For FIFTY YEARS the name DUFFIELD has been prominent in the annals of outdoor show business in America as a purveyor of HIGH CLASS FIREWORKS DISPLAYS. Doing business with an old and reliable organization has many advantages. Our representative will be glad to call on you at your convenience and suggest appropriate displays for your events.
Watch 1947!

Southeastern World's Fair

Mike Benton
President

Lakewood Amusement Park
National Industrial Exposition
Lakewood Speedway

"America's #1 Fair"
IMPOSSIBLE!

THERE'S NO SUCH WORD at BARNES-CARRUTHERS

Despite

ShorAge of Materials
ShorAge of Manpower
The fact that Everyone Said
it would be IMPOSSIBLE

BARNES-CARRUTHERS DELIVERED A NEW SHOW in 1946

NEW COSTUMES • NEW SCENERY
NEW LIGHTING • NEW SOUND
SENSATIONAL NEW PRODUCTIONS

— WE ARE AGAIN PREPARING FOR 1947 —

Bigger and Finer Productions for Presentation to FAIRS — EXPOSITIONS and Other Events.

BARNES-CARRUTHERS THEATRICAL ENTERPRISES, INC.

119-21 NORTH CLARK STREET • CHICAGO, ILLINOIS
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Build To Solidity Gains—
Theme for ’47 Annuals
By PAT PURCELL

FAIR executives, purveyors of attractions, carnival owners and
concessionaires are now laying plans for the second post-war
season of operation, and optimism that recently the keynote.
The 1946 season has been written into history as the banner
year of all time—records tumbling in such profusion in all sections of the
Continents that each section was inclined to view reports from the others with aske.
August 16 to 24 in 1947...

The Badger State in 48

The 1947 Wisconsin State Fair will be another great 9 day exposition

Wisconsin State Fair, Milwaukee

Paid attendance, 1946... 601,000

Notice the thousands of parked cars in the newly acquired parking space.
FROM WASHINGTON

By CLINTON P. ANDERSON
United States Secretary of Agriculture

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

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

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

FROM OTTAWA

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

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

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

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

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

Young and old in Canada are eager for the bigger and better exhibitions they are assured will be presented in 1947.
AGRICULTURAL fairs with adequate commercial exhibition facilities and a proper staff to handle them are among the greatest of the annuals of unprecedented space sales.

Surveys show 60 per cent of the women of the nation plan some alteration of their kitchens as soon as possible and one manufacturer of kitchen cabinets has filled 90,000 requests monthly for its kitchen planning aids since the first of the year. This is typical of the various fields of consumer interest and buying.

New products are ready for the market and the manufacturer, wholesaler and retailer know these products must be advertised and displayed.

The exhibition facilities of the agricultural fair provide an economical show window and display sales room for these products. Because of the three-dimensional value of an exhibit and because the commercial exhibition is Main Street under one roof, the possibilities by the exhibitor of making direct sales are great because the people are brought to this display by the magnet of the fair itself.

It's Educational, Too

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

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

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

What can be done with some old exhibit buildings by the method illustrated by what has been done by Frank Kingman, energetic secretary of the Brockton Fair. Some of his buildings were a mass of windows, but Kingman covered them outside with composition board and this year he is painting all his buildings, each one a different pastel color. With the aid of flowers, shrubs and floodlighting for night on the exterior, he will have a beautiful color design.

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

Our exhibition buildings need to be attractive both inside and out.

More Entrances, Exits

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

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

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

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

Anent Poor Lighting

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

Many fair managers try to cover up unsightly construction, especially ceiling and roof construction, by hanging a lot of meaningless flags, pennants, banners and cloth draperies. Such displays cause a lot of mental confusion when the fair patron enters the building. It would be better to paint the rafters and interior roof construction than to give the appearance that you are trying to cover it up with a melange of colored cloth draperies.

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

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

**Organized Committee**

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

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

**Selling exhibition space is not a simple proposition.** For a successful fair it is a year-around job. Any fair that tries selling exhibition space just a few weeks before the opening of its show is doomed to failure.

**Important Sources Listed**

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

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

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

I have followed this procedure in selling exhibition space and received much valuable information. Sometimes there are criticisms of the exhibitors' policies and management, and if the management can have an opportunity to give its side of the story, quite often a previous exhibitor will decide to again exhibit.

**Prospect File Pays**

The prospect file, like in any sound selling, represents an investment to the management. It was reliably reported in business circles that Sears Roebuck purchased the Encyclopedia Britannica for $5,000,000 not so much as to engage in the publication business but purely to gain possession of the mailing list. When the mailing list served its purpose the Britannica was sold for a nominal sum to the University of Chicago.

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

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*November 30, 1946*
The large number of business consolidations of nationally known periodicals and newspapers in the late 1920's is again appearing, imposing some new selling problems. Against this, however, according to Department of Commerce estimates, there have been more than 5,000 advertising and sales promotions in radio, magazines, and newspapers since 1946, and a goodly percentage of these represent important material advertising and sales promotion. Exhi-

bition managers must be alert to economic trends and must know how to present their story to business firms. Advertising space selling must be higher than ever before. New sales arguments and techniques must be created.

The line of least resistance, however, is still that of the advertiser. Exhibitors should insist that their agreements be such as to obstruct the view of other exhibits. All decorations should be fireproof and paper decorations should not be permitted. No partitions should be placed around or made a part of any exhibit except as may be specified in the agreement. Only those partitions are used which should be neatly backed in such manner as not to detract from the appearance of space occupied by adjoining exhibitors and should be acceptable to the management. No second-hand merchandise should be permitted to be exhibited or sold. Unless an exhibitor has a permanent installation at the building and such installation will be left in place and a refusal to occupy the same after the close of the show. Sound devices or radio broadcasting facilities should not be permitted without special permission from the management.

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

The wording of exhibition space agreements is highly important, both to the fair management and the exhibitor. Stipulations are not a static thing but a matter of growth and evolution and should be changed annually to meet new situations and conditions. The stipulations and conditions should be printed as part of the agreement and exhibitors should read them carefully. Milt Danziger, nationally known fair authority, points out in the following article.

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

**Occupation of Space.** If the exhibitor should fail to occupy the space and pay the charges until the time of entry, the conditions of the agreement may be nullified.

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

**Exclusive Privileges.** The exhibitor should agree to accept the exclusive privilege of hanging, removing merchandise, delivering articles under special stipulations, and should be permitted to use the exhibit of their articles for putting on a concert or special entertainment at a price to their exhibit.

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

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

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

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

**Character and Arrangement of Exhibits.** The management should reserve the right to reject any exhibit or proposed exhibit. Arrangement of exhibits should be such as not to obstruct the view of other exhibits. All decorations should be fireproof and paper decorations should not be permitted. No partitions should be placed around or made a part of any exhibit except as may be specified in the agreement. Only those partitions are used which should be neatly backed in such manner as not to detract from the appearance of space occupied by adjoining exhibitors and should be acceptable to the management. No second-hand merchandise should be permitted to be exhibited or sold. Unless an exhibitor has a permanent installation at the building and such installation will be left in place and a refusal to occupy the same after the close of the show. Sound devices or radio broadcasting facilities should not be permitted without special permission from the management.

**Points to Check in Your Advertisement.** The advertisements for the event should be submitted in a professional manner, including clear and concise text, appropriate graphics, and relevant contact information.

**Make Space Larger.** In using a floor plan, do not make the spaces look too small, and there is a difference between selling the space as a whole and subdividing it into different sections.

**Special Requirements.** All fair management rules and regulations should be reviewed carefully before any exhibit is booked. It is essential to ensure that all exhibit requirements are met before the exhibit is placed in the fairground.
sell a prospect for a livestock and poultry feed exhibit if he knows that you have outstanding livestock and poultry shows. The more general and diversified the fair the better appeal you have to prospects.

Quite often you find a prospect who says he doesn’t sell to the consuming public, that his product has a limited sales outlet and will only be sold and used by the people doing the producing. However, there may be a hidden customer somewhere.

Instead of taking the free space the prospect decided to exhibit and a fall the product to be used. The exhibitor was not available at the time the exhibit had been set up. The exhibit was left on the floor and was subsequently turned into a storehouse for the patrons.

**Exhibitor Space Contracts**

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

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

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

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

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

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

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

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

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

"Upon completion of final payment due on space agreement, applications will be accepted for the issuance of four (4) season tickets for each unit of space purchased. Season tickets are non-transferable and are issued in the names of persons to whom issued. In lieu of season tickets, each season ticket may be exchanged for seven (7) single admission tickets which are transferable. If desired, admission tickets will be supplied in combination of season passes and single admission tickets, but in no case shall the number exceed the amount above. Season tickets are preferable, for they admit each holder entrance in and out of grounds with automobile without restriction. Exhibitors desiring to purchase additional season passes may do so at a special rate of $5 each. The name and official capacity of each person to whom season ticket is issued must be supplied on request. Trucks and other commercial delivery vehicles and trailers are permitted at the fair if owner has first obtained proper credentials and agreed to comply with the regulations of the fair.

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

**Terms.** While the terms also should be written in on the face side of the agreement they also should be printed as a part of the stipulations and conditions. I have found it desirable to require a down (or part) payment of at least 25 per cent at the time of the signing of the agreement and the balance to be fully paid at least six weeks in advance of the opening day of the show. Agreements signed after that time to be paid in full.

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

If stress has been laid in this article on the stipulations and conditions it is because they represent the rules of the game. They reflect the standards of the exhibition and its management. They minimize misunderstandings and make for cordial relationships between the management and the exhibitor. They put the cards on the table, face up, and don't be afraid to underscore "in fairness to all exhibitors will be strictly enforced" if you want exhibitors and exhibits of quality.
Remote televising of harness racing from a vantage point inside the race track of the Iowa State Fairgrounds at Des Moines. At the mike, giving a running account of the event, is Jon Hacketh, KRNT sports director, while the camera, seen over his shoulder, picks up the action. Seated at right is Harvey Marlowe, ABC television production manager. Auto races also were televised, as were many of the fair's judging contests and other events on the grounds. Rest of the daily television programs originated in the television studio on the fairgrounds, shown in the other pictures on this page.

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

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

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

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

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

"The Cavalcade Marches on as Al Wagner Goes Forward to Greater Triumphs"
The nation's largest
Cavalcade of
NEONIZED

20... SHOWS
22... ATTRACTIONS
50... RAILROAD CARS

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

WE PROMISE YOU ONE SOLID MILE OF GLITTERING MIDWAY.

• THIS MODERN MIDWAY of WORLD'S FAIR MERIT

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

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

• OUR SINCERE DESIRE

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

THE "Tiffany" OF OUTDOOR
AND FINEST MIDWAY
Amusements
TO THE 'NTH DEGREE

EXECUTIVE OFFICERS

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

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

1946 TOUR OF FAIRS
AND SPECIAL CELEBRATIONS.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

AL WAGNER.

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

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

Address:
WINTERQUARTERS . . . FAIRGROUNDS: MOBILE, ALABAMA
"America's Finest Streamlined Midway"

PEPPERS
ALL STATES
SHOWS

* 12 RIDES
* 10 SHOWS

FIVE LITE TOWERS . . . BRILLIANT ILLUMINATION
—OVER FIVE MILES OF NEON LIGHTS—

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

SEE US BEFORE BOOKING FOR 1947

WINTER QUARTERS  —  SELMA, ALABAMA

STAFF:
FRANK W. PEPPERS, Owner
GRAVES H. PERRY, General Representative
E. H. BROOME, Manager
CARL HANSON, Secretary
LOUISE PEPPERS, Treasurer
OLIVE McANINCH, Auditor
LOIS HANSON, Concession Secretary
LLOYD D. REESE, Contracting Agent
GOODING AMUSEMENT CO., INC.

MAMMOTH MATCHLESS MIDWAYS

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

Also

AMERICAN EXPOSITION SHOWS
GOODING GREATER SHOWS
GOOD PARK ATTRACTIONS

LARGEST — MOST RELIABLE — BEST

50 RIDES

F. E. Gooding, Pres. and Gen. Mgr. 30 SHOWS

NOW BOOKING FAIRS AND ATTRACTIONS FOR 1947

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

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

WE HAVE FOR SALE

One 12-car Octopus Ride, $6,500.00.
One 8-car Octopus Ride, $5,000.00.
One 32 Ft. Junior Spillman 2-abreast Merry-Go-Round, with Style $125 Wurlitzer Organ, $5,000.00.
One 10-car Deluxe Model Allan Herschell Kiddie Auto Ride, Solid Tires, $1,500.00.

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

One 20 by 30 Khaki Tent with 8 ft. Walls, price $225.00.
One 24 by 40 Tent with 8 ft. walls, price $375.00.

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

Electric Generator, 35 KW., 110 Volt, DC, E. B. Kelley Make. Equipped with gasoline engine. All in good condition, $500.00.
Have several sections of plain glass, 36 by 80 and 36 by 78 for glass house at a price of $10.00 each.
Have quantity of Fire Chief Flameproofing compound, Khaki and Blue, at a price of 62c per gallon.

SHOWS WANTED:

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

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

PERMANENT ADDRESS: 1300 NORTON AVE., COLUMBUS 8, OHIO
FREE FAIR ADVANTAGES

The idea of a free fair was suggested by Mayor Fred W. Green at a meeting of Ionia business men in February, 1919. Up until then, all fairs had charged gate admission. For a fair to have a free gate was a revolutionary idea, indeed. But it grew on the Ionia business men as they talked it over that day. They decided it would be an opportunity to entertain the rural patrons of a minimum cost. So the Ionia Free Fair came into being.

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

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

Comparative Draw Amazing

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

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

Largest night grandstand crowd was 9,880 Wednesday and largest daytime crowd was Saturday’s 9,200, with many overflowing into the infield and an estimated 2,900 turned away. The grandstand proper seats 5,700. The bleachers, with a capacity of 3,000, are all right for the afternoon speed events but never sell out at night because of their distance from the stage. This is offset, however, by 3,000 chairs that are placed on the track at night.

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

Non-Profit Set-Up

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

An idea of the extent to which our fair has been built up can be gained from the fact that our pay roll this year amounted to $30,000. Labor for parking of autos alone cost $3,000. It was estimated 15,000 cars were accommodated in our free parking lot. In addition, we have a parking lot where a fee is charged, which was used by 12,888. Many of our patrons appreciate this service because they are sure of finding a place in the paid lot and the location is more convenient.

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

Get Top Entertainment

The show we give is of the best, and no entertainment like it is presented anywhere in Michigan. Our prices for the grandstand have always been reasonable, and our patrons go away satisfied they have received their money’s worth. The people this year seemed eager for entertainment at any price. Our prices this year were 50 cents for the bleachers, $1.20 for general admission to the grandstand, to $1.50 and $1.80 for reserved seats, all prices including tax.

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

Space Sells Easily

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

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

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

November 30, 1946

The Billboard Cavalcade of Fairs Page 19
W. H. Hitzelberger

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

His article, written especially for The Billboard, should prove of interest to everyone in the fair business.

THE State Fair of Texas stepped out this year with a new type agricultural show designed to depict a broader and more comprehensive picture of the State's farm production than ever undertaken previously. And the 1,641,096 visitors who poured thru the gates—an all-time high for attendance at this annual State Window of the Southwest—were loud in their praise and appreciation of the departure.

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

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

Promoted thru C. of G.'s

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

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

The first steps taken in the development of the new type agricultural show was to schedule a conference with fair officials and Texas A. & M. Extension Service personnel. Heart approval and enthusiasm for the project was expressed by Dr. I. P. Trotter, head of the Extension Service. Fair officials were encouraged to call on directors of agricultural experimental stations, district and county agents for assistance and advice in laying out the scope of the exhibits.

300 Types of Soil

Initial surveys showed that more than 500 types of soil in the State were divided roughly into 15 regions. From these, according to Department of Agriculture statistics, were produced 100 farm commodities, 35 of which had ready market value.

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

Visitors termed the exhibits this year more attractive and eye-catching. The skill of artists, electricians, architects, engineers, including all the tricks of lighting and color, shadow boxes, motion pictures, dioramas and...
November 30, 1946

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

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

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

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

The Billboard Cavalcade of Fairs Page 21
THE GOVERNOR GOES TO THE FAIR

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

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

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

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

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

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

Presented in the accompanying lay-out are pictures of Gov. Green at the Illinois State Fair. The scenes shown were duplicated in other States by other governors, and provide a representative slice of the American fair.
Governor congratulates a typical Illinois farm family and delivers the keys to a new automobile.

He judges the horseshoe pitching. And has a chat with WLS Barn Dance troupe. And helps a tot aboard in the new Kiddieland.

Veterans' administration gets plenty of attention. A vet himself, he turns out for a gathering of the boys.
THE GREATEST public relations stunt ever dreamed up by the Army Recruiting Service. That's the opinion of higher-ups in the army toward the recently completed tour of Army Recruiting Caravans playing the State and county fairs.

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

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

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

The whole idea started when Pop Strieder asked for an army exhibit for his Florida State Fair at Tampa in February. The army obliged with a ground forces and an air force display. Results were unprecedented; the army pitches proved to be the big drawing card of the fair. Little boys hopped the fences and were on hand even before opening time; at night it took police more than an hour after closing time to clear the army exhibit of spectators.

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

Telephone and telegraph wires hummed. Would the army provide exhibits for their fairs and exposi-
The army would. Plans were set in motion for the organization, construction and scheduling of a series of army caravans.

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

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

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

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

The average caravan consisted of 1 jeep, 2 sedans and 5 semi-trailer 6-ton vans carrying exhibits, although many had additional vehicles such as air compressors and ordnance shop trucks. All phases of army life—equipment, captured enemy material, training and accomplishments were shown by picture, display and demonstration. Experienced combat soldiers explained the working of weapons, vehicles and various items of equipment. Spectators were encouraged to handle and examine the objects on display and see for themselves how the weapons of war work.

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

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

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

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

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

BY HERB DOTTEN

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

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

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

The talent set, the stations then went to work, relentlessly, plugging the big show, titled the Hoosier Radio Round-Up. Via spots—hundreds of them—and many special broadcasts—the show was given a radio build-up the like of which never had been offered previously for any event by radio in the State. And a record crowd of 11,081 persons paid a record total of $12,025.24 to see the show. But the paid audience was just part of the set-up; the show also was aired by a special network of Hoosier stations, created just for that purpose, and also was carried by the ABC chain. This had a telling effect on the gate of the Hoosier annual during the remainder of its run.

But the airing of the Hoosier radio round-up and the plugging which preceded it comprised but a part of the radio co-operation, as most of the Hoosier stations set up outlets on the grounds and through the run enunciated many shows from those outlets. The result was some 375 programs from the grounds, which drew attention to the event, featured participants in or visitors and served to give a powerful build-up and sustain interest in the fair.

"We couldn't begin to pay for the publicity," was the conclusion of Levi P. Moore, for the past 24 years in charge of attractions and publicity of the Hoosier event.

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

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

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

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

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

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

Singing Sam, the Barbosol Man (Harry Frankel), exercised his pipes, did a turn at the piano.

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

FOR 1947

WE PROUDLY OFFER TO THE AMUSEMENT-GOING PUBLIC

TRULY AMERICA'S FINEST MOTORIZED CARNIVAL

12 HIGH-CLASS RIDES

MAMMOTH LIGHT PLANTS

12 SHOWS OF DISTINCTION

BRILLIANT TOWERS

BOB FISHER'S FEARLESS FLYERS

Sensational High Free Act on Our Midway Nightly

FAIR SECRETARIES and CELEBRATION COMMITTEES

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

YOU ARE CORDIALLY INVITED TO VISIT OUR SHOW

OPENING IN FLORIDA -- JANUARY 4, 1947

AND CONVINCE YOURSELF THAT THIS IS

TRULY AMERICA'S FINEST MOTORIZED CARNIVAL

SHOWMEN:

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

HELP:

Can place Capable Ride Men and Working Men in all Departments

WINTERQUARTERS

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

THE RECORD BREAKING SHOW OF AMERICA

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

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

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

ILLINOIS STATE FAIR
SPRINGFIELD, ILL.

IOWA STATE FAIR
DES MOINES, IA.

TENNESSEE VALLEY FAIR
KNOXVILLE, TENN.

ALABAMA STATE FAIR
BIRMINGHAM, ALA.

GREATER GULF COAST FAIR
MOBILE, ALA.

NORTHWEST MISSOURI STATE FAIR
BETHANY, MO.

ILLINOIS-INDIANA EXPOSITION
DANVILLE, ILL.

ANDERSON FREE FAIR
ANDERSON, IND.

CHATTAOOCHEE VALLEY EXPOSITION
COLUMBUS, GA.

AMERICAN LEGION FAIR
ALBANY, GA.

TRI-STATE FAIR
DOTHAN, ALA.

CARROLL COUNTY FAIR
CLARKSVILLE, TENN.

HENNIES BROTHERS

WINTER QUARTERS
ALABAMA STATE FAIR GROUNDS
P. O. BOX 1045, BIRMINGHAM, ALA.
HERE'S THE PROOF IN ACTUAL FIGURES OF OUR RECORD BREAKING TOUR!!

A FEW OF OUR RECORD BREAKING FAIR DATES

★ DES MOINES, IOWA, FAIR
★ BETHANY, MO., FAIR
★ SPRINGFIELD, ILL., FAIR
★ DANVILLE, ILL., FAIR
★ CLARKSBURG, TENN., FAIR
★ BIRMINGHAM, ALA., FAIR
★ MOBILE, ALA., FAIR

A GRAND TOTAL OF PAID ADMISSIONS TO RIDES AND ATTRACTIONS FOR OUR 1946 SEASON

4,327,067

★ ANDERSON, IND., FAIR
★ KNOXVILLE, TENN., FAIR
★ COLUMBUS, CA., FAIR
★ ALBANY, GA., FAIR
★ DO Than, ALA., FAIR

GENERAL OFFICES
HARRY W. HENNIES, Gen. Mgr.
J. C. McCaffery, Gen. Representative
LOUIS J. BERGER, Traffic Mgr.
CHARLES M. SHEESLEY, Assistant Mgr.
CLINT W. SHUFORD, Treasurer
MIKE CONTI, Dir. of Public Relations
155 N. CLARK ST., CHICAGO, ILL.

ATTENTION, SHOWMEN

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

FAIR SECRETARIES AND COMMITTEES

We are offering for 1947 and thereafter the finest midway attractions and novel riding devices that can be secured on the American continent. We will have merchandise concessions only of the highest type, thereby assuring you of the greatest midway group to be had and assuring your patrons the finest in entertainment.
GREETINGS
To
FAIR SECRETARIES
CELEBRATION COMMITTEES
ORGANIZATIONS
THANKS TO ALL
For making our First Year such a successful one.

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

MIDWAY ATTRACTIONS EXTRAORDINARY

18—RIDES—18
MERRY-GO-ROUND
3 FERRIS WHEELS
TILT-A-WHIRL
WHIP
OCTOPUS
MOON ROCKET
SPITFIRE
2 ROLL-O-PLANES
CATERPILLAR
FLY-O-PLANE
SCOOTER
MINIATURE TRAIN
LIVE PONIES
KIDDIE AUTO RIDE
KIDDIE AIRPLANE RIDE

14—SHOWS—14
CIRCUS SIDE SHOW
FRONT PAGE SHOW
FOLLIES REVUE
COVER GIRLS EXTRAVAGANZA
MINSTREL SHOW
MONKEY CIRCUS
MOTOR DROME
LURE OF THE TROPICS
MIDGET SHOW
BIG SNAKE SHOW
WILD WEST SHOW
WILD ANIMAL SHOW
FUN HOUSE
GLASS HOUSE

JOHN R. WARD
AND HIS EXECUTIVE STAFF
Will be at the Hotel Sherman, Chicago, during the Conventions
SEE US BEFORE BOOKING FOR 1947

PERMANENT ADDRESS AND WINTER QUARTERS: P. O. BOX 148, BATON ROUGE, LA.
(LONG-DISTANCE TELEPHONE: BATON ROUGE 33400)
RECONVERSION'S SHOWCASE

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

By C. B. (JACK) AFFLERGAUGH
President-Manager Los Angeles County Fair, Pomona, Calif.

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

How forward-thinking manufacturers have anticipated the resumption of fairs after the war, can be illustrated by an incident which took place in the office of the Los Angeles County Fair in 1944—long before the most optimistic armchair general was willing to guess how much longer the conflict would last. There was no fair in prospect for years to come and the fairgrounds themselves had been converted into a military installation. A prospective exhibitor, however, walked in and unwrapped a hand-made model of a vacuum cleaner. It was the only one of its kind in existence, a post-war model, and the manufacturer asked if he might contract on the spot for display space when the fair reopened. He didn’t ask when the fair was expected to resume. He didn’t even ask what year it might reopen. He came with one idea in mind: to contract space to display his product at the next L. A. County Fair, no matter when!

When the fair resumed in September, 1947, nearly 1,000,000 people will see vacuum cleaners from that model. A contract was signed for four display spaces. This manufacturer’s desire to show his product at this fair is typical of hundreds of others who are making new items or planning to resume their pre-war product production. Two buildings, one for food and the other for home appliance displays, were constructed here late in 1941 and have never been used. Already 15 per cent of the space has been assigned new exhibitors.

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

Between 1931 and 1940 the automobile industry in the United States and Canada turned out an average of 4,321,588 cars and trucks and used an annual average of 4,737,109 tons of steel. Under normal peacetime conditions the production will be 7,000,000 units and will require 9,786,000 tons of steel annually. In addition to this there will be needed each year 195,250,000 square feet of finished glass as compared to 92,540,000 square feet, annual average for the 10-year period prior to Pearl Harbor.

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

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

C. B. Afflerbaugh
C. B. (Jack) Afflerbaugh is one of the better known fair executives on the Pacific Coast. He is president-manager of the Los Angeles County Fair, Pomona, and is managing director of the Grand National Livestock Show at the Cow Palace in San Francisco. Pomona was recognized as the Pacific Coast's leading annual until the grounds were made a military installation, and plans now under way for the annual's resumption in September, 1947, indicate it will return to the picture mightier than ever.
Corporation plans to spend $500,000-000 for expansion and modernization of its divisional facilities; Ford Motor Company, $150,000,000; Chrysler Corporation, $40,000,000; Packard Motor Company, $10,000,000; Nash-Nash-Kelvinator Company, $6,000,000; Hudson Motor Company, $40,000,000 and Studebaker, $16,000,000. Added together, they run into a pretty figure. Remember, this is but one industry. The fairs also sell refrigerators, washing machines, tractors, plumbing fixtures and many other items. And their expansion and production costs run an approximate ratio to that of the automobile industry.

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

In collecting commercial exhibits, Los Angeles County Fair submits figures such as an attendance in 1941 of 860,000; 800,000 in premium money; 40,000 individual exhibits; $10,000,000 in exhibits and other figures convincing to manufacturers.

