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INC.

E. LAWRENCE PHILLIPS, Gen. Mgr.

511 "C" STREET N. E.

WASHINGTON, D. C.

The Mighty Monarch of the Tented World
WE ARE PROUD OF OUR PART
IN ASSISTING THE FAIRS THROUGHOUT
THE NATION TO CARRY ON TO

VICTORY

THIS MEANS THE
1946 FAIR SEASON
WILL BE THE GREATEST
IN HISTORY

AND AS ALWAYS
BARNES-CARRUTHERS
FAIR BOOKING ASSOCIATION
HAVE IN THE MAKING THE BIGGEST AND
FINEST PRODUCTIONS EVER OFFERED TO
FAIRS—EXPOSITIONS AND OTHER EVENTS

FOR THE BEST
IT'S

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121 NORTH CLARK STREET
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R. L. THORNTON, President

ROY RUPARD, Secretary

STATE FAIR OF TEXAS

December 1, 1945
STILL

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

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Others
have tried—
but failed.

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The 1945 Kentucky State Fair held at Churchill Downs was one of the most successful Fairs in its history, setting an all time record. Now with all of its glory, along with peace once more, the 1946 Kentucky State Fair management plans to have a still larger and better exhibit and attractions for the coming Fair, September 1st to 7th.

It is Mr. J. O. Matlick’s idea to give still more premiums for Livestock and Agricultural Exhibits to the open classes which have been barred due to the War and to also bring every Kentucky County closer to the State Fair by insuring them large premiums, encouraging them to exhibit their growing products and their manufacturing needs in their individual booths furnished by the Fair. It is very essential that nothing be left undone to bring the 1946 Fair up to its high standard with still more exhibits and attractions.

J. O. MATLICK, Gen. Mgr.
WE INVITE EVERYONE TO THE
GREATEST OF THEM ALL
THE 1946

ILLINOIS
STATE
FAIR

BEFORE THE WAR
ILLINOIS WAS A GREAT
STATE, BUT FROM NOW ON—
ILLINOIS WILL BE GREATER THAN EVER

Illinois will soon start on the first phase
of a $5,000,000 building and improve-
ment program which when completed
will make the Illinois State Fair
plant facilities the finest and most up-to-
date in America.

NOW CONTRACTING CONCESSION SPACE FOR OUR 1946 FAIR

Address WILLIAM V. (JAKE) WARD, ILLINOIS STATE FAIR, P. O. BOX 546, SPRINGFIELD, ILL.
Opportunity Is Knocking — Open the Door!

By Pat Purcell

WITH the dawn of peace, the mantle of uncertainty which has shrouded the horizon for management, exhibitors and amusement purveyors at State, regional and county fairs in the United States, and the exhibitions and expositions of Canada has been dissipated. Once again these men who build the annuals can roll up their sleeves, take a deep breath and wade into their respective tasks.

True, there are a few important annuals that will not be able to contribute their share this coming year toward the edification and entertainment of the public in their localities. Governmental agencies, usually the War Department, but in some instances the Reconstruction Finance Corporation, have been unable to release the grounds or buildings necessary for the resumption of activities.

In the main, however, the men of the fair world can go about their business of building bigger and better annuals, unhampered by government regulations or, as the late Franklin Delano Roosevelt might have said, freed from the fear of fear. There will be some shortage of building material and labor for immediate construction work, but the horizon has been cleared and the path toward the realization of “dream grounds” is ahead. It is time for calling the architects.

There is hardly a fair executive extant, big or little as his community may be, who does not have definite plans for expansion and growth. Economic experts tell us that “conditions will be better than normal for several years, thru the entire period of reconstruction.” The fair men are prepared to make the best of their opportunity to build modern plants. Some will do a great job—others will not pass the class of mediocrity. It is the way of the flesh.

From the standpoint of attracting commercial exhibitors, the field has never been more wide open. Industrialists have their engineers working overtime to devise products that will make this a better, more comfortable world in which to live. Industrialists in the past have not generally turned to the fairs and exhibitions as show windows for their products. That is a job for the fair men—to educate these industrialists as to the possibilities of reaching a great buying public with a sight sales plan.

The groundwork for bigger and better agricultural exhibits has been well laid thru the 4-H Club and Future Farmers of America organizations. These groups continued their work thru the war years, doing a yeoman service in keeping up the interests of America’s rural youth. This work will be continued, and it is in intensifying their activities that the fair men can build patrons for years and years to come.

The amusement world seems to match strides with any situation. Some fall by the wayside, but history shows there have been ingenious fellows to step into their places and deliver attractions as modern as the times.

The path ahead is clear for the first time since December, 1941.

Fair men of this generation will never again have a similar chance to start from scratch with everything in their favor.

Opportunity is kicking at YOUR door.
Open it—and let’s go!
SALUTE TO THE FAIRS

By CLINTON P. ANDERSON
U. S. Secretary of Agriculture

IN THE weeks following VJ-Day farmers of America have realized more and more that peace may mean reappearance of many old problems and emergence of new ones which did not exist during the war years.

Farmers are going to need more information than ever before if they are going to do an intelligent job of putting their industry on a sound peacetime basis. Farmers of the United States broke all previous production records during the war, using the "know-how" and information they had accumulated over the years; information which had reached them in important part thru agricultural fairs. Now in peace farmers again will visit agricultural fairs freely and again they can profit from the knowledge and inspiration which agricultural fairs provide.

I am glad that transportation is once more available for agricultural fairs and I am particularly pleased to be able to report that the United States Department of Agriculture is again preparing educational exhibits for showing during the coming fair season; exhibits designed to impart to farmers in vivid and compelling form necessary information on the many scientific and economic advancements in agriculture. The splendid co-operation which has existed for more than a quarter of a century between the agricultural fairs and the Department of Agriculture in the use of exhibits augurs well for the future of the relationship.

In the knowledge that as fairs grow in size and quality, so grows their contribution to agriculture's welfare, I extend my best wishes for a successful fair season.
UNCLE SAM'S EXHIBITS HIT HIGHWAYS AGAIN IN

What can the fairs expect in the way of exhibits from the Department of Agriculture next year?

Here's a preview of the plans already in the works!

By R. L. WEBSTER
Assistant Director of Information,
U. S. Department of Agriculture

"WILL the Department of Agriculture resume the showing of exhibits at fairs this year?" This question has been asked several times recently and I am glad to answer it with a definite "Yes!"

The Department of Agriculture has always felt that agricultural fairs, expositions, and similar occasions are important and effective educational forces of long standing and wide influence, and it is looking forward to renewing association with fair and exposition friends who for many years have been extending their co-operation and facilities to the department in its educational efforts.

Until the war interrupted our co-operation with State, interstate, and international fairs, the department has shown its exhibits continuously at some of the fairs over periods of 15 and 20 years. This is a record of co-operation that is hard to match in any field of education. It has continued over these long years because it offers advantages both to the department and to the fairs, and more importantly, to the farm people whom the department and the fairs serve.

The Department's Duty

On one hand, the department has information developed thru years of research and experience which it has a responsibility to bring before farmers, their families, and in some cases, the public generally. This information often is of direct benefit to the people in showing them improved methods of farming, more efficient production and marketing, or it may present to the farm family some knowledge or suggest some idea that enables the members of that family to lead a more comfortable and satisfying life.

On the other hand, the State fairs with their large numbers of annual visitors, offer opportunity to bring the department's information before the people, and usually at a time, and under circumstances when these people are on the lookout for new ideas, new methods, and new equipment.

The arrangement between the department and the fairs is a co-operative one. The department furnishes the exhibit and personnel to direct its installation and management, and to answer questions of visitors. The fairs furnish, without charge, the space in which the exhibits of the department are shown. Usually the space is worth a substantial sum of money. The fair also pays a part of the transportation costs and absorbs entirely the local drayage, electric power connection and the labor for installation. Because the arrangement is mutually advantageous, the department wants to get back into full stride in its co-operation with fairs at the earliest possible moment.

Preparations Under Way

There was some hope that we might make a start in showing exhibits in the fall of 1945, but by the time word was received that shipping restrictions were off, it was too late to complete the arrangements to get exhibits before the people that fall. The Department's Agricultural Exhibits Service is therefore working hard to get ready for a showing season in 1946. There is much to be done to get the exhibits ready. In the spring of 1942 when the program to conserve railroad and other transportation space for the war effort stopped the department's sending out its exhibits, the exhibits service had partially rebuilt a number of standard exhibit groups, and incorporated in them themes relating directly to the war effort. Practically all the work accomplished along these lines now had to be undone.

Then again, a lot has happened since 1942 so that existing exhibits which had not been revised with war messages will need a great deal of redoing to present them to the public in an up-to-date way and in line with present-day ideas and objectives.

This work has been under way for several months. The best of the existing exhibit groups were selected and studied for improvement. Subject matter specialists were brought in to review each exhibit to bring it up-to-date from an informational standpoint. Then the exhibits specialists gave them constant scrutiny so that what could be done to make them more effective—namely, to all the respective stories more vital—would be done. And to release the messages to an observer with a minimum of effort.

Some of the existing exhibits enjoy one advantage that newer exhibits cannot have—they have been...
The Fundamental Story

These exhibits tell some very fundamental stories, and with the latest developments incorporated in them they should be of real value to our people. They deal with such subjects as the need for soil conservation and how to accomplish it; how to control screwworms, household pests, and garden insects, and how to select and install farm water systems. Others deal with more efficient methods of producing beef cattle, hogs, and sheep, and how to get better quality hay and silage to feed them. One group presents the fundamentals of human nutrition in popular form, and "still another tells what 4-H Club work is, how it works, and what it means to rural America. There are a few of the subjects covered—there are many others.

But it is not the existing exhibits with which I am particularly concerned at this time. They are fundamental and useful and will carry much of the load in the process of hammering away on certain fundamental facts. I am particularly interested in exhibit groups which we are now building or planning to build. The problems confronting the agricultural world demand that facts bearing on those problems should be presented in their most vivid form to every farm audience in the United States. As far as we can do so we propose to do just that.

Important Messages Due

One of the stories which I think should be brought before everyone is the imperative need to go forward faster than we now are with the protection and building up of our soils. It is not just a matter of economics; it is a matter of national welfare and even of national health. New evidence is coming in all the time that is pointing to the fact that soil depleted of minerals and other vital elements produce plants deficient in these elements, and, as a result, the animals of the people living on these lands do not get enough of the health-giving minerals, vitamins, etc., which they should have. The sooner the whole nation knows this, the better it will be.

Another great story which I think every American should know is the status of our forests and timber resources, which way they are headed and what we can do to make sure we will have a sufficient supply of timber in the future. There are problems connected with agriculture in the South which need prompt solution.

There are many other stories that should be told thru exhibits. For instance, there have been great advances in the design and methods of using agricultural machinery. These new types of machinery will eventually have a marked effect on farming methods and rural sociology. The facts regarding these machines and their probable effect should be made known. The same is true of other phases of agriculture. Important advances have been made in production, marketing, protection from insects, and diseases of many of our crops.

Also, there are a number of interesting developments in the livestock world which should be presented to all. There is a whole array of economic and social problems which face farmers. In all of these we feel that solutions could be speeded up if facts bearing on each problem were brought in a graphic clear way before all of the people concerned, and that is where our exhibits will come into the picture.

A Special for the West

We are at work on a program of building displays in this field. One interesting exhibit which we recently completed deals with department work in the West. This instructive exhibit describes the many services the department offers to water users in the West. It is intended for use in the West and its purpose is to interest farmers in utilizing the many services offered to them. Whenever the exhibit is on display, leaflets will be available for distribution describing in greater detail the various department services and how they may be obtained. It is very likely that all of the exhibits we are planning will not be completed in time for showing next year—our resources are not sufficient for this—but we think that whether or not we have the resources, we should set our sights high, and accomplish as much as is possible along the lines our resources permit.

Most people are visual minded, and in seeing objects in cross-section they learn quickly, easily. So this particular exhibit, which will be ready for annuals in 1946, even an ordinary layman will be able to tell at sight why turkeys are so difficult to raise in certain parts of the nation and so easy in others.
CANADA PROSPECTS BRIGHT

Fewer exhibitions in 1945, but managers, cut off from Dominion aid, develop new tricks to draw bigger crowds; other innovations forecast by agricultural head

By JAMES G. GARDINER
Minister of Agriculture for the Dominion of Canada

I CONFIDENTLY believe that agricultural fairs in Canada will be bigger, better and more largely attended in this post-war period than they have ever been in the past. My confidence derives from the increased interest in farms which I have seen developed during the war in which Canadians have been engaged for nearly six years.

When, in 1939, Canada declared war on the Nazis, it began an undertaking which was to place more than one-twelfth of its population under arms and at the same time to increase its agricultural and industrial production to record proportions. Despite the flight from the land of one farm worker in four in Canada's greatest mass movement from farm to industry and the armed services, those who remained on the land succeeded in increasing the output of farm produce by more than 40 per cent.

This accomplishment by Canada's older men and women meant longer hours and more arduous toil. Yet it did not result in what might have been expected: a declining interest in agricultural fairs. Rather, farmers putting forth this extra effort seek to enlarge their knowledge of improved and more efficient farming methods and sought this information more eagerly than ever at their agricultural fairs.

Many have been disappointed. Some fairs and exhibitions have been canceled. All have had their Dominion financial grants cut off. But many of those which were able to carry on, despite limited midway attractions and the absence of machinery displays have enjoyed a record attendance.

Three Largest Still Cancelled

Behind the cancellation of most of the larger fairs and exhibitions was the necessary requisitioning of their buildings and grounds by the Department of National Defense for the purpose of housing and training Canada's armed forces. The single fair casualty to result from this action was the cancellation of the Canadian National Exhibition in Toronto, largest annual event of its kind in the world, last held in 1941 when its attendance totalled two and one-half millions. This exhibition will not reopen until 1947, nor will the Western Fair at London, Ontario, which drew 163,000 when last held in 1939.

In Ottawa, Canada's capital, both the Ottawa Winter Fair and Central Canada Exhibition have been canceled since the army moved into Lansdowne Park, site of these annual events. When the Ottawa Winter Fair was last staged in 1943, it had an attendance of 28,000. The Central Canada Exhibition, largest one-week event of its kind in Canada, drew 238,000 in 1939 and even when reopened under canvas in 1941, attracted 240,000.

H. H. McEirny, manager of these two Ottawa events, says that he hopes to hold both Exhibition and Winter Fair next year but that he is waiting for the green light from the
The army. The army has promised that when it does evacuate Lansdowne Park it will leave it in tip-top condition. During its period of occupancy, however, two of the fair buildings—General Purpose and the Heavy Horse—have been burned.

Also destroyed by fire during the war were the main exhibition buildings at Saint John and Fredericton, New Brunswick, and the Department of Agriculture in that province has recently announced its post-war policy. Still to be vacated by the Department of National Defense are the buildings of the Royal Agricultural Winter Fair, held annually in peace-time at Toronto, and plans for the future of this event have yet to be discussed by its executive committee.

Nor has anything been decided as to when the Ontario Provincial Winter Fair, normally held annually at Guelph, will be re-opened. The large British Columbia exhibitions at Vancouver and Victoria may be revived next year. The Edmonton exhibition, canceled in 1943 and 1944, was held again this year. The Charlottetown and Quebec City exhibitions have been in operation all during the war.

Fewer Fairs, Bigger Crowds

Eight large Class "A" fairs were held this year as compared with the 14 staged in 1939. These important events held principally in the Prairie Provinces during the summer months, brought good attendance and, I understand, maintained good financial standing. Incidentally, the management of many fairs had doubts about being able to continue in operation when, in 1949, the Dominion Government withdrew the financial assistance it had instituted in 1913. This federal grant, which totalled some $300,000, in the last year it was paid, was diverted to more pressing expenditures for the duration of the war. Deprived of this federal assistance, fairs and exhibitions management that was thrown on its own resources with the result that its own unsolicited initiative brought many fairs to a higher development than ever before. Calgary, for example, immediately doubled its advertising appropriation. I understand that no fairs have permanently been canceled because of the loss of these federal grants.

Saskatchewan had 44 fairs with a total attendance of 345,000 this year compared with only 30 fairs in 1939. Admittedly, this prairie province is an exception. More typical is New Brunswick, which in 1939, had only 14 fairs, and this year it had nine smaller fairs, eight county and one agricultural,
FAIRS A NATURAL FOR ARMY'S DRIVE TO SELL PREPAREDNESS

How much red tape must a fair manager cut to bring his crowds such crack army attractions as transport gliders and radio-controlled planes?

It probably varies, but Gene Lawing, publicist for the Southern States Fair which had both, reports that Manager J. S. Dorton, of the Charlotte (N. C.) event, discovered the job was easier than he expected.

Dorton, whose triple-action management of the pre-war North Carolina State Fair, the Cleveland County Fair at Shelby, N. C., and the Charlotte annual stamped him one of Dixie's stand-out fair men, started right at the top, reported Lawing.

"That's the secret," Lawing asserted. "We had four or five army installations fairly close to Charlotte, but Doc didn't bother with the commanding officers—or anyone else at these posts. Instead he went direct to the commanding general of the entire Fourth Service Command at Atlanta, Ga., with a request for cooperation."

Apparently Dorton accomplished a wallop sales job with the general, for he broadcast a general order, thru regular army channels, to the effect that individual posts and camps should co-operate with the fair.

The effects of this order were reflected within the next few days, as public relations officers at Camp McColl, Fort Bragg, Camp Wheeler and other near-by stations offered a wide variety of features.

One day was designated Air Show Day, with a flock of C-47 air transports landing troops and supplies in an open area back of the track in an impressive display of army aerial might.

A Publicity Landslide

All in all, said Lawing, the army exhibits, coupled with standard fair entertainment, added up to packed grandstand crowds thru the week.

Promotion-minded military offers thrills, education with amazing new properties—here's how one fair got it

Army Sales Conscious

"It was evident," Lawing related, "that the army was definitely sales conscious. Given the green light, every post was ready to go the limit to show its wares. We were swamped."

So much and so many features were proffered, in fact, that Dorton called a general meeting of public relations officers at Charlotte for the purpose of sifting out many of the less spectacular demonstrations and equipment that had been offered.

"At this session," Lawing explained, "we completed the final line-up of features—the radio plane, a $40,000 parachute display from Camp McColl, the troop and supplies landing demonstrations. Everything, in fact, except the helicopter."

The latter, a coast guard contribution to the fair's programs, was spotted on the track, directly in front of the crowd. Handled by a single army lieutenant from a miniature control box on the track, the craft was put thru loops, spins, roll-overs and dives as the whims of the operator directed. When finished the lieutenant pulled a lever, a parachute blossomed out from the plane and it slowly descended to the track.
and beyond these tangible results were the vehicles thru which the fair itself gathered bundles of newspaper publicity and an armload of radio time. As the fair publicist, Lawing noted that the rivalry for publicity common among such compelling fair attractions as the midway and grandstand shows also existed between the various camps and services represented. Coast guard officials were determined to grab as much space as the radio plane, the parachutists vied with both.

"It was just like a side show and the motordrome shooting angles to get the names of their shows in the papers," he declared. "But it was a terrific show."

Many Other Features

As a result of the Army Air Forces' Fair at Dayton, Ohio, recently, many secrets which heretofore were carefully guarded were revealed to the public, and past experience generally has been that the military is more than willing to let Mr. John Q. Public have a look at its wares once the veil of secrecy has been lifted. There are many astounding sights to be shown by the military, and the fairs of the nation offer a medium only thru which a vast number of citizens may see them.

For instance, there are the rocket assisted take-offs of B-24 and B-29 airplanes, and the jet-propelled craft; precision landings of television or heat ray bombs, radio controlled; the snatching of a man from the ground by an airplane, or the landing of a small airplane on a cable suspended between two poles, dropping by parachute one of the large relief or rescue boats, and a demonstration of the starting of the V-1 Robomb. These are of the thrill-type demonstrations.

Radar Demonstration

Walk thru or ground shows also offer many interesting possibilities—all of which were revealed to the public at the Dayton AAF Fair. Of greatest interest was the actual demonstration of radar equipment and sound pictures of actual aerial combat and strafing missions.

The military has a vast field for the ambitious fair, and it seems that the military is interested in showing its wares. It is one method of selling its wares to the people who pay the freight, either thru taxes or War Bonds.

An army tank takes to the air before a packed grandstand at the Kansas Free Fair, Topeka. Many more fairgoers will witness such displays in 1946 as the army's peacetime preparedness drive gets going.

Two typical shots from the AAF Fair at Wright Field, Dayton, Ohio. Top photo shows prototype of jet fighter plane. Below is the German aircraft exhibit. Over 2,000,000 people thronged to this Air Force week-long show.
Paved Midways Pay Off

Rain—and five minutes later the folks can traverse the funland without soiling their shoes—carnival men can pay freight and realize substantial dividends.

