For over 25 years...

The Name Hamid Has Been
A Symbol Of...
Genuine Confidence
And Grand Performance
For The World's Greatest
Outdoor Entertainment

Yes, the George A. Hamid seal is truly the symbol which most of North and South America's greatest and best known Fairs, Amusement Parks, Celebrations and Special Events have relied upon to supply the ever-increasing demand for the ultimate in entertainment. Unlimited in scope, Hamid acts, ranging from a single performer to a full revue, are available to meet all 1949 budgets.

George A. Hamid, Inc.
10 Rockefeller Plaza, New York, N.Y.

Atlantic City Steel Pier • Hamid-Morton Circus • N.J. State Fair, Trenton
STAFF
John W. Wilson, Gen. Mgr.
Issy Cetlin, Asst. Mgr.
R. C. McCarter, Gen. Agent
Wm. Hartzman, Treas.
E. K. Johnson, Special Agt.
J. E. Walker, Secretary

25 Rides • 185 Shows • 40 Railroad Cars
of modern times!

FAIR SECRETARIES

WE WISH TO THANK
ALL FAIR OFFICIALS
AND COMMITTEES FOR THE
BIGGEST SEASON EVER

SEE US AT THE CONVENTION

PERMANENT ADDRESS • • BOX 787, PETERSBURG, VA.
With this tremendous investment in modern equipped shops, it enables us to build better equipment and attractions for Fairs and Committees on the North American Continent.
ITS OWN PERMANENT WINTERQUARTERS!

HARRY W. HENNIES
Owner-Gen. Manager

J. C. McCAFFERY
General Representative

NOBLE C. FAIRLEY
Business Manager

CHARLIE SHEESLEY
Asst. Manager

KEITH CHAPMAN
Concession Manager

The first midway to offer stars

* 1947 Sally Rand
* 1948 Bobby Breen

Watch Announcements for 1949

ADDRESS:

HENNIES BROS.' SHOWS

PERMANENT QUARTERS:

HOT SPRINGS, ARKANSAS
To Fairmen of the U. S. and Canada:

Gentlemen:

It is with understandable pride that we point to our achievements of 1948. Then we demonstrated the wisdom, efficiency and money-earning potential of independent midway operations.

It was our privilege to supply the midway shows at eight major fairs of the U. S. and Canada. We had been selected because the fairs were intent upon presenting cleaner, higher type shows. The records prove that we, indeed, did present vastly better shows. Moreover, at the same time, those fairs received from us the largest grosses in their history.

This year was but a mere beginning for us—and for improved midway shows. Our plans for '49 embrace many innovations. Already we are in the throes of constructing new fronts and contracting new attractions. And we are confident that in '49 we will make a still greater advance in independent midway operations.

We cordially invite fair men interested in better midways to consult us. And we urge them to contract those fairs which we so satisfactorily serviced in '48. They, we know, join in our pride for our achievements of this year and match our confidence in continued improvements for next year.

Sincerely,

P. S.: Thru affiliates, we are prepared to furnish the best in riding devices and concessions tailored to meet the needs of individual fairs.
INDEPENDENT MIDWAY OPERATORS, INC.

America's Foremost Producer
OF INDEPENDENT MIDWAYS

CANADIAN NATIONAL EXPOSITION
TORONTO, ONTARIO

GREAT LONDON FAIR
LONDON, ONTARIO

MICHIGAN STATE FAIR
DETROIT, MICHIGAN

KANSAS STATE FAIR
HUTCHINSON, KANSAS

MID-SOUTH FAIR
MEMPHIS, TENNESSEE

ARKANSAS LIVESTOCK SHOW AND EXPOSITION
LITTLE ROCK, ARKANSAS

STATE FAIR OF TEXAS
DALLAS, TEXAS

HOUSTON COUNTY FAIR
HOUSTON, TEXAS

P.S.—We also supplied Shows at—
Riverview Park, Chicago, Ill.
Palisades Amusement Park, Palisade, N. J.
Savin Rock, West Haven, Conn.
Playland, Rockaway Beach, N. Y.

ASSOCIATED INDEPENDENT MIDWAY OPERATORS, INC.

RAY MARSH BRYDON
President and General Manager

MAILING ADDRESS: 390 ARCADE BLDG., ST. LOUIS 1, MO.
Famous at Famous Fairs throughout North America for over fifty years. Contractors to leading Amusement Parks, Patriotic Celebrations, Conventions, Industrial and Labor Programs, Centennials and all Outdoor Events . . . from Coast to Coast.

CONTRACT EARLY WITH AN OLD AND RELIABLE FIRM

THEARLE-DUFFIELD
FIREWORKS, INC.
155 NORTH CLARK STREET - CHICAGO 1, ILLINOIS - PHONE: RANDOLPH 6-9770
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WISCONSIN STATE FAIR

WISCONSIN'S MILLION DOLLAR OUTDOOR SHOW

AUGUST 20TH TO 28TH 1949

TACK REYNOLDS, MGR. - MILWAUKEE 14, WISC.
'49 Beckons Bright With Promise

NOTHING stands still. Individuals and institutions push ahead or fall behind, so the sagas say. And, in 1945, fairs did not slip; they forged ahead.

Over-all attendance and profits, as expected, were down from the peak year of 1946 and 1947. But the die-off was largely expected. The sharp in attendance and spending for motion pictures, the legitimate theater and night clubs.

The year served to afford the basic appeal and the enduring strength of fairs. Where economic conditions were particularly good, new records were registered by many annuals. In the prosperous Midwest, fairs generally were only slightly below previous peaks and a few hit new all-time highs.

Another year of great promise beckons, particularly for the fairs which depend largely upon rural patronage. Economists point to the high prices of farm crops. This year--all other things being equal--should find no slacking in farmers' spending, and that augurs well for those annuals patronized chiefly by farm folks.

OTHER fairs, towering in numbers, which drew heavily from urban centers, are expected to do almost as well, if not as well, in '49 as they did this year. These are those, in fact, who maintain these fairs will do even better. Given as reason for this belief is the assumption that city dwellers won't feel as keenly the squeeze of the high cost of living as they did this year.

The probability of re-enactment of rent controls, the fearing possibility of some form of price controls and a possible additional round of wage increases give substance to this belief.

Fairs, as a whole, today, are in the best financial condition in their history. Many continue to hold comfortable, even sizable cash surpluses. Others have liquidated their debts.

A huge percentage plan improvements when construction costs are firm. Not a few showed thru construction projects this year. Two of the largest annuals on the North American continent, the Canadian National Exhibition, Toronto, and the State Fair of Texas, Dallas, erected structures which suggest the trend in new construction.

THE CNEx's new 23,000-capacity grandstand indicates the refinements in facilities and in design to be expected of grandstands in future years. And the huge, new automotive building at Dallas demonstrates that beauty and utility can be combined effectively in an exhibit building. Moreover, the Dallas addition embraces the many new innovations which will enable an exhibit building to be used for multiple purposes.

Medium-sized fairs and smaller ones, too, pushed thru excellent construction. Throughout the year, The Billboard carried stories on many of these projects, such as the Industrial Exhibit Building at the Alabama State Fair, Birmingham, a structure fabricated out of War Assets Administration surplus materials, and the striking, highly effective, crowd-luring conservation building at Chippewa Falls, Wis.

Most construction, however, did not go into large buildings. A vast number of fairs corrected long-dated shortcomings. They installed modern toilet facilities, modernized sewerage and drainage systems, improved roadways and walks, enlarged entrances and expanded parking areas.

More of this type of construction is to be expected. So, too, is the erection by medium-sized fairs of more all-purpose columns, arenas built for year-round use.

CHANGES marked the operation of not a few fairs. Such efforts yielded a refreshing new time to those fairs. The Billboard spotlighted these changes as a possible guide to other annuals.

Perhaps, one of the biggest advances of '48--pertaining even greater progress in the future--was the expansion of commercial exhibits and farm machinery displays. The fairs demonstrated with compelling force their potency as a market. Many fairs sold out all existing space. Most hit new highs for farm machinery displays. And exhibitors repeated a bountiful harvest.

There was a sharp intensification of publicity and advertising by most annuals in '48. Greater attention was given to radio. Better service was rendered to newspapers. And, in '49, indications are that advance campaigns by most fairs will be stepped up still further.

Similarly, expanded youth participation is anticipated. Membership in the youth clubs continues to mount. In '48, it hit new records. And this was mirrored in the strong youth departments at most fairs.

A GREATER effort to provide amusement for little children seems probable. Carnivals, in many instances, played a big part in this movement during '48. They increased the number of kiddie ride devices, which now are extremely attractive. And not a few set off kiddielands from the midway. Some fairs established kiddielands of their own and embellished them with a nursery rhyme background.

Livestock shows grew in '48. The development of more dairy herds played a big part in this. Current signs point to further development of stock shows in '49.

Thus, with a new year ahead, the foundation for continued success has been strengthened. And, those fairs which pursue a policy of change, stepped up publicity, plant improvements and the development of youth interests, agricultural, commercial exhibit and farm machinery departments should enjoy another extremely successful and profitable operation.
AGAIN
THE GREATEST FAIR
IN AMERICA!

Aerial view of 1948 State Fair of Texas. Surrounding the reflecting pool are General Exhibit Building (left), Automobile Building (right), and Hall of State (far end). In background is newly enlarged Cotton Bowl seating 67,435. To right of Bowl is Foods Building and mile-long Midway. At upper left are Agriculture, Poultry and Livestock Buildings.

1,892,327 VISITORS PROVED IT IN '48
Booking Now for a Greater Season in '49


STATE FAIR of TEXAS
THE SHOW WINDOW OF THE SOUTHWEST—DALLAS 10, TEXAS

Page 12  The Billboard Catalogue of Fairs
Looking Ahead to 1949

from ..........Washington

By Charles F. Brannan
United States Secretary of Agriculture

"IN THIS age of great discoveries agriculture is undergoing its full share of new development. Improved varieties of plants, more efficient livestock, increased knowledge of cultural methods, have given us the means for providing more abundantly and more economically the food the nation needs. But it is only useful to the extent that it is brought before our farmers and ranchers and put into actual practice.

"The fairs of this country, large and small, play an important part in spreading this needed information by providing a common meeting ground for exchange of ideas and by encouraging developments of farm products of excellence thru the granting of honors and awards. This year with products of the farm still in heavy demand it is important that knowledge of advanced methods be brought to all and as rapidly as possible. I am sure fairs will continue to do their full share in this important educational process."

from ..........Ottawa

By Rt. Hon. James G. Gardiner
Canadian Minister of Agriculture

"AGRICULTURAL fairs are among the oldest institutions in Canada. For over a century and a half they have performed a service to the farmer in helping to spread information in a practical way thru visual appeal. They form a clearinghouse where farmers and agricultural workers can meet on common ground to discuss the old and the new, and increase the knowledge of those engaged in Canada's basic industry.

"For from registering a decline in interest, the post-war fairs are showing increased strength. Attendance records are being established and exhibitors of all kinds of agricultural products—from the more spectacular ring showing livestock to the more intimate seed classes—are so numerous that at many fairs quotas have had to be established.

"The Royal Agricultural Winter Fair at Toronto—national in character—and the Ottawa Winter Fair—more regional in scope—both report entries double those of last year and of 1938, the last pre-war year. Both entries and attendance at smaller fairs during 1948 almost justify the term 'phenomenal."

"Fairs are an important training ground for farm boys and girls, and increasing use is being made of them by Canadian Council on Boys' and Girls' Club Work.

"The increasing place being given to the finished products—beef carcasses, Wilshire side bacon, processed food, flowers and plants, and the various activities appealing to women—are rounding out the agricultural fairs of today and making them a place of interest not only to the farmer and his wife, but to the wives of those engaged in other occupations. By attracting this wider audience, agricultural fairs in Canada are acquainting others with the scope and size of this great industry of which the farmer is the backbone."
POMONA IN PICTURES

Los Angeles County Fair, Pomona, Calif., is the Top of the nation's fairs...it just grew!

It certainly has "grown." The attendance for the 17-day run this year was 1,254,503. The record up to this fair had been slightly over 800,000. That mark was hit in 1941, the last year the fair was held until 1948.

Under the able direction of C. B. (Jack) Afflerbaugh, now president-general manager, the fair has come a long way. Starting in 1922, the buildings included a 20 by 30-ft. office, a two-room warehouse, comfort station, grandstand seating only 4,500, 100 box stalls and four 35 by 180-foot cattle barns. Agriculture, machinery, poultry and other exhibits were under canvas.

From its inception and until 1933, when the county took over, the funds used to promote the fair were out of the pockets of civic-minded Pomonaans. At one time, six residents, including Afflerbaugh, were on notes for $5,000 each at the local bank to assure the valley of a fair.

Today the fair plant is valued at nearly $6,000,000. Readying the grounds for the 1948 event, the management spent over $2,000,000. Before the 1949 fair another $1,000,000 will be spent on improvements.

Starkingly executed, highly effective exhibits long have been traditional Los Angeles County Fair features. The one above, entered by Orange County, is typical of the displays which have brought Pomona wide renown.

BECAUSE PARKING AREAS are located in the outer section of the 350-acre plant, Los Angeles County Fair provided free transportation to fairgoers via elephant train. More than 200,000 people were afforded transportation by this method, and 70,000 paid for tours of the grounds. The fair parked 261,477 cars in the paid parking area, 56,000 in the reserved courtesy lots, and another 10,000 in lots for which the fair management had made arrangements with individuals.

Page 14 The Billboard Cavalcade of Fairs
CRAFTS 20 BIG SHOWS, owned by Orville F. Craft and managed by Frank Warren, supplied 20 major rides, 8 shows and 145 concessions. There were 12 kiddie rides managed by William Meyer for Crafts. The midway, entirely paved, covered 12 acres.

INTERIOR OF AGRICULTURAL BUILDING is well lighted with seven and one-half miles of fluorescent lights. Ceiling is painted in pastel colors.

CROWD ON THE FAIR MIDWAY. The building at the right is one of the many permanent structures and houses eating concessions.

LOS ANGELES COUNTY FAIR from the air. At the left center is the top of the new Agricultural Building constructed at a cost of $719,000 and readied for the 1948 event only a few days before it opened. Parking areas may be seen in the foreground and at the right background. LAC fairgrounds cover 350 acres.
Danbury Flashes Showmanship

Connecticut Annual, Operated Daytime
Only, Perks Up in Old Age With Smart,
Colorful Touches, and Bikes Attendance

SHOWMANSHIP injected into the Danbury (Conn.) Fair in mass production quantities has paid off in gate grosses aggregating better than $100,000 a year since John Leahy, owner-general manager, acquired the plant and started operations. The growth of the annual has been reaped in its old age and indications are that Leahy-administered stimulants, in the form of newly inspired flamboyant endeavors, will allow for no ceiling on attendance.

The Danbury plant, which might have been allowed to lapse and grow mellow, was presented for the TV era this year in the dress of one of the county's most startling departments. There was a lot of tohuwabohu in it but only in the sense that the gay trappings were hand-me-downs. They were so skillfully employed, however, that few patrons could tag them as anything but originals.

Candy Cane Twist

A candy cane theme was employed this year, even to the no随着 to the diamond jubilee celebration. The Paul Bunyan-sized cans were salvaged from a lavish Christmas display in New York's Herald Square, staged two years ago and paid for by Macy's, Gimbel's and Saks. The props were custom-made by Messman and Danon at a reputed cost of about $65,000. Needham's most stimulating department by the fair was fractional alibi Line, where patrons marveled about a good deal, returns to say.

As used originally, the canes existed as rocket-shaped sticks from the sidewalk. At Danbury, the units were put to lavish use. The focal point was provided by one propped at an angle adjacent to the main entrance and bearing the legend, "Sweetest Fair in New England."

Little Labor Involved

Others were set in groups of geometric design, placed parallel to the peak of some of the buildings, cut in columns of firework stands, the tops to provide eye-appealing entrances and the appearance of upper levels ready to be fired. Admission and use of the prop canes was paid for by the fair's General Manager, C. Irving Jarvis, assistant manager, of whom believe in keeping the plant spic and span, acquired a large number of aerial bomb cases, still complete with flaps. The cans were pierced with pipe, anchored in the ground, so that the business end of the "bombs" pointed skyward. The units, splashing in fresh aluminum and painted with maps of parking fields, walls and roads.

Tie In With Election

A keen sense of altering photographic fodder, coupled with exclusive know-how, also resulted this year in the use of other eye-appealing features. Especially timely was the non-partisan presentation of symbols of the Republican elephant and the Democrat's donkey with appropriate slogans. They were used to bank the main entrance to the Big Top, the fair's unusual tented main exhibition building with wooden side walls.

Numerous other figures, most of them animated, were included in a display called the P. T. Barnum American Museum Show. Adding to the general decor were numerous gigantic sheet metal bows, held aloft by half poles. Each bow was embellished with the name of the fair.

Hay Ride Adds Much

The Hay Ride, a multiple-car traction unit, similar to those first used for sight-seeing at the New York World's Fair, and Fair-T-Land, a kiddie feature complete with papier mâché storybook characters, provided additional color.

Danbury's appeal was evidenced by the 118,783 patrons who stomped the gates this year at $1.50 a head, tax included. In 1947, 114,444 paid. The attendance was nowhere near the peak of 1946 or 1947.

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October Nights Too Cool

Leahy conceivably would make a determined bid for night play if he thought the audience would return. The lateness of the showing (October) is in direct opposition to a serious gimmick, since the weather is always cold. There is nothing to stop Leahy from changing his dates. Only his decision is needed. However, he is satisfied to go along with tradition.

The two Saturdays and two Sundays are the big days at the fair. The first Sunday this year drew 36,175 paid admissions to hit the saturation point, as the arteries leading to the fair from adjacent Connecticut and New York towns became hopelessly clogged. Leahy feels that attendance cannot go much above the present total until new roads supplant the twisting, narrow highways to New York's adjacent counties and thus make it possible to siphon off the potential free-spending patronage there.

Boat Races Pull

The Danbury plant is kept in operation except when the snow flies, and then under cover. Modern grandstand provides the setting for midget auto racing through the spring and summer. The concrete track, wide in the turns, is well engineered. Resolving the midget track and passing the grandstand where the racetrack straightaway used to be, is a water course en which are regularly staged speedboat races. The unique and costly construction of the water course necessitated the custom-building of special speedboats. The programs are replete with thrills and have lured big crowds.

The enclosed, or at least that part of it which remained after the installation of the two raceways, is well packed. The fair-owned parking lots are spacious and neat, and during fair time, cared for by police uniformed attendants who are forbidden to accept tips. Rest room facilities are modern, clean, plentiful and tip-free. During the operation of the fair everywhere other than the grandstand and the midway units is included in the general admission price. The exchange is a fair one and the customers regard it as such. Leahy, who succeeded first to operating a machine shop and later as oil business, has applied a lot of natural showmanship, combined with keen Yankee business sense, to jol the Danbury Fair into a forceful attention-grabbing event. The success is well documented in the record of space given the annual by New York dailies, even the Danbury is miles distant.
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November 27, 1948
80-Acre Farm Machinery Show Rated Top St. Paul Feature

By Harry J. Frost

The BIGGEST educational feature of the 1948 Minnesota State Fair, and certainly the most publicized, was its mammoth machinery show, occupying more than 80 acres of space on Machinery Hill and overflow spots on the grounds.

Every day, tens of thousands of farmers and their wives and children flocked to the show's hundreds of exhibits, and studied the many new and improved farm machines, garden cultivators to gigantic combines, they planned to buy.

Worth Near $5,000,000

It was estimated during the show that machinery worth more than $5,000,000, assembled from practically every state in the nation and many parts of Canada, were on display. The attendance was placed at more than 700,000, or only 100,000 less than the total attendance of the fair.

Farmers in the Dakotas, Montana, Minnesota, Northern Iowa and Wisconsin, attended the fair in some instances for two to three days and throned Machinery Hill with one common thought. Main object of their visit to the fair was to replace their worn-out and out-of-date farm machinery with more efficient equipment, to enable them to farm better and also to meet the farm labor shortage, acute since before World War II.

Have Money To Buy

These farmers not only want to re-equip their farms as quickly as possible but, moreover, they have the money with which to do it. Machinery exhibitors at the fair, well aware of this, went all out to show their wares in the most attractive manner, heading their displays with the best salesmen in their organizations.

So important has become the farm machinery show at the Minnesota State Fair that hundreds of thousands of dollars have been spent, in recent years, to equip it with every-thing needed for the convenience and comfort of exhibitors and visitors.

The show's two miles of broad streets are completely paved with sidewalks and ornamental trees light up the show at night, and gas and electric light connections are available to every exhibit. The exhibition site has four modern rest rooms, including a new one costing more than $20,000, and adjacent parking lots for more than 10,000 autos.

The 1948 farm machinery show's 350 exhibitors occupied space ranging from a single lot with a 25-foot front, to many with frontages of more than 100 feet. The biggest one, occupied by the International Harvester Company, covered an entire block with a frontage of 480 feet. Many exhibits, unlike those of a few years ago, were presented under mammoth exhibition and circus tents, to protect visitors from wind, rain and sun.

Das Showmanship

Machinery exhibits at the 1948 State fair were far better organized than those of former years, and were manned by crack salesmen. Many stunts used by carnival and concession folk to attract the attention of visitors were successfully employed, in modified form, by exhibitors, and with very good results. A novel Farm Futurama, stressing soil conservation, occupied a large central space in the gigantic Allis-Chalmers Company tent.

Already, nearly a year in advance, scores of inquiries are being received from prospective exhibitors at the 1949 Minnesota Territorial Centennial State Fair. August 27 thru Labor Day. Work on many of the exhibits launched is already under way. Most exhibitors next year will feature novel displays of new and old machinery, to dramatize the progress made in the invention and improvement of farm machines.

Since old exhibitors always are given the opportunity to re-engage their space, and practically none are willing to relinquish it, it is probable that exhibit space on Machinery Hill will be even more in demand this coming year than in 1948, when every foot of available space was sold.

Harry J. Frost this year completed a quarter of a century of service as superintendent of concessions and space rentals at the Minnesota State Fair, St. Paul. Before joining the fair in 1924, Harry was associated with the Brooks Sales Company, then a leading concession operator at major fairs in the U. S. and Canada. At St. Paul he handles inside and outside space rentals not only for the machinery department, but all other departments as well, and also all concession space for eat, drink and novelty concessions and the carnival on the midway.

AERIAL VIEW indicates the wide scope of Minnesota State Fair's huge farm machinery show.
The World's Greatest
THE CANADIAN NATIONAL EXHIBITION

2,612,000 attendance in 1948
A GREATER AND BETTER EXPOSITION
IN 1949 ........ Aug. 26th to Sept. 10th
TORONTO, CANADA

COL. K. R. MARSHALL, C. M. G., D. S. O.
President

ELWOOD A. HUGHES, O. B. E.
General Manager

November 27, 1944
Ohio Sings Out at Columbus

By

Lottie M. Randolph

The click of the turnstiles is always sweet music to the ears of fair administrators and concessionaires, but the Ohio State Fair, Columbus, has another type of music, of an altogether different nature, while keeping turnstiles spinning at the same time. Rated as perhaps the “most musical fair,” the 1948 Ohio State Fair, home of two national livestock shows, and where the Ohio’s Band, a well-reputed, all-musical group, performed various educational programs in which the Music Hall program has grown interested, in and out of proportion to the number of people present. Each year new features have been added. This year, for the first time, the Ohio State Fair Music Hall program opened with a full-scale concert featuring music for fairgoers of all ages. Entrees came from all over the State, including all of the large cities as well as villages and rural communities.

The Ohio State Fair Music Hall program was started in 1941 by the writer, Dr. Edith Keller, an assistant professor of music in the State Department of Education. The music was given by a group of well-reputed, all-musical groups dancing nightly.

The success of the Ohio State Fair Music Hall program is the result of the idea, “Who’s Time Is Coming?” As we have traveled over the State doing research work and teaching the Ohio State College of Agriculture, we will find that the cultural music and dramatic works have been much enjoyed by our public school and civic, organized groups and programs, and while the Ohio State Fair Music Hall was the show window for the highest and industrial production, it is hoped that it will be the show window for the best in music and dramatics to be done. When we learn that we do not duplicate programs already carried on a State level.

The Little Theatre at 5:30 each evening was also a feature in this year’s Ohio State Fair Music Hall program. This is the first festival for the amateur Little Theatre movement in Ohio communities on a State level. Theater Production, Inc., a famous Columbus Amateur Theatre Group, presented the three-act comedy, Sunday River, by Howard Rheingold, which was written and produced for the Ohio State Fair by the University of Ohio. The play was presented in the Ohio State Fair Music Hall.

The general Music Hall program consisted of a Musical, dance show, featuring the best of music, dance, and comedy. The programs were directed by Dr. Edith Keller, and the late Mrs. Herbert Holczer, and were presented for the Ohio State Fair Music Hall.

Mrs. Lottie M. Randolph is serving under the Ohio administration as Assistant Director of Agriculture. Born in 1899, she served under the late Director of Agriculture, Dr. Herbert Holczer, and is now serving under the administration of Governor, Thomas J. Herbert. As Assistant Director of Agriculture, she is in charge of the Bureau of Markets in the Department of Agriculture and is considered an authority on marketing.

Thousands Join as Musicians, Singers To Swell Attendance, Present Sound Features, Give Annual Distinctive Air

Center of much of the musical activity at the Ohio State Fair is the Bandshell, shown above. Stage of night is used for non-amateur dancing.

WVIC Cleveland of Fairs

November 27, 1948
FEB. 1 TO FEB. 12, 1949
11 DAYS—11 NIGHTS

THE WORLD'S GREATEST WINTER EXPOSITION

Year in, year out, Tampa has proved a consistent winner to concessionaires and exhibitors. First of America’s great fairs, it has become an accurate barometer for expositions to come. And the 1949 edition will top them all in every respect. Economic conditions in Florida are excellent and the 1949 Florida State Fair will reflect that condition.

START THE NEW YEAR RIGHT... BE AT TAMPA

Fair Executives Everywhere—Here you will find your models for glamorous exhibits that portray Florida’s agricultural and industrial assets, framed in a background of golden citrus. View the luxuriant tropical harvests in a panorama of color and beauty—thrill to the magnitude of the world’s largest electrical exposition.

Commercial Exhibitors: Test your markets here where hundreds of thousands of potent customers from the 48 States spend their tourist months. Be first to make these valuable contacts that will spread your sales message over the nation.

Florida STATE FAIR
TAMPA, FLA.
11 DAYS 11 NIGHTS
Fems Outdraw Men at CNE

By Kate Aitken

TWO million, six hundred thousand persons paid their way into the 1948 Canadian National Exhibition (CNE). How many of those 2,600,000 were women? Anybody's guess! We'd put the ratio higher than one out of every two adults. In all our years with the annual exhibition we never have seen a more alert and purposeful body of women. They know what they had to come to see and what they had to come out to see it. We think the day is past when the busy woman will put off cutting the peaches or getting Johnnie ready for school in order to go to the fair! What she finds out to see has to be worth her time, worth putting her way thru the crowds. Or she doesn't go again.

Start Publicity

Early and continuous publicity is one good way we have found, in helping make up her mind. Of course, that goes for the whole family. It was May this year, a good three months before the "Ex" began, when we released our first publicity. And we kept it steady, week after week, month after month, thru radio, press, and magazines.

Our fair, we said, would be bigger and better than ever before. We would present an exact replica of that exquisite gown, Princess Elizabeth wore on her wedding day. We said we'd have—of all things—her wedding fashion shows. Men could enter the cooking and baking contests, make pancakes on the spot for a $10 top prize. Women could get free fashions, free sewing realness, learn to weave, arrange flowers, work in ceramics, do any of them new furniture, make a menu out of a package, see fashion shows and meet celebrities. And along they came.

Good Early News Breaks

We got some good early news breaks. One of our large wool manufacturers agreed to have his designers create a new knitting pattern. We offered $100 for the best name. Almost every daily and weekly newspaper across the Dominion carried a new or three-column out of the new pattern along with story. True, it was shown in a good medium by one of the country's best known models. Why not? Thousands of celebrities were using it. It came from hamlets where we had never known existed, from the Northwest, and far Eastern Coast. Top ad men of Toronto's three dailies took on the job of picking the winner.

7,000 Got Luncheon Bids

But choosing this winner, our stuff people claimed, was much less of a headache to the ad man than finding the correct addresses of 7,000 Canadian women, whom it was our job to invite to luncheons and teas, food and program, "of course, being merely incidentally.

At these daily socials, the wife of the exhibition president, Mrs. K. R. McCullough, and wives of other officials, represented their husbands in welcoming the women. And we paid the guests each day, that every woman was considered a head table guest, so honored for her contribution, or her husband, had made to Canadian life.

Women Leaders

This year, among the 7,000, we invited for the first time outstanding women from cities, towns and even villages, from within a 500-mile radius of the big fair.

"Will you send us the name," we wrote to the town officials, "of your outstanding woman? We want her to tell our luncheon guests what makes your town important.

"They had, with their friends to tell what their towns were doing. As the days passed and more of these grand home-town speeches were heard, we could not resist the remark that another good and useful thing to do was to publish them. "The less desirable, we added, had probably long since moved to Toronto."

Youth Honored

"We are sure the Warriors' Day luncheon got the same impression. That day some of the country's youth were honored—some, we are sure, on Warriors' Day. Because to youth we must look to keep the peace. We spoke on What Youth Owe to Canada, and on What Canada Owe to Youth. And as in the case of their elders, here was evidence again that our Canadian people are about and doing to keep our country the prosperous nation that it is. The CNE provided the opportunity for our young to express their appreciation to the people of the land."

Provide Excellent Copy

"In two minutes, why that's impossible," they would tell us. Yet they did it—nurses, doctors, teachers, church workers, welfare workers and club women. Some of them, like one fiery labor organizer, made excellent newspaper copy. On Transportation Day we added extra color by entertaining top ranking hosesteps from eight.

And we searched the globe over, we might never have found a more popular, photogenic and newspaper-work with a pair of celebrities that Lord Louis and Countess Mountbatten, of India and Burma."

Aid From Mountbatten

Expected to open the CNE and remain through the day, the Mountbatten's arrived to build up the excitement and to add to the radius of the big fair.

"Will you send us the name," we wrote to the town officials, "of your outstanding woman? We want her to tell our luncheon guests what makes your town important."

