500-FOOT SLIDE FOR LIFE SUSPENDED BY HER TEETH.

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago

November 27, 1943
I DELIVER ONLY WHAT I REPRESENT

The Gentleman on the Dancing Roller

KURT ROLLINI

A SENSATIONAL CONTINENTAL NOVELTY

JUST COMPLETED

Hotel Last Frontier, Las Vegas, Nev.
Hotel Hollenden, Cleveland, Ohio
St. Charles Theater, New Orleans, La.

CURRENTLY

Supper Club, Fort Worth, Texas
(Thanks to Hogan Hancock, MCA)

Personal Representative
CHARLES ZEMATER, 54 W. Randolph Street, Chicago

THE WORLD'S FOREMOST JUGGLER

ERIC PHILMORE

HOLDS AUDIENCES SPELLBOUND • WITHOUT COMPARISON

CAPT. ROY SIMMS

WALKING ON THE SKY — UPSIDE DOWN 85 FEET ABOVE THE GROUND NO NET

WALTER GUICE & CO.

AMERICA'S ONLY TRAMPOLINE COMEDY BAR ACT

Thrills — Spills — Chills

AMERICA'S GREATEST CYCLING TROUPE

THE CYCLING KIRKS

Now Booking 1944 Dates. Contact CHARLES ZEMATER or Permanent Address, 818 Leland, Sheboygan, Wis.

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago

November 27, 1943
SENSATIONAL MARION
"JUST A SLIP OF A GIRL WITH COLOSSAL NERVE"

Featuring
THE ORIGINAL
"BREAKAWAY POLE"
AMERICA'S FOREMOST THRILL ATTRACTION

SOLID BOOKINGS
FROM
APRIL 15 to NOVEMBER 28, 1943
"THERE MUST BE A REASON"

120 FT. NO NETS
NOW BOOKING INDOOR AND OUTDOOR DATES FOR 1944

PROFESSOR
CHESTER "BOBO" BARNETT

Bachelor of Buffoonery College of Humor
and his
CAPTIVATING CANINES
Acclaimed by the public as the world's greatest canine comedians. Fanny dogs that really produce screams galore.
BOOKED SEASON 1944
40 WEEKS WITH POLACK BROS.' CIRCUS
AMERICA'S GREATEST FRATERNAL CIRCUS

ERNE FOSNAUGH'S
HOLLYWOOD
RODEO & THRILL SHOW

NOW BOOKING 1944 SEASON
A STREAMLINED AND WAR GEARED
RODEO-AUTO THRILL SHOW
WRITE NOW FOR BEST DATES

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago

NOVEMBER 27, 1943
MISSISSIPPI
Mississippi Free State Fair
Jackson, Miss.

Attendance:
Free gate—No estimate.

General Information:
State Fair, Other Aid, 1943. 8,300.00
Total Cash Premium Paid, 1943, 500.00. 4,500.00.

Receipts:
Free gate, Grandstand, 25 per cent increase. Carnival, 25 per cent increase. Space, 15 per cent increase.

Attendance:
Horse Fair, General attendance.

Expenditures:
Grandstand, 1943, $5,000.00.
1942, $4,500.00.

Other Attractions:
Rodeo, Vaudeville, etc.

STATISTICAL DIRECTORY OF FAIRS
(Continued from page 15)

MISSISSIPPI
Mississippi Free State Fair
Jackson, Miss.

Attendance:
Free gate—No estimate.

General Information:
No State Fair, Other Aid, 1943, 8,300.00
Total Cash Premium Paid, 1943, 500.00. 4,500.00.

Receipts:
Free gate, Grandstand, 25 per cent increase. Carnival, 25 per cent increase. Space, 15 per cent increase.

Attendance:
Horse Fair, General attendance.

Expenditures:
Grandstand, 1943, $5,000.00.
1942, $4,500.00.

Other Attractions:
Rodeo, Vaudeville, etc.

MISSOURI
Osark Empire District Fair
Springfield, Mo.

Attendance:
1943—91,000; 1942—86,000; total; 1943-177,000.

General Information:
County Aid, 87,000.

Preferred Cash Premium Paid, 1943, $6,000. 1942, 10,000.

1943 Improvements—The court completed more than a mile of hard surface streets at a cost of approximately $20,000. The fair spent approximately $25,000 in repair, painting, roofing, etc., with additions being put out this year.