Chance for Small Fairs

Small fairs can increase the number and quality of commercial exhibits and have only to make the proper approach to firms or their advertising agencies to secure representation. Agencies, in recent years, have come to recognize fairs as the best medium of bringing new products before the public under practically the same conditions as they will be used in the home or on the farm. Trained in their work, fair secretaries, once the exhibit has been obtained, are in a position to render valuable assistance so that the exhibitor can get the most from fairs—conversion’s showcase.

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

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

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

1. Sufficient well located space.
2. Pylon signs or other medium that quickly identifies the exhibit.
3. Representative units of each machine tool used in the particular forming area (but not too many to form exhibit space).
4. Properly instructed people who know their products and can handle the exhibit.
5. New sales literature and quantities that it can be distributed freely.
6. A bright and clean exhibit at all times.

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

Folks in Buying Mood

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

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

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

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

A secretary-manager should urge exhibitors to reserve space early in the display of his products. Here at the Los Angeles County Fair blueprints and artists' conceptions of what the display will be are required. Space should be selected carefully as to size and location. Properly constructed buildings, the fair's responsibility, will make it possible for the display to be seen from vantage points. But even then the manufacturer must be urged to focus attention on a particular item. There is a tendency to show secondary items which detract from the primary purpose of the display. With the item and booth effectively emphasized, the selling job will be done.

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

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

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

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

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

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

Many fairs are resuming operation after five years—but these will be the biggest years for them. Exhibitors are waiting for an opportunity to put products in the fair showcases. So—go after them—strong.
When the statistical directory was first instituted as a feature in the mid-twentieth century, there was solicited and its value to commercial and industrial exhibitors, carnival owners, independent concessionaires and attraction people was immediately established.

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

This directory will give fair men an opportunity to study the financial workings of the big commercial and industrial ex-
hibitors will find it valuable in selecting the most advantageous spots to display their wares; carnival men may be guided in establishing grandstand receipts for horse races in tentitious shows may be presented, and independent concessionaires may select locations.

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

**ALABAMA**

**North Alabama State Fair, Florence**

**TOTAL ATTENDANCE:** Front gate, 64,346; days operated, 6; nights operated, 2.

**WEATHER:** Good, 3 days, 4 nights; rainy, 1 day, 1 night.

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

**PLANT FACILITIES:** Grandstand seating capacity, 8,000; area of grounds, 2 acres; estimated current valuation of the plant, $800; square feet under cover available for commercial exhibits, 7,600. New ½ day, ½ night cold or cloudy, 1 night.

**ADMINISTRATION:** President, J. B. Smith, secretary, W. C. Waddle; superintendent of grounds, J. B. Roy Taylor; publicity director, Lytell McCann, 1947 dates, September 17-22 (tentative).

**ARKANSAS**

**Arkansas-Oklahoma Livestock Exposition, Fort Smith**

**TOTAL ATTENDANCE:** Front gate, 21,744; days operated, 6; nights operated, 0.

**WEATHER:** Good, 5 days, 3 nights; rainy, 1 day, 1 night.

**RECEIPTS:** Gate, $6,586.83; commercial exhibits, $2,676; carnival, $3,960.53; other receipts, $2,540.

**AID, PREMIUMS:** State aid, $5,000; total estimated premiums paid out, $8,946.83.

**PLANT FACILITIES:** Area of grounds, 28 acres; estimated current valuation of the plant, $35,000; number of national commercial exhibits, 10; number of local commercial exhibits, 4. New construction planned when materials are available: entire new plant to be built on 9½ acres; indoor livestock buildings; indoor rodeo stadium, seating for 8,000; 3,200 dormitory, toilets, showers; judging pavilion, poultry building, feed house.

**Faulkner County Free Fair, Conway**

**TOTAL ATTENDANCE:** Front gate, 20,000; admission, free; days operated, 4; nights operated, 0.

**WEATHER:** Good, 2½ days, 1½ nights; rainy, ½ day, 1 night.

**RECEIPTS:** Concession space, $150; commercial exhibits, $500 to $600.

**AID, PREMIUMS:** State aid, $1,500; total estimated premiums paid out, $800 on exhibits, $700 on livestock.

**PLANT FACILITIES:** Area of grounds, 40 acres; estimated current valuation of the plant, $5,800.

**Franklin County Fair, Ozark**

**TOTAL ATTENDANCE:** Front gate, 12,000; admission free; days operated 3; nights operated, 0.

**WEATHER:** Good.

**RECEIPTS:** Concession space, about $500.

**AID, PREMIUMS:** State aid, $800; other aid, $200.

**POSITION:** President, Troy Curtis; secretary, J. M. Hopper.

**Poinsett County Fair, Harrisburg**

**TOTAL ATTENDANCE:** Paid admission, 8,000; days operated 3; nights operated, 2.

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

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

**AID, PREMIUMS:** State aid, $740; total estimated premiums paid out, excluding races, $1,500.

**PLANT FACILITIES:** Area of grounds, 20 acres; estimated current valuation of the plant, $15,000; total estimated premiums paid out, $1,100.

**ADMINISTRATION:** President, F. C. Bequette, secretary, W. W. Albaugh; secretary, W. B. Albaugh; superintendent of livestock, J. D. Bethes; superintendent of grounds, G. B. Turner, 1947 dates, September 30-October 1-3 (tentative).

**Randolph County Fair, Pocahontas**

**TOTAL ATTENDANCE:** Free gate; days operated, 2; nights operated, 2.

**RECEIPTS:** Carnival, $225.52; other receipts, advertising catalog, $54.

**AID, PREMIUMS:** State aid, $1,000; other aid, $260.

**POSITION:** President, Troy Curtin; secretary, J. M. Hopper.

**Scott County Fair, Waldron**

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

**RECEIPTS:** Carnival, $500; admission, $1.50; selling livestock, floriculture and extension exhibits, $200; superintendent of livestock and publicity director, A. J. Jackson.

**MERCEDES COUNTY FAIR, MERCED**

**TOTAL ATTENDANCE:** Front gate, $5,000; paid admissions, $2,000; days operated, 5; nights operated, 5.

**WEATHER:** Good.

**RECEIPTS:** Gate, $6,750; grandstand, $18,000; concession space, $500; commercial exhibits, $1,000; 50-night tent show, $1,600.

**GRANDSTAND RECEIPTS:** Gate $8,000; night and one day and one night of rodeos.

**AID:** $3,900.

**PLANT FACILITIES:** Race track size, half mile; area of grounds, 8 acres; estimated current valuation of the plant, $500,000; square feet under cover available for commercial exhibits, $8,000; number of local commercial exhibits, 50; number of local commercial exhibits, 50; new construction planned when materials are available: 320 by 90 feet: concrete grandstand, dormitory, toilets, dressing rooms, 3 new barns and 2 covered judging ring.

**WEATHER ATTRACTIONS:** Cost of grandstand stage attractions, $2,000; set of five horses, $1,500; set of five horses. San Francisco.

**ADMINISTRATION:** President, J. E. McManus; secretary, W. C. Woxberg; superintendent of commercial exhibits, W. C. Woxberg; superintendent of grounds, Glen Fronczak; publicity director, Carl Page; date of annual meet of the California State Fair, September 18-21, 1947 (tentative).

**CALIFORNIA**

**Sacramento County Fair, Galt**

**TOTAL ATTENDANCE:** Front gate, $3,200; paid admissions, $1,800; days operated, 5; nights operated, 2.

**WEATHER:** Good.

**RECEIPTS:** Gate, $3,611.70; grandstand, $1,989.50; concession space, $500; commercial exhibits, $320; total estimated premiums paid out, $1,160.

**GRANDSTAND RECEIPTS:** Gate, $2,500; purses for horse races, $1,600.

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

**PLANT FACILITIES:** Race track size, half mile; area of grounds, 8 acres; estimated current valuation of the plant, $150,000; new construction planned when materials are available: 320 by 90 feet: concrete grandstand, dormitory, toilets, dressing rooms, 3 new barns and 2 covered judging ring.

**WEATHER ATTRACTIONS:** Cost of grandstand stage attractions, $2,000; set of five horses, $1,500; set of five horses. San Francisco.

**ADMINISTRATION:** President, J. E. McManus; secretary, W. C. Woxberg; superintendent of commercial exhibits, W. C. Woxberg; superintendent of grounds, Glen Fronczak; publicity director, Carl Page; date of annual meet of the California State Fair, September 18-21, 1947 (tentative).

**Shasta County Fair, Anderson**

**TOTAL ATTENDANCE:** Front gate, $1,200; paid admissions, $1,200; days operated, 5; nights operated, 5.

**WEATHER:** Good.

**RECEIPTS:** Gate, $6,611.70; grandstand, $1,989.50; concession space, $500; commercial exhibits, $320; total estimated premiums paid out, $1,160.

**GRANDSTAND RECEIPTS:** Gate, $2,500; purses for horse races, $1,600.

**AID, PREMIUMS:** State aid, $17,163.38; county aid, $600; total estimated premiums paid out, excluding races, $17,863.38.

**PLANT FACILITIES:** Race track size, half mile; area of grounds, 8 acres; estimated current valuation of the plant, $150,000; square feet under cover available for commercial exhibits, $8,000; number of local commercial exhibits, 5; number of local commercial exhibits, 5; new construction planned when materials are available: 320 by 90 feet: concrete grandstand, dormitory, toilets, dressing rooms, 3 new barns and 2 covered commercial exhibit hall.

**GRANDSTAND ATTRACTIONS:** Cost of grandstand stage attractions, $2,000; set of five horses, $1,500; set of five horses. San Francisco.

**ADMINISTRATION:** President, Leland Harris; secretary, Dudley V. Sklarke; publicity director, Paul Bodenhamer.
NOW PLANNING FOR ILLINOIS' GREATEST IN 1947

America's Outstanding Agricultural Pageant.

Architects and engineers are now planning for the 1947 Fair
New Buildings
New Roads
New Sidewalks
New Sewers

New events of sensational character in keeping with this outstanding Fair

Address: WILLIAM V. (JAKE) WARD, ILLINOIS STATE FAIR, P. O. BOX 546, SPRINGFIELD, ILL.

November 30, 1946
**Tehama County Fair, Red Bluff**

**TOTAL ATTENDANCE:** No count, free admission; days operated, 3; nights operated, 6.

**WEATHER:** Good; total paid grandstand admissions, 2,628; nights operated, 4.

**RACING:** Two days of harness and racing nights; grandstand receipts for horse races, $2,067; 2,628 paid admissions, $4,927; total paid grandstand receipts, $7,095.

**PLANT FACILITIES:** Race track size, half-mile; grandstand seating capacity, 4,927; new construction planned when materials are available; new building for horse barns and new free form fence.

**GRANDSTAND ATTACHMENTS:** Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows; 3; total estimated premiums paid out, $950.

**ILLINOIS**

**Coles County Fair, Charleston**

**TOTAL ATTENDANCE:** Front gate, $2,500; days operated, 6; nights operated, 4.

**WEATHER:** Good; 7 days, nights; total paid grandstand admissions, $10,000; total receipts, $13,578.33.

**RACING:** 3 days of big car auto races; 2,784 paid admissions; 2,341 total receipts; 4,927 total paid grandstand tickets; 3; total estimated premiums paid out, $5,000.

**PLANT FACILITIES:** Race track size, half-mile; grandstand seating capacity, 3,687; new construction planned when materials are available; new building for horse barns and new free form fence.

**GRANDSTAND ATTACHMENTS:** Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows; 3; total estimated premiums paid out, $5,000.

**FAIR MACHINES:** Total receipts, $12,000; premium paid out, $4,500; total paid grandstand receipts, $7,500; total receipts, $12,000.

**ATTENDANCE:** Total attendance, 11,587.

**ILLINOIS-INDIANA EXPOSITION, Danville**

**TOTAL ATTENDANCE:** Front gate, $5,000; days operated, 7; nights operated, 4.

**WEATHER:** Good; 7 days; nights; total paid grandstand admissions, $25,000; total receipts, $31,410.33.

**RACING:** 2 days of harness races; 2,377 paid admissions; 2,377 total receipts; 4,927 total paid grandstand tickets; 3; total estimated premiums paid out, $5,000.

**PLANT FACILITIES:** Race track size, half-mile; grandstand seating capacity, 4,927; new construction planned when materials are available; new building for horse barns and new free form fence.

**GRANDSTAND ATTACHMENTS:** Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows; 3; total estimated premiums paid out, $5,000.

**FAIR MACHINES:** Total receipts, $12,000; premium paid out, $4,500; total paid grandstand receipts, $7,500; total receipts, $12,000.

**ATTENDANCE:** Total attendance, 11,587.

**Kankakee County Fair, Kankakee**

**TOTAL ATTENDANCE:** Front gate, $4,500; days operated, 4; nights operated, 5.

**WEATHER:** Good; 4,500; total paid grandstand admissions, $1,085; 3 days, $3,526.48.

**RACING:** 2 days of harness races; 2,377 paid admissions; 2,377 total receipts; 4,927 total paid grandstand tickets; 3; total estimated premiums paid out, $5,000.

**PLANT FACILITIES:** Race track size, half-mile; grandstand seating capacity, 4,927; new construction planned when materials are available; new building for horse barns and new free form fence.

**GRANDSTAND ATTACHMENTS:** Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows; 3; total estimated premiums paid out, $5,000.

**FAIR MACHINES:** Total receipts, $12,000; premium paid out, $4,500; total paid grandstand receipts, $7,500; total receipts, $12,000.

**ATTENDANCE:** Total attendance, 11,587.

**Menard County Fair, Petersburg**

**TOTAL ATTENDANCE:** Front gate, $3,500; free gate, days operated, 2.

**WEATHER:** Good; 2 days; 2,518 total receipts, $3,500.

**RACING:** 4 days of harness and racing nights; grandstand receipts for horse races, $2,067; 2,518 paid admissions, $3,500; total paid grandstand receipts, $5,326.48.

**PLANT FACILITIES:** Race track size, half-mile; grandstand seating capacity, 4,927; new construction planned when materials are available; new building for horse barns and new free form fence.

**GRANDSTAND ATTACHMENTS:** Cost of grandstand attractions, exclusive of rodeos, racing, thrill shows; 3; total estimated premiums paid out, $5,000.

**FAIR MACHINES:** Total receipts, $12,000; premium paid out, $4,500; total paid grandstand receipts, $7,500; total receipts, $12,000.

**ATTENDANCE:** Total attendance, 11,587.
McHard; secretary, Fred Rankin; superintendent of concessions, Henry Smith; secretary, W. L. Lamb, superintendent of speed, Bob Morris; secretary, I. H. Higgs.

**Total Receipts:**
- Gates: $1,800; grandstand: $1,100; concession: $3,000; total receipts: $5,900.
- Premiums: $1,000; total estimated premiums paid out, excluding races, $4,000.
- Plant Facilities: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 25 acres; estimated current valuation of the plant, $10,000.

**Fayette County Free Fair, Connersville**

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

**RACING:** 3 days of harness races. Grandstand receipts for horse races, over $1,000; purses for horse races, $3,000.

**AID, PREMIUMS:** County aid, $1,000; total estimated premiums paid out, excluding races, $4,000.

**PLANT FACILITIES:** Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds 80 acres; estimated current valuation of the plant, $100,000; number of local commercial exhibits, 60; number of exhibitors in trailer show, 2; new construction planned when materials are available: new barns.

**GRANDSTAND ATTRACTIONS:** Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $2,560. Revue produced by Boyle Woolfolk, Chicago.

**ADMINISTRATION:** President and superintendent of grounds, Miles Nenner; secretary, W. M. Deering; superintendent of concessions and exhibitions, W. H. Bealer; superintendent of speed, George Weaver; date and place of annual meeting of fair board, Morrison, in January, 1947 dates, August 28, 29, 30-31 (tentative).

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<td><strong>ALL RECORDS BROKEN IN 1946!</strong></td>
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<td><strong>The State's Greatest Livestock Exposition</strong></td>
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<td><strong>Home of the Official State 4-H Club Encampment of over 800 Boys and Girls.</strong></td>
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<td><strong>Largest and Most Complete Farm and Industrial Machinery Show in the Middle West.</strong></td>
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<td><strong>NIGHT GRANDSTAND: Barnes-Carruthers State Fair Revue of 1946, No. 1 Unit.</strong></td>
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<td><strong>AFTERNOON GRANDSTAND ATTRACTIONS:</strong></td>
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<td><strong>ON THE MIDWAY:</strong> Cavalcade of Amusements.</td>
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Building a bigger and greater Kansas State Fair for 1947.

**S. M. MITCHELL**

Secretary

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**Northern Illinois Fair, Belvidere**

**Total Attendance:** Front gate, 11,112; days operated, 3. **Weather:** Good, 3 days, 2 nights, rain, night; cold and cloudy, 1 day; total paid grandstand admissions, 2,473; day and night, 4.

**Receipts:** Gates, $7,792.10; grandstand, $1,771.50; concession space, $1,540; other receipts, $162.67.

**Principal days of harness and running races, purses for horse races, $6,575.**

**Aid, Premiums:** State aid, $3,107.34; total estimated premiums paid out, excluding races, $2,441.11.**

**Plant Facilities:** Race track size, half mile; grandstand seating capacity, 1,500; area of grounds, 25 acres; estimated current valuation of the plant, $40,000.

**Grandstand Attractions:** Wonder Bros. "Circus and Sunny-Summer Follies of 1946. Produced by and booked thru Boyce Woolfolk Agency.

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

**Sandwich Fair, Sandwich**

**Total Attendance:** Front gate, $5,000; days operated, 5; nights operated, 5.

**Weather:** Good, 5 days, 4 nights, rain, 1 night; total paid grandstand ad-

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**INDIANA**

**Farmers and Merchants Fair, Salem**

**Total Attendance:** Free gate; days operated, 3; nights operated, 3.

**Weather:** Good, 2 days, 2 nights, 1 day and 1 night entirely rained out.

**Receipts:** Grandstand, $949.

**Racing:** 3 days of harness races; grandstand receipts for horse races, $300; purses for horse races, $1,000.

**Aid, Premiums:** County aid, $1,100; premium paid out, excluding races, $1,000.

**Plant Facilities:** Race track size, half mile; grandstand seating capacity, 2,000; area of grounds 27 acres; estimated current valuation of the plant, $10,000; new construction planned when materials are available: Double capacity of grandstand with box seats.

**Grandstand Attractions:** Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $840. Acts booked thru Joe C. Smith Amuse-

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**November 30, 1946**

The Billboard Cavalcade of Fairs

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**Fulton County 4-H Fair, Rochester**

**Days operated 4, nights operated 4.**

**Weather:** Good.

**Administration:** President, J. G. Newcomb; secretary, Fred Rankin; superintendent of concessions, Joe McInerney; superintendent of grounds, Guy Wolcott; publicity director, E. J. Higgs.

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**Valleymount, Illinois**

**Total Attendance:** Front gate, 8,000; days operated, 3; nights operated, 4.

**Weather:** Good, 4 nights operated.

**Receipts:** Gates, $9,500; grandstand, $6,000; concession space, $5,000, currinul, $2,200; other receipts, $5,000.

**Racing:** 4 days; purses for horse races, $3,800.

**Aid Premiums:** State aid, $7,400.

**Total estimated premiums paid out, excluding races, $8,200.**
Miami County 4-H Club and Livestock Show, Peru

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

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

RECEIPTS: Grandstand, $848.75; concession space, $110.30; commercial exhibits, $479.75; carnival, $400.85; other receipts, $1,769.68.

GRANDSTAND RECEIPTS: Total $3,415.75.

AUDIENCE: Grandstand seat capacity, 2,000; area of grounds, 10 acres; square footage under cover available for commercial exhibits, 8,000; number of commercial exhibitors, 50; number of exhibitors in auto show, 2; number of exhibitors in truck show, 1; new construction planned when materials are available, several buildings, comprised of concrete floor and roof.

GRANDSTAND ATTENDANCE: Cost, $412; show operated by Kay Keiser.

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

Putnam County Fair, Greencastle

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

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

RECEIPTS: Concession space and carnival, $1,500.00; other receipts, $4,850.00.

AUDIENCE: County aid, $2,500; concession, $500; total estimated premiums paid out, $2,000.00.

AUDIENCE: President, Carl Weisbard; secretary, Alan Hargis; superintendent of concessions and commercial exhibits, Harold L. Hargis; superintendent of concessions, Laid G. E. Smith; superintendent of speed, R. R. Ritchie.

Spencer County Fair, Rockport

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

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

RECEIPTS: Gate, $7,000; grandstand, $3,000; concession space, $1,500; commercial exhibits, $200; carnival, $1,000; other receipts, $1,600.

RACING: 3 days of horse races; purses for horse races, $2,800; horse show 2 nights, $2,000.

AUDIENCE: Premiums: County aid, 4-H Club; total estimated premiums paid out, excluding races, $2,500.

PLANT FACILITIES: Race-track site, half mile; grandstand seating capacity, 2,000; area of grounds 39 acres; estimated current valuation of the plant, $20,000.

GRANDSTAND ATTACHMENTS: Cost, $5,000; show booked thru Irving Grossman, Gus Sun Agency.

Butler County Fair, Allison

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

WEATHER: Light rain all entry day; threatened all 3 nights; last two nights rained out at the half way mark; total paid grandstand admissions—days, 900; nights, 7,500.

RECEIPTS: Gate, $3,474.14; grandstand, $1,198.50; commercial exhibits, $470; carnival, $313.17.

RACING: One day of harness races. Grandstand receipts for horse races, $243.85; purses for horse races, $500.

AUDIENCE: State aid, $1,600.30; county aid, $1,500; total estimated premiums paid out, excluding races, $1,869.

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

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of speed, racing, thrill shows, $2,000; name of regime, Lea Parade of 1946; produced by Gus Sun; acts booked thru Irving Grossman, Gus Sun Agency.

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

Cedar County Fair, Tipton

TOTAL ATTENDANCE: Front gate, 7,200; days operated 3; nights operated 3.

WEATHER: Good, total paid grandstand admissions—days, 900; nights, 7,500. (Continued on page 40)
FAIR BOOKING OFFICES

AAA Theatrical Service
833 Sunset Blvd., Hollywood
Adel Walker Hanson
AAA 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, Jimmy Van Cleve
Barros-Garrisoners Agency
121 N. Clark St., Chicago
Sue J. Levy, M. H. Barnes, Fred Kressman, Rueb Leisman, Billy Senior, Randolph and Clutun, Avery, Leo Overland and Jimmy Lynch.
Sidney Beltmont
204 Fullerton Bldg., St. Louis
Sidney Beltmont
Ruth Best
Sinton Hotel, Cincinnati
Ruth Best
Joe Bren Entertainment Service
707 S. Broadway, Los Angeles
Joe Bren
 Brill Theatrical Agency
60 S. Hill St., Los Angeles
Charles Spillman
Kenyon Burns
411 W. 7th St., Los Angeles
Kathryn Burns
Harry Cook
246 W. King St., Lancaster, Pa.
Alva Cook
Edna Deau-Ray Shute
Ardon Bldg., St. Louis
Edna Deau, Ray Shute
Lou Dorn Theatrical Agency
6021 Broadway Blvd., Hollywood
Lou Dorn
Panchon & Marco
Parton Theatre, 223 S. W. 6th St., Los Angeles
Albert A. Stapleton
Garden Brothers
General Amusements, Co., Toronto
W. A. Garden
General Amusement Corp.
800 N. Michigan Ave., Chicago
Harold Rosen
Gladstone's Theatrical & Booking Agency
84 W. Randolph, Chicago
Max Landon
Ruth Gould Agency
1107 S. Broadway, Los Angeles
Ruth Gould, Harry Gould
Irving Grossman Agency
Fyeowntown Bldg., Des Moines
Irving Grossman
George A. Hamid, Inc.
10 Rockefeller Plaza, New York
George A. Hamid, George A. Hamid Jr., Juan M. Caloca, Herman Blumenfeld, Joseph Hughes, David F. Roeske, Leo Cronin
722 Empire Bldg., Pittsburgh
Frank Cervone
500 Tremont St., Boston
Jace Collier, Henry Cogert
George Hamilton
Walker Theater, Winnipeg
George Hamilton
Hollywood Artists
Radio Station WOWO Fort Wayne, Ind.
Harry E. Smythe
KSTP Artists' Bureau
Radio Station KSTP, Minneapolis
San Levdan
John C. Jackel
400 W. 50th St., New York
John C. Jackel
Jolly Joyce Agency
Earle Theater Bldg., Philadelphia
Jolly Joyce
Carl A. Klein
New Waterford, O.
Carl A. Klein
Ray S. Kneeal Amusement Booking Service
701 S. West Chippewa St., Buffalo, N. Y.
Grover LaRose Agency
Paul Brown Bldg., St. Louis
Grover LaRose
Harry V. LaVan
1504 Fremont St., New Orleans
Harry Vt. LaVan
Bert Levey Theatrical Agency
6435 Hollywood Blvd., Hollywood
George Hunt
Al Martin
Hotel Bradford, Boston
Al Martin
Frank Melville
1550 Broadway, New York
Frank Melville
J. C. Michaels
5239 Virginia Ave., Kansas City
J. C. Michaels
Music Corporation of America
9900 Wilshire Blvd., Beverly Hills, Calif.
Kames Bishop
430 N. Michigan Ave., Chicago
Northwest Booking Agency
Minneapolis
Julie Miller
Performers' Consolidated Attractions Co.
614 N. Clark St., Chicago
Toby Wells
Premier Theatrical Agency
411 W. 7th St., Los Angeles
Vance Pass, Captain DeZita
Ringling-Walters Agency
P. O. Box 59, Inglewood, Calif.
Marjorie Ringling, Harvey Walters
Ethel Robinson Agency
Room 415, 116 N. Clark, Chicago
Ethel Robinson
Tommy Sacco Agency
200 N. Washash Ave., Chicago
Tommy Sacco
Charles L. Sasse Agency
18 Kennedy Road, Morris Plains, N. J.
Charles L. Sasse
Joe J. Smith Agency
Fullerton Bldg., St. Louis
Joe J. Smith
Gun Buss Booking Agency
Regent Theater Bldg., Springfield, O.
Gus Spn Jr., Bob Shaw
Walker Trask Theatrical Agency
416 W. 8th St., Los Angeles
Walker Trask, Monroe Jokeurs, Sidney Schaiman
Truck-Drake Enterprises
217 S. Water St., Wichita
C. B. True
712 Midland Bldg., Kansas City
Tom Drake
United Booking Agency
Detroit
Harry E. Leuders
Voorhees & Fleckles
32 W. Randolph St., Chicago
Regional Voorhees, L. N. Fleckles
WLS Artists' Bureau
120 W. Washington St., Chicago
Earl Kunts, George Ferguson
WLS Promotions. Inc.
140 W. 9th St., Cincinnati
Bill McCleskey
Al Wagner Theatrical Agency
707 S. Broadway, Los Angeles
Al Wagner
Art Whiting Agency
5746 Sunset Blvd., Hollywood
Art Whiting, Edna Scottell
Williams & Lee
484 Holly Ave., St. Paul
Gladden Williams, Billy Lee
Frank Wirth Agency
10 Rockefeller Plaza, New York
Frank Wirth, W. Ward Beam
Boyle Woolfolk Agency
203 N. Washah Ave., Chicago
Boyle Woolfolk, George F. Flint, P. W. Black and Roland Ado.
Ernie A. Young Agency
Room 810, 155 N. Clark St., Chicago
Ernie Young, Frank R. Whinyck, Lucille Young
Charles Bemarster
54 N. Randolph St., Chicago
Charles Bemarster

THANKS

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

STATE FAIR OF TEXAS

R. L. THORNTON
President
W. H. HITZELBERGER
Exec. V. P. & Gen'l Mgr.

DALLAS 10, TEXAS
CLAY COUNTY FAIR

Clay County Fair, Spencer

TOTAL ATTENDANCE: Front gate, 199,670; paid admissions, 155,000; days operated, 6; nights operated, 4.