"And what about the Warriors' Day luncheon? Word that..."
The Billboard Cavalcade of Fairs Page 33

One of the best known and loved of Canadian women, Kate Aitken skillfully handles half a dozen major jobs. She is Woman's Director of the Canadian National Exhibition, Women's Editor of The Montreal Standard, large week-end magazine, daily radio commentator for a large drug chain, and women's editor on the national hook-up three times weekly for a music company. She is, as well, a lecturer, author, cookbook writer, housewife, mother and world traveler.

Part of her week she spends in Toronto, the rest in Montreal, with an occasional side trip overseas. In three days before this year's CNE she flew to Britain for the British Ministry of Food, visited Berlitz School in Paris and was back home.

Nothing daunts Mrs. Aitken. Her energy leaves her critics silent. She is one of her country's best dressed. Many times a guest at Buckingham Palace, she brings royalty to Main Street and inspiration to all. She has two married daughters and a thriving grandson. She has been with the Canadian National Exhibition since 1933, and in her present post for the last 10 years.

At 1933, and in her present post for the last 10 years.

THE COUNCIL would attend turned earlier returns into polite appreciations. Came luncheon time and our dining-room budge to the scenes. Pinching among so many and so few, we served buffet style in the adjoining room.

We spent most of those two days with Countess Mountbatten and we can tell you she is a real trepmer. Opening day she sat beside her husband during long official ceremonies and had plenty of energy left for the Royal Wedding presentation in the Women's Building, then Teen Town and Woman's World in the Coliseum with half a dozen other official duties in between. With the temperature in the 90's, she shook hundreds of hands, talked to mothers and children, hugged a small French woman who one time had sewed for her, and then greeted the daughter of an old family namesake. She was photographed, interviewed and photographed again, and always with a smile and good spirit.

On opening day she wore the uniform of a high-ranking St. John's Ambulance Association officer.

Wedding Rated Top Late

The fair had a couple of days to go when a local newspaper editor asked us to say which one of our attractions had proved most popular. The answer was easy: The Royal Wedding presentation.

In the Elizabeth Wing of the Women's Building we presented the wedding in tableau style against a background suggesting the great West Door of Westminster Abbey. We showed marionettes of the Princess, Prince Philip, Princess Margaret Rose and pages, all attired in made-in-Canada costumes identical with those worn at the actual affair.

From early morning until late at night, guard were needed to keep the crowds moving in front of the tableau while over and over we played recordings of that impressive music, especially written for the Princess's wedding. It was our good fortune that a close relative to the royal house at Countess Mountbatten's chocolates, and at the time of its planning we had no idea she was to be here.

Fashion Shows Galore

We are a romantic people. The same emotion we pay on faces viewing the royal wedding was felt again at our fashion show, every time a model strolled forth as a bride, every time we sang the old love songs at our evening concert, called Songs for Sensibility.

Fashion show! We had more shows at the 1948 "Ex" than ever before. "No matter when you arrive at the "Ex," our advance publicity promised, "a fashion show will be on for you in less than an hour!"

Every hour on the hour, there were shows of Canadian-made clothes at three times daily in our Balcony Restaurant. It our country's loveliest models paraded clothes. Three times daily we had shows for career women, and Misses H. Yourself shows and shows for teen-agers.

Selecting the models, and the fashions that" girls" fashion shows, when three mothers turned up with the same number of daughters to compete for 20 jobs, was a bit of a fiddle compared with choosing the young man for the teen-age boys' shows.

First act, at the look of the idea of looking bookish clothes at a fashion show, we were not at all ready to the prospect of pay checks just as their ladies have to the new look. About 150 toured up for the five jobs to be had. Movie cameras were set up, photographers butts flashed as the young men walked before the girls models serving as judges.

Novel Boys' Contest

From among the winning five, CNE general manager, E. M. Hughes, picked the lad "most likely to succeed." The novelty of it all brought wide publicity. One popular magazine brought the wisdom of our project editorially, but soon the questioning fainted out. The boys did a good job, have since collected their pay checks for new fall coats and are back at school.

Teen Town: Leading Canadian artist and principal of the Ontario College of Art, came along to help choose our Miss CNE from among the winning teen-age models. The selection was made, the acting career was launched on a successful acting career, was duly recorded for the screen.

Open Competition to Men

Another innovation at this year's "Ex" was the opening of our special competition to British men and men ages, instead of just to women. Men got into the shirt ironing contest, the pancake-making, the canning and the baking. The limited clerical worker who made the best pancakes also made one of the best new pictures to come out of the fair.

At Teen Town we displayed scale models of some of the world's most modern schools. We showed the best art work from schools across Canada, not on a competitive basis, but rather as an indication of what our schools are doing. We had an art hub where anyone could go, and without charge, take a crack at painting. One fellow returned daily for a week to finish his masterpiece under the eye of our judge.

Plenty of Teen-Agers

Teen Town Theater, a mecca for the young crowd, was managed under our supervision, by the young people themselves. In the lobby outside, they drank their coke, listened to records and generally had a good time. Club 580, a daily live show for the young crowd, originated during Teen Town. Opening day guest was Countess Mountbatten. Next day it was band leader Gene Krupa.

We think our directors were brave souls to serve as our golden pigs for the schoolgirl's supper competition.

Groups of four girls took turns in preparing and serving supper to CNE directors and their wives while curtain andousse crowds looked on.

Model Nursery, Too

Suburban Toronto schools supplied students for our model schoolroom where their own teacher instructed in fashion methods. The city's nursery schools sent us toddlers each day to add genuine interest to our model day nursery. The youngsters could be seen of a morning, seen to be going to better looks, had their meals and slept, they could not see out.

We would like to think that the hundreds of thousands of women who visited the CNE in 1948 got something tangible to take home with them as well as relaxing entertainments.

Our suggested family shopping lists, for instance, may have inspired thriftier and more creative family food shopping. Those free facials may have made one or two young people consider the importance of clothing. Now the idea of显示的样板衣架时尚的新潮流也已经到来。这正是出自我们的"Ex"和我们餐馆的赛跑冠军，以及我们学校里的佼佼者。在"Ex"的不同部位，我们可以看到各种各样的展示，包括模特展示，孩子们的表演，以及成人的现场表演。这些展示的节目，包括了各种各样的模特，从年轻女孩到成熟女性，甚至包括一些特别的模特。这种多样化的展示，使得"Ex"成为了一个充满活力和创新的地方，每一次的展示都会有新的惊喜和惊喜。
Baits Patrons With Big Ones

By Arch Putnam
Secretary, Northern Wisconsin District Fair, Chippewa Falls

CHIPEWA FALLS, Wis., home of the Northern Wisconsin District Fair, is in the heart of one of the nation's outstanding fishing areas. Capitalizing on the numerical strength of rod and reel devotees, who fish its many lakes, rivers and streams, the fish

A total of 24 prize-winning fish were displayed. These were the first three platers in competition for the biggest muskie, northern pike, walleyed pike, large mouth bass, small mouth bass, brook trout, rainbow trout and German brown trout.

Cash prizes aggregated $237.50, a reasonable, yet modest sum. It is doubtful that the lack of prize money caused the interest to enter, the biggest single prize being $35. The surprising factor likely was the recognition and publicity that goes to those who look the biggest.

Winona on Ice

The biggest basses caught, determined in a contest sponsored by the fair, were presented in a large refrigerated case. Some experimentation was necessary to determine the proper kind of case in which to present the big ones, all of which were entered in a frozen state and kept that way during the fair.

The temperature of the case had to be maintained at 18 degrees above zero. If the mercury rose above that, the fish would have spoiled; if lower, the glass encasing them would have frosted. Lighting, too, posed a problem, but this also was solved. A lighting engineer worked out a light unit that functioned at low temperatures.

$237 in Cash Prizes

Costing $2,000, the 14-foot case occupied watered satisfactorily. Only a few minor adjustments were required during the fair to keep the fish perfect throughout the week.

Supplementing the aquarium and the display of native prize-winners inside the building, were exhibits by sporting goods outlets. To these, the show hired the type of people who exhibited, who were primarily interested in. Each commercial exhibitor was more than pleased with the results obtained. In fact, all already have contracted for space next year.

Attractive Building

The 46 x 120-foot building that housed the exhibits matched their appeal. The fair shunned log-cabin type construction because of the fine floor and high upkeep cost. Instead, construction was of Wauville tile, with a Western Douglas fir roof, set on six fabricated timber frames made out of Oak-Lam birch for timber. Roof boards and dormers are stained a light oak and finished with orange trim.

Windows are of glass brick. fluorescent lighting is used throughout. The floor is concrete, and along the 12-foot, 8-inch-high walls are plywood panels. A battery of exhibit booths, with removable partitions, is provided.

At one end of the building is an 8 x 10-foot door, which permits large trucks to drive in. At the opposite end is a large stairway, which is 5 x 10 feet, with an opening to take a six-foot log. Built of native red and blue granite, the fireplace adds much to the outdoor atmosphere of the building.

Air Conditioning: Too

The fair was fortunate in having pure spring water as the source of the city's supply. Thus, it was not necessary to install any equipment to control the water's temperature and the fish went thru the week with a small percentage of losses.

New Aquarium, consisting of 20 tanks of various sizes, was stocked with fish native to Wisconsin's waters. Traffic around it was clocked at 2,200 to 2,600 persons per hour.

November 27, 1948

VIEW ABOVE shows big ones in deep freeze and is accurate except in one respect. Usually, a crowd lined the case to get a view of the big prize winners.

NEW AQUARIUM, consisting of 20 tanks of various sizes, was stocked with fish native to Wisconsin's waters. Traffic around it was clocked at 2,200 to 2,600 persons per hour.
1,254,503 people make the
LOS ANGELES COUNTY FAIR
POMONA, CALIFORNIA
TODAY... more than ever before
the LARGEST IN AMERICA

1948 FACTS AND FIGURES

Attendance 1,254,503
Pari-Mutuels $6,915,644
Grandstand Attendance (Afternoon and Evening) 256,433
Exhibits 40,000

C. B. (JACK) AFFLERBAUGH, President-Manager
LOS ANGELES COUNTY FAIR
FAIRGROUNDS

POMONA, CALIF.
Plenty of Style Attracts 'Em

FOR over 28 years L. S. Ayres & Company, a leading Indianapolis department store, has been going to the Indiana State Fair—each year with a style show staged in the Women's Building that has become as much a part of the fair as Ferris Wheels and cotton candy. The show is unique in many ways. It is the oldest and most attractive of its kind on the State Fair circuit. The store is proud of its participation in the fair, and even its models use all kinds of devices to get on the show, too. It means hard work and little changes of costume to display the 70 varieties of dress during the 45-minute running time.

Theme of the show, according to Mrs. Elizabeth M. Patrick, director of Ayres' Fashion Bureau, is Clothes for the Liber Year We Live. In developing this theme the staff works closely with women throughout the State and especially with Mrs. Karolyn Holliday, only woman member of the Indiana State Fair Board, who is in charge of the Women's Building. From this comes a display of irresistible and suitable clothes for Mrs. Average Hoosier.

Six Types of Models
"Good fashion is personal," Mrs. Patrick insists, adding: "Our business is not cloth but the individual woman. We have found that the important thing about our show is to personalize and yet dramatize each costume to provide information plus inspiration."

In working out these ideas, the show opens with six different types of women models, including a collegian, "up toe" measuring 5 feet 2 inches and under in height; average; half-size manner; the tall thin type and a woman wearing size 12.

The models are arrayed on stage, and the spectators are urged to pick out their own particular type and watch for the costumes displayed by that model. Incidentally, the big question each year among the staff is why so many women appear at the show?

Stress Basic Ideas

The show is programmed to give the spectators certain basic ideas on what is good fashion, including all necessary. Models are picked to fit almost any woman attending the show, even those wearing glasses.

While the show has a definite promotional value to the store, results are not measured in this manner. Ayres has become extremely proud of the service value the show renders. The store finds simple inspiration to continue from statements like the one from an out-State woman who said, "When I go to the store at home to buy my clothes, I always think of what I saw at your style show at the State Fair."

Wedding Costumes, Too

The program always culminates in a display of wedding costumes for the bride and her attendants. This year a new twist was added when a young man posed as the groom for the model showing the bridal gown. Spectators were given paper streamers to toss at them as they left the runway stage. The young man, a college student, returned to his studies, and his father is still receiving fan mail from over the State.

That the shows are praised with interest for fairs cannot be denied since the crowds have grown so large that State Police are now assigned to assist in handling the spectators.

For the record, an ad for the show. The service show is so well known it takes only a small newspaper ad and a plug on the fair's public-address system to pack 'em in.

LONG, HIGH, WELL-LIGHTED RUNWAYS gives Hoosier women an easy opportunity to see all of the latest fashions.

CAPACITY CROWDS INvariably SEE each showing. Picture above is that of typical throng. Note line-up, several deep, in balcony.

November 27, 1948
1. Mike Benton, President, and Ivan Allen, Chairman of the Board, view $335,000.00 BENTON ADMINISTRATION BUILDING just before completion.

2. Four prize Aberdeen Angus check in for hotel accommodations at ground floor of new Benton Administration Building.

3. Tap Bennett, Director of Livestock (left), talks with exhibitor of prize Hereford.

4. Left, Shirley Gristema (8 years), high-wire performer, receives best wishes from Gus Sun Sr. (80 years old). They celebrated joint birthdays October 7 at Atlanta.

5. Judy, Wonder Elephant, and Ruby Fisher, both of Sun Bros.' Circus, at S. E. Fair.

6. Main Auditorium, Benton Administration Building, displays S. E. Fair's first Dahlia Show.
Pettit Way Wins at Santa Clara

By Sam Abbott

Builds Annual’s Rep for Friendliness;
“Hi Neighbor” Greeting Sets Tone;
Many New Features Are Introduced

THE AIM AT SANTA CLARA is to appeal to all age groups. The Dapper Derby is one of the ideas which pays off.

A CHANCE TO WIN a ribbon is extended to almost everyone, as indicated by a three-legged race shown above.

THERE ARE FEW dull moments at a Russ Pettit fair. Such events as daily prance pie-eating contests liven things.

“Hi Neighbor,” is the preface to each announcement made over the p-a system at the annual Santa Clara County Fair, of which Russell Pettit is secretary-manager. But the phrase doesn’t stay there, for it carried over into the private life of this popular secretary of the San Jose Chamber of Commerce. To Russ Pettit, everyone is a neighbor and this attitude is what helps make this a friendly fair. His slogan: “Never sell San Jose short,” and enthusiasm for his job was largely responsible for the 1948 fair attendance mark of 123,709.

Altho the 1948 fair was only Pettit’s third, it has grown in stature each year to the point where it threatens the position of more established expos.

Background for his present job was obtained at the University of Chi-

Builds Good Will

But the fair is Pettit’s first love, probably because he has a good time in promoting the event. It’s fun and he is able to meet everyone in the county to share his enthusiasm.

Pettit has long felt that some recognition should be given exhibitors and concessionaires to show his appreciation of their participation in the fair. This led to the annual presentation of certificates, which go to everyone connected with the fair. And another example of the Pettit flair for building good will.

It was this building of good will that enabled Pettit to sway public opinion so that San Jose could have an annual fair. For 32 years the county was without one. In 1955 the San Jose Chamber of Commerce Fair Committee was formed but nothing was accomplished for five years due to lack of cash for the purchase of fair grounds.

Not until 1961 were any steps taken in this direction. At that time the committee raised the necessary funds to buy 97 acres which could be purchased from the owners of the 56-year-old Miramar Stock Farm for $75,000.

Additional acreage at the rate of $2,000 per acre was purchased until the plant now covers 166 acres. Five acres were added this year for parking, making a total of 88 acres for fair grounds.

Plus Bigger Grounds

Pettit still doesn’t feel the grounds are large enough to handle the crowds, and he has been instrumental in his ability to sell the city to Eastern manufacturers it is now being built on the West Coast. Thru Pettit’s efforts, such firms as Beechcraft Corp., Owens Illinois Fiber Glass, and General Electric have chosen the San Jose area. At the same time, he has convinced the Johnson Wax people to build their new plant in his town.

Nifty Free shows in front of the grandstand helped to hold the fair to the midway.
That's Gold in Hobbies

One of Every Five PNE Patrons Pay To Attend Hobby Show

The theory that if you scratch the average citizen you'll find a hobby and also a burning interest in his neighbor's hobbies has been made to pay off financially and as a cultural adjunct of an established exhibition. Some 122,320 persons paid 50 cents each to see probably the Continent's greatest hobby show at this year's 11-day Pacific National Exhibition (PNE) at Vancouver, B. C. That total is indeed impressive because it means that almost one out of every five persons of the 644,237 persons who thronged thru the Vancouver gates took in the hobby show.

W. C. Gordon, Toronto, general manager of the hobby show, is editor of Hobbies and has an intimate knowledge of his subject and of individual hobbyists. The range of exhibits was exactly what anyone might anticipate from model airplanes to goldfish and intricate wood carvings to such games as a farm scene woven out of wheat straw by a retired 80-year-old Albertan farmer.

Then too, there was a miniature sawmill which, under the hand of its builder, a worker in a logging camp, turned tiny plants out of appropriate sized "logs."

Appeal of the show was enhanced by having it with a philatelic display and competition and an international photographic salon in which pictures were entered from as far away as India and China.

PNE officials, headed by V. Ben Williams, general manager, had unlimited faith in the hobby show's appeal when they inaugurated it at the first post-war fair. They established the show in one of the exhibition's choicest buildings and set the admission figures low so that it would match the popular appeal.

Suitable trophies, many of them valuable, were distributed in the various classes, including those for disabled persons. "Hobbies play a definite and important part in our cultural life," declared Professor H. M. King, president of the Pacific National Exhibition, at the trophy awards ceremonies held before thousands on an outdoor stage. "They must be given encouragement and recognition."

General Manager Williams pursued the point further. "The hobby show is an integral part of the Pacific National Exhibition," he declared. "It will be expanded to the utmost."
Ottawa Plant Hums Year-Round

$500,000 Expenditure for Improvements Enables Canadian National Exhibition to Utilize Facilities for Many Events

By Jim McIlroy

There is nothing static in the annual presentation of the Central Canadian Exhibition, Ottawa. There couldn't be, considering that the association has made a capital investment of more than $500,000 in the last two years, in order to improve and extend the facilities. The result is increased interest in the plant, with the public realizing that their investment is returning better than anticipated.

A long view was taken by fair officials when plans were announced for the 51-week-a-year operation. The advantages for the people of Ottawa and its environs are many, and with the interest in the plant, the fair is certain to be successful.

The educational activities provided for the plant's visitors are primarily aimed at re-establishing the public's faith in the plant, and one of the most important activities is the educational program for the junior fair students. The educational program has resulted from the adaptation of the amateur contests, the study of which has resulted in the use of the property with better than average officials, says.

Officials Look Ahead

The expansion of these public service facilities hinges solely upon the success of the annual exhibition. The annual exhibition is virtually the only limit to the projected planning of officials who are looking forward to increased activity, even if the program in effect is a full one.

The Assembly Hall, also improved, is the place of the annual exhibition, contains an attractive dining room seating upward of 100 people and a large, gaily decorated lounge and bar. Apparently, it has filled a need since it is rented at $50 a night on the average of five nights a week. Those using the facilities include the American Legion and other small groups. Each day of the annual exhibition, fresh flowers are placed in the lounge.

The primary purpose of the exhibition has not been ignored, despite the attention given to the civic projects. The Manufacturers' Building, comparable to any, was rebuilt at a cost of $80,000 in time for this year's show. Fluorescent lighting was installed and all the display booths were made attractive as the skilled use of color and modern decorative materials could make them.

Food Building Rebuilt

The Pure Food Building, which was gutted by the fire, was rebuilt with each stall containing water, gas and electric outlets and a complete of the attractive layout, the demand for space far exceeded that available. Exhibitors gave away more (See Ottawa Point on page 36).

Page 30 The Billboard Consequences of Fairs

With the removing of the portable floor, the annual horse and cattle shows are staged in the Coliseum. The Junior Farm Club and various lesser organizations also use it for their annual and semi-annual sales.

Provide Huge Sports Site

After the annual competition, exhibition officials focused in three areas of the grandstand infield area, blistering the old one-half mile track to provide a compact area for baseball, football, track, lacrosse, and other field sports with ample room left over for practice fields. A eastern lighting system makes possible night participation in all of the sports. The seating capacity, including bleacher sections, exceeds 10,000 and has been taxed occasionally with the presentation of the amateur contests. Also available for the public are large, shaded picnic area and tennis courts.

Expedient winter sports activities are also planned by the association. Contemplated are the creations of a tebobling club, ski jump and speed and fancy skating rinks with all units displayed in junior size. An annual winter sports carnival, even to an ice palace, is slated for possible future production.

Justify Expenditures

The numerous activities involved have resulted in the outlay of very little money which would not have been spent in connection with the staging of the exhibition, officials say. Actually, the program has resulted from adaptations and the studied use of available facilities.

Charges are levied in the belief that it is not good to give something for nothing, since that might tend to detract from the value of the offerings. An effort is made to impress the people with the knowledge that the plant belongs to them, and this educational program has resulted in the use of the property with better than average officials, say.

Costs Half Million

Like many other annuals in the United States and Canada, the exhibition was taken over by the army during the war years. The enforced operational lapse meant principally a loss in revenue—considerably more than the $100,000 paid by the army for the use of the grounds. This sum, supplemented by $300,000 from the exhibition's treasury, was used in re-fixing the Coliseum and its three buildings which the army had converted into garages, maintenance and supply depots.

Much of the past-war activity has been aimed at furthering civic enterprises and the plant is open to youth activities. Fair officials hope that the latter will help circumvent tendencies toward juvenile delinquency.

A portable floor, which can easily be taken apart and reassembled on the turfed surface of the Coliseum, makes it possible to stage the basketball, volleyball, dancing, track, meets and boxing. The weather is fixed and the labor is extended by the adaptation of the Coliseum for these various activities, the building is seldom dark at night as the athletic league takes over.

Coliseum Seats 2,500

The Coliseum contains permanent seats for 2,500. Capacity can be increased by folding chairs for meetings and conventions and other events not requiring the full use of the floor surface.

Planning the extended use of exhibition facilities was considered in detail by R. H. McIlroy, general manager, and R. E. Campbell, president, and the board of directors. Available for speedway use are 2,500 folding chairs, 800 other chairs, 800 tables, counting bench, glasses, bar, and many other sundry items in ample proportion.

The Coliseum was completely refurbished for efficient operation. The exits were increased and simplified. Special building features include a ten-age rumpus room, adequate and modern rest rooms, kitchen facilities, check rooms and attractively decorated lounges. Only amateur athletes are permitted by the association.

Houses Conventions

Both the Liberal and Conservative parties used the Coliseum for their national conventions, with the attention of the Dominion on the exhibition. Complete press and radio facilities were made available by the exhibition.

RARELY IS OTTAWA'S COLISEUM DARK AT NIGHT. National political conventions, such as shown in top picture, sporting events, cattle sales and meetings keep the building in almost constant use. Removable flooring enables food service and set-up.
Hoosier Annual Does It in News Releases, Gains Much Good Will

By George C. Shull

CALL IT a miracle or what you will, but dozens of hard-boiled Hoosier newspaper editors took time out this year to reverse the tables on the public relations department of the Indiana State Fair. The customary procedure has been for the fair department to write letters to the newspapers thanking the editors for giving space to "Hoosierland's Greatest!". For this year, however, these editors showed the fair the courtesy of complimenting the fair department for their work. All because of service tailored to their needs.

The public relations department began functions late in February on the theory that almost anyone can get publicity, but it takes a generous amount of work and planning to get good public relations. With the consent of the Indiana State Fair Board the department set itself up to perform three functions:

1. To provide information material mailed each week to Indiana's 374 weekly and daily newspapers with special emphasis given to the "local angle" by making every effort to include hometown names. This was applied to broad papers and other specialized publications. As a foundation, a careful institutional buildup was made thru use of an all-year, all-time, motion picture of the previous year's fair together with speeches by board members.

2. To serve as an advertising agency in designing, writing, and placing advertising in every newspaper in the State plus the specialized publications.

3. To make a sudden switch at one time to a service organization designed to provide every possible angle of coverage for newspapers, who serve and rely on the department, with particular emphasis on the "local angle".

Functions 1 and 2 were comparatively easy. In using the movie, 15 copies were spread among Purdue and Indiana universities, the Farm Bureau and the State fair office. Schools, civic clubs and farm organizations were informed that a free program was available with movies and a member of the State Fair board as a speaker. More than 600 showings of the film and countless speeches were made throughout the State in the late winter, spring and summer.

Function three furnished a knotty problem because of the real service each of the 374 newspapers and the

radios had to be provided with news and pictures, too. The department was faced with the task of reporting the judging results of about 25,000 individual entries in everything from oil paintings to milk goats.

These 25,000 entries were put into about 1,500 different sections and first ribbons plus awards up to as high as 3-3-3 ribbons in some places and had to be reported in the newspapers and radios while the news was still "hot." Then the problem of distribution arose. How the Indiana State Fair public relations department got its compliments.

Special Accuracy Needed

Obviously the need was speed, coupled with accuracy and a large staff.

An experienced newspaperman was assigned to the editor of the State Fair staff. Over his desk flew every story put out, and he assigned the 35 members of the staff to a particular job each day.

His reaction after the fair closed was: "Oh brother! I've covered top sporting events, nine disasters and just about everything in my time but this State Fair assignment was the toughest I've ever been on. Why, I haven't seen my family for 10 days."

Agriculture students and men familiar with livestock, poultry and similar exhibits from Purdue University were placed on the reporting staff. From Indiana University department of journalism, came student reporters for the women's department of the 4-H Club divisions and general fair coverage.

-168 Releases During Fair

Backfiring up this group were two competent photographers and two additional experienced newspapermen, who circulated over the grounds and gave advice and assistance, when needed, to the college reporters. Every exhibit and judging event had its own reporter whose task it was to report results accurately and fast, and be on the spot for feature stories and pictures from each center of activity. As a result, a total of 168 news stories were provided in addition to the judging reports. Pictures were made of every major award winner. All stories got great play in newspapers and on the radio.

The problem of how to keep in close touch with the reporters was solved with a messenger service. Six high school students were employed. Each was provided with a map of the fairgrounds and assigned a particular route so that every reporter on the grounds was contacted every 15 to 20 minutes throughout the day. The reporters were given report sheets on which they noted judging results, including the name of the article, the name and address of the owner and the section number corresponding to the number in the premium list. The reporters returned these reports to the fair editor's desk.

Fast on Output

From this desk the reports went to a mimeograph room. There you get cut stencils as the report sheets flowed in. Each girl was careful to keep a complete class of the same stencil. For example, the Chester White swine judging classes were kept together, the Polish China swine on another, right down thru the swine department and every other class. Stencils were rushed to the mimeograph machine and copies were turned over to newsroom quickly.

In another corner of the room, a State desk was set up. Prior to the

November 27, 1948

The Billboard Catalogue of Fairs Page 31

Copyrighted material
INDIANA, Radio a Potent Duo

By
Lou Culp

The Indiana State Fair, unusually brightened by everything from color to the Lackluster shadow of television, got a shot in the arm during the 1948 Indiana State Fair, as a result of more than 200,000 visitors rolled thru the new Radio Center building on the fairgrounds.

Officially dedicated September 4, the new building, drawing upon its 12 studios, drew spectators with the same magnetic power as a revolutionized book. Fair officials looked on in wonder, smiled largely, and decided that the new edifice was a major success. It was, no doubt about it.

But it wasn't the mere fact that people poured in for a visit that made Indiana radio men cheer their heads off. It was the deep, unfettered interest displayed by the millions in the fascinating field of radio that did the trick.

First Time for Many
It was a conservative estimate to say that one out of every three visitors had never before seen a studio broadcast, and individuals estimated the radio any-where from 20 to 30 per cent.

As a result, the studio was packed to capacity for virtually the whole of each program, while hundreds more watched the observation windows or mingled with the milling crowds that moved easily thru the corridors from early morning until late at night.

In fact, so tremendous was the demand for seats to the studio that showed that broadcasting was fairly aware of the need for a continuous schedule of daily programs, with that on every minute.

Some as Big Cause
As one station executive so aptly put it: "For the first time radio came to the people, and discovered that it was so doing it gained thousands of new listeners, the so-called 'radio dropouts.' That seemed to be the consensus of everyone in the broadcasting business.

From the standpoint of the State Fair, one spokesman summed it up by saying: 'No other single feature in the history of the Indiana State Fair has done so much to build the attendance of our annual agricultural exhibits. It seems that everyone is drawn to the studio and one adds to a statement like that.'

It would be foolish to say that all was sweetness and light during the 10-day run of the fair, for like all new buildings the Radio Center re-
edicated a number of bugs which will no doubt be well considered by other organizations contemplating the construction of similar centers.

Because the Radio Center is com-bined with a pavilion for race horses, with stalls located on the ground floor and studios on the second floor, No. 1 suggestion to eliminate the paddock and install a radio studio in its place. It was emphasized by almost all of the radio personnel that since the present individual studio have already proved to be too small, the next best step would be to build a large auditorium, capable of seating a thousand or more guests which could be shared by the participating stations, presenting a continuous schedule of programs for the benefit of the boys. 'Put the Hoosiers but don't go together.'

'Boos' Uncovered
Other suggestions for improvement of the center were:
1. Build control booths in studio.
2. Improve the soundproofing and insulation.
3. Have a separate executive floor when the doors. (It was a job getting electric organs thru.) Also, phone booths.
4. Put up bulletin boards at each entrance showing daily schedule of programs.
5. Install 'on' and 'off' air signal.
6. Install stages and clocks in all studios.

A cover should be wider to discourage congregating.
8. Increase in number of air-conditioning units.

Obviously most of these criticisms were made enough to warrant consideration before the 1949 Indiana State Fair rolls around. It is still too early to say what the flood will be, but it is reasonable to believe that the fair board is not likely to be satisfied with the present setup when it is taken, and that it is necessary to get the radio industry's liberal contribution, at least in favor of this part of the recommendations.

Statistics Impressive
For comparison as to what the increase in the tremendous service performed by the broadcasters on behalf of the fair, it is necessary to quote a few impressive statistics.

The results of a still incomplete survey show that more than one third of the programs were aired from the Radio Center, with additional hundreds of hours broadcast from other parts of the fairgrounds, the total broadcasts near the 250 mark.

Figured in terms of those 250 hours, one add up to more than 4,000 hours. It should be remembered that the programs varied in length from quarter-hour to the long one and two-hour broadcasts of the harness races, which were undertaken by some stations.

Come Back for More
We visited that more than 200,000 visited the Radio Center. Yet that figure overlooks the fact that many thousands were 'rushed out and came again and again to take in more.

