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ASK US ABOUT A
100 MILE STANDARD STOCK CAR RACE
FOR 1950

WE APPRECIATE
The fine co-operation given us by
Fair Officials, Newspaper Men and
Radio Personnel throughout our long
1949 tour—welcome to our conven-
tion headquarters in the Sherman
Hotel.

FOR BOOKINGS: CALL — WRITE — WIRE
FRANK R. WINKLEY
MANAGER OF
AUTO RACING, INC.—ALL AMERICAN THRILL DRIVERS
3145 Girard Ave., So. Pleasant 7059 Minneapolis, Minn.

November 26, 1949
ATOMIC ENERGY provided the top exhibit of 1949. Two major annuals, the Michigan State Fair, Detroit, and then the State Fair of Texas at Dallas, staged it. In both places it garnered widespread publicity and drew huge crowds. The show in each instance was obtained thru the Oak Ridge (Tenn.) Institute of Nuclear Studies and represented a substantial section of the permanent exhibits at the Institute's American Museum of Atomic Energy at Oak Ridge.

Stanley Telesz, assistant manager at Detroit, was the first to start after the exhibit. After making preliminary arrangements, he, Manager James D. Friel and Edwin J. Smith, the latter a member of the Michigan fair board, flew to Oak Ridge to secure the exhibit. This was three weeks before the fair's opening, but in that short space of time make-ready was completed in a building devoted entirely to the exhibit. Much publicity was whipped up.

Representatives of the Dallas expo in turn flew to the Detroit fair, viewed the exhibit, then returned home to elaborate substantially on it and its physical set-up and to start beating the publicity drums.

Individual exhibits at Dallas included a Nucleon reactor model depicting probable future of atomic energy, a model of uranium pile demonstrating how radioactive isotopes are produced; a Geiger counter measuring radiation from luminous watch dials worn by visitors; a display of important instruments for measuring radiation, and a cartoon representation of atomic fission entitled Dagwood Splits the Atom.

Other Dallas exhibits were a Van de Graef generator; Victor bombight focused on scale model of devastated Hiroshima; Life magazine display; luminescent rocks under black light; sample of uranium; an atom-splitting device; a cloud chamber in which fragments of a splitting atom could be followed; American Chemical Society exhibit: a pond of irradiated frogs with Geiger counter probe; six Westinghouse charts on nuclear physics, and other related displays.

At Dallas 100,000 General Electric comic books, Adventures Inside the Atom, were given to visitors.

In a tent adjacent to the building which housed the atomic exhibit at Dallas, two free atomic energy films running 45 minutes were shown on the hour. They were Tale of Two Cities (Nagasaki and Hiroshima) and Operations Crossroads, the Bikini tests, in technicolor. Films were by courtesy of the U. S. Army and U. S. Air Force.

Dallas publicity pointed out that the exhibit called Man and the Atom revealed no secrets. But the advance campaign missed no bets on building up interest in the exhibit. It emphasized the educational value of the exhibit and thus, of course, underlined the fair's role as an educational medium.

Dr. Russell S. Poor split the first atom on this machine and officially opened the atomic energy exhibit at the 1949 State Fair of Texas. Dr. Poor is chairman of the University Relations Division of the Oak Ridge Institute of Nuclear Studies.

Lines, such as the above, formed a square more than a block long on most days outside the "Man and Atom" show at the 1949 State Fair of Texas. At Detroit, too, the exhibit drew large throngs daily and accentuated the educational value of the fair.
Still...

- Producers of the country's most elaborate grandstand revues
- Assuring the attractions buyer of top quality features
- Pioneering new and distinguished innovations in the attractions field
- Featuring daring production ideas
- Presenting new and outstanding feature acts
- Pleasing every audience
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Yes...Still

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Indoor and outdoor celebrations and special events

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* Championship rodeos — horse shows
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* Everything in thrill shows

Can use meritorious talent at all times

Barnes-Carruthers
Theatrical Enterprises

159 North Dearborn St.

Chicago 1, Illinois

November 26, 1949
BREAK GROUND FOR FREEDOM FAIR

1950 Washington Sesqui Exposition Will Cover 114 Acres, Have 23-Acre Amusement Zone...Opening July 4

GROUND will be broken soon for construction of the 1950 national capital's sesquicentennial exposition which has an advance billing as one of the biggest showbiz projects of its kind. Freedom Fair, will cover 114 acres, including a midway area alone of 23 acres in which most of the fair's outdoor showbiz activities will be concentrated. Sesqui officials in describing the midway area, say it "will offer the finest type of amusement and entertainment in dignified yet colorful good taste." Concession booths and all other midway structures will have a uniform motif identified with the Freedom Fair symbol. Besides the midway area, there will be several major groups of exposition buildings on the fairgrounds. In addition, there will be a new open-air amphitheater in Washington's Rock Creek Park where nightly musical drama presentations will be given in conjunction with the fair.

The site selected for the Freedom Fair is the area known as Anacostia Park at the foot of East Capitol Street, Southeast, adjacent to the National Guard Armory and not far from the Benning Road circus grounds.

The National Capital Sesquicentennial Commission, which is directing the project, is planning construction of the following major buildings: Industry-labor, which will house exhibits of industrial and labor organizations, demonstrating "the contributions to the strength and unity of the nation"; Federal-State Group, housing exhibits of the federal and State governments and the territories; International Group, consisting of two buildings, in which will be portrayed the culture and history of other democratic nations in a colorful series of pageants; Pan American Building, providing exhibit space for the Latin American nations and Canada.

Space in the Industry-Labor Group, three buildings designed in a shape the letters "U. S. A." will be leased at $30 a square foot. Exhibitors will be leased space in a new "traffic control" plan area in sizes of 100, 250, 500, 2,500, 5,000 and 15,000 square feet. The amphitheater will be opened April 1, in conjunction with Washington's Cherry Blossom Festival, and the Freedom Fair itself will be officially opened July 4. The fair will run at least two seasons, with leeway for a third season if the exposition proves a success. Congress has allotted $3,000,000 for the fair which is expected to yield total revenue of about $30,000,000.

Architect's conception of the Freedom Fair layout is shown at the upper left. Crescent-shape area visualizes the planned 23-acre amusement zone. Three exposition structures are to form letters U. S. A. Details of the amusement zone, laid out in bell shape, are pictured in the architect's drawing at the left, center. The Hall of States and Federal Exhibit Building is depicted at the lower left. The United Nations Building, which will face this structure, will be of similar design. A ground level view showing the architectural design of buildings and connecting breezeways is presented below.
WELCOME: SHOW PEOPLE AND TOURISTS TO

ARANSAS PASS
TEXAS
"WHERE THE FISH BITE EVERYDAY THROUGHOUT THE YEAR"

WINTER QUARTERS OF 6 OUTDOOR SHOWS

THE FOLLOWING MERCHANTS, TRADESMEN AND BUSINESS INSTITUTIONS WELCOME YOU

Aransas Bakery and Café
Destiny’s IGA Super-Market
Bohemian Club
Central Pharmacy
City Grocery and Market
Commercial Motor Company (Ford Dealer)
Continental Bus Station and Coffee Shop (Vela McGrew, Agent)
White’s Live Bait
J. E. Fields Lumber Company
First State Bank
Fox Drug Store (Walgreen Agency)
Gamer’s Magnolia Service Station
George’s Motor Co. (Chrysler & Plymouth Dealer)
Hander’s Humble Service Station
Rod Henry’s Tackle Shop
Una E. Kennedy Real Estate and Insurance
Light’s Texaco Service Station
McIntyre Tourist Courts
Mills-Robenson Hardware Company
Pleasant’s Pick ‘n Pay Grocery and Market
Everett Singleton’s Modern Apartments
Justin Snyder Pontiac Co. (Pontiac Dealer)
Snyder-Clark Motor Co. (Chevrolet Dealer)
Steinberger’s Modern Cottages
Sutton’s Humble Service Station
Tate Tailor Shop
Texas Motel Courts
(Tom. and Mrs. L. McLemore)
Yeager Electric & Plumbing Co.

FOR INFORMATION AND RESERVATIONS, WRITE OR WIRE:

JACK EDWARDS BOX 10, ARANSAS PASS, TEXAS

November 26, 1949

The Billboard Cavalcade of Fairs Page 39
FAIR MANAGERS have been heard to compare their job to that of pulling eye teeth. This may explain the ease with which Dr. Joseph N. D. Hindley, secretary-manager of Humboldt County Fair, Ferndale, Calif., and president of the Western Fairs Association, handles similar matters. Dr. Hindley is adept at pulling eye teeth. He was a dentist for 29 years.

As a dentist, he probably had a girl assisting him with the office routine. The help situation has changed for him now that he devotes most of his time to the fair, for in that operation he has help and plenty of it without exceeding the bounds of his own family. Cecil Jo is assistant manager of the fair; George Albert serves as cashier and auditor, and Harlan helps where he is most needed.

In addition to his sons, there are Mrs. Vera Jean Meyers, Dr. Hindley's only daughter, who is secretary and office manager, and, of course, Mrs. Hindley, who listens sympathetically to their combined woes and troubles and off the fairgrounds. Since these men serve in key spots, it would be difficult for Dr. Hindley to pull successful fairs without them.

Almost the entire event is designated as Humboldt County Fair, it more generally is known by the town in which it is held—Ferndale. It is a small town, having a population of only 900. Inasmuch as the fair drew 45,000 in 1940 and 37,267 this year, it is easy to see that Dr. Hindley goes outside of town for his crowds. He draws from an area of a 10-mile radius with a population of 65,000. From attendances such as Ferndale has recorded in recent years, it is safe to assume that just about everyone goes to the fair.