By J. W. (Patty) Conklin

For many years, it has been quite apparent that the area or portion of any exhibition or fairgrounds set aside for use as a midway or pleasure zone has been sadly lacking in attention toward improvement. This fact has been recognized by fair officials and show owners alike, but, as Mark Twain said about the weather, "Everyone talks about it—but nobody does anything about it."

Most exhibition officials do not relish the thought of an expenditure in the Amusement Area—while the show owners, with an eye to the heavy gross receipts at many good fairs, were prone to accept whatever the fair had to offer in the way of location and grounds.

Every successful change in exhibition work, or, the show world, has been introduced by a competent exhibition manager, or a show company which has been successful. No fair, or show company which is on the upgrade has the audacity to branch out into an unknown sphere of activity. Anyone who takes the course of least resistance will soon be a "has been."

The pavement of the grounds used by a show company at the exhibition has been a pet theme of ours for many years—because of the great benefits which would be distributed to the exhibition companies, the general public and the show company—by such a small expenditure.

Let us consider these three in order:

Numerous Benefits

What good does an exhibition company receive from a paved midway?

First of all, improvement in physical plant and general appearance of the grounds: With the
PAVING IS AS NECESSARY AS ENTERTAINMENT FOR THE FAIR
By Emery Boucher
Secretary-Manager of the Exposition Provinciale, Quebec City

FROM time immemorial, human beings no doubt hated dust and mud, and man must surely, for the Invention of the "duster" in the old days and later on, of the suction sweeper and cleaner in modern countries.

This is why man invented the paving of lanes and thoroughfares with flat stones, cobblestones, wooden blocks and other materials to end with colored concrete and asphalt in these modern times.

Why exhibitions paved their streets and roads and left the midway in the dust and mud is a mystery, and Quebec did not escape this misfortune more than others.

I suppose it was the tradition that a carnival or circus should put up its tents and rides on grats even when everybody felt it was a shame to have people walk around the midway on a sidewalk that was not in a few inches of mud.

We all were aware of dirty shoes, of ruined stockings and skirts but nobody seemed inclined to do anything about it, altho the remedy was there at hand—"paving."

My first awakening to this was in 1924 or 1925 when the late Larry Boyd offered $600 if we had the road around the midway covered with one or two inches of crushed stone and pupils which we did. It no doubt paid for itself that year, not counting what our visitors saved in the way of shoes, etc.

But after that, we seemed to have forgotten all about it. I should say that there was a lack of interest on the part of many and no urgenge demands elsewhere made us postpone the work from year to year, until Patty Conklin visualized the huge possibilities of the paved midway.

Now the midway is paved, a beautiful job. Shows, concessions and rides seem to be bordering on a real avenue; everything looks cleaner, nicer and nobody would want to return to the old dirt road when one had cold feet at night and dirty shoes in daytime.

A paved midway is a necessity, it's money for the carnival, a big contribution to better, healthier conditions and to a better way of living.

Paved midways aid in keeping the grounds clean, as well as keeping the patrons' feet dry, and they also encourage the building of permanent concessions, as shown above and below. Pictures were taken at the Exposition Provinciale, Quebec.

All of the best investments in the world have been of a long duration. If a show company intends to function for a long term of years, it must "cut its cloth accordingly.

Paved midways cannot be a consideration of the "fly-by-night operator." If provided a 5 or 10-year contract at any proven successful exhibition granted by an active and intelligent management and board of directors, a show company should be willing to bear the cost of such pavement as will adequately take care of the present and future requirements. Why should they do this? Because it is a case of "casting bread upon the waters"—which "rings the bell" of the cash register of gross receipts.

It cost every show company anywhere from $800 to $1,000 a week to maintain a fairly reasonable appearance of their property. Can you imagine walking into the lobby of New York's Radio City on "pine boards"? Then why ask a youngster to step into three inches of mud so that he can get a ride on the Merry-Go-Round?

Let us meet competition with a smile instead of a frown. This is more than our competitor. How many times have you overheard a patron "crabbing" about the dirt and mud in the show, how about the "dusters," how it makes the pavements look a little better then and there because of the time that the patron would spend getting there. The pavement would not be enjoyable.

The show company is an artificial stimulus for the "creation of happiness," a "smile for the moment," perhaps, a "thrill for a second"—or the diversion from the ordinary hum-drum of every day life, to a few hours of relaxation. If you fail to do this you disappoint the exhibition board with whom you have a contract, and in turn will prove to be quite a disappointment to the general public. This can only be achieved to the highest degree in the best of surroundings, and the paved midway is one of the best helpmates for this that we know.

Paved midways tend to make things more enjoyable to the public, but when you consider the additional income that is assured, not only to the general public, but to the individual attractions which comprise the midway property.

A Sound Investment
In what way can a show company benefit from a paved midway? It is fortunate in having a very progressive provincial exhibition located there. It was the first to accept the paving of midway project, offered by us. And what was the result? We had an area paved 40 feet wide and 1,200 feet in length and horseshoe in shape. Due to wartime restrictions, we were compelled to use in 1940 practically the same size show utilized in Quebec in 1936. Our gross in 1936 was $12,500, and in 1945, $87,000. Giving cognizance to the improvement of conditions, let me point out that in 1945 we grossed $42,000; so, in the second year of our pavement we doubled our gross.

It takes but a moment's reflection to see the tremendous financial benefit accruing to both the show company and the exhibition board in this astounding increase in gross receipts.

Up Go the Receipts
In Sherbrooke, Quebec, at the Eastern Townships Agricultural Association exhibition grounds we installed a pavement 20 feet wide and 1,475 feet in length and increased our gross receipts 100 per cent in 1945 over 1944.

Furthermore, in Quebec, we sold 600 feet more of independent concession space than ever before and in "Sherbrooke, we sold 500 feet additional. At Quebec and at Sherbrooke, we made rather extensive inquiries among the patrons of the midway as to their acceptance of the pavement idea, and we are happy to tell you that it was 100 per cent in approval.

As for ourselves, as a show company, "we are more than sold" on the idea. So much so, that we would like nothing better than to have every midway area at each and every exhibition that we play.

December 1, 1945

The Billboard Cavalcade of Fairs
Industry is building a fence to enclose that fellow with the 40-acre farm—who heretofore has been the forgotten man—that's gold that.

Agricultural America's 2,200,000 farms, woefully short of machines, will probably be restocked within five years by unprecedented sales of modern mechanized farm implements and equipment.

That means, think observers familiar with the pattern employed by manufacturers that State, district and county fairs will hum, buzz and rattle with the noisiest, biggest farm machinery displays in history.

At least one nationally established firm—Massey-Harris Company, Inc.—has embarked on a five-year production plan which is expected to result in a sales increase in the United States of 400 per cent over pre-war levels.

Others are girding men, materials and financial resources for similar ambitious sales attacks.

Seek Small-Farm Market

Several are admittedly aiming to tear open the small-farm market. Approximately 55 per cent of the nation's farms total less than 40 acres each. The operators of these family-size farms are the prime target of a host of new machines and modern mechanical products.

International Harvester Company, for many years a heavy plunger for space at fairs of all sizes, is coming out with a low-cost harvester that is a natural for the 40-acre farmer. It will sell for almost $200 less than the cheapest Harvester tractor.

Other new IHC items designed for the same market include a two-row potato digger, a beet harvester, a light pick-up twine baler and home freezing units.

Exhibits Will Expand

With these products blossoming, IHC and other big manufacturers can be expected to expand their exhibits at both large and small fairs, particularly in the South where individual farms run heavily to midget dimensions.

It follows that the crowd appeal of such displays will widen tremendously. The small farmer, hitherto prompted only by curiosity to inspect machines designed solely for large-scale operations, becomes a potential and likely buyer. His interest grows accordingly and the countless Machinery Rows, Machinery Hills and Machinery Halls on America's fairgrounds can be chalked up as vital box-office factors in the success of those events.

Pull fledged farm machinery displays in 1946 probably depend upon the easing of current material shortages and the outcome of strife between labor and capital.

Reports Production Up

Leon R. Clausen, president of the potent J. I. Case Company, asserts that farm implement production is now larger than before the war in the number of units turned out, but adds that "production is still woefully short of farmers' needs."

Both he and Joe Tucker, assistant general manager of Massey-Harris, agree that their companies are drastically short of materials.

Tucker explained that strikes in other parts of the country were holding up deliveries of needed materials and parts. Insufficient supplies of copper and brass, he said, were preventing production of enough radiator. Bearings are scarce. Tires and tubes are hard to get.

His company, Tucker disclosed, is working with other orgs to develop a machine to harvest ramie, a valuable fiber grown in the South that has never been handled mechanically. If the experiments are successful, it seems certain to have a deep significance to Southern agriculture.

Aid to Better Farming

Down thru the years, the exhibits of farm machinery have shared with livestock, farm crops and other pen and field displays in the contributions made by fairs and expositions to agricultural progress. In the years ahead, the farm machinery shows loom as an even more powerful stimulus to better farming.

Machinery Row, its tractors chugging, chains clanking, and pennants flying, will be one of the brightest post-war features on the nation's fairgrounds.

Allis-Chalmers has been a big exhibitor at fairs in all sections of the country, and it made friends by affording entertainment at a place where farm people could relax and rest in the shade of the big top.
Robert A. Crumley, President

10 NEW ADDITIONAL R.R. CARS TO A TOTAL OF 50!

RECORDS BROKEN IN 1945!
ENCOURAGED US TO INCREASE
THE 1946 CAVALCADE TO 50 CARS

THE CAVALCADE OF AMUSEMENTS MARCHES ON!

TURN THE PAGE
SEE WHAT IT MEANS TO YOU

NOW

December 1, 1945
This year 50 cars of fun!

Thanks
To the many fair secretaries and celebration committees with whom we worked—your invaluable assistance helped us to have a very successful season.

Al Wagner's

CAVALCADE
The Modern Midway of World's Fair Merit

Showmen and Concessioners
Please submit complete information about what you have to offer. Space is available for anything and everything of merit and real value. If it is only an idea, let's talk it over.

December 1, 1945
Last year we promised you a new and different show... attractions which were planned and designed to make available to you the best kind of Midway entertainment... advertising and publicity assistance... a show which was streamlined and modernized to give you everything desired in midway entertainment. Our 1945 record of attendance and gross receipts proved our contention that Cavalcade of Amusements would be the money-making show for your fair or event.

More than a million Americans enjoyed the pleasantries and fun on the Cavalcade of Amusements' Midway in 1945, as they did in 1944, the first surprising year of the CAVALCADE. More millions await this record-breaking show in 1946. BOOK THE CAVALCADE OF AMUSEMENTS IN YOUR TERRITORY.

Here's what you will get in 1946

More new shows and attractions will be added during the winter. Some will be entirely new; never before found on a carnival midway.

New Diesel Light Plants, the most modernized illumination on any midway... Now in course of manufacture.

Your patrons will find all of the latest rides—new rides will be added as the manufacturers make deliveries. Light and color will be used to the best advantage on all equipment and fronts. The entire show will be rebuilt to assure a pleasing and inviting aspect from one end to the other.

Arrange for your dates now.

December 1, 1945

The Billboard Cavalcade of Fairs Page 23
E. H. BROOME  
Business Manager

MRS. F. W. PEPPERS  
Treasurer

F. W. PEPPERS  
Owner

GRAVES H. PERRY  
Manager

WILLIAM SOLOMON  
General Agent

REYNALITE-STAINLESS-STEEL MODERN FRONTS  
BRILLIANTLY ILLUMINATED DELUXE LIGHT TOWERS

PEPPERS ALL-STATES SHOWS  
COVERS THE NATION

SHOWS • RIDES • CONCESSIONS • FREE ACTS

A STREAMLINED MIDWAY

SEASON'S GREETINGS  
TO COMMITTEES AND FAIR ASSOCIATIONS
A MERRY CHRISTMAS AND PROSPEROUS NEW YEAR TO THE ENTIRE OUTDOOR SHOW WORLD.

FAIR SECRETARIES:  
We definitely promise you a larger and more beautiful Show for 1946. 
Contact us before booking your Midway Attractions for next year.

SHOWMEN:  
In line with our program of presenting a larger and more beautiful Show in 1946, we can use two more worthwhile attractions. Let us know what you have to offer.

SEE US AT THE HOTEL SHERMAN, CHICAGO, DURING THE CONVENTION, OR CONTACT FRANK W. PEPPERS, GEN. MGR.

PEPPERS ALL-STATES SHOWS  
WINTERQUARTERS, SELMA, ALABAMA

December 1, 1945
ENTERTAINMENT MEN FORESEE NEW SPLENDORS FOR ANNUALS

Foreign acts still scarce
but American producers set
off to offer bigger productions

- Digger and better, in every way.

That's the cry of the salesmen
for the booking agencies of the
entertainment world, from
highways, byways and conven-
tions in an effort to sell their wares.

What's new? That question will
be asked each and every one of those
men by almost every one of the
theatrical entrepreneurs, big and small.

Until this great task is completed,
the business of grandstand offerings,
will be scurrying about, trying to
look ahead. From the fireworks angle,
the lads who sell these sky pictures and loud
booms declare, "Ya ain't seen
nuthin' yet." The fireworks men
went thru a pretty rugged session
trying to service their clients dur-
ing the war, as there were any num-
ber of chemicals and metals that
were swallowed entirely by the mili-
tary for a much more important
and serious mission. Now, however,
there is plenty of magnesium, alumi-
ninum and other once scarce articles
so highly important to this industry.

Panning the Skies

From the fireworks angle, the lads
who sell these sky pictures and loud
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ninum and other once scarce articles
so highly important to this industry.

The light horse racing fans
will again have an opportunity to
get their fill of their favorite pas-
time, and it is reported that the
United States Trotting Association
is going all out with an educational
campaign to make Young America
conscious of this sport. There are
enough old-timers around to insure
the success of an average race meet
for any type of fair, and as soon as
the powers that be get around to
seeing the youth which end of the
track at the Ionia,
N.Y. Free Fair, there was nothing wrong with this 1944 version of the grand-
stand revue, and the experts say sets will be more impressive with better lighting
now that materials will soon be available for the buildings.

Motorcycle races bounced back into the picture with the lifting of rationing
on gasoline. Here's a field about ready to take off at the Louisiana State Fair,
Shreveport, and the grandstand tip indicates the folks went for it.

The sensational high acts always
come back as the years go by.
The folks will look for them.
Aviation may come back as a
strong afternoon feature. A glance
at the article on the military el-
sewhere in this edition will give a con-
crete idea of what may be expected.

The sensational high acts always
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JUDGING the audience jammed right down on the track at the Ionia,
Mich, Free Fair, there was nothing wrong with this 1944 version of the grand-
stand revue, and the experts say sets will be more impressive with better lighting
now that materials will soon be available for the buildings.

Rodeo has gained considerable
favor as a grandstand attraction, and
the Rodeo Cowboys' Association
and the National Rodeo Association
are said to be giving an effort to
make the Middle West conscious of
the pokes and their sports and pas-
times of the Western plains.

Speed Boys Comeback

Automobile racing, long a top
sport at the annuals, will come back
again, and in the Ionia, Mich, Free Fair, there was nothing wrong with this 1944 version of the grand-
stand revue, and the experts say sets will be more impressive with better lighting
now that materials will soon be available for the buildings.

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sewhere in this edition will give a con-
crete idea of what may be expected.
DEMOBILIZED FAIRS FACE A BIG RECONVERSION JOB

What about an early demobilizing of those fairs that went to war for Uncle Sam? Has the army worked out a point system or any other program that will release from 15 to 20 of the nation's most important State and district expositions back into operation by 1946? Apparently not, from reports reaching The Billboard from the managers of a majority of these events. Most are hopeful, a scant few have "assurances" and one or two have already been given back full control of the grounds and buildings that were leased to the government as a wartime measure.

For the most part there has been a sea of red tape to wallow thru before final settlements for damage done by army occupancy have been agreed upon.

Take the case of P. T. Strieder, general manager of the Florida State Fair and Gasparilla Association at Tampa, who, as this is written, is going ahead with preparations for an early February fair. tho the army still holds formal possession of the city-owned grounds.

Appraisers representing both the army and the fair management disagreed at length, but finally agreed that the fair should cover the cost of repairs and improvements made necessary by army damage.

There, however, the difficulty began— for the army insisted that the amount should be paid in scattered payments to each individual county or commercial firm whose booths within the fair buildings were affected. The fair held that the full payment should be made to it, as custodian of all property within the grounds.

Only a Sample

For many months the Illinois State Fairgrounds at Springfield has been emptied of all but the remnants of the vast stores that made it vital air storage depot thru the war years.

In the words that Gov. Dwight Green employed in filing a request for its return, it had degenerated into "a federal junk yard."

But strong words were not enough. Nor could red tape be cut from a local position. Not until the governor, accompanied by William V. (Jake) Ward, the aggressive state manager at Springfield, flew to Washington was it possible to get quick action.

The huge Iowa State Fair plant, occupying a position almost parallel with that of the Illinois grounds, has likewise found it slow going to get out of khaki and back into its civilian garb. President John P. Mullen and Lloyd B. Cunningham, anxious to get ready to help Iowa celebrate its centennial year, have given the go-ahead to 4-H Club boys and girls to prepare for the event. But, officially, the plant still belongs to the army.

Of more than a dozen top fairs queried by The Billboard, only the Kentucky State Fair had been given any definite hint when the army could be counted on to pull stakes. From Louisville J. C. Wehrley wrote in a laconic "after the first of the year" following that question on the questionnaire he received.

What's at Stake?

What need is there for the army to hurry its moving process? How much is there actually at stake?

The answers to these questions come in the shape of statistics that emphasize the great all-American flavor of State, district and county fairs.

The figures show, for one certain thing, that many millions of American citizens will be robbed of the chance to earn, learn, and profit culturally if such noted events as the Eastern States Exposition, the Indiana State Fair, the Los Angeles County Fair, the Ohio State Fair, the Arizona State Fair and others of that caliber fail to get into action next year.

What about the 800,253 who attended the last held Los Angeles County Fair at Pomona, Calif. Or the 436,000 reported by Iowa State Fair officials? The 350,000 at the Ohio State Fair? The 904,000 at Springfield, III.? Added together, the millions who may be deprived of these fairs in 1946 total up to a significantly big segment of the country's population.

Has the army considered this? Or does it matter?

Almost without exception, the managers of the fairs involved logically in a position to know the facts, agree that their grounds are no longer urgently needed by the government. They feel unanimously that the plants would be serving a more useful purpose if returned for fair purposes.

In many cases newspapers have...
Endorsed this general opinion with editorials on the subject.

The veteran Charles A. Nash, manager of the Eastern States Exposition, conceded that his big Springfield (Mass.) plant will probably be needed longer than others because it is used as a quartermaster storage center.

Midland Needed

Harry L. Fitton, secretary-manager of the Midland Empire Fair, which has been used as an assembly point for General Sherman tank retrievers, reports that his Great Falls (Mont.) plant will be urgently needed until the foundry company can remove equipment valued at $6,500,000.

Famed for their optimism, fair managers like Fitton are going ahead with '46 plans and preparations even though they appreciate that their grounds and buildings cannot be restored completely to first-class condition before the gates open.

What will this mean in employment? Estimates vary widely for individual fairs, but the vast task of remodeling, improving and otherwise making ready to resume operations will require the labors of many thousands of workmen.

At Des Moines, Cunningham estimates that 200 will be put to work before the fair opens and another 500 during the week of the fair if they are permitted to run in 1946. Roy Rupard, manager of the Dallas exposition from 300 to 500 men will be needed ahead of the fair, and C. B. Afflerbaugh, of the Los Angeles county event, advises from Pomona that he figures about the same number.

At the Illinois State Fair, where army damages are extensive, Ward estimates that 1,000 men will be required.

Altogether there will be employment enough to make the reconditioning of war-leased fairgrounds a substantial cushion against the shock of a possible manpower surplus next summer. The added thousands who would be put to work during the actual operations of the events, including a heavy percentage of ex-G.I.'s, also must be considered in this respect.

Along this same line hundreds of thousands of dollars must be expended in construction and improvements. The $100,000 agreed upon at Tampa is but small potatoes compared with most of the settlements that seem likely to be made. For example, the Kentucky State Fair has already been assured, according to Wehrlcy, a total of $325,000 to cover the costs of remodeling the 17 buildings and approximately 75 acres of ground used for war purposes.

Permanent restoration of the Ohio State Fairgrounds would cost approximately $1,000,000, according to B. P. Sandles, assistant director of the Ohio Agricultural Department. Twice that amount will be needed at Springfield, Ill., says Ward. Other fair managers submit estimates that total into the millions.