Our sample estimates always were reduced by 10 per cent to eliminate as many 'repeaters.' One was commented that the center was so crowded that there were always kept moving—ones for inhaling and one for exhaling. That was not too far from the truth, and on the day when Shirley Winters, film starlet, paid a surprise visit to the center there was some doubt as to whether anyone would be able to breathe at all.

In trying to determine the type of programs which were most popular with fairgoers, we found that most programs were inclined to vote for a particular group which had featured. Naturally, the television demonstrations sponsored by WTVI and WPBF, both of Indianapolis, attracted the largest crowds which may be attributed to two factors: (1) the novelty of television, and (2) the fact that demonstrations and programs were continuous throughout the day.

To a lesser degree, frequency modulation representatives were able to capture audiences with demonstrations of FM versus AM reception.

However, when the popularity poll of actual radio programs was balloted, it showed that audiences participation and musical shows ran neck-and-neck, with the lure of the giveaway gimmick still much in evidence.

Probably the most significant fact of all came from a private survey made by one of the two television outfits. Their records showed conclusively that less than half of 1 per cent of persons interviewed had previously seen a television set in operation. The Midwest is without doubt still virgin territory so far as video is concerned.

SOME IDEA OF THE POPULARITY of the new Radio Center at 1948 Indiana State Fair may be gained from the above pictures. Upper photo shows the building's modern interior. A small portion of the more than 200,000 people who attended broadcasts is shown in the lower shot. Note the people standing in the rear.

November 27, 1948
THREE YEARS of planning on a year-round basis paid off for the State Fair of Texas October 16 when 60,000 rural youth, an all-time world's record, helped give the fair a total attendance of 225,047, largest single day in its history.

Farm and ranch youngsters from all sections of Texas whooped into the grounds after many had traveled by bus or all night to be in Dallas for the occasion.

Dallas business leaders joined with the fair as hosts at an enormous outdoor luncheon. Divided into 60 food lines, the throng was served barbeque, fruit, cupcakes and apples in one hour.

Fifty outstanding boys and girls of the three organizations received State Fair honor awards for outstanding records in farming, leadership and other activities. Presentations were made by D. A. Hulsey, president of the Dallas Chamber of Commerce.

Dress Revue Contest
Another top-flight event of the day was the 4-H Club Dress Revue, a home-made clothing competition among girls from 90 Texas counties.

An attendance price of $100 went to the unit from each of the three groups which brought the most kids, the three highest.

Not satisfied with one day, 3,500 of the boys and girls remained overnight in dormitory facilities provided by the fair.

The greatest day in the history of the State Fair of Texas had its origin in a meeting early in 1946 attended by R. L. Thornton, State fair president and Dallas banker; John W. Carpenter, Texas public utility executive; Richard M. Kieper, Sr., of King Ranch, and James W. Adkins, chairman of the fair's Rural Youth Committee.

The Rural Youth Committee is the largest volunteer service of Texas. It is composed of officials of Texas A & M College in charge of 4-H Club programs; vocational agriculture and home-making teachers responsible for Future Farmers and Future Homemakers, and key leaders in Dallas (See Dallas Rural Youth on page 34).

JAMES S. DEAN
Director of Finance

Join the 1949 Gold Rush to the CALIFORNIA STATE FAIR
IN SACRAMENTO ••••• SEP. 1 THROUGH 11

Next year California celebrates the one hundredth anniversary of the Great Gold Rush and Big State Fair. Join the hundreds and thousands of visitors coming west for the Centennial Celebration. New records assured to be established in 1949.

Exhibit space is at a premium and is being booked now. Plan to exhibit. Place your reservation immediately.

STATE AGRICULTURAL SOCIETY
Fred H. Bixby, President
Ned Green, Secretary-Manager

1949 GOLD RUSH
CENTENNIAL

1950 STATEHOOD CENTENNIAL

November 27, 1948
Ex-G.I. Contest Clicks—
Iowa State Fair, Am. Legion
Pick Outstanding Vet-Farmer

By A. F. Faber
Director Public Relations, Iowa Department, The American Legion

Each year Iowa State Fair has sought to introduce some type of interest-creating activity to arouse a widespread interest over the entire State in its publicity for the fair at Des Moines. In '48 it hit upon the Iowa G.I. Farm Family Contest, co-sponsored by the Iowa Department of the American Legion. The contest proved an outstanding success, and it will be repeated again next year when an even greater success is anticipated.

Aimed at selecting the G.I. farmer who made the greatest progress since his discharge from the army, the contest pulled a total of about 300 entries. Local eliminations whittled the field down. County judging followed to further cut the number. Also then the nine American Legion district eliminations determined those G.I.'s who, with their families, would go to the fair as guests to compete in the final eliminations.

State Judging Group

The elimination 'in each instance was based on interviews before a committee of competent judges. The State judging committee was composed of representatives of the Legion, the Iowa State College Agricultural Extension Service, the Iowa Department of Agriculture, the Iowa Farmers' Home Administration, and the Iowa Extension Home Economist Association.

First prize was an all-expense trip to Washington. However, most entries scored greater appeal in the second prize offering, an all-expense trip to the International Livestock Exposition, Chicago, in December. This served to bolster belief that the G.I. contestants were intent, primarily, on furthering their education and advancement in their chosen field.

Guts Much publicity

The contest started much publicity. Radio station WHO was lavish in its treatment. Newspapers, too, were generous. It built good will for the fair and gave added time to its purpose. All district finalists were introduced from the grandstand.

Here's how the contest was organized. First, Lloyd Cunningham, fair secretary, consulted the farm department of WHO for suggestions. Herb Plambek and Howard Haas of the station's farm bureau, in turn consulted with the public relations office of the Iowa American Legion.

Awards and Prizes

The State fair board was willing to set up a budget for suitable awards and prizes. The red outline was in a position to handle considerable publicity. And the Iowa American Legion, with 653 posts and strong contry and district organizations throughout the State, was set up with adequate machinery to handle entries. Fair, radio station and Legion representatives met and evolved a set of simple rules. Briefly, they prescribed that each entry must have been a resident of an Iowa farm, be married, have one or more children, be actively farm operators and make his entry on a blank signed by a

Hoosier Annual Tailors News

To Order; Gains Much Good Will

(Continued from page 21)

fair file was made containing folders representing each of the 92 counties in Indiana. On each of these folders was a list of the newspapers, weekly and daily, in that particular county and the city or town. United States Postal Guides were furnished the State desk, and the materials and suggestions here took each mimeographed sheet and determined the county in which each name was listed. When stamped the Postal Guides were used.

Boon to Newspapers

As an example, one mimeographed report of judging listed a winner and placers in the Milking Shorthorn Class as from R. B. 1, Montpelier; R. R. 3, Hartford City, and R. 3, Hartford City.

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As an example, one mimeographed report of judging listed a winner and placers in the Milking Shorthorn Class as from R. B. 1, Montpelier; R. R. 3, Hartford City, and R. 3, Hartford City.

This same work was carried on for every county in the State and at the end of the day, when judging reports were complete, envelopes, previously addressed to newspapers in each county, were stuffed with a copy of the mimeographed report found in the file folder for the county. Some counties got as high as a dozen sheets for their Sentinel.

Legion official. However, it was not necessary for the veteran to belong to any veterans' organization.

KANSAS STATE FAIR

HUTCHINSON

AN INDEPENDENT MIDWAY

The 1948 Fair, the Greatest in Our History

FEATURING

Livestock, Farm Crops and Thousands of Educational and Commercial Exhibits

The Largest and Most Varied Farm Machinery Show in the Mid-West

Home of the Official State 4-H Club Encampment of Kansas

ENTERTAINMENT

"Funland" — Independent Midway of Rides, Shows and Concessions. Schrader and Brodbeck — Forsythe and Dowis — Gooding Amusement Company — Associated Independent Midway Operators of America

"State Fair Revue" produced by Barnes-Carruthers Theatrical Enterprises

Automobile Races — Thrill Shows

Address: PERRY H. LAMBERT, President
S. M. MITCHELL, Secretary
JUST A THOUGHT ... In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a person or in a product, emotion and envy are ever at work. In arts, in literature, in music in industry, in politics, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and destruction. When a person's work becomes a target for the shafts of the envious few, if their work be merely mediocre, they will be left severely alone - if they achieve a masterpiece, it will set a million tongues wagging.

Jehovah does not protract its forked tongue at the artist who produces a commonplace effort. Whosoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of greatness. Failing to equal or to excel, the follower seeks to deprecate and to destroy - but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions. And it all avails nothing.

If the leader truly leads, he remains - the leader. Master poet, master painter, master workman, each in his turn is acclaimed, and each holds his laurels. That which is good or great makes itself known, no matter how loud the clamour or denial. That which deserves to live.

THANKS
Carl J. Sedlmayr
...and his entire personnel for a
most wonderful and pleasant season in
the best fairs and exhibitions of the United
States and Canada. It was made possible by an
understanding, capable and co-operative management.

FIGURES DON'T LIE!
... played to over
HALF A MILLION PEOPLE

Season of 1948 Royal American Midway

Copyrighted material
Accent on Friendliness Wins
For Russ Pettit, Santa Clara

(Continued from page 28)

was an evening of each dancing for all ages took to the floor. The ten- to eleven there was nighttime dancing to the music of a local 18-piece orchestra.

Pettit is always on the lookout for something that will add more color to the fair. Last year he and his associates worked for months to develop a colored sandlot to be used in the ring. A harmless vegetable dye had to be found because the animals were liable to eat the sandlot. They didn't get it ready in time for the 1948 event, but they'll have it next year.

Improper P.A. System

In former years Pettit allowed the p.a. system to be used for all types of extemporaneous announcements which resulted in a constant noise. Now he personally oversees everything that goes on out over the speakers. Incidentally, the p.a. system was moved by two ex-eds from the San Jose State College Speech Department, in one of the fair highlights. Working from prepared scripts, the girls gave the announcements a pleasant professional touch. The various entertainment features of the fair, as well as the exhibits, are constantly sold the patrons over the speakers.

One of Pettit's friends who first used the numbered parking ticket, which has done much to eliminate confusion. One side of the ticket is marked for area and the other marked for numbered row, thus enabling a patron to quickly locate a car in the crowded parking lot.

A great believer in a permanent record of the fair, Pettit has three color photographs taken at the event. This year they shot 873 pix, 16 and 35mm, color stills, spot pix and documentary shots of the exhibits.

There is never a moment during the fair when some form of free entertainment is not being presented. Pettit will try anything to give his patrons a more enjoyable time. All the time Pettit is hard at work on the entire fair production he is the cabinet man on the grounds. While others may be worrying about this year, Pettit is already planning next year's fair. The result of this long-range planning is reflected in the fact that this year's attendance was 9,000 over 1949's mark.

The Santa Clara County Fair hasn't stopped growing—it never will with Russ Pettit at the helm.

Born in Marywood, Ill., May 25, 1902, Russ Pettit has put all the knowledge gained during his school and business years into making his fair a success.

One of the the advent of the county fair, San Jose held an annual floral parade, colorfully titled Fiesta de las Flores, and managed by Russ Pettit. He met the future Mrs. Pettit when she was a lady in waiting to the flowery queen. They were married in 1930. Russ Pettit is not the only member of his family to be associated with the fair. This year his wife won ten honors with her exhibit of hand-knitted argyle socks. But it didn't stop there.

On the last day of the fair when the inevitable confusion was swirling around him, the fair manager opened a copy of the daily paper published on the grounds to find a picture of his beloved daughter, Patty. For once Pettit lost his aplomb. Patty also was a blue ribbon winner—first prize in the bubble gum contest.

MID-SOUTH FAIR

ONE OF OUR MOST SUCCESSFUL YEARS

Thanks to a fine group of showmen, ride operators and concessionaires, 1948 was one of outstanding public acclaim.

MEMPHIS, TENNESSEE

L. B. HERRING JR., MANAGER

1949 Dates for 1949 will be announced at the annual meeting in Chicago

Ottawa Plant

(Continued from page 39)

was hit by a 1,900 worth of food on Friday of the fair week and the attendance was doubled as result. Attractive permanent stands were constructed for food concessions.

This year the second floor of the grandstand was finished and equipped with electric fans. The forethought paid off when temperatures during the 1948 fair at times hit 100 degrees. Special show cases were constructed for exhibitors. On the second floor there are dormitories for boys and girls. Student workers and dressing-room facilities for athletic teams appearing in front of the grandstand.

The band shell was renovated with private quarters added for conductors and leaders. Dressing rooms and lavatories are available for bandsmen. The cost was a nominal $1,500.

Much of the attractiveness of the fair and the permanent buildings was pretty much lost in the big, un-disciplined growth of the many trees until they were trimmed this year at a cost of $2,500. That expenditure was credited by many as one of the wisest made since the attractiveness of the grounds was improved measurably.

All roads are hard surfaced and the lawns are attractive and under the watchful eye of a resident caretaker. Keeping the plant in tip-top shape and operating its increasing activities are 30 full-time employees.
The Cavalcade Marches On

Five years ago I came to the Chicago convention offering a new railroad show ... the Cavalcade of Amusements. Since that occasion every effort has been made to build a bigger and better midway. Each season I have added more railroad equipment ... more rides and more shows until today I can proudly say that our show is the acknowledged "sultan's largest." For the coming season we intend to improve this giant midway until it surpasses all competition.

My grateful thanks to all fair managers, secretaries, chairmen ... for their whole-hearted support. This year the press and radio executives have co-operated far more than ever before. And to the staff and personnel of the Cavalcade who have done a great job ... thank you.

AL WAGNER
General Manager

Al Wagner proudly presents
1948 CAVALCADE TOUR OF FAIRS, SPECIAL CELEBRATIONS AND CIVIC PROMOTIONS

TENNESSEE STATE FAIR
Nashville, Tennessee

MISSOURI STATE FAIR
Sedalia, Missouri

EASTERN ILLINOIS FAIR
Danville, Illinois

JUNIOR CHAMBER OF COMMERCE FAIR
East St. Louis, Illinois

LA PORTE COUNTY FAIR AND EXPOSITION
La Porte, Indiana

WEST TENNESSEE DISTRICT FAIR
Jackson, Tennessee

MONTGOMERY FALL FESTIVAL
Montgomery, Alabama

TENNESSEE VALLEY FAIR
Knoxville, Tennessee

MOBILE & GULF COAST FAIR
Mobile, Alabama

Under civic auspices the CAVALCADE BEAT ALL PAST RECORDS at Toledo, Ohio; Cedar Rapids, Iowa, and Chicago, Illinois.
of AMUSEMENTS
AND FINEST MIDWAY
30 RIDES
25 STAGE SHOWS

CAVALCADE OFFICERS
Season 1948
AL WAGNER... General Manager
J. C. McCaffrey... General Representative
Louis E. Berger... Agent
Thomas W. Allen... Special Agent
Arnold F. Maley... Secretary
Louise M. Nath... Treasurer
P. J. McLane... Bookkeeper
William B. Naylor... Superintendent
O. J. Weiss... Press and Radio
Archie Wagner... Concession Manager
J. Raymond Morris... Asst. Concession Mgr.
Leo Hout... Electrician
Warren N. Noah... Diesel Dept. Supt.
LeRoy Hunter... Neon Dept. Supt.
Dr. John LaMarr... Show Physician
Joe Pearl... Mailman—Billboard Agent

The outdoor season of 1948 followed past history during an election year, and business throughout the nation felt the pressure. Business was good but not quite as good as previous and recent years. The crowds were there but they were careful buyers of entertainment.

The Cavalcade of Amusements opened in Mobile, April 10, and closed the season there on October 31. The show traveled on 50 cars on a 4,470 mile tour. Famous vaudeville and night club stars were used as extra added attractions at many of the fairs. The ultimate in neon lighting was achieved with many show fronts brilliant in their artistic settings. Everything was done to make the Cavalcade of Amusements the premier midway in the nation and the results, in financial returns, were beyond expectations. For the coming season of 1948 the Cavalcade will march on to every greater heights.

The 1949 Cavalcade will again lead as the nation's largest and finest midway.

SEE US AT THE SHERMAN HOTEL DURING THE CONVENTION
After the Chicago convention, write or wire
AL WAGNER
Cavalcade of Amusements
P. O. Box 66, Mobile, Ala.
Watersports: Mobile Playgrounds.
Cavalcade Shows
Open Stand Here

Al Wagner's Cavalcade of Amusements opened its seven-day engagement last night at the Wholesale Avenue and Twenty-seventh Street clippings of the Vigo County C. I. O. Permits in connection with the cavalcade. The performances are to be given nightly through Sunday with a free matinee Saturday for school children and a regular matinee Sunday. The attraction on Sunday, both of which were among the finest Navy schools, is one of the largest shows to be given at the fair. The midway is one of the largest railway show trains in the country and is one of the largest shows to be given at the fair. The midway will be open from noon to midnight. The Cavalcade of Amusements will give a preview of the 1948 midway at the Missouri State Fair. Saturday night, the midway will be open from noon to midnight.

This is the second annual appearance here of the Wagner Cavalcade and to the show people it is the most important event in the five years of the world's largest midway. Three nationally known headliners of state and national shows will appear in state and national shows. Two of these artists open their tours of state fairs here tomorrow. They are George Givot, Greek Ambassador with the Miss Universe, and the brilliant young couple Rose and George Givot, Greek Ambassador with the Miss Universe, and the brilliant young couple Rose and George Givot, Greek Ambassador with the Miss Universe.
ALABAMA

Elowah County Fair, Attalla
WEATHER: Good 3 days, 3 nights.
CARNIVAL: United Exposition Show.
ADMINISTRATION: President, E. L. Adams; secretary, W. F. Tartt.
LEXINGTON COMMUNITY FAIR, Lexington
WEATHER: Good 3 days, 3 nights.
CARNIVAL: United Exposition Show. 
ADMINISTRATION: President, E. L. Adams; secretary, W. F. Tartt.

Crawford County Fair, Mulberry
WEATHER: Good 3 days, 3 nights.
CARNIVAL: United Exposition Show.
ADMINISTRATION: President, J. R. Strother; secretary, W. F. Tartt.

Dodd County Fair, Macon
WEATHER: Good 3 days, 3 nights.
CARNIVAL: United Exposition Show.
ADMINISTRATION: President, J. R. Strother; secretary, W. F. Tartt.

Franklin County Fair, Murphy
WEATHER: Good 4 days.
CARNIVAL: Ferris Wheel.
ADMINISTRATION: President, J. D. Williams; secretary, L. A. Reed.

Logan County Livestock Show, Bonneville & Boaz
WEATHER: Good 3 days.
CARNIVAL: Ferris Wheel.
ADMINISTRATION: President, J. D. Williams; secretary, L. A. Reed.

Union County Fair, El Dorado
WEATHER: Good 3 days.
CARNIVAL: Ferris Wheel.
ADMINISTRATION: President, J. D. Williams; secretary, L. A. Reed.

CALIFORNIA

Antelope Valley Fair, Lancaster
ATTENDANCE: 31,500 paid.
RECEIPTS: $70,000; grandstand, $25,000. 
ADMINISTRATION: President, H. W. Wright; secretary, D. W. Potter.

California Spring Garden Show, Oakland
ATTENDANCE: 225,000 paid.
RECEIPTS: $50,000.
ADMINISTRATION: President, E. D. Wheeler; secretary, L. W. Brown.

Carnival: Clam City Shows.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
ATTENDANCE: 3,000.
RECEIPTS: $1,000.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.

White County Fair, Searcy
ATTENDANCE: 3,000 paid.
RECEIPTS: $1,000.
ADMINISTRATION: President, A. B. Carruthers; secretary, J. B. Johnson.

ARKANSAS

Arkansas Livestock Show, Little Rock
ATTENDANCE: 120,108 paid.
RECEIPTS: $30,000.
ADMINISTRATION: President, J. R. Strother; secretary, W. F. Tartt.

Canal Spring Garden Show, Oakland
ATTENDANCE: 225,000 paid.
RECEIPTS: $50,000.
ADMINISTRATION: President, E. D. Wheeler; secretary, L. W. Brown.

Carnival: United Exposition Show.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
ATTENDANCE: 3,000.
RECEIPTS: $1,000.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.

Northwest Arkansas District Fair, Blytheville & Farmington
ATTENDANCE: 14,789 paid.
RECEIPTS: $20,000.
ADMINISTRATION: President, J. D. Williams; secretary, L. A. Reed.

California State Fair, Sacramento
ATTENDANCE: 350,000 paid.
RECEIPTS: $100,000.
ADMINISTRATION: President, E. D. Wheeler; secretary, L. W. Brown.

Carnival: Clam City Shows.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
ATTENDANCE: 3,000.
RECEIPTS: $1,000.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.

Carnival: United Exposition Show.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
ATTENDANCE: 3,000.
RECEIPTS: $1,000.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.

Carnival: United Exposition Show.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
ATTENDANCE: 3,000.
RECEIPTS: $1,000.
ADMINISTRATION: President, W. E. Jones; secretary, W. H. Johnson.
The Kentucky State Fair, 500,000 '48 Gate Ups '47 By 43%

CIVIC CLUB "HOME FOLKS" MIDWAY MORE GROUPS IN STRONG ON ACT "BIGGER, BETTER" THEME, ALL HELP

49 Goal 700M Thru All-Year Re-Plug Per '45

LOUISVILLE, Ky.—"Strictly Class, Minus Clip" promotion and performance paid off for the Ky. State Fair this year, held Sept. 12-13 at the Fairgrounds, Louisville. Louisville and down-staters who "hadn't been for years"—or ever, answered the Fair's high-tone appeal to home folks' sentiment for family-goods fun and patriotism. Ky. civic and farm groups, company and individual exhibitors—all were prompted to take active parts in appropriate State Fair roles, resulting in uplifted attendance values and turnout.


New Co-Plan Parcelly Body, KY. "ASS'N OF FAIRS for "Bigger and Better Fairs in Kentucky"

To Hold 1st Annual Confab January 6-7, 1949 Brown Hotel, Louisville, Ky.

A 1949 promotion will be pitched on the same high key, prudled by year-long showcasing of a special movie that follows a Ky. farm family thru the '48 Fair events. The '48 Fair will hold the 2nd Norf Fiddlers Contest, plus special contests of local interest. Contracts are open for fresh, attractive shows, acts, rides, that merit bigger, better '49 billing. Contact John Wehley, Ky. State Fairgrounds, Louisville 11, Ky.

TO EXHIBITORS, CONCESSIONAIRES, ATTRACTIONS, ENTERTAINMENT AND VISITORS

OUR THANKS
FOR MAKING THE 1948 FAIR ANOTHER OUTSTANDING SUCCESS

Roy S. Kemper
SECRETARY

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Attend the annual convention of Missouri Association of Fairs and Agricultural Exhibitions, Missouri Hotel, Jefferson City Mo. Jan. 13 and 14, 1949.

Rollo E. Singleton, Sec'y,
Jefferson City, Mo.

Phil M. Donnelly
Governer

Tom R. Douglass
Commissioner of Agriculture

www.americanradiohistory.com
THE SHOW DIFFERENT
WALLENDA CIRCUS UNIT
Under the Personal Direction of Karl Wallenda

Featuring the World Famous
WALLENDA HIGH WIRE ACT
with the Internationally Acclaimed Sensational
7-PERSON PYRAMID-7
presented without Nets or Safety Devices

FAIRMEN!
A COMPLETE UNIT
FOR YOUR GRANDSTANDS

THE TALK OF THE FAIR WORLD IN 1948
NOW BOOKING FOR 1949—THE OUTSTANDING UNIT
SEE US AT THE SHERMAN HOTEL DURING THE CONVENTION
For Future Information:
JACK A. LEONTINI Personal Manager

476 ARLINGTON AVE.
SARASOTA, FLA.
FOR THIS song, other popular original. For other shows.

Pale over its kind. Before, the Iowa State Fair. Has been attended, as follows. Of attendance.

ATTENDANCE. Did, 450,000. CARNIVAL: Foley & Buck Shows. ATTENDANCE: cage, closed. Opened 6 days, 6 nights.

WEATHER: Good. 4 days, 6 nights. CARNIVAL: Foley & Buck Shows. ATTENDANCE: Revue, booked thru Kevin Bruce Attractions, 3 nights, at cost of $2,009.

STILL DATES: Home show, 2 nights, staged by with Eastern Agricultural Association, Gymnasium, 2 days, staged by Tenet's Horseman's Club.

Ventrica County Fair, Ventura

ATTENDANCE: 2,000 paid. Outside gate admissions sold in advance, 256,425.

WEATHER: Good of 4 days, 5 nights. CARNIVAL: Foley & Buck Shows.

EXCEPTIVE: Gate, $205,123.50; grandstand, $4,679,23.

AID, PREMIUMS: State aid, $17,195; entrance, $12,95.86.

CARNIVAL: Foley & Buck Shows.

ATTENDANCE: Fireworks, supplied by Shell Oil Company, 1 night, rodeo, staged by Gordon Wigglett, 2 days, 1 night.

ATTENDANCE: President, John K. Lagomarsino; secretary, Disney. Cinemas and commercial exhibits, Robert Stare; publicity director, Dorothy Arndt.

Arkansas Valley Fair, Rocky Ford

ATTENDANCE: 1,000 paid; 11,000 free. Gate operated only five hours one day.

WEATHER: Good. 2 days, 2 nights. RECEIPT: Gate, $3,986.60; day grandstand, $7,077.60; night grandstand, $2,797.86.

AID, PREMIUMS: County aid, $900. CARNIVAL: Fairwire & Davis. ATTENDANCE: State Fair (town show), 2 nights; running horse races, 2 days, with purses of $8,006: rodeo, presented by Tom Coleman, 3 days.


Delta County Fair, Hothglass

ATTENDANCE: About 5,000; Free, 500 (estimated): gate admissions sold in advance, 650. Operated 3 days, 1 night.

WEATHER: Good. 3 days, 1 night. RECEIPT: Gate, $14,759 (estimated); night grandstand, $464 (operated only one night).

AID, PREMIUMS: County aid, $2,000. CARNIVAL:acre; 2,000 paid. Price Entertainment Agency, 1 night, at cost of $600; harness horse races, 2 days, with purses of $2,500; rodeo, presented by Western Slopes Rodeo and Racing Company, 3 days.

ADMINISTRATION: President, G. L. Roberts; secretary, Mark H. Clay; superintendent of concessions, John H. Bell.

Washington County Fair & Rodeo, Akron

ATTENDANCE: 5,000. Operated 3 days, 2 nights.

WEATHER: Good. 3 days, 2 nights. CARNIVAL: Silver State Shows.

ATTENDANCE: Circus, booked thru Empire Agency, 1 day, 48,500; agriculture Association, children's horse show, 1 day, staged by Gordon Wigglett.

ADMINISTRATION: President, John Lagomarsino; secretary, Larry Ver Hagen; superintendent of concessions and commercial exhibits, Robert Stare; publicity director, Dorothy Arndt.

Iowa's Big Show... Famous the World Over!

For 90 years the Iowa State Fair has been the big show of the year for the richest agricultural State in the land. But it's more than an Iowa show now. The Iowa State Fair, celebrated in story and song, motion pictures and magazines, belongs to the world.

This is the original "State Fair"... the original of Phil Stong's fictional masterpiece... sung and celebrated in two smash-hit movies... more often featured in popular national magazines than any other event of its kind in the country.

And next year, on a grander scale than ever before, the Iowa State Fair will be the capital of the amusement world from August 24 to September 2.

L. B. CUNNINGHAM, Secretary

HAROLD L. PIKE, President

IOWA STATE FAIR

DES MOINES · AUG. 24-SEPT. 2, 1949

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November 27, 1948
BARNES-CARRUTHERS
THEATRICAL ENTERPRISES

Forty years of experience in producing top quality shows has given us a
deep seated knowledge of all phases of show business. Giving assurance to
the attraction buyer of always getting the right act or show, staged and
presented in the right way, to please every audience.

We are indeed proud of our 40 years' reputation of successfully pioneering
many new and distinguished innovations in the attractions field: unusual
costuming, lighting effects, scenery, daring production ideas and the presen-
tation of new and outstanding feature acts.

PRESENTING FOR

FAIRS - PARKS - CIRCUSES
INDOOR and OUTDOOR CELEBRATIONS and SPECIAL EVENTS
★ MUSICAL EXTRAVAGANZAS
★ INTERNATIONALLY FAMOUS CIRCUS ACTS
★ CHAMPIONSHIP RODEOS — HORSE SHOWS
★ TRACK AND INFIELD EVENTS
★ EVERYTHING IN THRILL SHOWS

CAN USE MERITORIOUS TALENT AT ALL TIMES

BARNES-CARRUTHERS
THEATRICAL ENTERPRISES
159 NORTH DEARBORN ST.
CHICAGO 1, ILLINOIS

November 27, 1943

The Billboard Cavalcade of Fairs

Page 45
Agricultural and Industrial Fair. New records set in 1948. Total attendance 390,000. Even more diversified program being planned for 1949--designed to draw still bigger gate. Top flight attractions and high-grade concessionaires are invited to present proposals now.

Edwin J. Bath, State Fair Manager

OHIO STATE FAIR
713 State Office Bldg. Columbus 13, Ohio

Yuma County Fair and Rodeo, New Haven County 4-H Fair, Orange
WEATHER: Good 2 days, 1 slight. RECEIPTS: Day grandstand, $4,250; night grandstand, $2,300.
AID. PREMIUMS: County aid, $4,000.
CARNIVAL: Silver State Shows, Carnival
ATTRACTIONS: Rodeo, presented by Pomeroy and Hoskins, 2 days, 1 night.
ADMINISTRATION: President, W. J. McMillan; secretary, L. E. Filipow; superintendent of concessions and commercial exhibits, Glen R. Thompson; publicity director, Vernon E. Truex.

FOOD

Great Danbury Fair, Danbury
ATTENDANCE: 119,783 paid. Operated 8 days.
WEATHER: Good 7 days, rain 1 day, cold 1 day.
CARNIVAL: O. C. Buck Shows.
ATTRACTIONS: Circus acts, booked thru Arch Daly Entertainment Bureau, 7 days; midway, staged by fair.
STILL DATES: Midget races, 21 nights, staged by Danbury Fair Speedway; speedboat races, 1 day, 3 nights, staged by Danbury Fair Speedway.
ADMINISTRATION: General Manager, John W. Lichly; assistant manager, R. A. Fedor; treasurer, H. E. Fedor; superintendent of commercial exhibits, C. E. Gwinn, Jr.; superintendent of public utility, C. E. Gwinn; assistant superintendent of public utility, C. E. Gwinn Jr.
1949 DATES: September 2-9.