The inception of Humboldt County Fair goes back to the 1860's, but no one is quite sure of the exact year. While it makes no claim to be the oldest in the State, it is the oldest continuous fair and the one with the longest record of horse racing. On this second score it nosed out San Joaquin County Fair in a photo-finish as it preceded the E. G. Vollman event by only a day or two.

First Permanent Site in 1897

Until 1897 the fair site was anywhere within the Ferndale vicinity that the townspeople selected. It was in that year that it was moved to its present spot. In 1899, eight years after its incorporation, definite action was taken to build it into a permanent event.

That year, when Dr. Hindley took over, the fair claimed little or no interest among the people. Desires of seeing it go on deserted, especially with the management of the fair and the president personally signed the lease. The fair was organized.

It was a 4-H participation but none from Ferndale. Business men of the area were solicited to contribute to the event. There was a 4-H participation but none from Ferndale. Business men of the area were solicited to contribute to the event. The Chamber of Commerce got behind the movement and the combined efforts of everyone resulted in the first permanent fair.

Since Ferndale is in the Northern part of the State and off the beaten path, it was difficult to interest horse breeders to bring their stock there for the racing. This was overcome by paying their transportation to and from the event.

Informal

Designated as a county fair, Ferndale pretends to be nothing more than a local fair. It would be necessary to stipulate at all times to keep it on an informal basis. However, his job in this respect is becoming increasingly difficult as the fair continues to grow.

He recalls that some time ago it became necessary to repaint the small building which housed the beer concession. Wanting to keep expenditures as low as possible, volunteers were called for the job. The people in the area readily responded and it was only a matter of a few hours that the building was painted—inside and out. When the letters of appreciation were mailed there was one to a minister whose church is definitely against any and all beverages containing alcohol.

Giant Dahlias Pull 'Em

A percentage of the people attending the fair are tourists who happen to be driving thru the "Avenue of Giants" the highway thru the redwood forest from San Francisco to Portland, Ore. Dr. Hindley walked on the fairgrounds and found a young couple probing around the roots of a dahlia plant that had blooms almost the size of the bim of a 18-gallon hat. Since picking the flowers is one of the main things that the fair employees have to guard against, the secretary-manager walked over to them to see what the trouble might be and, perhaps, stop a little vandalism.

Dr. Hindley was surprised—and pleased—at his discovery. The man and woman were from Boston and were trying to ascertain for themselves if the plant had been grown there or if it just stuck into the ground as a prop for the event. They learned that the plant was permanently embedded and later from Dr. Hindley, that the giant dahlia was common in the area and not the exception. Seeking to convince their Back Bay friends that they had actually seen such immense blooms and that their descriptions were not the figments of their imaginations, they moved their youngsters near the plant and photographed them for concrete evidence.

Advertisement (Widely)

To attract attendance from a distance of several thousand miles is the usual thing for the fair. Some years ago a study was made to discover the area from which the people were coming for that year's event.

The Humboldt County Garden Clubs joined to make the Ferndale fairgrounds one of the most beautiful in the State. Each club is given a plot on which to set up a model garden. At the end of the year the group moves to another undeveloped spot. The fair takes over the garden and the combined spots give the fair a warm and friendly atmosphere.

No Help Problem for Dr. Hindley, Secretary at Ferndale, Calif. . . . Kin Aid in Operation of Thriving Event in 900-Population Town

When Dr. Hindley assumed the management of the Humboldt County Fair he found that the plant consisted of several lean-to buildings and a grandstand seating 500. The fair has the longest California record of horse racing, even going to the expense of paying the breeders transportation at one time to keep it going. The above picture shows the old grandstand during a harness race in 1912.

The light from the famed Cape Mendocino lighthouse, built in 1869, now decorates the entrance at the Ferndale Fair. It is an loan from the government and has been modernized with electricity. The building to the right is the grandstand in its new position, having been moved so that the patrons would be more comfortable. It seats 2,750.
The records show there were visitors from Hawaii to Boston.

Since the area's population is limited, Dr. Hindley copes with this situation by advertising in other sections of the paper. For one hundred miles to the south is Santa Rosa and each year a contract is given the radio station there to plug the fair. The coverage reaches north to that supplied by the Locomotive station and south to the San Francisco district. This gives a blanket coverage from the Bay City to the Oregon line.

His Finger in Most Pies

The Ferndale fair is a one-man operation, and Dr. Hindley has his fingers in most of the pies most of the time. He handles the publicity, cooperating with the publisher of The Humboldt Times, which also publishes his premium book. The Humboldt Times in Eureka, 22 miles away, gives the event complete coverage with text and photos, and does a good job along with radio stations KIEM, KHUM and KRED the latter an FM station.

At times during the fair there are as many as 12 workers, a half hour a day covering the fair. When the fair moved to its present location in 1917, Ferndale was only a hamlet with slightly more than 150 people. In an area where dairying and other agricultural and floricultural endeavors are followed, there was definite interest in such an event. However, there was very little interest shown in the promotion of the fair. It moved along slowly until Dr. Hindley came in. He found that the old fair plant consisted of several sheds and an old wooden grandstand, seating about 500. He had served on the board of directors for two or three years before he was named to head the fair and was therefore familiar with its problems.

Garden Clubs Vie

During his first year as manager, there was an attendance of about 1,500 and the premiums totaled approximately $1,800. Today the premiums run near $40,000 and the pari-mutuel handle for 25 races on four days this year was $126,313.

Because of the interest in flowers, Dr. Hindley decided that he could increase this activity by using a little "audience participation" gimmick. He contacted the various garden clubs with a combined membership of 800 and gave each group a plot on which to set up a model flower garden. Participants numbered more than 800, for many of the women enlisted the help of their husbands and children to vie for prizes.

There was a noble piece of showmanship injected into the project, too, and it is the one that makes the fairgrounds one of the most attractive in the state. The plot is given only for one year with another undeveloped plot of ground being assigned after that time. This move has brought about several plots that could be used as rewards from professional gardeners.

Now Has 63 Acres

Today the grounds cover 63 acres, which were purchased last year. The fair was incorporated in 1921 and its grounds were acquired in 1941.

The admission price structure of the fair is that at the gate the cost for adults is $1.25, plus 25 cents tax, or $1.50. This is for admission on any day, for immediately after the races, which the ticket entitles the patron to attend, the admission drops to 60 cents, including tax. However, for night shows in addition of the grandstand there is an additional charge of 25 cents.

Parking is free and under the direction of the Boy Scouts who trade their services for the privilege of handling the daily parking programs. The troop nets about $900 yearly from this concession.

Buy's Package Show

On the midway this year, Dr. Hindley had the California Shows, headed by Bob Schoonover and W. Lee Brandon. It was this show's first year and they followed the Wrightsman's Shows, which had played the date for about 15 years. In bidding for the date, both shows submitted the same percentage deal with Dr. Hindley taking the California Shows because, he said, it was larger.

Monte Brooks, a Portland theatrical booking firm, brought a packaged show from Oregon city for the grandstand attraction. Brooks, a musician, directed the 13-piece orchestra and emceed the show. This was his second year to present his attractions.

Aim at Use by School

During the early part of this year, Dr. Hindley made several changes on the fairgrounds. The grandstand, which faced the ocean only a few miles away, was turned to keep the winds from ripping into the patrons' faces. The Exhibit Building was used to have been made into an indoor livestock judging ring. It could not be done this year for Dr. Hindley barely got his grandstand moved in time for the fair in August. Just when he got the building off its old foundation and started to move it to the new location, the carpenters in the region went on strike.

Since the fairgrounds are adjoin the Ferndale High School, a plan is being worked out to allow the students to use the grandstand for their events. With the fair, local activities and those of the school, the grounds will be used practically the year-round.

Lighthouse Light Entrance

A new entrance was also built this year with the light from the famed old Cape Mendocino lighthouse, built in 1868, being removed to the grounds. It is on loan from the government and has been modernized with electricity.

Dr. Joseph Nicholas Delematra Hindley was born in Upper Mattole, about 20 miles from Ferndale, and still maintains his large ranch there. In 1941, when his three sons were in the armed forces, he found it difficult to get help to run the farm. Since he had been practicing dentistry for 25 years, this problem gave him an opportunity—one that he had always wanted—to get out of dentistry. Today, he jokingly refers to himself as "a tired dentist" rather than retired.

Family Additions, Too

The boys have returned from the armed services and are back at their various jobs and those on the fairgrounds. There have been additions to the family roster for Cecil Joe's wife, Dolly, also helps and Vera Jean has two small daughters who are always available for consumer reports on the qualities of the candy floss, apples and kiddy rides.

There is another advantage that Dr. Hindley has over other fair managers. His staff has been with him a long time. He probably holds more meetings in a year than any other secretary. All he has to do to get them together is to have a reunion, for his fair is a family affair.

WM. A. LINDEMANN  
RAYMOND A. LEE
President  
Secretary

This One

November 26, 1949

The Di
ALERT to the fact that cash-holding farmers constitute a vast potential market for securities, stockbrokers throughout the U. S. this year seized upon major State and county fairs to make their pitch. For the first time they set up replicas of stock board rooms at fairs. Some also offered motion pictures, such as the New York Stock Exchange’s film, “Money at Work,” or other features.