Up to now there’s no Bill of Rights to govern the situation, but it seems high time the government and the army gave back some of America’s greatest fairs to the people.
SOCK OUTDOOR ADVERTISING DELIVERS FAIR'S MESSAGE

Wisconsin has own panels and tells story of State's products—survey picks spots to reach more 'clients'

By Gordon E. Crump
Publicity Director, Wisconsin State Fair

DURING the past 15 years outdoor advertising has played an increasingly important role in inviting the people of Wisconsin and the surrounding States to the Wisconsin State Fair.

In 1937 the first step in a comprehensive program of outdoor advertising for the fair was set up. A number of miniature 24-sheet and 8-sheet panels were designed by four advertising artists, each of them using the design and color scheme which in the individual opinion did the best job of selling the fair.

The entire staff and many other people were invited to examine the panels. A combination design was selected which told the old, old story so important to successful event advertising—"What," "Where," and "When," and as much "Why" as could be added without detracting from the answer to those three important questions.

Basic Design Adopted

A decision was then made and a basic design adopted. The "What," the Wisconsin State Fair, was placed in a colored panel at the top. The "Where," Milwaukee, was added below in the same panel. The "When," the date, was spread diagonally across the face of the design.

A bottom reverse panel told a little of the "Why" and to this was added a "How Much" in the form of an admission price. Not satisfied with a design, colors were also adopted after actual postings and testings on outdoor boards. The result—yellow, red and black design has since that time become the standard adopted after actual testing and was made up in eight zones, the first seven were 25 miles apart. The balance of the State was set up in eight zones. Working on total populations these zones and estimates obtained from the survey, the following are the percentages of people attending from each zone:

<table>
<thead>
<tr>
<th>Zone</th>
<th>Driving Distance To and From Fair</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100</td>
<td>30%</td>
</tr>
<tr>
<td>2</td>
<td>150</td>
<td>25%</td>
</tr>
<tr>
<td>3</td>
<td>200</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>250</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>300</td>
<td>5%</td>
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<tr>
<td>6</td>
<td>350</td>
<td>2%</td>
</tr>
<tr>
<td>7</td>
<td>400</td>
<td>1%</td>
</tr>
</tbody>
</table>

In other words, individuals living within 100 miles of the Wisconsin State Fair Park made up 88 per cent of the attendance.

Picking Locations

Thus in this survey, we had a theoretical limit of the area in which we should spend our outdoor advertising dollar. As an all-State institution we must, however, never forget our State-wide character and must do advertising in all sections of the State. Knowing the area, the next step taken was to pick actual locations. Should locations be in cities, in rural areas, on roads...

Portion facts pertaining to Wisconsin's State Fair are told on the highway display boards, as shown above, and then on the off-season, that period between the close of the fair and the following July 4, agricultural products of the State are sold to the farmers and the hordes of out-of-State visitors who swarm into the Badger State's vacationland.

Page 28 The Billboard Cavalcade of Fairs

December 1, 1948
try-to-city routes or along interstate highways?

Here again this survey was a great help in answering these questions. In each of these areas the percentage of urban and city populations were determined. Theoretically, the survey made the answer. But Ralph Ammon, manager of the fair, brought out the fact that there are many factors which aid in determining fair attendance and such surveys and studies must be a guide rather than rule in advertising decisions.

Wisconsin is extremely fortunate in having some outstanding outdoor advertising organizations. Excellent coverage is available at a reasonable rate in the areas desired. These organizations have display boards well placed in the light of information based on traffic studies. In 1944 about 250 24-sheet panels were purchased, a great majority of which were placed in the first four zones above described.

Off Season Uses

The Wisconsin State Fair is a division of the Wisconsin State Department of Agriculture. Also included in this branch of State government is the dairy promotion department whose function it is to increase the consumption of Wisconsin dairy products. In 1933 a project was set up to build 300 8-sheet boards to accomplish a three-fold purpose. First, to permit the department to talk to the farmer thru the important media of outdoor advertising. To give him a pat on the back for an outstanding production job—to encourage him to raise our already high standards of quality and other similar messages were put on these boards. Inasmuch as these signs were located in many instances on his buildings or on his land, these messages were well read and effective.

The second purpose of these signs was to offer dairy products for immediate sale to the thousands of Wisconsin people and out-of-State visitors who travel over State highways. For example, hundreds of thousands of pounds of cheese have been sold by these 300 8-sheets located near or on cheese factories where cheese is sold.

The third purpose is to sell the Wisconsin State Fair. As a supplement to our regular outdoor program, these boards do a very effective job. They make the farmer a part of our advertising program. Located on country-to-city roads, from July 4 thru the fair dates they tell the story of their State fair. Each farmer with an advertising board on his farm gets free gate admission tickets and becomes a center of a “Let’s go to the fair” clique in his community.

Many of these signs are equipped with lights with automatic turn switches. Imagine if you can, the effectiveness of these boards on Wisconsin major highways again and again, night and day, inviting farm and city folks of Wisconsin and the neighboring States to come to the Wisconsin State Fair.

Copy Changed Regularly

The copy on these signs is changed regularly. The copy on these signs is changed every six weeks. As this is written a giant football player is telling the story of “Have Pep” with dairy products. Soon a lovely skating lady will preach “Health and Beauty With Milk.” Each farmer who has a board on his property is paid an annual rental fee of $1 per year. Nearly all of them are interested in the outdoor advertising program. Every month, letters are received with constructive criticism of copy used and of ideas for future messages.

Many Other Tie-Ins

During the past few years we have used a special steel edged display card for cattle and dairy trucks. Two men have been stationed at stockyards and as the trucks move in the truck signs are put on. This same fine co-operation has been secured from milk trucks all over the State.

Another very valuable display has been secured from the State Highway Department. Special signs paid for by the Highway Department are put out 30 days before fair time. These signs prominently display the Wisconsin State Fair—the dates—give directions to the fair and state “Drive Carefully Going to or Coming From the Fair.” The Highway Department also grants special permission to mount 8-sheet reflector signs on heavy traffic boulevards. And this year we plan on asking for a large reflector sign in the State Capital Park in Madison.

This is, of course, but a part of the Wisconsin State Fair outdoor advertising program. We wish there were space to discuss card copy and distribution, window displays, dairy plant co-operation, streetcar, train, and bus advertising, exhibitors help, etc.

In conclusion, from Ralph Ammon, fair manager, down thru our entire organization, we believe in outdoor advertising as one of the very effective ways of increasing Wisconsin State Fair attendance.

Total Gross Shows and Rides

$193,338.95 FOR 1945

TO BE EVEN GREATER IN 1946

2 CARNIVALS ON THE MIDWAY
Endy Brothers and World Exposition Shows

2 GRANDSTAND ATTRACTIONS
George Homid and Gus Sun Fros Acts

2 NATIONAL EXHIBITS
National Livestock Show
National Poultry Show

Summer and Fair Season
2 THRILL SHOWS
Jimmy Lynch Death Dodgers
Jack Kochman Hell Drivers

4 SPEEDWAY FEATURES
Auto—Motorcycle—Speed Boat—Harness Races

Southeastern WORLD'S FAIR
ATLANTA, GEORGIA

December 1, 1945

The Billboard Cavalcade of Fairs
MARKET HOG SHOWS

Here's how interest has been developed in a fair feature for plain dirt farmers concerned solely in production of pork

WHEN a livestock feature at a fair pulls entries from plain dirt farmers who have nothing to gain from the sale of breeding stock and holds the interest of an overflow crowd of onlookers, it offers top agricultural entertainment. It is also building a standing for itself that is worth much more over a period of years than immediate gate receipts.

The Market Hog Shows developed at the Sioux Empire Fair attracted entries from representative South Dakota, Iowa and Minnesota hog growers whose sole reason for showing was pride in their achievements as pork producers.

These shows differed from other market hog shows in that prize awards were made by a committee of three judges—a commercial hog raiser, a buyer for a large packing house and an agricultural college professor.

Not Publicity Stunts

But they were not staged as publicity stunts to bolster gate receipts. The show was developed in a sincere attempt to exemplify as accurately as possible the most profitable type of hogs to produce in a farm region where the major industry is the growing of corn and the production of pork. Details of the competition were approved originally by a group of men which included packer representatives as well as some of the larger pork producers in the territory the Sioux Empire Fair sought to serve.

Two Weight Classes

Entries, consisting of pens of three hogs each, were divided into two weight divisions, the first ranging from 170 to 200 pounds, and the second from 200 to 240 pounds. Competition was open to all breeds and cross-breeds and even low grades.

By John F. White
Member of the Board of Directors, South Dakota State Fair

Producing the kind of hogs that dress out well and that produce well-shaped cuts of meat was not enough, these men agreed, farmers in the group pointing out that hogs must possess other attributes such as vigor, prolificacy, and the ability to make economical gains and return a marketable condition with the least expenditure of time.

BROCKTON FAIR

BROCKTON, MASS.

SEPTEMBER 8 TO 14, 1946

George A. Buckley
President
Frank H. Kingman
Secretary

To the staff of The Billboard goes my sincerest thanks for its weekly news service. The Billboard is the chief reference book in my fair library.

Frank H. Kingman

Alabama on Parade

ALABAMA STATE FAIR

BIRMINGHAM

PROVEN BY PAST RECORDS

THE OUTSTANDING

6 DAY FAIR IN AMERICA

- 1946 DATES -
- SEPT. 30-OCT. 5 -

JOE McDAVID
President
R. H. McIntosh
V.P. and Gen. Mgr.
J. C. McCaffery
Concessions

MEMBER
IAFE

Page 30 The Billboard Cavalcade of Fairs
Porkers a la 4-H Club, hand fed and showered with special favors are one thing, as shown in the picture above taken at the Nebraska State Fair. But raising them on the average farm, in barnyard lots, for sale to the nearest packing plant is something else again. How the ordinary farmer can do this job with the best chance for profit is the vital problem which makes the market hog show described in this article a valuable fair feature.

In the two weight divisions, the first prize pen in each was slaughtered and the carcasses were placed in the cooler where two men, identified with the dressed meat, were selected as the champion pen. After the champion award, the carcasses of the champion pen were placed in a refrigerated show-case in an exhibit building for public inspection.

Fortunately, the same men, each one an exceedingly competent judge, made the awards in the two weight divisions each of the three years that the show was conducted. This insured recognition of the same type from year to year, and it was a matter of general agreement by exhibitors and spectators that there was a marked improvement in the quality and uniformity of the entries at each year's show.

Eight Monies Paid

Cash prizes started in each weight division at $35 for first prize and were scaled down until the eighth prize pen won $12. The champion pen earned an award of $25. Judging was completed early in the week and pens not winning an award were released from exhibit, only the prize winning pens being retained for display until the end of the fair.

The great value of this show was that it brought producer and packer together on common grounds. The packer with his knowledge of consumer demand helped lay the pattern for the ideal market hog and the producer was left with a definite mark to shoot at. The mere selection of the winners on foot was just one forward step. The real value of the show was found in the carcass contest for the championship and the subsequent display of the carcasses where deductions could be made and herd improvement planned.

From a gate standpoint these shows were successful, interesting a class of farmers not so interested in displays of purebred breeding hogs and holding their interest until the completion of the judging and the announcement of the championship award. Immediate returns, however, were not the motive in staging the show. The real reason was a desire to serve the livestock farmers in that area.

That progress along this line was accomplished during the three years of my tenure as secretary of the Sioux Empire Fair was evident in the year-round interest generated by these market hog shows. There was a steady gain in numbers of entries, with plain, run of the mill stock farmers joining the fun in increasing numbers.

Here, in my opinion, is a livestock feature worthy of particular attention from the managers of regional and county fairs. To the average farmer it brings home the fact that a proper combination of feeding, selection and care of animals, together with an eye for actual market requirements, can make pork producing profitable without extreme investment.
Women always have been ambitious exhibitors at fairs, as the picture above shows, and they like to look, too, as the Maytag washing machine exhibit below indicates. The washer in this picture will look mighty old-fashioned beside the new models that soon will be on display.

Women's Home Extension agents in all parts of the country, together with other specialists on better homes, agree that fairs and expositions have an unprecedented opportunity to serve their feminine patrons.

Appeal Thru Demonstrations
To do that job best, they argue, fairs must appeal to women through exhibits and demonstrations as much as through products. Old-fashioned static exhibits are as outmoded as the pots and pans thrown out of action along with pressure cookers.

Speaking of pressure cookers, Sallie L. Dewing, for many years a leading South Dakota home extension agent, asks: "Can't you hear the women exclaim as one of the new pressure cook pans turns out a delicious fried chicken in only minutes?"

She and others agree that lively interesting demonstrations will continue to be the most popular form of presentation.

Entertainment Will Help
One idea projected for smaller fairs would incorporate such demonstrations into a general entertainment program for women visitors. "You could call it a Fair Season's Greetings From Du Quoin State Fair"
N OPPORTUNITY
ARM WIFE HOW
qua,' said the sponsor, explain-
that it embraced some features
of the old style Chautauqua. For
everyone, she would "import" men
and women competent to speak
authoritatively on such household
objects as glassware and china, cor-
est window treatment, interior dec-
ating, rug selections, kitchen ar-
rangements and food topics.
No Shortage of Experts
These experts would be secured
from various sources. State colleges
and universities would supply some.
Collegiate organizations such as
the American Meat Institute
would cooperate. Women's editors and
writers for farm magazines, depart-
ment store experts in various lines
and public relations representatives
of others would be willing to
peak before audiences of women.
They, however, would comprise
ly part of the show to be offered
under the so-called "Fair-tauqua.
"We would open with music, per-
natalaps a male quartet or a soloist,
possibly even group singing.
Occa-
sionally, entertainment
from
the
grandstand might be loaned for the
program. Other entertainment would
ate interspersed between the lecture
and actual demonstrations. As for
the demonstrations, we would see
that women right out of the crowd
were chosen to participate wherever
possible."
How About Industry?
In addition to the lecture-type of
demonstrations, there is a vast op-
portunity to interest industry in
taking an active part in the woman's
world at the annuals. They will be
interested in seeing the new type
of washing machines, those with the
driers and mangles attached that
will save many hours of toil; the
latest in refrigeration or deep-freeze
boxes; dishwashers and driers;
hair-curlers—any number of new
gadgets that soon will be on the
market to make the housewife's life,
either urban, suburban or rural,
more livable in a modern world.
Whatever the mode of presenta-
tion, the emphasis is on women by
general agreement. Not only farm
women, but city housewives, as well.
In the words of one veteran
Women's Department worker:
"They're all starting out even,
now that the war is over. From
home freezing units to frosted cakes,
the farm housewife is on even terms
with her city sister. And the city
homemaker can learn just as much
at the fair as the gal from the farm.
The fair that neglects either one in
1946 is making a serious error."

THE NORTH MONTANA STATE FAIR
GREAT FALLS, MONTANA
AUGUST 5-10, 1946

* OUR 1946 FAIR, THE FIRST POST-WAR EDI-
TION OF A FAMOUS EVENT, WILL FOLLOW
THE NORTH MONTANA STATE TRADITION
AND BE THE GREATEST FAIR IN OUR HISTORY!

* IN 1946
THE NORTH MONTANA STATE FAIR
WILL HAVE EVERYTHING!

* O. S. WARDEN, President
W. H. BERTSCHE
R. C. BRICKER
DAN P. THURBER, Manager

The Billboard Cavalcade of Fairs Page 33
WE'RE SHOOTING FOR THAT 1,000,000 ATTENDANCE MARK AT OUR 1946 VICTORY EXPOSITION

MINNESOTA STATE FAIR
ST. PAUL • MINNEAPOLIS

WE'RE INTERESTED IN—
Night Shows - Revues - Auto Races -
Thrill Acts - Fireworks - Rodeos and
Spectacular Entertainment Features of
Every Description.

1946 DATES
10 Big Days • AUG. 24 TO SEPT. 2 (Labor Day)

W. S. MOSCRIP President • RAYMOND A. LEE Secretary

Yes.. THERE IS A SANTA CLAUS!
The Mammoth 1945 YORK INTER STATE FAIR
Shattered All Records... and was Santa to
Exhibitors... Concessioners
Management
Everybody was happy!

JOIN THE HAPPY WISE SHOWMAN OF TODAY
Follow Santa's Trail to the 1946...

YORK INTER STATE FAIR
YORK, P.A.

FREE PUBLICITY SELLS BEST FAIRS TO THE NATION

No other industry cashed in so heavily
on unsolicited publicity as did the
fairs in '45. But—will it continue?

FAIRDOM basked this year under
the sunny spotlight of a million
dollars' worth of free publicity,
probably the most terrific gratis
campaign in history.
Without lifting a finger, the coun-
ty fairs got an electrifying nudge of
approval from the nation's highest
critic when President Truman
passed up the World Series to visit
the American Legion's county fair
at Caruthersville, Mo.
The fact that every newspaper in
the country front-paged the news
that Truman hadn't missed the
Caruthersville annual in 12 straight
years added power to the selling job.
Meanwhile, the air was clogged
with songs lifted from "State Fair,"
the movie musical which bowed as
the fair season got under way. Half
a dozen hit ditties encouraged
thousands to see the film based on Phil
Stong's exciting book, "State Fair."
The pie alone was a potent pub-
licity baby, dropped on fairdom's
doors.
Half a dozen hit ditties encouraged
thousands to see the film based on Phil
Stong's exciting book, "State Fair."
The pie alone was a potent pub-
licity baby, dropped on fairdom's
doors.

At Des Moines, where the Iowa
State Fair was merely marking time
until the army moved out of its
grounds, the pie was given a daz-
zling premiere that helped to lc:
pop
their State fair fresh in the memo-
tories of thousands of Iowans.
Many theaters tied in with local fairs
to the mutual benefit of both.

At Saginaw, Mich., one enterprising man-
ger bought space for a tie-up dis-
play booth at the fair and tossed in
a War Bond 4-H Club prize for extraadvertising measure. All in all,
credit "State Fair" with a tremen-
dous plug to the b4.
Credit also the Borden Company's
County Fair radio show, a newcomer
to the air waves which is a weak
nationwide boost for fairs, big and
small. Replete with realistic sound
and color, the show tinges with fair
grounds atmosphere. It's doing a
big selling job for America's fai-
as well as the Borden products.

Add to these, the Army Air Force's
Fair at Dayton, O., attended by more
than 2,000,000 and the glamour
army, navy and coast guard masc
and weapons have contributed to the
fairs.
It sums up to a terrific sales cam-
paign—for free! Without money
effort!
What if we ever tried?

New Jersey's celebration of the 200th anniversary of the first fair held in
that State brought out Governor Walter E. Edge, snapped with his hat in his hand
as he prepared to enter the State Conservation Department's building at Trenton.
BELGIAN FAIRS ARE LIKE ANNUALS IN THIS COUNTRY

Carnivals are not known, but carnivals work throughout winter, with each showman his own unit

By Private Edward L. Field, U.S.A.

This is an article dealing with outdoor show business in Belgium prior to, during, and after the occupation by the Nazis, and also giving a general description of the type of show business over here.

There are no such things as carnivals in Europe—rather, there are no such carnivals—the main difference between the two lies in the fact that here the carnivals are the same to the county or village fairs are in the United States and that carnivals are always held in the winter months and consist mainly of winter sports with a few concessions and one ride, and who generally visit them. All fairs are held during some type of local festivities such as Horse-racing and certain religious festivals.

Fairs in this country form a large part of the amusements of the general public and are always appreciated greatly by them. There is hardly a city, town, or hamlet in the whole country that does not have at least one fair each year, the fair season starts at Easter and goes on or about All Saints Day, Halloween to you.

The winter months are generally regarded in the same fashion as showmen in the United States spend their winters, namely, in repairs and getting ready for the coming season. The showman here is a unit in himself and gets his spots by bidding in an open auction. The bids vary according to the size of the fair, the expected business of the concession and the location of the concession.

When a showman moves he travels alone or with a friend, but never does he move in more than four pairs. In Europe the word "caravan" is construed to mean one wagon and not a string of them. Some showmen have their own tractors but the majority do not as the individual caravans do not move more than about two miles a day. The showmen are in reality early editions of semi-tractors and the showman that owns one rents it to other showmen when they want to move, and the showmen who have found that this arrangement works out to the satisfaction of all.

Each fair has its chaplain, usually a monk or friar, who, before the start of the festivities, blesses the fair and generally sees to it that nothing immoral or vicious takes place during the entire festivity.

In Europe there are no showman's associations as we know them in the United States, but there is a showman's guild, altho for the past 15 years it has had little or no effectiveness in its dealings in as much as the secretary is in his eighties and is in failing health and so has kept to the French Riviera. Mechanical attractions such as the various rides are mostly imported from England or the United States, although prior to the occupation one Belgian, Mynheer T. G. Lefevre, of Brussels, did manufacture a few. He was formerly in the United States where he was connected with outdoor show business for a number of years prior to 1930; he also opened the first permanent speedway and Lunapark in Belgium.