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

RECEIPTS: Gate, $51,368.04; grandstand admission, 50 cents; grandstand concessions, 50 cents; daily carnivals, $9,011.00; carnival, $7,927.06; other receipts, $145.91.

RACING: 3 days; purses for horse races, $8,680.21; 2 days of big car auto races.

AID, PREMIUMS: State aid, $2,000; total estimated premiums paid out, excluding races, $2,777.00.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,500; area of grounds, 80 acres; estimated current valuation of the plant, $15,000; 12 acres of concession space; total estimated premiums paid out, $11,494.85.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeos, $2,000; other receipts, $2,618.60; acts booked thru Barnes-Carruthers office, Chicago.

ADMINISTRATION: President, L. A. White; secretary, W. J. Knipe; superintendent of concessions, R. H. Miller; superintendent of grounds, J. W. Rogers; superintendent of speed, J. J. Corb, jr.

CLINTON COUNTY FAIR

Clinton County Farm Bureau Fair at De Witt

TOTAL ATTENDANCE: Front gate, 785; admission, free; days operated, 4.

WEATHER: Good, 3 days; rain 1 day.

AID, PREMIUMS: State aid, $2,000; total estimated premiums paid out, $2,663.38.

PLANT FACILITIES: Area of grounds, 5 acres; estimated current valuation of the plant, $12,785. New construction planned when materials are available: 4-H Club girls’ building, 4-H Club boys’ barn.


DECATUR COUNTY 4-H CLUB FAIR, Leon

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

WEATHER: Good.

AID, PREMIUMS: State aid, $1,200; county aid, $1,550; total estimated premiums paid out, excluding races, $1,685.

PLANT FACILITIES: Area of grounds, 2 acres; estimated current valuation of the plant, $12,320. New construction planned when materials are available: 4-H Club building.

ADMINISTRATION: President, W. A. Reed; secretary, W. R. Vogt.

GREENE COUNTY FAIR, Jefferson

TOTAL ATTENDANCE: Front gate, 8,000; paid admission, 7,900; days operated, 4; nights operated, 3.

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

RECEIPTS: Gate, $3,564.92; grandstand, $2,821.90; carnival, $1,591.00; other receipts, $685.45; total receipts for horse races, $985; purses for horse races, $1,100.

Kossuth County Fair, Algona

TOTAL ATTENDANCE: Front gate, 12,962; paid admissions, 12,962; days operated, 3; nights operated, 3.

WEATHER: Good, 2 days; rain 3 nights; rain 1 day; total paid grandstand admissions—days, 2,568; nights, 2,510.

RECEIPTS: Gate, $3,423.40; grandstand, $2,991.40; total estimated premiums paid out, $6,414.80.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 40 acres; estimated current valuation of the plant, $75,000; 7 acres of concession space; 7,500 square feet under cover available; 14 days of commercial exhibits; total estimated premiums paid out, $3,489.75.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeos, $1,600; 4 dates, $1,200; acts booked thru Barnes-Carruthers office, Chicago.

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

Lee County Fair, Donnellson

TOTAL ATTENDANCE: Front gate, 12,962; paid admissions, 12,962; days operated, 4; nights operated, 3.

WEATHER: Good, 2 days; rain 4 nights; rain 1 day; total paid grandstand admissions—days, $3,855; nights, $8,060.

RECEIPTS: Gate, $3,513.75; grandstand, $4,513.25; concession space, $689.00.

RACING: 3 days of horse races.

AID, PREMIUMS: State aid, $1,640.64; county aid, $1,500; other receipts, $450; total estimated premiums paid out, excluding races, $7,255.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,700; area of grounds, 24 acres; estimated current valuation of the plant, $30,000; 3 acres of concession space; $12,850; square feet under cover available for commercial exhibits, 8,700; number of local commercial exhibits, 12; number of commercial exhibits in auto show, 12; number of exhibitors in truck show, 5.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeos, $1,550; 4 dates, $1,200; acts booked thru Barnes-Carruthers office, Chicago.


LYON COUNTY FAIR & ROCK RAPIDS Rodeo, Rock Rapids

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

WEATHER: Good, 3 days; rain, 1 night; total paid grandstand admissions—days, 4,493; nights, 4,798.

RECEIPTS: Gate, $5,750.50; grandstand, $8,642.75; total estimated premiums paid out, excluding races, $12,079.30.

GRANDSTAND RECEIPTS: $8,642.75.

AID, PREMIUMS: State aid, $1,618.30; total estimated premiums paid out, excluding races, $12,079.30.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,600; area of grounds, 26 acres; estimated current valuation of the plant, $85,000; number of local commercial exhibits, 12; number of commercial exhibits in auto show, 12; number of exhibitors in truck show, 2; number of exhibitors in truck show, 2.

5.14 A.M. November 30, 1946

The Billboard Cavalcade of Fairs
dancing hall, additional toilets and dressing rooms.

MISSOURI STATE FAIR—AGRICULTURAL PRODUCTS AND AGRICULTURAL EXHIBITS: Rodeo, 3 days, 3 nights. 

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

Mississippi Valley Fair, Davenport

TOTAL ATTENDANCE: Front gate, $1,852; paid admissions, 48,268; days operated, 6.

WEATHER: Good, 3 days; rainy, 4 nights; 2 days operated.

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

AID, PREMIUMS: State aid, $2,000; county aid, $1,600; total estimated premiums paid out, excluding races, $2,950.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 5,610; commercial exhibits, $2,950; other receipts, $625.90.

RACING: 1 day of big car auto races.

RECEIPTS: Gate, $177,849.86; grandstand receipts for one day of thrill show, $5,580.70. Other features: rodeo, 2 days and 1 night.

ADMINISTRATION: President, L. W. Davis; manager, Frank Jacobs; superintendent of concessions, Walter Dietz; superintendent of commercial exhibits, Wayne Schall; superintendent of grounds, Cal Roseman; publicity director, Wm. G. Johnson.

Mitchell County Fair, Osage

TOTAL ATTENDANCE: Front gate, $840; days operated, 3; nights operated, 4.

WEATHER: Good, 3 days, 1 night; rainy 9 nights.

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

RACING: 2 days of horse races; purses for races, $1,347.36.

AID, PREMIUMS: Total estimated premiums paid out, excluding races, $1,526.95.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 4,610; commercial exhibits, $2,000; estimated current valuation of the plant, $190,000; fence square feet under cover available for commercial exhibits, $11,400; number of local commercial exhibits, 42.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions excluding rodeo, racing, thrill shows, $5,000. Name of revue, Carnival, generated, $51,839; other features; Centennial Pageant, produced by John B. Rogers Producing Company.

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

O'Brien Livestock Show, Harlan

TOTAL ATTENDANCE: Front gate, $2,200; free gate, $2,000.

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

AID, PREMIUMS: State aid, $2,106.52; other aid, $314.25; total estimated premiums paid out, $2,420.77.

GRANDSTAND ATTRACTIONS: Cost, $1,400.

ADMINISTRATION: President, Clarence M. Smith; secretary, Kenneth K. Kramer.

Taylor County Fair, Bedford

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

RECEIPTS: Gate, $5,800.25; grandstand, $2,369.12; concession space, $583; other receipts, $902.30.

RACING: 4 days of harness races; purses for races, $3,032.43.

AID, PREMIUMS: State aid, $1,461.76; other aid, $330; total estimated premiums paid out, excluding races, $1,792.52.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 60 acres; estimated current valuation of the plant, $125,000; new construction planned when materials are available: large barn, additional stalls, new feed barn, future plans for new barns.

GRANDSTAND ATTRACTIONS: Cost, $2,200.

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

Webster County Fair, Fort Dodge

TOTAL ATTENDANCE: Front gate, $3,590; days operated, 3; nights operated, 2; 1 day and night washed out by rain; rain affected one night.

RECEIPTS: Gate, $2,148.66; grandstand, $1,094.45.

AID, PREMIUMS: State aid, $1,505.82; total estimated purses paid out, excluding races, $2,000.95.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 4 acres; estimated current valuation of the plant, $50,000; new construction planned when materials are available: repairs to barn and hog barn, beautification of the grounds.

GRANDSTAND ATTRACTIONS: Cost, $2,600.90; National Barn Dance, WIA, and acts booked thru Irving Grosvenor, Gus Sun office.

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

Wayne County Fair, Corydon

TOTAL ATTENDANCE: Front gate, 3,750; days operated, 2; nights operated, 2; 1 day and night washed out by rain; rain affected one night.

RECEIPTS: Gate, $2,148.66; grandstand, $1,094.45.

AID, PREMIUMS: State aid, $1,505.82; total estimated purses paid out, excluding races, $2,000.95.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 5 acres; estimated current valuation of the plant, $50,000; new construction planned when materials are available: enlarge toilets, build new barns.

GRANDSTAND ATTRACTIONS: Cost, $2,600.90; National Barn Dance, WIA, and acts booked thru Irving Grosvenor, Gus Sun office.

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

Wapello County Fair, Eldon

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

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

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

RACING: Two days.

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

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,200; area of grounds, 35 acres; estimated current valuation of the plant, $450,000; new construction planned when materials are available: enlarge toilets, build new barns.

ADMINISTRATION: President, F. W. Davis; secretary, L. W. Hall.

1947 dates, August 18-22.

November 30, 1946

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KANSAS

Auburn Grange Fair, Auburn

TOTAL ATTENDANCE: Front gate, 1,500; admission free; days operated, 2; nights operated, 2.
WeATHER: Good.
PREMIUMS: Total estimated premiums paid out, $350.
PLANT FACILITIES: Area of grounds, 8 acres; half mile; grandstand seating capacity, 5,000; area of grandstands, 100 acres; estimated current value of the plant, $750,000; square feet under cover available for commercial exhibits, 2,500; number of local commercial exhibits, 30; number of national commercial exhibits, 176. New construction planned when materials are available: exchange seats and exhibits, ornamented entrance.

Harper County Fair, Harper

TOTAL ATTENDANCE: Front gate, 4,500 (estimated); free gate; days operated, 4; nights operated, 3.
WeATHER: Good, 3 days, 4 nights; rain, 1 day.
AID, PREMIUMS: County aid, $1,500; total estimated premiums paid out, $2,150.
PLANT FACILITIES: Area of grounds, 9 acres; total entered in the plant, $10,000; number of local commercial exhibits, 8.
ADMINISTRATION: President, A. O. McIntire; secretary, E. E. Dresner; superintendent of concessions, Ralph Leuth; superintendent of commercial exhibits, C. V. Terrell; superintendent of grounds, J. W. Minger; publicity director, Ray A. Bean.

Kansas State Fair, Hutchinson

TOTAL ATTENDANCE: Front gate, 31,500; days operated, 6; nights operated, 7.
WeATHER: Good, 5 days, 6 nights; rain, 1 day; cold or cloudy, 1 night.
Horse shows, 3 days; big cats and 2 days of motocross races.
AID, PREMIUMS: State aid, $2,000; total estimated premiums paid out, excluding races, $350,000.
附属项目：Front gate, 12 acres; half mile; grandstand seating capacity, 12,500; area of ground, 100 acres; estimated current value of the plant, $1,200,000; square feet under cover available for commercial exhibits, 30,000; number of national commercial exhibits, 27; new construction planned when materials are available: exhibit buildings.

ADMINISTRATION: President, Albert Dorn; secretary, Charles Stoker; superintendent of speed and precision, L. L. Leight; superintendent of speed, Desk Senate; dates, 1947 dates, August 18-25 (tentative).

Miami County Free Fair, Paola

CANCELED: 1946, due to Polio.

FACILITIES: Grandstand, seating 4,000, is used. New construction planned when materials are available: livestock area, stadium, building, agricultural exhibit building and toilets.

ADMINISTRATION: President, Albert L. Ensign; secretary, Ed. Wikel.

North Central Kansas Free Fair, Belleville

TOTAL ATTENDANCE: No count; free gate; days operated, 4; nights operated, 4.
WeATHER: Good, 5 days, 3 nights; rain, 1 night; cold or cloudy, 1 night.
AID, PREMIUMS: County aid, $1,000; total estimated premiums paid out, $700.

PlANT FACILITIES: Area of grounds, 12 acres.

ADMINISTRATION: President, J. R. Cooper; secretary, Charles Baker; superintendent of concessions, W. M. Baker; superintendent of commercial exhibits, M. R. Callendar; superintendent of grounds, Milly Horton.

Trego County Free Fair, Trego


VIRGINIA

THE OUTSTANDING 6 DAY FAIR IN AMERICA!

1947 DATES
SEPT. 29- OCT. 4

JOE MCDAVITT
R. H. McINTOSH
J. C. MCCAFFERY

THE BILLBOARD CIRCULUS OF FAIRS

KENTUCKY

Lewis County Fair, Vancleve

TOTAL ATTENDANCE: Front gate, 12,000 (estimated); free gate; days operated, 4; nights operated, 4.
WEATHER: Good.
PLANT FACILITIES: Square foot area; half mile; grandstand seating capacity, 5,000; area of ground, 50 acres; estimated current value of the plant, $750,000; number of local commercial exhibits, 25; number of local commercial exhibits, 2; number of exhibitors in auto show; 4; new construction planned when materials are available: grandstand seating.

ADMINISTRATION: President, Lewis Williams; secretary, C. H. Hurbi; superintendent of grounds, W. A. Bunt; superintendent of grounds, I. L. Foshee; publicity director, Charles Smith.

ASSEMBLY PRESIDENT

MEMBER OF CONGRESS

THE ALABAMA STATE FAIR, BIRMINGHAM, ALA.

Thomas County Free Fair, Colby

TOTAL ATTENDANCE: Front gate, 12,000 (estimated); free gate; days operated, 4; nights operated, 4.
WEATHER: Rain, 1 day; night; total grandstand admissions—days, 4,737; nights, 5,504.
PREMIUMS: Grandstand, $6,465;4; commercial exhibits—days, $1,215; nights, $1,800; other receipts for horse races, $3,502; purses for horse races, $500.

GRANDSTAND RECEIPTS: $4,850;30; grandstand admissions—days, $5,000; nights, $5,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, $2,000; cost of grandstand stage attractions, $1,000; acts booked thru J. C. Michaels Agency, $1,007; acts booked thru J. C. Michaels Agency, $1,007.

ADMINISTRATION: President, Lewis Williams; secretary, G. M. Hurbi; superintendent of grounds and publicity director, J. Ed. Parker Jr.
LOUISIANA

Concordia Parish Fair, Monroe
TOTAL ATTENDANCE: No count; free gate; days operated, 3; nights operated, 4.
WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night.
ADMINISTRATION: President, H. M. Birmefather; secretary, R. S. Kemp.

St. James Parish Fair, Lutcher

Louisiana Sugar Corn Festival and Fair, New Iberia
WEATHER: Good, 2 days, 2 nights; rain, 1 night of 3 days, 3 night runs.
AID PREMIUMS: State aid, $5,000; total estimated premiums paid out, excluding races, $3,000.
PLANT FACILITIES: Area of grounds, 25 acres.
GRANDSTAND ATTRACTIONS: Cost, $3,500; present, Quadrade of Corn; produced by John B. Rodgers Co., Fostoria, O.
ADMINISTRATION: Secretary, Robert Badon.

North Louisiana State Fair, Ruston
TOTAL ATTENDANCE: No count, free gate; days operated, 3; nights operated, 5.
WEATHER: Good, 4 days, 5 nights; rain, 3 days.
RECEIPTS: Concession space, $450; concession stands, $125; carnival, $500; other receipts, $80.
AID, PREMIUMS: State aid, $2,500; county aid, $2,850; other aid, $1,000; total estimated premiums paid out, $1,263.61.
PLANT FACILITIES: Area of grounds, 10 acres; estimated current valuation of the plant, $5,000; square feet under cover available for commercial exhibits, 1,400; space for local commercial exhibits, 9; number of exhibitors in auto show, 1; number of exhibitors in truck show, 1; new construction planned when materials are available: commercial building 165x60 feet.
ADMINISTRATION: President, J. V. Hinton; secretary and superintendent of concessions, F. W. Stewart; superintendent of rides, T. E. Pope; public director, F. W. Stewart and C. E. Pauly.

Beauregard Parish Fair, De Ridder
TOTAL ATTENDANCE: Front gate, 25,000; paid admissions, 15,000; days operated, 5; nights operated, 5.
RECEIPTS: Gate, $2,319.81; grandstand, $3,700; concession space, $499; commercial exhibits, $420; carnival, $1,111.47; other receipts, $1,270.
RACING: $3,000.
GRANDSTAND RECEIPTS: $3,700.
GRANDSTAND PREMIUMS: State aid, $1,000; other aid, $1,250; total estimated premiums paid out, $2,500.
PLANT FACILITIES: Race-track size, quarter mile; grandstand seating capacity, 5,000; area of grounds, 40 acres; estimated current valuation of the plant, $50,000; square feet under cover available for commercial exhibits, 3,000; number of commercial exhibitors, 54; number of exhibitors in auto show, 2; new construction planned when materials are available: rebuilding of grandstand, new commercial exhibit building.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, $5,000; rodeo, $1,400; total estimated premiums paid out, $8,500.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 50 acres; estimated current valuation of the place, $10,000; number of national commercial exhibits, 8; number of local commercial exhibits, 6; truck show, 3; new construction planned when materials are available: new cattle buildings, poultry buildings, farm crop building and conditioning of track for harness races.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $800.

Charles County Fair, La Plata
TOTAL ATTENDANCE: Front gate, 7,000; days operated, 4.
WEATHER: Good 3 days; rain 1 day.
RECEIPTS: Gate, $2,450; concession space, $4,150.
AID, PREMIUMS: State aid, $2,750; total estimated premiums paid out, excluding races, $3,500.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 5,000; area of grounds, 40 acres; estimated current valuation of the plant, $10,000; number of national commercial exhibits, 5; number of local commercial exhibits, 4; truck show, 1; new construction planned when materials are available: new cattle buildings, poultry buildings, farm crop building and conditioning of track for harness races.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $800.
ADMINISTRATION: President, P. D. Brown; secretary, W. Mitchell Diggers; superintendent of commercial exhibits, F. M. Reeder; publicity director, J. C. Mitchell.

MARYLAND

Great Frederick Fair, Frederick
TOTAL ATTENDANCE: Front gate, 70,000; paid admissions, 35,000; days operated, 5; nights operated, 5.
WEATHER: Good.
RECEIPTS: Gate, $25,251; grandstand, $9,399; concession space, $2,000; commercial exhibits, $1,000; state aid, $5,000.
RACING: Four days; grandstand receipts for horse races, $8,000; purses for horse races, $5,900.
GRANDSTAND RECEIPTS: $9,399.
AID, PREMIUMS: State aid, $6,000; total estimated premiums paid out, excluding races, $10,000.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 60 acres; estimated current valuation of the plant, $75,000.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, $5,000; rodeo, $1,500; total estimated premiums paid out, excluding races, $6,500.
ADMINISTRATION: President, Allen D. Young; secretary, Guy K. Foster; superintendent of concessions, Lee Ranneberger; superintendent of horse shows, Charles N. Daugherty; superintendent of speed, Norman Hunter; and place of annual meeting of fair board, January 4, Frederick.

MASSACHUSETTS

Brockton Fair, Brockton
TOTAL ATTENDANCE: Front gate, 201,471; days operated, 7.
WEATHER: Good all week, the cloudy.
RACING: Running races, 6 days; purses for horse races, $28,040.
AID, PREMIUMS: Total estimated premiums paid out, excluding races, $6,757.25.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,800; area of grounds, 63 acres; estimated current valuation of the plant, $400,000; square feet under cover available for commercial exhibits, $8,000; number of local commercial exhibits, 55, 60.
MIDLAND EMPIRE
FAIR AND RODEO

August
11-16
1947

BILLINGS
MONTANA

ROCKWOOD BROWN, President
ORA KEMP, Vice-Pres.
C. M. HONEY, Vice-Pres.
EMMET VAUGHN, Director
R. A. LATHOM, Director

HARRY L. FITTON, Secretary-Manager

New construction planned when materials are available: grandstand.

GRANDSTAND ATTRACTIONS: Show booked thru Al Martin, Boston.

ADMINISTRATION: President, George A. Buckley; secretary, Frank P. Kingman; superintendent of concessions and commercial exhibits, Harold Mon Mait; superintendent of grounds, Clarence Jumpe; publicity director, Arthur Brunner. Date of annual meeting of fair board, January 10, 1947 dates, September 7-15.

Franklin County Fair, Greenfield

WEATHER: Good, 2 days, 2 nights of run.

RECEIPTS: Gate, $11,580.25; grandstand, $1,810.70; carnival and concession space, $8,400.

RACING: 2 days of harness races.

GRANDSTAND RECEIPTS: $2,815.75.

AID, PREMIUMS: State aid, $1,900.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 15 acres; estimated current valuation of the plant, $35,000. New construction planned when materials are available; commercial exhibit, 4-H and wildlife buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $2,000; show booked thru George A. Hamid, New York.

ADMINISTRATION: President, Fred B. D'Agostino; treasurer, Wm. C. Conant; secretary, Whitney; B. Wells; superintendent of concessions, Arthur E. Gleason; superintendent of grounds, Patrick Clancy; superintendent of speed, Roger B. Ladd; publicity director, Wesley B. Foss.

Three-County Fair, Northampton

TOTAL ATTENDANCE: Front gate, 61,362 paid admissions.

WEATHER: Good during 7 days, 7 nights run.

RECEIPTS: Gate, $38,880.80; grandstand, $7,160.00; concession space, $8,500.

RACING: Six days.

AID, PREMIUMS: State aid, $1,200; total estimated premiums paid out, excluding races, $4,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity 1,500; area of grounds, 14 acres; new construction planned when materials are available; new toilet building, cattle show and sales ring, horse stalls and cattle sheds.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of races, grandstand, thrill shows, $7,560; acts booked thru Al Martin, Boston.

ADMINISTRATION: President, Charles N. DeLano; secretary, John L. Banner; date and place of annual meeting of fair board, Saturday, December 7, Hotel Northampton, Northampton. 1947 dates, September 1-6.

Topfield Fair, Topfield

TOTAL ATTENDANCE: Front gate, 70,000; admission, $5,000; days operated, 6; nights operated, 6.

WEATHER: Good, 5 days, 3 nights; rain, 1 day, 3 nights; cold or cloudy, 2 days; total paid grandstand admissions—days, 3,279; nights, 2,820.

RECEIPTS: Gate, $43,740; grandstand, $8,650; concession space, $4,141; commercial exhibits, $2,203.

RACING: 6 days or running races; grandstand receipts for horse races, $1,367; purses for horse races, $82,000.

GRANDSTAND RECEIPTS: $1,915.

AID, PREMIUMS: State aid, $1,200; total estimated premiums paid out, excluding races, $3,560.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 86 acres; estimated current valuation of the great, $170,000; square feet under cover available for commercial exhibits, 7,500; number of national commercial exhibits, 2; number of local commercial exhibits, 8. New construction planned when materials are available: grandstand, cattle barn, fence, parking space.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of racing, $3,000; show booked thru Al Martin, Boston.

ADMINISTRATION: President, James H. Reynolds; general manager, Robert P. E. McFadden; superintendent of commercial exhibits, Charles D'Agostino; publicity director, Warren B. Foss.

Allegan County Fair, Allegan

TOTAL ATTENDANCE: Front gate, 77,000; paid admissions, $77,750; days operated, 7; nights operated, 7.

WEATHER: Good, 5 days, 5 nights; rainy 2 days; cold or cloudy, 3 days; total paid grandstand admissions—days, 9,819; nights, 12,490.

RECEIPTS: Gate, $26,327.94; grandstand, $16,142.55; concession space, $7,215.70; commercial exhibits, $2,040; carnivals, $8,708.77; other receipts, $12,006.38.

RACING: 4 days of harness races; purses for horses, $4,063.17.

GRANDSTAND RECEIPTS: $2,143.25; 1 day and 1 night of auto thrill show; grandstand receipts for thrill show, $2,135.75.

AID, PREMIUMS: State aid, $4,053.92; other aid, $100; total estimated premiums paid out, excluding races, $7,670.44.

PLANT FACILITIES: Race-track size, half mile; grandstand, 3,500; area of grounds, 40 acres; estimated current valuation of the plant, $50,000; square feet under cover available for commercial exhibits, 13,728; number of national commercial exhibits, 2; number of local commercial exhibits, 35. New construction planned when materials are available: new toilets, grandstand bleachers.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of racing, $7,000; name of review, Ernie Young Jumper, produced and booked thru Ernie Young.


Bruchy County 4-H Fair, Coldwater

TOTAL ATTENDANCE: Front gate, 40,000; admission, free; days operated, 5; nights operated, 5.

WEATHER: Good, total paid grandstand admissions, days, 6,500; nights, 3,000.

RECEIPTS: Grandstand, about $4,000; concession space, $2,000; commercial exhibits, $1,000; rides, $2,000.

AID, PREMIUMS: State aid, $2,500; county aid, $1,700; other aid, $880; total estimated premiums paid out, $5,200.

PLANT FACILITIES: Grandstand seating capacity, 3,000; area of grounds, 20 acres; estimated current valuation of the plant, $20,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $3,000; Name of review, Let Freedom Swing. Acts booked thru Gus Sun.


Charlevoix County Fair, East Jordan

TOTAL ATTENDANCE: Front gate, 15,000; days operated, 3; nights operated, 3; total paid grandstand admissions, days, 3,000.

AID, PREMIUMS: State aid, $300; total estimated premiums paid out, $2,800.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 10 acres; estimated current valuation of the plant, $50,000. New construction planned when materials are available: painting of all buildings and new roofing of midway.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $3,000; acts booked thru Gus Sun; Agency.