Ira Haupt & Company (New York) had exhibits at the Flemington (N. J.) Fair and the Westchester (N. Y.) County Fair and displayed a model of the Pennsylvania Railroad, together with the message: “Shares of Pennsylvania Railroad have paid dividends every year since 1846—101 years.”

Merrill Lynch, Pierce, Fenner & Beane, with offices in many cities, was represented at several annuals, including the Iowa State Fair, Des Moines, and the Timonium State Fair, Baltimore. Two firms, Dean Witter & Company and E. F. Hutton & Company, both of Los Angeles, exhibited at Pomona’s Los Angeles County Fair. Their displays featured push-button panels which showed current dividend yields on some well-known stocks and identified brand names with parent companies. Spectators’ names were printed on ticker tape and passed out as souvenirs.

The exhibiting firms picked up sizable, valuable lists of potential customers at their exhibits. Moreover, they helped the over-all campaigns to sell the idea of security holdings. For fairs, the exhibits comprised added attractions. Too, they indicated the wisdom of exhibiting to national advertisers.

Farmers found the exhibit of Merrill Lynch, Pierce, Fenner & Beane interesting at the Iowa State Fair, Des Moines. And the brokerage firm established direct contact and obtained the names of many interested cash-holding rustbelt people.
MILO LINWOOD JONES PRESENTS
THREE GREAT ACTS
THE THREE MILOS
SKYLARKS
MARIONS
GOOD? ASK CHARLIE
HOW IS IT? ASK CHARLIE
SOMETHING NEW? ASK CHARLIE

Each of these thrilling acts are under the direction of Milo Linwood Jones

CAPT. ROY SIMMS
The Human Fly
100 Feet in the Air and Really Draws the Crowds

JIMMIE MARK
The Anemic Bum
AND LUCILLE
Comedy Cycling
Riot of Fun

DON DORSEY
Jazz Gymnast of the Air
America's Youthful Daring Aerialist

BUCK BANARD—LUCAS
Presents
FAITH KING CIRCUS UNIT
Dogs — Ponies — Horses
OUTSTANDING ANIMAL ACTS

FOLLIES OF 1950
Featuring the
CLAIRE ESTELLE DANCERS

MISS LUXEM
QUEEN OF THE
AERIAL SWAY POLE AND
FAMOUS SLIDE FOR LIFE

LOS AEROS
1950
BOMBER SENSATION

RAYMOND MELZORA and his FLYERS
World's Greatest Aerial Comedian

Charles Zemater Theatrical Agency of Chicago
54 West Randolph Street
Chicago, Illinois
COLOSSAL, docile fossil in the form of a fantastic “extinct pink” polka-dotted dino-
saur complete with ludicrous leer, carried a big part of the pro-
nouncements and publicizing theme of the 1949 State Fair of Texas
(October 8-23) and in helping set
a new attendance mark of 2,047,540
for the big exposition.

However, practically every pro-
notional device known in the busi-
ness was also used to generate enthui-
siasm for the 1949 fair, and to sell
the idea that once again the gigante
show was still “bigger and better”
with “something for everyone.”

Determined to increase attendance
and income despite reported declines
elsewhere, W. H. Hitzmann, execu-
tive president and general man-
ger, bumped the fair’s advertising and
publicity budget 14 per cent for 1949,
providing more intensive drumming
in all media and an additional staff
personnel to handle added work.

Promotion Line-Up

During the 1949 campaign, the
publicity department spent approxi-
ately 30 per cent of the total money.
Newspaper advertising took 30 per
cent; magazine advertising, 4 per cent;
drug; 12 per cent; radio, 12 per
cent; printing and other production
expense, 12 per cent.

All paid advertising was handled by
J. B. Taylor, Inc., Dallas, under
the supervision of the publicity de-
partment and the fair’s publicity
committee headed by Jordan Owenby.
All other phases of promotion and
merchandising were handled by the
publicity department.

Outdoor advertising set the pace
for the fair’s promotion, with its il-
luminations and glowing economic
reptile at the fair’s front gate, and
the slogan: “It’s Big... It’s Fantastic...
.. It’s Fair!”

Outdoor Ads

Outdoor schedule included 360
2x4sheet panels in hard-picked loca-
tions throughout Texas; 100 2x4sheet
snipes, 475 eight-sheets, 1,300 three-
sheets, 3,500 junko, 1,000 smaller
cards, and 1,000 one-sheets.

This also included outdoor panels
and snipes of Spike Jones, Ice Cycles, Chitwood and midway
show posters which appeared in
about 5,000 locations.

Newspaper advertising appeared in
every newspaper week in Texas,
and many in the four surrounding States.
Space was allocated by zones, with
amounts diminishing according to
distance from Dallas. Coverage ex-
tended approximately 400 miles.
Art directed the fair this year and
promoted the fair as a whole but
local ads plugged such side
as fireworks, football, and special days.

Radio advertising was the bearest
table of the fair’s history, and consisted of one-minute spots
combining singing commercials with
radio advertising by Kret Flying Service
broadcasting recorded message of the
case over 6S towns within a 75-mile radius.

In an effort to capitalize more fully
on the enormous possibilities of fa-
der advertising, the fair this year
employed a professional merchan-
dising man. He was directed to work with
stores and other advertisers, encourag-
ing and assisting in use of
ssel-ins in newspapers and radio
vertising and in window and store.
.

Results Pay Off

Result was excellent. One large
store bought daily broadcasts, intro-
duced with “Hi, Ho, Come to the Fair,”
and promoted exposure di-
rectly. Air lines, oil companies, hotels,
stores and utilities used the fair’s

A Typical Spot

Ann: The 1949 State Fair of Texas, Dallas, October 8th thru 23d.

Chorus: It’s big, it’s fantastic, it’s fun.
There’s something there for everyone.
There’s fun for the kiddies... romans from or from cities.
It’s big, it’s fantastic, it’s super-dazzling.
It’s big, it’s fantastic, it’s fun!

Vocal (organ up)
From Amarillo to the Rio Grande
From Eastern plains to the Western sand
All know and appreciate

The biggest thing in the biggest State
A livestock, and poultry show
Ready, set, go on and go.
See Spike Jones and his gay revue
It’s planned for laughs... it’s planned for you.

Hot dogs, lemonade, drink your fill
Remember the date and mark this word
October 8th thru 23d.

Chorus: Start making your plans right away
Don’t hesitate, do it today
You’ll never regret it... You’ll never forget it...
The State Fair of Texas... HOORAY!
A well-rounded program of musical interest was an important factor in building interest at Michigan’s record-breaking Centennial State Fair this year. Backbone of this activity was a series of high school band competitions that drew 65 bands, even adding about 70 players each, for an appearance at the fair. Most of the young contestants came from the large and the small, the wealthy and the meager little towns.

Youth interest, sought as a major objective by every fair manager, thus was well served big way, not only for the approximately 4,500 young- 

sters who played, but for their families as well. It would appear a safe estimate that 50,000 persons throughout Michigan were directly interested in the State Fair because Johnny’s or Mary’s school band was going to be in it. The serious year-round preliminary work by the boys and girls, and an excellent appearance in the State-wide contest spurred this interest and built up the actual participation at the high point of the year for the youthful musicians.

Overgard Heads Planning

The bands themselves provided a source of much entertainment with their daily concerts in the orchestra shell during the fair. Careful scheduling enabled this amateur activity to get consistently good audiences throughout the run of the fair.

The planning of the fair’s musical activities was in the hands of a man widely known in the field, Graham T. Overgard, of Washington, D.C. Three years ago, Overgard directed the National High School Band at the New York World’s Fair for two years. Once during World War II he had banded a head of some 5,000, pieces, undoubtedly the largest, for a downtown Detroit rally. Overgard is pleasant, likable, and in insisting that the contests must conform to the now well-accepted standards of their field photos, submitted daily during the two months preceding the fair.

During the fair the publicity office became a place to which all local newspapers, wire services and radio assigned reporters and photographers. The number of the publicity staff was then to create order out of chaos, since the focal point for information, and as legmen for hard pressed reporters whenever necessary. The service to local city rooms helped reporters meet deadlines. Free coffee, soft drinks and generous amounts of food served to improve the number and quality of stories written.

Releases were mailed to livestock and breed publications at least twice monthly. Most of the stories were written for most breed and sectional livestock publications and placed by August 20. Special stories and photos were prepared for sectional and local magazines carrying considerable circulation among the general public or business men. Other magazines requesting material were sent stock stories and photos.

Specially written news releases for local and out-of-town radio were handled on the same schedule as daily press releases. In addition, public service announcements were mailed periodically.

Radio Schedule

Each Dallas station was furnished with a recording of 11 separate 30-second interviews with State fair directors on their particular assignments. Each station broadcast from two to five of these interviews daily, on a public service basis, for a period of one month. In addition, live interviews with celebrities were set up for local stations on a daily basis so that every contestant knows he will have a fair chance.

Uses Much Pro Talent

Professional musical activities were far from neglected at the Detroit fair this year. There were seven good professional bands on the grounds daily, plus a few single musicians or teams working for their sponsors, and numerous radio shows originated on the grounds. These professional units provided an opportunity for the youngsters from the school bands to hear such professionals as musicians in person, something they would rarely have a chance to do in the averagesmall town that most of them came from. It further served to provide a definite example to raise their own standards.

A potent lure of the music shell this year were the drum major and majorette contests. These held strong appeal to fair patrons.