Receipts:
1943 $12,000.77.... Gate $12,000.77

STILLWATER
Stillwater State Fair
Stillwater, Okla.

Attendance:
1943—10,000; 1942—8,000; total; 1943-18,000.

General Information:
State Fair, Other Aid, 1943. 87,000.

Preferred Cash Preference Paid, 1943, $6,000. 1942, 10,000.

1943 Improvements—The court completed more than a mile of hard surface streets at a cost of approximately $20,000. The fair spent approximately $25,000 in repair, painting, roofing, etc., with additions being put out this year.

Receipts:
1943 $12,000.77.... Gate $12,000.77

NEBRASKA
Nebraska State Fair
Lincoln, Neb.

Attendance:
1943—20,000; 1942—18,000; total; 1943-38,000.

General Information:
State Fair, Other Aid, 1943. 87,000.

Preferred Cash Preference Paid, 1943, $6,000. 1942, 10,000.

1943 Improvements—The court completed more than a mile of hard surface streets at a cost of approximately $20,000. The fair spent approximately $25,000 in repair, painting, roofing, etc., with additions being put out this year.

Receipts:
1943 $12,000.77.... Gate $12,000.77

CONGRATULATIONS TO THE FAIRS OF AMERICA, AND THANKS TO ALL OF YOU FOR YOUR GREATEST YEAR
During the 1943 Season we broke all previous records at the Fairs in Wisconsin and at our stellar route of Celebrations and Events in Missouri, Illinois and Arkansas.

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR VICTORY TOUR IN 1944.

Can place Carpenter who understands building Show Fronts. Also two Rides.

PERMANENT WINTER QUARTERS:
118 Joplin St., Joplin, Mo.

Fairs and Celebrations, Jack Downs, General Agent, will be at the Convention to greet you. See him before breaking for your next event.

MISCELLANEOUS BUSINESS

You can Always depend on SNAP

Greetings

Congratulations to the Fairs of America, and thanks to all of you for your Greatest Year. During the 1943 Season we broke all previous records at the Fairs in Wisconsin and at our stellar route of Celebrations and Events in Missouri, Illinois and Arkansas.

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR VICTORY TOUR IN 1944.

Can place Carpenter who understands building Show Fronts. Also two Rides.

PERMANENT WINTER QUARTERS:
118 Joplin St., Joplin, Mo.

Fairs and Celebrations, Jack Downs, General Agent, will be at the Convention to greet you. See him before breaking for your next event.
Annual Business Meeting—January 25-26, 1943
1944 Fair Dates—September 2-8, 1944 Operation—Yes.

The following explanation by R. E. Martin, secretary, deals with figures between the years 1943 and 1944. The 1943 fair included a full program with 15 days of racing, regular gate with admission, of $500,000 plus lost. Each night featured a grandstand show and a Goodwin Wonder Shows plus a shows show for five nights were among the attractions. In 1943 fair a part of the work the 15 days of race- ing with gate admission for four days only of 15 cents each. A three night grandstand show was featured, one Reynolds & Wolfe Shows and a Horse Show for three nights were among the attractions.

NEW JERSEY
New Jersey State Fair
Trenton, N. J.

Attendance: 1943—450,000; 1944, 360,000.

General Information: Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00. Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00. Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00.

Attendance: Horse Show, Revue, Thrill Show, Harness Racing (4 days), Organized carnival.

Administration: Theodore Hovther, president; H. Ward Kinley, secretary, superintendent of concessions and space; R. E. Martin, superintendent of attractions; H. Ward Kinley, secretary, superintendent of concessions and space; R. E. Martin, superintendent of attractions.

Expo:

Exhibit Days: September 2-8, 1944. Operation—Yes.

Ride Men: Reliable and capable Ride Foreman and Ride Men who appreciate good treatment and are interested in a long 1944 season. Write.

NEW MEXICO
New Mexico State Fair
Albuquerque, N. M.

Attendance: 1943—165,000; 1942, 160,000.

General Information: Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00. Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00. Total Cash Prizes Paid, 1942, $372,000; 1942, $32,000.00. 1943, $50,000.00. 1944, $85,000.00.

Attendance: Horse Show, Revue, Thrill Show, Harness Racing (4 days), Organized carnival.

Administration: Theodore Hovther, president; H. Ward Kinley, secretary, superintendent of concessions and space; R. E. Martin, superintendent of attractions; H. Ward Kinley, secretary, superintendent of concessions and space; R. E. Martin, superintendent of attractions.