ADMINISTRATION: President, Jess Smith; secretary and superintendent of concessions, Lorrain; superintendent of grounds, Mike Barnett.

Fair, Poneming

TOTAL ATTENDANCE: Front gate, 15,000; admission, free; days operated, 2; nights operated, 2.

WEATHER: Good.

RECEIPTS: Concession space, $150; carnivals, approximately $350.

AID, PREMIUMS: State aid, $600; total estimated premiums paid out, $1,800.

PLANT FACILITIES: Square feet un...
ATTENDANCE RECORDS AT MAJOR STATE, DISTRICT AND COUNTY FAIRS

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**THE MIDWEST'S LARGEST COUNTY FAIR**

**SEPTEMBER 7-13, 1947**

CLARENCE H. HARNDEN

Secretary-Manager

**BETTER FAIRS \* BETTER LIVING**

**WESTERN FAIRS ASSOCIATION**

**NOVEMBER 30, 1946**

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**Milford Fair, Milford**

TOTAL ATTENDANCE: No count, free fair; days operated, 4; nights operated, 3.

WEATHER: Good, 2 days; rain 2 nights; cold or cloudy 2 days; total paid grandstand admissions—days, $8,105.00; nights, $829.02.

(Continued on page 51)
All records SMASHED in 1946

THE GREATEST NAME IN THE OUTDOOR SHOW WORLD

ROYAL AMERICAN SHOWS

Watch for our 26th edition in 1947!
A MESSAGE OF APPRECIATION TO THE FAIR AND EXHIBITION MANAGERS AND BOARD MEMBERS WITH WHOM WE HAVE ENJOYED THE GREATEST SEASON IN HISTORY...

The American and Canadian citizen, who with his family awaits each year the coming of the STATE FAIR or EXHIBITION, has once again cast the ballot of his pleasure in favor of his territorial directors' choice... ROYAL AMERICAN SHOWS.

Your choice of attractions, attended by the multitudes, is their token of confidence in your selections. For this, ROYAL AMERICAN SHOWS is grateful.

Because of your trust in our endeavors to bring before the public the best in Midway Entertainment, we wish to stress our sincere appreciation to each and every one of you for again giving ROYAL AMERICAN SHOWS the opportunity to display the integrity and ingenuity that has given THE NAME the high honors it has derived from through the years.

And to the Manager and Members of the Board of Directors of the MINNESOTA STATE FAIR we sing high praise for their consideration and wise decision in behalf of the welfare of the people. May the year 1947 amply reward them.

In rounding out our 25th anniversary we can only look back with a fleeting glance through the progressive years that bring us to the present, and to the future.

We know the importance of improvement. We know that every effort toward improvement is a step toward success. Our goal is individualism in the Midway Industry. We aim to be continually pointed at with pride, as a shining example of what to expect at your fair or any other engagement.

Already we are planning even greater improvements for 1947.

We bow to the acknowledgment that for improvement there is always room, regardless of our tremendous success.

Improvement to the point of amazement is our ultimate goal.

Sincerely,

CARL J. SEDLMAYR.
STATISTICAL DIRECTORY OF FAIRS

RECEIPTS: Grandstand, $1,422.10; concession, $256; commercial exhibits, $178; carnival, $265.32.

AID: State aid, $312.77; total estimated premiums paid out, $4,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 18 acres; estimated current valuation of the plant, $22,000; square feet under cover available for commercial exhibits, 9,000; number of local commercial exhibits, 10; number of national commercial exhibits, 3; number of exhibitors in auto show, 1; number of exhibitors in truck show, 1; number of exhibitors in trailer show, 1. New construction planned when materials are available: grandstand, exhibit buildings, commercial exhibit building, larger stage.

GRANDSTAND ATTRACTIONS: Baum’s Rodeo, thrill show and fireworks.

ADMINISTRATION: President, Gordon Smeckert; secretary, Clarence E. Prentice.

Annual meeting of fair board, January 28, 1947, 1947 dates, August 19-23.

MINNESOTA

Becker County Fair, Detroit Lakes

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

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

RECEIPTS: Commercial exhibits and carnivale, $1,469.86; livestock, $1,000; total estimated premiums paid out, $1,469.86.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 6 acres; estimated current valuation of the plant, $22,000; square feet under cover available for commercial exhibits, 3,000; number of local commercial exhibits, 10; number of exhibitors in truck show, 1; New construction planned when materials are available: steel roof over grandstand, poultry building, race-track fencing with permanent steel fence, painting of all buildings, moving fences, etc.

GRANDSTAND ATTRACTIONS: Show by Radio Station KSTP talent; also rodeo 3 days and 3 nights.


Benton County Fair, St. Cloud

CANCELED: 1946, due to polio.

ADMINISTRATION: President, Leo Rose; secretary, C. H. Vainer, St. Cloud.

CARLTON COUNTY FAIR, INC.

Carlton County Fair, Barnum

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 29 acres; estimated current valuation of the plant, $2,500; square feet under cover available for commercial exhibits, 3,600; New construction planned when materials are available: grandstand addition and exhibit space.


Crow Wing County Fair, Brainerd

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 29 acres; estimated current valuation of the plant, $2,500; square feet under cover available for commercial exhibits, 3,600; New construction planned when materials are available: grandstand addition and exhibit space.

ADMINISTRATION: President, Earl L. Robinson; secretary and superintendent of concessions, B. H. Williams; superintendent of commercial exhibits, Verner F. Anderson.

(Continued on page 54)
THE ONE AND ONLY MAN WHO HANGS HIMSELF AND LIVES TO TELL THE TALE

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Page 52 The Billboard Cavalcade of Fairs

November 30, 1946
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November 30, 1946
East Otter Tail County Fair, Perham

TOTAL ATTENDANCE: Front gate, 7,486; paid admissions, 6,766; days operated, 3; nights operated, 3.
WEATHER: Good; total paid grandstand admissions, 2,412.

RECEIPTS: Gate, $3,041.90; grandstand, $1,364.80; concession space, $959.81.

GRANDSTAND RECEIPTS: Total, $1,364.80.

AID, PREMIUMS: State aid, $1,500; county aid, $420; other aid, $420; total estimated premiums paid out, $2,000.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, $2,000.


Fillmore County Fair, Preston

CANCELLED: 1946, due to polio.


Freeborn County Fair, Albert Lea

CANCELLED: 1946, due to polio.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 5,000; area of grounds, 40 acres.

ADMINISTRATION: President, Andrew C. Hanson; secretary, Herman D. Jensen; superintendent of concessions, Henry Behr; superintendent of grounds, John Budh; superintendent of speed, Ed Hayes; publicity director, Albert Busse; 1947 dates, August 15-22.

Grant County Fair, Herman

CANCELLED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 30 acres; estimated current valuation of the plant, $20,000; square feet under cover available for commercial exhibits, 2,500.

GRANDSTAND ATTRIBUTIONS: Cost, $1,500; show produced by William and Lea, St. Paul.

ADMINISTRATION: President, A. P. Krabben; superintendent of concessions and commercial exhibits, Harry Saunders; superintendent of speed, Ed Speer; date and place usual meeting, January 15, St. Paul Hotel, St. Paul.

Mower County Fair, Austin

TOTAL ATTENDANCE: Front gate, 65,000; paid admissions, 45,000; days operated, 3; nights operated, 3.
WEATHER: Cool or cloudy; 2 days rain, 2 days, 2 nights; cold or cloudy 3 days, 1 night; total paid grandstand admissions, days, $7,500; nights, $7,800.
RECEIPTS: Gate, $16,500; grandstand, $13,400; concession space, $8,000; commercial exhibits, $2,200; carnivals, $4,000.
RACING: 2 days of harness races; grandstand receipts for horse races, $3,500; purses for horse races, $3,000; 1 day of big car auto races.
GRANDSTAND RECEIPTS: $18,000; grandstand receipts for thrill show, $8,100.

AID, PREMIUMS: State aid, $1,500; total estimated premiums paid out, excluding races, $6,100.

PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 4,500; area of grounds, 30 acres; estimated current valuation of the plant, $220,000; square feet under cover available for commercial exhibits, 12,000; number of national commercial exhibits, 15; number of local commercial exhibits, 33; number of exhibitors in auto show, 8.

GRANDSTAND ATTRIBUTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $11,000; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, N. V. Twengren; secretary, P. J. Holand; superintendent of concessions, Gunnar Youngdahl; superintendent of commercial exhibits, Richard Rahilly; superintendent of grounds, Guy Wold; superintendent of speed, Harry Saunders; publicity director, P. J. Holand; 1947 dates, August 7-13 (tentative).

St. Louis County Community Fair, Proctor

TOTAL ATTENDANCE: Front gate, 12,000; paid admissions, 8,000; days operated, 3; nights operated, 3.
WEATHER: Cool or cloudy; 3 days, 3 nights.
RECEIPTS: Gate, $1,000; concession space, $400; carnival, $125; other receipts, $500.

AID, PREMIUMS: State aid, $1,500; county aid, $400; other aid, $400; total estimated premiums paid out, $2,000.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, $48,000; number of national commercial exhibits, 10; number of local commercial exhibits, 20; new construction planned when materials are available: New agriculture exhibit building, repair to old building, new cattle barns, improvements to grounds.

ADMINISTRATION: President, Otto H. Ostman; secretary, Otto H. Ostman; publicity director, Jack McGill.

Swift County Fair, Appleton

CANCELLED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 28 acres; estimated current valuation of the plant, $90,000; square feet under cover available for commercial exhibits, 8,000; new construction planned when materials are available: Barn and dormitory.


Wahasha County Fair, Wahasha

TOTAL ATTENDANCE: Front gate, 48,000; free gate; days operated, 4; nights operated, 4.
WEATHER: Good.
RECEIPTS: Concession space, $442; carnival, $1,242.81; other receipts, $4,097.12.

AID, PREMIUMS: State aid, $1,550; total estimated premiums paid out, $1,000.

PLANT FACILITIES: City streets, total. 4 miles; 100 stalls; 100 acres.

GRANDSTAND ATTRIBUTIONS: Cost of grandstand stage attractions, $1,350; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, Arnold W. Hatfield; secretary, Herbert E. Fied- man; superintendents of concessions, Clem Noll and A. J. Dofing; superintendent of grounds, Wayne Martin; publicity director, Arnold W. Hatfield; 1947 dates, August 1-3 (tentative).

Westmoreland County Fair, Rollag

TOTAL ATTENDANCE: Front gate, 15,000; paid admissions, 10,000; days operated, 3; nights operated, 3.
WEATHER: Rainy; 3 days, 3 nights.
RECEIPTS: Gate, $1,500; concession space, $350; carnival, $100; other receipts, $50.

AID, PREMIUMS: State aid, $1,500; county aid, $400; other aid, $400; total estimated premiums paid out, $2,000.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, $48,000; number of national commercial exhibits, 10; number of local commercial exhibits, 20; new construction planned when materials are available: New agriculture exhibit building, repair to old building, new cattle barns, improvements to grounds.

ADMINISTRATION: President, Otto H. Ostman; secretary, Otto H. Ostman; publicity director, Jack McGill.

Westmoreland County Fair, Rollag

TOTAL ATTENDANCE: Front gate, 15,000; paid admissions, 10,000; days operated, 3; nights operated, 3.
WEATHER: Rainy; 3 days, 3 nights.
RECEIPTS: Gate, $1,500; concession space, $350; carnival, $100; other receipts, $50.

AID, PREMIUMS: State aid, $1,500; county aid, $400; other aid, $400; total estimated premiums paid out, $2,000.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 40 acres; estimated current valuation of the plant, $48,000; number of national commercial exhibits, 10; number of local commercial exhibits, 20; new construction planned when materials are available: New agriculture exhibit building, repair to old building, new cattle barns, improvements to grounds.

ADMINISTRATION: President, Otto H. Ostman; secretary, Otto H. Ostman; publicity director, Jack McGill.

Wahasha County Fair, Wahasha

TOTAL ATTENDANCE: Front gate, 48,000; free gate; days operated, 4; nights operated, 4.
WEATHER: Good.
RECEIPTS: Concession space, $442; carnival, $1,242.81; other receipts, $4,097.12.

AID, PREMIUMS: State aid, $1,550; total estimated premiums paid out, $1,000.

PLANT FACILITIES: City streets, total. 4 miles; 100 stalls; 100 acres.

GRANDSTAND ATTRIBUTIONS: Cost of grandstand stage attractions, $1,350; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, Arnold W. Hatfield; secretary, Herbert E. Fied- man; superintendents of concessions, Clem Noll and A. J. Dofing; superintendent of grounds, Wayne Martin; publicity director, Arnold W. Hatfield; 1947 dates, August 1-3 (tentative).
Wadena County Fair, Wadena

TOTAL ATTENDANCE: Front gate, 15,700; daily admissions, 12,000; days operated, 4; nights operated, 4.
WEATHER: Good.

RECEIPTS: Gate, $3,770.51; grandstand, $1,852.40; concession space, $980.60; commercial exhibits, $125.47; carnival, $1,845.42; other receipts, $2,375.79.

RACING: 2 days; grandstand receipts for horse races, $1,353.90; pari-mutuel bets, $3,755.30.

GRANDSTAND RECEIPTS: $1,852.40; number of days, 3; nights, 1; of auto thrill show, grandstand receipts for thrill show, $796.

AID: PREMIUMS: State aid, $1,500; county aid, $100; other aid, $450; total estimated payments, $500; paid, $2,860.32.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 40 acres; estimated current valuation of the plant, $17,625; square feet available for commercial exhibits, 6,400; number of national commercial exhibits, 2; number of local commercial exhibits, 40; number of exhibitors in auto show, 5; number of exhibitors in truck show, 2. New construction planned—when materials are available: hog and sheep pavilions, grandstand, and conservatory and historical building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attraction, exclusive of races and thrill show, $1,980; attraction, Laff Parade, produced by Gus Sun Agency, booked thru Irving Grossman.

ADMINISTRATION: President, President, A. M. Johnson; secretary, Rev. W. E. LaBarge; superintendent of county shows, J. L. Eddy; superintendent of grounds, C. B. Knott; superintendent of livestock, W. B. Hartman; 1947 dates, August 6-9 (tentative).

Watonah County Fair, St. James

CANCELED: 1946, due to polio.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,750; area of grounds, 40 acres; estimated current valuation of the plant, $125,000; area of grounds, 40 acres; estimated current valuation for commercial exhibits, 2,000. New construction planned when materials are available: race barns and exhibits.


Wright County Fair, Howard Lake

TOTAL ATTENDANCE: Front gate, 4,597; paid admissions, 4,597; days operated, 2; nights operated, 2.
WEATHER: Good; total paid grandstand admissions, days, $925.58.

RECEIPTS: Gate, $2,081.94; grandstand, $925.58; concession space, $955.40; other receipts, $8,702.23.

RACING: 2 days; purses for horse races, $800.

GRANDSTAND RECEIPTS: $925.58; AID: PREMIUMS: State aid, $335.45; county aid, $1,250; total estimated premiums paid out, $1,548.05.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 40 acres; estimated current valuation of the plant, $300,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, and thrill show, $1,125; attractions, radio Station WCOC; 2 days, 2 nights of auto thrill show.

ADMINISTRATION: President, James Moxe; secretary, superintendent of concessions, commercial exhibits, Paul Eddy, and grounds, Paul Eddy; superintendent of speed, Joe Atkins; publicity director, Paul Eddy.

Mississippi-Alabama Fair & Dairy Show, Tupelo

TOTAL ATTENDANCE: Front gate, 110,000; paid admissions, 102,000; days operated, 5; nights operated, 5.
WEATHER: Good; estimated total premiums paid out, $1,852.75.

RECEIPTS: Gate, $3,500; state aid, $1,000; total estimated premiums paid out, $1,250.

PLANT FACILITIES: Area of grounds, 6 acres; estimated current valuation of the Plant, $50,000; square feet available for commercial exhibits, 8,000; number of national commercial exhibits, 3; number of local commercial exhibits, 15; number of exhibitors in auto show, 2; number of exhibitors in truck show, 4; number of exhibitors in trailer show, 5. New construction planned when materials are available: cattle barn, grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, and thrill show, $8,000; paid for circus revenue; booked thru Dr. Bradley, Lawrenceburg, Tenn.

ADMINISTRATION: President and manager, James M. Gaywey; treasurer, W. A. Spight; publicity director, Al Fieeman. Date and place of annual meeting of fair board, second Tuesday in December, 1947 dates, September 30-October 4.

Mississippi Fair and Dairy Show, Meridian

TOTAL ATTENDANCE: Front gate, 15,645; paid admissions, 15,645; days operated, 5; nights operated, 5.
WEATHER: Good; estimated total premiums paid out, $3,500.

RECEIPTS: Gate, $12,000; grandstand, $2,000; concession space, $2,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 4,000; area of grounds, 50 acres; estimated current valuation of the plant, $150,000. New construction planned when materials are available: new building.

GRANDSTAND ATTRACTIONS: Cost, $3,500; acts of Buck Boyd Wolfeke, Chicago, also firfriends.

ADMINISTRATION: Secretary, manager, W. A. Cannady.

Tawamba Fair, Fulton

TOTAL ATTENDANCE: Front gate, 4,500; days operated, 4; nights operated, 3; one day and night free.
WEATHER: Good; estimated total premiums paid out, $1,159.00.

RECEIPTS: Gate, $756.55.

AID: PREMIUMS: State aid, $180; county aid, $500; other aid, $600; total estimated premiums paid out, $1,353.75.

PLANT FACILITIES: Area of grounds, 6 acres; estimated current valuation of the Plant, $7,000; square feet available for commercial exhibits, 5,000; number of local commercial exhibits, 10.

ADMINISTRATION: President and superintendent of concessions, A. J. Massey; publicity director, H. L. Highfield; superintendent of commercial exhibits, J. C. Whitehead; superintendent of grounds, Philip Sheriff; publicity director, Delmus Harris.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, and thrill shows, $5,000; operated, $934.80; booked thru Dr. Bradley, Lawrenceburg, Tenn.

ADMINISTRATION: President and manager, A. H. Deaney; treasurer, W. A. Spight; publicity director, Al Fieeman. Date and place of annual meeting of fair board, 3d Tuesday in December, 1947 dates, September 30-October 4.

Tippah County Fair, Ripley

Days operated, 3; nights operated, 3.
WEATHER: Good; estimated total premiums paid out, $500.

RECEIPTS: Gate, $996.95.

AID, PREMIUMS: State aid, $180; total estimated premiums, $1,059.60.

PLANT FACILITIES: Area of grounds, 26 acres. New construction planned when materials are available: building for agricultural exhibits.

ADMINISTRATION: President, Oscar Shannon; secretary, J. S. Nill.

Union County Fair, New Albany

TOTAL ATTENDANCE: Front gate, 40.
The AERIAL ORTONS

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SENSATIONAL ORTON

"The man on the high swaying pole"

120 Ft. High — 32-Ft. Sway Juggling in Strobite Breath-taking fireworks finish display

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THE GUS SUN BOOKING AGENCY

12,000; paid admissions, 8,000; days operated, 5; nights operated, 6.
WEATHER: Good, 4 days; 6 nights; rain, 1 day.
RECEIPTS: Gate, $3,800; grandstand, $580; total estimated premium paid out, $1,630.
AID, PREMIUMS: State aid, $300; county aid, $1,750.
PLANT FACILITIES: Grandstand seating capacity, 4,000; area of grounds, 25 acres; estimated current valuation of plant, $25,000; square feet under cover available for commercial exhibits, 17,000.
Yazoo County Fair, Yazoo City
TOTAL ATTENDANCE: Front gate, 24,895; paid admissions, 24,640; nights operated, 6.
WEATHER: Good.
RECEIPTS: Gate, $2,650; concession space, $400; commercial exhibits, $100; carnival, $1,150; other receipts, catalog subscriptions, $187.50.
AID, PREMIUMS: County aid, $300; other aid, $1,500; total estimated premium paid out, $1,800.
PLANT FACILITIES: Area of grounds, 14 acres; estimated current valuation of the plant, $5,000; square feet under cover available for commercial exhibits, 1,260; number of local commercial exhibits, 14. New construction planned when materials are available; 4,000-seat grandstand.
MISSOURI

Lamar’s Farm and Industrial Exposition, Lamar
TOTAL ATTENDANCE: No count, free fair on streets.
WEATHER: Good.
RECEIPTS: Gate, free; grandstand, free; concession space, $325; carnival, $400; other receipts, $1,850.
AID, PREMIUMS: State aid, $300; other aid, $1,500; total estimated premium paid out, $1,800.
ATTRACTIONS: The Sky Gene, contacted thru the advertising columns of papers, $300; other receipts, $2,816.
ADMINISTRATION: Secretary and superintendent of concessions, Bud Moore; concession director, Bob Calvert; superintendent of grounds, Harold Wright; publicity director, Guy Ross.
North Central Missouri Fair, Trenton
WEATHER: Good for run of three days; 3 nights.
RECEIPTS: Gate free; carnival and concession space, $300; commercial exhibits, $200; other receipts, $2,816.
AID, PREMIUMS: State aid, $480; total estimated premium paid out, $1,650.
PLANT FACILITIES: Grandstand seating capacity, 20; area of grounds, 20 acres; number of local commercial exhibits, 20.
GRANDSTAND ATTRACTIONS: Amateur night and horse pulling.
ADMINISTRATION: President, Walter K. Dittrich; secretary, Mac T. Jolly; superintendent of concessions, Fred McGuire; superintendent of commercial exhibits, Homer Browning; superintendent of grounds, W. E. Bailey; publicity director, Eric Sommers.
Ozark Empire Fair, Springfield
TOTAL ATTENDANCE: Front gate, $3,287.50; paid admissions, 14,314; nights operated, 7; nights operated, 7.
WEATHER: Good; 3 days, 6 nights; rain, 2 days, 1 night. Total paid grandstand admissions—days, 38,466; nights, 23,562.
RECEIPTS: Gate, $3,287.50; grandstand, $68,058.20; concession space, $8,668.75; commercial exhibits, $4,126.97; carnival, $4,866.14 (per cent receipts); other receipts, $16,555.15.
Noteworthy: Three days of running races; grandstand receipts for horse races, $5,870.28; total estimated premium paid out, $1,630.
RECEIPTS: Gate, $3,287.50; grandstand, $68,058.20; concession space, $8,668.75; commercial exhibits, $4,126.97; carnival, $4,866.14 (per cent receipts); other receipts, $16,555.15.
Noteworthy: Three days of running races; grandstand receipts for horse races, $5,870.28; total estimated premium paid out, $1,630.
Randolph County Fair and Rodeo, Moberly
TOTAL ATTENDANCE: Front gate, $3,287.50; paid admissions, 14,314; nights operated, 7; nights operated, 7.
WEATHER: Good; total paid grandstand admissions—nights, $12,945; total estimated premium paid out, $1,650.
RECEIPTS: Gate, $3,287.50; grandstand, $12,945; concession space, $100; commercial exhibits, $1,575; carnival, $445.50.
AID, PREMIUMS: State aid, $716.25; county aid, $395; other aid, $22.50; total estimated premium paid out, excluding horse shows, $1,630.
PLANT FACILITIES: Grandstand seating capacity, 3,500; area of grounds, 40 acres; estimated current valuation of plant, $36,000; number of local commercial exhibits, 22; number of exhibitors in auto show, 7; number of exhibitors in truck show, 1. New construction planned when materials are available; new race track planned.
ADMINISTRATION: President, N. J. Conroy; secretary, J. C. Murphy; superintendent of commercial exhibits, Keneth Dickson; publicity director, Cal Kellor.
Scottland County Free Fair, Memphis
TOTAL ATTENDANCE: Front gate, 5,000; paid admissions, 1,000; nights operated, 7; nights operated, 7.
WEATHER: Good.
RECEIPTS: Gate, $300; county aid, $300; other aid, $300; total estimated premium paid out, $1,000.
AID, PREMIUMS: State aid, $500; county aid, $500; other aid, $300; total estimated premium paid out, $1,000.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; estimated current valuation of plant, $475,000; number of national commercial exhibits, 15; number of local commercial exhibits, 96; number of exhibitors in trailer show, 2. New construction planned when materials are available; show-horse barn, beef-cattle barn, junior exhibit livestock barn, combined. ADMINISTRATION: President, Charles D. Miller; secretary, Arvon Winkler; publicity director, W. H. Roberts.
Montana

Bridger Fair and Rodeo, Bridger
TOTAL ATTENDANCE: Front gate, 7,600; paid admissions, 6,600 days operated; 2, nights operated, 9.
WEATHER: Good; total paid grandstand admissions—days, 1,750; nights, 1,166.

RACING: 2 days of running races; grandstand receipts for horses, $2,100; purses for horse races, $800.

PLANT FACILITIES: Race-track size, 1,500 feet; grandstand seating capacity, 1,800; area of grounds, 40 acres; estimated current valuation of the plant, $3,300; square feet under cover available for commercial exhibits, 6,200. New construction planned when materials are available: Swine barn and horse barn.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, $2,400; show produced by Ernie Young, Chicago.

ADMINISTRATION: President, and superintendent of concessions, Vernie Jones; secretary and publicity director, O. A. Lemmert; superintendent of commercial exhibits, Ernest Hagenmon; superintendent of speed, George Devier.

Marias Fair & Rodeo, Shelby
TOTAL ATTENDANCE: Front gate, 10,150; paid admissions, $5,600; days operated, 3; nights operated, 3.
WEATHER: Warm; total paid grandstand admissions, 1,136; nights, 1,136. New construction planned when materials are available: addition to grandstand, barn for stockshow, 40x140 ft., and small buildings.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeo; racing, thrill shows, $1,030 for war dance by Crow Indians; rodeo, 2 days and 2 nights.

ADMINISTRATION: President, Fred Bauman; secretary, Mike Kapoor; superintendent of commercial exhibits, Edie Ellis; superintendent of grounds, Paul Holt; publicit y director, C. H. Phillips.

Dawson County Fair, Glendive
TOTAL ATTENDANCE: Front gate, 19,700; days operated, 3; nights operated, 3.
WEATHER: Good.

ATTENDANCE—Fair secretaries
No race track to iron all—No special lighting effects to install—No stalls—No delays—it goes on “rain or shine.”

STAGE REQUIRED—We carry our own Portable Arena, Bucking Chutes, Chutes, Corral. No worry moving from rail to ground—We arrive on a fleet of trucks and trailers—Always ready.

NO STAGE—No Stalls—No Stalls!—in 2 hours of fast, furious, and efficient stage preparations and entertainment.

ABOUT JOHN A. GUTHRIE...