500 Twisters Entered

A vital step upon judging by persons with a keen knowledge of baton twirling however, are used for the Michigan contests, and their verdicts frequently runs counter to the public’s first reaction. The latter is likely to be influenced by some flashy stunt, by taking of such a difficult procedure as a finger twist, which has a recognized technique if done correctly, or by the natural human tendency to vote for the best looking girl. A careful score sheet is prepared in advance and distributed to all contestants, showing the points on which they will be judged.

Radio Programs

Types of radio programs broadcast included special previews of the fair, interviews with outstanding entertainers, and other programs of interest in connection with the major features of the fair. Special radio programs were planned for the opening day, the 4-H Day, the State Fair Day, the School Day, and the State Fair Coronation, in addition to the many other programs headed for special features or dedication.

The greatest high-swaying pole act in outdoor show business — SELDEN, the Stratosphere Man — performing before capacity crowds wherever he plays.

The thrilling handstand atop a 138-foot sway- 

ning pole . . . the aerial acrobatics . . . the trapeze thrillers . . . the sensational slide-for-life . . . all these features make SELDEN the No. 1 crowd-puller of any grandstand program.

Contact now for 1950 dates

Selden

The greatest high-swaying pole act in outdoor show business — SELDEN, the Stratosphere Man — performing before capacity crowds wherever he plays.

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ning pole . . . the aerial acrobatics . . . the trapeze thr
They Fiddle, Dance, Sing in Kentucky

By L. (Doc) Cassidy
Director of Special Events, Kentucky State Fair

A PLANNED PROGRAM of special events this year enabled the Kentucky State Fair to garner widespread newspaper and radio coverage and at the same time to provide the annual with some new attractions with great appeal.

The special events, one a day, excepting the opening Sunday when a downtown parade was introduced to mark the fair's bow, fired active participation by many groups for the first time.

The parade proved a notable success. Some 20 civic organizations, industries and business firms of the area entered floats. Excepting only the marching bands, everything moved on wheels. The bands, after parading for about a mile and a half thru the downtown district, fell out to be replaced by fresh bands.

Builds Record Gate

In all, the parade lasted an hour and a half, and estimates of the crowds it pulled sized the turnout as the largest for any parade in Louisville's history. More important, the parade's impact was felt strongly at the fair, which that day registered its highest all-time attendance.

Monday, normally the slowest day of the fair, was given a strong impetus in the form of a State Fiddle Championship contest, which attracted contestants from 15 counties and pulled 6,000 persons into the grandstand. Newspapers went all-out in covering this one, and radio outlets gave it State-wide airing.

A crowd estimated at 8,000 jammed into the pavilion Tuesday for the finals of the Gospel Quartet Contest, which was held in connection with the day's horse show bill. Nonpro gospel singers from 15 counties took part, and a chain of Kentucky stations hooked up to carry the program. Newspapers heralded it as something new in State Fair events and followed thru with extensive coverage.

A State championship square dance contest, staged in co-operation with county fairs of the State, followed the next day, and drew 5,000 persons into the grandstand. A State championship baton-twirling contest was the feature the next day, Thursday, and it was climaxcd by the appearance of the winners in three age groups twirling in front of the governor.

Vie for National Title

A national fiddle championship contest accounted for a 5,000-turnout Friday, with the winners of the Monday contest vying with champion fiddlers from other States. Again, a State-wide radio hook-up ran into action, and the newspapers were lavish with pictures.

Closing day, Saturday, was Constitution Day, and in line with the observance, an armed forces show was staged. This included the participation of the Third Armored Division's band, dance band, entertainers and the Honor Guard from Fort Knox. The Honor Guard, a crack drill team, wooed fair patrons with the execution of the Queen Arm Drill.

The special events bore fruit not only in publicity, in giving the fair more attractions and in drawing more people through the State into active participation but they emphasized the newness of some of the things the fair offered.

The cost? Only $2,000. Merchants donated the trophies.

Square dancing contest was heightened by judges, each of whom gave a demonstration of his calling ability before the competition started.

Page 46 The Billboard Cavalcade of Fairs

Contests, Plus Parade and Armed Forces Day, Give Louisville Jab in Arm, Much Publicity, New Tone, Added Attractions

Radio stations went all-out in giving coverage to special events. Here a winning fiddler is awaiting her appearance before the mike at the fair's Radio Center.

Baton twirling competition was keen and provided a good show. Kentucky's governor, Earl Clements, is shown above presenting trophy to winner.

Cavalcade drill team from Fort Knox thrilled throngs on Constitution Day. Army also supplied band, dance orchestra and entertainers.

November 26, 1949
Dinosaur in Advertising Sells Dallas, Produces Record Gate

(Continued from page 45)

happened at the 1949 fair was put on the air.

To assist with the problem of radio publicity this year, the department employed a man trained in radio. His assignment was to furnish stations with a complete schedule of events, by days and hours, before the fair started, and to supply all schedule changes at least 48 hours in advance. He helped coordinate the work of the stations on the grounds and saw to it that radio trucks and equipment were moved wherever needed on time and with the required police escort.

To overcome criticisms voiced in previous years, the publicity department operated with minimum pressure on the stations but with maximum co-operative spirit and respect for their problems. This policy, and the amount of work which this involved, obviously required the full time of a specialist, and unquestionably paid off.

All stations gave the fair extra ad publicity on every conceivable type of program. This happened so many times it was impossible to record.

Obviously, this extra plugging, brought into so many broadcasts, is the kind of invaluable publicity which can be obtained only by having the stations personnel all down the line, completely for the cause of the fair.

Press Relations

Undoubtedly one prime reason for the fair’s good fortune in publicity has been the flowered relations program begun years ago.

An important phase of this is Press Radio Day, held on opening day to permit editors to print their impressions of the fair in time to build attendance for the second week.

This year the fair sent invitations two months in advance (which also helped pave the way for subsequent publicity), summoning all newspaper and radio men from Texas, Oklahoma and many from Louisiana, Arkansas and New Mexico, to Press Radio Day.

Ordinarily more Texas publishers and radio men attended Press Day than at their State conventions. This year some 1,500 press and radio men and their families showed up for the reception in the directors room of the Food Building and were given 50-yard line seats to the Texas-Oklahoma football game, and courtesy to Spikes Jones, Ice Cycles, Chilwood and midway shows.

Preparations for this day, partly because of correspondence involved, requires the time of two persons for nearly a month.

Newspaper Award

A fair publicity representative attends regularly the annual meetings of the Texas Press Association. At these meetings the fair presents a gold plaque to the newspaper selected by the TPA as most excellent in advertising make-up. All this year the fair provided cash prizes for best photographs in the in-State news photographers’ exhibition during the fair at the Museum of Fine Arts.

At the close of the fair, publicity department gave a party for press people and radio men, most of whom could not attend Press Day because of Sunday editions. Local attendees were treated generously as those from out of town in the matter of show passes.

Aside from the publicity director, the staff which the department accumulated by Labor Day included the fastest general publicity writer available; an experienced wire reporter for women’s events; an agriculture and livestock reporter; combination merchandising manager and radio publicity man, and three typists. This staff was augmented during the fair by an additional livestock reporter, a teletype operator, a dozen clerks to handle Press Day details, and SMU student interviewers who handled the advertising survey.

Official Pictures

All publicity pictures were made by the official photographers who maintained a studio on the grounds and supplied publicity pictures at reduced rates in consideration of exclusive commercial rights to exhibitors’ shots.

Approximately 1,000 publicity photos were made during the fair. Many were spot news pictures, sent the same day to local papers concerned. However, most publicity shots were made with following year’s needs in mind—and included scores of human interest views, pictures of people enjoying themselves.

The fair handles its own mailings, using late model addressograph, mimeograph, folding and postage meter machines. The publicity mailing list is organized by 100-mile square type of mail. Also, expensive mailings are sent only to Zones 1 and 2. Lists are maintained by use of the Directories, Editor & Publisher, and directories from Texas and Oklahoma press association.

Prepare for 1950

In preparation for the 1950 campaign the publicity department conducted a survey on the grounds to determine strongest attractions, and to ascertain percentages of visitors from each zone for more effective use of advertising effort. Interviews were made from 10 a.m. to 4 p.m., and from 4 to 7 p.m., with different questionnaires for each period.

The fair also filmed a well-balanced 30-minute movie in color and sound for use throughout the State in school and rural youth clubs during winter months. Film also will be put on school library service in Dallas and Austin. Cost of film was approximately $6,000 with extra prints at $125 each.

The enthusiasm generated by the fair itself carries over and results in publicity of various types during the off-fair season.

For example, the 1949 annual of the Grand Prairie High School this year adopted, instead of the usual classical theme, the highly practical one, “The State Fair of Texas.” The Sigma Delta Chi journalism fraternity, meeting in Dallas in late November, had as its discussion theme, the State Fair of Texas.

Fair Impact

In fact, so great is the impact of the fair on the lives of Southwesterners in general, that it remains an interesting item of conversation the year around, resulting in word-of-mouth publicity which cannot be measured.

But from the point of view of the publicity man, the basic requirements for a successful fair publicity campaign are an ample budget, competent help in adequate numbers, months of pre-planning to avoid inevitable headaches, sufficient authority to carry out responsibilities without fear of continual frustration, a generous attitude toward the working press, a reasonable goal at which to shoot, and the willingness to work harder than necessary in many other businesses.

Most of these requirements depend on the management of the fair. Fortunately at the State Fair of Texas, an entirely self-supporting non-profit enterprise, they are made possible by the absence of politics, and by the fact that the fair is managed thereby by practical-minded men who know what it takes to make money in business, including fair business.

Iowa’s Big Show...

Famous the World Over!