Expo:

Exhibit Days: September 2-8, 1944. Operation—Yes.

Ride Men: Reliable and capable Ride Foreman and Ride Men who appreciate good treatment and are interested in a long 1944 season. Write.

1943 WAS OUR MOST SUCCESSFUL TOUR
40 CARS—ONE OF THE LEADING RAILROAD SHOWS IN AMERICA TODAY—40 CARS
We covered by far more Railroad Miles than any other Railroad Show in 1943.

BRINGING TO THE FAIRS OF THE DEEP SOUTH AND THE MIDDLE AND FAR WEST.

A MIDWAY BEYOND REPROACH
NOW BOOKING 1944 DATES

ALL ADDRESS:
M. G. DODSON, Gen. Mgr.
(WINTER QUARTERS) BEAUMONT, TEXAS

SHOWMEN: We can always place Showmen with worthwhile attractions. If you have some ideas that need financing, contact us, as we are always interested in new features for our Midways.

DODSON'S WORLD'S FAIR SHOWS
HITS NEW HIGH FOR FAIRS!

1943 WAS OUR MOST SUCCESSFUL TOUR
40 CARS—ONE OF THE LEADING RAILROAD SHOWS IN AMERICA TODAY—40 CARS
We covered by far more Railroad Miles than any other Railroad Show in 1943.

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M. G. DODSON, Gen. Mgr.
(WINTER QUARTERS) BEAUMONT, TEXAS

SHOWMEN: We can always place Showmen with worthwhile attractions. If you have some ideas that need financing, contact us, as we are always interested in new features for our Midways.

DODSON'S WORLD'S FAIR SHOWS
HITS NEW HIGH FOR FAIRS!

1943 WAS OUR MOST SUCCESSFUL TOUR
40 CARS—ONE OF THE LEADING RAILROAD SHOWS IN AMERICA TODAY—40 CARS
We covered by far more Railroad Miles than any other Railroad Show in 1943.

BRINGING TO THE FAIRS OF THE DEEP SOUTH AND THE MIDDLE AND FAR WEST.

A MIDWAY BEYOND REPROACH
NOW BOOKING 1944 DATES

ALL ADDRESS:
M. G. DODSON, Gen. Mgr.
(WINTER QUARTERS) BEAUMONT, TEXAS

SHOWMEN: We can always place Showmen with worthwhile attractions. If you have some ideas that need financing, contact us, as we are always interested in new features for our Midways.
Inasmuch as the STATE FAIR will not be held during the emergency

GOVERNOR GREEN hopes you will take an even greater interest than heretofore in your COUNTY FAIR. Illinois Agriculture can proudly display its efforts in war or in peace.

ILLINOIS STATE FAIR

Dwight H. Green, Governor
Howard Leonard, Director of Agriculture
W. V. (Jake) Ward, Manager

L. C. McHenry, MGR.

Crescent Amusement Company

*Always a Clean Show*

Holiday Greetings... To our many friends in Show Business


To those of our personnel who are serving in the Armed Forces and our employees who are “carrying on” at home in war industry—we express our gratitude for their efforts toward the preservation of our democratic ideals.

PARENT SECRETARIES and CELEBRATION COMMITTEES in North and South Carolina and Virginia, we salute you to impress your Midway at any time. We present only Attractions of Merit. Clear Shows, Modern Rides. Concessions that work for stock and not over 10%. Our REPEAT DATES every year are proof that The Crescent Shows are wanted in these locations by Fair Proprietors, City Officials and the paying customers.

Now contracting for 1944

Capable Ride Help—must be sober and with references not subject to draft. Will pay bank salaries and good treatment. Can drive first-class, capable Ride Superintendent who can handle task. Keep up riding and understands lights. Must be willing to work and keep clean in good condition. We will pay highest salary to right man. Shows with excellent equipment. Concessions that work for stock and not over 10%. No personal expenses wanted. WANTS to buy portable Rooter, 3-Tow Pil-a-Whirl or 4-Sow Whirl, No. 13 Wheel, Premium Wagons, Mennonite Goose, 373.