John A. Guthrie's... STAMPEDE and WORLD'S CHAMPIONSHIP RODEO CONTEST Plus His Congress of Real Oklahoma Plains Indians

ATTENTION—Fair Secretaries
No Race Track to Iron All—No Special Lighting Effects to Install—No Stalls—No Delays—It Goes On "Rain or Shine".
No Stage Required—We Carry Our Own Portable Arena, Bucking Chutes, Chutes, Corral. No Worry Moving From Railroad to Ground—We Arrive on a Fleet of Trucks and Trailers—Always Ready.
No Stages—No Stalls—No Stalls!—In 2 Hours of Fast, Furious, and Efficient Stage Preparations and Entertainment.

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THE GREATEST FAIR ATTraction OF ALL TIMES!

Thanks to the Fairs, Organizations and individuals of State who have made it possible for our appearance to be successful:

Some Reprints
From 1946 Issues of the Billboard

Colorado, Colo., Sept. 28—By the phenomenal prowess of a four-man band, the Douglas County Agricultural Society commanded a thunderous applause for their October 4-7, 1946, event in Colorado Springs, known as the International Western Rodeo. The Billboards, which was under the direction of Samuel W. Livingston, was managed by Ernie Young, Chicago.

Ak-Sar-Ben Livestock and Horse Show, Omaha

TOTAL ATTENDANCE: Paid admissions, $32,000; days operated, 6; nights operated, 6.

PLANT FACILITIES—Race-track size, 1 mile; area of grounds, 75 acres; estimated current valuation of the plant, $15,000; square feet under cover available for commercial exhibits, 8,000. New construction planned when materials are available: enlarge grandstand.

ADMINISTRATION: President, J. E. Davidson; secretary, W. B. Milliard Jr.; activities manager, superintendent of grounds, J. B. Ronin; publicity director, Don Mccarthy.

Blaine County Fair and Rodeo, Dunning

TOTAL ATTENDANCE: Front gate, 850 (estimated); paid admissions, $850; days operated, 3; nights operated, 3.
WEATHER: Rain, 3 days; nights; cold or cloudy, 3 days, 3 nights.

RECEIPTS: Gate, $820; commercial exhibits, $.650; other receipts, $246.88.

AID, PREMIUMS: State aid, $344.65; total estimated premiums paid out, excluding races, $4,250. Total estimated premiums paid out, excluding races, $5,300.

PLANT FACILITIES: Area of grounds, 5 acres; estimated current valuation of the plant, $750; square feet under cover available for commercial exhibits, 1,800. New construction planned when materials are available: improve rodeo grandstand seating capacity, 1,000; area of grounds, 160 acres.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeo; racing, thrill shows, $1,030, revise production by Ernie Young.

ADMINISTRATION: President, Edgar Lee; secretary, F. M. Scott.

Ravalli County Fair, Hamilton
TOTAL ATTENDANCE: Front gate, 15,457; paid admissions, 12,238; days operated, 3; nights operated, 3.
WEATHER: Good; total paid grandstand admissions, days, 4,249; nights, 4,038.
RECEIPTS: Gate, $10,851.50; grandstand, 4,143.50; concession space, $700.68.
RACING: 3 days of running races; grandstand receipts for horse races, $4,100.
PREMIUMS: Total estimated premiums paid out, excluding races, $2,850.

PLANT FACILITIES: Race-track size, 3 mile; area of grounds, 20 acres; estimated current valuation of the plant, $3,000; square feet under cover available for commercial exhibits, 1,808. New construction planned when materials are available: improve rodeo grandstand seating capacity, 1,000; area of grounds, 160 acres.

GRANDSTAND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeo; racing, thrill shows, $2,400; name of revenue, Clarence Smith Productions; produced by Clarence Smith.

ADMINISTRATION: President, Dayton Glidewell; secretary, superintendent of concessions, C. D. Robinson; date and place of annual meeting of board of directors; Tuesday, January, Hamilton, Mont.; 1947 dates, about September 12-14 (tentative).

GRAND NATIONAL RODEOS, INC.—MUSKOGEE, OKLAHOMA

John A. Guthrie, Managing Director

November 30, 1946

The Billboard Cavalcade of Fairs Page 57
Announcing

THE 26TH ANNUAL

EASTERN STATES EXPOSITION

SEPT. 14-20, 1947

For information regarding Prize Lists, Exhibition Space, Concessions, etc., write to

CHARLES A. NASH
General Manager

EASTERN STATES EXPOSITION
292 Worthington St.
Springfield, Mass.

Cedar County Fair, Hartington

TOTAL ATTENDANCE: Front gate, 6,056; days operated, 3; nights operated, 3.
WEATHER: Good, 3 days; cloudy, 1 night.
RECEIPTS: Gate, $3,050.08; grandstand, $705; concession space, $878.66;
carnival, $2,195.22; other receipts, $85.35.
AID, PREMIUMS: State aid, $344.60; county aid, $2,000. Total estimated premiums paid out, excluding races, $1,034.75.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 40 acres; estimated current valuation of the plant, $7,300. New construction planned when materials are available; additional 1,000 capacity extension to grandstand, commercial exhibit building, 10x150 dance floor.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrills, shows, $1,000; acts booked thru Gus Sun agency.
ADMINISTRATION: President, C. E. Haley; secretary, V. E. Rossetter; superintendents of commercial exhibits, Art Arens and F. J. Peitz; publicity director, Fred Zimmer. Date of annual meeting of fair board, August 29-September 1, 1947 dates, August 28-31 (tentative).

Custer County Fair, Broken Bow

TOTAL ATTENDANCE: Front gate, 6,567; paid admissions, 1,022; days operated, 4; nights operated, 3.
WEATHER: Good. Total paid grandstand admissions—days, 945; nights, 1,108.
RECEIPTS: Gate, $375; grandstand, $1,001.50; carnival, $1,034.75.
AID, PREMIUMS: State aid, $244.60; county aid, $2,550; total estimated premiums paid out (including cost of judging), $1,806.47.
PLANT FACILITIES: Grandstand seating capacity, 3,500; acres of grounds, 37; acres; estimated current valuation of the plant, $3,790.74; Nebraska Hereford Improvement Association and rented to Fair association for agreed rental of $1,000.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $2,250. Produced by Williams & Lee, Minneapolis.

Franklin County Fair, Franklin

TOTAL ATTENDANCE: Front gate, 11,984; days operated, 3; nights operated, 4.
WEATHER: Good, 2 days, 4 nights; rain, 1 day; total paid grandstand admissions, days, 348; nights, 4,128.
RECEIPTS: Gate, $1,135.86; grandstand, $3,335.00; concession space and carnival, $1,075; other receipts, baseball games, $130.71.
RACING: 2 days of harness or running races; purses for horse races, $460.
AID, PREMIUMS: State aid, $344.60; county aid, $3,900; total estimated premiums paid out, class premiums, $274.26; 4-H, $387.86.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 3,000; number of national commercial exhibits, 4; number of local commercial exhibits, 5. New construction is planned when materials are available; concrete floor in cattle barn and hog barn, painting of buildings inside and out, concrete work for aisles and sidewalks.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $1,501; name of revue, Michaels Attractions; acts booked thru Michaels.
ADMINISTRATION: President, Harry W. Blank; secretary, Maurice F. McAvoy; superintendent of concessions and commercial exhibits, Emie Austin; superintendent of grounds, Chas. Kahne, 1947 dates, second week of August (tentative).

Gage County Fair, Beatrice

TOTAL ATTENDANCE: Free gate; days operated, 4; nights operated, 3.
WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions, days, $1,764.69.
RECEIPTS: Grandstand, $3,993.74; concession space, $888; commercial exhibits, $126; carnival, $1,058.75; other receipts, $1,200 rent on grounds.

ADMINISTRATION: President, Orin Talbot; secretary, O. O. Sullivan; superintendents of concessions, F. A. Bates; publicity director, Parks Hayes.

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B. Ward Beam's Thrill Show • Rodeos • Acts

FASTEST GROWING FAIR AGENCY IN THE U. S.
GRANDSTAND RECEIPTS: Thrill show, 4 days, 4 nights, $1,841.77; other features, fireworks, 1 night.
AID: PREMIUMS: County aid, $4,000; other aid, $344.65. Total estimated premiums paid out, excluding races, $5,028.46.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 34 acres; estimated current valuation of the plant, $38,000; square feet under cover available for commercial exhibits, 240; number of national commercial exhibits, 4; number of local commercial exhibits, 23; number of exhibitors in trailer show, 1. Regional exhibit planned when materials are available: concrete grandstand, similar to Nebraska State Fair's grandstand, with space underneat for display and exhibits.
GROUND ATTACHMENTS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $870.
ADMINISTRATION: President, H. F. Brandt; secretary, J. M. Quackenbush; superintendent of concessions, Orville Glass; superintendent of commercial exhibits, Hansmire; superintendent of rodeos, Walker. Date and place of annual meeting of fair board: first Monday in October, 1947, dates, first week of September.

Logan County Fair & Rodeo, Stapleton
1,000; area of grounds, 10 acres; estimated total receipts: Front gate, 7,000; admission, free; days operated, 2; nights operated, 3.
WEATHER: Good; total paid grandstand admissions, days, 4,000.
RECEIPTS: Gate, $1,800; grandstand, $3,800; concession space and carnival, $280.
AID: PREMIUMS: County aid, $750; other estimated premiums paid out, $500.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; estimated current valuation of the plant, $1,500. New construction planned when materials are available: grandstand, 2,000 seating capacity.
GROUND ATTACHMENTS: Cost of grandstand stage attractions, $130; acts booked independent.
ADMINISTRATION: President, H. F. Harm; secretary, Chris B. Alexander; superintendent of concessions, Miles; superintendent of rodeos, Thrill. Date and place of annual meeting of fair board: first Monday in October, 1947, dates, second week of September.

GEORGE A. BUCKLEY FRANK H. KINGMAN
PRESIDENT 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
Polack Bros. Circus

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EXHIBIT HALLS, BOG AND SHEEP BARN.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions,exclusive of rodeos, racing, thrill shows, $800. Acts booked thru J. C. Michaels, Kansas City.

ADMINISTRATION: President, Allan B. Atkins; secretary, J. Cedric Conover.

1947 dates, September 1-3.

Nuckolls County Fair, Nelson

Days operated, 3; nights operated, 3

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

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 25 acres; estimated current valuation of the plant, $1,200.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, $1,000; acts booked thru Michaels of Kansas City.

ADMINISTRATION: President and superintendent of concessions, J. E. Portnd; secretary, William A. McHenry.

1947 date, last week in October.

Pawnee County Fair, Pawnee City

WEATHER: Good.

RECEPTS: Gate, $10,000 including grandstand; concession space, $1,500.

RACING: 3 days of harness and running races; purses for horse races, $2,000.

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

PLANT FACILITIES: Race-track size, one-half mile; grandstand seating capacity, 5,000; area of grounds, 40 acres; square feet under cover available for commercial exhibits, 7,500.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $3,000.

Local revenue produced by E. B. Colwell. Acts booked thru Drake & Trux.

ADMINISTRATION: President, Ervin E. Colwell; secretary, William F. Colwell; superintendent of concessions, H. T. Burton; superintendent of commercial exhibits, Ray R. Eddy; superintendent of grounds, O. E. Herren; superintendent of speed, Fred Greeman; publicity director, F. W. McDonald.

1947 dates, first week in October (tentative).

Phillips County Junior Fair, Holdrege

Days operated, 3; nights operated, 3

WEATHER: Good.

RECEPTS: Concession space, $25; carnival, $100; other receipts, $450.

AID, PREMIUMS: County aid, $8,990; other aid, $549.65; total estimated premium paid out, $700.

PLANT FACILITIES: Grandstand seating capacity, 1,200; area of grounds, 40 acres; estimated current valuation of the plant, $8,000.

GRANDSTAND ATTRACTIONS: Acts booked thru Ben Trux.

ADMINISTRATION: President, Leslie Randall; secretary, A. P. Johnson.

Pierce County Fair, Pierce

Days operated, 3; nights operated, 3

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

RECEPTS: Gate, $4,023; grandstands, $902; concession space, $500; carnival,$350; other receipts, $800.

RACING: 3 days of harness or running races; purses for horse races, $300.

AID, PREMIUMS: County aid, $2,000. Total estimated premiums paid out, excluding races, $1,900.

PLANT FACILITIES: Race-track size, approximately .75 mile; grandstand seating capacity, 1,500; area of grounds, 20 acres; estimated current valuation of the plant, $11,900.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,592.


ADMINISTRATION: President, Roy Bagg; secretary, A. J. Gottsche.

1947 dates, commencing last Sunday in August (tentative).

Platte County-Mid Nebraska

4-H Fair, Columbus

TOTAL ATTENDANCE: Front gate, 7,500; days operated, 4; nights operated, 4.

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

RECEPTS: Gate, $4,281.60; concession space, $519.13; commercial exhibits, $100; carnival, $532.40.

AID, PREMIUMS: County aid, $2,000.

INSURANCE

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1637 INSURANCE EXCHANGE BLDG. (Telephone: WABash 1790) 175 W. JACKSON BLVD.

CHICAGO 4, ILL.
total estimated permits paid out, $1,779.00.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 11 acres; estimated current valuation of the plant, $50,000; number of local commercial exhibit buildings, 20; number of exhibits in commercial exhibits, 10; number of exhibitors in trailer show, 12.

GRANDSTAND ATTENTIONS: Cost of grandstand stage attractions, $3,500; total number of paintings, $1,476; grandstand and exhibits, $1,200; 3,000; area of grounds, 4,12 acres.

ADMINISTRATION: President, Julius Nyffelen; secretary, W. L. Scottchen; superintendent of concessions, P. W. Lagers.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: Front gate, 31,025; other receipts, $6,137.25; nights operated, 4.

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

RECEIPTS: Gate, $1,250; grandstand, $1,800; commercial exhibits, $40; carnival, $1,000.

AID: County aid, $2,500; other aid, $2,000.

PLANT FACILITIES: Race-track size, one-half mile; grandstand seating capacity, 2,000; area of grounds, 20 acres; number of local commercial exhibits, 2; number of exhibitors in trailer show, 1.

NEW HAMPSHIRE

Cheshire Fair, Keene

TOTAL ATTENDANCE: Front gate, 15,000; paid admissions, 10,776; days operated, 3; nights operated, 4.

WEATHER: Good, 3 days; 2 nights; cool, 1 night. Total paid grandstand admissions—days, 3,076; nights, 2,970.

RECEIPTS: Gate, $10,718.35; grandstand, $3,637.60; concession space, $2,250; other receipts, $650; other receipts, 147.

RACING: Two days of running races.

AID PREMIUMS: State aid, $14,000.

Total estimated permits paid out, excluding races, $10,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 61 acres; estimated current valuation of the plant, $23,000; number of local commercial exhibits, 5; number of exhibits in auto show, 5; number of exhibitors in truck show, 3; new construction planned when materials are available: sheep barn, new large grandstand, 2 large exhibit halls.

GRANDSTAND ATTENTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $3,000. Active members, E. T. Williams & Lee, Tom Drake, WLS radio station.

ADMINISTRATION: President and superintendent of grounds, H. B. Rosen; vice president, W. T. Adams; secretary, superintendent of concessions, Clarence F. Worchester; superintendent of speed, M. Chadwick Minnity; publicity director, Helen W. Adams.

THURSTON COUNTY FAIR, Wathill

TOTAL ATTENDANCE: Front gate, 8,000; paid admissions, 7,000; days operated, 4; nights operated, 3.

WEATHER: Cloudy or cold, 3 days, 3 nights; 80°, 3 days, 1 night.

RECEIPTS: Concession space, $1,053. AID. PREMIUMS: County aid, $4,000.

Total estimated premiums paid out, $4,000.

PELYMOUTH FAIR, Plymouth

TOTAL ATTENDANCE: Front gate, 70,582; paid admissions, 41,478; days operated, 4; nights operated, 4.

WEATHER: Good, 3 days, 4 nights; rain, 1 day; total paid grandstand admissions—days, 5,962; nights, 4,198.

RECEIPTS: Gate, $1,9,004.34; grandstand, $8,137.25; concessions, $6,000; other receipts, 8,300.

RACING: Two days of harness races; grandstand receipts for horse races, $2,100.00; $100.00; 3,000; area of grounds, 72 acres. Total estimated permits paid out, excluding races, $24,000.

Elko County Fair and Nevada Livestock Show, Elko

WEATHER: Good during full four days.

RECEIPTS: Concession space, $750. RACES: 20 classes; 4,000 horses; purses for horse races, $12,000.

AID. PREMIUMS: State aid, $5,000; county aid, $3,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; estimated current valuation of the plant, $25,000; number of local commercial exhibit buildings, 12; number of exhibits in trailer show, 7; number of exhibitors in truck show, 5; new construction planned when materials are available: saddle horse barns, cattle commercial exhibit building, new stage, bigger exhibit building.

GRANDSTAND ATTENTIONS: Cost of grandstand stage attractions, $3,850; 3,000; area of grounds, 4,12 acres.

ADMINTIRATION: President, Harry A. Merrill; secretary, superintendent of concessions; publicity director, A. Behr; vice president, I. E. Mitchell; date of annual meeting of the fair board, December 14, 1947, and, the Board of Directors.
Flemington Fair, Flemington

TOTAL ATTENDANCE: Front gate, 109,000; days operated 7; nights operated 7.

WEATHER: Good, 7 days, 6 nights; rain, 1 night.

RACING: Four days of harness races; purses for horse races, $4,000; 2 days of big car auto races.

PREMIUMS: Total estimated paid out, excluding races, $6,000.

PLANT FACILITIES: Race-track size, half mile; grandstand and bleachers seating capacity, 6,000; area of grounds, 50 acres; estimated current valuation of the plant, $100,000; square feet under cover available for commercial exhibits, 20,000; number of local commercial exhibits, 50. New construction planned when materials are available: new fencing, additional lighting in parking areas, two new buildings for stables and shows.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $21,950; name of revue, Grandstand Polka, with Roxettes; produced by George A. Hamid, Inc.


New Jersey State Fair, Trenton

TOTAL ATTENDANCE: Front gate, 411,850; paid admissions, 342,865; days operated, 8; nights operated, 6.

WEATHER: Good, 7 days, 4 nights; rain, 1 day, 2 nights; total paid grandstand admissions: days, $6,936; nights, $7,512.

RECEIPTS: Gate, $190,835; grandstand, $1,019,280; concession space, $62,460; commercial exhibits, $8,530; carnivals, $18,500; other receipts, $2,600.

ADMINISTRATION: President, Edward A. Allen; superintendent of grounds, William U. Brehm. Date and place of annual meeting of fair board: February 10, Union Hotel, Flemington, N. J.

New Mexico State Fair, Portales

TOTAL ATTENDANCE: Front gate, 22,000; free gate, days operated 6; nights operated 4.

WEATHER: Good, 4 days, 3 nights; rain, 1 night; total paid grandstand admissions—days, $2,238.

RECEIPTS: Gate, $314; grandstand, $3,238; commercial exhibits, $460; carnivals, $1,877.68.

GRANDSTAND RECEIPTS: Rodeo, $2,300.

NEW MEXICO: County aid, $750; total estimated premiums paid out, excluding races, $1,000.


Valencia County Fair, Belen

TOTAL ATTENDANCE: Front gate, 2,500; admission, free, days operated, 2; nights operated, 2.

WEATHER: Good.

AID, PREMIUMS: County aid, $1,200; total estimated premiums paid out, $1,200.

PLANT FACILITIES: Race-track size, 800; area of grounds, 1,113 acres; estimated current valuation of the plant, $1,500,000; square feet under cover available for commercial exhibits, 28,000; number of exhibitors in auto show, 5; number of exhibitors in truck show, 4; number of exhibitors in trailer show, 15.

New construction planned when materials are available: new fencing, additional lighting in parking areas, two new buildings for stables and shows.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $21,950; name of revue, Grandstand Polka, with Roxettes; produced by George A. Hamid, Inc.


Dutchess County Fair, Rhinebeck

TOTAL ATTENDANCE: Front gate, 8,000; days operated, 4; nights operated, 6.

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

RECEIPTS: Three days; purses for horse races, $4,200.

AID: State aid, $10,000; county aid, $4,200.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 50 acres; estimated current valuation of the plant, $2,500; square feet under cover available for commercial exhibits, 1,000. Half mile; grandstand seating capacity, 2,000; area of grounds, 65 acres; estimated current valuation of the plant, $400,000; total estimated premiums paid out, $13,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 50 acres; estimated current valuation of the plant, $2,500; square feet under cover available for commercial exhibits, 1,000; national commercial exhibits, 20; number of local commercial exhibits, 50; number of ex-hibitors in truck show, 4; number of ex-hibitors in trailer show, 2. New construction planned for bleachers seating 2,500; lighting for grandstands and entrances, 2. New construction planned when materials are available: 10 box offices and entrances, 6 gates and 9 acres of new parking area.

GRANDSTAND ATTRACTIONS: Rodeo only show; cost confidential. Produced by Lewis R. Durlin.


Palmyra Fair, Palmyra

Dates operated, 3; nights operated, 4.

WEATHER: Good; total paid grandstand admissions—days, 3,839; nights, 454; bleacher entrances, 727; nights, 1,214.

RECEIPTS: Gate, $1,711.50; grandstand, $9,374.70; concession space, $4,999.50; other receipts, $210.60.

RACING: Four days of harness races, purses for horse races, $4,974.31.

AID: State aid, $8,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,000; area of grounds, 65 acres; estimated current valuation of the plant, $400,000; total estimated premiums paid out, $13,500.
"A Supreme Achievement in Clean Amusement"

Crescent AMUSEMENT COMPANY
COMPLETELY MOTORIZED ON A FLEET OF 35 TRACTORS AND SEMI TRAILERS

FAIR SECRETARIES AND COMMITTEE MEN
Plan to make your fair midway the brightest, cleanest, most thrilling crowd-getter by contracting now for the Crescent Amusement Company's high-class attractions. We invite you to investigate our midway shows at any time. CRESCENT SHOWS play the same territory year after year offering proof that our shows are wanted by fair secretaries and the paying public. We are now booking for 1947, offering ten modern, safe rides, eight spectacular shows and free act nightly. Contact us now for your 1947 dates.

WANTED
We are interested in hearing from showmen who can offer new and novel Shows, Concessions that work for stock and not over ten cents. We are especially interested in a Motordrome; modern, up-to-date Penny Arcade; Fun House, Glass House, Concession Agents, Bingo Help, Ride Men and Semi Drivers. Will contract outstanding Acts for the 1947 season.

Want Side Show Acts to feature, Colored Musicians and Performers. Salaries paid from office.

10 NEW MODERN RIDES—8 CLEAN SHOWS—FREE ACT NIGHTLY—BIG U. S. ARMY 60 INCH SEARCHLIGHT
WILL BE AT SHERMAN HOTEL, CHICAGO, DECEMBER 1-2-3-4

L. C. McHENRY
Owner & Gen. Mgr.

November 30, 1946
harness and running races; grandstand receipts for horse races included above; purses for horse races, $4,000.

AID, PREMIUMS: State aid, $10,000; total estimated premiums paid out, excluding races, $9,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 132 acres; estimated current valuation of the plant, $160,000; square feet under cover available for commercial exhibits, 50x100; number of local commercial exhibits, 20. New construction planned when materials are available: horse barn, cattle barn, grandstand.

ADMINISTRATION: President, Harry M. Jarrett; secretary, W. C. York; 1947 dates, third week in September.

Cherokee Indian Fair, Cherokee

TOTAL ATTENDANCE: Front gate, 25,000; paid admissions, 16,801; days operated, 8 nights operated, 6.

WEATHER: Good.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,000; area of grounds, 9 acres; estimated current valuation of the plant, $10,000; square feet under cover available for commercial exhibits, 65x100; number of local commercial exhibits, 20. New construction planned when materials are available: horse barn, cattle barn, grandstand.


Mount Airy Fair, Mount Airy

TOTAL ATTENDANCE: Front gate, 20,000; paid admissions, 15,000; days operated, 6; nights operated, 6.

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

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 12 acres. New construction planned when materials are available: race track, exhibit building, new 35 acre tract purchased.

ADMINISTRATION: Secretary, George K. Snow.

Stanly County Fair, Albemarle

TOTAL ATTENDANCE: Front gate, 45,000; paid admissions, 25,000; days operated, 7; nights operated, 7.

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

PLANT FACILITIES: Race-track size, 90x200 f.t.; number of local commercial exhibits, 14.

ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $3,400. Acts booked thru Hamid.

NORTH DAKOTA

Towner County Fair, Cando

TOTAL ATTENDANCE: Front gate, 10,400; days operated, 3; nights operated, 3.

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

PLANT FACILITIES: Race-track size, half mile; area of grounds, 32 acres; estimated current valuation of the plant, $75,000; square feet under cover available for commercial exhibits, 3,000. New construction planned when materials are available: underground pasees for parking in center of race track, new toilet facilities and new arrangement of press buildings.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $3,120; acts supplied by Kieles Attractions.

ADMINISTRATION: President, Lamar Young; secretary, Frank Neel; superintendent of grounds, Robert Barnett; superintendent of speed, William Barnett.

GRANITE STATE 1947 SHOWS 1947

Featuring an (AL MARTIN) Attraction

OPENING KINGSTON, NEW YORK, IN APRIL

WANT * WANT * WANT

CONCESSIONS — Photo, Mitt Camp, String, Pitch-Till-You-Win, Coke Bottles, Over-Twelve, Cork Gallery, Bowling Alley, High Striker, Balloon Dart, Long Range Shooting Gallery, Darts, Penny Arcade, or Any Legitimate Concessions.

SHOWS — Side Shows, Athletic, Wax, Motordrome, Fun House, Snake.

RIDES — Have opening for rides not conflicting.

Al Hall wants to hear from Curly Lane, Clift Madden, Lester Rice, Natick Whitney. Would like to hear from percentage workers to head stores, also Swinger Man to head double store. Also want to hear from Girl Ball Game workers.

ALL WIRE AND CORRESPONDENCE TO 148 LOUDON RD., CONCORD, N. H.
WE ARE DETERMINED TO MAIN-
TAIN A SUPREMACY IN THE
FIELD OF SHOWS OF OUR SIZE

PLANNING NOW FOR A GREATER 1947

Next season we are adding more shows and
have contracted for new rides, sufficient to
keep this an outstanding organization. If
there is anything new, we will have it.

CORRESPONDENCE INVITED FROM
FAIRS AND AUSPICES

We will be pleased to receive inquiries from
showmen with adaptable ideas for new
offerings.

MEET US AT THE CHICAGO CONVENTION

WONDER SHOWS OF AMERICA

WINTER QUARTERS: LITTLE ROCK, ARK.

Address all inquiries to MAX GOODMAN, P. O. BOX 21, LITTLE ROCK, ARK.
materials are available: hog and sheep barn and poultry building, rearface pace track.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,850. Acta booked thru Barnes-Carruthers.

ADMINISTRATION: President, Jack Curtin; secretary, superintendent of concessions and grounds, Mont Bacon; superintendent of speed, Charles Hailing.