For 91 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. The Iowa State Fair, celebrated in story and song, motion pictures and magazines, belongs to the world.

This, 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 August 25th to September 1.

L. B. CUNNINGHAM, Secretary

HAROLD L. PIKE, President
**Comeback Bent—**

**Square Dancing Revival Strong; Attraction Clicks at Detroit**

A NATIONWIDE revival of interest in old-time or square dancing has been reflected in an increasingly popular daily program at the Michigan State Fair, Detroit, for the past three years. The Old-Timers' Grove has become an established part of the fair tradition, drawing crowds of up to 5,000, in competition with the major entertainment and other fair attractions which are presented simultaneously. Old-time dancing has a long history of popularity in Detroit, dating back at least a quarter century, with from one to several ballrooms operating in the Motor City and devoted to this style of dancing for the past 20 years. The principal American sponsor of this revived form of entertainment was the late Henry Ford, and it was to Henry Ford's old-time fiddler, Clayton A. Perry, that the Michigan fair management turned for this project.

Uses Five-Piece Combo

For 22 years Perry was the director of these early dances for Mr. and Mrs. Henry Ford at Greenfield Village and is considered one of the leading authorities on American square dance music.

The orchestra is the essential foundation of an old-time dance event, according to Graham T. Overgard, musical director of the Detroit fair, who himself plays: string bass, accordion, tenor sax and cymbalum.

The cymbalum (or cymbalon), used to some extent by Perry as a substitute for the familiar piano, is made almost exclusively in Budapest and is a glorified form of the old dulcimer—considered the parent of the family of hammered string instruments as contrasted to those that are played by plucking or bowing. It is highly decorative and has a full five-octave range and has been found exceptionally popular for both appearance and tone quality.

Perry has modernized the combination slightly—seldom orchestras used a second violin in place of the tenor sax which he has introduced, with the second fiddler doing the calling. In this case a sixth man, John Whitehead, serves as caller and master of ceremonies.

96 Dance at One Time

Presentation is on an elevated platform, 70 by 80 feet, with steps at convenient intervals to encourage audience participation. Orchestra is placed at one side in a shell-like structure. The stand, decorated with colored lights, is placed in a large grove of trees.

Banner space was sold to such firms as music stores. Size of the platform was doubled this year, as the two previous seasons proved the possibility of the event. As used this year, 12 sets of 6 persons each—or 96 at a time—could be accommodated. The program ran continuously for the 19 days of the fair, from 4 to 7 a.m. from 8 to 11 p.m., a total of 69 hours.

The caller was on the job continuously to induce the spectators to become dancers and to induce persons of all ages to participate.

**FORREST SMITH**
**Governor**

**ROBT. T. THORBURG**
**Commissioner of Agriculture**

**TO EXHIBITORS, CONCESSIONAIRES, ATTRACTIONS, ENTERTAINERS, GRAND CIRCUIT CONTESTANTS AND VISITORS**

**OUR THANKS**

**FOR MAKING THE 1949 FAIR ANOTHER OUTSTANDING SUCCESS**

**Roy S. Kemper**
**Secretary**

November 26, 1949
Really Colossal!
Giant-Sized, Animated Figures Snared Eyes at Chi R.R. Fair

Animated figures of massive proportions, equipped with p-a systems, were among the highlights of the Chicago Railroad Fair this year. The gargantuan figures not only snared the eye but held the attention of fair visitors.

Biggest was Paul Bunyan (shown below) towering 23 feet from the floor. Also indicative of the size of the Bunyan figure is that the feet measured 4 feet 9 inches from toe to heel. Crowds it drew were held, too, by frequent appearances of a cartoonist-sketcher.

Other over-size figures at the fair include "Happy," shown at the bottom left, and "Gentle Joe," bottom right.

November 26, 1949
WITH WESTERN CANADA'S CREDITABLE A FARMS, and managers are preparing to let out the

Class A fairs getting too big for their britches, managers and directors are preparing to let out the

THE CAValcade of Fairs

Class A Annuals Outgrow Plant Facilities;
Plan Construction, Improvements To Keep in Step With Increased Growth, Attendance

near the midway when livestock
barns are demolished.

A revamped main entrance is to be established soon, and a wide, hard-surfaced roadway with
boulevards will link this with another new entrance at the opposite end of the

The Calgary Stampede and Exhibition is erecting a new $1,100,000 Coliseum which will seat 8,800
and be available for grandstand shows during the stampede should rain hit. Picture above is a model of the building's exterior, while a model of the interior, with roof cut off, is shown below.

Building for exhibits are to follow. By the time the 1950 exhibition rolls around at Saskatoon, Sask.,
Manager S. N. (Steve) MacEachern hopes to have at hand a survey of
fairgoers' opinions. He wants to learn what people come to see at the fair
so he can build the show of the future more to their liking.

Saskatoon Needs Building

Really needed at Saskatoon is a $300,000 industrial exhibits building,
but it's still in the "hoped for" stage.

Grandstand expansion is dependent on the city's growth toward the 100-
000 population mark. It is now about 50,000. Changes would include
the building of a low-lying amphitheater in front of the grandstand to accom-
modate 3,000 to 4,000 extra patrons. This would require bigger and better
staging facilities as well.

The time is foreseen when the race...
track will be widened and lengthened from four to six furlongs. In addition there would have to be stands for up to 400 ponies.

Definitely planned is an ambitious beautifying project on the grounds to include lawns and trees and possibly a wild animal park.

An immediate “must” on the Saskatoon Exhibition’s building program is more paving and increased sewer and water facilities.

A new building to house livestock is planned for 1950 and a smartly laid out livestock pavilion is being given consideration.

Definite decision has been made to build better, artistically designed gates as entrances to the grounds and grandstand.

With a big population boost, the present grounds would be expanded in two directions, and already action is being taken to provide more space for parking and machinery exhibits.

Would Increase Seating

Baseball tournaments have always been a fairtime feature and Manager MacEachern expects to eventually have seating accommodation for several thousand fans around the diamond on the race track infield. Tunnel entrances under the race track to the baseball area are a possibility.

As for exhibition attractions, MacEachern hopes sometime to have an added daily feature, such as a circus, apart from the midway but still part of the fair; increased emphasis on the work of farm boys and girls; more free displays and entertainment and facilities that will be available to the Saskatoon public and organizations throughout the year.

Like other fair managers, MacEachern knows his plans for the future can’t be fulfilled in a hurry, but with an average annual expenditure of $50,000, it won’t be many years until fairgoers will find a lot of these improvements, he says.

Gate, Stand Hit Records

Saskatoon’s 1949 exhibition was the most successful in its history, with 1950 records established. Gate admissions were 165,702, an all-time high, and grandstand attendance was 78,000, another record.

Success of the fair was attributed to general prosperity in the province.

The exhibition board is counting on a surplus of about $76,500, compared with last year’s $79,270, and for 1950 officials have promised to use the profits in building better livestock and race horse accommodations, improved baseball facilities, increased industrial exhibit space and paved roadways.

Brandon To Spruce Up

At Brandon, Man., where the turnstiles clicked a cheery tune this summer, Manager Syd McLennan hopes to spruce up his plant and make it one of the best in Western Canada, work to start in 1951.

Speaking in generalities at the moment, McLennan talks of grandstand changes, an addition to the display building, a livestock arena, better swine accommodations, a new entrance, additional parking facilities, a change in the color scheme of buildings,remodeling of roads and construction of several pieces of new road.

Major Improvement at Edmonton, Alta., where the population has soared in recent years, is to be a new grandstand, which will be ready for the 1950 show.

The old grandstand, which could hold only 3,300, was torn down after the 1949 exhibition and construction of an 8,000-seat stand is well under way, according to Manager James Paul.
This year breaking all records

Nebraska State Fair

America's fastest growing agricultural and industrial exposition

A great state............. stages a great show

1950 Dates - Sept. 3-8 Inclusive

Emanuel Sinner
President

Edwin Schultz
Secretary

Mower County Fair

And upper midwest livestock shows

Austin, Minnesota

Featuring

- The greatest variety of exhibits of any county fair in the corn-belt
- A fairgrounds plant that is a model
- Livestock shows with an educational purpose
- A fair that is finished and looks the part.

"The fastest growing fair in the Midwest"

P. J. Holand, Secretary

IAFE Convention Program

Hotel Sherman, Chicago

Sunday, November 27

2:30 p.m. - IAFE Directors' Meeting.

Monday, November 28

10:00 a.m. - Officers and Directors of State and Provincial Associations of Fairs, Crystal Room.

10:00 a.m. - Middle West Fair Circuit - Room 116.

11:00 a.m. - State and Provincial Associations of Fairs - Crystal Room, Clifford C. Hunter, Chairman.

State of the Nation


Management, Construction and Finance, G. R. Lewis, Findlay, O.

Fair Publicity and Advertising, Harry Storin, Barrington (Mass.) Fair.

The Enhancing Effect of Correct Design and Color, Henry Johnson, Quincy, Mass.

Promotion and Exploitation That Have Rung the Bell, William Y. Ward, Springfield, Ill.

Agricultural Fairs in a State's Economy, Robert T. Thornburg, Commission of Agriculture, Jefferson City, Mo.

A Strong Youth Program Insures Future Fairs, Jack Huf-ford, Bellefontaine, O.

6:00 p.m. - Reception - Buffet supper - open to fair men, their wives and guests - Crystal Room.

Tuesday, November 29

10:00 a.m. - BUSINESS SESSION.

Annual Address of the President.