L. C. McHenry, General Manager, Box 373, Glastonbury, N. C.
“MORE THAN DESERVING
A PLACE IN THE SUN”

KANSAS FREE FAIR, TOPEKA

OUR 1943 FAIR ESTABLISHED A NEW RECORD
★ WE DID OUR PART IN BUILDING THE MORALE OF PEOPLE IN THE COMMUNITY AND STATE.
★ WE BUILT A NEW AND BETTER UNDERSTANDING BETWEEN THE CIVILIAN POPULATION AND THE ARMED FORCES OF OUR COUNTRY.
★ WE SOLD THE IMPORTANCE OF FAIRS IN WARTIME TO KANSAS PEOPLE.

All in all, we believe now that fairs can do more to help keep up the morale of our farmers and people in our community than ever before.

The Kansas Free Fair Association is now booking concession space for 1944

MAURICE W. JENCKS, Manager, Topeka, Kansas

November 27, 1943

The Billboard Catalog of Fairs Page 20
HITS THE JACKPOT AGAIN

WORLD of PLEASURE SHOWS

ATTENDANCE AND RESULTS

“A World’s Fair on Wheels”

SEASON’S GREETINGS

12 RIDES — 10 SHOWS — 40 CONCESSIONS

NOW BOOKING attractions for the 1944 season

JOHN QUINN

Owner-Manager

100 Davenport St.

Detroit, Mich.

We wish to thank our Fair Associations, Committees, Showmen, Concessioners, Workingmen, The Billboard and our staff for the biggest season we have ever had in our twenty-seven years of operating a carnival.

We have for sale—Tilt-a-Whirl and Loop-O-Plane, both rides John now erected in Lithleard Fair in Atlanta, Ga. New .250-ft. and Eddie Antes. New .150-ft. Long-the-Loop, Allen Hurworth Turn-About 40-Ft. Merry-Go-Round, in excellent condition, new top, good Workforce 1/46 organ; Smith and Smith Chair-O-Plane. All above mentioned in good shape and in operation this season.

WE ARE NOW BOOKING FOR THE 1944 SEASON

WINTER QUARTERS

SOUTHEASTERN FAIR GROUNDS, ATLANTA, GA.

C. D. SCOTT, Mgr.

We are now booking for the 1944 season

Winter Quarters

Southeastern Fair Grounds, Atlanta, Ga.

C. D. Scott, Mgr.

IN SEVEN SHORT YEARS HAS GROWN TO BE ONE OF THE LEADING FAIRS IN THE MIDDLE WEST

DESPITE MANY HANDICAPS, OUR 1943 ANNUAL WAS BY FAR THE MOST SUCCESSFUL IN OUR RECORD-BREAKING HISTORY

More than 110,000 passed thru our gates this year

1944 DATES (TENTATIVE) AUGUST 13-19

H. FRANK FELLOWS

President

DR. W. A. DELZELL

Vice-President

TOM WATKINS

Treasurer

G. B. BOYD

Secretary-Manager

November 27, 1942

The Billboard Cavalcade of Fairs

Page 30
A Prosperous Season

A Mighty Success

44th CONSECUTIVE YEAR

Greater UNITED Shows

SHOWMEN WANT HILLBILLY AND CIRCUS SIDE SHOW
ALSO HIGH CLASS GIRL REVUE AND DOG AND MONKEY SHOW

OPENING DATE

WASHINGTON BIRTHDAY CELEBRATION

LAREDO, TEX. February 12 to 27

2 Saturdays and 2 Sundays

The Greatest Spring Event in the Nation

CAN PLACE OCTOPUS, ROLL-O-PLANE, MIX-UP, OR ANY RIDE THAT DOES NOT CONFLICT. ALSO CAPABLE RIDE HELP. WANT RELIABLE FOREMAN FOR DUO LOOP-O-PLANES.

MRS. JULIENNE WARD Wants to hear from Billy Baker, Capt. Lewis and Jon Santos. Excellent Propositions for you.

Write or Wire: J. GEORGE LOOS, Laredo, Texas

November 27, 1943

The Billboard Caveat of Fairs Page 31
THE ATTRACTION
WITH
BOX OFFICE APPEAL

DEDICATED TO THE ULTIMATE VICTORY AND PEACE OF THE NATION

SAGINAW FAIR
MICHIGAN FARM PRODUCTS SHOW

Featuring
A Panorama of Michigan's Part in the War Effort

TENTATIVE 1944 DATES
SEPT. 10-16

CLARENCE H. HARNDEN, Mgr.
MEMBER IAPE

DOING OUR PART TOWARD VICTORY IN 1944!