Havilton Fair, Havilton
ATTENDANCE: 8,000 paid, 8,000 free. Operated 3 days.
WEATHER: Good 2 days.
AID. PREMIUMS: Total aid, $250.
ATTRACTIONS: Revue; booked thru Aug. 27 thru Sept. 2 1949
Havilton Fair, Havilton
ATTENDANCE: 8,000 paid, 8,000 free. Operated 3 days.
WEATHER: Good 2 days.
AID. PREMIUMS: Total aid, $250.
ATTRACTIONS: Revue; booked thru Aug. 27 thru Sept. 2 1949

GEORGIA

Bartow County American Legion Fair, Cartersville
ATTENDANCE: 18,000 paid, 9,000 free. (Continued on page 49)
WHO SAID THERE'S NOTHING NEW IN FAIR ENTERTAINMENT

HERE ARE 2 SHOWS WITH A CROWD PULLING GUARANTEE FOR YOUR 1949 SEASON

Holiday on Ice

Holiday on Ice is a $200,000 production on a lake of real ice, 120x60 feet, visited by 2,000,000 happy patrons. A 7 1/2 hour of thrilling entertainment. Grossed $150,000 at Utah State Fair

Ice Vogues

Ice Vogues is a $125,000 production on 90x40 feet of real ice. Company of 65 internationally famous ice stars in 2 1/2 hours of sparkling, breath-taking skating. Grossed $150,000 at Wisconsin State Fair

They are sensational can be played indoor or outdoor anytime anywhere!

The world's finest skating productions are now available for fairs, celebrations or sponsored events. Here is that something new, something different that you have been looking for. Two shows that have piled up an amazing record in grosses from coast to coast.

NOW BOOKING FOR 1949 SEASON

Write, wire or phone

GEORGE TYSON, Executive Director

HOLIDAY ON ICE SHOWS, INC.

624 General Motors Bldg., 1775 Broadway, New York City Telephone Circle 6-8660

November 27, 1948
REPORT on 40th ANNIVERSARY TOUR!

30 RAILROAD CARS

Our APPRECIATION to:

the officials of all the fairs, celebrations and still dates that combined to make our season the BEST ON RECORD! And a special salaam to the following: The Delaware State Fair at Harrington, the Bedford (Pa.) County Fair, the West Virginia State Fair at Lewisburg, the Virginia State Fair at Staunton.

And . . .

the Interstate Fair at York (Pa.) the Bloomsburg (Pa.) Fair, the Frederick (Md.) County Fair, the Wilson (N. C.) County Fair, the Georgia State Fair at Macon, the Southwestern Georgia Fair at Albany, the Shrine Dade County Fair at Miami, the Bunker Hill Celebration at Boston and the Pottsville (Pa.) Home-Coming Celebration.

WRITE AND WIRE NOW FOR THE RIGHT DATES FOR '49!!

AMERICA'S SMARTEST RAILROAD SHOWS

PERMANENT ADDRESS: 743 SEYBOLD BLDG., MIAMI, FLA.
Cassia County Fair & Rodeo, Burley

ATTENDANCE: 10,500; Operated 3 days, 3 nights.
WEATHER: Good 2 days, 1 night; rain July 28, night.
DIRECTIONS: Gate and grandstand, $10,920.
CARNIVAL: Midwest Shows.
ADMISTRATION: President, Wesley Silsbee; secretary and publicity director, Melba Corker.

Clearwater County Fair, Orofino

ATTENDANCE: 15,000, free gate. Operated 3 days, 1 night.
WEATHER: Good 2 days, 1 night; rain July 28, night.
DIRECTIONS: Gate, and grandstand, $500 (4-H only).

Eastern Idaho State Fair, Blackfoot

ATTENDANCE: 63,000 paid, 4,000 free. Operated 3 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain July 28, night.
DIRECTIONS: Gate and grandstand, $357, 000.
CARNIVAL: County, $3,000.
ATTRACTIONS: Reues, booked thru House-Carruthers, as cost of $14,000 running horse race 6 days, with purses of $7,000.
STILL DATES: Horse Show, 2 days, 1 night, staged by Idaho State Riding Club.
ADMISTRATION: President, Frank G. Delaney; secretary, superintendent of concessions and commercial exhibits, Ruth C. Hutchings.
1949 DATES: September 13-17.
Kootenai County Fair, Coeur D'Alene

ATTENDEES: 25,000. Operated 8 days. WEATHER: Good 8 days, 2 nights; rain 1 night.

RECEIPTS: Gala, $3,215.00; grandstand, $2,050.00.

Still Dates: Oldtown Fiddlers contest, 1 night; multiple acts, 1 night; both staged by Junior Chamber of Commerce.

ADMINISTRATION: President and secretary, C. E. Wooley; superintendent of concessions, L. E. Smith; superintendent of commercial exhibits, Otto Hamilton; publicity director, C. G. Swanson.

ILIOINOIS

Clark County Fair, Marshall

ATTENDEES: 12,000. Paid, 5,000 (free). Operated 6 days. WEATHER: Good 4 days, 3 nights; rain 1 day, 1 night.

RECEIPTS: Gala, $2,000; grandstand, $2,000.

Clay County Fair, Alton

ATTENDEES: 40,000 paid, $5,000 (free). Operated 8 days. WEATHER: Good 4 days, 8 nights.

RECEIPTS: Gala, $3,000; grandstand, $3,000.

ADMISIPTIONS: 4 days, 6 nights, at cost of $2,000; fireworks, supplied by Illinois Publicity Company, 1 night, at cost of $850; harness races, 4 days, with total purse of $4,000.


Hamilton County Fair, McLeansboro

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

RECEIPTS: Gala, $1,500; grandstand, $1,500.

ADMISIPTIONS: 4 days, 4 nights, at cost of $1,000; fireworks, supplied by Illinois Publicity Company, 1 night, at cost of $850; harness race, 4 days, with purse of $4,000.


Heart of Illinois Exposition, Peoria

ADMINISTRATION: President, J. S. Silliman; secretary, D. H. Smith.

Highland Madison County Fair, Highland

ATTENDEES: 18,500. Paid, 9,000 (free). Operated 8 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gala, $6,000; grandstand, $6,000.

ADMISIPTIONS: 4 days, 4 nights.

Attention: President, T. J. Stackhouse; secretary, C. H. McEntee; superintendent of concessions, W. E. Fiske; fire chief, C. C. Fiske; director of police, C. G. Swanson; director of fire, C. G. Swanson; director of police, C. G. Swanson; director of fire, C. G. Swanson; director of police, C. G. Swanson; director of fire, C. G. Swanson; director of police, C. G. Swanson; director of fire, C. G. Swanson.
Martinsville Fair, Martinsville
ATTENDANCE: 20,000 paid, 6,000 free.
Outside gate admissions sold in advance, $1.00. Operated 6 days and nights.
WEATHER: Good 2 days, 4 nights; rain 2 days.
RECEIPTS: Gate, $8,000; grandstand, $4,000.
AID, PREMIUMS: State aid, $16,000.
CARNIVAL: Moores Modern Shows.
ATTRACTIONS: Rides, booked thru Barnes-Directors and Pickle-Vaunness Fair Booking Association, 4 nights, at cost of $3,000. Grandstands, 5 days, with purses of $5,000.
ADMINISTRATION: President, Dr. E. H. Cooper; secretary, publicity director, H. T. Bennett; superintendent of con-
cessions and commercial exhibits, Dr. H. L. Downey.
1914 DATES: July 19-24.

McDonough County Agricultural Fair Assn., Macomb
ATTENDANCE: 1,500 paid, 200 free.
Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,171.
AID, PREMIUMS: State aid, $13,546.50
CARNIVAL: Imperial Shows.
ATTRACTIONS: Booked thru Sidney Belknap, 4 days, 4 nights, at cost of $1,440. Jimmie Lynch's Death Dodgers, one night; harness races, 6 days.
STILL DATES: Midgley auto races, 6 nights, staged by Midgley Auto Racing Association. Two big car races, one day, staged by Middles Auto Association.
ADMINISTRATION: President, Alex garnes; secretary, James N. Allen; super-
inintendent of commercial exhibits, Vernett Stephens; director, Herbert E. Bobbitt.

McLean County Fair, Bloomington
ATTENDANCE: 20,000 paid, 6,000 free.
Outside gate admissions sold in advance, $1,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, $6,485.
CARNIVAL: Nathan Bros. Shows.
ATTRACTIONS: Rides, booked thru Barnes-Carruthers, 1 night at cost of $1,000.
ADMINISTRATION: President, Dwight Stephens; secretary, publicity director, Jack Stewart; superintendent of con-
cessions and commercial exhibits, Kenneth Benjamin.

Mercey County Agricultural Society, Aledo
ATTENDANCE: 19,000 paid, 9,000 free.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate, $4,300; grandstand, $8,000; day grandstand, $1,500; night grandstand, $1,000.
AID, PREMIUMS: State aid, $1,400; county aid, $300.
CARNIVAL: Imperial Shows.
ATTRACTIONS: Booked thru Edna Deal and Ray Schute, 3 nights, at cost of $2,600. Harness races, 3 days, with purses of $6,000.

Moultrie-Douglas Fair, Arthur
ATTENDANCE: 20,000 paid, 1,500 free.
Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
MANAGEMENT: President, Alex Garnes; secretary, James N. Allen; super-
inintendent of commercial exhibits, Vernett Stephens; director, Herbert E. Bobbitt.

Ogle County Fair, Oregon
ATTENDANCE: 20,000 paid, 800 free.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, $12,000; grandstand, $1,600.
AID, PREMIUMS: State aid, $3,000.
CARNIVAL: Shows, rides booked inde-
pendently.
ATTRACTIONS: Acts booked thru Royals Woodford Agency, 4 nights, at cost of $2,200; harness horse races, 2 days, with purses of $5,000.
STILL DATES: Harness horse races, 1 day, staged by fair.
ADMINISTRATION: President, James
SAN
DIEGO
March 10 through March 20, 1949
SAN BERNARDINO, Calif.
World’s Largest Citrus Exposition
One of the nation’s most major agric. fairs... a million-dollar show presented in a million-dollar plant in the center of the fabulously beautiful San Bernardino Valley.

The 1849 edition with “California’s Famous Days” as its theme was the most spectacular in the show’s 34 years of splendor.
Outside singular gate admissions sold in advance, $2.50. Operated 9 days, 6 nights.

WEATHER: Good 5 days, 6 nights.

RECEIPTS: Gate, $1,115; grandstand, $2,932; grandstand, $2,932.30.

ATTENDANCE: Total, 2,146.

CARNIVAL: Jimmie Lynch's Shows.

WEATHER: Good 4 days, 6 nights.

ATTRACTIONS: Roy Starkey show from WHAS, Louisville, 1 night.

ADMINISTRATION: President, Ralph W. Bolvin; secretary, Miss Freda Scheib; superintendent of concessions, Guy Costello; publicity director, Carl Ward.

1948 DATES: August 23-27.

Owen County Fair, Spencer

ATTENDANCE: 10,000, free fair.

WEATHER: Good 4 days, 6 nights.

ATTRACTIONS: Roy Starkey show.

Responding to a question

ADMINISTRATION: President, Ralph W. Bolvin; secretary, Miss Freda Scheib; superintendent of concessions, Guy Costello; publicity director, Carl Ward.

1948 DATES: August 23-27.

Pulaski County 4-H and Community Free Fair, Winamac

ATTENDANCE: 6,000 free. Operated 4 days, 3 nights.

WEATHER: Good 3 days, 6 nights; rain 1 day, 1 night.

CARNIVAL: Baker United Shows.

ADMINISTRATION: President, Robert Crittenden; secretary, Stuart Gale; superintendent of concessions, Charlie Arne.

Knox County Fair, Bicknell

CARNIVAL: Rogers Great White.

ADMINISTRATION: President, Robert Crittenden; secretary, Stuart Gale; superintendent of concessions, Charlie Arne.

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

CARNIVAL: World of Pleasure.

Kosciusko County Fair, Warsaw

ATTRACTIONS: Roy Starkey show from WLS Artists Bureau, Jimmie Lynch's Death Defenders, 1 day, 1 night; rodeo, presented by Barnes-Carruthers, 2 days, 2 nights.

ADMINISTRATION: President, M. L. O. Holmes; secretary, H. W. Bokesler; superintendent of concessions, Floyd Stevens; superintendent of commercial exhibits, Vera Franks; publicity director, William Orr.

Putnam County Fair, Greencastle

ATTRACTIONS: Three Days.

ADMINISTRATION: President, G. L. Ireland; secretary, Roy O. Bishler; superintendent of concessions, E. E. Prifti; superintendent of commercial exhibits, Thomas McMonigal.

Putnam County Fair, Greencastle

ATTENDANCE: Approximately 10,000.

WEATHER: Good 3 days, 6 nights; rain 1 day, 1 night.

CARNIVAL: Baker United Shows.

ADMINISTRATION: President, Carl Arnold; secretary, Roy O. Bishler; superintendent of concessions, E. E. Prifti; superintendent of commercial exhibits, A. P. Herr.

 Rush County Agricultural Assoc., Rushville

CARNIVAL: E. E. Gooding.

ATTRACTIONS: White Horse Troops, 1 night.

ADMINISTRATION: President, Burt Henchman; secretary, secretary; superintendent of concessions, E. E. Prifti; superintendent of commercial exhibits, Thomas McMonigal.

IOWA

All-Iowa Fair, Cedar Rapids

ATTENDANCE: 65,500; 82,983 free. Operated 7 days, 7 nights.

WARD (Flash) WILLIAMS

and

EDGAR I. SCHOOLEY

ARE GRATEFUL

For the wonderful co-operation A.T.A. received in 1948 to enable us to complete our first successful year as producers.

AMERICAN THEATRICAL AGENCY, INC.

Producers of

GRAND STAND SHOWS, THRILL SHOWS, RODEOS

AMERICAN THEATRICAL AGENCY, INC.

SUITE 1806, 203 N. WABASH AVE. • CHICAGO 1, ILLINOIS

PHONES: ANDover 3-6087 and 3-6088

November 37, 1948

FAIRMEN

You are cordially invited to enjoy our hospitality during the meeting at the Sherman Hotel, and to see our many new surprise features for 1949.
THANKS!

Although we are the youngest State Fair in the nation, we are proud to present a modern two-million-dollar plant that is different. Each succeeding fair has been a record breaker, thanks to the fine support.

NEXT YEAR-

BIGGER AND BETTER

We invite you to a truly Western Fair that promises to be the best yet, September 25 through October 2, 1949.

NEW MEXICO STATE FAIR

ALBUQUERQUE

132,693

AND IT'S ONLY THE BEGINNING

WATCH US REALLY

GO TO TOWN IN '49

WITH

* GREATER CROWD APPEALING ATTRACTIONS
* GREATER EXHIBITION FACILITIES
* IOWA'S FASTEST GROWING FAIR
* IN ONE OF THE NATION'S TOP RANKING CITIES

ALL-IOWA FAIR

HAWKEYE DOWNS - CEDAR RAPIDS, IOWA

ANDY HANSON, Mgr.

Weston: Good 7 days, 7 nights.

Gable: $1,600; grandstand $1,515; night $225.

AID: PREMIUMS: State aid $1,500; county aid $500.


Williams & Lee, 2 nights, $350.00, 1 day, $100.00.

Still dates: day held by Midwest Ditch Auto Racing Association. Earned $500.00.

Administrators: C. J. D. Snedaker, secretary, and commercial exhibits, $50.00.

Central Iowa Fair, Marshalltown

Attendance: 4,000.00.

Served: two million dollars.

Premiers: State aid $2,000; county aid $250.

Benton County Fair, Vinton

Attendance: 10,000 paid; 1,000 free.

Premiers: State aid $2,000; county aid $500.

Juneau County Agricultural Society, Juneau

Attendance: 14,000 paid; 1,000 free.

Premiers: State aid $3,200; county aid $500.

Bueno Vista County Fair, Albia

Attendance: 16,000 paid; 2,000 free.

Premiers: State aid $3,200; county aid $500.

Butler County Fair, Allison

Attendance: 21,000 paid; 2,000 free.

Premiers: State aid $3,000; county aid $500.

Cedar County Fair Association, Tama

Attendance: $2,000 paid; 1,000 free.

Premiers: State aid $1,500; county aid $500.

Clay County Fair, Spencer

Attendance: 10,000 paid; 2,000 free.

Premiers: State aid $2,000; county aid $500.

Dairy Cattle Congress, Waterloo

Attendance: 4,000 paid; 4,000 free.

Premiers: State aid $2,000; county aid $500.

Des Moines County Fair, Burlington

Attendance: 2,000 paid; 2,000 free.

Premiers: State aid $2,000; county aid $500.

Eagle Grove District Junior Fair, Eagle Grove

Attendance: 1,000 paid; 1,000 free.

Premiers: State aid $1,500; county aid $500.

ALL-IOWA FAIR

HAWKEYE DOWNS - CEDAR RAPIDS, IOWA

ANDY HANSON, Mgr.

Page 56 The Billboard Convention of Fairs

November 27, 1948

www.americanradiohistory.com

Copyrighed material
Great Jones County Fair, Monticello

ATTENDANCE: 41,105 paid, $2,325.50 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights. RECEPTIONS: Gate, $3,120.62; grandstand, $2,807.72; AID, PREMIUMS: State aid, $2,069.

Greater Lyon County Fair, Rock Rapids

ATTENDANCE: 20,000 paid, $9,000 free. Operated 4 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $4,162.52; grandstand, $2,807.72; AID, PREMIUMS: State aid, $2,069.

Greene County Fair Association, Jefferson

ATTENDANCE: 1,050 paid, $500 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $4,162.52; grandstand, $2,807.72; AID, PREMIUMS: State aid, $2,069.

Humboldt County Fair, Humboldt

ATTENDANCE: 8,430 paid, $600 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $3,015.61; grandstand, $2,431.84; AID, PREMIUMS: State aid, $1,700.50.

Iowa State Fair, Des Moines

ATTENDANCE: 487,983 paid. Operated 8 days, 8 nights.
WEATHER: Good 8 days, 8 nights. RECEPTIONS: Gate, $4,015.61; grandstand, $2,997.68; AID, PREMIUMS: State aid, $2,000.

Kasulai County Agricultural Assn., Algona

ATTENDANCE: 12,000 paid, $900 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $2,000; grandstand, $2,232.

Lee County Fair, Donnelson

ATTENDANCE: 13,500 paid, $1,150 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $3,299.50; grandstand, $2,806.32; AID, PREMIUMS: State aid, $3,000.

Mississippi Valley Fair, Davenport

ATTENDANCE: 12,500 paid, 17,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights. RECEPTIONS: Gate, $3,500.50; grandstand, $2,000; AID, PREMIUMS: State aid, $3,000.

Mitchell County Fair, Osage

ATTENDANCE: 10,100 paid, $400 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $2,000; grandstand, $2,000; AID, PREMIUMS: State aid, $2,000.

North Iowa Fair Assn., Mason City

ATTENDANCE: 9,000 paid, $700 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights. RECEPTIONS: Gate, $1,700.50; grandstand, $1,000; AID, PREMIUMS: State aid, $2,000.

Many acts have come and gone since then but the grandstand attraction is still a popular draw.
An American institution purveying only the finest in

- REVUES
- AERIAL ACTS
- RODEOS
- SENSATIONAL TROUPES
- TOP QUALITY STAGE ACTS
- SUN BROS.' CIRCUS

See Us at the Sherman in Chicago and Remember
A "SUN SHOW" IS A BADGE OF DISTINCTION!

THE CUS SUN BOOKING AGENCY
SUN'S REGENT THEATRE MFG.
SPRINGFIELD, OHIO

September 13-14-15-16-17-1949

Grandstand, $7,860.77; night grandstand, $4,697.88.

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

CARNIVAL: William T. Colvin

Attire: Revues, booked thru... Chicago, 3 nights, at cost of $5,292; circus acts, 1 day, staged by Kirkwood, 3 nights, at cost of $2,500; night circus acts, 1 day, staged by Kirkwood, 3 nights, at cost of $2,500.

Administration: President, Roy L. Kinnard; secretary, Joe Wetherbee; publicity director, W. G. Hinesworth.

Woodbury County Fair, Moline

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, James B. Jenks; secretary, Roy Wetherbee; publicity director, W. G. Hinesworth.

Clay County Fair, Grimes

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, James B. Jenks; secretary, Roy Wetherbee; publicity director, W. G. Hinesworth.

Barker County Fair, Hardwater

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, Paul Bolewski; secretary, W. D. Davis; superintendent of commercial exhibits, W. L. Oxn.

Chase County Fair, Cottonwood Falls

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, R. E. Weig; secretary, superintendent of concessions, R. E. Weig; superintendent of commercial exhibits, W. L. Oxn.

Cherokee County American Legion Fair, Columbus

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, James B. Jenks; secretary, Roy Wetherbee; publicity director, W. G. Hinesworth.

Cloud County Fair, Glencoe

Attractions: Revues, booked thru... Chicago, 3 nights, at cost of $4,500; circus acts, 1 day, staged by... Chicago, 3 nights, at cost of $4,500.

Administration: President, Roy L. Kinnard; secretary, Roy Wetherbee; publicity director, W. G. Hinesworth.

KANSAS
Coffee County Agricultural Fair, Bucyrus

ATTENDANCE: 5,000 paid, Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ADMINISTRATION: President, Fred Roberts; superintendent, Carl Hedding; superintendents of concessions and commercial exhibits, Charles Peterson, publicity director, John Hartman.

Cowley County Free Fair, Winfield

ATTENDANCE: 15,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
ADMINISTRATION: President, J. R. Collins; superintendent, E. L. W. Suhr; superintendents of concessions and commercial exhibits, L. H. W. Suhr.

Decatur County Fair, Oheled

ATTENDANCE: 1,500 paid, 2,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ADMINISTRATION: President, Harold Long; secretary, F. W. Woodard; superintendents of concessions and commercial exhibits, Keith Nicodemus.

Eastern Cowley County Fair, Burden

ATTENDANCE: Free fair, 2,000. Operated 3 days, 3 nights.
WEATHER: Free fair, 3 days, 3 nights.
ADMINISTRATION: President, E. N. Cooper.

Harper County Agricultural Fair Assn., Harper

ATTENDANCE: Free fair, 5,000. Operated 4 days, 4 nights.
WEATHER: Free fair, 4 days, 4 nights.
ADMINISTRATION: President, C. E. Wilson; secretary, William S. Dore.

Kansas Free Fair, Topeka

ATTENDANCE: Free gate, estimated $80,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
ADMINISTRATION: President, Fred Harper; secretary, L. J. Holland.

Decatur County Fair, Oheled

ATTENDANCE: 5,000 paid, Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ADMINISTRATION: President, J. R. Collins; superintendent, E. L. W. Suhr; superintendents of concessions and commercial exhibits, L. H. W. Suhr.

Decatur County Fair, Oheled

ATTENDANCE: 1,500 paid, 2,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ADMINISTRATION: President, Harold Long; secretary, F. W. Woodard; superintendents of concessions and commercial exhibits, Keith Nicodemus.

Eastern Cowley County Fair, Burden

ATTENDANCE: Free fair, 2,000. Operated 3 days, 3 nights.
WEATHER: Free fair, 3 days, 3 nights.
ADMINISTRATION: President, E. N. Cooper.

Harper County Agricultural Fair Assn., Harper

ATTENDANCE: Free fair, 5,000. Operated 4 days, 4 nights.
WEATHER: Free fair, 4 days, 4 nights.
ADMINISTRATION: President, C. E. Wilson; secretary, William S. Dore.

Kansas Free Fair, Topeka

ATTENDANCE: Free gate, estimated $80,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
ADMINISTRATION: President, Fred Harper; secretary, L. J. Holland.

Decatur County Fair, Oheled

ATTENDANCE: 5,000 paid, Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ADMINISTRATION: President, J. R. Collins; superintendent, E. L. W. Suhr; superintendents of concessions and commercial exhibits, L. H. W. Suhr.

Eastern Cowley County Fair, Burden

ATTENDANCE: Free fair, 2,000. Operated 3 days, 3 nights.
WEATHER: Free fair, 3 days, 3 nights.
ADMINISTRATION: President, E. N. Cooper.

Harper County Agricultural Fair Assn., Harper

ATTENDANCE: Free fair, 5,000. Operated 4 days, 4 nights.
WEATHER: Free fair, 4 days, 4 nights.
ADMINISTRATION: President, C. E. Wilson; secretary, William S. Dore.

Celebrating Your 1949 AUTO RACES

A Complete Service of Promoting, Publicizing and Operating Speed Attractions.

PUBLICITY-EXPLOITATION—A well-organized campaign of attention-attracting features, designed to produce packed stands.

PERFORMANCE—Full fields of cars driven by nationally known speed stars. No "Parades," no "Runaway" events—but honestly contested programs, programmed in a manner to give your patrons what they want—Thrills.

BACKGROUND—Fifteen years' experience in presenting to the American Public the best in speed presentations.

MIDGETS AND BIG CARS
Sanctioned by

AMERICAN AUTOMOBILE ASSN.

STEBBINS SPEEDWAYS
Affiliated With
SMALL CAR ENTERPRISES, INC.
MADISON SQUARE GARDEN
307 WEST 49TH ST., NEW YORK 19

November 27, 1948

The Billboard Cavalcade of Fairs
Lawrenceburg Fair and Horse Show, Lawrenceburg

ATTENDANCE: 18,000 paid, Operated 1 day, 3 nights.

WEATHER: Good 2 days; rain 1 day.

CARNIVAL: Johnny J. Denton Shows.

ADMINISTRATION: President, Frank Z. Minton; secretary, Dub Johnson.

Lee County Fair, Beautyville

ATTENDANCE: Free gate. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Nelson Bros.

ADMINISTRATION: President, B. E. Scroggins; secretary, B. E. Scroggins.

Marion County Fair, Lebanon

ATTENDANCE: Free gate. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Wallace Bros.' Shows.

ADMINISTRATION: Manager, four days, with purses of $3,200.

Osweley County Fair Assn., Inc., Beaumont

ATTENDANCE: 15,000 paid, 20,000 free. Operated 4 days, 4 nights.

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

CARNIVAL: Blue Grass Shows.

ADMINISTRATION: Secretary, R. L. L.Word.

South Louisiana State Fair, Houma

ATTENDANCE: 50,000 paid, 70,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Midget World Shows.

ADMINISTRATION: President, L. A. Broussard; secretary, L. R. Vetter.

South Louisiana State Fair, Donaldsonville

ATTENDANCE: 50,000 paid, 70,000 free. Operated 4 days, 4 nights.

WEATHER: Free 4 days, 4 nights.

CARNIVAL: Midget World Shows.

ADMINISTRATION: President, L. A. Broussard; secretary, L. R. Vetter.

Vernon Parish Fair, Leesville

ATTENDANCE: 30,000 paid, 46,000 free. Operated 4 days, 4 nights.

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

CARNIVAL: Bayou Battleground Shows.

ADMINISTRATION: President, J. T. Such; secretary, R. J. Such.

Piscataquis Valley Fair, Dover-Foxcroft

ATTENDANCE: 4,000 paid, 278 free. Operated 2 days, 2 nights.

WEATHER: Extremely hot 2 days, 2 nights.

CARNIVAL: Midway Amusement Company.

ADMINISTRATION: Horse pulling, saddle horse shows.

ADMINISTRATION: President, M. E. B. Smith; secretary, W. E. B. Smith.

Florida State Fair, Shreveport

ATTENDANCE: 100,000 free, Operated 11 days, 10 nights.

WEATHER: Very good 7 days, 8 nights; cold 1 day, 2 nights.

CARNIVAL: Night Shows.

ADMINISTRATION: President, R. E. Smith; secretary, J. C. Smith.

Louisiana State Fair, Shreveport

ATTENDANCE: Free gate. Operated 10 days, 10 nights.

WEATHER: Very good 7 days, 8 nights; cold 1 day, 2 nights.

CARNIVAL: Midway Amusement Company.

ADMINISTRATION: President, C. E. Smith; secretary, W. E. Smith.


day car races staged by National Speedways 2 days.

STILL DATES: Midday auto races, 12 days, staged by Junior Lynch; auto races, 3 days, staged by John Shinn; motorcycle race, 3 days, staged by White Eagle Motorcycle Club. Shreveport.

E. B. ROMAN

ADMINISTRATION: President, John M. Seabrook; secretary, W. M. Kinnin; superintendent of concessions, Sam Monroe; superintendent of commercial exhibits, J. T. Slosson.

1949 Dates: September 27–October 2.

Louisiana Sugar Festival and Fair, New Iberia

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Bayou Battleground Shows.

ADMINISTRATION: President, L. D. Ivy; secretary, L. D. Ivy.

Red River Parish, Coushatta

ATTENDANCE: 5,000 paid, 700 free. Operated 4 days, 4 nights.

WEATHER: Free 4 days, 4 nights.

CARNIVAL: Midget World Shows.

ADMINISTRATION: President, L. A. Broussard; secretary, L. R. Vetter.


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MASSACHUSETTS
Essex County Agricultural Society, Topsfield
ATTENDANCE: 20,000 paid, 500 free. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights; rain 1 night.
RECEIPTS: Gate, $11,071; day grandstand, $1,695; night grandstand, $850.
AD: PREMIUMS: State aid, $2,500.
CARNIVAL: Useless Amusements Company
ATTACHMENTS: Revies, booked thru George A. Hard. 7 nights circus auto, booked thru George A. Hard, 1 day, 7 nights.
ADMINISTRATION: President, Daniel Beiley; manager, Millon Dandree; superintendents of concessions, E. M. Langue; superintendent of commercial exhibits, E. M. Langue; secretary, E. T. Pope; publicity director, Fred Lay.
1949 DATES: August 14-20.

MICHIGAN
Adlison Community Fair, Addison
ATTENDANCE: 800 paid, Operated 7 days, 8 nights.
WEATHER: Good 1 night; rain 3 days, 1 night.
AD: PREMIUMS: State aid, $1,200; other, $800.
ADMINISTRATION: President, C. A. Harmon.
Allegan County Fair, Allegan
ATTENDANCE: 48,000 paid, 5,000 free. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 6 nights, rain 1 day.
RECEIPTS: Gate, $10,000; grandstand, $16,000; day grandstand, $4,096; night grandstand, $2,597.50; night grandstand, $4,096.50.
AD: PREMIUMS: State aid, $7,500.
CARNIVAL: Happenland Shows.
ATTACHMENTS: Revies, booked thru Elks Young, 6 nights, as cost of $10,000; Friday Lyons' Dutch Dogies, 1 night; fireworks, supplied by Interstate Fireworks Display Company, 8 nights, as cost of $250; harness races, 4 days, with total purses of $1,000.
STILL DATES: Auto races, 1 day, approved by R. V. Rieger; county fair, 1 day.
1949 DATES: September 13-17.
Armada Agricultural Society, Armada
ATTENDANCE: 10,000 paid, Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Majestic Greater Shows.