"Wisconsin at Work; Non-Competing Exhibits by Industry Groups," Robert Evans, Executive Secretary, Wisconsin Manufacturers' Association.

12:00 Noon - Past President's Club Luncheon, Roy Rapaport, presiding.

2:00 p.m. - Crystal Room - Young America; Villages for Children, William de L'Horbe, Dayton, O.; National Amusement Device Company; Paul T. Mannen, San Diego (Calif.) County Fair; Henry Johnson, Brockton (Mass.) Fair.

Midwest for Children, William H. Hitzelberger, State Fair of Texas; E. P. Green, California State Fair; R. W. A. Hughes, Canadian National Exhibition.

Rural Youth Day, William Hitzelberger, State Fair of Texas.

Woman's World; Fashions; Shoes and Exhibits, E. P. Green, California State Fair; Mrs. Karolyn Holloway, Indiana State Fair.

Sierroton - A Unique Woman's Village, Charles A. Nash, Eastern States Exposition.

Women's Contribution to the Canadian National Exhibition, Elwood A. Hughes, Canadian National Exhibition.

General Operation


Off-Season Use of Plant, Herbert H. McElroy, Central Canada Exhibition.

Around the Grounds on Sight-Seeing Trains, Raymond A. Lee, Minnesota State Fair; Jack Reynolds, Wisconsin State Fair.

Wednesday, November 30

10:00 a.m. - Crystal Room

CONCESSIONS

An Unusual Concession System, Theodore Rosequist, California State Fair.

The Carnival Owner's Point of View, Floyd B. Gooding, Columbus, O.

GRANDSTAND SHOWS

Harness Racing - Pros and Cons, Lloyd B. Cunningham, Iowa State Fair; Jack Reynolds, Wisconsin State Fair; Kelly Knauff, President, U. S. T. A.


QUIZZING THE MASTERS.

Thrill Shows and Auto Races Today and Tomorrow, Enos - Douglas K. Baldwin, Minnesota State Fair.

2:00 p.m. - Crystal Room

PROMOTION - EXPLOITATION - CONTESTS

G. I. Farm Family Contest, Lloyd Cunningham, Iowa State Fair.

Opening Day Key Sale, William H. Hitzelberger, State Fair of Texas.


Advance Grandstand Ticket Sales, Kenneth Stocker, Ec-cle, O.

School Promotion, Paul T. Mannen, San Diego County Fair.

PUBLICITY

Indiana State Fair Radio Campaign, Glen Smith, Gem-mer-Culp, Inc., Fort Wayne, Ind.

SPECIAL ATTRACTIONS

Folk Dancing to the Front, J. S. Dorton, North Carolina State Fair.

Free Entertainment, William H. Hitzelberger, State Fair of Texas.

Music and Drama, Mrs. Ruth Steva, Ohio State Fair.

Freeman's Muster, George A. Hamid, New Jersey Fair.

Report of Resolutions Committee.

Election of Officers and Directors.

Page 52 The Billboard Cascade of Fairs

November 26, 1949
Important Facts
Each year the Statistical Directory of Fairs assumes added importance. In this complete form, it supplies vital information on the fairs of the U.S. and Canada.

To attractions carnivals, suppliers, concessionaires, exhibitors, and the public it gives complete information on dates, type of operation and the potential of many annual exhibitions.

Supplemented by the listing of fairgrounds' facilities for rental in Fair-Aid season, it is another service which rent or play fairgrounds on percentages at times other than during fairs. Often referred to as the "Directory" is one of the many features presented in The Billboard not only in the Cavalcade, but each week thruout the year as a trade service to fairs of the U.S. and Canada.

California
California Mid-Winter Fair, Imperial
TOTAL ATTENDANCE: Paid, 56,000.
Operated 8 days, 9 nights. WEATHER: Good, 8 days, 9 nights; cold or cloudy 1 day, 1 night. CARNIVAL: Crafts 20 Big Shows. Attractions: 47,780.
TOTAL PREMIUMS: State aid, $1,500.
ADMINISTRATION: President, J. C. Snyder; secretary, D. V. Sturtivant; superintendent of concessions, Earl Newsom.

Contra Costa County Fair, Antioch
TOTAL ATTENDANCE: Paid, 19,915.
Operated 5 days, 3 nights.
RECEIPTS: State aid, $6,220.
ADMINISTRATION: President, B. C. Mitchell; secretary, J. W. Schiller; superintendent of concessions, L. A. Noll; publicity director, Mickey Colton.

Fresno District Fair, Fresno
TOTAL ATTENDANCE: Paid, 196,000.
Operated 6 days, 8 nights. WEATHER: Good, 6 days, 8 nights; cold or cloudy 2 days, 4 nights. CARNIVAL: West Coast Shows. Attractions: Fanchon-Marco vaudeville stage show, 6 days; 8 nights; running races; 6 nights. TOTAL PREMIUMS: State aid, $100,000.
ADMINISTRATION: President, J. E. Brown; secretary, T. A. Dodge; superintendent of concessions, J. W. Everly; publicity director, Charles Thompson.

Glen County Fair, Orlando
TOTAL ATTENDANCE: Paid, 23,500; free, 8,550; operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights.
CARNIVAL: Golden West Shows. Attractions: Monte Bello; 4 days, 4 nights; rodeo 3 days; running races 2 days.

Humboldt County Fair, Ferndale
TOTAL ATTENDANCE: Paid, 57,000.
Operated 5 days, 6 nights.
CARNIVAL: California Shows; ride and show gross, total amount, less federal tax.
ADMINISTRATION: President, B. H. Smith; secretary and superintendent of concessions, I. B. Bristow; publicity director, Cecil Jo Hindy.

Lassen County Fair & Livestock Show, Susanville
TOTAL ATTENDANCE: Paid, 4,410.
Operated 5 days, 3 nights.
RECEIPTS: State aid, $5,220.
ADMINISTRATION: President, Lester C. Carpenter; secretary, P. S. Sharp; superintendent of concessions, A. A. Jones.

Lodi Grape Festival and Wine Show, Lodi
TOTAL ATTENDANCE: Paid, 20,000.
Operated 3 days, 3 nights.
CARNIVAL: Crafts Show.
ADMINISTRATION: President, Emil Rander; secretary, Verna W. Hoffman; superintendent of concessions, J. W. Everly; publicity director, Charles Thompson.
Remember the dates!

SEP. 17-23
1950

EASTERN STATES EXPOSITION
WEST SPRINGFIELD, MASS.

The Show Window of the East

PROGRESS IS MEASURED BY ACCOMPLISHMENT ... IN 1949

IONIA Free FAIR

ENTERTAINED MORE PEOPLE PAID OUT MORE MONEY IN PREMIUMS AND PRIZES HELD MORE EXHIBITS

Now Planning Greater Program for 1950

IONIA Free FAIR

IONIA, MICHIGAN

Allan Williams
President

Rose Sarlow
Secretary

Ninth Distric Fair, Eureka
TOTAL ATTENDANCE: Paid, 65,350; 3,500, operated 10 days. Opening 10 nights.
WEATHER: Good 10 days, 10 nights.
RECEIPTS: Gate (less tax), $52,600; day grandstand total (less tax), $31,712; night grandstand total (less tax), $2,554.38.
CARNIVAL: Clifford's. $750 guarantee.
ATTRACTIONS: Rodeo, dances.
AID, PREMIUMS: State aid, $177,085.
Total estimated premiums paid out (excluding races) $177,085.
ADMINISTRATION: President and director of publicity, Blaine McElroy; secretary and superintendent of concessions, Ralph R. Barnes.
1950 DATES: June 21-25.

Orange County Fair, Santa Ana
TOTAL ATTENDANCE: Paid, 44,393; free, 24,827. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; cloudy 1 day.
CARNIVAL: Ferris Greater Shows.
AID, PREMIUMS: State aid, $56,000; district aid, $2,000.
1950 DATES: August 16-20.

Placer County Fair, Roseville
TOTAL ATTENDANCE: Paid, 14,279; free, 18,100. Operated 4 days, 5 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold or cloudy 2 days, 2 nights.
CARNIVAL: Crafts Exposition Shows.
ATTRACTIONS: Bert Levy Circuit Attractions, Kodeo, Bob Rzewicki's Livestock, Otto & Ahner "Little Prospector." PREMIUMS: Total estimated premiums paid out (excluding races), approximately $57,700.
ADMINISTRATION: President, H. A. Crockett; manager, superintendent of concessions, Nick Bucunand; secretary, Tom J. Pugh.

Sacramento County Fair, Galt
TOTAL ATTENDANCE: Paid, 65,350; 3,500, operated 10 days, 10 nights.
WEATHER: Good 10 days, 10 nights.
RECEIPTS: Gate (less tax), $52,600; day grandstand total (less tax), $31,712; night grandstand total (less tax), $2,554.38.
CARNIVAL: Crafts Shows.
ATTRACTIONS: Horse races 7 days, vaudeville show booked through Abel & Nelson, bookers.
AID, PREMIUMS: State aid, $50,000.
Total estimated premiums paid out (excluding races), $50,000.
ADMINISTRATION: President, Ben Donavan; secretary, E. Kenneth publicity director, Gene Deminis.
1950 DATES: June 4-27.