MISSISSIPPI STATE FAIR

WAR EXPOSITION * LIVESTOCK SHOW

"BAZOOKAS TO BOOBY TRAPS" "STEAK ON HOOF"

MISSISSIPPI STATE FAIR

JACKSON

MAYOR WALTER A. SCOTT, PRESIDENT REX B. MAGEE, GEN. MANAGER

November 27, 1943
1943 YORK STATE FAIR
Was a Banner One
1944 YORK STATE FAIR
Will Be Bigger & Better

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS

FAIR SECRETARIES—CELEBRATION COMMITTEES
We welcome your most careful investigation, as to our ability to break all Gross Records, offering a Midway of 14 Major Rides, 4 Kiddie Rides, and at least 8 Outstanding Feature Shows.

CAN PLACE
FOR OUR
1944
VICTORY
TOUR

GREAT LAKES EXPOSITION

* America's Outstanding Motorized Show

SHOWS OF CLASS, POSSESSING TALENT AND BOX OFFICE DRUFFS,
BALLY AND GRIND SHOWS WITH REAL FEATURES THAT CAN BE EXPLOITED.

FREE ACTS THAT ARE SENSATIONAL AND OUTSTANDING.
(For use on 3 such type acts, offering a 40 to 44-week season.)

RIDE FOREMEN AND HELP.
Top salaries to competent and capable men and year-around work.

TRUCK DRIVERS—CONCESSION AGENTS.

All Address: AL WAGNER, Mgr., Panama City, Florida

November 27, 1943

The Billboard Cavalcade of Fairs Page 33
The ART B. THOMAS SHOWS

Again a Successful Past Season

We extend our thanks to the Fair Boards, Businessmen and Show People for the fine co-operation of the past. The show of finer entertainment, featuring a large array of rides, side shows and clean amusements. We endeavor to please again through the 1944 season.

THE ART B. THOMAS SHOWS AND PERSONNEL
LENNOX, SO. DAK.
EASTERN STATES EXPOSITION

STILL IN THE SERVICE OF UNCLE SAM

The grounds of the Eastern States Exposition are now one hundred per cent devoted to the war effort, occupied by the Philadelphia Quartermaster Depot of the U. S. Army and by a Military Police Training Center.

BUT PLANS ARE READY!

Ready for that day when our enemies hoist "UNCLE!" and Uncle Sam gives us the green light for

THE "VICTORY SHOW"
Speed the Day—Pave the Way—FIGHT—WORK—SHARE—SAVE!

BUY MORE BONDS!

EASTERN STATES EXPOSITION
Springfield, Mass.

GEORGE E. WILLIAMSON
Chairman of Executive Committee

CHARLES A. NASH
General Manager

ANNOUNCING

THE NEW SHOW BEAUTIFUL

J. C. WEER SHOWS

America's Finest 20 Car Railrood Show
OPENING NORFOLK, VA., APRIL 1ST, 1944

20 Railroad Cars, Loaded to Capacity With the

Finest of Equipment.

FAIR SECRETARIES AND CELEBRATION COMMITTEES
See Us Before Booking for Your 1944 Events. We Can Offer
You the Finest in Amusement.

SHOWMEN:
Get on the bandwagon with a Winner. If you have an up-to-date attraction, or a good idea that needs
finishing, contact us.

RIDE OWNERS:
We will book any new and novel Rides that
do not conflict. Now arranging a splendid
route for 1944.

CONCESSIONS:
Will book Largest Merchandise Concessions. Tell us what
you have, and join the
most up-to-date Show
for 1944.

RIDE FOREMEN, RIDE HELP, TRAIN HELP, POLERS AND WORKING
MEN IN ALL DEPARTMENTS.

Top Salaries. Splendid Treatment and a Long Season.

SEE US AT THE SHERMAN HOTEL IN CHICAGO DURING THE CONVENTION

Permanent Address:
J. C. WEER, Mgr., 390 Arcade Building, St. Louis, Mo.

November 27, 1943

The Billboard Cenacle of Fairs  Page 35
Extend Season's Greetings To All Our Friends

FAIR SECRETARIES, COMMITTEEMEN, SHOWMEN
WE ARE NOW BOOKING OUR 1944 SEASON
WRITE US FOR COMPLETE DETAILS

Permanent Address:
E. J. CASEY, Owner-Manager, 79 Crawford Avenue, Norwood, Manitoba, Canada.