During the occupation of Belgium by the Nazis, fairs were halted in most of 1940, but were ordered to reopen in 1941 after the Belgian Government intervened in behalf of the show people and they are proud of the fact that they helped to keep Belgian morale as high as it was kept by the people.

The show people here had to contend with the same problems that show people in the United States had to contend with in the past four years: transportation, employees (who were mostly taken to Germany as slave-labor), blackouts but they also had to contend with poor clothing, little food, inferior and unsafe materials, bombings and reprisals for acts of sabotage, and many other things that a people whose country is actively occupied by an enemy have to contend with. At last, after a long and painful period of waiting, the liberation from Nazi domination came with the long expected entrance of the victorious allied armies. The military offensive on Belgium caused a short cessation of fairs, but they have resumed in part and are planning to try to hold as many of the fairs as possible this season.

The ride operators, for the first time in their history, have borrowed an idea from the showmen of the United States, and have opened indoor amusement centers where such rides as Dodge 'Em, Funhouse, Tunnel of Love, Crazyhouse, and others and concessions are playing to large crowds of civilians, soldiers, sailors, and marines of the Allied United Nations, who are resting from their labors in defense of the spirit of democracy.

Naturally the fairs of the future will follow times evolution and as the mechanical and electrical attractions develop and the latest American and British rides are put back on the market, the Belgian showman is sure to keep abreast of the times and to provide the general public with the highest type of amusement that they have been accustomed to.

Writer's Note: I wish to thank Mynheer Albert Sonnaert, the well-known European showman and secretary for 31 years of "OVM"—the Philanthropic Society of European Showpeople, for his kind help in furnishing the information that made this article possible.
MICHIGAN'S GREATEST OUTDOOR EVENT

FAIR AND RODEO
August 12-17
1946
BILLINGS
Montana

ROCKWOOD BROWN, President
ORA KEMP, Vice-Pres.
EMMETT VAUGHAN, Director
HARRY L. FITTON, Secretary-Manager

THE BILLBOARD CAVALCADE OF FAIRS

FAIR BOOKING OFFICES

AAA Theatrical Service
6336 Sunset Blvd., Hollywood
Edede Walker Hanson

ARA Theatrical Agency
1107 N. Western Ave., Hollywood
Bob Price

Edgar Allen
Midland Bldg., Kansas City
Edgar Allen

Associated Artists
Barnett Bank Bldg., Jacksonville, Fla.
Earl Newberry, Jimmie Van Cise

Barnes-Carruthers Agency
121 N. Clark St., Chicago
M. M. Barnes, Sam Levy, Fred Kressman, Rube Liebmann, Billy Senior, Jimmie Lynch

Sidney Belmont
324 Fullerton Bldg., St. Louis
Sidney Belmont

Ruth Best
Sifton Hotel, Cincinnati
Ruth Best

Joe Breen Entertainment Service
707 S. Broadway, Los Angeles
Joe Brea

Brill Theatrical Agency
415 S. Hill St., Los Angeles
Charles Spellman

Kathryn Burns
411 W. 7th St., Los Angeles
Kathryn Burns

Harry Cooke
246 W. King St., Lancaster, Pa.
Harry Cooke

Edna Deal-Ray Shute
Arcade Bldg., St. Louis
Edna Deal, Ray Shute

Lou Dorn Theatrical Agency
621 Hollywood Blvd., Hollywood
Lou Dorn

Panchon & Marco
Paramount Theater, 323 W. 6th St., Los Angeles
Russell A. Stapleton

Garden Brothers
General Amusements Co., Toronto
W. A. Garden

General Amusements Corp.
369 N. Michigan Ave., Chicago
Harold Rosen

Gladstone's Theatrical & Fair Booking Aum.
54 W. Randolph, Chicago
Max Landau

Ruth Good Agency
1107 N. Western Ave., Los Angeles
Ruth Good, Harry Good

Irvings Grossman Agency
Pymouth Bldg., Des Moines
Irvings Grossman

George A. Hamid, Inc.
10 Rockefeller Plaza, New York
George A. Hamid, George A. Hamid Jr., Juan M. Calvo, Herman Blumenfeld, Joseph Hughes, Dave Scotti, Leo Grund

725 Empire Bldg., Pittsburgh
Frank Cervone

260 Tremont St., Boston
Judy Collier, Henry Cogin

George Hamilton
Walker Theater, Winnipeg
George Hamilton

Booher Top Artists
Radio Station WWOOF Port Wayne, Ind.
Harry K. Smythe

KSTP Artists' Bureau
Radio Station KSTP, Minneapolis
John Leavitt

John C. Jackel
400 W. 50th St., New York
Jack C. Jackel

Jolly Joyce Agency
Earle Theater Bldg., Philadelphia
Jolly Joyce

Carl A. Klein
330 Waterford, O.
Carl A. Klein

Grover Laffine Agency
Paul Brown Bldg., St. Louis
Grover Laffine

Harry V. Laffine
1634 Bienville St., New Orleans
Harry V. Laffine

East Leeve Theatrical Agency
6425 Hollywood Blvd., Hollywood
George Hunt

Al Martin
Hotel Bradford, Boston
Al Martin

Frank Melville
1595 Broadway, New York
Frank Melville

J. C. Michaels
5825 Virginia Ave., Kansas City
J. C. Michaels

Music Corporation of America
9230 Wilshire Blvd., Beverly Hills, Calif.
Eames Bishop

430 N. Michigan Ave., Chicago

Northwest Booking Agency
Minneapolis
Julie Miller

Performers' Consolidated Attraction
445 N. Clark St., Chicago
Tony Wells

Premier Theatrical Agency
411 W. 7th St., Los Angeles
Vance Pease, Captain DeFleet

Ringling-Walters Agency
F. G. Box 50, Inglewood, Calif.
Marjorie Ringling, Harvey Walters

Ethel Robinson Agency
Room 413, 156 N. Clark, Chicago
Ethel Robinson, Camille LaVilla

Tommy Sacco Agency
220 N. Washington Ave., Chicago
Tommy Sacco

Charles L. Sasse Agency
18 Kennedy Road, Morrist Plains, N.J.
Charles L. Sasse

Joe J. Smith Agency
Fullerton Bldg., St. Louis
Joe J. Smith

Gus Sun Booking Agency
Rexall Theater Bldg., Springfield
Gus Sun Jr., Bob Shaw

Walter Trask Theatrical Agency
416 W. 9th St., Los Angeles
Walter Trask, Monroe Jockers, Sydney Schalmann

Truex-Drake Enterprises
217 S. Water St., Wichita
C. B. Trues

United Booking Agency
Detroit
Harry L. Leunder

WLS Artists' Bureau
1230 W. Washington St., Chicago
Earl Kuns, George Ferguson

WLW Promotions, Inc.
140 W. 9th St., Cincinnati
Bill H. McIsaac

Al Wager Theatrical Agency
704 S. Broadway, Los Angeles
Al Wager

Art Whiting Agency
9366 Sunset Blvd., Hollywood
Art Whiting, Edna Seford

William & Lee
464 Holly Ave., St. Paul
Glady Williams, Billy Lee

Frank Wirth Agency
10 Rockefeller Plaza, New York
Frank Wirth, B. Ward Beam

Boyle Woolfolk Agency
201 W. Washington Ave., Chicago
Boyle Woolfolk, George Flint, B. Ward Beam, Roland Ade

Ernie A. Young Agency
Room 510, 155 N. Clark St., Chicago
Ernie Young, Dave Malcolm, Frank W. Winkley, Lucille Young

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December 1, 1945
Glad

There is no indication to be optimistic and claim, tentatively, as our dates

DO WE HAVE A SHOW IN 1946?

That's the $64 question we'd be glad to settle for, well, say $75!

Our plant is still in the hands of Uncle Sam, our buildings piled sky-high with things he was going to send his soldiers at war through the world.

There is no indication at present of his relinquishing his lease and moving out.

But we're going to be optimistic and claim, tentatively, as our dates

SEPT. 15 TO 21, 1946

With no certainty that we can operate

EASTERN STATES EXPOSITION

SPRINGFIELD, MASS.

GEORGE E. WILLIAMSON

Chairman Executive Committee

CHARLES A. NASH

General Manager

Page 38 The Billboard Cavalcade of Fairs December 1, 1945
THE WORLD'S GREATEST THRILL ATTRACTION
ALL NEW EQUIPMENT IN 1946
BUY THE THRILL SHOW
THAT IS NATIONALLY KNOWN
IT COSTS NO MORE
TO BUY THE BEST
MIKE BARNES
BARNES-CARRUTHERS FAIR BOOKING
ASSN. OF CHICAGO
PROUDLY RECOMMENDS
THAT YOU BOOK THIS
WORLD'S GREATEST
THRILLER
WORLD'S GREATEST
THRILLER

FAIRMEN OF AMERICA:

JIMMIE LYNCH:

Following is the nucleus of an inter-
view of Jimmie Lynch by Mike Barnes.

During the Convention, or Fairs in the
Central and Western States Contact:

BARNES-CARRUTHERS FAIR BOOKING
ASSN. OF CHICAGO

131 NORTH CLARK STREET
CHICAGO, ILLINOIS

December 1, 1946

THE INCOMPARABLE
JIMMIE LYNCH

SEE ME OR
MY REPRESENTATIVES
AT THE
SHERMAN HOTEL
CHICAGO

The Billboard Cavalcade of Fairs
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The Billboard Cavalcade of Fairs
Page 39
MISSOURI STATE FAIR
SEDALIA
The "SHOW ME" State

This record breaker was established despite the fact that it was the first Missouri State Fair to be held since 1942.

BIGGER and GREATER
in 1946
August 18-25 inclusive

Missouri State FAIR
ERNST W. BAKER, Secretary-Manager

Best Wishes for a Successful Showman's Convention

For the coming season—Keep this fact in mind—WLW STILL LEADS THE WAY WITH SURE-FIRE BOX OFFICE
ENTERTAINMENT!

WLW PROMOTIONS, INC.

MIDWESTERN HAYRIDE
ON WLW
SATURDAYS 6:30 PM EST

Call, Write or wire
Manager Bill McCluskey

PHONE CHERRY 1822, 140 WEST NINTH STREET, CINCINNATI 2, OHIO

December 1, 1945
Now enters its 25th year of service to Fairs, the Public and Outdoor Amusement industry. Our plans for the future are important to you - therefore kindly turn this page.
FOR VIRTUALLY A QUARTER CENTURY Royal American Shows has expanded and gone forward in size, quality and earning ability. This progress has been steady, self-determined; acknowledged even by the severest of critics.

It has been the kind of progress that spells improvement in public service, responsibility and dependability.

Royal American Shows began this era as a fifteen-car show with fewer than 200 people. It is now, even in these early postwar months, a sixty-car show with more than 1,000 performers, artists and workmen.

Imagine this: In 1921 we boasted of a season’s attendance of 250,000 spectators. In 1945 more than 20 MILLION Spectators passed through our gates!

This historic expansion began with a loosely-connected group of outdoor showmen playing small towns. Now Royal American Shows stands as a compact, closely-woven amusement organization that is acceptable to the largest cities and the most exacting Fairs on the North American continent.
In its time Royal American Shows has entertained more paying customers than any midway in world history; something like 300 million persons, or approximately twice the population of the United States and Canada. It has traveled an average of 10 thousand miles each season; nearly a quarter million miles in this period which, if put end to end, would circumnavigate the globe more than 10 times.

Royal American Shows has become a national institution!

It has an enviable reputation for (a) attracting high-class patrons, (b) for conducting its affairs in a business-like manner, (c) for presenting productions equal or superior to those on a local community’s finest theater stages, (d) for maintaining the most efficient personnel of any midway in existence and (e) for keeping its equipment in the tidiest and most able condition.

There is not another midway on the North American continent whose cost of operation . . . earning ability . . . and invested capital compares with that of Royal American Shows.

The year 1946—our Silver Anniversary—will round out twenty-five seasons in which Royal American Shows has done its utmost to satisfy the best people on earth—OUR FRIENDS!
An Open Letter to Fairmen and Showmen:

The outdoor amusement world stands on the threshold of the most promising development era in its history. Like automatic-kitchens for homes and insectless-picnics at the lakeside, the Inventions of War, will change many things. They will enhance our “beauty” and increase our efficiency even if they don’t allow us to lounge around reading books—as post war advertising promises home makers—while midways operate themselves.

I don’t look forward to atom-driven power plants nor jet-propelled ride devices not yet, at least. But plastics, with which we began experimenting in 1945, new metals to reduce break-downs, amazing costume fabrics to dazzle show-going folks, revolutionary lighting and FM quality sound amplification, will be among Royal American’s post-war innovations.

Our plans include some novel ideas in tent-theater attractions that are certain to send Royal American’s well known top-earning-power to the highest levels in history. Some of these ideas were conceived in fox holes from Berlin to Tokyo by red-blooded young men who got their early training on the Royal American midway and know what “our public” wants. Having the right kind of shows for the right kind of people is one of the secrets of Royal American’s success. Royal American provides what the public wants. That’s why Royal American always is welcomed back to each community.

Every Fairman knows that Royal American means “more midway money,” higher class attractions and a “nicer relationship” with the public. These factors are important to Fairmen. As for showmen every one of them knows that Royal American—the Broadway of the midway world, as they call it—means the Nation’s Number One Circuit.

Sincerely,

Carl J. Sedlmayer
Buchanan County Fair, Independence

**Total Attendance:** 1945, 18,200; 1944, 17,700. Paid, 1945, 12,200; 1944, 12,776.

**Aid, Premiums and Taxes:** State aid, 1945, $2,000; 1944, $1,507. Other aid, 1945, county, $1,125.77. Total cash premiums paid, 1945, $2,801.60; 1944, $1,145.77. Federal taxes paid for fair, 1945, $4,044.06. Federal taxes paid for midway, not reported.


**Administration:** President, George Barnum; secretary and superintendent of concessions, Henry Williams; director of space, Torn Leary.

Cedar County Fair, Tipton

**Total Attendance:** 1945, 10,000; 1944, 6,000. Paid, 1945, 5,000; 1944, 5,000.

**Aid, Premiums and Taxes:** State aid, 1945, $8,492.61; 1944, $1,261.25; carnival, concession and grandstand, 1945, $6,193.15; 1944, $320.32. Total receipts, 1945, $15,000. Net profit, 1945, $1,258.58; 1944, $1,612.23.

**Administration:** President, Earl Elysh; secretary, C. S. Miller; superintendent of concessions, Henry Williams. Date of annual business meeting, December 6 at Tipton.

**Expenses for Grandstand Attractions:** 1945, $3,415.95.

Central Iowa Fair, Marshalltown

**Total Attendance:** 1945, 46,000; 1944, 32,000. Paid, 1945, 15,460; 1944, 13,279.

**Aid, Premiums and Taxes:** State aid, 1945, $2,000; 1944, $2,000; other aid, 1945, $4,644.31; county, $2,357.81. Total cash premiums paid, 1945, $2,891.04; 1944, $280.32. Federal taxes paid for fair, 1945, $2,002.04; federal taxes paid for midway, not reported.

**Receipts:** Gate, 1945, $8,893.88; 1944, $3,794.60. Grandstand, 1945, $8,793.73; 1944, $3,630.88. Carnival space, 1945, $8,475.32; 1944, $8,463.24. Total receipts, 1945, $11,564.71; 1944, $8,654.43. Net profit, 1945, $3,598.15; 1944, $4,132.85.

**Administration:** President, H. C. Newbury; secretary, Dana D. Shippard; racing secretary, Charles A. Pull.

**Expenses for Grandstand Attractions:** 1945, $9,271.65.

**Expenses for Grandstand Attractions:** 1945, $1,945.18; 1944, $1,945.18; 1944, $1,945.18.
Animal Act Supreme—The equipment of this act consists of five lion dens that are three and one half feet wide and six feet long. They make up a tunnel when put together that is attached to the steel arena. This twenty-eight feet in diameter, and can be put together in less than ten minutes, and seven minutes if necessary. Dick Clemens uses seven full grown black mane Nubian African Lions, all of which are less than seven years old and in beautiful condition.

The routine is fast and furious. Clemens displaying almost unbelievable daring, and has been featured on all programs since 1938, including 126 Shrine Circuses and has proven a big attraction and drawing card wherever shown. The act runs on the average of nine minutes but can be made to run twelve minutes or longer; in fact, can be cut to any time desired, or lengthened. One of the best thriller chiller acts of its kind.

**ADDRESS:** CARE OF BILLBOARD

155 N. CLARK ST., CHICAGO

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**Dick Clemens and His Group of Fighting and Performing Lions**

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**TOTAL ATTENDANCE: 1945, approximately 8,500; 1944, approximately 6,500.**

**PAID ATTENDANCE: 1945, 6,111; 1944, 4,867.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 1,673.25; 1944, 677.10. Other aid, 1945, 7,000; 1944, not reported.**

**Federal taxes paid for fair, 1945, 3,206.44; 1944, 2,428.65.**

**ATTRACTIONS: $3,618.13, 1945; $2,897.75, 1944.**

---

**Harrison County Fair, Missouri Valley**

**TOTAL ATTENDANCE: 1945, 6,070; 1944, 7,000. Paid, 1945, 6,750; 1944, 2,601.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 5,723.80; 1944, not reported. Total cash premiums paid, 1945, $8,445.25; 1944, 1,316.63. Federal taxes paid for fair and midway, 1945, $6,067.77.**

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**Henry County Fair, Mount Pleasant**

**TOTAL ATTENDANCE: 1945, 15,000; 1944, 12,000. Paid, 1945, 6,000; 1944, 6,000.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 3,020; 1944, 1,625. Other aid, 1945, estimated 20,000; 1944, not reported.**

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**Howard County Fair, Cresco**

**TOTAL ATTENDANCE: 1945, 16,185; 1944, 8,424. Paid, 1945, 11,267; 1944, 6,224.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 5,000; 1944, 5,000. Other aid, 1945, 2,100. Total cash premiums paid, 1945, $17,250; 1944, 5,231.28. Federal taxes paid for fair for 1945, $8,187.01. Federal taxes paid for midway, 1945, $6,050.**

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**Jackson County Fair, Maquoketa**

**TOTAL ATTENDANCE: 1945, 10,200; 1944, not reported. Paid, 1945, 8,992; 1944, 8,377.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 2,000; 1944, 1,585. Other aid, 1945, estimated 10,000; 1944, not reported. Total cash premiums paid, 1945, $4,700; 1944, not reported. Federal taxes paid for fair, 1945, $1,050. Federal taxes paid for midway, 1945, $500.**

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**Kossuth County Fair, Algona**

**TOTAL ATTENDANCE: 1945, approximately 8,500; 1944, approximately 6,000. Paid attendance, 1945, 6,111; 1944, 4,867.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 7,575.20; 1944, 1,783. Other aid, 1945, not reported. 1944, estimated 8,500. Total cash premiums paid, 1945, 2,280; 1944, 3,200. Federal taxes paid for fair, 1945, 6,000; 1944, 2,100. Federal taxes paid for midway, 1945, 1,200.**

**RECEIPTS: Gate, 1945, 86,667.80; 1944, 83,766.27. Grandstand, 1945, $4,441.55; 1944, 2,849.10. Carnival, 1945, 800; 1944, 1,870.50. Space, 1945, 5,077.60; 1944, 7,670.10. Total receipts, 1945, 815,180.53; 1944, 63,688.33. Net profit, 1945, $4,292.04; 1944, 6,873.22.**

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**Lee County Fair, Donnellson**

**TOTAL ATTENDANCE: 1945, 7,469; 1944, not reported. Paid attendance, 1945, 7,067; 1944, not reported.**

**AID, PREMIUMS AND TAXES: State aid, 1945, 1,756.20; 1944, not reported. Other aid, 1945, 1,506.67. Total cash premiums paid, 1945, 8,697.15; 1944, not reported. Federal taxes paid for fair, 1945, 1,015.00. Federal taxes paid for midway, not reported.**

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**Louisa County Fair, Columbus Junction**

**TOTAL ATTENDANCE: 1945, 12,750; 1944, 5,142. Paid, 1945, 12,080; 1944, 4,142. Total cash premiums paid, 1945, 3,282.50; 1944, 1,460.**
North Iowa Fair, Mason City

AID, PREMIUMS AND TAXES: State aid, 1945, $1,500.00; 1944, $1,064.21. Other aid, 1945, $8,072.73. Total cash and premiums paid, 1945, $1,798.31; 1944, $3,770.50. Federal taxes paid for fair, 1945, $1,023.41. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, $8,157.36; 1944, $5,685.15. Carnival, 1945, $2,697.29; 1944, $2,643.76. Space, 1945, $1,512.35; 1944, $2,189.25. Total receipts, 1945, $11,385.98; 1944, $11,762.73. Net profit, 1945, none; 1944, none.

ADMINISTRATION: President, C. W. S. Finley, secretary, Harold S. Polmer; superintendent of concessions and space, Larry Web; director of attractions, Lee F. Room; superintendent of space, Leslie Bloom.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $2,544.48.