Integrity, Efficiency, Dependability
“The Cornerstones of Our Growth”
1400 SEDGWICK STREET CHICAGO, ILLINOIS
PHONE: Michigan 2-6940

Page 60 The Billboard Covenants of Fairs
November 27, 1949
THE GREATEST NAME IN THE OUTDOOR SHOW WORLD

ROYAL AMERICAN SHOWS

The current Season of 1948 has been more than just a profitable one for ROYAL AMERICAN SHOWS.

It has been a Season of Appreciation from our Patrons which more than Compensates us for our Hard Work and Serious Efforts to bring them THE MAGIC TOUCH.

And what is THE MAGIC TOUCH?

It is a Birth! The Birth of Skill and Ingenuity . . . of Sweat from Honest Labor . . . of Imagination and Dreams that have been born into Reality . . .

Yes, we have earned THE MAGIC TOUCH.

MAGIC is a POWER that must be earned . . .

A Power To Produce Brilliance and Beauty and Talent and Record Attendance and Record Gross Receipts.

AND HAS MADE THIS

THE GREATEST SEASON IN HISTORY!
WORLD'S LARGEST

ROYAL AMERICANS

WINTER QUARTERS - FLORIDA STATE FAIR
MIDWAY

TAMPA, FLORIDA

CAN SHOWS

COPYRIGHTED
CARL J. SEDLMAYR  
GENERAL MANAGER  

CARL J. SEDLMAYR, JR.  
ASSISTANT MANAGER  

express their sincere thanks and appreciation  

To the Managers and Board of Directors of the following FAIRS and EXHIBITIONS  

For the Opportunity they have extended us to AGAIN prove ourselves an asset in our business affiliations with those whom we have had the Pleasure of Serving:  

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<th>Florida State Fair</th>
<th>Canadian Lakehead Exhibition</th>
<th>Tri-State Fair</th>
<th>Minnesota State Fair</th>
<th>Kansas State Fair</th>
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Ionia Free Fair, Ionia

ATTENDANCE: 25,000, estimated (free gate). Operated 6 days, 8 nights; rain, 1 day, 1 night.

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

AID, PREMIUMS: State aid, $1,000; total premiums paid, $11,937.22.

CARNIVAL: Cellis & Wilson. ATTACHMENTS: Revue, booked thru Barnes-Curtiss, 6 nights; circus acts, booked thru Barnes-Curtiss, 6 days; 6 nights; Junior Lynch's Death Dogs, 1 day; firework, supplied by Thistle Distributors, 6 night; big car races, staged by Racing Corporation of America, 2 days.

STILL DATES: Midway Auto races, 1 day staged by Dexter Speedways; motorcycle races, 1 day, staged by Michigan Motorcycle Clubs auto races, 1 day, staged by Mid Michigan.

ADMINISTRATION: President, Allan Williams; secretary, superintendent of concessions and commercial exhibits, M. M. White; director, Rex Shuster.


Iron County Fair, Iron River

WEATHER: Good 4 days, 8 nights.

AID, PREMIUMS: State aid, $1,700; county aid, $6,000; other, $5,000.

CARNIVAL: Downham's Midway. ATTACHMENTS: Grandstand acts booked thru VG Artists Bureau, 5 nights, at cost of $500.

STILL DATES: UFO Revue, 2 days, 4 nights, staged by fair; band concerts, 1 night, staged by Iron County school board; local acts, 1 night, staged by business men's association.

ADMINISTRATION: President, Victor Soderman; secretary, superintendent of concessions and commercial exhibits, publicity director, W. C. Vaughtt.

Isabella Youth and Farm Fair, Mt. Pleasant

ATTENDANCE: 10,000 (estimated); operated 5 days, 9 nights.

WEATHER: Good 6 days, 8 nights.

RECEIPTS: Grandstand, $2,077.17; AID, PREMIUMS: State aid, $2,750; county aid, $1,250.

CARNIVAL: Hoop-Gland Shows. ATTACHMENTS: Circus acts, booked thru Gus Sun, 3 days, 3 nights, at cost of $400.

ADMINISTRATION: President, L. R. Maynard; secretary, M. S. Cline; manager, B. C. Mullensamp.


Menistee County Fair, Onekama

ATTENDANCE: 5,000 paid, 2,000 free; operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, $2,209; grandstand, $490.

AID, PREMIUMS: State aid, $2,000; other, $500.

CARNIVAL: Floyd United, Galgarro.

ADMINISTRATION: President, superintendent of concessions and commercial exhibits, H. F. Buckale; secretary, publicity director, J. W. Elle.

Michigan State Fair, Detroit

ATTENDANCE: $4,000 paid, 15,000 free; operated 9 days, 16 nights.

WEATHER: Good 6 days, 8 nights; rain 3 days, 3 nights; cold 1 day, 1 night.

RECEIPTS: Gate, $165,000; grandstand, $4,000.

AID, PREMIUMS: State aid, $2,000; other, $500.

CARNIVAL: Getting Amusement Company.

ATTACHMENTS: Revue, booked thru Ernie Young, 10 nights; Lucky Lott's

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**KANSAS FREE FAIR**

**TOPEKA**

**SEPT. 10-16**

**The Showplace of Western Progress**

**DURING THE 1949 EXPOSITION**

WITH AN ATTENDANCE OF MORE THAN 500,000,

ALL PREVIOUS RECORDS WERE SHATTERED.

**PROOF THAT PROGRESSIVENESS PAYS A FITTING RETURN.**

**A GREATER FAIR IS IN THE MAKING.**

**PLANNING 1949**

**MAURICE W. JENCKS**

**Manager**

---

**UPPER PENINSULA STATE FAIR**

**ESCANABA, MICHIGAN**

**6 DAYS - 6 NIGHTS**

**AUGUST 16 TO 21, 1949**

**WANT**

**CONCESSIONER**

**CAPABLE OF TAKING OVER ALL GRANDSTAND CONCESSIONS**

**• LAST YEAR'S GRANDSTAND ATTENDANCE - 30,000**

---

**MARYLIN RICH**

**The QUEEN OF THE SKY**

**The UNSURPASSED GRANDSTAND ATTRACTION**

**Now Booking for 1949**

- Performed her death-defying acts...Roman Rings and one-arm planks...in the landing gear of a Helicopter in front of and above the grandstand.
- TIMELY. The Most Daring Act of the Modern Aviation Age.
- THE ONLY ACT OF ITS KIND. Miss Rich is the only performer in the world to feature this novel and breath-taking routine high in the skies.
- A Date With Danger. Miss Rich performs without the aid of any kind of a SAFETY DEVICE.

**White Wire**

**MARYLIN RICH**

**3249 S. COLORADO ST.**

**TALADENA calif.**

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**November 27, 1948**

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**“The State’s Greatest Outdoor Event”**

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**ARK SHOW KIX LID OFF RECORD TO SET NU HI IN STATE BIZ**

* 150,450 attended the 9th Annual Arkansas Livestock Show & Rodeo!
* 3,500 livestock exhibits set new high in livestock entries.
* 650 exhibitors presented最新 farm machinery and related business ideas!
* $45,931 paid admission to the World Championship Rodeo

Individually paved midway has become a high attraction.

---

**NEW COLISEUM TO SEAT 9,300!**

“Our Arkansas $3,000,000 expansion program for a permanent stadium is approximately one-third complete. The new stadium is nearing completion and will house our World Championship Rodeo at the 1949 Show. Our mile-long paved midway has proved exceptionally popular with our exhibitors and customers. Rides this year were furnished by Floyd Gooding and shows by Ray Marsh Byrd. Next year’s Show will again set a new high in entertainment and admission receipts.”

Now booking for 1949 Show

**Pat Ford**

**Clyde E. Byrd**

**CONCESSION MGR.**

**SECT. MGR.**

**ARKANSAS LIVESTOCK SHOW AND RODEO**

“A Annual October Presentation”

Pyramid Bldg., Little Rock, Arkansas

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**MINNESOTA**

Becker County Agril. Society and Fair Assn., Detroit Lakes

**ATTENDANCE:** 18,331, fair free. Operated 4 days, 6 nights.

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

**RECEIPTS:** Grandstand, $20,006.69.

**AID, PREMIUMS:** State and county, $1,472.00; other, $100.

**CARNIVAL:** Home State Shows.

**ATTACHMENTS:** Circus acts, booked thru DeWals, 2 nights, at cost of $2,900; fireworks, supplied by Picnicity, 1 night, at cost of $600.

**STILL ATT'RAC'TIONS:** Thrill show, 1 day, 1 night, staged by Frank Winkley; races, 1 day, 1 night, staged by Motors Inc., at cost of $1,250.

**ADMINISTRATION:** President, L. E. Gooding; secretary, G. W. Pepees; superintendent of commercial exhibits, W. D. Lindeman.

---

**Benton County Agricultural Society, St. Cloud**

**ATTENDANCE:** 20,000. (free gate). Operated 9 days.

**WEATHER:** Good 5 days; 2 nights, rain; 3 nights.

**RECEIPTS:** Grandstand, $569.14.

**AID, PREMIUMS:** State aid, $1,746.18; county aid, $600.

**CARNIVAL:** Ramsey’s United Shows.

**ATTACHMENTS:** Panda Parade, President. Show, 1 day, 1 night, rodeo, presented by Gooding, 2 days, 2 nights.

**STILL ATT'RAC'TIONS:** Carnival, 7 days, 1 night, staged by W. W. Buchanan Shows, 3 days, 1 night, staged by American Legion.

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**Brown County Fair, New Ulm**

**ATTENDANCE:** 18,000 paid, $6,200 free. Operated 7 days, 3 nights.

**WEATHER:** Good 6 days, 3 nights.

**RECEIPTS:** Gate, $12,000; grandstand, $2,500.

**AID, PREMIUMS:** State aid, $1,500; county aid, $2,076; other, $750.

**CARNIVAL:** World of Today Shows.

**ATTACHMENTS:** Revue, booked thru Ernie Young, 3 nights, at cost of $4,100; thrill show, staged by Frank Winkley, 1 day.

**STILL ATT'RAC'TIONS:** Hot rod races, staged by Frank Winkley.

**ADMINISTRATION:** President, Wadsworth Haevelmann; secretary, Wilber H. Lindemann.

---

**Carleton County Agricultural & Industrial Assn., Barnum**

**ATTENDANCE:** 6,025 paid, $340 free. Operated 6 days, 3 nights.

**WEATHER:** Good 6 days, 3 nights.

**RECEIPTS:** Gate, $8,100; grandstand, $2,125.

**AID, PREMIUMS:** State aid, $1,675; county aid, $1,293.

**CARNIVAL:** Ole Buhl Shows.

**ATTACHMENTS:** Circus acts, booked thru Black Hills Rodeo, 3 days, 3 nights, at cost of $2,200.

**ADMINISTRATION:** President, Roy Douglas; secretary, J. T. Rudbeck.

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**Chippewa County Fair, Montevideo**

**ATTENDANCE:** 6,000 paid, $500 free. Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 2 nights; threatening 1 night.

**RECEIPTS:** Gate, $3,511; grandstand, $3,106.

**AID, PREMIUMS:** State aid, $1,140; county aid, $1,500; other, $200.

**CARNIVAL:** Roy Jones Shows.

**ATTACHMENTS:** Revue, booked thru De Wald, 2 nights, at cost of $3,500; thrill show by All American, 1 day, 1 night, at cost of $2,500; lively races, staged by Frank Winkley, 3 days, at cost of $2,100.

**ADMINISTRATION:** President, Karl Wadsworth; secretary, superintendent of commercial and entertainment, K. R. Whitman; publicity director, K. R. Whitman.

**1949 DATES:** August 18-21.

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**Chisago County Agricultural Society, Rush City**

**ATTENDANCE:** 6,500 paid, 1,000 free. Operated 3 days, 3 nights.

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Ionia Free Fair

Michigan’s Greatest Outdoor Event
1948 Attendance Record

Grandstand ..... 70,417
Midway ..... 208,716
Estimated Attendance on Grounds ..... 350,000

The Finest in Exhibits
Concessions
Entertainment

Now Planning for 1949
Allan Williams
Rose Sarlow
President
Secretary

Mississippi-Alabama
Fair and Dairy Show

Tulco, Miss.

Contracting for
Carnival, Grandstand
Show and all Concessions
at Chicago Convention

We wish to thank our friends
for our great success in '48

1949 Dates will be
announced in Chicago

Write or contact:

Address: JAMES M. SAVERY, Pres.-Mgr.
Tupelo, Mississippi

Frank Cook

America’s
Finest Comedy
High Wire Act

Just Completed
• 41 Weeks
of consecutive dates

Thanks
Al Martin for a long season. Hans
Lederer for an enjoyable month in
Texas at Houston and Fort Worth
Shrine dates. And to the others—Harry Cooke,
Ward Bean, Frank Wirth and
Levin Bros.' Circus—thanks for
making this a most successful
season.

Booking for Winter
North or South America

Parks, Fairs and Celebrations in the
New England area contact:
AL MARTIN AGENCY
HOTEL BRADFORD, BOSTON, MASS.
For an Outstanding Act in 1949.

All reply to
FRANK COOK
C/O THE BILLBOARD
CINCINNATI 32, OHIO

Frank Cook
SAGINAW FAIR
SAGINAW, MICHIGAN
STATE FAIR
IN SCOPE
COUNTY FAIR
IN INTIMATE HOSPITALITY
LARGEST AGRICULTURAL PRODUCTS SHOW
IN THE MIDWEST
SEPT. 11th Thru 17th-1949

C. H. HARNDEN
MANAGER
M. MULROONEY
ASS'T MANAGER

TULSA FAIR
TULSA, OKLA.

PLANNING A GREATER TULSA STATE FAIR
FOR 1949
At Oklahoma's Finest 240-Acre Multi-
Million Dollar State Fair Plant

LETTIE DABNEY
SECRETARY-MANAGER
TULSA STATE FAIR, P. O. BOX 2386, TULSA, OKLA.

A New
"TWIST"
in
Fair
Entertainment!

ELaine DREW
World's Greatest Contortionist

Winning plaudits wherever she plays! Miss Drew was booked with overwhelming success at the following Fairs and Fanz: Billings, Mont., FAIR; AND WEST VIEW FAIR, Pittsburgh: BUTLER COUNTY FAIR, Butler, Pa.; PETERSBURG, VA., FAIR; BELMONT, Ala.; EVASURE, Pa.; DUNDEE, N.Y. FAIR; WEST NEWTON, P.A., FAIR; JENNERSVILLE, PA., FAIR; LEIGHTON, PA., FAIR; CENTRE HALL, PA., FAIR, and several others.

Personal Management: JOHN GECOMA

THEATRICAL ATTRACTIONS
722 EMPIRE BLVD., PITTSBURGH, PA.

Booking acts for fairs, vaudeville, night clubs and special attractions

November 37, 1948

The Billboard Covalcade of Fairs
Thirty-three West Jones & Randolph

These thrilling acts are under the direction of Milo Linwood Jones and booked exclusively by

CHARLES ZEMATER
54 West Randolph St. Chicago, Illinois

THE AERIAL SNYDERS

125 ft.—No Nets

The One and Only
Head and Handstand
COMBINATION SWAYPOLE

Most Daring—Spectacular
THRILL ACT!

Assure Success for Any Event

Exclusive Representative

CHARLES ZEMATER
54 West Randolph Street

Clay County Fair, West Point
ATTENDANCE: 12,069 paid, 590 free.
Operated 6 days, 6 nights.

MISSISSIPPI

Lamar's Fair & Industrial Exposition, Lamar

ATTENDANCE: 12,069 paid, 3,900 free.
Operated 6 days, 6 nights.
Missouri State Fair, Sedalia
ATTENDANCE: 297,054 paid; 893 free. Outside gate admissions sold in advance, 1,713. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; rain 2 days, 3 nights.
STILL DATES: Horse show, 1 night, staed by Liberty Mite Club.

Prairie Home Fair, Prairie Home
AID, PREMIUMS: State aid, $2000; county aid, $400.
ADMINISTRATION: President, M. H. Lewis; secretary, Dr. A. L. Merritt; superintendent of concessions and commercial exhibits, M. H. White; publicity director, Eddie Bass.

Webster County Fair, Marshfield
ATTENDANCE: 9,388 paid. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, $147.64; other, $227.
ADMINISTRATION: President, F. D. Rogers; secretary, E. C. Jackson; superintendent of concessions and commercial exhibits, C. W. Bottoms; director, H. F. Grimes; publicity director, W. H. Grimes.

Montana
Chouteau County Fair, Fort Benton
ATTENDANCE: 2,204 paid; 44 free. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate, $11,050.77; grandstand, $18,351.92; days advanced, $1,657.12; grandstand, $1,647.38.
AID, PREMIUMS: County aid, $1,800; other, $150.
CARNIVAL: Great Western Shows. ATTRACTIONS: Revue, booked thru Clarence Smith Agency, 2 nights, at cost of $2,200; fireworks, supplied by Theuer-Duffield, 2 nights, at cost of $900.
ADMINISTRATION: President, Ed. C. Fuller; secretary and superintendent of commercial exhibits, G. C. Schmidt; superintendent of concerts and publicity director, J. R. Overholt.

Ozark Empire Fair, Springfield
ATTENDANCE: 174,067. Outside gate admissions sold in advance, 22,626. Operated 7 days, 7 nights.
WEATHER: Good 5 days, 5 nights; rain 2 days, 1 night.
STILL DATES: Midget auto races, 4 nights. (104.)

Ozark Empire Fair, Springfield
RECEIPTS: Gate, $200,000.00. Day grandstand, $161,417.46; night grandstand, $1,092.25.
AID, PREMIUMS: State aid, $6,517.95; county aid, $5,400.

Carthage Empire Show, Carthage
ATTENDANCE: Revue, booked thru Lee-Woodruff, 9 nights, at cost of $4,790; circus acts, booked thru Lee-Woodruff, 4 days, 4 nights, at cost of $1,700; J. E. Lynch's Death Dogs, 2 days; Frank Witherly revue, 1 day; 1,071; 1,400; horse races, supplied by Theuer-Duffield, 5 nights, at cost of $1,076; Miss Lynch's Beagle, 1 day; at cost of $4,395; midget races, supplied by Fair Association, at cost of $4,500; running horse races, 5 days, with purses of $6,000.
STILL DATES: Auto races, 1 day, staged by Missouri State Fair, Sedalia, 3 days, 3 nights, at cost of $9,000; horse races, 1 day, staged by Springfield Mite Club, 3 days, 3 nights, at cost of $1,200; concessions, supplied by Theuer-Duffield, 3 days, 3 nights, at cost of $500.

Buck Owens' Combined CIRCUS AND WILD WEST Show
A FULL AND COMPLETE GRANDSTAND UNIT FOR YOUR FAIR
Exclusive Management
CHARLES ZEMATER
54 WEST RANDOLPH ST., CHICAGO

THE HENRY'S
Booking 1949 Fairs, Circuses, Indoor and Outdoor Events

- Act 1 — Minstrels,
- Act 2 — Singing, Dancing, Juggling, Acrobatics, Clowning, Comedy, Barnyard Men,
- Act 3 — Two People telling a story
- Act 4 — Magic, Illusions, Balancing Act

Photo upon request.

THE HENRY'S
Box 370
Gainesville, Texas

November 27, 1948
To Our Many Employees We Express Our Thanks for Their Untiring Efforts and Loyalty, and We Are Looking Forward for Their Return to Our Fold During the Season 1949.

We Are Also Prepared to Book Attractions for All the Other Exhibitions With Whom We Hold Long Term Contracts.

Now Contracting Attractions for the Canadian National Exhibition, August 26 to September 10, 1949.
Dawson County Agricultural Society, Lexington

WHERE: Good 3 days, 3 nights.

AIR PREMIUMS: County aid, $3,000.

CARNIVAL: Central States Shows.

ATTRACTIONS: Circus acts, 2 nights, at cost of $1,000; rodeo, presented by Pujo Long, 4 days.

ADMINISTRATION: President, William A. Ogden; secretary, E. L. Haver; superintendent of commercial exhibits, Vern Fesler; publicity director, Frank Forno.

NEBRASKA

Boone County Fair, Albion

ATTENDANCES: 12,000 paid.

WEATHER: Good 4 days, 4 nights.

AIR PREMIUMS: State aid.

CARNIVAL: 300.000.

ATTRACTIONS: Rodeo, booked thru William H. Lee, $2,000.

ADMINISTRATION: President, Edith Winslow; secretary, Mrs. M. O. Winslow; director, Mr. W. W. Spencer.

Gage County Agricultural Society, Beatrice

WHERE: Good 4 days, 4 nights.

AIR PREMIUMS: State aid.

CARNIVAL: 300.000.

ATTRACTIONS: Rodeo, booked thru William H. Lee, $2,000.

ADMINISTRATION: President, Mrs. M. O. Winslow; secretary, Mrs. M. O. Winslow; director, Mr. W. W. Spencer.

Buffalo County Fair, Kearney

WEATHER: Good 5 days, 4 nights.

AIR PREMIUMS: County aid.

CARNIVAL: 300.000.

WHERE: Good 4 days, 4 nights.

AIR PREMIUMS: County aid.

CARNIVAL: 300.000.

ATTRACTIONS: Rodeo, booked thru Nebraska State Fair Association.

ADMINISTRATION: President, Fred Johnson; secretary, E. L. Haver; superintendent of commercial exhibits, Vern Fesler; publicity director, Frank Forno.

Cheyenne County Fair, Sidney

WEATHER: Good 4 days, 4 nights.

AIR PREMIUMS: County aid.

CARNIVAL: 300.000.

WHERE: Good 4 days, 4 nights.

AIR PREMIUMS: County aid.

CARNIVAL: 300.000.

ATTRACTIONS: Rodeo, booked thru Nebraska State Fair Association.

ADMINISTRATION: President, Fred Johnson; secretary, E. L. Haver; superintendent of commercial exhibits, Vern Fesler; publicity director, Frank Forno.

Logan County Fair and Rodeo, Stapleton

ATTENDANCES: 5,000 paid.

WEATHER: Good 3 days, 3 nights.

AIR PREMIUMS: County aid.

CARNIVAL: 300.000.

ATTRACTIONS: Circus acts, 2 nights; at cost of $1,000; rodeo, presented by Pujo Long.

ADMINISTRATION: President, J. B. Ogden; secretary, E. L. Haver; superintendent of commercial exhibits, Vern Fesler; publicity director, Frank Forno.

FOR SALE

Two 100 Kw. Transformers. (Best in the business). 1 Shulli Treiler Office Wagon. (Cost $5,000.00 to build and finish). 1 Race-C. Ride. 1 Kiddie Airplane.

WANT FOR 1949 SEASON

Painters, Carpenters, Blacksmiths, Ride Foremen, Attractions People and Concessions.

SEE US AT THE SHERMAN HOTEL, CHICAGO, during the Convention, or contact us at any time at the address below.

SUITE 7-J, 333 WEST 57TH ST., NEW YORK CITY

OR

P. O. BOX 2121, SAVANNAH, GA.
Thanks to Fair Officials, Our Committees and Loyal Associates.

For the Season of 1949
We promise the finest midway ever presented by any carnival organization. We invite you to see it presented at Florida Citrus Exhibition, Winter Haven, Fla., Feb. 14 to 19 inclusive.

1948
Was a most successful year.
No disappointments—ready on schedule
"That's our reputation"

To all Fair Secretaries
See us at Chicago—
See what we have to offer
This is positively America's finest carnival
Big enough—clean—an asset to your fair. We have our own light plants—towers, searchlights, and carry an outstanding Free Act.

E. L. Young, Manager

Permanent Address
Eddie Young's
Royal Crown Shows
P. O. Box 1327, Clearwater, Fla.
Nuckolls County Fair, Nelson

**ATTENDANCE:** 13,000 paid, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $2,000, County aid, $2,000; other, $800.

**ADMINISTRATION:** President, J. S. Barnes-Carruthers; secretary, William T. Collins.

Platte County Mid-Nebraska 4-H Fair, Columbus

**ATTENDANCE:** 10,000 paid, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $5,200, Grandstand, $5,200; other, $800.

**ADMINISTRATION:** President, J. J. Leaflights.

Seward County Fair, Rodeo, Gordon

**ATTENDANCE:** 6,000 paid, 500 free, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.

Stanton County Fair, Stanton

**ATTENDANCE:** 10,000 paid; 1,000 free, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $2,800; other, $600.

**ADMINISTRATION:** President, William Coon; secretary, George B. Coner; superintendent of concessions, Charles热点.

Thurston County Fair, Walthill

**ATTENDANCE:** 4,000 paid, 1,000 free, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $2,000; night grandstand, $1,900.

**ADMINISTRATION:** President, Walter L. Loening; secretary, W. L. Brancher; superintendent of commercial exhibits, Clarence Bestor.

Richardson County Free Fair, Humboldt

**ATTENDANCE:** 45,000 estimated, Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $2,000; night grandstand, $1,900.

**ADMINISTRATION:** President, Dave Valentine; secretary, LaVal Scholte.

Wheelers County Fair and Rodeo, Bartlett

**WEATHER:** Good 3 days, 3 nights.
**RECEIPTS:** Gate, $2,000; night grandstand, $1,900.

**ADMINISTRATION:** President, Fred A. Bias; secretary, R. B. Clough; superintendent of commercial exhibits, W. N. Walls.
Lancaster Fair, Lancaster
ATTENDANCE: 20,000 paid, 9,000 free, operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Lancaster Amusement Company.
ATTENDATIONS: River, booked thru Al Martin Agency, 4 nights at cost of $9,000, thrill show, Alumna's Livery
Dodge, 4 days, 4 nights, fireworks supplied by Interstate Fireworks Company, 1 night, at cost of $400; harness horse races, 5 days, with purses of $1,000.
STILL: DAVID: Motorcycle races, 2 days, staged by Northwest Motorcycle Association.
ADMINISTRATION: President: Dr. Hubert Laumann, A. A. Kenney, superintendent of concessions; Carroll Laumann, publicist, R. H. Gurnette.
1949 DATES: September 24-27.

Massena Valley Fair, Canaan
ATTENDANCE: 10,000 paid, 10,000 free, 6 days and 6 nights.
CARNIVAL: Canaan Shows.
ATTENDATIONS: River, booked thru Al Martin, 4 nights, at cost of $9,000; fireworks, supplied by Interstate Fireworks Company, harness horse races, 5 days, with purses of $1,000.
STILL: DAVE: Motorcycle races, 1 day, 5 staged by Twin State Riders.
ADMINISTRATION: President, superintendent of concessions, Lynn Webber, secretary, William Sheppard.

NEW JERSEY

Cumberland County Co-Op Fair
ASSN., Bridgeton
ATTENDANCE: 25,000 paid, 10,000 free, "Opposite 3 days, 5 nights.
WEATHER: Good 3 days, 5 nights.
RECEIPTS: Gross, $13,090.00, grandstand, $7,904.34, day grandstand, $5,694.78, subscription, $6,012.02, Aid, Premiums: Blake aid, $1,050.
CARNIVAL: Penn Premier Shows.

AGAIN WE WISH ALL FRIENDS AND ENEMIES
A MERRY CHRISTMAS AND A BIG SEASON IN 1949...
WE WILL OPEN OUR 1949 SEASON EARLY IN MARCH
Showing Our Regular Route of Tested and Proven Spring Dates (Our Seventh Year To Show Them) under Strong Auspices, With Several Bonafide Fairs and Celebrations To Follow.
WE WILL PROUDLY PRESENT AN ARRAY OF 10 NEW AND MODERN RIDING DEVICES—10 OUTSTANDING SHOWS WITH MODERNISTIC FRONTS—50 FLASHY MERCHANDISE CONCESSIONS—GIANT LIGHT TOWERS—4 CALLIOPES—4 MILITARY BAND ORGANS.
ALL TRANSPORTED ON A STREAMLINED FLEET OF 40 TRUCKS AND TRAILERS.

Truly "AMERICA'S CLEANEST MIDWAY"

WANTED FOR 1949 SEASON
Clean Stock Concessionaires of all kinds. (Concessionaires: Write us what you have! Cookhouse Manager capable of handling this size show and that cares to Show People. Want for the Shows cubic Manager and Proprietor for Midland Show (beautiful wagon style tent). Elks Tellers, contact us. Outstanding Features: Pack Novelty Acts, Models, Rosts, Talkers, etc., for Big Fold Shows (top salaries paid thru offices). Manager with talent for New Revs, Can place Fan Houses, Gorilla Shows, Siren Shows, Mickey Shows, Monkey Shows and War and Outlaw Shows.
HELP
Can always place sober, capable Ride Men, Benz Women, Income Men, Electrician, and Mechanic. (Must have own tools) Always room for capable, sober Help for all Shows.

FAIR SECRETARIES
IN OKLAHOMA, MISSOURI, KANSAS, NEBRASKA AND ARKANSAS If you want a new Show from the front to the back end. Free from Recklessly, for Your Fair, then contact us now and get your Carnival worries over, and give your patrons "AMERICA'S CLEANEST MIDWAY," Call us now for more information (Phone: McAlester 1948).
We are now contracting for a 1949 season. Capable foremen and help for Tilt-a-Whirl, Caterpillar, Fly-o-Plane, Twin Wheels, Octopus, Roll-o-Plane, Merry-Go-Round, Chair-Plane, Speedway, Looper, and a Kiddie Land consisting of four rides. Salary the best if you are capable and know how to appreciate good treatment and take care of equipment. All rides load on special trailers. Nothing handled twice. Complete winch truck for loading and unloading. Semi-drivers preferred. Want capable ride superintendent, that can handle above equipment.

SHOWS—WILL FURNISH COMPLETE NEW EQUIPMENT

PANELS ALL ALUMINUM FRONTS FOR HIGH CLASS SHOWS

Want girl review, at least 6 girls. Must be tops. Will give posing show to same party.

Want Motordrome. Will book Arcade. Want fun house, glass house, or any worthwhile attraction.

Will book legitimate concessions. Must be high class. Positively No Gypsies.

WILL FINANCE ANY WORTH-WHILE SHOW FOR CAPABLE PEOPLE

PHONEx—WIRE—WRITE

MAGIC EMPIRE SHOWS

Winter Quarters: GULFPORT, MISS.