GOLD MEDAL SHOWS
THANKS
TO THE FAIR OFFICIALS AND COMMITTEES WHO SPONSORED OUR ORGANIZATION THIS SEASON AND TO OUR LOYAL EMPLOYEES AND PERSONNEL FOR YOUR CO-OPERATION IN MAKING 1943 OUR BANNER YEAR.

WE ARE NOW MAKING PLANS FOR A BIGGER AND BETTER SHOW FOR THE 1944 SEASON
SHOWMEN:
We are now booking for next season. Will finance any worthwhile Attractions not conflicting with what we have.

CONCESSIONS:
Can Place Penny Arcade, Custard and Legitimate Merchandise Concessions.

RIDE MEN:
We will have openings for several Ride Foremen and Second Men. Top salaries paid to good, sober reliable men.

All Address:
OSCAR BLOOM, Mgr.
P. O. BOX 32, COLUMBUS, MISS.

FAIR ASSOCIATIONS
The fine record of national assistance in all wartime endeavors made by the Fairs in 1943 will stand forever as a tribute of their real worth and value when a country is defending its right to a free, independent existence.

IN 1943 All Our Promotions, Exhibits, etc., Were Concentrated in "Helping To Win This War."

FOR 1944 Have Adopted "Fairs March On to Victory" as the Theme To Inspire Our Every Effort.

THE ROCKY MOUNTAIN ASSOCIATION OF FAIRS

NORTH MONTANA STATE FAIR
Day P. Thacker, Manager, Great Falls, Mont. BARRELL EMPIRE FAIR
Harry L. Fitton, Manager, Billings, Mont. MIDLAND EMPIRE FAIR
W. W. Ferber, Manager, Bozeman, Mont. ROCKY MOUNTAIN FAIR
Ray B. Phillips, Jr., Secretary-Treasurer, Missoula, Mont.

FALLON COUNTY FAIR
Gene Root, Manager, Fallon, Nev.

CARRIAGE COUNTY FAIR
Rose Schane, Manager, Great Falls, Mont.

CROOK COUNTY FAIR
D. E. Baker, Manager, Ranchester, Mont.

KALISPELL FAIR
Norris L. Ellsworth, Mayor, Kalispell, Mont.

LAVELLE FAIR
J. W. Hays, Mayor, Lavelle, Mont.

MARYSVILLE FAIR
E. B. Kalen, Manager, Marysville, Calif.

MCCALL FAIR
Dr. C. P. Ryan, Manager, McCall, Idaho

NORTHWEST MONTANA FAIR
W. E. Hoyt, Mayor, Missoula, Mont.

PHILIPPI FAIR
C. A. Pritchett, Manager, Phillips, Mont.

PLATTE COUNTY FAIR
E. A. Hanson, Manager, Mead, Nebr.

PLUM CITY FAIR
H. H. Stahl, Manager, Plum City, Wis.

POPE FAIR
J. G. Ross, Manager, Pope, Minn.

POPLAR FAIR
James M. Spencer, Manager, Poplar, Mont.

ROCK COUNTY FAIR
John A. Fisk, Manager, Rock Springs, Wyo.

ROCKY MOUNTAIN FAIR
R. F. Flood, Manager, Steamboat Springs, Colo.

RUSSELL COUNTY FAIR
H. E. W. McKay, Manager, Russell, Mont.

SAGUARO FAIR
W. D. Hunter, Manager, Tucson, Ariz.

SANPETE FAIR
G. E. Brooks, Manager, Sanpete, Utah

SHELBY FAIR
S. D. Boston, Manager, Shelby, Mont.

SIMPSON COUNTY FAIR
R. W. Cook, Manager, Simpson, Mont.

STARK COUNTY FAIR
D. E. Baker, Manager, Ranchester, Mont.

SUGAR SLOPE FAIR
H. D. McConahay, Manager, Grand Forks, N. D.

SUNFLOWER FAIR
J. W. Hays, Manager, Sunflower, Mont.

THOMPSON FAIR
W. R. Hirsch, Manager, Thompson, Mont.

TIPPETT COUNTY FAIR
W. E. Hoyt, Mayor, Missoula, Mont.

WILLIAMSON FAIR
J. W. Hays, Manager, Williamson, Mont.

YAKIMA FAIR
H. W. S. Wilson, Manager, Yakima, Wash.