San Diego County Fair, Del Mar
OPERATED 11 days, 11 nights.
WEATHER: Good 5 days, 5 nights; cloudy 6 days, 6 nights.
CARNIVAL: Ferris Greater Shows.
ATTRACTIONS: Ice show, Bert Gervis, horse show, San Diego National Horse Show Association; circus John H. Bilbury, old car races, Lindsey F. Bothwell, harness racing, Western Harness Racing Association; Magic Show, Dante.
AID, PREMIUMS: State aid, $65,000 Total estimated premiums paid out (excluding races), $65,000.
ADMINISTRATION: President, Ray E. Budge; manager, Paul T. Moten; superintendent of concessions, L. G. Ferris; publicity director, Eddie L. Road.
1950 DATES: June 30-July 9, tentative.

San Joaquin County Fair, Stockton
TOTAL ATTENDANCE: Paid, 165,600. Operated 8 days, 8 nights.
WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate (less tax), $40,000; day grandstand total (less tax), $20,000; night grandstand total (less tax), $6,000.
CARNIVAL: Moody & Burke Shows.
ATTRACTIONS: Feigeley Ringling, bookers by Bilbury. Fire Tylers, acrobats, by Joe Breen; Sidetracks Horse Show, by Bert Levy; horse shows, grandstand.
AID, PREMIUMS: State aid, $65,000; gross pari-mutuel handle, $870,001.
ADMINISTRATION: President, C. C. Montgomery; secretary, E. O. Velhous; superintendent of concessions, Wayne}

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November 26, 1949
Shasta District Fair, Anderson
TOTAL ATTENDANCE: Paid, 14,000; free, 1,000. Operated 6 days, 8 nights.
WEATHER: Good 8 days, 7 nights; cool or cloudy 1 day, 1 night.
CARNIVAL: Centennial Shows.
AID, PREMIUMS: County aid, $500.
ADMINISTRATION: President, Charles McElroy; secretary, superintendent of concessions, P. T. McCarthy; public relation director, D. Parks.
1950 DATES: September 7-10, tentative.

Solano District Fair, Dixon
TOTAL ATTENDANCE: Paid, 12,000; free, 3,000. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day.
CARNIVAL: Wrightman Amusement Company.
ATTRACTIONS: Sheep dog trials, horse show, rodeo, talent show.
AID, PREMIUMS: State aid, $15,000. Total estimated premiums paid out (excluding races), $20,000.
1950 DATES: May 5-7.

Stimulated District Fair, Turlock
TOI: ATTENDANCE: 1,388, $3,404; free, 12,000. Operated 6 days, 6 nights.
WEATHER: Good 6 of 6; 6 nights.
RECEIPTS: Gate (less tax), $21,000; night grandstand total (less tax), $669.
CARNIVAL: Foley & Birk; total animals, 1,500;
ATTRACTIONS: Five sets of vaudeville, Bert Levy Circuit; English Horse Show, "Sunday Afternoon" purse horse show.
AID, PREMIUMS: State aid, $80,000. Total estimated premiums paid out (excluding races), $69,000.
1950 DATES: August 7-12, tentative.

12th District Fair, Ukiah
TOTAL ATTENDANCE: Free, 20,000.
Operated 8 days, 8 nights.
WEATHER: Good 8 days, 7 nights.
CARNIVAL: Golden West Shows.
ATTRACTIONS: Centennial Pageant, 8 nights; auto race, 2 days.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), $18,000.

Twentieth District Agricultural Fair, Auburn
TOTAL ATTENDANCE: Paid, 10,000; free, 3,000. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $3,000; day grandstand total (less tax), $2,500; night grandstand total (less tax), $2,000.
CARNIVAL: Pacific United Shows. Rides and show gross, less federal tax, $3,500.
ATTRACTIONS: Horse show 1 afternoon, 1 night, rodeo; Ray Hicks, Auburn, California, booker.
AID, PREMIUMS: State aid, $51,000. Total estimated premiums paid out (excluding races), $14,800.
ADMINISTRATION: President, B. J. Canady; secretary, superintendent of concessions, L. F. Morgan; publicity director, Earl Crabbe.
1950 DATES: September 22-24, tentative.

Ventura County Fair, Ventura
TOTAL ATTENDANCE: Paid, 16,000; free, all children. Operated 8 days, 8 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Foley & Birk.
ATTRACTIONS: Western horse shows, rodeo, fireworks, variety shows.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), $10,000.
ADMINISTRATION: President, John G. Lagomarsino; secretary, Larry Ver Hulse;
publicity director, M. S. Walker.
1950 DATES: October 4-5, tentative.

Arkansas Valley Fair, Rocky Ford
TOTAL ATTENDANCE: Paid, 17,000; free, 3,000. Operated 6 days, 5 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $3,500; day grandstand total (less tax), $2,921.05; night grandstand total (less tax), $7.00.
CARNIVAL: Forsythe-Downs Rides.
ride and show gross, total amount, less federal tax, $7,450.

ATTRIBUTIONS: Kid's Rodeo, Circus of Thrills, Judy Canova, horse races, rodeo and specialties, Kraft Baker Thrills, Lester Bibles Rodeo, A. & B. Lyons, Barnett-Richard's, Hustler's, running races.

AID, PREMIUMS: County aid, $230; total estimated premiums paid out (excluding races), $7,500.


1950 DATES: September 5-7.

Colorado State Fair, Pueblo

TOTAL ATTENDANCE: Paid, 110,581; free, estimated 60,000 (children). Operated 5 days, 5 nights.

WEATHER: Good, 5 days, 5 nights. RECEIPTS: Gate (less tax), $90,000; grandstand total (less tax), $54,874. CARNIVAL: Forchey & Dowsie; ride and show gross, total amount, less federal tax, $17,972.75. ATTRIBUTIONS: Free 4-H rodeo, horse show, rodeo and racing; rodeo (Leo J. Corsentino); entertainment (Theatro-Dufusifik); Zacchini on carnival.

AID, PREMIUMS: State aid approx. $40,000; other aid, $2,000. Total estimated premiums paid out (excluding races), $1,660.75.

ADMINISTRATION: President, Ray E. Talbot; manager, Frank H. Means; publicity director, Ralph Taylor.

1950 DATES: August 26-September 1.

Kit Carson County Fair, Burlington

TOTAL ATTENDANCE: Paid, 1,550; free, 150. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights. RECEIPTS: Night grandstand total (less tax), $2,718.88; night grandstand total (less tax), $2,106.56. AID, PREMIUMS: County aid, $627.70; other aid, $1,614. Total estimated premiums paid out (excluding races), $1,614.

ADMINISTRATION: President, Ernest L. McArthur.

Larimer County Fair and Rodeo, Loveland

TOTAL ATTENDANCE: Paid, 4,713. (2 nights rodeo); free gave for fair. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights. RECEIPTS: Night grandstand total (less tax), $4,752.25. CARNIVAL: Rocky Mountain Enterprises.

ATTRIBUTIONS: Rodeo 2 nights, stock furnished by Earl Anderson, Grover Colo.

ADMINISTRATION: President, Lane A. Duffield; manager, L. E. Bowman; superintendent of concessions, Ben Naere; publicity director, Ray Macy.

1950 DATES: August 14-16, tentative.

Phillips County Fair, Holyoke

TOTAL ATTENDANCE: Paid, 2,200; free, 300. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate (less tax), $742.15; day grandstand total (less tax), $597.24; night grandstand total (less tax), $583.11. CARNIVAL: J. B. Lewis; ride and show gross, total amount, less federal tax, $95.58.

ATTRIBUTIONS: Wheeler-Perkins Theatrical Shows; horse racing.

AID, PREMIUMS: County aid, $3,000; total estimated premiums paid out (excluding races), $1,500.

ADMINISTRATION: Manager, Otto Brighter; secretary, George Oppedisano; treasurer, George Oppedisano; superintendent of concessions, B. E. Doulis.

Washington County Fair and Rodeo, Akron

OPERATED: 2 days, 1 night. 

WEATHER: Good, 1 day; rain, 1 day; cold or cloudy, 1 day, 1 night.

Night grandstand total (less tax), $6,160.

CARNIVAL: Leight.

ATTRIBUTIONS: Trick riding, races, trick horses, dancing, rodeo.

AID, PREMIUMS: County aid, $4,000.

ADMINISTRATION: Manager-publicity director, A. W. Wenig; superintendent of concessions, L. R. Taelor.

1950 DATES: August, tentative.

Yuma County Fair, Yuma

TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights. RECEIPTS: Rodeo, 2 days, 1 night; horse races, 2 days.

AID, PREMIUMS: Total estimated premiums paid out (excluding races), $5,000.


1950 DATES: August 16-18, tentative.

CONNECTICUT

Bethlehem Fair, Bethelhem

TOTAL ATTENDANCE: Paid, 8,015; free, 1,000. Operated 1 day.

WEATHER: Good 2 days.

RECEIPTS: Gate (less tax), $4,615. CARNIVAL:独立; independent midway.

ATTRIBUTIONS: Slot horse show, vaudeville, drawing contests; AID, PREMIUMS: Total estimated premiums paid out (excluding races), $2,500.

ADMINISTRATION: President, Paul E. Johnson; secretary, Mrs. Frank Devine; superintendent of concessions, Frank DeVine.

1950 DATES: September 9-10.

Hamburg Fair, Lyme

TOTAL ATTENDANCE: Paid, 4,000; free, 200. Operated 1 day.

WEATHER: Good 1 day.

ATTRIBUTIONS: Horse show, horse dancing, cattle dancing, flower and vegetable, grain exhibit, fancy week, children's work.

ADMINISTRATION: President (superintendent of concessions), J. O. Pullar; secretary, Frances Harmon.

1950 DATES: Last week in August, tentative.

Harwinton Fair, Harwinton

TOTAL ATTENDANCE: 1,200. Operated 2 days.