November 27, 1948
COMPLIMENTS

to
RAY MARSH BRYDON
FROM ALL
INDEPENDENT SHOW OPERATORS

Best Wishes for 1949
WORLD FAIR FREAKS
Jack Korie

HELLS BELLS
Arch McAskill

FANTASY
Bob Edwards

BEAUTIFUL BAGDAD
Connie Austin

CLUB EBONY
Tichonor & Taylor

LION DROME
Art Spencer

AQUA FOLLIES
Sam Howard

CASBAH
Jack Korie

GLOBE OF DEATH
Rivero Troupe

GILDA
Senor Rodriquez

MONKEY PEOPLE From TOBACCO ROAD
Julienne Ward

SNAKE GIRL ILLUSION
Jimmie Chavanne

LITTLE HORSE-BIG DOG
Bill Dustin

MICKEY MOUSE
James Dunlavey

MONKEY CIRCUS
Joe Lemecke

WILD LIFE
Cash Miller

BIG REPTILES
C. C. McClung

SPIDORA
Jack Korie

BIG BERTHA
W. V. (Bill) Harper

IRON LUNG
Greco Brothers

MIDGET CATTLE
Bill Dustin

FAT FOLKS FROLIC
Mary Webb

LIFE
Roy Rosier

WORLD'S STRANGEST BABY
Babe LaBarie

STEPIN FETCHIT
In Person, and His "Swing, Hollywood, Swing" Revue

CIRCUS SIDE SHOW
Charles L. Hodges

MUSEUM OF ODDITIES
Milo Anthony

CONCESSIONS — Eddie Billetti — Carl R. Balmer — Allen Tobell — CONCESSIONS
To our many friends, especially our loyal friends in the States of Iowa and Arkansas who have helped us complete our second successful season on the road, it was a pleasure to have worked with you.

WANT

Now booking for 1948 season. Stock Concessions and Hankey Panics of all kinds, Popcorn, Bingo (if you have something else to offer). Rides, Rides that do not conflict, especially Spitfaxes, Roll-o-Plane, Little Dipper, Fly-o-Plane or Boat Ride. Shows: Ten-in-One. Girl Revue (with own equipment), Glass House, Fun House, Snake. Have 39 tickets to work.köpke for worthwhile attraction.

FAIR SECRETARIES

Iowa, Minnesota, Nebraska, Arkansas, Missouri and Louisiana. If you want a good clean carnival with no gypies or grifts with a well-lighted midway that carries a Dodgem and Motor Drome, along with eight other rides and five shows, moon light towers and neon on rides, be sure and contact us before signing a 1948 contract. Our transportation is of the best to see we work in entire on time. We can and will furnish you the best of references.

ADDRESS

JOHN L. ROBINSON, Mgr.
1302 Buchanan, Texarkana, Texas

---

**The West's Top Midway Attraction For Over 50 Years**

**FOLEY & BURK SHOWS**

**A CALIFORNIA INSTITUTION**

**HERE ARE THE FACTS . . . .**

**24th year SAN JOAQUIN COUNTY FAIR, STOCKTON, CALIF.**

**28th year CALIFORNIA RODEO, SALINAS, CALIF.**

OVER 70% of the 1948 dates were for California fairs

**THE WEST'S ONLY RAILROAD SHOW**

We invite correspondence from independent showmen who would like to associate with a proven concern. Shows must have merit and capable of doing business.

Permanent Address . . . . . . . . . FOLEY & BURK SHOWS

P. O. BOX 148 . . . . . . . . . . FRUITVALE STATION . . . . . . . . . . OAKLAND, CALIFORNIA

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**STATISTICAL DIRECTORY OF FAIRS**

(Continued from page 75)

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<tr>
<th>FAIR</th>
<th>LOCATION</th>
<th>ATTENDANCE</th>
<th>RECEIPTS</th>
<th>AID, PREMIUMS</th>
<th>AID, PREMIUMS</th>
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<th>AID, PREMIUMS</th>
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<tr>
<td>Chautauqua County Fair</td>
<td>Dunkirk</td>
<td>1,562 paid; 10,000 free</td>
<td>12,000.00</td>
<td>1,000.00</td>
<td>1,000.00</td>
<td>1,000.00</td>
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<tr>
<td>Erie County Agricultural Society, Hamburg</td>
<td></td>
<td>25,940 paid</td>
<td>0.00</td>
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**Lewis County Agricultural Society, Lowville**

**ATTENDANCE:** 18,764 paid. Operated 6 days, 8 nights.

**WEATHER:** Good 6 days, 8 nights. Operated 6 days, 8 nights.

**RECEIPTS:** 18,764.00. Operated 6 days, 8 nights.

**AID, PREMIUMS:** State aid. 0.00. Operated 6 days, 8 nights.

**CARNIVAL:** James H. Strauss Shows. Operated 6 days, 8 nights. Operated 6 days, 8 nights. Operated 6 days, 8 nights. Operated 6 days, 8 nights.

**ATTRACTIONS:** Revue, booked thru George A. Hamill, 6 nights. Operated 6 days, 8 nights. Operated 6 days, 8 nights. Operated 6 days, 8 nights.

**DATES:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**SHOWS:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**CARNIVAL:** Revue, booked thru George A. Hamill. 6 nights.

**ATTRACTIONS:** Revue, booked thru George A. Hamill, 6 nights. Operated 6 days, 8 nights.

**DATES:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**SHOWS:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**ADMINISTRATION:** President, John R. Moeller; secretary, George A. Blaisdell, superintendent of concessions. Warren F. Good.

---

**Orange County Fair, Middleton**

**ATTENDANCE:** 65,000 paid. 0.00. Operated 7 days, 5 nights.

**WEATHER:** Good 7 days, 5 nights. Operated 7 days, 5 nights.

**RECEIPTS:** 65,000.00. Operated 7 days, 5 nights.

**AID, PREMIUMS:** State aid. 0.00. Operated 7 days, 5 nights.

**CARNIVAL:** Children's Shows. Operated 7 days, 5 nights.

**ATTRACTIONS:** Revue, booked thru George A. Hamill. 6 nights.

**DATES:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**SHOWS:** 1 day, 2 nights, 3 nights, 4 nights, 5 nights, 6 nights, 7 nights, 8 nights.

**ADMINISTRATION:** President, Allen D. Snow; secretaries, superintendent of concessions, Cyril P. Snow.

---

**Agricultural Shows**

**ADMINISTRATION:** President, John R. Moeller; secretary, superintendent of concessions, Cyril P. Snow.
The Show with the World's Record

FACTS

1949 Opening Date Laredo, Tex.
Washington Birthday Celebration

16 Days and Nights Three Saturdays and Sundays
Feb. 19 to March 6

Can Place—First Class Side Show
Fun House, Illusion Show, Monkey Show,
Big Snake, Motordrome, Fat Show, Girl
Show and other non-conflicting attractions.

Concessions, Write

Want capable contracting agent
Familiar with Texas, Oklahoma and
Kansas Territory.

For Sale Mixup, Smith and Smith Baby Auto and Aeroplanes, also Allan Herschell Merry-Go-Round.

Write J. George Loos
Box 455, Laredo, Tex.
THE MOST MODERNISTIC AND UP-TO-DATE TRUCK SHOW IN AMERICA
EQUIVALENT TO A 35-CAR RAILROAD SHOW
15 Rides — 10 Shows — 50 Concessions — 8 Light Towers — 2 Searchlights
ATTENTION — FAIR OFFICIALS — ATTENTION
If you want a Show of Flash and Top Earning Capacity, then investigate before you contract for your 1949 event.
See us at the Hotel Sherman during the Chicago Convention. You can always contact us at our permanent address below.
I am taking this opportunity to extend my thanks and best wishes to all the Committeemen, Fair Officials, Showmen, Concessionaires and Personnel for a successful 1948 season.

NOW BOOKING FOR 1949 SHOWS RIDES CONCESSIONS

DURING 1948
We Broke All Previous Grosses at the Following Fairs:

Crosby, N. D. Bottineau, N. D.
Fargo, N. D. Bottineau, N. D.
Jamestown, N. D. Bottineau, N. D.
Fosston, N. D. Bottineau, N. D.
Langdon, N. D. Bottineau, N. D.
Hamilton, N. D. Wahena, Minn.
Rochester, Minn. Owatonna, Minn.
Worthington, Minn. St. James, Minn.

Most of the above were repeat dates for us

Our Route Was Completed With the Following Still Dates:
Alexandria, Minn. Devils Lake, N. D.
Breckenridge, Minn. Minot, N. D.
Porge, N. D. Richfield, Minn.

A Big Surprise Announcement!
FOR THE 1949 TOUR WE HAVE CONTRACTED
"STEPIN FETCHIT"
And His Own Company
"SWING, HOLLYWOOD, SWING" REVUE
TO BE PRESENTED IN A NEW MAMMOTH TENTED THEATRE ON OUR MIDWAY

Winterquarters and Permanent Address: 406 Erie Street, St. Paul, Minn.

America's Outstanding Motorized Show
STATISTICAL DIRECTORY OF FAIRS

(Continued from page 50)

Hochman's min horse Works is presented by John A. Kamal, 6 nights: thrill show.

Kochman's Hill Sisters, 1 day, 1 night: fireworks, supplied by International Fireworks Company, 6 nights: big cat races, 1 day, staged by Walter Stebbins: harness horse races, 3 days, with purses of $4,000, sold by J. C. Madden.

ADMINISTRATION: President, Benjamin D. Strong: secretary, Alan C. Mullen.

Niagara County Fair, Lockport

ATTENDANCE: 40,000 paid, 25,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, $20,000; grandstand, $2,500.
AID, PREMIUMS: State aid, $10,000. CARNIVAL: O. C. Black Show & A. C. Sundberg. ATTACHMENTS: Reva, booked thru George A. Kochman, 6 nights, at cost of $5,000.
ADMINISTRATION: President, John K. Snider; manager, Elmer A. Harnid; public director, William O. Mallett.

Palmyra Fair, Palmyra

ATTENDANCE: 6,000 paid, 12,000 free. Operated 6 days, 4 nights.
WEATHER: Cold or threatening, 3 days, 4 nights.
RECEIPTS: Gate, $12,000; grandstand, $63,000; grandstand, $2,000; grandstand, $5,000. CARNIVAL: Holmack's Fairs. ATTACHMENTS: Horse race, 6 days, with purses of $2,000; tattoo, presented by Westcott, 1 day, 4 nights.
STILL DATES: Thrill show, 1 day, 1 night, staged by Joel Kochman.
ADMINISTRATION: President, Charles H. Johnson; secretary, superintendent of concessions and commercial exhibits, W. H. Wight; public director, John H. Meyers.

Penn Yan Fair, Penn Yan

ATTENDANCE: 5,000 paid, 400 free. Operated 4 days, 4 nights.

Weather: Good 4 days, 4 nights.
RECEIPTS: Gate, $4,000; grandstand, $1,000; gate, grandstand, $1,000; gate, grandstand, $1,000; gate, grandstand, $1,000.
AID, PREMIUMS: State aid, $8,000. CARNIVAL: O. C. Sillman Show. ATTACHMENTS: Horse race, 3 days, with purses of $4,000. WEATHER: Good 3 days, 3 nights.
PREMIUMS: State aid, $10,000; county aid, $600. ATTACHMENTS: Reva, booked thru Don Mayhew.

FOR 1949 WE WILL PRESENT A LARGER AND MORE BEAUTIFUL SHOW

Rides | Shows | Concessions | Plants | Towers
---|---|---|---|---
12 | 6 | 50 | Diesel | Light

FAIRS IN ARKANSAS, LOUISIANA, MISSISSIPPI, MISSOURI, ILLINOIS

Book the New Streamlined Show for your 1949 annuals. Investigate us, then contract us to furnish your Midway Attractions.

Thanks to the Fairs, Celebrations and Committees where we were privileged to exhibit the past season. You enabled us to chalk up our most successful year.

NOW BOOKING FOR NEXT SEASON SHOWS—RIDES—CONCESSIONS

EDDIE MORAN
Manager

WINTER QUARTERS: SELMAN FIELD MUNICIPAL AIRPORT, MONROE, LOUISIANA

Announcing for 1949

The Name "Bill Hames" is a symbol of integrity throughout the Vast Realms of the Great State of Texas

FAIRS AND CELEBRATIONS IN THE SOUTHWEST

You know the reputation of the Bill Hames Shows, so before contracting for your 1949 Midway Attractions contact us.

WE WERE AGAIN AWARDED CONTRACTS TO FURNISH ALL MIDWAY ATTRACTIONS AT THE 2 GREATEST WINTER DATES IN THE SOUTHWEST:

Southwestern Exposition and Fat Stock Show, Fort Worth, Texas.

Houston Fat Stock Show and Livestock Exposition, Houston, Texas.

W. H. (BILL) HAMES
Pres. and Gen. Mgr.

THEO. LEDELL
Secretary-Treas.

Address all mail:
P. O. BOX 1377, FORT WORTH, TEX.
Address all telegrams:
BOX 1304, TEXAS HOTEL, FORT WORTH, TEX.
NORTH CAROLINA

Atlantic District Fair, Ahoskie
WEATHER: Good, 4 days, 4 nights.

Center of North Carolina Fair Assn., Asheboro
WEATHER: Good 3 days, 2 nights; rain 4 days, 4 nights.

Cherokee County Fair Assn., Inc., Murphy
ATTENDANCE: 12,000 paid, 6,000 free.
ATTACHMENTS: Johnny Brown Shows. ADMISSION: Secretary, A. J. Knapp.

Irredell County Agricultural Fair, Statesville
ATTENDANCE: 16,000 paid, 8,000 free.
ATTACHMENTS: Acts, booked thru George A. Hinds, 6 nights, at cost of $1,000.

NORTH DAKOTA

North Dakota State Fair, Minot
WEATHER: Good 3 days, cold or threatening.
ATTENDANCE: 12,000, 6,000 free.

Pembina County Fair Assn., Hamilton
ATTENDANCE: 10,000 paid.
ATTACHMENTS: Secretary, Glenn Chandler; secretary, Clyde Berg.

Page 44 The Billboard Arcade of Fairs
November 27, 1948
93 FAIRS and CELEBRATIONS 93 in 1948

87 WEEKS' BEST CARNIVAL DATES IN MIDDLE WEST
OPERATING 8 UNITS:

Gooding Amusement Co., 5 Units
American Exposition Shows

Gooding Greater Shows
Gooding Park Attractions

LARGEST • BEST • MOST RELIABLE

F. E. Gooding, President & Gen. Mgr.

NOW BOOKING FAIRS AND SPECIAL EVENTS FOR '49

SHOWMEN: There is room on a Gooding unit for clean, high type entertainment. All shows must have their own equipment and transportation.

See Us at Chicago or at the Various Fair Meetings!

PERMANENT ADDRESS: 1300 NORTON AVE. COLUMBUS 12, OHIO
LIFE tells its readers about the LARGEST MIDWAY ON EARTH and the BEST ILLUMINATED, too!
FRANK BERGEN'S

WORLD OF MIRTH SHOWS

LARGEST MIDWAY ON EARTH
SAMUEL E. PRELL
GEN. MGR.

JOSEPH PRELL
SECRETARY

ABE R. PRELL
SUPT. TRANSPORTATION

BENNETT W. PRELL
PURCHASING AGENT

SAMUEL E. PRELL

JOSEPH PRELL

ABE R. PRELL

BROADWAY SHOWS

"LARGEST
MOTORIZED SHOW
ON EASTERN SEABOARD"


BIGGER FOR 1949!
BROADWAY AT YOUR DOOR!

CONTACT OR WRITE:
SAMUEL E. PRELL, Gen. Mgr.
Permanent Address: 216 CUSTER AVENUE, NEWARK, NEW JERSEY
Phone: Waverly 3-0436
RICHMAN-CARPENTER presents for 1949
TWO NEW UNITS
So New They Are Still Without Title

Unit No. 1
7 RIDES
6 RIDES
5 SHOWS
4 SHOWS
35 CONCESSIONS
30 CONCESSIONS
The units will be combined for larger fairs and Celebrations that warrant one of the finest organised carnivals in the territory.

All New But the Territory — Still Playing the Best in Texas, Kansas, Colorado, Wyoming and Nebraska.

UNIT NO. 2 OPENS IN FEBRUARY
Inquiries solicited from committees of Fairs, Celebrations and Sponsored Events in the above States — none too large or too small. Write or see us at the Kansas or Nebraska meetings.

Booking now: two major rides worthy of our midways — what have you? Concessions of all kinds — let's hear from you. Shows with or without own exhibits — only worth-while attractions considered.

Help wanted: Useful people in all departments — rides, shows and executive — top wages and bonus.

Thanks! To all those who made 1948 our best year.

Richman-Carpenter Enterprises
1511 Farnam (Jackson 0910)
Omaha, Nebraska
JAMES D. CARPENTER
HARRY RICHMAN

JACK J. PERRY
Shows

A grand and glorious blend of all the elements of show business and personalities.

Get with a winner — the show that tops all shows. We carry the finest in Equipment — High Class Shows — Double Searchlight — 4 Light Towers — Clown — Diesels — Acts.

NOW BOOKING AND WANT FOR THE 1949 SEASON
SHOWS — We Will Book, Build, Finance Any Real Show for Real Showmen.

CONCESSIONS — All Kinds of Legitimate Concessions. Will Sell Exclusive on Cook House, Age and Weight, Popcorn, Cones, Novelty, etc.

RIDES — What Have You? Consider Your Booking If Not Conflicting.


FAIR SECRETARIES AND COMMITTEE-MEN, REMEMBER?
That Couldn't Make It
That Gave You Personal Service
That Topped All Your Grosses
That Tops Them All.

We Guarantee the Most Consistent Route of Any Truck Show. Repeating Our 8 Virginia and North and South Carolina Fairs, Plus 4 More Dances because of Our Service.

CONTACT US BEFORE CONTRACTING FOR YOUR 1949 MIDWAY ATTRACTIONS.

JACK PERRY, Owner-Manager
WINTERQUARTERS: CAMDEN, SOUTH CAROLINA

November 27, 1948
Thanks.

WE WANT TO THANK OUR PERSONNEL, BUSINESS ASSOCIATES AND THE CELEBRATION AND FAIR COMMITTEES WHO MADE IT POSSIBLE FOR US TO ENJOY A WONDERFUL SEASON ——

Harry, Bee and Bucky Craig

Fairs and Celebrations
IF YOU ARE LOOKING FOR SOMETHING DIFFERENT FOR YOUR MIDWAY FOR 1949, CONTACT US

Now Booking
SHOWS, RIDES AND CONCESSIONS FOR 1949 SEASON

All Address: HARRY CRAIG Manager
WINTEQUARTERS: BOX 158 (PHONE 8708) BROWNWOOD, TEXAS

---

**Hocking County Fair, Logan**

ATTENDANCE: 7,000 paid, 1,000 free.

A CARNIVAL: None.

ATTRACTIONS: Rides, presented by Logan Midget Auto Racing Association, big car races, 3 days, staged by Jones Speedway; motorcycle races, 1 day, staged by William H. Robinson; circuses, 1 day, staged by VFW.

WEATHER: 2 days, 3 nights.

CARNIVAL: Howard Bros.

ATTRACTIONS: Rides, booked thru WLW HTurkey.

ANNUAL: Thanks.

~ ---

**Jefferson County Fair, Smithfield**

ATTENDANCE: 9,076 paid, 4,000 free.

A CARNIVAL: None.

ATTRACTIONS: Rides, presented by Logan Midget Auto Racing Association, big car races, 3 days, staged by Jones Speedway; motorcycle races, 1 day, staged by William H. Robinson; circuses, 1 day, staged by VFW.

WEATHER: 2 days, 3 nights.

CARNIVAL: Howard Bros.

ATTRACTIONS: Rides, booked thru WLW HTurkey.

ANNUAL: Thanks.

~ ---

**Marion County Fair, Marion**

ATTENDANCE: 23,090 paid, 8,600 free.

A CARNIVAL: None.

ATTRACTIONS: Rides, presented by Logan Midget Auto Racing Association, big car races, 3 days, staged by Jones Speedway; motorcycle races, 1 day, staged by William H. Robinson; circuses, 1 day, staged by VFW.

WEATHER: 2 days, 3 nights.

CARNIVAL: Howard Bros.

ATTRACTIONS: Rides, booked thru WLW HTurkey.

ANNUAL: Thanks.

~ ---

**Morgan County Agricultural Society, Conwellville**

ATTENDANCE: 8,787 paid, 2,000 free.

A CARNIVAL: None.

ATTRACTIONS: Rides, presented by Logan Midget Auto Racing Association, big car races, 3 days, staged by Jones Speedway; motorcycle races, 1 day, staged by William H. Robinson; circuses, 1 day, staged by VFW.

WEATHER: 2 days, 3 nights.

CARNIVAL: Howard Bros.

ATTRACTIONS: Rides, booked thru WLW HTurkey.

ANNUAL: Thanks.

~ ---

**Ohio State Fair, Columbus**

ATTENDANCE: 330,553. Operated 1 week.

A CARNIVAL: None.

ATTRACTIONS: Rides, presented by Logan Midget Auto Racing Association, big car races, 3 days, staged by Jones Speedway; motorcycle races, 1 day, staged by William H. Robinson; circuses, 1 day, staged by VFW.

WEATHER: 2 days, 3 nights.

CARNIVAL: Howard Bros.

ATTRACTIONS: Rides, booked thru WLW HTurkey.

ANNUAL: Thanks.
JOHN R. WARD
Shows
America's Gigantic Railroad Show
OUR 1948 ROUTE
Took us from
THE GULF OF MEXICO TO THE CANADIAN BORDER AND BACK
in which tour were included the following fairs:
KENTUCKY STATE FAIR, LOUISVILLE, KY.
NORTH MONTANA STATE FAIR
Great Falls, Mont.
MIDLAND EMPIRE FAIR
Billings, Mont.
BROWN COUNTY FAIR
Aberdeen, So. Dak.
CENTRAL WYOMING FAIR
Casper, Wyo.
BLACK HILLS FAIR & EXPOSITION
Rapid City, So. Dak.
GRAND FORKS STATE FAIR
Grand Forks, No. Dak.
NORTH ALABAMA STATE FAIR
Florence, Ala.
COLUMBUS FAIR
Columbus, Miss.
AMERICAN LEGION FAIR
Caruthersville, Mo.
TRI-PARISH FAIR
Eunice, La.

Bigger and Better in 1949
FAIRMEN
See us before booking your 1949 Midway Attractions. We will be in Chicago
and at your State Fair Meetings.

CONCESSIONAIRES
We will carry only Stock Merchandise Concessions in 1949. Will book
Legitimate Concessions of all kinds.

SHOWMEN
We will book any High-Class Shows.
Will finance and equip any reputable
Showmen with Worthwhile Ideas.

JOHN R. WARD
Owner-General Manager
PERMANENT ADDRESS: P. O. BOX 148, BATON ROUGE, LA.
OKLAHOMA

Beaver County Free Fair, Beaver
WEATHERS: Good 4 days, 2 nights.
CARNIVAL: Rides.

ATTENDANCE: 2,500. Operation by Beaver Rodeo Club, 1 day, 2 nights.
STILL DATES: Horse show, 1 night.
ADMINISTRATION: President, Joe Blank; Secretary, presidents; superintendent of concessions and commercial exhibits, R. G. Blank.

Cimarron County Free Fair, Boise City
ATTENDANCE: 1,600. Free gate. Operation by city, 3 nights.
STILL DATES: Horse show, 1 night.
ADMINISTRATION: President, Frank Garrett; Secretary, Secretary, Secretary, Secretary.

Dowey County Free Fair, Taloga
ATTENDANCE: 4,500. Operation by county, 3 nights.
STILL DATES: Horse show, 2 nights.
ADMINISTRATION: President, Frank Garrett; Secretary, Secretary, Secretary.

GRANITE STATE SHOWS

NEW ENGLAND'S LARGEST ASSEMBLY OF OUTDOOR ENTERTAINMENT

FEATURING

A CANNON ACT—AN AL MARTIN ATTRACTION

WANT 1949 WANT 1949 WANT

RIDES—SHOWS—CONCESSIONS FOR THE FOLLOWING STILL DATES

CONCORD, N. H., APRIL 21-30
BERLIN, N. H., MAY 2-7
RUMFORD, MAINE, MAY 9-14
WESTBROOK, MAINE, MAY 16-21
SOUTH PORTLAND, MAINE, MAY 23-28
WATERVILLE, MAINE, MAY 30-JUNE 4
BREWER, MAINE, JUNE 11-17
MILLINOCKET, MAINE, JUNE 13-18
MADAWASKA, MAINE, JUNE 20-25

PRESSQUE ISLE, MAINE, JUNE 27-JULY 2
Houlton, MAINE, JULY 4
PORT FAIRFIELD, MAINE, JULY 6-9
CALAIS, MAINE, JULY 11-16
EASTPORT, MAINE, JULY 18-23
ELLISWORTH, MAINE, JULY 25-30
CAMELIA, JULY 8
ROCKLAND, MAINE, AUG. 8-13
BATH, MAINE, AUG. 15-20

OUR FAIR LIST TO BE PUBLISHED AT A LATER DATE.

(PAT) HANLON WANTS TO HEAR FROM TOBEY KNEELAND AND RIDE MEN WHO HAVE WORKED FOR HIM BEFORE.

ALL WARES AND CORRESPONDENCE TO 148 Louden Road, Concord, New Hampshire.
Nearly a Quarter of a Century of Progress

WEST COAST SHOWS

MIKE KREKOS, Gen’l Mgr.  LOUIS LEOS, Sec’y-Treas.
HARRY MYERS, Manager  E. W. (George) COE, Gen’l Rep.

Wishing Our Employees and All Show Folks a Merry Christmas and a Happy New Year

NOW BOOKING SHOWS, CONCESSIONS AND FREE ACTS FOR SEASON 1949.

For the Best Route in the West Contact

MIKE KREKOS  E. W. (George) COE
500 CLEMENT ST.  1235 SOUTH HOPE ST.
SAN FRANCISCO 18, CALIF.  LOS ANGELES 15, CALIF.

PERSONNEL

E. E. Adams  C. S. Mortims  Mr. & Mrs. Joseph Exler  Mr. & Mrs. W. A. Giberson
Mr. & Mrs. Edward Barnett  Harry P. Martin  Mr. & Mrs. Phil Horn  Mr. & Mrs. Paul Trent
A. J. Budd  Charles Walpert  Max Hillman  Mr. & Mrs. R. E. White
Mr. & Mrs. Jack Beames  Oscar & Grace Scarberry  Roy Hoglund  El. Lindenberg
Mr. & Mrs. J. H. Christinson  H. H. Watchman  Thayer W. Turner  Mr. & Mrs. Tom Syeister
Charles Crouse  Bob & Pauline Rawlins  C. S. Finch  Mr. & Mrs. A. H. Rodin
Sam Dolman  Mr. & Mrs. Ray Raney  J. E. West  Hayden Pool
Ed Edwards  Mr. & Mrs. Clayton Phelps  Mr. & Mrs. Norman Schue  Mr. & Mrs. Pete DeCenzo
Charles Ford  Ed Kemp  Ivan Gilligan  James Hewitt
Mr. & Mrs. Hunter Farmer  Mr. & Mrs. Johnnie Miller  Louis Ristick  Joe Zotter
Archie Felhandler  November 27, 1948

The Billboard Conclave of Fairs
Garvin County Free Fair, Paula Valley
ATTENDANCE: 6,000 (estimated), free gate.
ADMINISTRATION: Secretary, Mya Finlayson; general manager, Alton Perry.

Hughes County Free Fair, Holdenville
ATTENDANCE: 600, Operated 4 days, 2 nights.
WEATHER: Good 4 days, 3 nights.
AD, PREMIUMS: County paid, $4,177.
ATTRACTIONS: Amusements entertainment 2 nights; basketball tournament, 4 days.
ADMINISTRATION: President, John J. Knight; secretary, W. J. Ryan; superintendent of concessions and exhibits, E. V. Loven.

Kay County Free Fair, Blackwell
WEATHER: Good 5 days, 5 nights.
RECREATIONS: Grandstand, $5,300.
ADMINISTRATION: Shadrack Bowes.
ATTRACTIONS: Show, 1 night; booths by R. C. Tinsley; midway car races, staged by R. C. Tinsley.
STILL DATES: Harvest Festival, 1 day, 1 night;小游戏, staged by Junior Chamber of Commerce; D. W. Hereford, 1 day, staged by Hereford Association; State Fair, 1 day, staged by Oklahoma Association; National Rabbit Show, 1 day, staged by Cow County Association.
ADMINISTRATION: President, R. H. Haynes; secretary and publicity director, W. B. Stephen; superintendent of livestock and commercial exhibits, R. L. W. Woodruff.

Mayes County Fair Free Fair, Picher
ATTENDANCE: 4,000 free, Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
AD, PREMIUMS: County paid, $2,200.
OTHER: $300.
STILL DATES: Rides, 2 days, 2 nights; staged by Picher 4-Way Rides Association.
ADMINISTRATION: President, M. P. Thomas; secretary, superintendent of concessions.

Oklahoma State Fair, Oklahoma City
ATTENDANCE: 60,721; Outside exhibits sold in advance, 20,000; Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
CARNIVAL: Royal American Shows.
ATTRACTIONS: Show, booked by Barnuma-Barthurs, 56 rides; also booked thru Barnuma-Barthurs 4 All Sport show, staged by United Road Twirl, 200 rides, 2 days, 1 night; picnics supplied by Theisen-Hofford nights; 425 car races, staged by Racing Corporation of America; 335 car races, staged by William Johnson.
STILL DATES: Midway Gate Races, every Tuesday night, April to November, staged by Lavan Racing Promotions; Hot Rod races, 3 days, staged by William Johnson; big car race, 1 day, staged by Racing Corporation of America.

Pott County Fair, Shawnee
ATTENDANCE: 20,000; Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: International Shows.
ADMINISTRATION: President, O. J. Kendall; secretary, Mrs. M. L. Surr.

Seminole County Fair, Wewoka
ATTENDANCE: 3,000 paid, $850 free.
OPERATED 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights.
RECREATIONS: Gate, $2,350; AVS, $10,000; State Aid, $1,900.
CARNIVAL: Administration.
ATTRACTIONS: Rides, presented by Ralph Mccoy, 3 days, 3 nights; also staged by Lavan Racing Promotions; Horse races, 3 days, 3 nights; staged by William Johnson.
ADMINISTRATION: President, W. H. Simmons; secretary and superintendent of concessions, W. Pott.