OHI0

Geauga County Fair, Burton
WEATHER: Good, 1 day and 1 night; cold, 2 days and 2 nights of 3-day-3-night run; total paid grandstand admission—days, $1,866; nights, $760.

RECEIPTS: Gate, $414,925; grandstand, $2,338.75; concession space, $4,200. RACING: Two days of harness races; grandstand receipts for horse races, $1,374.60; purses for horse races, $3,963. AID, PREMIUMS: State aid, $800; county aid, $1,500; total estimated premium paid out, excluding races, $4,200.

PLANT FACILITIES: Race track, half mile; grandstand seating capacity, 1,600; area of grounds, 32 acres; number of local commercial exhibitors, 10; number of farm machinery exhibitors, 10; number of exhibitors in truck show, 4. New construction planned when materials are available: new $15,000 grandstand and new hog and pony barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,680. Acta furnished by Miss Klein’s Attractions, and Fireworks, $600.

ADMINISTRATION: President, B. J. Shansover; secretary, Charles A. Wiley; superintendent of concessions and commercial exhibits, Fred Talbott; superintendent of speed, W. H. Cromwell.

Green County Fair, Xenia
WEATHER: Good, 3 days, 3 nights; rain, 1 day, 1 night of 4 days, 4 nights. RECEIPTS: Gate, $414,461; grandstand receipts for horse races, $2,652.50; concession space, $6,200. RACING: Four days of harness races; grandstand receipts for horse races, $2,461.50; purses for horse races, $6,500.

PREMIUMS: Total estimated premiums paid out, excluding races, $6,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 45 acres; estimated current valuation of the plant, $800,000; square feet under cover available for commercial exhibits, 70,000 feet; number of local commercial exhibitors, 4; number of local commercial exhibits, 2; number of exhibitors in truck show, 1; new construction planned when materials are available: poultry house, 40X60 feet; ladies’ building, 20X30 feet; and a bandstand, 20X20 feet.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $12,000; reserves and acts furnished by B. Ward Beam.

ADMINISTRATION: President, Fred Mohrman; secretary, E. R. Ziegler; superintendent of concessions and commercial exhibits, E. H. Ziegler; superintendent of grounds and of speed, Grover Faaschmidt; publicity director, E. W. Travis.

Marion County Fair, Marion
TOTAL ATTENDANCE: Front gate, $28,000; days operated, 6; nights operated, 4.

WEATHER: Good, 6 days, 8 nights; rain, 1 night.

RECEIPTS: Gate, $9,768.50; grandstand, $3,678.50; concession space, $741.95; carnival, $3,000; other receipts, $3,800.

RACING: Two days, 3 nights; grandstand receipts for horse races, $3,200; purses for horse races, $6,150.

AID, PREMIUMS: State aid, $800; county aid, $1,500; other aid, $3,000; Total estimated premiums paid out, excluding races, $5,500.

PLAN FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 41 acres; estimated current valuation of the plant, $100,000; square feet under cover available for commercial exhibits, 40,000; number of local commercial exhibitors, 18. New construction planned when materials are available: junior fair building.


ADMINISTRATION: President, P. W. Baldinger; superintendent of concessions, J. P. Swatek; superintendent of grounds, E. H. Peetre; superintendent of speed, W. M. Rhodes.

Miami County Agricultural Society, Troy
TOTAL ATTENDANCE: Front gate, $40,000; days operated, 4; nights operated, 4.

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

RECEIPTS: Gate, $14,056.50; grandstand, $8,050; concession space, $6,600; concession space, $4,000; commercial exhibitions, $6,600.

RACING: Three days; purses for horse races, $9,000. AID, preimums, $1,500; county aid, $1,500; other aid, club work, $600.

PLAN FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,700; area of grounds, 60 acres; number of national commercial exhibits, 30; number of local commercial exhibits, 20; number of exhibitors in trailer show, 2. New construction planned when materials are available: community building, 200X250 feet.

GRANDSTAND ATTRACTIONS: Stage show, furnished by Bill McCulley (WLW) and Gus Sun Booking Agency; fireworks by United Fireworks, Dayton, O.


Montgomery County Fair, Dayton
TOTAL ATTENDANCE: Front gate, $125,000; paid admissions, $86,841; days operated, 4; nights operated, 4.

WEATHER: Good. Total paid grandstand admission $13,308.

RECEIPTS: Gate, net $38,865.25; grandstand, net $4,462.60; concession space, $14,157.80; commercial exhibits, $7,817.

RACING: Four days and nights of harness races; purses for horse races, $12,000.

AID, PREMIUMS: State aid, $800; county aid, $2,500; Total estimated premiums paid out, excluding races, $7,817.

PLAN FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 80 acres.


ADMINISTRATION: President, C. O. Mahernan; secretary, superintendent of grounds, Webster Elliott; date and place of annual meeting of fair board, January 4, Dayton, O., 1947 dates, September 1-4.

(Continued on page 71)
WALLACE
BROS.
SHOWS

MRS. E. E. FARROW  •  E. E. FARROW, JR.

12 SENSATIONAL RIDES—10 AMAZING SHOWS
3 LIGHT TOWERS—3 CATERPILLAR LIGHT PLANTS
50 HIGH-CLASS MERCHANDISE CONCESSIONS

THANKS and
SEASON’S GREETINGS

TO ALL—
Our Staff, Employees, Concessionaires and Commit-
tees who co-operated to make the past season THE MOST SUCCESSFUL IN THE HISTORY
OF THIS ORGANIZATION.

WE INVITE YOU—
FAIR SECRETARIES and
COMMITTEE MEN . . .

To contact us or correspond with us about your
1947 event. We are now arranging our route and
pledge you a bigger and better show, again standing
solidly behind our slogan, “AMERICA’S MOST SPE-
TACULAR MIDWAY” See us at the following State
Fair meetings: North Dakota, South Dakota, Minnesota,
Wisconsin, Michigan, Illinois, Iowa and Mississippi.

WANTED FOR
1947

SHOWS: Independent Shows of merit of all
kinds. Will furnish any worthwhile attractions for reliable Showmen. Especially
want Motordrome, Fun House and high-class Arcade.

RIDES: Will book Octopus and Pony Ride, or
any Rides not conflicting with our
present line-up of sensational Rides.

CONCESSIONS: Exclusive open on Frozen
Custard. Will book any high-class Merchandise Concessions within keeping
of our standards.

HELP: Useful Help for winterquarters. Show
Painter for winterquarters and all season.
Good Billposter who will put up paper. Ride Fore-
men and Second Men for 1947 season. Capable
Lot Superintendent. (Mike Patton and Clay, con-
tact us.)

“America’s Most Spectacular Midway”
WINTERQUARTERS
STATE FAIR GROUNDS, Address: P.O. BOX 1184, JACKSON, MISS.
JOHN W. (JACK) WILSON, General Manager
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CETLIN & WILSON SHOWS + NEW AND MODERN IDEAS

OF MODERN TIMES

WILSON SHOWS

ONE OF THE FINEST AMUSEMENT AGGREGATIONS IN AMERICA

SUPREME IN THEIR ACHIEVEMENT OF OUTDOOR SHOWMANSHIP

40 All Steel Railroad Cars Carrying Wagon Loads of the Latest in Riding Devices and Always the Finest of Shows

SEE US AT CHICAGO DURING CONVENTION

ALL ADDRESS CETLIN & WILSON SHOWS WINTER QUARTERS, PETERSBURG, VA.

Committees, Fair Managers, visit us at any time—we will make your stay pleasant.

Presenting lighting effects that are different, created and installed by the Lighting Engineer Corp. of Norfolk, Va.

The Show with its magnetic drawing power is an asset to the Fair, insuring large grosses.

18 SHOWS & RIDES 24
"America's Outstanding Motorized Show"

12 NEW RIDES • 10 SHOWS • 40 CONCESSIONS
LIGHT TOWERS • ALL NEW TRANSPORTATION

SEASON'S GREETINGS AND MANY THANKS
To our innumerable Friends, Committees, Fair Officials, Showmen, Concessionaires, and Our Personnel FOR ANOTHER GREAT BANNER YEAR, which gave us a 20% increase in business over 1945 at Fairs played before the Polio Epidemic intervened.

THIS SHOW AGAIN IN 1947
Will grace the Midways of the Finest Fairs in the Middle Northwest, presenting an even Greater Number of Thrill Rides and also Shows of unsurmountable Beauty, with phenomenal attractions, and an array of Talent never before seen by the Fair-Goer Public. We will endeavor to keep up with the Trend of Times and the many changes that will occur in the Post-War Era.

BROKE ALL RECORDS AT—
DIVIDE COUNTY FAIR, Crosby, N. D.
BURKE COUNTY FAIR, Flaxton, N. D.
BOTTINEAU COUNTY FAIR, Bottineau, N. D.
TOWNER COUNTY FAIR, Cando, N. D.
STUTSMA COUNTY FAIR, Jamestown, N. D.
ROLLETTE COUNTY FAIR, Rolla, N. D.
WELLS COUNTY FAIR, Fessenden, N. D.
CAVALIER COUNTY FAIR, Langdon, N. D.
PEMBINA COUNTY FAIR, dodge County,
CRIGGS COUNTY FAIR, Cooperstown, N. D.
Wadena COUNTY FAIR, Wadena, Minn.
OTTER TAIL COUNTY FAIR, Perham, Minn.
OLMSTED COUNTY FAIR, Rochester, Minn.
MCLEOD COUNTY FAIR, Hutchinson, Minn.
DOUGLAS COUNTY FAIR, Alexandria, Minn.

HAVE FOR SALE
1 Set of Fly-in-Plane Tires
1 12-Horse 110-220 Single Phase Motor
2 Le Rol Power Units
2 Light Points
1 50 K.W. Gas Driven Generator for necessary equipment

FAIR OFFICIALS:
BEFORE CONTRACTING FOR YOUR 1947 ANNUALS GIVE US YOUR THOUGHTFUL CONSIDERATION. You are cordially invited to visit our Rooms at the Sherman Hotel during the meetings.

PROGRESSIVE SHOWMEN, WITH NEW AND NOVEL IDEAS, CONTACT US, AS WE WILL BOOK OR FRAME ANY MERITORIOUS ATTRACTIONS.

WINTER QUARTERS AND PERMANENT ADDRESS
406 ERIE STREET, ST. PAUL, MINN.
Morgan County Fair, McConnelsville

TOTAL ATTENDANCE: Front gate, 1,200; paid admissions, 2,900; days operated, 3; nights operated, 2.
WEATHER: Good. Total paid grandstand admissions—days, $443.20; nights, $841.60.
RECEIPTS: Gate, $5,139.50; grandstand, $298.60; concession space, $270; commercial exhibits, $251.50; carnival, $342.

RACING: Two days of harness races; grandstand receipts for horse races, $443.20; purses for horse races, $1,600.

GRANDSTAND RECEIPTS: $884.80; features, besides horse races, fireworks, number of nights, 1; horse show, 1; night, horse-pulling contest, 1; light; AID: State aid, $600; county aid $800.

PLANT FACILITIES: Race-track size, one-third mile; grandstand seating capacity, 600; area of grounds, 36 acres; number of local commercial exhibits, 10; number of exhibitors in auto show, 2. New construction planned when materials are available: cattle barn with judging space.

ADMINISTRATION: President, H. A. Arnold; secretary, C. C. McDowell; superintendent of concessions and commercial exhibits, R. B. Reel; superintendent of grounds, William J. Huck; superintendent of speed, W. E. Ricker.

Preble County Fair, Eaton

TOTAL ATTENDANCE: Front gate, 19,000; days operated, 6; nights operated, 3.
WEATHER: Good. Total paid grandstand admissions—days, 6,010; nights, 7,000.
RECEIPTS: Gate, $9,020.25; grandstand, $6,170.45; concession space, $1,800; commercial exhibits, $650.40.
RACING: Three days; purses for horse races, $2,650.

GRANDSTAND RECEIPTS: Receipts for thrill show, $1,044.65.

PREMIUMS: State aid, 61,500; county aid, $800; other aid, $700. Total estimated premiums paid out, excluding races, $1,118.43.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds, 44 acres; estimated current valuation of the plant, $7,280; square feet under cover available for commercial exhibits, 30,000; number of local commercial exhibits, 60; number of exhibitors in truck show, 7; number of exhibitors in trailer show, 1. New construction planned when materials are available: new grandstand, toilets, roads and walks, 2 barns.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions; exclusion of rodeos, racing, thrill shows, $3,800; name of review, Batastika; produced by W. S. Artists Bureau.


Scioto Country Fair, Lucasville

TOTAL ATTENDANCE: Front gate, 29,000; paid admissions, $5,600; days operated, 3; nights operated, 4.
WEATHER: Good. Total paid grandstand admissions—days, $2,800; nights, $2,200.

RECEIPTS: Gate, $14,000; commercial exhibits, $650; carnival, $5,500.

RACING: Three days; purses for horse races, $8,400.

AID, PREMIUMS: State aid, $600; county aid, $2,000; other aid, $400; total estimated premiums paid out, excluding races, $189,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, $2,190; area of grounds, 26 acres; estimated current valuation of the plant, $300,000; square feet under cover available for commercial exhibits, 2,000; number of local commercial exhibits, 10; number of exhibitors in truck show, 2. New construction planned when materials are available: show ring, machinery shed, merchants display building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusion of rodeos, racing, thrill shows, $3,000; name of review, Grand Ole Opry; produced by same; Acts, $8,000; patriotic review, $4,600; Sideshow, $2,000; Midway, $2,000; Dixie Band, $1,000; Barnum Fool, $300; Russian band, $300.

ADMINISTRATION: President, Everett Jellison; secretary, B. M. Smith; superintendent, William B. Frye; date and place of annual meeting of fair board, December 10, fairgrounds, 1947 dates, September 11-14 (tentative).

Sandsuky County Fair, Fremont

TOTAL ATTENDANCE: Front gate, 75,000; paid admissions, $4,966; days operated, 5; nights operated, 5.
WEATHER: Good. Total paid grandstand admissions—days, 7,000; nights, 10,000.

RECEIPTS: Gate, $255,042; grandstand, $95,550; concession space, $7,265.10; commercial exhibits, $10,415; carnival, $1,130.

RACING: Three days of harness races; grandstand space, $243; purses for horse races, $4,800.

GRANDSTAND RECEIPTS: $9,045; 5 days; 5 nights of auto thrill show.

PREMIUMS: Total estimated premiums paid out, excluding races, $7,822.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 50 acres; estimated current valuation of the plant, $150,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusion of rodeos, racing, thrill shows, $3,600; name of review, Batastika; produced by W. S. Artists Bureau.

ADMINISTRATION: President, C. F. Mould; secretary and superintendent of concessions and commercial exhibits, R. B. Bui; 1947 dates, September 1-4 (tentative).

Shelby County Fair, Sidney

Days operated, 5; nights operated, 5.
WEATHER: Good. 3 days; 4 nights; rain, 1 day; cold or cloudy, 1 day, 1 night. RECEIPTS: Gate, $5,395; grandstand, $4,819.31; concession a p a c e ; commercial exhibits, $180.25; carnival, $2,255.65.

RACING: 3 days; purses for horse races, $6,300.

GRANDSTAND RECEIPTS: Grandstand receipts for 1 night thrill show, $1,125.75.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,200; area of grounds, 29 acres; square fee under cover available for commercial exhibits, 2; number of local commercial exhibits, 30; number of exhibitors in truck show, 1. New construction planned when materials are available: new grandstand, community auditorium and 4-H club barn and arena.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions; exclusion of rodeos, racing, thrill shows, $1,000; attractions Rooster Hop, also booked thru Klein's Attractions.

ADMINISTRATION: President, Paul Billings; secretary, K. McDowell; superintendent of speed, Floyd Higgins.

OKLAHOMA

Apache District Free Fair, Apache

TOTAL ATTENDANCE: Front gate, 4,650 (estimated); admission, free. Days operated, 4; nights operated, 4.
WEATHER: Good. 3 days, 2 nights; rain, 1 day, 1 night; cold or cloudy, 1 day, 2 nights.
RECEIPTS: Concession space, $100; commercial exhibits, $75; carnival, $340.

RACING: 3 days; 3 nights.

GRANDSTAND: Amateur rodeo, 3 nights.

AID, PREMIUMS: County aid, $450; other local merchants, $800. Total estimated premiums paid out, $750.

PLANT FACILITIES: Area of grounds, 28 acres; estimated current valuation of the plant, $10,000; square feet under cover available for commercial exhibits, 13,200; number of local commercial exhibits, 15.

ATTRACTIONS: Horse show ($225 purses), amateur rodeo, radio talent, home talent shows. Cost, $850.

ADMINISTRATION: President, L. L. Dunlap; secretary, O. H. Goff.

1947 dates, last four days of August (tentative).

The Billboard Cavalcade of Fairs  Page 71
Bryan County Free Fair, Durant
TOTAL ATTENDANCE: Front gate, over 7,000; admission, free. Days operated, 6 nights operated, 2. WEATHER: Good. (No rain in 14 years operation present site.) GRANDSTAND: Rodeo. Fireworks, 2 nights operated. AID, PREMIUMS: County aid, $3,000. Total estimated premiums paid out, $2,449.
PLANT FACILITIES: Area of grounds, 60 acres; estimated current valuation of the plant, $65,000; square feet under cover available for commercial exhibits, 48,000; number of local commercial exhibits, 190.
ADMINISTRATION: President, L. B. Zosienson; secretary, Allen Hill; superintendent of grounds, O. R. Bushfield; secretary, Allen Hill; superintendent of exhibits, R. Love.
Kay County Free Fair, Blackwell
DAYS OPERATED: 5; nights operated, 3.
RECEIPTS: Concession space, $995. AID, County aid, $8,500. PLANT FACILITIES: Grandstand seating capacity, 1,400; area of grounds, 6 acres; number of local commercial exhibits, 19. New construction planned when materials are available: livestock building, show area and poultry building.
ADMINISTRATION: President, John Wohl; secretary, Vernon J. Frye; superintendent of concessions, R. Love.

Grant County Free Fair, Pond Creek
DAYS OPERATED: 4; nights, 3. WEATHER: Good. RACING: 2 days.
AID, PREMIUMS: County aid. Total estimated premiums paid out, $4,500.
PLANT FACILITIES: New location is included in a 160-acre tract of land where a small air strip is to be located. Track for horse and auto races, rodeo pets and park area for city also planned.
ADMINISTRATION: President, O. W. Lacy; secretary, H. J. Dedrick; superintendent of concessions, Roy Davis; publicity director, Elmer Fink.

Hughes County Free Fair, Holdenville
TOTAL ATTENDANCE: Front gate, 6,500; admission, free. Days operated, 4; nights operated, 7.
WEATHER: Good, 4 days, 2 nights; rain, 1 day.
RECEIPTS: Concession space, $10; commercial exhibits, $270; carnival, $412. AID, PREMIUMS: County aid, $3,250. Total estimated premiums paid out, $2,150.
PLANT FACILITIES: Race-track size, quarter mile; area of grounds, 15 acres; estimated current valuation of the plant, $12,000; square feet under cover available for commercial exhibits, 8,000; number of local commercial exhibits, 16. New construction planned when materials are available: livestock building, show area and poultry building.
ADMINISTRATION: President, W. R. Slaughter; secretary, W. F. Loft.

Stephens County Free Fair, Duncan
ATTENDANCE: Admission, free. Days operated, 4; nights operated, 4.
AID, PREMIUMS: County aid, $4,000; other aid, $1,000. Total estimated premiums paid out, $5,000.
PLANT FACILITIES: New construction planned when materials are available: 4,000 capacity grandstand to replace one destroyed by storm in 1944.
ADMINISTRATION: Secretary, Herb Galloway. 1947 dates, July (tentative).

Washita County Fair, Cordell
TOTAL ATTENDANCE: Front gate, 2,000; admission, free. Days operated, 2; nights operated, 1.
WEATHER: Cloudy.
AID, PREMIUMS: County aid, $400. Total estimated premiums paid out, $400. PLANT FACILITIES: New construction planned when materials are available: new barns and exhibit building.
GRANDSTAND ATTRACTIONS: Rodeo, 2 nights.
ADMINISTRATION: Secretary, James V. Son.

Seminole County Free Fair, Wewoka
TOTAL ATTENDANCE: Front gate, 10,000; admission, free. Days operated, 3; nights operated, 3.
WEATHER: Good.
RECEIPTS: Commercial exhibits, $60; carnival, $100 (approximate). AID, PREMIUMS: County aid, $3,000; other aid, $40. Total estimated premiums paid out, $3,040.
PLANT FACILITIES: Area of grounds, 10 acres; estimated current valuation of the plant, $100,000; number of national commercial exhibits, 400; number of commercial exhibits, 10; number of exhibitions in truck show, 3. New construction planned when materials are available: remodeling of livestock arena, cost $10,000; seating capacity, 1,500.
ADMINISTRATION: President, W. R. Slaughter; secretary, W. F. Loft.

Lincoln County Fair, Newport
TOTAL ATTENDANCE: Front gate, 4,000; paid admissions, 4,000; days operated, 5; nights operated, 3.
WEATHER: Good, 1 day; night; cold or cloudy, 2 days; 2 nights.
RECEIPTS: Gate, $1,800; concession space, $200. PREMIUMS: Total estimated paid out, $500.
PLANT FACILITIES: Race-track size, one-third mile; grandstand seating capacity, 1,000; area of grounds, 3 acres; estimated current valuation of the plant, $41,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 7; number of exhibitors in truck show, 2. New construction planned when materials are available: addition to livestock pavilion.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $885; attraction, Raymond Circus; rodeo, 2 days. Acts booked thru Eddie Burke Attractions.
ADMINISTRATION: President, W. P. Moler; secretary, Turner Bond; superintendent of concessions, Gertrude B. Murt.

Pennsylvania
Cambria County Fair, Ebensburg
TOTAL ATTENDANCE: Front gate, 5,800; paid admissions, 5,840. Days operated, 6; nights operated, 6.
RACING: Four days; purses for horse races, $1,100.
PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 70 acres. GRANDSTAND ATTRACTIONS: Name of review, Sky High; produced by Frank With Bookong Association. Acts booked thru Frank With Bookong Association.
ADMINISTRATION: President, James R. A. Winkkson; secretary, Walter Good; superintendent of concessions, R. O. Davis; superintendent of grounds, Clinton Mann. 1947 dates, September 1-6.

Dunbar Township Community Fair, Leisurong
ATTENDANCE: Admission, free. Days operated, 3; nights operated, 2.
WEATHER: Good.
RECEIPTS: Grandstand, $250; concession space, $100; commercial exhibits, $50; other receipts, $600.
PLANT FACILITIES: Football stadium; grandstand seating capacity, 600; square feet under cover available for commercial exhibits, 2,000; number of local commercial exhibits, 10; number of exhibitors in auto show, 3; number of exhibitors in trailer show, 1; new con-

Oregon
Lincoln County Fair, Newport
TOTAL ATTENDANCE: Front gate, 4,000; paid admissions, 4,000; days operated, 5; nights operated, 3.
WEATHER: Good, 1 day; night; cold or cloudy, 2 days; 2 nights.
RECEIPTS: Gate, $1,800; concession space, $200. PREMIUMS: Total estimated paid out, $500.
PLANT FACILITIES: Race-track size, one-third mile; grandstand seating capacity, 1,000; area of grounds, 3 acres; estimated current valuation of the plant, $41,000; square feet under cover available for commercial exhibits, 5,000; number of local commercial exhibits, 7; number of exhibitors in truck show, 2. New construction planned when materials are available: addition to livestock pavilion.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $885; attraction, Raymond Circus; rodeo, 2 days. Acts booked thru Eddie Burke Attractions.
ADMINISTRATION: President, W. P. Moler; secretary, Turner Bond; superintendent of concessions, Gertrude B. Murt.

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tioga Valley Fair, Tioga TOTAL ATTENDANCE: Front Gate, 30,000. Days operated, 4; nights operated, 4.
WEATHER: Good, 2 days; 3 nights.
RECEIPTS: Gate, $500; concession space, $100; carnival, $650.50; other receipts, $479.
RACING: 1 day of races.
AID: State aid, $500; county aid, $100.
PLANT FACILITIES: Race-track size, quarter mile; area of grounds, 12 acres; square feet under cover available for commercial exhibits, 1,200. New construction planned when materials are available: grandstand.


ADMINISTRATION: President, Raymond B. Patterson; superintendent of concessions. Jack Hudson; secretary and superintendent of grounds. Carl H. Furr.

Date and place of annual meeting fair board, January 15, Tioga. 1947 dates, August 3-9 (tentative).

York Interstate Fair, York TOTAL ATTENDANCE: Front gate, 302,551; paid admissions, 252,881; paid rides, 47,368; free; days operated, 8; nights operated, 5.
WEATHER: Good.
RECEIPTS: Gate, $1,232,437.80; grandstand, $76,783.95; concession space and carnival, $64,267.01.
RACING: 4 days of harness and running, 5 nights of domestic and foreign aerobatic thrills.

GRANDSTAND RECAPITS: Thrill show run in connection with acts, $78,730.86; number of days, 1 and nights, 1 of auto thrill show; grandstand races, $16,594 for thrill show, not segregated; other features: Guy Lombardo, $1,625, J. H. Robinson.

AID, PREMIUMS: State aid, $1,000; county aid, $100; total estimated premiums paid out, excluding races, $11,000. This is less than we have been paying for the reason that poultry and pigeon show was called off on account of New Castle disease.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 8,000; area of commercial exhibits, 190 acres; new construction planned when materials are available: permanent fencing, cover stage area; grandstand, larger house and cow barn.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing thrill shows, $850. Flying X rodeo was presented 5 days, 5 nights.

ADMINISTRATION: President, J. M. Harper; secretary, J. Elmer Young; superintendent of concessions, Earl Hall; superintendent of commercial exhibits, Eugene Irwin; superintendent of grounds and publicity director, J. M. Harper.

Date and place of annual meeting of fair board, Second M. E. Church, Huntingdon. 1947 dates, August 25-30 (tentative).

Somerset County Fair, Meyersdale TOTAL ATTENDANCE: Front gate, 18,200; paid admissions, 14,000. Days operated, 4; nights operated, 4.
WEATHER: Good; 4 days, 1 night; cold, 4 nights.
RECEIPTS: Gate, $7,847; grandstand, $1,055; concession space, $100; commercial exhibits, $700; carnival, $800; total, $11,000.
GRANDSTAND RECEIPTS: $3,055.
AID, PREMIUMS: County aid, $700. Total estimated premiums paid out excluding races, $2,347.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 90 acres; square feet under cover available for commercial exhibit, 2,280; number of local commercial exhibits, 26. New construction planned when materials are available: new racing barn to accommodate 60 horses; new cattle barn to hold 150 head and F. F. A. and 4-H building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, for performers, $1,625. For performing of reenact the Rhythm Revue of 1946 and Circus, produced by Klein's Attractions: Fireworks, one night.