ANNUAL MEETING—BILLINGS, MONTANA
(Dates Announced Later)
NORTHERN HOTEL, Convention Headquarters
ROCKY MOUNTAIN ASSN. OF FAIRS
W. FLOYD DAY, Pres. Member of 
J. M. SUCHSTOFF, Sec.-Treas. 
F. R. WESTHOFF, Secretary-Treasurer

Congratulations to the Fairs of America From the

LOUISIANA STATE ASSOCIATION OF FAIRS

W. R. HIRSCH, Pres. | HARRY D. WILSON, President | P. O. BENJAMIN, Secretary-Treasurer

Co-Operating With Our Government in Its Program of "Increased Food Production For Victory"

THE MISSOURI ASSOCIATION OF FAIRS AND AGRICULTURAL EXHIBITIONS
LARRY JONES, President, C. E. EYHOV, Springfield, Secretary-Treasurer

KANSAS FAIRS ASSOCIATION
ANNUAL CONVENTION JANUARY 12-13
HOTEL JAYHAWK, TOPEKA
Kansas City

November 27, 1943
“THE FOREST, TOOL FOR VICTORY”

EXPOSITION PROVINCIALE

de Quebec (Canada)

Greatest in our History

190,400 Visitors

********

Handicrafts and Home Industries

LUCIEN BORNE
Mayor of Quebec, President

EMERY BOUCHER
Secretary and Manager

THE WESTERN CANADA
ASSOCIATION OF EXHIBITIONS
(“A” Circuit)

ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada

Time: January 17th, 18th and 19th, 1944

C. E. WILSON
Presdent

Edmonton, Canada

Also:

THE WESTERN CANADA FAIRS ASSOCIATION
(“B” Circuit)

KEITH STEWART
Secretary

Portage la Prairie, Canada

WITH THE CO-OPERATION OF FEDERAL AND STATE
AGENCIES, LOCAL WAR AND RELIEF GROUPS, AGRICULURAL
AND DAIRY INTERESTS, 4-H CLUB, RURAL
SCHOOLS AND WOMEN’S ACTIVITIES — UNITED TO
SPEED THE DAY OF VICTORY — — —

THE 1943

MINNESOTA STATE FAIR

WAS SUCCESSFUL

DATES FOR 1944

AUG. 26—SEPT. 4

A. H. DATHE
President

RAYMOND A. LEE
Secretary

MIDWAY BETWEEN ST. PAUL AND MINNEAPOLIS

GREETINGS TO MEMBERS OF I. A. F. E. AND OTHER FAIR EXECUTIVES

VIRGINIA GREATER SHOWS

WITH AND FOR IT FOR TWO WONDERFUL YEARS

SOL SPEIGHT
PRESENTS
COTTON CLUB REVUE

Back With It for 1944

WILL BE BACK IN 1944 WITH STREAMLINED SINGO OF TOMORROW

FINERAM AND WEINSTEIN
3 SEASONS WITH A GREAT EVENT AND A WONDERFUL STAFF

BILL PENNYS
4 CONCESSIONS

WITH GREAT SHOW FOLKS AND FOR IT 100 PER CENT

3 SEASONS

JOE CONLEY
THANKS FOR A BIG SEASON

MIEKL BIDERMAYR
POPCORN AND PAIN GAME

A GOOD SHOW TO BE WITH

JOE AARON

GLAD TO BE WITH IT

Mr. and Mrs. R. C. Kratzer
AND BARBARA

FOSTER Custard

MADAME EMMA-
190% AMERICAN PALMISTRY

WINTER QUARTERS
SUFIFFOLK, VA.

HOME ADDRESS
118 SOUTH JEFFERSON ST.
ORANGE, N. J.

THE SHOW THAT’S UP AND COMING
WITH A REPUTATION THAT’S HARD TO BEAT

NOW BOOKING WORTHWHILE ATTRACTIONS FOR 1944

MRS. SARAH MASUCHI
SECRETARY

ROCCO MASUCHI
GENERAL MGR.

GETTING READY FOR OUR 4TH YEAR OF PLEASENG THE PUBLIC

ARTHUR GIBSON
REALIEAN AND MASTER MECHANIC

WM. C. (BILL) MURRAY
SUPERINTENDENT

BILL PENNY
SUPERINTENDENT BY CANVAS & BUILDING

ALL SEMI-TRAILER TRUCKS
PURCHASED FROM GEO. BERMAN, INC.

PHOTOGRAPHY

WITH IT 100%)

THANKS A LOT FOR A MOST SUCCESSFUL SEASON, BACK WITH IT FOR 1944.