Shelby County Fair, Harlan
TOTAL ATTENDANCE: 1945, 4,608; 1944, not reported. Paid, 1945, 4,608; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, $1,169.85; 1944, not reported. Other aid, 1945, $4,150.28. Total cash and premiums paid, 1945, $4,150.27; 1944, not reported. Federal taxes paid for fair, 1945, $6,64.82. Federal taxes for midway, not reported.

RECEIPTS: Free gate; grandstand, $227.56; space, free; carnival, $60,75.60; space, free; total receipts, $1,486.42; net profit, none; 1944 figures not reported.

ADMINISTRATION: President, R. R. Waite; Norton Bloom, secretary; superintendent of concessions and space and

Southern Iowa Fair, Oskaloosa
TOTAL ATTENDANCE: Not reported. AID, PREMIUMS AND TAXES: State aid, 1945, $1,329; 1944, $1,000. Total cash premiums paid, 1945, $1,750; 1944, $1,071.

RECEIPTS: Only 4-H show and no gate or grandstand charges.

ADMINISTRATION: President, N. G. Hull; secretary, Clyde A. Mann; racing secretary, D. H. Mabat.

INSERT IOWA

Taylor County Fair Association, Bedford
TOTAL ATTENDANCE: Not reported.

GATE, PREMIUMS AND TAXES: State aid, 1945, $1,444.57; 1944, not reported. Other aid, 1945, county, $672. Total cash premiums paid, 1945, $2,564.78; 1944, not reported. Federal taxes paid for fair, 1945, $694. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, $2,561.93; Grandstand, $1,524.63; Carnival, $477.57. Space, $347. Total receipts, $5,483.10. Net profit, not reported. 1944 receipts not reported.

ADMINISTRATION: President, L. R. Vogt; secretary, superintendent of space and concessions, director of attractions, Sid P. Webb; racing secretary, Ollie Keith.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $4,825.11.

The Big Four Fair, Nashua
TOTAL ATTENDANCE: 1945, 29,000; 1944, no fair held. Paid, 1945, 21,000.

AID, PREMIUMS AND TAXES: State aid, 1945, $1,000; 1944, not reported. Other aid, 1945, $3,037. Total cash premiums paid, 1945, $1,100. Federal taxes paid for fair, 1945, $1,100. Federal taxes for midway, not reported.


ADMINISTRATION: President, R. R. Waite; Norton Bloom, secretary; superintendent of space and space.

Advertisement: President, Jay Coburn; secretary, superintendent of concessions, director of attractions and superintendent of space, J. H. Fredericksen.

EXPENDITURES FOR GRANDSTAND: 1945, $2,303.00.

Administrator: President, Jay Coburn; assistant, L. R. Vogt; assistant, C. W. S. Finley; superintendent of space, H. M. Duncan; racing secretary, R. R. Waite; Norton Bloom, secretary; superintendent of concessions and space.

Advertisement: President, Jay Coburn; assistant, L. R. Vogt; assistant, C. W. S. Finley; superintendent of space, H. M. Duncan; racing secretary, R. R. Waite; Norton Bloom, secretary; superintendent of concessions and space.

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Advertisement: President, Jay Coburn; assistant, L. R. Vogt; assistant, C. W. S. Finley; superintendent of space, H. M. Duncan; racing secretary, R. R. Waite; Norton Bloom, secretary; superintendent of concessions and space.
LOUISIANA
State Fair, Shreveport
TOTAL ATTENDANCE: 1945, approximately 500,000; 1944, approximately 500,000. Paid attendance, 1945 and 1944, gate, free gate.

RECEIPTS: Gate, 1945, $12,000; 1944, $12,000. Other, 1945, $2,000. Total cash premiums paid, 1945, not reported; 1944, $2,000. Cash premiums paid, 1945, not reported; 1944, $2,000. Federal taxes paid for midway, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, $2,000; 1944, $2,000. Cash premiums paid, 1945, not reported; 1944, $2,000. Cash premiums paid, 1945, not reported; 1944, $2,000. Federal taxes paid for midway, not reported.

ADMINISTRATION: President, P. Ramsey; racing secretary, P. Ramsey; other officers not reported. 1946, at Dover-Folcroft.

MARYLAND
Great Frederick Fair, Frederick
TOTAL ATTENDANCE: 1945, 70,000; 1944, 65,000. Paid attendance, 1945, not reported; 1944, $21,409.89. Other, 1945, $53,925; 1944, $53,925. Total cash premiums, 1945, not reported; 1944, $21,409.89. Cash premiums paid, 1945, not reported; 1944, $21,409.89. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, $24,069.25; 1944, $21,409.89. Grandstand, 1945, $53,780.80; 1944, $53,780.80. Total receipts, 1945, $88,037.78; 1944, $88,037.78. Total cash premiums paid, 1945, not reported; 1944, $21,409.89. Federal taxes paid for midway, not reported.

ADMINISTRATION: President, Albert N. Mooney; secretary, Guy E. Motter; superintendent of space, Frank A. Pierce; secretary, Frank A. Pierce. Annual meeting, March 1, 1946, at Dover-Folcroft.
JACK KOCHMAN
WORLD'S CHAMPIONS
HELL DRIVERS

AMERICA'S GREATEST THRILL SHOW
ASK ANY FAIR SECRETARY WHO BOOKED THIS SHOW IN 1945. It Packed Grandstands Everywhere!

GREATEST THRILL OF ALL TIMES ★ 120 FT. JUMP, DIVE BOMBER, ROLL OVER IN ONE STUNT

20 SPECTACULAR EVENTS

$50,000 TO $100,000 LIABILITY INSURANCE FOR ALL SPECTATORS AT EVERY FAIR DATE

BOOK THE BIGGEST AND THE BEST THRILL SHOW FOR 1946 ALREADY SCHEDULED TO REPEAT AT MOST FAIRS PLAYED IN 1945

GEORGE A. HAMID
10 ROCKEFELLER PLAZA
NEW YORK CITY

MASSACHUSETTS
Barrington Fair, Great Barrington
TOTAL ATTENDANCE: 1945, 166,000; 1944, 85,000. Paid attendance, not reported.
RECEIPTS: Gate, grandstand, carnival, and space, not reported. Par-mutuel receipts, 1944, $901,826; 1944, $760,878.
EXPENDITURES FOR ORANDSTAND: $10,000.

Brockton Fair, Brockton
TOTAL ATTENDANCE: 1945, 172,000; 1944, 136,000. Paid attendance, not reported.
RECEIPTS: Not reported.
ADMINISTRATION: President, George A. Buckley; secretary, Frank H. Kingman; superintendent of concessions, Harold MacNeill; racing secretary, James Picillo. Annual meeting, January 11, 1946.
EXPENDITURES FOR ORANDSTAND: $10,000.

MARSHFIELD FAIR, MARSHFIELD
TOTAL ATTENDANCE: 1945, 26,000; 1944, 44,000. Paid attendance, 1944, $3,500; 1944, $4,100.
STATE AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1945, $2,000; 1944, $2,600. Federal taxes paid, 1945, $2,700, on gate admissions only.
RECEIPTS: Not reported.
ADMINISTRATION: President, Frank L. Sinnott; secretary, Horace C. Keene; general manager, Charles G. Langille; superintendent of space and concessions, Ed Burr; director of attractions, E. B. Elwanger; superintendent of attractions, Carl Reavey; secretary, Carl Reavey; admitts person, James Picillo. 1946 dates: August 16-24.
EXPENDITURES FOR ORANDSTAND: $7,900.

CASS COUNTY FAIR, CASSOPOLIS
TOTAL ATTENDANCE: 1945, 3,750. Paid attendance, same.
ATTRACTIONS: $13,500 exclusive of purses.

MICHIGAN
Allegan County Fair, Allegan
TOTAL ATTENDANCE: 1945, 70,000. Paid attendance, 1945, $4,000; 1944, $3,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, $9,000; 1944, $7,000. Cash premiums paid, 1945, $7,900; 1944, $6,300. Federal taxes paid for fair, 1945, $5,793.79. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, $25,349.94; 1944, $8,434.20. Grandstand, 1945, $1,122.79; 1944, $6,875.27. Carnival, 1945, $243.65; 1944, $352.11. Space, 1945, $8,767.00; 1944, $7,762.23. Total receipts, 1945, $65,929.69; 1944, $43,234.84. Profit, 1945, $13,340.00; 1944, $16,425.27.
ADMINISTRATION: President and secretary, E. W. Delano; racing secretary, Bernard E. Burdick.
EXPENDITURES FOR GRANDSTAND: $8,160.37. Race purses, 1945, $10,787.50.

Caro Fair, Caro
TOTAL ATTENDANCE: 1945, 66,000. Paid attendance, 1945, $4,000.
ADMINISTRATION: President, D. H. Reay; Secretary, C. A. Daly; president and secretary, C. A. Daly; superintendent of attractions, G. F.4.

EXPENDITURES FOR ORANDSTAND: $3,500.

Stouffville Fair, Stouffville
TOTAL ATTENDANCE: 1945, 7,700. Paid attendance, same.
ATTRACTIONS: $8,670.09; 1944, $5,762.32. Federal taxes paid for midway, not reported.
ADMINISTRATION: President, D. H. Reay; secretary, C. A. Daly; superintendent of space and concessions, L. Sinnott; secretary, Horace C. Keene; general manager, Charles G. Langille; superintendent of space and concessions, Ed Burr; director of attractions, E. B. Elwanger; superintendent of attractions, Carl Reavey; secretary, Carl Reavey; admitts person, James Picillo. 1946 dates: August 16-24.
EXPENDITURES FOR GRANDSTAND: $8,700.

Allegan County Fair, Allegan
TOTAL ATTENDANCE: 1945, 70,000. Paid attendance, 1945, $4,000; 1944, $3,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, $9,000; 1944, $7,000. Cash premiums paid, 1945, $7,900; 1944, $6,300. Federal taxes paid for fair, 1945, $5,793.79. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, $25,349.94; 1944, $8,434.20. Grandstand, 1945, $1,122.79; 1944, $6,875.27. Carnival, 1945, $243.65; 1944, $352.11. Space, 1945, $8,767.00; 1944, $7,762.23. Total receipts, 1945, $65,929.69; 1944, $43,234.84. Profit, 1945, $13,340.00; 1944, $16,425.27.
ADMINISTRATION: President and secretary, E. W. Delano; racing secretary, Bernard E. Burdick.
EXPENDITURES FOR GRANDSTAND: $8,160.37. Race purses, 1945, $10,787.50.
**The MIRACLE HORSES**

**I WILL PAY $1,000.00 TO THE FIRST PERSON WHO CAN TELL ME OF ANYTHING in the field of trained horses EQUAL TO THE MIRACLE HORSES**

**THE MIRACLE HORSES** are the outgrowth of a farmer's hobby and life-long study of the horse's bodily capabilities, skills and mental capacities. Began making grandstand appearances in 1941. War conditions restricted full development and demonstrations of this rare accomplishment.

Hereafter we are booking any show, anytime, anywhere under the proposition that THE MIRACLE HORSES acts will NOT cost the sponsor a cent if the acts do NOT steal the show on any program where we sell NOT less than three ten-minute spots; THE MIRACLE HORSES comprise four DIFFERENT acts. We make one reservation. This proposition does not hold against any new development that might appear after 1945, because everything is POSSIBLE in the opinion of the man who accomplished this "MIRACLE."

**WILL ATTEND IN PERSON THE COMING IAFF CONVENTION AT THE SHERMAN, CHICAGO; ALSO AS MANY ANNUAL FAIR SECRETARY - MANAGER STATE CONVENTIONS AS POSSIBLE. WILL BE DELIGHTED TO SEE YOU AND GET ACQUAINTED. ELSE WRITE.**

**THE MIRACLE HORSES**, care The Billboard, Cincinnati 1, Ohio

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**ETHEL ROBINSON**

**BOOKING FAIRS, CELEBRATIONS AND CIRCUS FEATURES**

**TALENT SCOUT AND OFFICIAL BOOKING AGENT FOR ACTS WITH POLACK BROS.' CIRCUS**

**OFFERING STANDARD ACTS ENTIRE SEASON**

Phone—write or wire

ETHEL ROBINSON

155 NORTH CLARK ST. CHICAGO

PHONE FRANKLIN 5318

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**SAGINAW**

**POLACK BROS.' CIRCUS**

OFFERING STANDARD ACTS ENTIRE SEASON

**SUGGESTIONS WANTED FOR ACTS TO COME TO**

**MIAMI VALLEY FAIR**

ANNUAL MEETING FRIDAY, MARCH 1, SUITE 413

**THE BILLBOARD CAVALECDOE OF FAIRS**

Page 51

December 1, 1943
OUTSTANDING AFTER YOUR EXTENSIVE 1946 SEASON ATTRACTIONS WITH UNCLE SAM THEY NOW UNCLE CHARLIE, AFTER THREE YEARS AVAILABLE JIMMY JAMISON 3 MILOS STANDARD ACTS WELCOME HOME, MY C.I. JOE'S, FOR IS. Billboard Cavalcade of Fairs PAID ATTENDANCE: 1945, $1,750. 1944, $1,250. 1945, $1,855.90. 1944, $1,035. 1944, $2,000. 1945, $1,482.05. 1944, $1,578.10. Federal EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $4,129.04.

CROW WING COUNTY FAIR, BRAINERD TOTAL ATTENDANCE: 1945, 16,431; 1944, 12,000. Paid attendance, 1945, $11,091; 1944, 6,750. AID, PREMIUMS AND TAXES: State aid, 1945, $1,810; 1944, $1,550. Other aid, 1945, $1,450; 1944, $1,450. Total cash premiums paid, 1945, $31,800; 1944, $11,601; 1945, $2,612. Grandstand, 1945 and 1944, none. Carnival, 1945, $3,035; 1944, $3,035. Space, 1945, 12,000; 1944, 8,762. Net profit, 1945, $6,605; 1944, $2,000. ADMINISTRATION: President, Earl Richardson; secretary, superintendent of space and concessions, R. C. Wilkins. Other officers not reported. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

LINCOLN COUNTY FAIR, TYLEE TOTAL ATTENDANCE: 1945, 5,000; 1944, 5,000. Paid attendance, 1945, 7,300; 1944, 3,400. AID, PREMIUMS AND TAXES: State aid, 1945, $2,400; 1944, $2,000. Other aid, 1945, $2,000; 1944, none. Total cash premiums paid, 1945, $1,300; 1944, $1,450. Federal taxes paid for fair, $650. Federal taxes for midway, $365. RECEIPTS: Gate, 1945, $3,200; 1944, $2,600; 1945, $115. Grandstand, 1945, 6,000; 1944, 12,000; 1945, $1,035; 1944, $465. Space, 1945, $3,035; 1944, $3,035. Carnival, 1945, $3,035; 1944, $3,035. Other receipts not reported. ADMINISTRATION: President and director of attractions, William Holm; secretary, superintendent of space and concessions, Jena S. Bollesen; racing secretary, Ben Wherry. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $1,600.

MARY COUNTY FAIR, FAIRMONT TOTAL ATTENDANCE: 1945, 10,835; 1944, 10,250. Paid attendance, 1945, 9,439; 1944, 10,186. AID, PREMIUMS AND TAXES: State aid, 1945, $1,500; 1944, $1,450. Other aid, 1945, $1,050. Total cash premiums paid, 1945, $2,357; 1944, $1,031.68. Federal taxes paid for fair, $1,177.88. Federal taxes for midway, not reported. RECEIPTS: Gate, 1945, $3,972.76; 1944, $3,341.38. Grandstand, 1945, 10,000; 1944, $1,693.56. Carnival, 1945, $890.70. 1944, $875.50. Total receipts, 1945, $11,436.72. Net profit, 1945, $2,065.53; 1944, $1,693.52. ADMINISTRATION: President and director of attractions, Dirk N. Steen; secretary and superintendent of space and concessions, J. P. Schmidt. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $1,000.

MOVER COUNTY FAIR, AUSTIN TOTAL ATTENDANCE: 1945, approximately 75,000; 1944, 55,000. Paid attendance, 1945, approximately $6,000, 1944, $4,300. AID, PREMIUMS AND TAXES: State aid, 1945, $1,500; 1944, $1,500. Other aid, 1945, $1,050. Total cash premiums paid, 1945, $6,000; 1944, $4,200. Federal taxes paid for fair, $3,000. Federal taxes for midway, not reported. RECEIPTS: Gate, 1945, $11,000; 1944, $8,400; 1945, $5,500; 1944, $4,500; 1945, $3,000; 1944, $2,000. Grandstand, 1945, $5,500; 1944, $4,500; 1945, $3,000; 1944, $2,000. Carnival, 1945, $3,000; 1944, $2,000. Space, 1945, $3,000; 1944, $2,000. Total receipts, 1945, $14,700. Net profit, 1945, $4,760; 1944, $3,075. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $1,100.

Pennington County Fair, Thief River Falls TOTAL ATTENDANCE: 1945, 4,500; 1944, 3,400; 1944, 3,853. Paid attendance, 1945, not reported; 1944, $1,450. AID, PREMIUMS AND TAXES: State aid, 1945, $1,500; 1944, $1,500. Other aid, 1945, none. Total cash premiums paid, 1945, $1,462.00; 1944, $1,578.10. Federal
WHEN IT PERTAINS TO SHOWMAN'S INSURANCE

WE ARE SPECIALISTS

Our personal service is familiar to our many customers. We specialize in all types of insurance for Fairs, Parks, Circuses, Carnivals, Concessionaires, Free Acts and all members of the Outdoor Amusement World. We are the World’s largest insurers of Show People and have no other business on our books.
THE MIDWEST'S OLDEST BOOKING AGENCY

CO-OWNER & GEN. MANAGER

EAST AND WEST OF THE MISSISSIPPI
FROM THE GULF TO THE BORDER

GUS SUN BOOKING AGENCY
TO ALL FAIRS AND AUSPICES. YOUR VISIT VISIT I. A.

S. R. LANG
and Worthwhile Attraction with own transportation. Will book Pony Ride.

WELCOME - MODERN RIDES 8
FREE ACTS 6 ENTERTAINING SHOWS 6
OPENING MIDDLE OF MARCH, 1946, IN THE DEEP SOUTH — WITH AN ALL NEW MODERNISTIC SHOW FROM FRONT TO BACK

"CAN PLACE"

ALL CORRESPONDENCE & INQUIRIES TO:
S. R. LANG
P. O. Box 935, Foot of Nichols St.
Lako Charles, La.

TED WOODWARD
CO-OWNER & GEN. REPRESENTATIVE

St. Louis County Fair, Hibbing
TOTAL ATTENDANCE: 1945, 81,700; 1944, 84,500. Paid attendance, 14,000; 1944, 18,000.

AID, PREMIUMS AND TAXES: Paid, 1945, 81,700; 1944, 84,500. Other aid, 1945, 81,700. Total cash premiums paid, 1945, 82,500. 1944, 82,300. Federal taxes paid, 1945, 8,900. 1944, 6,600.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $2,200.

Polk County Fair, Fertile
TOTAL ATTENDANCE: 1945, 8,000; 1944, 7,000. Paid attendance, 1945 and 1944, not reported.


RECEIPTS: Gate, 1945, $2,900; 1944, $2,892.78. Grandstand, 1945, $880.55; 1944, $717.49. Carnival, 1945, $1,005.94; 1944, $949.35. Total receipts, 1945, $6,770.80; 1944, $6,406.94. Net profit, 1945, $2,905.82; 1944, $2,924.86.

ADMINISTRATION: President and director of attractions, Maim. Erikson; secretary, A. F. Berg; superintendent of space and concessions, P. De Young; director of attractions, John Skoletz; superintendent, F. E. Tunberg; secretary, Carl Johnson.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Swift County Fair, Appleton
TOTAL ATTENDANCE: 1945, approximately 16,000; 1944, approximately 15,000. Paid attendance, 1946 and 1945, not reported.


RECEIPTS: Gate, 1945, $3,130.05; 1944, $2,811.74. Grandstand, 1945, $1,542.10; 1944, $1,552.88. Carnival, 1945, $864.84; 1944, $1,040.71. Total receipts, 1945, $5,537.16; 1944, $4,493.46. Net profit, 1945, approximately $2,000; 1944, approximately $3,000.

ADMINISTRATION: President, Lest Evans; secretary, J. G. Anderson; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $1,800.

Traverse County Fair, Wheetla
TOTAL ATTENDANCE: 1945, approximately 18,000; 1944, approximately 16,000. Paid attendance, 1945, 13,637; 1944, 10,538.


ADMINISTRATION: President, Lest Evans; secretary, J. G. Anderson; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $1,800.
We thank the many fair officials and committee men for their wholehearted co-operation during the past season. Thru your efforts the 1945 tour was made a record-breaking success.