---

J. P. "JIMMY" SULLIVAN

Presents

Wallace Bros. Shows of Canada

Celebrating Our 31st Anniversary

IN THE UNITED STATES AND CANADA

THE SHOW BEAUTIFUL. CANADA'S LARGEST RAILROAD SHOW. 30 ALL-STEEL, 72-ft. CARS.

CAN USE

Outstanding Circus Side Show.
Also Rides and Concessions.
Will consider unusual ideas of merit for financing.
WANT Porters for Sleepers, also Train Crew.
Can use Workingmen in all departments.

ADDRESS:
J. P. "JIMMY" SULLIVAN
Box 442
Toronto, Canada

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Page 94  The Billboard Condensed of Fairs

November 27, 1914
a name that grows GREATER everyday.....

FERRIS GREATER SHOWS

ROSE and LARRY FERRIS

...and...

Thanks to the Secretary-Managers for a

BIG FAIR SEASON

San Diego County Fair, Del Mar, Calif.
(Second Consecutive Year)

Beaumont Cherry Festival, Beaumont, Calif.
(Fourth Consecutive Year)

Los Angeles County Spring Fair, Bellflower, Calif.
Westchester Community Fair, Los Angeles, Calif.
Antelope Valley Fair, Lancaster, Calif.
Farmers Fair & Festival, Hemet, Calif.
Riverside County Fair & Date Festival, Indio, Calif.
16th Agricultural District Fair, Paso Robles, Calif.

Now Booking for 1949

Contact:

FERRIS GREATER SHOWS

P. O. BOX 231

WHITTIER, CALIF.
C.A. STEPHENS SHOWS

WE AIM TO DO THE IMPOSSIBLE—
"PLEASE ALL CONCERNED"

C. A. STEPHENS, Owner & Manager
EVERETT H. CRABTREE, Business Manager
W. P. STEPHENS JR, Sales Manager

THANKS . . . EVERYBODY
FOR MAKING 1948 SUCH
A FINE YEAR!
WE PROMISE DEFINITELY
A BIGGER, BETTER AND MORE BEAUTIFUL
SHOW FOR 1949

FAIRS AND CELEBRATION COMMITTEES

We live up to your praises! We offer you one of the most beautiful shows available for your 1949 draw. We are and want to be in the best possible shape. We think you should write or wire us at any time concerning your dates.

SHOWMEN AND CONCESSION AIRES

CAN PLACE A FEW MORE HIGH-CLASS ATTRACTIONS not com-
Fling and in keeping with the standard of other shows on our

WINTER QUARTERS ADDRESS: BOX 817, Crystal River, Fla.

HILLS GREATER SHOWS

"Not Content To Rest on Past Reputation
Going Forward With the Times"

NOTICE TO FAIRS AND COMMITTEES in Montana, Wy-
oming, Western Nebraska, Colorado and New Mexico. We
are now arranging our 1949 route and ready to sign con-
tracts with you.

Show Will Open Early in March

WILL BOOK FOR 1949 SEASON

Texas County Free Fair, Guymon
WEATHER: Good 4 days, 4 nights.
ADMINISTRATION: President, Carl L. Wright; secretary, Clifford Rucker.
Washita Junior and Farm
Women's Fair, Cordell
ATTENDANCE: 1,000 (free gate), Operated 3 days, 1 night.
WEATHER: Good 3 days, 1 night.
ADMINISTRATION: President, Omer B. Smith; secretary, J. V. Sloan.

ORECON
Deschutes County Fair, Redmond
ATTENDANCE: 3000; paid; 400, free. Operated 3 days, 2 nights.
WEATHER: Good 2 days; 2 nights. RECEIPTS: Gate, $11,000.
CARNIVAL: Bunting Bros. ATTRACTIONS: Horse races, 2 days, 2 nights, traveled by Mark Barbour 1 day, 1 night.
STILL DATE: Horse races; 1 day, staged by Race Track Owners; horse show; 1 day, staged by Redmond Rodeo Club. ADMINISTRATION: President, M. A. Lynch; secretary, C. C. Galloway.

Multnomah County Fair Assn, Gresham
ATTENDANCE: 111,000 paid; 30,000 free. Operated 7 days. 7 nights.
WEATHER: Good 5 days, 5 nights; rain 2 days, 3 nights. RECEIPTS: Gate, $25,000; grandstand, $8,000.
AD. PREMIUMS: State aid, $100,000.
CARNIVAL: West Coast Amusement Company. ATTRACTIONS: Horse, booked thru Barney-Tex. 7 nights; at cost of 85,000. Stunt acts, booked thru Edwin F. Barker. Horse races, staged by At-Roy, 1 day, at cost of 9,500. ADMINISTRATION: President, H. A. Lewis; secretary, superintendent of con-

C. A. HILL
Co-Owner and Manager
Permanent Address: Box 516, ARANSAS PASS, TEXAS

"Will see you at the Convention in Chicago"
SCHAFFER'S
JUST FOR FUN
SHOWS
Texas' Largest Motorized Show

- 16 BIG RIDES
- 10 SHOWS
- Sensational FREE ACT

- 40 CONCESSIONS...
- 200 KW AND DIESEL LIGHT PLANTS

- 6 ANTI-AIRCRAFT SPOTLIGHTS TO FOOT LIGHT TOWERS AN INNOVATION IN MIDWAY LIGHTING

See Our FULL LENGTH MOVIE OF OUR SHOW IN ACTION ON TOUR

- FOLLOW THE BEACON -

November 27, 1948
Outstanding for the quality of its rides and shows.

Noted for its brilliant lighting.

Distinguished for its capable staff, high-type personnel.

12 RIDES—10 SHOWS

H. V. PETERSEN, Manager
CHARLES S. NOELL, General Agent
BOX 742, JOPLIN, MO.

Our 1949 season will open March 12 in Arkansas

Mount Joy Community Exhibit, Mount Joy
ATTENDANCE: 5,000 free, Operated days, 3 nights.
WEATHER: Good 8 days, 2 nights.
ADMINISTRATION: President, Dr. E. H. Horner; secretary, publicity director, George C. Gieble; superintendent of concessions and commercial exhibits, Ted Weidler.

Spring Mill Fair, Conshohocken
ATTENDANCE: 3,776 free, Operated 10 days, 19 nights.
WEATHER: Good 10 days, 7 nights; rain, 3 nights.
CARNIVAL: Various Mansfield Shows.
ATTENDANCES: Revue, booked thru George Hard, 10 nights, at cost of $1,750.
ADMINISTRATION: President, S. Kappell; secretary, C. B. Johnson; superintendent, William Hanenhan.
1940 DANISH: July 6-18.

The Great Allenstown Fair, Allenton,
ATTENDANCE: 26,000 paid, 10,400 free, Operated 5 days, 6 nights.
WEATHER: Good 4 days, 4 nights; threatening, 1 day, 2 nights.
BIDGETS: State, $97,000; grandstand, $5,500; days, $5,000; nights, $5,000; premium, $5,000.
ADMINISTRATION: President, R. H. Schwartz; secretary, W. H. Reardon; superintendent of commercial exhibits, O. H. Forsee; superintendent of concessions, E. L. Harmon.
1949 DATES: August 9-11.

Unionville Community Fair, Unionville
ATTENDANCE: 5,000 free, Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
BIDGETS: State, $2,000; secretaries, $2,000; paid, $2,000; nights.
ADMINISTRATION: President, R. H. Schwartz; secretary, superintendent of commercial exhibits, R. H. Forsee; superintendent of concessions, E. L. Harmon.

SOUTH CAROLINA

Clarendon County Agricultural Exposition, Manning
ATTENDANCE: 13,358 paid, 1,000 free, Operated 6 days, 6 nights.
WEATHER: Good 6 days, 5 nights.
BIDGETS: Gate, $2,700.
CARNIVAL: Various Mansfield Shows.
ATTENDANCES: Rides, money; by Lawrence Gove, 1 day, 3 nights; concessionaires, 1 day, 3 nights; by S. H. Eichman, 1 day, 2 nights; by Atlantic City, 3 days.
ADMINISTRATION: President, J. C. Altman; secretary, R. H. Calhoun.
Greenwood County Fair, Greenwood
ATTENDANCE: 50,000 paid, 16,000 free, Operated 6 days, 6 nights.

**JUST A GOOD CLEAN SHOW**

- 10 RIDES
- 7 SHOWS
- LIGHT TOWERS
- SEARCHLIGHTS
- FREE ACTS

**THANKS—**

TO ALL FAIRS AND CELEBRATION COMMITTEES FOR THEIR CO-OPERATION IN MAKING THE PAST SEASON A VERY PROFITABLE ONE.

TO ALL EMPLOYEES AND PERSONNEL FOR MAKING THIS POSSIBLE.

**FAIR SECRETARIES**

WE PROMISE YOU A BIGGER AND BETTER SHOW FOR 1949, AND WILL CONTINUE TO OPERATE UNDER OUR OLD POLICY, MAKING IT AMERICA'S CLEANEST CARNIVAL!

L. B. LAMB, Owner and Manager
L. B. LAMB SHOWS
WINTERQUARTERS: NAPIER FIELD, DOTHAN, ALABAMA

Mount Joy Community Exhibit, Mount Joy
ATTENDANCE: 5,000 paid, 2,000 free, Operated 4 days, 4 nights.
WEATHER: Good 3 days, 1 night; cold 1 day, 1 night.
BIDGETS: Gate, $1,600; premium, $1,300; county aid, $50.
CARNIVAL: Gallant Shows.
ATTENDANCES: Rides, $1,800; fireworks, 1 night, cost of $150.
ADMINISTRATION: President, E. C. Patterson; secretary and superintendent of commercial exhibits, O. H. Forsee; superintendent of concessions, E. L. Harmon.

**WANT:**

SHOWS OF MERIT FOR 1949 SEASON.
Wax, Mechanical Show, Fat Show and Fun House.

**WILL BOOK A LIMITED NUMBER OF STOCK CONCESSIONS**
Saluting the
STATE FAIR
OF TEXAS

PROUD
to be with the
GREAT STATE FAIR
OF TEXAS
for 25 Successive
Years

ALWAYS IN STEP
WITH THE TIMES
In Cleanliness
In Improvements
In New Features

THANKS
To the DIRECTORS, OFFICERS and ALL ATTACHES of
the STATE FAIR OF TEXAS for again making it
possible for us to chalk up a very successful fair
and park season with our rides and concessions.

THANKS ALSO
TO OUR LOYAL EMPLOYEES and our MANY
FRIENDS for their help in making 1948
so pleasant and successful.

Denny Pugh, Joe Murphy, Jack Lindsey
STATE FAIRGROUNDS, DALLAS, TEXAS

November 27, 1948
Completely Motorized on a Fleet of 25 Trucks, Trailers and Busses

"Greetings to All Our Friends in Show Business"
Looking Forward to a Bigger and Better 1949

E. J. CASEY, Owner-Manager
Permanent Address:
567 St. Mary's Rd., St. Vital, Winnipeg, Man., Canada

WEATHER: Goce 6 days, 6 nights.
CARNIVAL: Prell's Broadway Shows.
ATTRACTIONS: Hot rod races, staged by Jack Logan and Johnny VanDoren, 1 day, 5:30 p.m.-7:30 p.m.; St. Louis, the Stratosphere Mah, and Austin Matilda and Uncle Henry Funny Ford.
STILL DATES: Rodeo, 6 days, 6 nights; stock car races, 1 day, 1 night; Colorful fair, 6 days, 6 nights.
ADMINISTRATION: President, Sam Mete; secretary, superintendent of concessions and commercial exhibits, publicity director, John L. Wash.
1949 DATES: October 24-29.

Lancaster County Colored Fair, Lancaster
ATTENDANCE: 3,837 paid, 200 free.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, $825.45.
AID PREMIUMS: Buses add., $831.5.
CARNIVAL: Motion Greater Shows.
STILL DATES: Hoop show, 1 day, staged by R. N. Smith.
ADMINISTRATION: President, V. C. Cathleen; secretary, publicity director, C. R. Turner; superintendent of concessions and commercial exhibits, R. N. Smith.

Union County Agricultural Fair, Union
ATTENDANCE: 20,000 paid, 6,000 free.
WEATHER: Good, 5 days, 5 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, $8,894.
AID PREMIUMS: Total add., $8,000.
CARNIVAL: Lawrence Greater Shows.
ATTRACTIONS: Circus acts, booked thru Al Martin Agency, 6 days, 6 nights; at cost of $600; fireworks, supplied by Firebrand, 6 nights, at cost of $750.
ADMINISTRATION: Secretary, superintendent of concessions and commercial exhibits, Hyderick L. Kirby.
1949 DATES: October 3-8.

York County Fair, Rock Hill
ATTENDANCE: 6,000 paid, 6,000 free.
WEATHER: Good, 6 days, 6 nights.
RECEIPTS: Gate, $8,000 (estimated).
CARNIVAL: L. E. Jones Shows.
AID PREMIUMS: Add., $2,000.
STILL DATES: Ring Bros. Circus, 1 day, 1 night, staged by American Legion.

SOUTH DAKOTA

Deuel County Fair Assn., Clear Lake
ATTENDANCE: 3,500 paid, 75 free.
WEATHER: Good, 2 days, 2 nights.
RECEIPTS: Gate, $8,150; grandstand, $460; day grandstand, $380; night grandstand, $120.
CARNIVAL: Klein Amusement Company.
ATTRACTIONS: Circus acts, booked thru Williams & Lee, 2 days, 3 nights; at cost of $600; harness horse races, 2 days, with purses of $750.
STILL DATES: Achievement Day, 1 day, staged by Extension Service; Purviance Lamb sale, 1 day, staged by Extension Service.
ADMINISTRATION: President, E. W. Right; secretary, superintendent of concessions and commercial exhibits, Bud Elrod; publicity director, T. E. Borgen.

Potter County Fair, Gettysburg
ATTENDANCE: 2,500 paid, 200 free.
WEATHER: Good, 2 days, 2 nights; outside gate admissions paid in advance.
WEATHER: Good, 2 days, 2 nights; threatening 1 day, 1 night.
RECEIPTS: Gate, $8,160.
AID PREMIUMS: County add., $750.
CARNIVAL: Victory United Shows.
ADMINISTRATION: President, Walter Sundergard; secretary, R. A. Bruem; directors of publicity, Walter Sundergard and R. A. Bruem.

South Dakota State Fair, Huron
ATTENDANCE: 66,000 paid, 66,000 free.
WEATHER: Good, 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, $22,628; night grandstand, $66,261.
AID PREMIUMS: State add., $8,000.

FAIR SECRETARIES and COMMITTEEMEN:
In Kentucky, Tennessee, South Carolina, North Carolina, West Virginia, Virginia, Alabama, Georgia and Florida—IF YOU WANT THE FINEST SHOW for your 1949 events be sure and investigate and contact us before contracting.

L. P. BRADY, Winterquarters and Home Address:
1032 N. E. 82D TERRACE, MIAMI, FLA. (Phone: 7-83553)

Page 100 The Billboard Catechism of Fairs

November 27, 1948

Worlds Largest Selection of Neon-Prismatic Sign Displays
Carnival, Imperial Exposition Shows.

HITS THE JACKPOT
AGAIN

World of Pleasure Shows

12 Rides—8 Shows—60 Concessions

Now contracting for our 1949 tour

Shows—Side Shows, Forecasts, Sides, Monkey, Animal Glass Houses, Underwater, Mechanical Fairy, Fat Show, Wild Life and other attractions. Will help arrange capital shows.

Rides—Spring, Fly-a-Plane, Dark Ride and others not conflicting.

Concessions—Merchandise Concessions of all kinds. Especially, want extra Crackerjack and Grub that cater to show folks. Good territory for well-framed Penny Arcade.

Ride Foremen and Helpers for all rides. A-1 Mechanic who understands rides. Promotional free Act must be sensational.

We will open in April near Detroit and play our usual route of many spots.

JOHN QUINN
Manager
3550 Casa Ali
Rockford, Ill.

Harry Lottridge Shows

Newest and Best Amusement Equipment

A Midway of New, Thrilling Modern Rides, Entertaining Shows, the Finest in Merchandise Concessions

To all Fair Secretaries, Committees and Loyal Employees, Showmen and Concessionaires who helped to make the 1948 Season a Success. We will open early in 1949 and again exhibit in cities that want the best in entertainment.

* * *

Fair Secretaries and Celebration Committees wanting a new, modern Midway for their Annual Event, contact us for open dates. A CLEAN MIDWAY is an asset to any Fair or Celebration, insuring large grosses. Very special contract offered to a proven route of well-established Fairs.

WANTED...

Rides—Will book Rolloplane, Tilt-a-Whirl and Caterpillar. Must be in good condition and in keeping with our own Rides. Reliable Solution will contract any new and high-class Attractions and Grand Shows. Motorised. Must have own equipment and transportation.

Concessions—Merchandise Concessions of all kinds. Penny Arcade.

All Address

HARRY LOTTRIDGE, Manager

November 27, 1948

Harry Lottridge Shows

Lots

Tennessee

Chattanooga-Hamilton County

Interstate Fair, Chattanooga

WEATHER: Good 8 days. 8 nights.

ATTENDANCE: 13,501 paid. 85,000 attendance.

RECEIPTS: $10,000.

CARNIVAL: President, J. J. James, Knoxville. Secretary, W. C. Atwood, Chattanooga.

ATTACHMENTS: Circus acts, booked thru George A. Harhin, 6 days, 8 nights. 1st of September, Morrison's Band, 6 days, 8 nights.

ADMINISTRATION: President, Joe W. Finley, secretary superintendent of coat-rooms and commercial exhibits, public relations.


Coffee County Fair, Assun.

WEATHER: Good 5 days, 4 nights.

ATTENDANCE: 10,000 paid. 20,000 attendance.

RECEIPTS: $150.

CARNIVAL: President, J. J. James, Knoxville. Secretary, W. C. Atwood, Chattanooga.

ATTACHMENTS: Circus acts, booked thru George A. Harhin, 6 days, 8 nights. 1st of September, Morrison's Band, 6 days, 8 nights.

ADMINISTRATION: President, Joe W. Finley, secretary superintendent of coat-rooms and commercial exhibits, public relations.


Putnam County Agricultural

Fair, Cookeville

ATTENDANCE: 10,000 paid. 20,000 attendance.

RECEIPTS: $150.

CARNIVAL: President, J. J. James, Knoxville. Secretary, W. C. Atwood, Chattanooga.

ATTACHMENTS: Circus acts, booked thru George A. Harhin, 6 days, 8 nights. 1st of September, Morrison's Band, 6 days, 8 nights.

ADMINISTRATION: President, Joe W. Finley, secretary superintendent of coat-rooms and commercial exhibits, public relations.


Roane County Fair, Harriman

ATTENDANCE: 12,000 paid. 24,000 attendance.

RECEIPTS: $150.

CARNIVAL: President, J. J. James, Knoxville. Secretary, W. C. Atwood, Chattanooga.

ATTACHMENTS: Circus acts, booked thru George A. Harhin, 6 days, 8 nights. 1st of September, Morrison's Band, 6 days, 8 nights.

ADMINISTRATION: President, Joe W. Finley, secretary superintendent of coat-rooms and commercial exhibits, public relations.


West Tennessee District Fair,

Jackson

WEATHER: Good 7 days, 8 nights.

ATTENDANCE: 12,000 paid. 24,000 attendance.

RECEIPTS: $150.

CARNIVAL: President, J. J. James, Knoxville. Secretary, W. C. Atwood, Chattanooga.

ATTACHMENTS: Circus acts, booked thru George A. Harhin, 6 days, 8 nights. 1st of September, Morrison's Band, 6 days, 8 nights.

ADMINISTRATION: President, Joe W. Finley, secretary superintendent of coat-rooms and commercial exhibits, public relations.

GREETINGS... Every One, Everywhere
7 RIDES**********5 SHOWS***********35 CONCESSIONS
Free Gate and Two Spots a Week ... 30-Week Season ... Open Southern Colorado Mid-April ... Best Spring Route in the Middle West

CAN PLACE...
Any worth-while money-getting show with or without equipment. We have 20x40 hoops and panel fronts, will letter and flasch to meet your needs. (NO GIRL OR ATHLETIC SHOWS) Mention, bring Bob home; write at once. Capt. Price, contact.

HELP WANTED
Clown Magician to take over Side Show. Have all equipment, including sword box, burning alive and electric chair, you furnish people.

SECOND MEAL on all Rides, must drive; use Wives on Tickets or Concessions.

J. H. DUGGAN
Can place sober Agents that can and will work as told for Skillo, Nall, Count and Wheel Shows. These are the only games carried, and we work here.
Address: Arizona Showman's Club, Phoenix, Ariz.

Write LARRY NOLAN  •  Box 2015  •  Denver, Colorado

Carnival Rides... Every One, Everywhere
7 RIDES**********5 SHOWS***********35 CONCESSIONS
Free Gate and Two Spots a Week ... 30-Week Season ... Open Southern Colorado Mid-April ... Best Spring Route in the Middle West

CAN PLACE...
Any worth-while money-getting show, with or without equipment. We have 20x40 hoops and panel fronts, will letter and flasch to meet your needs. (NO GIRL OR ATHLETIC SHOWS) Mention, bring Bob home; write at once. Capt. Price, contact.

HELP WANTED
Clown Magician to take over Side Show. Have all equipment, including sword box, burning alive and electric chair, you furnish people.

Second meal on all rides, must drive; use Wives on Tickets or Concessions.

J. H. DUGGAN
Can place sober Agents that can and will work as told for Skillo, Nall, Count and Wheel Shows. These are the only games carried, and we work here.
Address: Arizona Showman's Club, Phoenix, Ariz.

Write LARRY NOLAN  •  Box 2015  •  Denver, Colorado

Free Gate and Two Spots a Week ... 30-Week Season ... Open Southern Colorado Mid-April ... Best Spring Route in the Middle West

CAN PLACE...
Any worth-while money-getting show with or without equipment. We have 20x40 hoops and panel fronts, will letter and flasch to meet your needs. (NO GIRL OR ATHLETIC SHOWS) Mention, bring Bob home; write at once. Capt. Price, contact.

HELP WANTED
Clown Magician to take over Side Show. Have all equipment, including sword box, burning alive and electric chair, you furnish people.

Second meal on all rides, must drive; use Wives on Tickets or Concessions.

J. H. DUGGAN
Can place sober Agents that can and will work as told for Skillo, Nall, Count and Wheel Shows. These are the only games carried, and we work here.
Address: Arizona Showman's Club, Phoenix, Ariz.

Write LARRY NOLAN  •  Box 2015  •  Denver, Colorado
Lamar District Fair, Paris
ATTENDANCE: 30,000, free fair. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Bill Hames Shows.
ADMINISTRATION: President, R. V. Cooper; secretary, superintendent of concessions and exhibits, D. H. Jeffries; publicity director, Jake Smythe.

Waller County Fair, Waller
WEATHER: Good 6 days, 3 nights.
CARNIVAL: Southern Amusement Company.
ATTENDATIONS: Rodeo, presented by Marvin Harper, 3 nights.
STILL DATES: Rodeo, 3 nights, staged by Jack Warren.
ADMINISTRATION: President, Henry Sayken; secretary, superintendent of commercial exhibits, D. H. Jeffries; superintendent of concessions, Art Finster.

Texas-Oklahoma Fair & Southwest Oil Expo., Iowa Park
ATTENDANCE: 61,000 paid, 20,000 free. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.

World's Fair, Abilene
ATTENDANCE: 50,000 paid, 15,000 free. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; threatening 3 days, 6 nights.
CARNIVAL: Bill Hames Shows.
ADMINISTRATION: President, R. D. Jaffrin; secretary, superintendent of commercial exhibits, B. S. Hoy; superintendent of concessions, Art Finster.

Wharton County Fair, Wharton
ATTENDANCE: 40,000 paid. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Don Franklin Shows.
ATTENDATIONS: Chased horse show, staged by Pauline Sternberg; 3 nights; rodeo, staged by Clipson and Thomas, 3 nights.
ADMINISTRATION: President, L. R. Lowman; manager, superintendent of concessions and commercial exhibits, H. Charles Keel Jr.

Ogden Livestock Show, Ogden
ATTENDANCE: 10,000 free. Operated 5 days, 5 nights.

WEATHER: Good 6 days, 5 nights; rain 1 day.
CARNIVAL: Don Franklin Shows.
ADMINISTRATION: President, Guy C. Jackson Jr.; secretary, superintendent of concessions, John D. Grifflin; superintendent of commercial exhibits, Bob Ouimae; publicity director, Jake Smythe.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas-Oklahoma Fair & Southwest Oil Expo., Iowa Park
ATTENDANCE: 61,000 paid, 20,000 free. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas Livestock Exposition, Nacogdoches
ATTENDANCE: 10,000 paid, 5,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, $6,000; grandstand, $2,500.
CARNIVAL: Schafer Shows.
ATTENDATIONS: Rodeo, presented by Bob Rzasa, 3 nights.
ADMINISTRATION: President, Ben Sterling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.
THANKS

TO THOSE FAIRS AND CELEBRATIONS where we furnished the Midway Attractions during the past year, also THE COMMITTEES under whose auspices we exhibited at our Still Dates, for enabling us to chalk up another Successful Season.

We are also grateful to the Showmen, Concessionaires and our Loyal Employees in helping us accomplish this.

FAIR AND CELEBRATION MANAGERS:
IN THE EASTERN TERRITORY

We are now arranging our 1949 Routes. If you want one of the most beautiful Truck Shows on the road today, contact us at your earliest convenience. See us at your next Fair. Write us at our permanent address below.

SOWMEN AND HELP:
We have openings for several high-class attractions. Will finance eligible Showmen. Can place high-class Merchandise Concessions. Foozlers and suitable Help for our Rides. Contact us at our permanent address.

## NOTICE

FAIRS AND CELEBRATION COMMITTEES

in Indiana, Kentucky, Tennessee, North and South Carolina, Georgia and Alabama: If you are interested in a high-class show for your event contact our representative, H. S. (Tommy) Thompson.

THIS SHOW OPENS EARLY IN MARCH AND OFFERS AN OUTSTANDING ROUTE OF FAIRS, CELEBRATIONS AND STILL DATES

WINTERQUARTERS ADDRESS: 22-A E. COURT STREET—GREENVILLE, S. C.
Northern Neck Fair, Warsaw
CARNIVAL: Virginia Greatest Shows
ATTENDANCE: 3,000
WEATHER: Good 5 days, 5 nights
RECEIPTS: Gate, $1,000; grandstand, $2,000; Carnie, $500
ADMINISTRATION: President, T. B. Dwyers; secretary, superintendent of
exhibits and commercial exhibits, Donald H. Garmen.

Shenandoah County Fair, Woodstock
ATTENDANCE: 10,000 paid, 250 free
WEATHER: Good 6 days, 6 nights
RECEIPTS: Gate, $7,000; grandstand, $1,000; Carnie, $500
ADMINISTRATION: President, G. E. Hunt; secretary, superintendent of
exhibits and commercial exhibits, Robert H. Garland.

Clallam County Fair Assn., Port Angeles
ATTENDANCE: 4,000 paid, operated 5 days, 5 nights
WEATHER: Good 5 days, 5 nights
RECEIPTS: Gate, $2,000; grandstand, $4,000
ADMINISTRATION: President, J. C. Wacker; secretary, publicity director, H. D. Holman.

Washington
Snohomish County Fair, Monroe
ATTENDANCE: 4,000 paid, operated 4 days, 4 nights
WEATHER: Good 4 days, 4 nights
RECEIPTS: Gate, $1,500; grandstand, $3,000
ADMINISTRATION: President, Max Schneir, secretary, Melvin Michael; publicity
director, Ed Haggerty.

Tazewell County Agricultural Fair, Tazewell
ATTENDANCE: 10,000 paid, operated 6 days, 6 nights
WEATHER: Good 6 days, 6 nights
RECEIPTS: Gate, $8,000; grandstand, $10,000; Carnie, $5,000
ADMINISTRATION: President, W. S. Oakler; secretary, Herbert Wood.

Tide Water Fair Assn., Suffolk
WEATHER: Good 4 days, 1 night; cold 3 days, 3 nights
RECEIPTS: Gate, $2,000; grandstand, $4,000; Carnie, $500
ADMINISTRATION: President, George Clyde Smith; secretary, Herbert Wood.

Units Available for Season 1949

"BOB" K. PARKER
MANAGER
OFFICE AND FACTORY: 28 N. E. 54TH ST., MIAMI, FLORIDA

See me at the Sherman Hotel, Chicago, during the Convention or contact me at any time at the address above.

November 27, 1948

The Billboard Cavalcade of Fairs, Page 105
South Whitley Athletic club: 49th Cir- 


Kittitas County Fair, Ellensburg AT


North Central Washington Fair, Watervile AT


WALLACE & GARRETT Scott


WISCONSIN


West Virginia


Maryland


CONNECTICUT


NEW HAMPSHIRE


MASSACHUSETTS


RHODE ISLAND


VERMONT


NEW YORK


NEW JERSEY


PA. DELAWARE


MARYLAND


virginia


WEST VIRGINIA


OHIO


KENTUCKY


TENNESSEE


MISSISSIPPI


LOUISIANA


ARKANSAS


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MARKS SHOWS
MILE LONG PLEASURE TRAIL

"THE CHOICE OF THE MOTORIZED SHOWS IN THE EAST AND SOUTHEAST"
— UNSURPASSED IN EARNING CAPACITY —

THANKS to the FAIRMEN, COMMITTEES and ORGANIZATIONS for their confidence in booking our Show in 1948. You helped make our season a pleasant and profitable one.

To the SHOWEN, CONCESSIONAIRES and EMPLOYEES for their loyalty and hard work in accomplishing this.

FAIRS AND CELEBRATIONS ALONG THE EASTERN SEABOARD

For over 20 years the Marks Shows has enjoyed an enviable reputation, being fair and honest in all dealings, and presenting one of the largest and finest Midway events. We will continue to uphold this reputation, and invite you to contact us at the Eastern Fair meetings or at our permanent address.

All Addresses
JOHN H. MARKS
Owner and General Manager
Permanent Winterquarters: P. O. Box 771, Richmond, Va.

WANTED
Sensational Aerial Free Act for Entire Season of 1949. SHOWS with or without our equipment—especially interested in booking a feature Slide Show. Can Place legitimate Concessions of all kinds. Will book any rides that do not conflict.

WANT HELP in all departments—Foremen and Second Men for all rides.

FAIRS AND CELEBRATIONS
YOU CONTRACT RIGHT WHEN YOU CONTRACT WITH US!