ADMINISTRATION: President, J. E. Lenner; secretary, George R. Parks; superintendent of concessions and commercial exhibits, Nat Friedman; superintendent of grounds, L. R. Feek; publicity director, William Woullard. 1947 dates, September 1-6 (tentative).

Youngsville Community Fair, Youngsville TOTAL ATTENDANCE: Front gate, 7,000; paid admissions, 4,000. Days operated, 4; nights operated, 4.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate, $1,238.80; commercial exhibits, $850; concession space, $787.50; other receipts, $100.
RACING: 2 days (horse show, 1 day).

GRANDSTAND ATTRACTIONS: Total, $1,000; area of grounds, 5 acres; estimated current valuation of the plant, $11,000; number of national exhibits, 26.


South Carolina

Piedmont Interstate Fair, Spartanburg TOTAL ATTENDANCE: Front gate, 87,000. Days operated, 6; nights operated, 6.
WEATHER: Good, 5 days, 4 nights;
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November 30, 1946
rain, 1 day, 2 nights. 
PHOTOGRAPHERS: Gate, $24.00; grandstand, $11,000; concession space, $10,420.50; carnival, $5,000; other receipts, $2,500. RACING: 6 days; purses for horse races, $3,200; number of days of big car auto races, 2. 
PREMIUMS: Total estimated premiums paid out, excluding races, $11,000. 
PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 2,500; area of grounds, 27 acres; number of national commercial exhibits, 1; number of local commercial exhibits, 26. New construction planned when materials are available: entire new plant. 
ADMINISTRATION: President, George S. DePauw; secretary, D. C. Good; superintendent of speed, Charles Johnson; publicity director, Jimmy Thompson. 

SOUTH DAKOTA

Jones County Fair, Murdo 
TOTAL ATTENDANCE: Front gate paid admissions, 1,900. Days operated, 3; nights operated, 2. 
WEATHER: Good, 1 night; rain, 1 day. 
RECEIPTS: Gate, $1,000; grandstand, $650; concession space, $225. 
RACING: 2 days, running races. 
AID: County aid, $750; other aid, $260. 
PREMIUMS: Race days, 7; grandstand, $2,100; half mile; grandstand seating capacity, 600; area of grounds, 4 acres. 
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions exclusive of rodeos, racing, thrill shows, $1,000; acts booked thru barn yard. 
ADMINISTRATION: President, Kenneth Foster; secretary, M. E. Sandersen. 

South Dakota State Fair, Huron 
TOTAL ATTENDANCE: Front gate, 160,000; paid admissions, 52,328 (no charge at outside gate after 6 p.m.). Days operated, 3; nights operated, 3. 
WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night. Total paid grandstand admissions — days, $21,415.25; nights, $22,515.25. 
RECEIPTS: Gate, $13,049.70; grandstand, $43,900.50; concession space, $8,410; commercial exhibits, $8,250; carnival, $697.20. 
RACING: 2 days of racing; grandstand receipts for horse races, $7,402.40; purses for horse races, $3,873.50; number days of big car auto races, 2. 
GRANDSTAND RECEIPTS: $13,833.55. Other features, fireworks; number of nights, 5. 
AID, PREMIUMS: State aid, $5,500; total estimated premiums paid out, excluding races, $4,472.25. 
PLANT FACILITIES: Race track size, half mile; grandstand seating capacity, 8,000; area of grounds, 151 acres; estimated current valuation of plants, $1,000,000; square feet under cover available for commercial exhibits, 150,000; number of national commercial exhibits, 125; number of exhibitors in trailer show, 1. New construction planned when materials are available: grandstand seating capacity, new public toilets, new fish and game building, new race horse training barn. 
ADMINISTRATION: President, Walton W. Thorp; secretary, F. L. Hafser; superintendent of concessions and grandstand and place of annual meeting of fair board January 18, Huron. 1947 dates, September 1-7 (tentative). 

TENNESSEE

Putnam County Agricultural Fair, Cookeville 
TOTAL ATTENDANCE: Front gate, 20,000; free admission. Days operated, 3; nights operated, 3. 
PREMIUMS: State aid, $850; county aid, $1,500. Total estimated premiums paid out, excluding races, $2,100. 
PLANT FACILITIES: Grandstand seating capacity, 5,500; area of grounds, 20 acres. 
ADMINISTRATION: President, W. L. Kerr; secretary, superintendent of concessions, commercial exhibits and building. 
PUBLICITY: Business consultant, Sam Brown. 
ADMINISTRATION: Secretary, George S. Cavalcade. 
WEATHER: Good, 5 days; rain, 5 nights. WEATHER: Good, 5 days; rain, 5 nights. Total estimated premiums paid out, $1,450. 
PREMIUMS: Total estimated premiums paid out, excluding races, $1,450. 
PLANT FACILITIES: Grandstand seating capacity, 1,500; area of grounds, 27 acres; estimated current valuation of the plant, $50,000; number of local commercial exhibits, 15. New construction planned when materials are available: new plant costing $50,000. Present plant needed for right of way for new federal highway thru county. 
GRANDSTAND ATTRACTIONS: State Fair, Cookeville. 
ADMINISTRATION: Director, J. A. Erwin. 
WEATHER: Good, 5 days; rain, 1 night. 
RECEIPTS: Gate, $2,389.20; carnival, $1,785.83 (rep. 20%); other receipts, $677.70. 
GRANDSTAND FEATURES: Fireworks, 1 night; football, 1 game. 
AID, PREMIUMS: State aid, $225; total estimated premiums paid out, $1,200. 
PLANT FACILITIES: Football field; grandstand seating capacity, 1,500; area of grounds, 10 acres. 
ADMINISTRATION: President, John E. Temple; secretary, Ernest Thurman. Date and place of annual meeting of fair board, January 2, Cookeville. 

TEXAS

Central East Texas Fair and Livestock Exposition, Marshall 
TOTAL ATTENDANCE: Front gate, 80,000. Days operated, 6; nights operated, 6. 
WEATHER: Good, 5 days, 6 nights; rain, 1 day; cloudy daily from off and on during entire week. 
RECEIPTS: Gate, $8,859.50; concession space, $1,610; commercial exhibits, $724; carnival, $2,850; other receipts, $615.94, car parking. 
GRANDSTAND FEATURES: 2 nights, rodeo. 
PREMIUMS: Total estimated premiums paid out, $1,600. 
PLANT FACILITIES: Area of grounds, 29 acres; estimated current valuation of the plant, $50,000. New construction is planned when materials are available: livestock building, commercial building and grandstand. 
GRANDSTAND ATTRACTIONS: Rodeo, 2 nights. 
ADMINISTRATION: President, A. D. Kerr; secretary-manager, Oscar B. Jones. 
Cook County Fair, Gainesville 
TOTAL ATTENDANCE: Paid admissions, 23,000; days operated, 6; nights operated, 6. 
WEATHER: Good, 5 days; rain, 1 day, Total paid grandstand admissions, 5,000. 
RECEIPTS: Gate, $3,750; grandstand, $8,000; concession space, $300; commercial exhibits, $300; carnival, $2,500. 
PREMIUMS: Total estimated premiums paid out, excluding races, $2,500. 
PLANT FACILITIES: Grandstand seating capacity, 1,500; area of grounds, 27 acres; estimated current valuation of the plant, $50,000; number of local commercial exhibits, 15. New construction planned when materials are available: new plant costing $50,000. Present plant needed for right of way for new federal highway thru county. 
GRANDSTAND ATTRACTIONS: Gainesville Community Cinema, 3 days. 
ADMINISTRATION: President, W. T. Bronner; secretary, superintendent of commercial exhibits, exhibitors and grounds, Claude Jones; publicity director, A. Morton Smith. Date and place of annual meeting of fair board, Gainesville in January.
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1947

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General Manager

HARRY MYERS
Manager

W. T. JESSUP
General Agent

LOUIS LEOS
Secretary-Treasurer

EVERETT W. COE
Co-Manager

West Coast Amusement Company has built a reputation for outstanding service to the people of the West. From the beginning a fifth of a century ago, our policy has been to give bigger and better values in fun and entertainment. Long experience insures our patrons of the best in OUTDOOR SHOW BUSINESS.

We offer 10 Major Rides and 10 Shows. And in keeping with our plans for expansion will need for the 1947 season an experienced Manager for the Girl and Posing Show. Also a Sensational High Act with three or four people, a Motordrome Operator with his own equipment and transportation; Fun House and other Side Shows of merit that do not conflict.

ATTENTION—WESTERN FAIR SECRETARIES... Be sure to look us up at your annual meetings.

Contact: HARRY MEYERS

THE WEST COAST AMUSEMENT COMPANY

291 SIXTH AVE. SAN FRANCISCO, CALIF. • MIKE KREKOS, General Manager

November 30, 1946
number of local commercial exhibits, 92; number of exhibitors in auto show, 2; number of entries in auto show, 1; number of exhibitors in tractor show, 1. New construction planned when materials are available: commercial exhibit building, livestock barn, general exhibit building.

ADMINISTRATION: President, Tom Curly; secretary, Alton Hughes; superintendent of commercial exhibits, Elmer Jones; superintendent of grounds, W. T. Wicker; publicity director, Alton Hughes. 1947 days, first week October (tentative).

Fayette County Fair, La Grande

TOTAL ATTENDANCE: Front gate, 11,000; paid admissions, 9,000. Days operated, 3; nights operated, 0. WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night. RECEIPTS: Gate, $4,180.25; commercial exhibits, 9277; carnival, $111.25; other receipts, $1,427.50.

PREMIUMS: Total estimated premiums paid out, $6,500.

PLANT FACILITIES: Rodeo arena seating capacity, 5,000; area of grounds, 10 acres; square feet under cover available for commercial exhibits, 1,000; number of local commercial exhibits, 25; number of entries in auto show, 1; number of exhibitors in tractor show, 1. New construction planned when materials are available: dance pavilion floor, grounds drained, parking lots and carnival grounds paved.

GRANDSTAND ATTRACTIONS: Fireworks, 3 nights; rodeo, 1 day. ADMINISTRATION: President, Dr. B. Schmidt; secretary, Mrs. Arda J. Schultz.

Fort Bend County Fair, Midway Between Richmond and Rosenberg

TOTAL ATTENDANCE: Front gate, 19,000; paid admissions, 15,000. Days operated, 5; nights operated, 0.

WEATHER: Good, 2 days, 2 nights; rain, 1 day, 1 night; cold or cloudy, 2 days, 2 nights. RECEIPTS: Gate, $6,747.32; commercial exhibits, $878; carnival, $6794; other receipts, $1,760.

PREMIUMS: Total estimated premiums paid out, $2,500.

PLANT FACILITIES: Area of grounds, 27 acres; estimated current valuation of plant, $30,000; square feet under cover available for commercial exhibits, 22,000; number of commercial exhibits, 26; number of entries in auto show, 1; number of exhibitors in tractor show, 1. New construction planned when materials are available: grandstand and rodeo arena, addition to commercial building, barber pit.

ADMINISTRATION: President, G. D. Birdwell; secretary, superintendent of commercial exhibits, superintendent of grounds, G. I. Snedecor; publicity director, Wendel Shannon.

Rusk County Fair, Henderson

TOTAL ATTENDANCE: Front gate, 22,000; paid admissions, 18,500; days operated, 5; nights operated, 4.

WEATHER: Good, 3 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 2 days, 2 nights. Total grandstand admissions, $2,460.

RECEIPTS: Gate, $5,634.81; grandstand (included with gate); concession space, $4,000; carnival, $5,000.

RACING: 5 days of running races; grandstand receipts for horse races, $7,700; purses for horse races, $7,700.

AID; PREMIUMS: State aid, $15,000; total estimated premiums paid out, excluding races, $10,000.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,000; area of grounds, 41 acres; number of national commercial exhibits, 24; number of local commercial exhibits, 24 (fenced, including auto, truck, trailer and farm equipment); number of exhibitors in auto show, 6; number of entries in tractor show, 4; number of exhibitors in trailer show, 3; farm equipment show, 18. New construction planned when materials are available: additional livestock facilities, mobile office, barn, new buildings for poultry, Orange, fish and game, and pet stock departments. Rebuilding race track, widening and banking turns and resurfacing.

GRANDSTAND ATTRACTIONS: Name of review, Grandstand Folies; produced by George A. Hamill, Inc.

ADMINISTRATION: President, Caple- ton Wilson; secretary-manager, Arthur B. Laier; superintendent of grounds, George McCullough; superintendent of office, Edwin W. Roblee. Date and place of annual meeting of fair board, first (Continued on page 85)

TRINITY VALLEY EXPOSITION, Liberty

WEATHER: Good, 4 days, 4 nights of rain.

GRANDSTAND RECEIPTS: Rodeo (2 days, 1 night), $4,800.

PREMIUMS: Total estimated paid out, including rodeo, $1,800.

PLANT FACILITIES: Rodeo arena seating capacity, 4,000; area of grounds, 50 acres; estimated current valuation of plant, $50,000; square feet under cover available for commercial exhibits, 8,000; number of national exhibitors, 1; number of local exhibitors, 10; number of entries in auto show, 3; number of exhibitors in tractor show, 1; new construction planned when materials are available: additional cattle and horse facilities.


UTAH

Cache County Fair and Rodeo, Logan

RECEIPTS: Grandstand for rodeo, $12,240; concession space, $900; commercial exhibits, $800.

PLANT FACILITIES: Race-track size, quarter mile; grandstand seating capacity, 4,000; area of grounds, 50 acres; estimated current valuation of plant, $45,000; new construction planned when materials are available: new rodeo arena, remodeling exhibit building.

ADMINISTRATION: President, V. Allen Olsen; secretary, M. H. Rovey.

Utah State Fair, Salt Lake

TOTAL ATTENDANCE: Front gate, 16,500; paid admissions, 16,500; days operated, 7; nights operated, 7.

WEATHER: Good, 4 days, 4 nights; rain, 1 day, 1 night; cold or cloudy, 2 days, 2 nights. Total grandstand admissions, $2,656.

RECEIPTS: Gate, $77,300.95; grandstand, $38,176.04.

RACING: 4 days. Purses for horse racing, $18,000. Number of days of big-car auto races, 1.

GRANDSTAND RECEIPTS: $81,176.04; number of days of auto thrill show, 1.

PREMIUMS: Total estimated premiums paid out, excluding races, $9,061.65.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,000; area of grounds, 41 acres; number of national commercial exhibits, 9; number of local commercial exhibits, 24 (fenced, including auto, truck, trailer and farm equipment); number of exhibitors in auto show, 6; number of entries in tractor show, 4; number of exhibitors in trailer show, 3; farm equipment show, 18. New construction planned when materials are available: additional livestock facilities, mobile office, barn, new buildings for poultry, Orange, fish and game, and pet stock departments. Rebuilding race track, widening and banking turns and resurfacing.

GRANDSTAND ATTRACTIONS: Name of review, Grandstand Folies; produced by George A. Hamill, Inc.

ADMINISTRATION: President, Capleton Wilson; secretary-manager, Arthur B. Laier; superintendent of grounds, George McCullough; superintendent of office, Edwin W. Roblee. Date and place of annual meeting of fair board, first (Continued on page 85)

VERMONT

Rutland Fair, Rutland

TOTAL ATTENDANCE: Front gate, 24,661; days operated, 6; nights operated, 6.

WEATHER: Good. Total paid grandstand admissions days, 24,661; nights, 24,188.

RECEIPTS: Gate, $77,300.95; grandstand, $38,176.04.

RACING: 4 days. Purses for horse racing, $18,000. Number of days of big-car auto races, 1.

GRANDSTAND RECEIPTS: $81,176.04; number of days of auto thrill show, 1.

PREMIUMS: Total estimated premiums paid out, excluding races, $9,061.65.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,000; area of grounds, 41 acres; number of national commercial exhibits, 9; number of local commercial exhibits, 24 (fenced, including auto, truck, trailer and farm equipment); number of exhibitors in auto show, 6; number of entries in tractor show, 4; number of exhibitors in trailer show, 3; farm equipment show, 18. New construction planned when materials are available: additional livestock facilities, mobile office, barn, new buildings for poultry, Orange, fish and game, and pet stock departments. Rebuilding race track, widening and banking turns and resurfacing.

GRANDSTAND ATTRACTIONS: Name of review, Grandstand Folies; produced by George A. Hamill, Inc.

ADMINISTRATION: President, Capleton Wilson; secretary-manager, Arthur B. Laier; superintendent of grounds, George McCullough; superintendent of office, Edwin W. Roblee. Date and place of annual meeting of fair board, first (Continued on page 85)
During our 1946 season of 36 weeks...Trenton N. J.; Poughkeepsie and Newburgh, N. Y.; Raleigh and Fayetteville, N. C., were played twice. At the second showing in each city our gross business increased 40%. Also exhibited at the same 10 Fairs we played in 1945. Proving the JOSEPH J. KIRKWOOD SHOWS...“America’s Best Advertised Midway”...produces the most revenue for auspices and fairs as well as pleasing the public.

For 1947 we offer 10 Major Rides...10 Outstanding Shows with the World’s Greatest Free Act...transported on the finest fleet of tractors and semis in North America.

SHOWMEN...with new and novel shows are invited to write for our proposition or see us in Chicago.

CONCESSIONS...Now booking legitimate stock concessions for our 1947 tour.

HELP...We want the best in the business and will pay top salaries to reliable, experienced Ride Foremen and Ride Help.

WORLD’S GREATEST FREE ACT

EMANUEL ZACCHINI

SHOT FROM A CANNON OVER TWO FERRIS WHEELS

EXECUTIVE STAFF

RALPH DECKER
General Manager

TOMMY CARSON
Business Manager

CURTIS L. BOCKUS, General Agent

AL C. BECK
Treasurer

JEAN BECK
Secretary

PERMANENT ADDRESS
BOX 2755
RALEIGH, N. C.

WINTER QUARTERS
WENDELL, NORTH CAROLINA
Route =64--14 Miles East of Raleigh
All that the name implies—
"AMERICA’S BEST MIDWAY"

ALL NEW IN 1946 BUT THE NAME

22 RIDES
NOT ON PAPER
BUT ON THE LOT

AMPLE RAILROAD EQUIPMENT
TO TRANSPORT THEM

17 SHOWS
IN KEEPING WITH THE HIGH
STANDARD OF AMUSEMENTS
FEATURED WITH OUR SHOWS

THANKS TO OUR LOYAL EMPLOYEES
For their untiring efforts and personal interest they all displayed in the re-birth
of the James E. Strates Shows and for their personal pride in assisting to build our
show and in the maintenance all season to keep our show bigger and better than
all past history of the James E. Strates Shows.

WANT FOR 1947
SEASON
WILL FINANCE SHOWMEN
WITH NEW, ORIGINAL and
CREATIVE IDEAS.

FAIR SECRETARIES
AND COMMITTEES
I wish to personally thank you for the con-
fidence displayed in me by contracting my
shows for the 1946 season before it was re-
built while rumors were circulating that we
could not fulfill our contracts. We delivered
a good show in 1946, and I personally promise
you that our 1947 Creation will be even larger
and better than our 1946 Midway.

(Signed) James E. Strates, General Manager

WINTERQUARTERS ADDRESS: NORTHEAST FLORIDA
A MIDWAY UNSURPASSED

EXECUTIVES

JAMES E. STRATES General Manager
WILLIAM C. FLEMING General Agent
DICK O'BRIEN Assistant Manager
NICK BOZINIS Treasurer
F. PERCY MORENCY Secretary
FRANK A. ZACAROLI Auditor
C. W. (CHICK) FRANKLIN Press and Radio
HARRY PARKER Personal Relations
HARRY LOGAN Special Agent
LESLIE THOMAS Billposter
MRS. PERCY MORENCY Billboards and Mail

EARL TRUAX Manager of Rides
ELMER RHODES Superintendent of Rides
EDDIE SEAMAN Chief Electrician
JAMES E. YOTAS Master Builder
L. H. KIME Lot Superintendent
BILL LEON Front Gate
W. D. HOLDRIDGE Utilities
GEORGE THOMAS Searchlights
GEORGE ZINN Scenic Artist
MIKE OLSEN Trainmaster
HERMAN BOSTIC Assistant Trainmaster

1946 OUR LONGEST SEASON
IN 24 YEARS
34 WEEKS INCLUDING 14 WEEKS OF FAIRS

WANTED NOW
FOR WINTER QUARTERS

USEFUL PEOPLE IN ALL WORKING DEPARTMENTS
STARTING AFTER CHRISTMAS
Wagon Builders, Show Builders, Painters, Welders, Carpenters
and Electrician Helpers

STATE FAIRGROUNDS, JACKSONVILLE, FLORIDA
AMERICA'S NO. 1 SHOW
BROKE ALL RECORDS
AT THE FOLLOWING FAIRS

CHATTANOOGA, TENN.
Chattanooga-Hamilton Tri-State Fair

ATLANTA, GEORGIA
Southeastern World's Fair

MACON, GEORGIA
Georgia State Fair

STAUNTON, VA.
Virginia State Fair

FAIR SECRETARIES
CONTACT US NOW FOR OPEN DATES

GENERAL OFFICES: 743 SEYBOLD BLDG.
OUR SINCERE THANKS

We wish to take this opportunity to thank the FAIR MANAGERS, THE ORGANIZATIONS AND COMMITTEES for their SPLENDID CO-OPERATION--

Also

OUR LOYAL EMPLOYEES, SHOWMEN AND CONCESSION-AIRES for helping to make our 1946 TOUR AN OUTSTANDING SUCCESS.

THANKS A MILLION!
“AMERICA’S FINEST MIDWAY ATTRACTIONS”
ULTRA-MODERN THRUOUT
15 RIDES    15 TENTED THEATRES
40 CONCESSIONS
5 MAMMOTH LIGHT TOWERS
BRILLIANT FLUORESCENT LIGHTING

THE OUTSTANDING NEW SHOW OF 1946
Offering one of the Longest and Best Money-Making Routes of all times in our 1947 Tour, which opens at the
FAMOUS CHARRO DAYS FIESTA
BROWNSVILLE, TEXAS, FEBRUARY 8 TO 16

Contact our Representatives at the Sherman Hotel, Chicago, Ill., during the IAFE convention, and at the different State Fair Meetings during the winter months.

ALVIN and LOWELL VANDIKE
Co-Owners and Operators

DON M. BRASHEAR
Business Manager

PERMANENT ADDRESS: P. O. BOX 1471, HARLINGEN, TEXAS
Virginia

Galax Fair, Galax

TOTAL ATTENDANCE: Front gate, 16,000. Days operated, 5; nights operated, 9.
WEATHER: Good, 4 days; cloudy, 1 night. Total paid grandstand admissions, 3,000.
RECEIPTS: Concession space, $600; commercial exhibits, $80; carnival, $2,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,600; area of grounds, 20 acres; estimated current valuation of the plant, $25,000.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $850. Acts booked thru Clyde Edgell, Pinto City Attractions, French Lick, Ind.
ADMINISTRATION: Secretary and superintendent of grounds, G. P. Carr.

Washington

Darrington Fair, Darrington

TOTAL ATTENDANCE: Front gate, 400; days operated, 2.
WEATHER: Good, 1 day; cloudy, 1 day.
RECEIPTS: Gate, $150; carnival, fair's share, $10; other receipts, $25.
AID, PREMIUMS: State aid, $250; total estimated premiums paid out, $160.
ADMINISTRATION: President, Leslie Gletschmann; secretary, Muriel Fleming; superintendent of commercial exhibits, E. L. Raley; publicity director, Nels Brueeth.

Mid-County Agricultural Fair, Battle Ground

TOTAL ATTENDANCE: Front gate, 6,000.
WEATHER: Good, 4 days; cloudy, 1 day.
RECEIPTS: Gate, $150; carnival, fair's share, $10; other receipts, $25.
PREMIUMS: Total estimated premiums paid out, excluding races, $2,688.48.

West Virginia

Pocahontas County Fair, Marlinton

TOTAL ATTENDANCE: Front gate, approximately 13,000; paid admissions, 11,500.
WEATHER: Good, 4 days; rain 1 day.
RECEIPTS: Gate, $150; other receipts, $25.
PREMIUMS: Total estimated premiums paid out, excluding races, $2,688.48.

West Virginia Free Fair, Charleston

TOTAL ATTENDANCE: Admission free. Days operated, 9; nights, 9.
WEATHER: Good.
AID, PREMIUMS: State aid, $1,200. Total estimated premiums paid out, excluding races, $5,600.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,800; area of grounds, 85 acres; estimated current valuation of the plant, $1,410.20; square feet under cover available for commercial exhibits, 20,000; square feet under cover available for commercial exhibits, 27,000; number of local commercial exhibits, 17.
GRANDSTAND ATTRACTIONS: Booked thru Gus Sun Agency.
ADMINISTRATION: President and secretary, Fred C. Allen; superintendent of concessions, A. G. Baxter; superintendent of commercial exhibits and grounds, R. H. Williams.

Tri-County Fair, Petersburg

TOTAL ATTENDANCE: Front gate, 10,600; paid admissions, 8,000. Days operated, 3; nights operated, 3.
WEATHER: Good. Total paid grandstand admissions, 3,000.
RECEIPTS: Gate, $3,752; grandstand, $75; concession space, $650; commercial exhibits, $70.
AID, PREMIUMS: State aid, $170; total estimated premiums paid out, excluding races, $400.

PLANT FACILITIES: Grandstand seating capacity, 800; area of grounds, 12 acres; estimated current valuation of the plant, $6,000; square feet under cover available for commercial exhibits, 4,000; number of local commercial exhibits, 16. New construction planned when materials are available: show arena.
GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $2,600; produced by Gus Sun Booking Service booked thru Gus Sun Jr.
ADMINISTRATION: President, Carl Wieton; secretary, C. L. Sticker; superintendent of concessions, J. Justin Barber.

Most of the above figures are estimates.

Gem City Daydreams

"THE DIAMOND OF THE SHOW WORLD"

THANKS TO ALL FAIRMEN AND COMMITTEE MEMBERS for making our annual FULL-TIME TOUR of 35 WEEKS AN OUTSTANDING SUCCESS TO OUR RIDERS, SHOWMEN, CONCESSION-AIRES, WORKING MEN, AND ALL EMPLOYEES, AS WITHOUT YOU, WE COULD NOT HAVE MADE SUCH A SUCCESSFUL TOUR.

FAIRS AND CELEBRATIONS
GET THE BEST IN THE MIDDLE-WEST

See us before booking your Midway Attractions for 1947. We will be at the Hotel Sherman, Chicago, during the IAFA Convention, and the various State Fair meetings during the winter months.

WANT FOR 1947 SEASON — OPENING IN MARCH

RIDES
Will book Octopus or any Rides not conflicting.