WORLD OF MIRTH SHOWS, INC.
FRANK BERGEN
General Manager

WINTER QUARTERS
RICHMOND, VA.
WILLIAM BYRD HOTEL

NEW YORK OFFICE
10 ROCKEFELLER PLAZA
Wahasha County Fair, Wahasha

TOTAL ATTENDANCE: 1945, 20,000; 1944, 12,000. Paid, free gate.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, $1,400; 1944, $1,600. Total cash premiums paid, 1945, $1,600; 1944, $1,400. Federal taxes paid for fair and for midway, not reported.

RECEIPTS: Gate and grandstand, free.

PAYMENTS: Federal taxes paid for fair, $1,077; 1944, $2,600.

MINNESOTA

Wadena County Fair, Wadena

TOTAL ATTENDANCE: 1945, 13,721; 1944, 13,000. Paid attendance, none.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, $1,500; 1944, $1,500. Other aid, $300. Cash premiums paid, 1945, $2,860.15; 1944, $2,682.35. Federal taxes paid for fair, 1945, $2,281.20, including midway taxes.

RECEIPTS: Gate, 1945, $6,017.53; 1944, $5,882.00. Grandstand, 1945, $8,950.38; 1944, $5,269.62. Carnival, 1945, $2,141.52; 1944, $1,049.50. Space, 1945, $4,444.15; 1944, $4,343.60. Total receipts, 1945, $42,312.70; 1944, $21,358.65. Net profit, 1945, $12,132; 1944, $3,112.

PAYMENTS: Net profit for midway, 1945, $7,250; 1944, $3,165; 1943, $2,702.

Mississippi -Alabama Fair, Tupelo

TOTAL ATTENDANCE: 1945, 92,000; 1944, not reported. Paid attendance, 1945 and 1944, not reported.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, $3,500; 1944, $2,000. Space and carnival, $484.


PAYMENTS: Premiums, 1945, $3,500; 1944, $2,000. Federal taxes for midway, 1945, $2,250; 1944, $3,300.

WASHINGTON

Winona County Fair, St. Charles

TOTAL ATTENDANCE: 1945, 20,000; 1944, not reported. Paid attendance, 1945 and 1944, not reported.


RECEIPTS: Gate, 1945, $3,500; 1944, $2,000. Total receipts, 1945, $10,013.85; 1944, $2,600. Net profit, 1945, $2,125; 1944, $3,125.

PAYMENTS: Cash premium paid, 1945, $170; 1944, $130. Total cash premium paid, 1945, $2,000. Total cash premium paid, 1944, $2,600.

MISSOURI

Festive Flag Decorations for Street and Midway

Nelson Breeze Amusement Rides

Our Thanks and Appreciation are extended to all who helped us make our 1945 Season in Ohio, Indiana and Kentucky a most successful one.

20 to 30 Concessions If Desired

NOW BOOKING FOR 1946 SEASON

Permanent Address: 2125 Norwood Ave., Phone Jefferson 0927

NORWOOD 12, OHIO

December 1, 1945
JAMES E. STRATES
GEN. MGR.
WILLIAM C. FLEMING
GEN. AGT.
DICK O'BRIEN
ASS. MGR.
HARRY PARKER
BUS. MGR.
NICK BOZINAS
ASST. MGR.
PERCY MORENCY
SECT.
KEITH BUCKINGHAM
PURCHASING AGT.
R. T. McRAE
SPEC. AGENT
E. WOLSEN
TRAIN MASTER
JIMMY YOTAS
MASTER BUILDER

JAMES E. STRATES SHOWS
A MIDWAY UNSURPASSED!

FREE ON THE BIG MIDWAY
THE GREAT "WILNO"
OVER TWO FERRIS WHEELS

20 SHOWS — 20 RIDES
NOW 40 RAILROAD CARS

MIDWAY BRILLIANTLY ILLUMINATED
BY OUR OWN EIGHT DIESEL PLANTS

NOW BOOKING THE FOLLOWING ATTRACTIONS. MUST BE IN KEEPING WITH OUR HIGH STANDARD.
FAT SHOW — SIDE SHOW — PENNY ARCADE — ILLUSION SHOW — LARGE REPTILE SHOW — GLASS HOUSE
MONKEY CIRCUS — WILD ANIMAL SHOW. WILL FURNISH WAGONS, FRONTS, TOPS FOR ABOVE.

WANT
CAPABLE CHIEF ELECTRICIAN

WE CAN PLACE FOR NEXT SEASON
ELECTRICIANS — TOWERMEN — CARPENTERS — WAGON BUILDERS — BLACKSMITHS — PAINTERS — POLERS — PORTERS AND USEFUL CARNIVAL PEOPLE IN ALL DEPARTMENTS

WANT
CAPABLE DIESEL PLANT MECHANIC

SHOWMEN
WE WILL FINANCE ANY MONEY-GETTING SHOW CAPABLE OF ENTERTAINING AND PRODUCING RESULTS

TO EXPERIENCED, RELIABLE AND SOBER FOREMEN OF MAJOR RIDING DEVICES WE PAY TOP SALARIES.
STATE YOUR QUALIFICATIONS AND EXPERIENCE.

WANTED — FOR WINTERQUARTERS — WANTED
STARTING NOVEMBER 17, MULLINS, S. C. CARPENTERS — BUILDERS — BLACKSMITHS — PAINTERS AND ELECTRICIANS, WRITE. DON'T COME ON UNLESS NOTIFIED.

ADDRESS
JAMES E. STRATES SHOWS — JAMES E. STRATES
WINTER QUARTERS — MULLINS, S. C.

MEET US AT NEW YORK AND CHICAGO CONVENTIONS
FAIR ASSOCIATIONS, CONTACT WILLIAM C. FLEMING, GEN. AGT.
WE ARE NOW BOOKING OUR 1946 SEASON
FAIR SECRETARIES, COMMITTEEMEN, SHOWMEN
E. J. CASEY, General Manager, 79 Crawford Avenue, Norwood, Manitoba, Canada.

MOSS IS OUR RECORD
• BIZ 30% OVER 1944
• FAIR RECORDS BROKEN IN
MINNESOTA — NORTH DAKOTA
AND IOWA
THANKS TO OUR HOST OF FRIENDS, COMMITTEES,
FAIR OFFICIALS, SHOWMEN, CONCESSIONAIRES
AND OUR PERSONNEL FOR OUR PHENOMENAL
BREAKING 1945 SEASON
For 1946 We Offer The
NORTHWEST'S FINEST AGGREGATION OF AMUSEMENTS
9 MODERN RIDES — 8 UP-TO-DATE SHOWS
40 MERCHANDISE CONCESSIONS
FAIR SECRETARIES AND COMMITTEES: Investigate Our Modern Midway and Contact Us Before Contracting For Your 1946 Events.
See Us at Hotel Sherman During the Chicago Conventions or at the Hotel Statler in New York at the Midway Meeting, or Write or Wire to Permanent Address Below.

WANT FOR 1946
WILL BUY OR BOOK
OCTOPUS AND KIDDE CHAIR-O-PLANE
CAN PLACE Mechanicals, Lot Man, Scene Painter and Builder. Ride Help Who Can Drive Semis.

W. M. COLLINS, General Manager
Side Show, Monkey Show, Seako Show, Midget Show, Pet People Show, Outhouse Shows, House Shows, Life Show. Will book any of the above for Fairs, Midways, and Transportation.

W. M. COLLINS SHOWS
Winterquarters and Permanent Address
406 ERIE STREET, ST. PAUL, MINN.

Page 58 The Billboard Cavalcade of Fairs December 1, 1945
Presenting the

WORLD'S GREATEST
FREE ACTS

1945

*** HUGO ZACCHINI ***
"The Human Cannon Ball"
Shot Over Twin Ferris Wheels

1944

THE STRATOSPHERE MAN

EXECUTIVE STAFF

S. TOMMY CARSON, Business Manager
MOLLIE DECKER, Personnel Director
AL C. BECK, Secretary and Treasurer
L. G. KING, Special Agent
CY PERKINS, Advertising Agent
R. MULHOLLAND, General Supt.
AL BYDARRE, Supt. of Rides
IRA HOBB, Electric Dept.
WILLIAM HIMMEL, Supt. of Transportation

WANTED FOR 1946

Outstanding Shows. Will finance showmen with new and novel ideas.

CONCESSIONS—All open.


OUR THANKS TO THE FAIRS, CELEBRATIONS, COMMITTEES AND EVERYONE WHO HELPED MAKE OUR 1945 SEASON A HUGE SUCCESS

December 1, 1945
Mr. Secretary:
If you are planning a change of Midway Organization for your fair or celebration, contact Michigan's Largest Operators of Outdoor Amusement Equipment and let us show you the many advantages which we have to offer you and your fair patrons.

Mr. Showman:
"We invite your inquiries of placing your equipment on one of the Wade Units for a long, profitable operating season.

TERRITORY: Michigan—Indiana—Ohio

19199 Woodingham Drive, DETROIT 21, MICHIGAN Telephone: UNiversity 4-0055

CONCESSIONS FOR OUR 1946 SEASON

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR 1946 SEASON Can Place Carpenter Who Understands Building Show Fronts. Also Two Ride Foremen.

PERMANENT WINTER QUARTERS: 118 Virginia Ave, Joplin, Mo.

December 1, 1945

STATE AID, PREMIUMS AND TAXES:

RECEIPTS: Gate, 1945, $8,901.11; 1944, $8,279.43. Grandstand, 1945, $3,304.11; 1944, $2,413.02; 1944, $1,153.23. Concessions (no carnivals), 1945, $3,150.90; 1944, $875.10. Space, 1945, $80.00; 1944, none. Total receipts, 1945, $20,150.92; 1944, $11,374.47. Net profit, 1945, $3,730.55; 1944, $4,100.87.

ADMINISTRATION: President, H. C. Horst; secretary, superintendent of concessions and space, director of attractions, Edward M. Baumann.

EXPENDITURES FOR GrANDSTAND ATTRACTIONS: $3,688.35.

Douglas County Fair, Waterloo
TOTAL ATTENDANCE: 1945, 28,600; 1944, 22,000. Paid attendance, 1945, $2,590; 1944, $2,200. State aid, 1945, $621.11; 1944, $1,350.00. Cash premiums paid, 1945, $3,000.00; 1944, $3,000.00. Federal taxes paid for fair, $874. Federal taxes for midway, not reported. Total receipts, 1945, $2,694.25; 1944, $2,470.25. Federal taxes paid, 1945, $532.01; 1944, $532.01. State aid, 1945, $525.65; 1944, $410.65. (Continued on page 65)

NEBRASKA

Ak-Sar-Ben Stock Show, Omaha
TOTAL ATTENDANCE: 1945, 5,000; 1944, 5,000. Paid attendance, 1945, $2,500.00; 1944, $2,500.00. Cash premiums paid, 1945, $2,500.00; 1944, $2,500.00. Federal taxes paid, none. 

RECEIPTS: Paid attendance, 1945, $2,500.00; 1944, $2,500.00. Administration charges, 1945, $2,500.00; 1944, $2,500.00. 

ADMINISTRATION: President, William Heyes; secretary, R. H. Hendren.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: $2,500.

Fremont 4-H Club Fair, Fremont
TOTAL ATTENDANCE: 1945, 5,000; 1944, 5,000. State aid, 1945, $1,500; 1944, $1,500. No Federal taxes paid. 

RECEIPTS: Not reported.

ADMINISTRATION: Secretary, G. W. Motters; superintendent of concessions, Gene Diers; director of attractions, V. M. Witten.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None reported.

Knox County Fair, Bloomfield
TOTAL ATTENDANCE: 1945, approximately 5,000; 1944, approximately 6,000. Paid attendance, 1945, approximately 4,000; 1944, approximately 5,000. State aid, 1945, $2,000. Total cash premiums paid, 1945, $1,775; 1944, $2,500. Federal taxes paid, $475. 

RECEIPTS: Gate, 1945, $8,300; 1944, $8,100. Space, 1945, $1,300; 1944, $1,300. Total receipts, 1945, $8,500; 1944, $8,500. State aid, 1945, $230.30; 1944, $2,019.17. Other aid, 1945, $11,000. Federal taxes paid, $475. 

Carnival receipts not reported.

ADMINISTRATION: President and director of attractions, Peter Berner; secretary, Chris B. Alexander; superintendent of space and concessions, Glen Kemula.

Merrick County Fair, Central City
TOTAL ATTENDANCE: 1945, 2,000; 1944, 1,950. Paid attendance, 1945, 1,000; 1944, 1,575. 


RECEIPTS: Gate, 1945, $625; 1944, $1,125. Federal taxes not reported. 

No Wag.

ADMINISTRATION: President and director of attractions, Peter Berner; secretary, Chris B. Alexander; superintendent of space and concessions, Glen Kemula.
The F. E. GOODING AMUSEMENT CO.

OPERATING
F. E. GOODING AMUSEMENT CO. 3 UNITS
ALSO
AMERICAN EXPOSITION SHOWS
GOODING GREATER SHOWS
GOODING PARK ATTRACTIONS

LARGEST ★ ★ ★ MOST RELIABLE ★ ★ ★ ★ BEST

50 RIDES 30 SHOWS

F. E. GOODING, GEN. MGR.

MAMMOTH

MATCHLESS

MIDWAYS

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

To those in the Service we send Greetings... A place awaits each and every one of you who took leave of our organization to join the service of our Country.

Now Booking

FAIRS and ATTRACTIONS for 1946
See us in Chicago or write us for complete midway attractions or independent, up-to-the-minute Rides

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

December 1, 1945

The Billboard Cavalcade of Fairs
WANTED

PROGRESSIVE SHOWMEN — With ATTR ACTIONS — SHOWS — OR EVEN IDEAS

WE WILL BUILD OR FINANCE THE BUILDING OR COMPLETION OF SAME.

CAN ALWAYS PLACE SHOW TALKERS THAT CAN SELL THEIR SHOW

ESPECIALLY DESIRous BOOKING ORGANIZED, COSTUMED, HIGH-CLASS "REVUE" — A PRODUCTION, NOT JUST A "GIRL SHOW."

CAN PLACE

RIDE FOREMEN and SECOND MEN

CANVAS MAN and Men To Supervise Erection of Show Fronts

TRAIN HANDS — Tractor and "Cat" Drivers

USEFUL AND CAPABLE PEOPLE ALL DEPARTMENTS

NOTE: THIS SHOW WILL OPEN EARLY AND LONG SEASON GUARANTEED.

ADDRESS WINTER QUARTERS: WINTER QUARTERS:

PETER KORTES

35 RAILROAD CARS THIS COMING SEASON
MILES MORE OF NEON AND FLUORESCENT LIGHTING EFFECTS
NEW SHOWS, ATTRACTIONS AND RIDES

EARL CHAMBERS — AND HIS "HOLLYWOOD MONKEY CIRCUS" AND GORILLA ATTRACTION

AMOS WEBB and his "LATIN QUARTERS"
W. T. "FAT HEAD" WILLIAMS, Producer
"GAY OLE NEW ORLEANS"
STEVE KUTNEY and his "FUN HOUSE"
B. A. MCDONELL, Diesel Engineer

OUR STREAMLINED CONCESSIONS
O. J. (WHITEY) WEISS, MGR.

ARCHIE GILBERT
MURL DEEMER
MACK MCDONALD
PAUL JONES
FRANCIS DEEMER
EDITH SULLIVAN
MRS. WOODWARD
HELEN RUNGE
MRS. ESTHER CRAWFORD
DICK CRAWFORD

WARREN SPAULDING
JACK HARRIS
IKE DENICKIE
ROY RAY BELEW
ARTIE SULLIVAN
JIMMIE ROUNDS
GERTRUDE MATHER
FREDERICK COOPER
ROBERT NASH
THOMAS TULLOS
WE ARE APPRECIATIVE OF THE APPROVAL OF THE MILLIONS OF PEOPLE THROUOUT THE NORTH AMERICAN CONTINENT THE PAST SEASON, 1945

PETER KORTES, Owner
JOE S. SCHOLIBO, Manager
GEO. T. MCCARTHY
General Agent
A. M. "TONY" YBANEZ
Secretary
FRANK Z. HYDE, Auditor
HARVEY B. WILLIAMS
Special Agent
C. W. FRANKLIN, Publicity

LARRY BEDWELL, Lot Supt
B. A. McDONELL
Diezel Engineer
NORMAN PRATHER
Neon and Artist
SAM ALEXANDER
Purchasing Agent
FRANK SEIGEAR
Trainmaster
LOUIS INGELHEIM, Billing

FRANK SEIGEAR, Master of Transportation

LARRY BEDWELL — Lot Supt.
BEN PARDO — "The Great Lorenzo"
SAM ALEXANDER — "Billboard" and Mail
J. R. LOGAN — Caterpillar Ride Foreman
C. W. FRANKLIN — Press and Promotions
CARL MARTIN — "With Pete 20 Years"

ARE THE DELIGHT OF MILLIONS!

EDGAR T. NEVILLE, Sec.

FRANK WAGNER
VIVIEN FRANKLIN
SAM CATHERWOOD
GLEN SENIOR
WHITEY RUNGE
BENNIE KEILMAN
EUGENE DAVIDSON
LARRY MULLENS
JACK BERRY
A. E. BRUMLEY

WM. O. PEEROT
FRANK MINOR
BILLY MILLER
LEITHA WEST
MRS. EDDIE MORAN
MRS. B. A. MOORELL
HARRY J. HAMER
MRS. RAY BELOE
MRS. BILLY MILLER
MRS. O. J. WEISS

SETTING NEW MIDWAY RECORDS FOR GROSSES AT THE

* KANSAS STATE FAIR
   HUTCHINSON
* FOUR STATES FAIR
   TEXARKANA, U. S. A.
* OLMSSTED COUNTY FAIR
   ROCHESTER, MINN.
* FREEBORN COUNTY FAIR
   ALBERT LEA, MINN.
* CHAMPAIGN-URBANA FAIR
   URBANA, ILL.
* DUNN COUNTY FAIR
   MENOMONIE, WIS.

ARE THE DELIGHT OF MILLIONS!

GUY WEST, Asst. Mgr.

1946

MORE SHOWS ATTRACTIONS RIDES

BIGGER GROSSES

FAIR SECRETARIES

YOU ARE CORDIALLY INVITED TO VISIT OUR SUITE OF ROOMS— SHERMAN HOTEL, CHICAGO, DEC. 1st TO 5th

BOX 3353— "QUEENSBOROUGH STATION" — SHREVEPORT, LA.
AMERICA'S FINEST—NEWEST
MIDWAY

EXTENDS SEASON'S
GREETINGS TO FAIRMEN,
COMMITTEEMEN AND OUTDOOR
SHOWMEN, AND OUR THANKS
TO ALL WHO HELPED
MAKE OUR INITIAL
TOUR SUCH A
TERRIFIC
SUCCESS.

NOW CONTRACTING FOR 1946 SEASON.
WE WILL CARRY 10 RIDING DEVICES.
WE WILL CARRY 35 CONCESSIONS.
SHOWS AND CARNIVAL CELEBRATIONS.
SHOWS AND 35 CONCESSIONS.
IF YOU ARE INTERESTED IN NEW AND NOVEL
MIDWAY ATTRACTIONS, CONTACT US BEFORE
BOOKING A SHOW FOR YOUR
1946 EVENT.

CAN PLACE FOR 1946 SEASON
SHOWS AND ATTRACTIONS:
SHOWMEN: We
will finance any meritorious attractions. Let us know
what you have! SIDE SHOW MANAGER OR WILL BOOK
GOOD SIDE SHOW. HAVE COMPLETE OUTFIT. CONCESSIONS:
We will operate about 25 of our own Concessions. WANT CAPABLE
MAN, with Stock Man and Agents, to handle these Concessions.
Splendid opportunity for right man. CORN GAME MANAGER—Salary or Percentage.
ARCADE MANAGER—Salary or Percentage. SPECIAL AGENT: GOOD
ELECTRICIAN WHO KNOWS HIS BUSINESS.
HAVE COMPLETE COOKHOUSE FOR
CAPABLE MAN OR WILL BOOK A
GOOD COOKHOUSE. CAPABLE
RIDE MAN FOR ALL
RIDES. GOOD TREATMENT,
TOP SALARIES AND
A LONG SEASON.

CONTACT: JACK DOWNS, General Manager, DURING THE
CONVENTIONS AT THE SHERMAN HOTEL, CHICAGO.

GEM CITY SHOWS
ADDRESS ALL REPLIES TO PERMANENT WINTERQUARTERS: QUINCY, ILL.