FAIR SECRETARIES—We Deliver What We Promise! If your previous midway attractions have been disappointing and lacking in merit or morals, a Jones Greater Shows contract is your solution. We have a few 1949 Fall dates open and solicit correspond-

Address Frank T. Griffith, General Agent.
All others address Pete Jones, P. O. Box 291,
Huntington, W. Va.

GREAT SHOWS

** WEST VIRGINIA'S NUMBER ONE FAVORITE **

Will step out of winter quarters the season of 1949, new in appearance, offering many unique amusement features, with continuation of a policy designed for the presentation of 100 per cent clean amusement.

November 27, 1948

The Billboard Cavalcade of Fairs

Page 107

Copyrighted material
Green Lake County Jr. Free Fair, Green Lake
ATTENDANCE: 17,000 paid free. Opened 3 days, 3 nights.
WEATHER: Good 3 days, 5 nights.
ADMISSION: Statebk, $1.40; grandstand, $2.00.
CARNIVAL: John Francis Shows.
ATTRIBUTIONS: Revive, 3 nights, at cost of stage.
ADMINISTRATION: President, Clifford Joiner; secretary, superintendent of concessions and commercial exhibits, publicity director, Lowell Kuch.

Iron County Fair Assn., Saxon
ATTENDANCE: 1,172 paid; 5,000 free. Opened 3 days, 1 night.
WEATHER: Good 3 days, 1 night.
RECEIPTS: Gate, $323.69.
AID PRERMIUMS: State add, $1,809.00.
ADMINISTRATION: Mrs. Edward Sleij, secretary.

Jefferson County Fair, Jefferson
ATTENDANCE: 25,230 paid; 31,800 free. Outside gate admissions sold in advance, 10,886. Opened 3 days, 3 nights.
WEATHER: Good 3 days, 5 nights.
RECEIPTS: Gate, $7,843.92; grandstand, $2,326,80; day grandstand, $2,104.82.
AID PRERMIUMS: Rides, $8,947.00.
CARNIVAL: Fikler's United Shows.
ATTRIBUTIONS: Revise, booked thru Boyle Woolfolk, at cost of $6,200; Jigemue Lynch's Dodges; Dodgertown paid 1 night; hornet races, 2 days, with total purses of $6.
STILL DATES: Motorcycle races, 1 day, staged by Rock Valley Motorcycle Club; cedars, 1 day, 1 night; Al G. Kelly-Miller Bros. Band.
ADMINISTRATION: Manager, E. Burt; superintendent of concessions, Clinton W. Mayers.

Kenosha County Fair, Wilmot
ATTENDANCE: 20,000 paid; 10,000 free. Opened 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRIBUTIONS: Revise, booked thru Clifford Joiner.
ADMINISTRATION: President, Martin M. Schuman; secretary, R. V. Apple; superintendent of concession, Robert Van Lear; superintendent of commercial exhibits, Earl Elsner; publicity director, Henry Frison.
Fair dates: August 22-24.

Kewaunee County Fair, Luxemburg
ATTENDANCE: 16,740 paid; 6,000 free. Opened 3 days, 3 nights.
WEATHER: Good 3 days, 5 nights.
RECEIPTS: Gate, $7,137.67; grandstand, $5,358.41.
AID PRERMIUMS: State add, $1,860.00.
CARNIVAL: G وم Road Shows.
ATTRIBUTIONS: Jimenez Lynch's Death Dodgers, 1 day, 1 night; midnight man race; staged by Badger Midget Auto Racing Association, at cost of $300; White Horse Troupe, presented by Benny Benson, 1 day, 1 night.
ADMINISTRATION: Dr. John DaClalento; secretary, superintendent of concession, commercial exhibits, publicity director, Roy C. Hoppo.

La Crosse Inter-State Fair, La Crosse
ATTENDANCE: 30,049 paid; 919 free. Opened 6 days, 8 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
PRERMIUMS: Gate, $8,692.49; grandstand, $7,551.66.
ATTBRBUTIONS: Circus note, booked thru Boyle Woolfolk, 5 days, 8 nights, at cost of $7,662.80:
STILL DATES: Shrine circus, 4 days, 4 nights, staged by Shrine; Centennial celebration, 3 days, 4 nights, staged by La Crosse Centennial Committee.
ADMINISTRATION: President, N. Fris-
tick; secretary, Joseph W. Prunsh; superintendent of concession, commercial exhibits, Bert Winnen; publicity director, Al Rice.
Fair dates: August 10-14.

Northern Wisconsin District Fair, Chippewa Falls
ATTENDANCE: 10,699. Opened 8 days, 8 nights.
WEATHER: Good 4 days, 6 nights; rain 4 days.
Barnes-Carruthers, Duffield, booked Melier, Zimmerman; tendent Operated Turgasen; staged Barnes-Carruthers, $3,300.

FEATURING nights; CARNIVAL: ATTRACTIONS: RECEIPTS:


OPERATED Thru Lynch's South County Fair, $4,000; through Woolfolk; of State Fair, $4,200. Good Weather:

SAUK County Agricultural Society, Baraboo

ADMINISTRATION: President, Jethro Davis; secretary, J. W. Manning; superintendent of concessions, William Schreiber.

Sauk County Agricultural Society, Baraboo

ATTENDANCE: 11,000 paid; 4,000 free. Operated 4 days; 5 nights. WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night. RECEIPTS: Gate, $2,500.00; grandstand, $1,496.84.

CARNIVAL: Reuben, booklet 3 days. RECENT: Reuben, booked thru Doyle Woodcock, 2 nights; circus acts, 3 days, at cost of $2,000. STILL DATES: Midget Rice Race, 1 day, staged by NYW; Old Ford race, 1 day, staged by VFW. ADMINISTRATION: President, J. E. Turgaseen; secretary, H. S. Cochran; superintendent of concessions, Leo F. Kelly. November 27, 1948

Rosholt Free Community Fair, Rosholt

ATTENDANCE: 36,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Dirty Dodges.

WANTED

Wanted a General Agent that knows the East. Also Ride Foremen and Help in all departments, also Semi Drivers. Billposter people with me last year contact.

C. C. Specie) GROSCHURTH PRESENTS

GROSCHURTH PRESENTS

BLUEGRASS SHOWS

FOR 1949

A LARGER AND MORE BEAUTIFUL MIDWAY

Featuring

10 - RIDES - 10 - SHOWS - 60 - CONCESSIONS - 40 FREE ACT — GIANT SEARCHLIGHTS — LIGHT TOWERS

FAIRMEN AND CELEBRATION COMMITTEES

IN IOWA, ILLINOIS, KENTUCKY, TENNESSEE, GEORGIA AND ALABAMA:

Our route next season will carry us thru your States, and we respectfully ask that you investigate our Show before contracting for your State Fair Committee. We will attend your State Fair Meetings, in general, to answer any questions you may have and to secure your work. We want to make sure and contact us at that time for Our Proposition and Open Dates.

APPRECIATION

We wish to thank those Fair Committees and where we were extended to exhibit this past season for their co-operation, which made it possible for us to enjoy a Very Successful Season.

C. C. (Specie) GROSCHURTH, Mgr.

BLUEGRASS SHOWS, Box 621, Owensboro, Ky.

American EAGLE SHOWS

THANKS To Fair Secretaries, Celebration Committees and to everyone who helped us make this a successful season.

FAIRS AND CELEBRATIONS

Contact Us Before Contracting for Your Midway Attraction for Your 1949 Events.

WANT


Address: DANNY ARNETT, Owner-Manager

Winterquarters: Yassou City, Mississippi

Quarters Now Open — Plenty of Parking Space.
Southwestern Wisconsin Fair, Mineral Point
ATTENDANCE: 14,600 paid; 1,900 free. Operated 3 days, 3 nights.
RECEIPTS: Gate, $43,293.38; grandstand, $9,318.30.
AID, FREEMIUM: State aid, $1,661.61; county aid, $1,000.
CAPRIVALS: Wyley Shows.
ATTRACTIONS: Rodeo, booked thru Doyle Woodill, 2 nights, at cost of $3,600; circus acts, booked thru WLS Artists Bureau, 1 night, at cost of $300; harness horse show, 2 days, with purses of $3,000.
STILL DATES: Coronation Celebration, 3 nights, staged by Iowa Centennial Commission.
ADMINISTRATION: President, Harry A. Speck; secretary, G. L. Winn; superintendent of concessions, W. E. Peters; publicity director, D. M. Morgan.

Vernon County Fair, Viroqua
ATTENDANCE: 25,000 paid; 5,000 free. Operated 2 days.
WEATHER: Good 5 days.
CAPRIVALS: Wyley Shows.
ATTRACTIONS: Rodeo, booked thru Barrow-Carlson, 4 days, at cost of $1,415.
STILL DATES: Stark Bros. Gardens, 2 days; Model "T" races, 1 day, staged by Ridges; Model "T" Races, 1 day, staged by Veterans of Foreign Wars.
ADMINISTRATION: President, John Stuebing; secretary, superintendent of concessions and commercial exhibits, publicity director, Ovila G. Johanson.

Washtenaw County Junior Fair, Spooner
ATTENDANCE: Good 3 days, 2 nights; gate, 1 night.
AID, FREEMIUM: State aid, $1,007.60; county aid, $2,028.
CAPRIVALS: Dobson's United Shows.
ATTRACTIONS: Circus acts, booked thru Betty's Entertainment Company, 1 day, 1 night, at cost of $1,455.00; fireworks supplied by Thurner-Dickfeld, 23 nights; midget races staged by Tom Marchese; big car races, staged by Tom Marchese; harness races, 8 days.
ADMINISTRATION: Chair, division of fair, W. J. Bernold; manager of concessions, M. H. Sehler; superintendent of commercial exhibits, George G. Henderson.
DATES: August 26-28.

WYOMING
Central Wyoming Fair and Stock Show, Casper
ATTENDANCE: 36,674 paid; 7,186 free. Total outside single gate admissions sold in advance, 12,252. Operated 4 days, 4 nights.
WEATHER: Good 3 days; paid or threatening, 1 day, 4 nights.
RECEIPTS: Gate, $11,522.50; grand-
At night stand, at $1,750; staged price; Club; CARNIVAL: ADMINISTRATION; ATTRACTIONS; ATTENDANCE;
CARNIVAL: Capital City. ATTENTION: Revue, booked thru Frank Buro, 3 nights, at cost of $400; fireworks, supplied by Acme Agency, at cost of $150; rodeo, presented by Steve Bocque, 2 days. STILL DATES: Horse show, 1 day, 1 night booked by Rodeo & Sports Club. ADMINISTRATION: President, William S. Hays; superintendent of concessions, Mrs. H. E. Hays; superintendent of commercial exhibits, Harry Harrison; publicity director, Fred Hulstrom. 1948 DATES: August 18-26.

Larimie County Fair, Pine Bluffs, Wyo.

Lincoln County Fair, Afton, Wyo.
WEATHER: Good 2 days, 3 nights. AID, PREMIUMS: County aid, $1,100. CARNIVAL: Larry Nolen Shows. ATTRACTIONS: Revue, booked thru Ernie Young; 6 nights; fireworks, supplied by Thayer-Duffield; 3 nights; rodeo, presented by the Stampede, 6 days; carnival wagon rides, presented by the Stampede, 6 nights. STILL DATES: Model: "T" auto rose, 1 day, staged by Lions Club; Rotary Club, 1 day; 4 nights, staged by Rotary Club. Fireworks, 1 night, staged by Edwards Club; Bell Drive, 1 day, 1 night, staged by Kiwanis Club; harness rose, 4 days, staged by Lions Club. ADMINISTRATION: President, A. R. Mccutchen; secretary, J. Charles Tyle. 1948 DATES: July 11-16.

Calgary Exhibition and Stampede, Calgary
ATTENDANCE: 950,967. Operated 6 days, 3 nights. WEATHER: Good 6 days, 6 nights. CARNIVAL: Royal American Shows. ATTRACTIONS: Revue, booked thru Ernie Young; 6 nights; fireworks, supplied by Thayer-Duffield; 3 nights; rodeo, presented by the Stampede, 6 days; carnival wagon rides, presented by the Stampede, 6 nights. STILL DATES: Model: "T" auto rose, 1 day, staged by Lions Club; Rotary Club, 1 day; 4 nights, staged by Rotary Club. Fireworks, 1 night, staged by Edwards Club; Bell Drive, 1 day, 1 night, staged by Kiwanis Club; harness rose, 4 days, staged by Lions Club. ADMINISTRATION: President, A. R. Mccutchen; secretary, J. Charles Tyle. 1948 DATES: July 11-16.

Edmonton Exhibition, Edmonton
ATTENDANCE: 135,718, paid: 100,292 free. Operated 8 days, 5 nights. WEATHER: Good 3 days, 2 nights; rain 2 days, 2 nights; cold 2 days, 2 nights. RECEIPTS: Gate $1,000, 32,967,528. Day grandstand, $463,392.56; day grandstand, $4,473.20; night grandstand, $2,890.50. AID, PREMIUMS: St. vaud, $10,000. CARNIVAL: Royal American Shows. ATTRACTIONS: Revue, booked thru Ernie Young; 5 nights; fireworks, supplied by T. W. Rod, 2 nights, at cost of $4,500; running rose, 6 days, with purses of $12,000. STILL DATES: Full Livestock Show, Special Exhibits, Shows, Lighted Shows. ADMINISTRATION: President, W. H. Crump; secretary, superintendent of commercial exhibits, C. M. Wilson; superintendent of carnival, C. M.Wilson. 1948 DATES: July 28-30.

Manitoba Provincial Exhibition of Brandon, Brandon
ATTENDANCE: $4,000, paid. Outside gate admissions sold in advance, $2,000. Operated 5 days, 5 nights. WEATHER: Good 3 days, 3 nights; rain 2 days, 2 nights. CARNIVAL: Royal American Shows. ATTRACTIONS: Revue, booked thru Ernie Young; 4 nights, at cost of $400; fireworks, supplied by Acme Agency, at cost of $190; rodeo, presented by Steve Bocque, 2 days. STILL DATES: Rodeo, 1 day, 2 nights, staged by Winter Fair Association, 4 days, 3 nights, staged by Winter Fair Association. ADMINISTRATION: President, Judge J. C. Beaton; secretary, B. C. McTernan. 1948 DATES: July 4-8.

Ontario Belleville Exhibition, Belleville
ATTENDANCE: 31,241. Operated 3 days, 3 nights. WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night. RECEIPTS: Gate $7,900; 3rd; grandstand, $2,023.50. AID, PREMIUMS: State aid, $600; other, $600. CARNIVAL: Acme Shows. ATTRACTIONS: Revue, booked thru Garden Bros, 3 days, 2 nights, at cost of $3,000; Lucky Losc's Hall drive, 1 day, 1 night, Grand Circus, 2 days, with purses of $1,000. ADMINISTRATION: President, W. H. Roloff; secretary, superintendent of

Queens County Fair, Gagetown
ATTENDANCE: 5,200; paid: 5,000 free. Outside gate admissions sold in advance, 500. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate $2,902.50; grandstand, $802.50. AID, PREMIUMS: County aid, $100; other, $100. CARNIVAL: Langes Shows. ATTRACTIONS: Revue, booked thru Langes Shows, 1 night. ADMINISTRATION: President, J. J. Jackson; secretary, Fred Hyst.

Maritime Winter Fair, Amherst
ATTENDANCE: 3,000 paid; 400 free. Operated 5 days, 6 nights. RECEIPTS: Gate $15,000. ATTRACTIONS: Revue, booked thru George A. Huns, 6 nights. ADMINISTRATION: President, O. P. Bailey; secretary, superintendent of concessions and commercial exhibits, H. F. McCammon; publicity director, R. M. Ross.

Nova Scotia

NEW BRUNSWICK

Queens County Fair, Gagetown
ATTENDANCE: 5,200; paid: 5,000 free. Outside gate admissions sold in advance, 500. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate $2,902.50; grandstand, $802.50. AID, PREMIUMS: County aid, $100; other, $100. CARNIVAL: Langes Shows. ATTRACTIONS: Revue, booked thru Langes Shows, 1 night. ADMINISTRATION: President, J. J. Jackson; secretary, Fred Hyst.

Maritime Winter Fair, Amherst
ATTENDANCE: 3,000 paid; 400 free. Operated 5 days, 6 nights. RECEIPTS: Gate $15,000. ATTRACTIONS: Revue, booked thru George A. Huns, 6 nights. ADMINISTRATION: President, O. P. Bailey; secretary, superintendent of concessions and commercial exhibits, H. F. McCammon; publicity director, R. M. Ross.

ONTARIO

Belleville Exhibition, Belleville
ATTENDANCE: 31,241. Operated 3 days, 3 nights. WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night. RECEIPTS: Gate $7,900; 3rd; grandstand, $2,023.50. AID, PREMIUMS: State aid, $600; other, $600. CARNIVAL: Acme Shows. ATTRACTIONS: Revue, booked thru Garden Bros, 3 days, 2 nights, at cost of $3,000; Lucky Losc's Hall drive, 1 day, 1 night, Grand Circus, 2 days, with purses of $1,000. ADMINISTRATION: President, W. H. Roloff; secretary, superintendent of

AMERICA'S CLEANEST MIDWAY

GENTLEMEN, WE THANK YOU
FOR HAVING HELD US MAKE
THE 1948 SEASON SUCH A SUCCESS

GREATER GROVES FOR '49
WE ARE PLANNING ON A LARGER AND
MORE BEAUTIFUL SHOW FOR NEXT SEASON

FAIRS AND CELEBRATION COMMITTEES IN
THE DEEP SOUTH:
See us before contracting for your Midway Attractions for your 1949 Events.
We live up to all promises and offer you one of the finest Shows in the South. Absolutely the "fastest-growing" Show in the South.

SHOWMEN:
We will book any New and Novel Attractions and Grand Shows. Will fine tune our company with New and Sound Ideas.

CONCESSIONS:
Can place Good, Clean Concessions at all times. We play proven money spots, and

All Address:
ED. GROVES, Owner and Manager
WINTER QUARTERS, SULPHUR, LA.

(Phone 7465)

The Billboard Calendar of Fairs Page 111
BIGGER AND BETTER IN 1949
9 MODERN RIDES — 7 SHOWS — HIGH CLASS MERCHANDISE CONCESSIONS
THANKS TO THE FAIRS AND COMMITTEES
Where We Exhibited in 1948 for Making the
Past Season So Pleasant and Successful.

WE ARE NOW ARRANGING OUR
1949 ROUTE
which will take us thru the
States of Iowa, Minnesota, Missouri, Illinois, and Arkan-
ساس. Fairmen and Committees in those States, contact us
before contracting for your
Midway Attractions.

SHOW WILL OPEN THE 1949 SEASON IN
MARCH AND WILL BE OUT UNTIL
DECEMBER

SHOWMEN
RIDE MEn CONCESSIONAIRES
Can place several worth-
while Shows, Will book any Rides not
WILL PLACE LEGITIMATE
conflicting.

JOHN McKee
Owner-Manager
WINTERQUARTERS: MALDEN, MISSOURI

THANKS TO THE FAIRS AND CELEBRATIONS
where we furnished the Midway Attractions for 1948
for making this our Best Year.

1949 MODERN RIDING DEVICES
MERITORIOUS SHOWS
HIGH CLASS CONCESSIONS
SEE US IN
CHICAGO
during the Conv. and at your State Fair
meetings during the win-
ter months, or contact us
at any time in winter.

BUFF HOTTE, Mgr.
WINTERQUARTERS: BOX 833, COVINGTON, LA.
SAKSCHEWAN

Regina Exhibition and Rodeo, Regina

ATTENDANCE: 126,003 paid; 13,900 free. Operated 6 days, 6 nights. WEATHER: Good 5 days, 5 nights; cold 1 day, 1 night.

RECEIPTS: Gate: $31,072.15; grandstand: $28,924.85; day grandstand: $20,958.18; night grandstand: $17,204.10.

STILL DATES: Harness races, 2 nights. STAND: Harness races, 2 nights.

ADMINISTRATION: President, L. A. Donn; secretary, T. H. Mead; superintendent of concessions, William Ray; superintendent of commercial exhibits, Charles Bouchard.

Saskatoon Industrial Exhibition, Ltd., Saskatoon

ATTENDANCE: 50,127 paid; 7,271 free. Operated 6 days, 6 nights. WEATHER: Good 6 days, 5 nights; rain 1 night.

RECEIPTS: Gate: $20,868.66; day grandstand: $10,157.60; night grandstand: $3,007.71.

STILL DATES: Grandstand races, 4 nights; Harness races, 2 nights.

ADMINISTRATION: President, O. T. Garve; secretary, T. M. Leach; superintendent of concessions, John A. East; superintendent of commercial exhibits, A. M. Donaldson; publicity director, H. R. King.

1949 DATES: July 25-30.

Additional Statistical Directory of Fair information, received too late for classification, appears in the Central Outdoor Section of the Christmas Special and Convention Issue of The Billboard, dated November 27.

F. M. SUTTON SR.

Presents

GULF COAST SHOWS

WILL PLAY IN THE "SHOW ME" STATE OF MISSOURI
MOST OF THE 1949 SEASON

FAIR SECRETARIES IN MISSOURI

Can furnish you with a Real Carnival—Shows, Rides and Stack Concessions. Plenty of bright paint and lights galore. We will be at the Missouri Fair Meeting. See us there for your Midway Attractions.

WANT FOR SEASON OF 1949
Any Good Shows. (Will furnish outfits for same.) Will sell exclusive on several concessions—what have you? Will book Stack Stalls and Rall Racks (no exclusives).

WANT TO BUY
Will buy 7-Tub Tilts—Whirl, Octopus, Roll-O-Plane and Flying Scooter.

HAVE FOR SALE
2 60-K.W. Lewis-Dixon, mounted on special built 24-ft. Trailers, with 2 Light Towers on top. (Cheap.)

F. M. SUTTON SR., BOX 304, OSCEOLA, ARK.

November 27, 1948

The Billboard Cavalcade of Fairs
Page 112
5th SEASON AND STILL
BREAKING ATTENDANCE RECORDS
ONLY SHOW OF ITS KIND IN THE WORLD TODAY
AMERICA'S GREATEST NOVELTY

Cal-Ruth THOMPSON'S
Famous WHITE HORSE REVUE

FEATURING
PINK SKINNED
30 ALBINO 30
WONDER HORSES

ALL NEW
BEAUTIFULLY COSTUMED
A CARLOAD OF SCENERY—SPECIAL LIGHTS
JOE MASSERO'S 8 PIECE RANCH IN WHITE BAND—8
BOZZO HARRELL—FAMOUS CIRCUS CLOWN
—MANY GREAT NOVELTY ACTS—
A TWO HOUR SHOW FOR IN FRONT OF YOUR GRANDSTAND

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CHICAGO, ILLINOIS

www.americanradiohistory.com
THANKS to the FAIRS AND CELEBRATION COMMITTEES we played in 1948, for making our third year such a successful one.

THANKS also to the CONCESSIONAIRES and our PERSONNEL for their co-operation and loyalty, without which we could not have succeeded.

FAIRMEN AND COMMITTEES: See us at Chicago during the Convention, and at the Fair Meetings in Wisconsin, Minnesota, North Dakota and Illinois.

Mickey Stark 
Owner-Manager
Mrs. Mary Stark 
Secretary-Treasurer
Mickey S. Rankin 
General Representative

CONCESSIONS

OPERATING THREE SEPARATE UNITS
WILL BUY YOUR ENTIRE CONCESSION MIDWAY OR ANY PART THEREOF

Our high-class operations assure you of satisfaction and no complaints from your patrons.
Any fair we played in the past is our best recommendation.

SEE US IN CHICAGO AT THE SHERMAN HOTEL DURING THE CONVENTION

Our past record speaks for itself.
In 1948 we furnished Concessions at 5 large State fairs and at 32 county fairs and celebrations.

John Gallagan 
"One of America's Largest Independent Concession Operators"

Box 1270—Knoxville, Tenn.
1949-20th Annual Tour

Midwest's Largest Motorized Carnival
15 Rides—Battery of 3 Ferris Wheels—Dodge—Caterpillar—C-Cruise—Spit-fire—Octopus—Tilt—Merry—and five others
10 Shows of Merit

New Rides

Superior Transportation Equipment

Neon Fronts

Light Towers

K. H. GARMAN
Owner and Manager

V. R. FLORA
Asst. Manager

MRS. K. H. GARMAN
Treasurer

MRS. V. R. FLORA
Secretary

FAIR SECRETARIES
SEE US AT THE CONVENTIONS:

Chicago  St. Paul  Minot
Des Moines  Springfield  Jefferson City

Address correspondence—Sunset Amusement Co., Danville, Ill.

SUNSET AMUSEMENT COMPANY
Permanent Fireproof Winterquarters: Excelsior Springs, Mo.
Greetings and thanks to fair managers, secretaries and committees for your whole-hearted co-operation that made our 1948 season the most successful one... thanks to the countless thousands of midway patrons, who also helped in making our season a record breaking one... thanks to the press and radio for their big boosts and hearty co-operation... thanks to our loyal employees for their untiring and willing efforts.

We are glad to have made 1948 a year of outstanding opportunity for those associated with us. Our commanding attractions have made history... written in outstanding earnings and attendance figures in virtually every city and State in which we have exhibited. Truly we have broken off from the narrow path of precedent with such famous features as Nate Eagle's Hollywood Midget Movie Stars... Georgia Sothern and her Night on Broadway Revue... Irvin C. Miller's Brown Skin Models... George Murray's Lion Thrill Arena, which are only a few of our 22 big shows... 27 rides.
STARRING

GEORGIA SOTHERN

GREATEST MIDWAY BOX OFFICE ATTRACTION
ALWAYS A BOX OFFICE CERTAINTY

WANTED FOR SEASON 1949

Roadway, Radio and Hollywood personalities, band and people with creative minds. The more modern and sensational the ideas, road-stage productions, building and expanding, we invite your propositions.

40 - RAILROAD CARS - 40
27 - RIDES - 27
22 - SHOWS - 22
6 - LIGHT TOWERS - 6

MORE STAFF MEMBERS

FRANK A. ZACAROLI, Auditor
HARRY I. TONG, General Counsel
STARR DeBELLE, Press Agent
ELMER OLSEN, Lot Superintendent
JAMES E. YOTAS SR., Master Builder
GIFFORD RALYEA, Chief Electrician

BENNE WELLS, Scenic Artist
NELSON THOMAS, Advertising Manager
WILLIAM LEON, Supt. of Gates
WILLIAM HARVEY, Trolleymaster
HAROLD BROWN, Supt. of Tickets
W. D. HOLDRIDGE, Purchasing Agent
PAUL HUTCHISON, Mailman

HOME OFFICES
48 INSURANCE BUILDING
UTICA, N. Y.

WINTER QUARTERS
PINELLS COUNTY FAIRGROUNDS
POST OFFICE BOX 267
LARGO, FLORIDA
WE THANK OUR FAIR BOARDS, COMMITTEES AND SPONSORS IN 1948 AND WOULD LIKE TO RENEW OUR FRIENDSHIP BY INVITING ALL OF YOU TO VISIT WITH US IN ROOMS 512-16 AT THE SHERMAN HOTEL DURING THE CONVENTION.

WE INVITE CORRESPONDENCE FROM SHOWMEN WITH NEW IDEAS, ALSO CONCESSIONAIRES. WE WILL HAVE A STELLAR ROUTE FOR YOU IN 1949, SO SEE US AT THE SHERMAN OR WRITE TO ADDRESS BELOW.

WINTER QUARTERS: (FAIRGROUNDS) BOX 782, MUSKOGEE, OKLA.

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UNITED SPEED and THRILL FEATURES
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Offers You the Combined Efforts of Two Effective Organizations

IN THRILLS
It's the All-American Thrill Drivers, completely re-equipped. Slam-bang action on the ground and in the air.

An efficient staff of promotional and executive personnel to insure the complete success of your event.

IN SPEED
It's the finest Auto Racing equipment ever built . . . the fastest Dirt Track Circuit in the world . . . record-holding Name Drivers:

Emory Collins — Jimmie Wilburn
Ben Musick — Rabbit Musick
Russ Lee — Billy Snyder
And Many Others in Unlimited Competition Under IMCA Sanctions.

Many Thanks
To the Fair Officials, Radio Personnel and Newspapermen, whose co-operation made a most successful 1948. We welcome you to our Display Rooms at the Convention, Sherman Hotel, Chicago.

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Fifty Years in 1949: Fifty years in name and fifty years in reputation and integrity. But NEW as tomorrow's television in attractions—riding devices—stage shows and equipment. For the Johnny J. Jones Exposition today has the NEWEST and most MODERN midway of any such organization.

JOHNNY J. JONES EXPOSITION

In 1949 we will combine the popular appeal of America's greatest outdoor show "name" with newest and latest innovations of the show world enhanced by special lighting effects and decorative features. And distinctive attractions that satisfy America's demand for the ultimate in entertainment!

MIGHTY MONARCH OF THE
MORRIS LIPSKY AND HAROLD PADDock, SC

Winterquarters: VOLUSIA COUNTY FAIRGROUND
THANKS to the still-date and celebration committees and fair officials whose co-operation the past season made our 1948 tour highly successful . . .

Soldiers and Sailors’ Reunion  
SALEM, Illinois

Delaware County Fair  
MUNCIE, Indiana

Allen County Fair  
FT. WAYNE, Indiana

Cook County Fair  
Soldier Field  
CHICAGO, Illinois

Western N. C. Fair  
HENDERSONVILLE, North Carolina

Chattanooga-Hamilton Co. Fair  
CHATTANOOGA, Tennessee

Southeastern World’s Fair  
ATLANTA, Georgia

Pensacola Interstate Fair  
PENSACOLA, Florida
Grateful acknowledgement is made to the following fairs each of which contributed substantially to the success of the 1948 season.

Presque Isle (Me.) Fair
Bangor (Me.) Fair
Skowhegan (Me.) Fair
Central Canada Exhibition, Ottawa
Champlain Valley Exposition, Burlington, Vt.
Brockton (Mass.) Fair
The Great Allentown (Pa.) Fair
New Jersey State Fair, Trenton
Winston-Salem, Forsyth County Fair, Winston-Salem, N. C.
Greensboro (N. C.) Fair
South Carolina State Fair, Columbia
Exchange Club Fair, Augusta, Ga.
Rocky Mount (N. C.) Fair

FRANK BERGEN
(GENERAL MANAGER)

BERNARD "Bucky" ALLEN
(CONCESSION MANAGER)