Mr. & Mrs. Homer Woods
5 CONCESSIONS

AND COUSIN AND SMOKY

SUCCESS TO MR. AND MRS. Rocco
Mr. & Mrs. Happy Arnold

WILL BE BACK IN 1944 WITH 2 CONCESSIONS AND ALIAGATOR RIDE

THANKS, ROCCO, FOR A WONDERFUL 2ND SEASON

TOM AND VIOLA VITALI
WITH IT 100%

LOUIS AUGUSTINO
10 IN ONE AND JUNCELAND

KAY AUGUSTINO
4 CONCESSIONS

THANKS FOR A BIG SEASON

CONGRATULATIONS TO MR. AND MRS. Rocco
OUR BOSSES

ALBERT RIVERS - Office

JOHN KLINETOP - Foreman Whip

LEWIS TYSON - Whip

SHORTY GREENSHOW - Whip

JIMMY MONROE - Ferris Wheel

WILLIE SINGLETON - Ferris Wheel

JAMES TYSON - Merry-Go-Round

JAMES EDWARDS - Merry-Go-Round

ALBERT ANTINEM - Kiddie Ride

EMIL SHAPERO - Cook House

DAN COTNEY - Asst. Builder

November 27, 1943

The Billboard Carnival of Fairs  Page 37
Greetings To Our Friends

Planning for the greatest Fair in our 39 years to be held in 1944, when we hope to celebrate a glorious Allied Victory.

JOHN McW. FORD
President

W. R. HIRSCH
Secretary-Manager

"It's Your Fair—So Be There"

The entire personnel of the John H. Marks Shows is grateful for having been instrumental in bringing to so many service men and women and war workers the wholesome entertainment provided by "The Mile Long Pleasure Trail."

NOW CONTRACTING FOR AN EVEN GREATER 1944 SEASON

CONTACT

JOHN H. MARKS, Mgr.

P. O. BOX 771
RICHMOND, VA.
44 Years of Leadership!

44 years! A decade which has seen the banner of the Johnny J. Jones Exposition flying high and OUT IN FRONT . . . through "peak" prosperity intervals and depression cycles—through World War I and now well into two years of the world's second great struggle . . . always the standard-bearer of all that is meritorious in the outdoor show world . . . fulfilling its pledges to the public and its promises to America's great fairs, celebrations and events. No wonder the Johnny J. Jones Exposition stands a symbol for DEPENDABILITY.

CARRYING ON . . .

We cordially invite inquiries from fairs, celebrations and special event committees as to our offering for the 1944 season. The Johnny J. Jones Exposition expects to furnish to its fairs and events the same high-standard array of attractions as in the past. Don't add uncertainty to your already difficult task . . . be certain that your midway will be provided. Our 44 years of continuous operations stands as a GUARANTEE for our performances. . . . Fair and celebration managers and outdoor showmen are invited to visit us at our suite 222, Hotel Sherman, Chicago, during the outdoor conventions.

OUTDOOR SHOWMEN . . .

Take the question mark out of your plans for 1944 . . . . To showmen who have something really worth while to offer . . . . attractions to meet the times . . . and the ability to meet some of the difficulties of wartime trouping we offer the country's No. 1 route of GREAT dates. We intend operating not with peacetime quantity but with wartime QUALITY. Limited opportunities for select showmen and independent ride owners.

BUY MORE WAR BONDS

JOHNNY J. JONES EXPOSITION

Permanent Address: 511 "C" STREET, N. E., WASHINGTON, D. C. Winter Quarters, AUGUSTA, GA. INC.

Two high class traveling organizations playing the central west from Gulf of Mexico to the Canadian border.

No fair too large for these stellar organizations presenting the finest midways in America.

* Reputable showmen on both midways.
* Shows for both midways: Revues, Girl Shows, Grind Shows and Single Pit Attractions, with or without own Equipment.
* Ride help for all rides on both shows.
* Concessions of all kinds and concession agents for both shows.
* Two penny arcades—one for each show.
* Cook house and corn game for Reynolds & Wells United Show.

Only first-class equipment and attractions will be considered. Both shows will play practically the same routes as last season.

World of Today Shows will open in Waco, Texas, March 1st. Reynolds & Wells United Shows open first week in April in Arkansas City, Kansas.

World of Today Shows
Reynolds & Wells

(Preferred Title)

Muskogee, Okla. Box 782
Arkansas City, Kan. Box 591