Schedule Now
A Show That
SPARKLES

Page 64 The Billboard Carnival of Fairs
December 1, 1945
STATISTICAL DIRECTORY OF FAIRS

(Continued from page 60)

American's...Newest...Smartest Railroad Show

25 DOUBLE LENGTH ALL-STEEL CARS USED TO TRANSPORT A QUARTER MILLION DOLLARS' WORTH OF NEW, NOVEL AND SENSATIONAL OUTDOOR AMUSEMENT FOR

FAIRS—CELEBRATIONS—ORGANIZATIONS—WHY NOT HAVE THE BEST...IT ALWAYS PAYS

OUR 1946 SEASON WILL START IN JANUARY, 1946

Endy Bros. Shows

OUR POSTWAR PLANS WILL BE A REVELATION TO THE ENTIRE OUTDOOR ENTERTAINMENT WORLD

WE HAVE JUST COMPLETED THE MOST SUCCESSFUL SEASON SINCE THE SHOW WAS ORGANIZED IN 1908, 37 YEARS AGO

WE OFFER THE OUTDOOR AMUSEMENT-LOVING PUBLIC "AMERICA'S FINEST MIDWAY" BRILLIANTLY ILLUMINATED BY OUR OWN DIESEL LIGHTING PLANTS

FAIR SECRETARIES, CONTACT US FOR OPEN DATES OUR FREE ACTS ARE SUPREME SEND FOR ONE OF OUR NEW FOLDERS WANT TO BUY 4 STEEL FLAT CARS AND 2 FIRST-CLASS COACHES

-showmen
We can always use money-getting shows that have merit—
Can use people in all departments. Must be sober and reliable.
Remember this show offers a season of 46 weeks and plays the best territory.

General Offices: 743 Seybold Bldg.—Winter Quarters—Miami, Florida

December 1, 1945

The Billboard Cavalcade of Fairs Page 65
Thanks TO THE FAIRS IN THE GREAT STATE OF ILLINOIS FOR OUR MOST SUCCESSFUL SEASON

Our Promise for 1946

NOT THAT WE WILL GIVE THEM THE BIGGEST SHOW, BUT THAT THE HIGH STANDARD OF THE BUNTING NAME IN ILLINOIS WILL CONTINUE TO BE A TRIBUTE TO THE CARNIVAL BUSINESS.

FAIRS AND CELEBRATION COMMITTEES

If you want the cleanest and best operated Carnival in this territory, be sure and contact us before booking.

CAN PLACE FOR 1946 SEASON

LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS. ONE MORE GOOD SHOW TO FEATURE WILL BOOK GOOD MECHANICAL SHOW.

OUR THANKS ALSO TO OUR LOYAL EMPLOYEES FOR THEIR HARD WORK DURING 1945

BUNTING SHOWS

WINTERQUARTERS ADDRESS: BOX 297, LADD, ILL. RESIDENCE ADDRESS: BOX 9, RAMSEY, ILL.
JAKE SHAPIRO
Proudly Presents
America's Newest and
Gayest Midway

TRIANGLE SHOWS

"A GALAXY OF AMUSEMENTS"

NEW
RIDES!
SHOWS!
CANVAS!
EQUIPMENT!
IDEAS!

OLD
and experienced Foreman
and Second Men for new
Moon Rocket, Caterpillar,
Kiddie and other Rides.
Top salaries. Write or
wire. Veterans preferred.

SHOWS
Men Wanted for Winter
Quarters: Painters, Car-
penters, Builders, Electric-
cians, Workingmen.
Hotel accommodations.
Hotel food. Heated work-
ing quarters.

RELIABLE
Concessionaires with
strictly legitimate
Concessions contact
at once.

NOW
With or without equip-
ment. We will finance
reliable showman and
furnish transportation
from our fleet of 35 new
Tractors and Trailers.

STAFF
JAKE SHAPIRO, Owner-Mgr.
L. C. "TED" MILLER, General Agent
EDDIE EGER, Contracting Agent
BILL KEEFE, Secretary
CHARLES DUNBAR, Pub. Dir.

ALL Shows and Concession People Contacted Previously Please Confirm AT ONCE!
Winterquarters: Hotel Imperial, Reynoldsville, Pa.

Now Booking Fairs and Celebrations for 1946 - Our Present Contracted Route Will Surprise You!

December 1, 1945

The Billboard Cavalcade of Fairs Page 67
Thanks to Everybody for the Fine Victory Tour for the Fine Victory Tour

WORLD'S BRIGHTEST MIDWAY
John Gecoma, Gen. Mgr.

We are opening our 1946 SEASON early in APRIL in VIRGINIA with . . .

10 * RIDES  * 10
8  *SHOWS  * 8
A FREE ACT

FAIR SECRETARIES, CONTACT US FOR BOOKING YOUR FAIR IN 1946. WRITE OR WIRE
722 EMPIRE BLDG. — PITTSBURGH, PA.

The Billboard Carnival of Fairs

Page 68 The Billboard Carnival of Fairs December 1, 1945
WEST COAST VICTORY SHOW

Announce FOR THE GALA SEASON OF "1946"
An Enlarged, Improved, Up-to-the-Minute CIRCUS-TYPE CARNIVAL . . .

A PROVEN, SUCCESSFUL, FIRST STRING SHOW
THAT PLAYS
The Best Celebrations, Festivals, Fairs, Rodeos and Special Events in the Pacific Slope States of California & Oregon

We Invite Correspondence From Anyone Having Anything To Offer In Our Line.

Will Book Grind Shows, Novel or Unusual Attractions, and Non-Conflicting Concessions.

CAN USE AN OUTSTANDING FREE ACT
THAT IS SENSATIONAL AND HAS ADVERTISING POSSIBILITIES THAT BUSINESS CAN BE BUILT UP ON

Can Use Reliable, Sober, Experienced Ride Help, Foremen and Assistant Foremen in All Departments; Ex-Service Men Given Preference. Write Us About February 15, 1946. Good Conditions, Best Pay, Fair Treatment.

FAIR SECRETARIES
Contact Us Before You Book Your Fair. We Have a Major Show That Is Well Balanced and Particularly Adapted for Fairs.

Address all Communications to

THE WEST COAST AMUSEMENT COMPANY
291 SIXTH AVE. SAN FRANCISCO, CALIF. MIKE KREKOS, General Manager

December 1, 1945
We are looking forward to exhibiting in 1945, and we offer our most beautiful and largest shows to all committees and fair associations for whom we can place penny arcade and merchandise shows, with or without equipment, must live up to our standards. Can place legitimate merchandise concessions of all kinds. Season opens in Florida in January.

Dr. M. A. Quinn, date of annual meeting, December 1.

Exhibitions for Grandstand Attractions: Not reported.

Pulmyra Union Fair, Palmyra
Total attendance: 1945, 50,000; 1944, 42,000. Paid attendance, 1945 and 1944, not reported. Aid, premiums and taxes: State aid, 1945, $6,700; 1944, $8,000; other aid, 1945, $8,000. Federal taxes paid for midway, 1945, $3,125; 1944, $2,585.60. Total receipts, 1945, $3,485.44; 1944, $3,125.45. Total expenses for midway, 1945, $3,125.45; 1944, $2,585.60. Federal taxes paid for fair, 1945, $3,125.45; 1944, not reported. Receipts: Gate, 1945, $13,318.59; 1944, $5,478.97. Grandstand, 1945, $8,783.76; 1944, $8,112.12. Carnival and space, 1945, $2,252.85; 1944, $2,121.54. Total receipts, 1945, $23,485.44; 1944, $11,807.60. Net profit for fair, 1945, not reported. 1944, $8,75.70 net loss. Administration: President, Charles H. Johnson; secretary, superintendent of concessions and space, W. Ray Converse; directors of attractions, W. Ray Converse and John D. Meyers; race secretary, John D. Meyers. Date and location of annual meeting, December 17 in Palmyra Village Hall.

Exhibitions for Grandstand Attractions: $1,692.50.

Rensselaer County Fair, Schaghticoke
Total attendance: 1945, 50,000; 1944, 47,000. Paid attendance, 1945 and 1944, not reported. Aid, premiums and taxes: State aid, 1945, $8,000; 1944, $8,000; other aid, 1945, $8,500; county. Total cash paid, 1945, approximately $10,000; 1944, same. Federal taxes paid for fair, $4,660. Federal taxes paid for midway, not reported. Receipts: Not reported. Administration: President, Philip B. Card; secretary, Carl W. Lohman. Date and location of business meeting, December 1 at Schaghticoke.

Exhibitions for Grandstand Attractions: Not reported.

Steuben County Fair, Bath
Total attendance: 1945, 60,000; 1944, 50,000. Paid attendance, 1945 and 1944, not reported. Aid, premiums and taxes: Not reported. Receipts: Not reported. Administration: President, Carl J. Sikes; secretary, W. G. York.

North Carolina
Center of North Carolina Fair, Asheboro

Administration: President, J. A. Sikes; secretary, W. G. York.

North Dakota
Cavalier County Fair, Langdon

Administration: President, J. A. Ryan; secretary, superintendent of attractions, concessions and space, Don Forsay; race secretary, M. I. Hoy.

Exhibitions for Grandstand Attractions: $4,810.07.

North Dakota State Fair, Minot
Total attendance: 1945, 100,000; 1944, 100,000. Paid attendance, not reported. State aid, premiums and taxes: State aid, none. County aid, $3,060. Cash premiums paid, 1945, $7,104.48; 1944, $6,603.77. Federal taxes paid, 1945, not settled; 1944, $3,265.32. Federal taxes for midway, not reported. Receipts: Gate, 1945, $18,270.67; 1944, $16,811.25. Administration: President, J. O. Garson. Secretary, superintendent of space and concessions, H. M. McIntire; race secretary, C. M. Sikes; secretary, W. C. York. Demolition Derby, presented by John D. Meyers. Date of annual meeting, December 1 at Minot.

12 rides — 8 shows — 50 concessions. Now booking outstanding attractions for our 1946 tour. Especially want side show, monkey circus, large animal and grid shows of merit. Can place penny arcade and merchandise concessions of all kinds. Address: John Quinn, 100 Davenport St., Detroit 1, Mich.

Wanted for 1946
Money getting shows, with or without equipment. Must live up to our standards. Can place legitimate merchandise concessions of all kinds. Season opens in Florida in January.

APPRECIATION
To all committees and fair associations for whom we exhibited in 1945, we offer our sincere appreciation. We are looking forward to being with you again in 1946 larger and most beautiful show in the business.

To all of our loyal help, positions await you for the coming year.

Season's Greetings to all

Blue Ribbon Shows
Most beautiful show of its size on the road, featuring Bob Fishers Fearless Flyers.

HITS THE JACKPOT AGAIN
WORLD OF PLEASURE SHOWS
"Michigan's Finest Midway"
12 RIDES — 8 SHOWS — 50 CONCESSIONS
Now booking outstanding attractions for our 1946 tour. Especially want side show, monkey circus, large animal and grid shows of merit. Can place penny arcade and merchandise concessions of all kinds. All address: John Quinn, owner-manager, 100 Davenport St., Detroit 1, Mich.

ATTENDANCE AND RESULTS
WORLD OF PLEASURE SHOWS
"Michigan's Finest Midway"
12 RIDES — 8 SHOWS — 50 CONCESSIONS
Now booking outstanding attractions for our 1946 tour. Especially want side show, monkey circus, large animal and grid shows of merit. Can place penny arcade and merchandise concessions of all kinds. All address: John Quinn, owner-manager, 100 Davenport St., Detroit 1, Mich.
ATTENTION
FAIR MANAGERS
SECRETARIES
ORGANIZATIONS—CELEBRATIONS

JOHN R. WARD
AND ASSOCIATES
present
AMERICA'S NEWEST AND FINEST
RAILROAD SHOW

John R. Ward's
WORLD FAIR SHOWS

MIDWAY ATTRACTIONS EXTRAORDINARY

REFINED  DISTINCTIVE  MERITORIOUS
14—MAJOR RIDES—14  12—SPECTACULAR SHOWS—12
4—KIDDIE RIDES—4  8—DIESEL LIGHT PLANTS—8

WITH MANY NEW CARNIVAL ADVANCEMENTS
ALL THAT'S NEW
EVERYTHING YOU'VE EVER HOPED FOR IN A
CARNIVAL MIDWAY

*  *  *
CO-OPERATIVE, EFFICIENT MANAGEMENT — UNSURPASSED EARNING CAPACITY

Mr. John R. Ward and his staff will be at Chicago
to welcome, and become acquainted with you

EXECUTIVE STAFF

JOHN R. WARD, Director General

GEORGE T. McCARTHY, General Representative
MEL H. VAUGHT, Business Manager
W. B. (BILL) STARR, Legal Adjuster
ED BREWER, Special Agent
CARL HANSEN, Secretary-Treasurer
MRS. CARL HANSEN, Assistant Secretary-Treasurer
EDDIE HOLLINGER, Auditor
JIMMIE COZINS, Advertising Agent
JESS WARREN, Superintendent Transportation and
Motive Power
HENRY McCauley, Diesel Engineer
DON MONTGOMERY, Master of Transportation

With a genuine sincerity, we feel snug in the sales psychology, without over-polishing the apple,
that this new World Fair Shows meets the peace-time long pent up amusement demands.

P. O. BOX 148, BATON ROUGE, LA.

December 7, 1945
CLEANEST MIDWAY ON EARTH

Extends
Season's Best Wishes
To Our Wide Circle of Friends in Show Business

FAIR SECRETARIES AND CELEBRATION COMMITTEES!

During the dark years behind us, Crescent Amusement Company has maintained the same standard of good, clean wholesome entertainment it has always been known and remembered for. We present only the finest in rides, shows and concessions. The repeat dates we play year after year serve as proof that the Crescent Shows are in demand by people who know from past experience what we have to offer in entertainment value. We are eagerly looking forward to a Bigger and Better Season in 1946 than ever before.

WILL OPEN THE 1946 SEASON ABOUT MARCH 1

Can place capable Ride Help, Independent Shows, Concessions that do not conflict. Place First Class Billposter with car or truck. FREE ACTS—will contract outstanding FREE ACTS 15 or 30 weeks. Will be at Sherman Hotel, Chicago, Dec. 1 to 6.

L. C. McHENRY, General Manager
Winter Quarters: Box 373
Gastonia, N. C.

NOW BOOKING FOR 1946

The Turning Point

Midway Entertainment

Winterquarters: Petersburg, Ill.

Page 72 The Billboard Cavalcade of Fairs

December 1, 1945
J. GEORGE LOOS
GREATER UNITED SHOWS
"YOU CAN'T LOSE WITH LOOS"

Thanks...

TO THE MEMBERS OF THIS COMPANY FOR THEIR LOYALTY, MAKING OUR PAST SEASON THE MOST SUCCESSFUL AND PROFITABLE IN OUR LONG CAREER

J. GEORGE LOOS

SHOWMEN
Open your season with a winner at the banner spring date of the nation

LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION AND LIVESTOCK SHOW
FEB. 16 to MAR. 3

16 DAYS AND NIGHTS — 3 SATURDAYS AND SUNDAYS

SHOWS
Can Place Side Show, Dog and Monkey Circus, Hillbilly and Fun House, Snake and Platform Shows, Life and Mechanical Attractions.

RIDES
Opening for Fly-o-Planes, Roll-o-Planes, Loop-o-Planes, Octopus, Spitfire, Ridee-O or Caterpillar With Own Transportation.

RIDE HELP

WILL BOOK OR BUY 2 OR 3-ABREAST MERRY-GO-ROUND — Must Be In First Class Condition.

HAVE FOR SALE—THREE-ABREAST HERSCHELL-SPILLMAN MERRY-GO-ROUND.

MAPLE WILLIAMS WANTS High-Class Concession Agents Who Can Conform to His Policy of Legitimate Concession Operations.

ESTABLISHED ROUTE—LONG SEASON OF 42 WEEKS

FAIR SECRETARIES IN TEXAS, OKLAHOMA, KANSAS AND NEW MEXICO, LOOK US OVER OR WRITE

WRITE OR WIRE J. GEORGE LOOS, LAREDO, TEX.
Palm 74

with

Completely motorized, by our own Diesel plants.

Will Build and Finance Any Showmen With New, Novel and Money-Getting Show. Can Place Side Show and Monkey Show; Will Build New Outfit. Want Drome Operator; Have Complete Outfit. Foremen for Major Rides. Also General Help in All Departments.

Winterquarters, Troy, N. Y.

“PLAYING BEST IN THE EAST”

Wire or Write O. C. BUCK WINTERQUARTERS TROY, N. Y.
OKLAHOMA
Oklahoma State Fair, Oklahoma City
No 1945 State Fair held. Operations continued to Fall Festival.
ADMINISTRATION: President, George A. Davis; secretary-general, manager, Ralph G. Hempfill; superintendent of rides and concessions, C. G. Baker.

OREGON
Coos County Fair, Myrtle Point
TOTAL ATTENDANCE: 1945, 12,000; 1944, 15,000. Paid attendance, same.
ADMINISTRATION: President, W. B. Hemphill; secretary, P. C. Hopley. Meetings, second Tuesday monthly.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: $1,500.
Multnomah County Fair, Portland
TOTAL ATTENDANCE: 1945, 110,000; 1944, 100,000. Paid attendance, 1945, $101,000; 1944, $97,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, $5,000; 1944, not reported. Other aid, $15,000. Cash premiums paid, 1945, $11,000; 1944, $12,000. Federal taxes paid for fair, $5,501, including federal taxes on midway.
RECEIPTS: No report.
ADMINISTRATION: President, H. A. Lewis; secretary, superintendent of space and concessions, A. H. Lee; director of attractions, Monty Brooks; race secretary, Earl Harrill. Annual meeting, December 6.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

Pennsylvania
Allentown Fair, Allentown
RECEIPTS: Gate, 1945, $69,043.97; 1944, $64,176.54; grandstand, 1945, $82,018; 1944, $84,296; carnival and space, 1945, $87,330; 1944, $85,765; total receipts, 1945, $156,240.97; 1944, $141,169.93; net profit, 1945, $832,760.40; 1944, $64,000.
ADMINISTRATION: President, E. H. Scholl; secretary, N. H. Beery; other officials not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $22,819.
Bloomburg Fair, Bloomburg
TOTAL ATTENDANCE: 1945, 106,000; 1944, 100,000. Paid attendance, 1945, $130,018; 1944, $118,429.95.
AID, PREMIUMS AND TAXES: State aid, 1945, $1,000; 1944, $1,000. Other aid, 1945, none. Total cash premiums paid, 1945, $14,633.80; 1944, $13,838.90. Federal taxes paid for fair, $19,848.37; 1944, not reported. Federal taxes for the midway, not reported.
RECEIPTS: Gate, 1945, $37,965; 1944, $32,325.50. Total receipts, 1945, $633,789; 1944, $646,296.
ADMINISTRATION: President, Paul D. Jacobs; secretary, director of attractions and racing secretary, Harry B. Correll; superintendent of space and concessions, Carl H. Flackeinstein.
Annual meeting, January 10, 1946, Bloomburg.
Clearfield County Fair, Clearfield

Pennsylvania
Allentown Fair, Allentown
RECEIPTS: Gate, 1945, $69,043.97; 1944, $64,176.54; grandstand, 1945, $82,018; 1944, $84,296; carnival and space, 1945, $87,330; 1944, $85,765; total receipts, 1945, $156,240.97; 1944, $141,169.93; net profit, 1945, $832,760.40; 1944, $64,000.
ADMINISTRATION: President, E. H. Scholl; secretary, N. H. Beery; other officials not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $22,819.
Bloomburg Fair, Bloomburg
TOTAL ATTENDANCE: 1945, 106,000; 1944, 100,000. Paid attendance, 1945, $130,018; 1944, $118,429.95.
AID, PREMIUMS AND TAXES: State aid, 1945, $1,000; 1944, $1,000. Other aid, 1945, none. Total cash premiums paid, 1945, $14,633.80; 1944, $13,838.90. Federal taxes paid for fair, $19,848.37; 1944, not reported. Federal taxes for the midway, not reported.
RECEIPTS: Gate, 1945, $37,965; 1944, $32,325.50. Total receipts, 1945, $633,789; 1944, $646,296.
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Annual meeting, January 10, 1946, Bloomburg.
Clearfield County Fair, Clearfield

Fun and laughter for the entire family on the International Midway

FOR 1946
We Will Enlarge the INTERNATIONAL SHOWS to 12 Modern Rides and 10 High Class Shows and Will Play a Route of Unparalleled Still Dates and Fairs.
NOW BOOKING SHOWS FOR THE 1946 SEASON
We Will Frame Shows for Showmen Who Have Something Worthwhile to Offer.
South Carolina
Colleton County Fair,
Walterboro

Kutztown Fair, Kutztown
Total attendance: 1945, 6,000. Paid attendance, 1945, 6,000. Total cash premiums paid, 1945, 6,000.00. Federal taxes paid for fair, 1945, $1,090.10; net profit, 1945, 663.286.96.