CONCESSIONS
Will book any Steer Concessions not conflicting. Can always place good Concession.

SHOWS
Will book any Worthwhile Attractions, especially want Side Show (Jack Korte, answer, will hold open for you): Fun House, Monkey Circus and Mechanical Animals.

WISCONSIN

Jefferson County Fair, Jefferson

TOTAL ATTENDANCE: Front gate, 18,171. Days operated, 5; nights, 5.
WEATHER: Good, 5 days; 5 nights; total paid grandstand admissions—days, 3,984; nights, 3,271.
RECEIPTS: Gate, $7,516.30; grandstand, $3,399.30; commercial exhibits and carnivals, $2,588.14; other receipts, $149.74.
RACING: 2 days of harness races; grandstand receipts for horse races, $1,419.50; purses for horse races, $3,900.
GRANDSTAND RECEIPTS: $3,992.25; number of days, 1; and 1 night of auto thrill show; grandstand receipts for thrill show, $1,041.
AID, PREMIUMS: State aid, $7,716.13; county aid, $1,000; total premiums paid out, excluding races, $4,705.15.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,233; area of grounds, 30 acres; estimated current valuation of plant, $25,000; square feet under cover available for commercial exhibits, 1,500. New construction planned when materials are available: grandstand and toilet system.
GRANDSTAND ATTRACTIONS: Cost...
Greetings

WANT and Two spots every week.

CONCESSIONS

BOOK IN EXPOSITION SHOW FOR 1947 October 23, 1947, 7:30 P.M.

HELP

WANT FAST STEPPING SPECIAL AGENT

THIS SHOW PLAYS COOL, COLORFUL COLORADO—TWO SPOTS EVERY WEEK—HOLDS CONTRACTS FOR THREE WEEKS IN DENVER AND THE BEST JULY 4TH Spot in the Middle West, PLUS FAIRS, RODEOS AND STREET CELEBRATIONS.

ALL LOCATIONS IN—NO LOTS OUT IN THE COUNTRY. YOU GET AN ALL DEAL NO BLASTING LOUD-SPEAKERS KILLING EACH OTHER, AND NO TWO CONCESSIONS OF A KIND CARRIED. WE KNOW YOUR TERRITORY, AND YOU"WIN WITH LARRY"—WRITE OR WIRE NOW

good of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,800; name of review, Star-Spangled Folies; produced by Williams & Lee.

ADMINISTRATION: Manager, Horace L. Rubbo; superintendent of concessions, Gordon W. Masters; superintendent of speed, Henry Schroeder.

Kenosha County Fair, Wilmot

TOTAL ATTENDANCE: Front gate, 6,652, days operated, 3; nights operated, 3.

RECEIPTS: Gate, $3,156.04; horse show, $317.75; other receipts, $2,485.78.

STATEMENTS: State aid, $2,072.69; county aid, $900; total estimated premiums paid out, $2,058.56.

PLANT FACILITIES: Beachers and sealing capacity, 200; area of grounds, 6 acres; estimated current valuation of the plant, $35,000. New construction planned when materials are available; 4-h barn.

GRANDSTAND ATTR ACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,250; attractions: WLS National Barn Dance and area booked thru Barnes-Carruthers, Chicago.

ADMINISTRATION: President, M. M. Schnurr; secretary, E. V. Rydal; superintendent of grounds, Robert Van Liere.

1947 dates, August 8-10.

Kewaunee County Fair, Luxemburg

TOTAL ATTENDANCE: Front gate, 14,409; paid admissions, 11,409; days operated, 2; nights operated, 2.

WEATHER: Cold or cloudy, 2 days, 2 nights; total paid grandstand admissions, 6,175; —days, 5,000; nights, 3,000 (polio scare cut attendance).

RECEIPTS: Gate, $2,500; grandstand, $2,700; concession space, $1,900; carnival, $4,200; total receipts, $11,900.

RACING: 2 days of harness races; grandstand receipts, $1,600; purses for harness races, $2,000.

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

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,800; area of grounds, 30 acres; estimated current valuation of plant, $50,000; number of local commercial exhibits, 49; New construction planned when materials are available; commercial exhibit building, 4-h Club dormitory and building, remodeling of grandstand.

GRANDSTAND ATTR ACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $2,500; name of review, Star-Spangled Folies; produced by Boyle Woolfolk.

ADMINISTRATION: President, August Spitzer; superintendent of concessions, John Duchateau; secretary and superintendent of commercial exhibits, Julius Cahn; superintendent of grounds, John L. Miller; superintendent of aped, August Spitzer.

La Crosse Interstate Fair

Association, La Crosse

TOTAL ATTENDANCE: Front gate, 42,677; paid admissions, 41,939; days operated, 4; nights operated, 5.

WEATHER: Good, 4 days, 2 nights; rain, 1 day, 3 nights.

RECEIPTS: Gate, $12,558.80; grandstand, $10,480.84; concession space, $3,073; commercial exhibits, $400; carnival, $6,284.51; other receipts, $4,304.33.

RACING: 3 days; purses for horse races, $2,800.

GRANDSTAND RECEIPTS: $10,480.84; number of days, 3; nights, 1; at arena show; grandstand receipts for thrill show, $1,047.60. Other features, fireworks, number of nights, 5.

AID, PREMIUMS: State aid, $3,724.30; total estimated premiums paid out, excluding races, $6,205.35.

EXHIBITION: Race-track size, half mile; grandstand seating capacity, 3,500; area of grounds, 371 acres; square feet under cover available for commercial exhibits, 775; number of local commercial exhibits, 15; number of exhibitors in auto show, 2; New construction planned when materials are available; cattle barn, new swine and sheep barn, move grandstand, landscape grounds.

GRANDSTAND ATTR ACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, $783.

ADMINISTRATION: President, Roy Crownhart; superintendent of concessions, William Moran; secretary, publicity secretary of commercial exhibits, M. G. Seyforth.

Polk County Fair

St. Croix Falls

CANCELED: 1946, due to polio

ADMINISTRATION: President, Dr. J. B. Wilson; secretary, W. R. Vegina.

Price County Agricultural Society, Phillips

TOTAL ATTENDANCE: Front-gate $10,000; paid admissions, $8,000; days operated, 3; nights operated, 3.

WEATHER: Good, 3 days, 3 nights; total paid grandstand admissions, $1,620; days operated, 3.

RECEIPTS: Gate, $2,400; grandstand, $657; concession space, $362.00.

AID, PREMIUMS: State aid, $1,577.32; county aid, $900; total estimated premiums paid out, excluding races, $1,971.65.

PLANT FACILITIES: Grandstand seating capacity, 1,000; area of grounds, 20

Lincoln County Free 4-H Fair, Merrill

TOTAL ATTENDANCE: Admission, free; days operated, 4; nights operated, 4.

WEATHER: Good, 4 days, 4 nights; total paid grandstand admissions—days, 3,013, nights, 1,761.

RECEIPTS: Car parking service, $605.69; grandstand, $3,956.88; concession space, $1,650.75; carnival, $2,455.46; other receipts, $264.26.

STATEMENTS: State aid, $1,572.69; county aid, $900; total estimated premiums paid out, $2,085.85.

PLANT FACILITIES: Beachers and sealing capacity, 200; area of grounds, 6 acres; estimated current valuation of the plant, $35,000. New construction planned when materials are available; 4-h barn.

GRANDSTAND ATTR ACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $1,700; name of review, Fair Folies; produced by Williams & Lee.

ADMINISTRATION: President, Harvey J. Scherer; secretary, general manager, Gustav A. Bell; superintendent of grounds, Charles Kline; secretary, Quin Steckling; superintendent of grounds, Robert F. Meyers.

1947 dates August 4-7 (tentative).

Fierce County Fair, Ellsworth

TOTAL ATTENDANCE: Front gate, 9,410; paid admissions, $3,200; days operated, 2; nights operated, 2. (Polio caused postponement of three-day event, originally skedded for September until October, with a result of change in attractions and restricted operations.)

WEATHER: Good, 2 days, 1 night; rain, 1 day, 1 night; total paid grandstand admissions, 2,000.

RECEIPTS: Gate, $2,730; grandstand, $450; concession space, $400; commercial exhibits, $250.

GRANDSTAND RECEIPTS: $350; rodeo, 1 day.

AID, PREMIUMS: State aid, $1,556; county aid, $1,000; total estimated premiums paid out, excluding races, $2,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,000; area of grounds, 20 acres; estimated current valuation of the plant, $15,000; square feet under cover available for commercial exhibits, 15,000; number of local commercial exhibits, 15; number of exhibitors in auto show, 2; New construction planned when materials are available; cattle barn, new swine and sheep barn, move grandstand, landscape grounds.

GRANDSTAND ATTR ACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, $783.

ADMINISTRATION: President, Roy Crowhart; superintendent of concessions, William Moran; secretary, publicity secretary of commercial exhibits, M. G. Seyforth.

WINTERQUARTERS: UNI ON CITY, GEORGIA

Page 86 The Billboard Cavalcade of Fairs

November 20, 1946
Southwest Wisconsin Fair, Mineral Point

TOTAL ATTENDANCE: Front gate, 14,469; Days operated, 9; nights, 9.

WEATHER: Good, 3 days; cold or cloudy, 3 nights. Total paid grandstand admissions—days, 11,469; nights, 3,246.

RECEIPTS: Gate, $7,156.95; grandstand, $3,786.90; concession space, $2,388.24; carnival (Dyer’s), $887.94; other receipts, donations, $181.55.

RACING: 2 days of harness races; grandstand receipts for horse races, $2,279.80; purses for horse races, $2,260.

AID: PREMIUMS: State aid, $4,155.00; county aid, $1,000; total estimated premiums paid out, excluding races, $5,794.65.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,200; area of grounds, 25 acres; estimated current valuation of the plant, $250,000; new construction planned when materials are available; new barns for all live stock, recreation exhibit hall, install added Waterworks main, grandstand addition.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $1,305; acts booked throughout Western Artistic Bureau.

WASHINGTON: President, G. L. Morgan; superintendent of concessions, E. W. Peters; superintendent of races, W. L. Granger; superintendent of speed, E. W. Graber; publicity director, D. M. Morgan.

Wisconsin State Fair, Milwaukee

TOTAL ATTENDANCE: Front gate, 674,000; paid admissions, 601,196; days operated, 9; nights operated, 9.

WEATHER: Good, 9 days; 9 nights; total paid grandstand admissions—days, $5,216; nights, $9,221.

RECEIPTS: Gate, $2,655,455; grandstand, $200,784.90; concession space, $35,000; commercial exhibits, $22,500; amusement park percentage, $34,296.86.

RACING: 8 days of harness races; grandstand receipts for horse races, $31,205; purses for horse races, $22,000; number of days of auto races.

GRANDSTAND RECEIPTS: One day of thrill show and Motoromode races; grandstand receipts for thrill show, $14,386. Other features, fireworks; number of nights, 9.

PREMIUMS: Total estimated premiums paid out, excluding races, $104,900.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 22,000; area of grounds, 223 acres; estimated current valuation of plant, $6,000,000; shows under cover, available for commercial exhibitions, $85,000; number of local commercial exhibits, 32; number of local commercial exhibits, 59. New construction planned when materials are available: centennial memorial building to commemorate State Centennial in 1947, cost $700,000; new $250,000 women’s building.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeo, racing, thrill shows, $30,000; name of revue, World of Stars; produced by Newberry-Carlberg.

ADMINISTRATION: Manager, Ralph E. Ammon; superintendent of concessions and commercial exhibits, Martin Schey; superintendent of grandstands, Mr. J. Sweeney; superintendent of speed, T. J. Barke; publicity director, Gordon Grump. 1947 dates August 16-24.

Henry Cabot Lodge Jr., only U. S. Senator to resign and enter the recent war where he served as a lieutenant colonel on Italian and African fronts. He resumed fergossing at the recent 105th Great Barstow (Mass.) Fair. He is shown on the right with a 4-H Club champ, while John B. Hull Sr., left, and Edward J. Carroll, president of the annual, accompany him.

November 30, 1946
GRANDSTAND ATTRACTIONS: Cost 1 grandstand stage attractions, exclusive of rodeos, racing, thrill shows, 4,500; booked thru George A. Hamid and Gus Sun.

ADMINISTRATION: President, R. A. Smith; secretary, publicity director, superintendent of concessions, commercial exhibits and grounds, Geo. McVay; superintendent of speed, H. Reed.

Norfolk County Fair, Simcoe

TOTAL ATTENDANCE: Front gate, 55,000; paid admissions, 50,000. Days operated, 6; nights operated, 3.

WEATHER: Good, 4 days, 2 nights; cold or cloudy, 1 night. Total paid grandstand admissions, days, 7,000; nights, 5,000.

RECEIPTS: Gate, $10,226; grandstand, $3,500; concession space, $2,000; commercial exhibits, $1,500; carnival, $5,000; other receipts, $3,000.

RACING: Included as a side issue on three afternoons; purses for horse races, $1,500.

AID, PREMIUMS: Province aid, $800; total estimated premiums paid out, excluding races, $6,000.

PLANt FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 20 acres; estimated current valuation of the plant, $60,000; square feet under cover available for commercial exhibits, 5,000; number of national commercial exhibits, 6; number of local commercial exhibits, 24; number of exhibitors in truck show, 3. New construction planned when materials are available; sheep and swine barn, added covered commercial exhibit space, facilities for housing 90 more horses.

GRANDSTAND ATTRACTIONS: Grandstand stage attractions booked thru Gus Sun.

ADMINISTRATION: President, Dr. A. C. Burt; secretary, Harold I. Pond; superintendent of concessions, commercial exhibits; superintendent of grounds, L. B. Culver; superintendent of speed, H. Haver; publicity director, H. I. Pond.

South Dorchester Exhibition, Springfield

TOTAL ATTENDANCE: Front gate, 800; days operated, 2; nights operated, 1. Day; 1 night.

WEATHER: Good, 2 days; 1 night.

RECEIPTS: Gate, $200; concession space, $100; other receipts, $75. Racing: 1 day. Purses for horse races, $200.

AID, PREMIUMS: Province aid, $100; other aid, $500. Total estimated premiums paid out, excluding races, $800.

PLANt FACILITIES: Race-track size, mile; area of grounds, 10 acres; estimated current valuation of the plant, $2,000; number of local commercial exhibits, 2. New construction planned when materials are available; grandstand.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, 4,500; booked thru George A. Hamid and Gus Sun.

ADMINISTRATION: President, R. A. Smith; secretary, publicity director, superintendent of concessions, commercial exhibits and grounds, Geo. McVay; superintendent of speed, H. Reed.

Strathroy Fair, Strathroy

TOTAL ATTENDANCE: Front gate, 5,206; paid admissions, 5,206. Days operated, 3.

WEATHER: Good, 2 days; rain, 1 day. Total paid grandstand admissions, 440.

RECEIPTS: Gate, $1,756.80; grandstand, $220; concession space, $731.57.

RACING: 1 day of harness races.

AID, PREMIUMS: Province aid, $800; county aid, $300; other aid, $1,900. Total estimated premiums paid out, excluding races, $6,200.

PLANt FACILITIES: Race-track size, half mile; grandstand seating capacity, 2,500; area of grounds, 20 acres; estimated current valuation of the plant, $60,000; square feet under cover available for commercial exhibits, 4,000; number of national commercial exhibits, 1; number of local commercial exhibits, 24; number of exhibitors in auto show, 4; number of exhibitors in truck show, 1.

ADMINISTRATION: President, W. L. McDougall; secretary, superintendent of concessions and commercial exhibits, Ken Bennett; superintendent of grounds, J. E. Woolley; superintendent of speed, H. Currie.

Welland County Exhibition, Welland

TOTAL ATTENDANCE: Front gate, 30,000; paid admissions, 29,000. Days operated, 3; nights operated, 1.

WEATHER: Good, 2 days, 2 nights; cold or cloudy, 1 day, 1 night. Total paid grandstand admissions: days, 6,100; nights, $2,000.

RECEIPTS: Gate, $5,500; grandstand, $3,500; concession space, $348; commercial exhibits, $200; carnivals, $220; other receipts, entries, $500.

RACING: 2 days of both harness and running races; grandstand receipts for horse races, $600; purses for horse races, $1,500.

GRANDSTAND RECEIPTS: $3,500.

F. M. Sutton, Jr.

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AMERICAN LEGION

VETERANS OF FOREIGN WARS

DON FRANKLIN, Mgr.

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We are now arranging our 1947 Route. If you want one of the most beautiful Track Shows on the road today contact us early for your events. See us at Chicago during the meetings, or write or call to our permanent address below.

All Address: LOU RILEY, General Manager

Permanent Address: 107 W. Quackenbush Ave., Dumont, N. J.
Winterquarters: South Hill, Virginia

3 days, 3 nights of auto thrill show; grandstand receipts for thrill show, $2,800.

AID, PREMIUMS: Province aid, $800; county aid, $600; other aid (city), $100. Total estimated premiums paid out, excluding races, $5,500.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 1,500; area of grounds, 25 acres; estimated current valuation of the plant, $30,000; square feet under cover available for commercial exhibits, 8,500; number of national commercial exhibits, 10; number of local commercial exhibits, 25; number of exhibitors in auto show, 8; number of exhibitors in truck show, 3. New construction planned when materials are available: additional horse stables and junior school children exhibit.

GRANDSTAND ATTRACTIONS: Cost of grandstand stage attractions, exclusive of rodeos, racing, thrill shows, $3,500. Name of thrill show, Lucky Lott.

ADMINISTRATION: President, C. L. Robitaille; secretary, Gordon X. Brown; superintendent of concessions and commercial exhibits, A. A. Marshall; superintendent of grounds, George Allen; superintendent of speed, J. E. Curry; publicity director, William Boche; date and place of annual meeting of fair board, January 10, Welland, Ont.

QUEBEC
Exposition de Roberval, Roberval

TOTAL ATTENDANCE: Front gate, 10,000; paid admissions, 9,000. Days operated, 5; nights operated, 5.
WEATHER: Good, 5 days, 5 nights.

PLANT FACILITIES: Race-track size, one half mile; grandstand seating capacity, 1,000; area of grounds, 32 acres; estimated current valuation of the plant, $30,000.

ADMINISTRATION: President, Augustin Rannal; secretary, J. Ed Botly.

L’Exposition Provinciale, Quebec

TOTAL ATTENDANCE: Front gate, 265,000; paid admissions, 228,000. Days operated, 9; nights operated, 10.
WEATHER: Good, 7 days, 8 nights; rain, 1 night; cold or cloudy, 2 days, 1 night. Total paid grandstand admissions: days, $3,903; nights, 2,047.
RECEIPTS: Gate, $68,784.70; grandstand, harness races, $24,986; concession space, $4,578.80; commercial exhibits, $14,318.50; carnival, $9,485.65; other receipts, $159,000.00 (approx.).
RACING: 7 days: grandstand receipts for horse races, $34,385; purses for horse races, $124,627.

GRANDSTAND RECEIPTS: Total, $267,208.78; number of days, 16; nights, 19; of auto thrill show; grandstand receipts for thrill show, $13,274.78; other features, fireworks, number of nights, 2.
AID, PREMIUMS: Province aid, $12,000; other aid, $1,150; total estimated premiums paid out, excluding races, $14,437.10.

PLANT FACILITIES: Race-track size, half mile; grandstand seating capacity, 7,500; area of grounds, 150 acres; estimated current valuation of the plant, $1,500.00; square feet under cover available for commercial exhibits, 75,000; number of provincial and national commercial exhibits, 20; number of local commercial exhibits, 23. New construction planned when materials are available: Province government and handicraft pavilion, horticultural pavilion, poultry pavilion, administration building and new entrance gates.


ADMINISTRATION: President, Mayor Lucien Bouchier; director-manager, Emery Boucher; assistant secretary-manager, Gerard Bastien; superintendent of concessions, Rene Moreau; assistant superintendent of concessions, Jacques Bouchier; superintendent of grounds, Ulderie Gauvin; superintendent of speed, Avila Robitaille; publicity director, Emery Boucher; 1947 dates, August 29-September 7 (official).

An integral part of every annual is the midway, and three giant Ferris Wheels loaded with funseekers have a definite place in the picture.
North Dakota Utilizes CCC Buildings for Junior Fair

North Dakota's State Fair at Minot was successful this year in creating a junior fairgrounds. Acquisition of barracks and buildings at an abandoned Kramer, N. D., CCC camp enabled it to turn the trick.

A three-block wooded area, just outside the fairgrounds proper but connected to it by a footbridge, was utilized. Foundations were built first, then the buildings were moved. Once up, they were painted white.

Four of the barracks buildings, each of which are 20 by 40 feet, and two other buildings, 20 by 40 feet, were prepared as sleeping quarters. Another building was equipped for washing and cleaning. Still another building, 20 by 100, was transformed into a mess hall.

On the fairgrounds proper, a garage building, also secured from the CCC camp, was remodeled into a junior stock barn with a housing capacity of 100 head of cattle.

Added emphasis is expected to be placed on the junior fair activities, in future years, with the view of building this feature into a major part of the annual.

Harry LaBreque, public relations director of the Sacramento (Calif.) Fair, was tired of having pretty girls cut the ribbon to officially open the annual, so this year he had one of Winston's Seals handle the task. LaBreque is the gent holding the tape on the right.

"The Choice of the Motorized Shows" in the East and Southeast

JOHN H. MARKS SHOWS

OUR 1946 RECORD SPEAKS FOR ITSELF

THANKS TO ALL WHO PLAYED A PART IN MAKING THIS OUR BEST YEAR

FAIRMEN—CELEBRATION COMMITTEES—ORGANIZATIONS

CONTACT US BEFORE CONTRACTING FOR YOUR 1947 EVENTS

We offer you a completely modernized Carnival Midway, with capacity earning power.

LATEST RIDES—TOP FLIGHT ATTRACTIONS—HIGH-CLASS CONCESSIONS

WANT FOR OUR 1947 SEASON

We will finance Showmen with new ideas and furnish the necessary equipment. Will book any Shows not conflicting with our own. Want Show Carpenters, Builders and Mechanics, also any Useful Show People. Capable Ride Foremen and Second Men will be paid top salaries and receive good treatment.

JOHN H. MARKS SHOWS

WINTERQUARTERS: RICHMOND, VA. ADDRESS: P. O. BOX 771

November 30, 1946

Everything isn't tinsel and applause for grandstand performers, as the Gallagher Family proves in this picture. The six children comprise an outstanding acrobatic troupe, and here they are doing a pyramid in practice under the direction of their father, Harry Gallagher, and mother, who pauses a moment from one of her chores. Betty, 16, holds the pyramid, while Margaret, 8, clings to her. Second up is Bonnie, 15, and at her sides are Mary, 7, and Jimmy, 6. At top is Pat, 13. Michael, 3, standing by, already is getting his preliminary lessons.

The Billboard Cavalcade of Fairs Page 91
IAFE CONVENTION PROGRAM

December 1-4, Hotel Sherman, Chicago

SUNDAY, DECEMBER 1
1:30 p.m.—Bal Tabarin. Annual Memorial Service, Showmen's League of America.
1:30 p.m.—Annual meeting, Middle West Fair Circuit, Mrs. Ethel Murray Simonds, president.

MONDAY, DECEMBER 2
10:30 a.m.—Annual meeting, International Motor Contest Association, Ralph Hemphill, president.
11:00 a.m.—IAFE Directors' meeting.
2:30 p.m.—Meeting of State Secretaries of State Associations of Fairs.
6:00 p.m.—Reception and buffet supper, open to fair men and their wives, Bligh Dodds, chairman.

TUESDAY, DECEMBER 3
12:00 noon—Past Presidents' Club Luncheon. Samuel S. Lewis presiding.

WEDNESDAY, DECEMBER 4
6:30 p.m.—Ballroom. Annual Banquet and Ball, Showmen's League of America.
L. C. REYNOLDS and H. WELLS

Presenting

WORLD OF TODAY

SHOWS

18 RIDES 16 SHOWS

40 CONCESSIONS

TRAVELING FROM THE BORDERS OF TEXAS TO THE CANADIAN LINE

We wish to thank all of our friends with the individual organizations who sponsored us; also all members of fair associations who granted us the privilege of furnishing Amusements for their midways, and we invite you all to visit with us in our rooms at the convention, and hope our business relationship will be as pleasant in the future as in the past.

THANKS TO YOU, WE HAVE HAD THE BIGGEST SEASON IN OUR HISTORY

WANTED

MAN and WIFE to handle 2 of the best framed GIRL SHOWS on the road. Must have young girls and good en-

FOR 1947

MOTORCRIME, with or without transportation.

PENNY ARCADE, LIFE OR UNBORN SHOW.

SHOWMEN, TAKE NOTICE:

GOOD PONY RIDE with plenty of

IF YOU HAVE A SHOW THAT IS CAPABLE OF MAKING MONEY AND ARE THINKING OF MAKING A CHANGE, CONTACT US, AS WE WILL ANSWER ALL MAIL AND GIVE YOU A SATISFACTORY ROUTE.

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TO THE MANY FAIR SECRETARIES, AUSPICES AND ALL OTHERS WHOM I HAVE PLEASANTLY DONE BUSINESS WITH FOR THE PAST 15 YEARS

I SALUTE YOU, ONE AND ALL, WITH THIS THOUGHT:

FOR THE PAST SCORE OF YEARS, I HAVE DILIGENTLY, VIGOROUSLY AND HONESTLY APPLIED MYSELF IN ORDER THAT I MIGHT PRODUCE AND OPERATE AMERICA’S MOST RESPECTED SHOW

In and during this period of time I have always offered to the General Show-Goer a MIDWAY OF RIDES, SAFELY OPERATED; SHOWS, CLEANLY AND DECENTLY PRODUCED, AND, ABOVE ALL, CONCESSIONS THAT WERE ABOVE AND BEYOND CRITICISM.

HERE ARE MY PLANS AND PROPOSALS FOR THE YEARS TO COME; WITH A STaunch AND UNFALTERING BELIEF IN THE ENDURING POPULARITY OF THE CARNIVAL, I AM GOING "ALL OUT" AND AM NOW IN THE PROCESS AT OUR WINTERQUARTERS OF BUILDING THE MOST COMPLETE SHOW OF ITS KIND, EQUIVALENT TO ANY

35 CAR RAILROAD SHOW

MY REASON FOR "GOING ALL OUT" IS TWO-FOLD IN ITS PURPOSE:

FIRST: I have come to cherish, thru the years, the Friendship of the countless people whom I have dealt with since I acquired the "OLD RELIABLE" GOLD MEDAL SHOWS.

SECOND: My Paramount Purpose is to carry on for the Future Boss:

John Oscar Bloom

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FOR—the confidence placed in us by the award of TEN YEAR amusement contracts. New midway records were created by the splendid co-operation of exhibition officials and our new innovation of paved midways with permanent amusement installations.

SEASON’S GREETINGS

To our many friends and business associates