South Dakota
South Dakota State Fair, Huron

Amusement Co.
Permanent Winter Quarters, 701-05 N. Main Street
Excelsior Springs, Missouri

Thanks
Fair Secretaries and Committees for a Wonderful 1946 Season...

Our 1946 Policy
Only legitimate concessions and percentage along with a
Sparking New
1946 Model Spitfire
1946 Model Caterpillar
Twin Ferris Wheels
Octopus
Kiddie Rides
Miniature Train
Merry-Go-Round
Rollo-Plane
Space, $2,810. Total receipts, $36,084.56; net profit, $36,084.56.

Administration: President, W. L. Van Winkle; Secretary, S. H. White.

Administration: President, H. K. Williams; Superintendent of concessions, D. C. L. Kier.

South Dakota State Fair, Huron

South Dakota
South Dakota State Fair, Huron

Administration: President, H. K. Williams; Superintendent of concessions, D. C. L. Kier.

TENNESSEE
Warren County Fair, McMinnville
Total attendance: Not reported.

Administration: President, H. K. Williams; Superintendent of concessions, D. C. L. Kier.

Administration: President, P. W. Martin, Jr.; Superintendents of concessions, B. A. Grissom; other officers not reported.

Expenses for Grandstand Attractions: 1945, $69,000.

Administration: President, W. H. Lewis; Secretary, E. E. Johnson; Superintendent of concessions, B. A. Hearn; other officers not reported.

Expenses for Grandstand Attractions: 1945, $69,000.

Administration: President, W. H. Lewis; Secretary, E. E. Johnson; Superintendent of concessions, B. A. Hearn; other officers not reported.

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Administration: President, W. H. Lewis; Secretary, E. E. Johnson; Superintendent of concessions, B. A. Hearn; other officers not reported.

Expenses for Grandstand Attractions: 1945, $69,000.
PRELL'S
BROADWAY SHOW

ESTABLISHED 1913

NOW BOOKING FOR 1946

CONCESSIONS & SHOWS

ESPECIALLY WITH NEW IDEAS

Will Open 1946 Season With
MOTORIZED FLEET OF 30 TRACTORS
AND TRAILERS

We wish to express our thanks and the greetings of the season to all our friends, personnel, fair secretaries and committees and hope to see you all again next season.

SAMUEL E. PRELL, General Manager
Permanent Address, 216 Custer Avenue, Newark, N. J.

America's Outstanding 30-Car Railroad Show!

MAX GOODMAN
President

The 11111fxsard Cavalcade
The 11111fxsard Cavalcade

WONDER SHOWS
OF AMERICA

Planning Now for a Greater 1946!

- YES, in 1946 we will offer a NEW 30-CAR RAILROAD SHOW of the highest caliber. This show is now being built in our Little Rock quarters . . . newest attractions of merit . . . shows that conform to the well-known Goodman standards of all-around value and decency. New rides also have been contracted.

- TO FAIRS we offer a well-balanced and clean show, with latest novelty rides and legitimate concessions. We invite your careful consideration before deciding on your 1946 attractions . . . because you will do better with Wonder Shows of America! The finest collective amusements ever assembled under one single title!

ROBERT LOHMAR
General Agent

MEET US AT THE CHICAGO CONVENTION

HEAR ABOUT OUR BIG NEW 1946 SHOW

WONDER SHOWS OF AMERICA
WINTER QUARTERS: P. O. BOX 21, LITTLE ROCK, ARKANSAS

We invite correspondence from high-class shows and capable showmen
JOHN McKEE
BEAUTIFUL
Pogo 78
FOR MAKING 1945 SUCH A PHENOMENAL YEAR
We Can Place Several
Rides
BEFORE YOU CONTRACT FOR YOUR 1,916 EVENTS.
J. F. SPARKS SHOWS
Res. 311 Westover Dr. Birmingham, Ala.
Phone 24047
Quarter: 418 17th St., Ensley, Ala.

THANKS! TO THE FAIRS AND COMMITTEES IN MISSOURI, ILLINOIS, IOWA AND ARKANSAS FOR MAKING 1945 SUCH A PHENOMENAL YEAR.

GREETINGS TO OUR FRIENDS EVERYWHERE FOR 1946 WE PROMISE YOU A MUCH LARGER AND MORE BEAUTIFUL MIDWAY — AND MORE BEAUTIFUL FAIRMAINS AND COMMITTEEMEN:
Contact Us and Let Us Tell You About THE NEW ENLARGED AND MORE BEAUTIFUL JOHN McKEE SHOWS

County aid, $2,000. Cash premiums paid, 1945, $6,625. 1944, $3,212.54. Federal taxes paid for fair, $2,418.46. Federal taxes paid for midway, not reported.
ADMINISTRATION: Gate, 1945, 84,588.30; 1944, 86,021.40. Grandstand, 1945, 84,688.50; 1944, 84,588.30. Carnival, 1945, 84,820.33, Space, 1945, 81,418.45; 1944, 870.00. Total receipts, not reported. Net profit, 1945, 80,645.10; 1944, 8745.56.
ADMINISTRATION: President, William Seifert; secretary, superintendent of space and concessions, and director of attractions, J. B. Dekle; race secretary, Don Diner. 1946 dates: August 14-18.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: $3,014; race purses, $5,194.

Kewaunee County Fair,
Luxemburg
TOTAL ATTENDANCE: 1945, 25,000; 1944, 21,000. Paid attendance, 1945, 17,500; 1944, 15,500.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, none reported; 1944, $5,875.56. Cash premiums paid, 1945, $9,270; 1944, $2,577. Federal taxes paid on fair, $1,766.07. Federal taxes for midway, not reported.
ADMINISTRATION: President, August Spitzer; secretary, director of attractions, Julius Cahn; superintendent of space and race secretary, John DuChateau.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: $4,660.

LaCrosse Inter-State Fair,
LaCrosse
ADMINISTRATION: President, August Spitzer; secretary, director of attractions, Julius Cahn; superintendent of space and race secretary, John DuChateau.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: $4,660.

ATTENTION FAIR SECRETARIES AND PARK MANAGERS
WE OFFER THE MOST DIVERSIFIED LINE OF CONCESSION OPERATIONS UNDER ONE MANAGEMENT
A UNIT TO FIT EVERY OCCASION
GRAND STANDS
BEER TAVERNS
REFRESHMENTS
RESTAURANTS
CANDY FLOSS
NOVELTIES
GAME CONCESSIONS
PROGRAMS
WE ARE SET UP AND EQUIPPED TO HANDLE VIRTUALLY ANY OF YOUR CONCESSION NEEDS
OUR MANY YEARS OF SUCCESSFUL OPERATIONS WITH THE LEADING FAIRS AND PARKS OF THE COUNTRY IS OUR STRONGEST RECOMMENDATION
"WHEREVER THE CROWDS GATHER" NO EVENT TOO SMALL OR TOO LARGE
BUSH-LAUBE CONCESSIONS
GEORGE BUSH — CHAN LAUBE — JOE JACOBSON
Will see you at the Convention
OFFICES: MUNICIPAL AUDITORIUM, KANSAS CITY, MO.

J. F. SPARKS SHOWS
To all our friends, employees, fair managers and sponsoring committees, thanks a million for making 1945 our most successful year. Now booking for 1946. Wisconsin fair managers, see me at Hotel Sherman, Chicago, Dec. 2. Best wishes for a most pleasant holiday season to everyone.

Thanks! to the Fairs and Committees in Missouri, Illinois, Iowa and Arkansas for Making 1945 Such a Phenomenal Success.

Greetings to Our Friends Everywhere

FOR 1946 WE PROMISE YOU
10 RIDES — 6 SHOWS — 30 CONCESSIONS

Showmen — Ridenmen — Concessionaires
We Can Place Several Worthwhile Shows for Our 1946 Star-Studded Route, and Will Book Several Rides Not Conflicting With Ours. Will Place Legitimate Merchandise Concessions of All Kinds.

Get On The Bandwagon With A Winner For 1946
All Address: JOHN McKEE, JOHN McKEE SHOWS
Permanent Winterquarters: P. O. Box 82, Fisk, Mo.

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December 1, 1945
NEGREVILLE FAIR, Alberta

TOTA L ATTENDANCE: 1945, 16,000; 1944, approximately 10,000.
Paid attendance, 1945, approximately 16,000; 1944, approximately 15,000.


ADMINISTRATION: President, John Leach; secretary, J. Fitzalies; superintendent of space and concessions, T. Casson; director of attractions, W. W. Shaw; purring secretary, M. L. Beuster.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, $2,724.90.

MANITOBA

Provincial Exhibition of Manitoba, Brandon


ADMINISTRATION: President, A. D. Bowser; secretary, D. W. Robertson; superintendent of space and concessions, D. W. Robertson; director of attractions, W. F. Day. 1945 dates, August 1-3, inclusive.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, 83,415.

Ontario

Belleville Exhibition, Belleville

TOTA L ATTENDANCE: 1945, 19,683.

WALLACE BROS. • SHOWS

MRS. E. E. FARROW • E. E. FARROW JR.

WANTED FOR 1946

WE ARE NOW CONTRACTING FOR SEASON 1946

Shows: Must be meritorious and in keeping with the Standard of our organization. Can place Motordrive, Monkey or Animal Show, Illusion Show or any other Shows not conflicting. WILL BOOK PENNY ARCADE. WILL SELL EXCLUSIVE ON BINGO AND FROZEN CUSTARD, ALL LEGITIMATE MERCHANDISE CONCESSIONS OPEN. WANT RIDE HELP AND WORKING PEOPLE. Get on the Bandwagon with a Winner.

WINTERQUARTERS: STATE FAIR GROUNDS, JACKSON, MISS.
Address: P. O. Box 1184

"America's Most Spectacular Midway"

NOVEL RIDES • MERCHANDISE CONCESSIONS • CLEAN SHOWS

December 1, 1945
DUMONT SHOWS

HIGH CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

Thanks

TO THE FAIRS, CELEBRATIONS AND COMMITTEES WHO MADE OUR 1945 TOUR THE MOST SUCCESSFUL IN OUR HISTORY.

LOU RILEY.

The DUMONT SHOWS WILL BE ENLARGED FOR 1946

It is our aim to provide the Amusement-Selling Public with the latest in modern Riding Devices and Entertaining Attractions.

FAIRS AND CELEBRATIONS IN THE EASTERN TERRITORY

Desiring One of the Most Beautiful Truck Shows on the Road Today, Contact Us Early for Your 1946 Events.

SHOWMEN

If you have a worthwhile attraction and want to play the proven money spots in the East, see me in Chicago during the Conventions or write to my permanent address.

All Address: LOU RILEY, General Manager

Permanent Address: 107 W. Quackenbush Ave., Dumont, N. J.

Winterquarters: South Hill, Virginia

The CRAG SHOWS are Booking Fairs and Celebrations for 1946 now. Fair Secretaries in Texas, New Mexico and Oklahoma—look us over. We are at present in permanent winterquarters at Brownwood, Texas. Will finance any capital attraction. Have opening for seasonal Free Act. Early opening, March 1, at Brownwood.

7 Operating Rides
5 Shows
30 Concessions

ADDRESS ALL INQUIRIES TO HARRY W. CRAIG, Box 155, Brownwood, Tex.

1944, 18,000. Paid, 1945, 10,485; 1944, 17,653.

AID. PREMIUMS AND TAXES: Provincial aid, 1945, 8000; 1944, 8000; other aid, 1945, 8000. Total cash premiums paid, 1945, 83,688.33; 1944, 83,169.75. Dominion taxes paid for fair, not reported.


ADMINISTRATION: President, E. B. Stringer, superintendent of space and riding secretary, E. S. Denyes; superintendent of concessions, Harry Smith; director of attractions, W. H. Smith; racing secretary, E. S. Denyes; superintendent of space, E. S. Denyes; secretary, Mrs. L. W. Letts; racing secretary, Mrs. L. W. Letts; racing secretary, E. S. Denyes; superintendent of space, E. S. Denyes; secretary, Mrs. L. W. Letts; racing secretary, E. S. Denyes.

Canuck Lakehead Exhibition, Fort William-Port Arthur


RECEIPTS: Gate, 1945, 81,015.15; 1944, 81,015.15. Carnival, 1945, 8,707.95; 1944, 8,707.95. Total receipts, not reported; 1944, not reported. Profit, 1945, 81,031.36; 1944, 81,031.36.

ADMINISTRATION: President, E. B. Stringer, superintendent of space and riding secretary, E. S. Denyes; superintendent of concessions, Harry Smith; director of attractions, W. H. Smith; racing secretary, E. S. Denyes; superintendent of space, E. S. Denyes; secretary, Mrs. L. W. Letts; racing secretary, E. S. Denyes; superintendent of space, E. S. Denyes; secretary, Mrs. L. W. Letts; racing secretary, E. S. Denyes.

Welland Fair, Welland

TOTAL ATTENDANCE: 1945, 48,000; 1944, 50,000. Paid, 1945, 45,000; 1944, 45,000.

AID. PREMIUMS AND TAXES: Provincial aid, 1945, 8600; 1944, 8600; other aid, 1945, 8600. Total cash premiums paid, 1945, 8,440.86; 1944, 8,440.86. Dominion taxes paid for fair, not reported.

RECEIPTS: Gate, 1945, 8,440.86; 1944, 8,440.86. Carnival, 1945, 8,416.25; 1944, 8,416.25. Total receipts, not reported; 1944, not reported. Net profit, 1945, 8,457.27; 1944, 8,457.27.


EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 85,000.

ALBERTA

Edmonton Exhibition, Edmonton

TOTAL ATTENDANCE: not reported.

STATE AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: Not reported.


QUEBEC

Exposition Provinciale, Quebec

TOTAL ATTENDANCE: 1945, 235,000; 1944, 223,700. Paid attendance, 1945, 210,000; 1944, 197,000.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, 812,000; 1944, 812,000. Other aid, 1945, 812,000; 1944, 812,000. Total cash premiums paid, 1945, 813,658.50; 1944, 813,658.50. Dominion taxes paid for fair, none. Dominion taxes paid for midway, 10,135.19.

RECEIPTS: Gate, 1945, 864,649.66; 1944, 832,372.98. Grandstand, 1945, 824,260.70; 1944, 824,260.70. Carnival, 1945, 850,885.91; 1944, 847,773.35. Space, 1945, 817,100.50; 1944, 813,859. Total receipts, 1945, 8,158,126.96; 1944, 8,177,947.44. Net profit, 1945, not reported; 1944, 85,433.38.

ADMINISTRATION: Lucien H. Borne, manager; riding manager and chief of attractions, Ernest Boucher; superintendent of space and concessions, Lionel Lawrence; racing secretary, A. A. Marshall.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, 92,298.81.

Sherbrooke Fair, Sherbrooke

TOTAL ATTENDANCE: 1945, 68,365; 1944, 59,421. Paid attendance, 1945, 61,100; 1944, 59,421.

AID, PREMIUMS AND TAXES: No aid premium; cash premiums paid, 1945, 819,000; 1944, 800,000. Premiums paid for fair, 82,143.43. Taxes for midway, not reported.

RECEIPTS: Gate, 1945, 819,000. Total receipts, 1945, 821,143.43. Total receipts, 1944, 821,143.43. Total receipts, 1944, 821,143.43.

ADMINISTRATION: President, Charles R. Bull; director, Joseph Bouchard; superintendent of concessions, W. L. Lamson; director of space, W. L. Lamson; director of racing, W. L. Lamson; superintendent of space, M. H. Cameron; riding secretary, M. H. Cameron; space, 81,165. Total receipts and net profits not reported. 1944 receipts not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, 82,143.43.
Here IT is.

THE RECORD-BREAKING SHOW
OF 1945

Shattered all previous midway grosses in the history of the Anderson Free Fair, Anderson, Indiana, to the excess of 12%. The largest midway gross in the history of the Ionia Free Fair, Ionia, Michigan, was established in 1942. This year we exceeded that gross by 90%. All midway grosses broken at the Victory Jubilee State Fair, Birmingham, Alabama. 1944 shattered all previous grosses at the Columbus, Georgia, Fair and Exposition. This year we topped that gross by 15%. Elks' Annual Fall Festival, Pensacola, Florida, broke all midway records by more than 25%. Our grosses at our carnival dates were stupendous.

ATTENTION, SHOWMEN

Want capable operator with machines and help to manage world's finest motordrome on percentage.
Want capable girl show operator for finest framed girl show in America.
Will finance any new or outstanding midway show in keeping with our other attractions.
For our midget show want to hear from Harry Klamith, Dottie Wenzel, Henry Boer, Carl and Charlie and any other performing midgets for finest framed midget show on the road.

NOTICE

We Have Played 6-Day Weeks and
Have Not Missed a Single Monday
Night During 1943, 1944, 1945

WANT

We open our Winter Quarters January 1, 1946, for the most colossal building program in the history of Hennies Bros. Shows. Want builder that can lay out and supervise the building of fronts and various show properties. Carpenters, blacksmiths, designer and artist.

ATTENTION, SHOWMEN

FAIR SECRETARIES AND COMMITTEES

We are offering for 1946 and thereafter the finest midway attractions and novel riding devices that can be secured on the American Continent, therefore assuring you of the greatest midway grosses to be had and assuring your patrons the finest in entertainment.
THEARLE-DUFFIELD FIREWORKS

WILL BE BACK IN ALL THEIR GLORY

IN 1946

BE PREPARED

CONTRACT EARLY

DRAMATIZED

DISPLAYS

AND

SCENIC

SPECTACLES

- DESIGNED BY
  EXPERIENCED
  SHOWMEN
- PRESENTED
  BY EXPERT
  OPERATORS

SCIENTIFICALLY

MODERNIZED

EFFECTS
- HIGHEST
  QUALITY
  MATERIAL
- COMPLETE
  INSURANCE
- SATISFACTION
  GUARANTEED

LARGEST PRODUCERS OF

FIREWORKS DISPLAYS AND SPECTACLES

IN THE WORLD

THEARLE-DUFFIELD

FIREWORKS, INC.

155 NORTH CLARK STREET • • • CHICAGO
E. LAWRENCE PHILLIPS Presents
NEW
JOHNNY J. JONES EXPOSITION
INC.

But Not Least

A DESIRE to please the public is one of the qualities inherent behind the management of the NEW Johnny J. Jones Exposition. The art of performance is perhaps considered one of the most ancient of all arts in the world.

The Greeks and the Romans sang the glories of their Gods; ancient India had its mythical dances; the Egyptian dances of 2,000 years are still preserved; the Orient gave us the colorful Arabian Nights; the Johnny J. Jones Exposition gave us the university of the popular Midway.

The past season of 1945 not only EXCELLED all other years of success, but proved its drawing power with the public has been strengthened by the NEW Johnny J. Jones Exposition.

The OLD was great, but the NEW Johnny J. Jones Exposition has retained the reputation of the OLD with the improvements of the NEW and the character out of which it was given birth.

The ovations given by the Midway-going public at the Kentucky State Fair at Louisville's famed Churchill Downs and the Southeastern World's Fair in Atlanta, as well as all other fairs, have brought to us the rich, mellow knowledge of the OLD as to what the public demands of the NEW.

And now with the passing of the 1945 season comes the foresight and the planning for an ALL-NEW innovation in the outdoor show world. Along with the NEW and enticing bill of events will be a THRILL SHOW no Midway has EVER before presented to the public. Other presentations, too, are being planned that should bring to the full realization of the entire outdoor show world that it is again time for the Midway industry to step up and keep up with the modernized post-war world.

The NEW Johnny J. Jones Exposition was the first BIG Midway Railroad Show to combine itself with a featured circus (1941-1942).

Now NEW plans for the coming 1946 season include the greatest as well as the largest THRILL SHOW ever witnessed on any Midway.

The NEW Johnny J. Jones Exposition has learned long ago that the value of perfection means BOX OFFICE. Our plans for 1946 include the latest improvements with QUALITY as our theme. Our own original modernization of a NEW Midway will bear watching, with continued LEADERSHIP as our goal.

"UNFORGETTABLE"

NEW
JOHNNY J. JONES EXPOSITION
INC.

E. LAWRENCE PHILLIPS, Gen. Mgr.
511 "C" STREET N. E.
WASHINGTON, D. C.

The Mighty Monarch of the Tented World
In keeping with post-war plans, we are now building and remodeling a gigantic modern Midway — 19 Rides, including 5 Ferris Wheels; 16 Shows, “6 new Wagon Fronts now under construction at our Winter Quarters.” All combined in one giant modern Midway, beautifully illuminated by 12 mammoth Light Towers.

We Wish To Thank the Committees and Fair Associations . . .
Who have sponsored us the past 8 years, helping to make this one of the major if not the largest shows on tour today. We are now contracting for 1946.

While in Chicago at the convention
Make our Business Rooms one of your stops, or write for information at our Winter Quarters.

Address: Winter Quarters
State Fair Grounds
P. O. Box 782 Phone 6782 Muskogee, Okla.