WEATHER: Good 2 days.

ATTRIBUTIONS: Vaudeville acts.

AID, PREMIUMS: Total estimated premiums paid out (excluding races), $3.

1950 DATES: September 2-3.

New Haven County 4-H Fair, Orange

TOTAL ATTENDANCE: Paid, 2,900; free, 1,000. Operated 2 days.

WEATHER: Good 2 days.

RECEIPTS: Gate (less tax), $1,109.95. Total estimated premiums paid out (excluding races), $1,418.25.

ADMINISTRATION: President, Ronald Hinton; secretary, publicity director, M. H. Findik, superintendent of concessions, John Constandine.

River Fair, Riverton

TOTAL ATTENDANCE: Paid, 8,864. free, 1,000. Operated 2 days.

WEATHER: Good 2 days.

RECEIPTS: Gate (less tax), $4,469.85. AID, PREMIUMS: Total estimated premiums paid out (excluding races), $654.

ADMINISTRATION: President, Fred S. Zagerl; secretary, publicity director, Grace D. Seymour; superintendent of concessions, Wm. F. Wright.

The Great Danbury Fair, Danbury

TOTAL ATTENDANCE: Paid, 150,618.

WEATHER: Good 9 days.

CARNIVAL: G. C. Brunk Shows.

ATTRIBUTIONS: Three ring circus.

AID, PREMIUMS: Total estimated premiums paid out (excluding races), $10,275.13.

ADMINISTRATION: General manager, John W. Symonds; assistant general manager, superintendent of concessions, W. Irving Jarvis; publicity director, Leroy Johnston.

1950 DATES: September 30-October 8, tentative.

GEORGIA

American Legion Bartow County Fair, Cartersville

TOTAL ATTENDANCE: Paid, 18,000; free, 2,000. Operated 6 days.

WEATHER: Good 6 nights.

RECEIPTS: Gate (less tax), $4,200. CARNIVAL: L. J. Hath Show.

PREMIUMS: Total estimated premiums paid out (excluding races), $100.

ADMINISTRATION: Secretary, W. R. Hirsch.

Rockdale County American Legion Fair, Conyers

TOTAL ATTENDANCE: Paid, 7,200; free, 2,280. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy 2 days, 2 nights.
CARNIVAL: Johnny T. Tinsley Shows.
AID, PREMIUMS: County aid, $3,000. Total estimated premiums paid out (excluding races), $2,700.
ADMINISTRATION: President, Albert Myrick; secretary, M. H. Kenniston; superintendent of concessions, Lenora Charles; publicity director, Mary Henning; promoter, M. R. Smith.
2100 DATES: August 24-25, tentative.

Clearwater County Fair, Orofino

TOTAL ATTENDANCE: Free gate. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
ATTRACTIONS: Community Pageant, Lewis & Clark Celebration.
AID, PREMIUMS: County aid, $8,500. Total estimated premiums paid out (excluding races).

Kootenai County Fair Association, Couer D'Alene

TOTAL ATTENDANCE: Paid, 22,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.

IDAHO

Bannock County 4-H Club Fair, Lava Hot Springs

TOTAL ATTENDANCE: Free, 3,000. Operated 2 days.
WEATHER: Good 2 days.
AID, PREMIUMS: County aid, $2,000. Total estimated premiums paid out (excluding races), $1,800.
ADMINISTRATION: President, Albert Myrick; secretary, M. H. Kenniston; superintendent of concessions, Lenora Charles; publicity director, Mary Henning; promoter, M. R. Smith.
2100 DATES: September 23-24, tentative.

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-November 26, 1949-

November 26, 1949

The Billboard Cavalcade of Fairs Page 57

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SEPTEMBER 17-22, 1950

The Billboard Cavalcade of Fairs

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IROQUOIS COUNTY AGRICULTURAL & 4-H CLUB FAIR, MILFORD

TOTAL ATTENDANCE: Paid, 15,000; free, 600; children). Operated 3 days; 3 nights.
WEATHER: Good; 3 days, 3 nights.
ADMISSION: General adm.: $2,874; grandstand total (less tax), $6,528; total estimated premiums paid out (excluding races), $10,000.
ATTRACTIONS: High-wire, jugglers, animal acts, state fair exhibits.

LEWISTON FAIR

TOTAL ATTENDANCE: Paid, $4,000; free, 1,000; children). Operated 4 days; 6 nights.
WEATHER: Good 3 days; 3 nights; rain 1 day. 1 night; cold; cloudy 2 days, 2 nights.
ADMISSION: State adm.: $4,053; county adm.: $1,000; other adm.: $2,193; total estimated premiums paid out (excluding races), $6,779.
ATTRACTIONS: Pres. Einer Bregmeyer; secretary, Charles Allen; superintendent of concessions, George Glover; publicity director, Martin Hertberg.

LOGAN COUNTY FAIR ASSOCIATION, LINCOLN

TOTAL ATTENDANCE: Paid, 40,000; free (children). Operated 4 days; 6 nights.
WEATHER: Good; 3 days; 3 nights.
TOTAL RECEIPTS: Paid, $1,100; county adm., $900; total estimated premiums paid out (excluding races), $2,000.

MERCER COUNTY AGRICULTURAL SOCIETY, ADEL

TOTAL ATTENDANCE: Paid, 15,000; free, 2,000; 6 days, 4 nights.
WEATHER: Good 1 day; cloudy 2 days, 2 nights.
TOTAL RECEIPTS: State adm., $4,128; grandstand total (less tax), $1,545; total estimated premiums paid out (excluding races), $4,100.
ADMINISTRATION: President, Virgil H. Nelson; secretary, E. W. Melnick; superintendent of concessions, Oris Lamberti; publicity director, Lester Stone.

MOURTIE-DOUGLAS COUNTY FAIR, ARTHUR

TOTAL ATTENDANCE: Paid, 12,000; free in 1,200; Operated 8 days, 8 nights.
WEATHER: Good 4 days, 8 nights.
TOTAL RECEIPTS: State adm., $8,000; county adm., $900; total estimated premiums paid out (excluding races), $14,000.
ADMINISTRATION: President, E. W. Melnick; secretary, E. R. Melnick; superintendent of concessions, Mrs. Lamberti; publicity director, Lester Stone; director, George Bradford.

SANDWICH FAIR, SANDWICH

TOTAL ATTENDANCE: Paid, 12,000; free, 1,200; Operated 6 days, 6 nights.
WEATHER: Good 1 day; cloudy; other days.
TOTAL RECEIPTS: State adm., $4,874; grandstand total (less tax), $6,528; total estimated premiums paid out (excluding races), $10,000.
ADMINISTRATION: President, E. W. Melnick; secretary, E. W. Melnick; superintendent of concessions, Mrs. Lamberti; publicity director, Lester Stone; director, George Bradford.

UNION AGRICULTURAL SOCIETY FAIR, WARREN

TOTAL ATTENDANCE: Paid, 15,000; free, 1,000; Operated 8 days, 8 nights.
WEATHER: Good, 3 days, 3 nights; cloudy 1 day.
TOTAL RECEIPTS: State adm., $2,000; county adm., $1,000; total estimated premiums paid out (excluding races), $3,000.
ADMINISTRATION: President, C. R. Braddock; secretary, C. R. Braddock; superintendent of concessions, Wm. E. Layman.

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November 26, 1949

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THE BILLBOARD CAVALCADE OF FAYS
Page 59


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ARKANSAS LIVESTOCK SHOW AND RODEO

"An Annual October Presentation" Pyramid Bldg., Little Rock, Arkansas

Page 60 The Billboard Cavalcade of Fairs November 26, 1949
WEATHER: Good 4 days, 3 nights; rain, 1 night.

RECEIPTS: Gate (less tax), $1,457.46; total estimated premiums paid out (excluding races), $1,501.60.

CARNIVAL: Merrian’s.

ADMINISTRATION: President, C. Madison; secretary and superintendent of concessions, M. L. Brauns.

1950 DATES: August 5-8, tentative.

Hamilton County Exposition, Webster City

TOTAL ATTENDANCE: Paid, 15,000; free, 1,000. Operated 4 days, 4 nights.

RECEIPTS: Gate (less tax), $8,700.

CARNIVAL: Washbo Shows.

ADMINISTRATION: President, Harold Mills; secretary, superintendent of concessions, publicity director, Pat W. Hale.

1950 DATES: September 4-8.

Henry County Fair, Mt. Pleasant

TOTAL ATTENDANCE: Paid, 17,000. Operated 6 days, 5 nights.

WEATHER: Good 6 days, 5 nights.

RECEIPTS: Gate (less tax), $12,200; day grandstand total (less tax), $512.50; overnight races, $2,540.70.

CARNIVAL: L. B. Lamb Shows, Ride and show gross total, less federal tax, $1,200.

ADMINISTRATION: President, Leon P. Soloway.

1950 DATES: August 14-18, tentative.

Greene County Fair, Jefferson

TOTAL ATTENDANCE: Paid, 9,500; free, 800. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate (less tax), $1,507.74; day grandstand total (less tax), $1,079.42; overnight races (excluding races), $1,542.50.

CARNIVAL: Webster Rides and Concessions; show and gross show total, less federal tax, $800.

ADMINISTRATION: Jimmie Lynch Death Dodgers 1 day; Barnes & Carruthers 3 day running races.

Lee County Fair, Donnellson

TOTAL ATTENDANCE: Paid, 10,724; free, 1,460. Operated 3 days, 4 nights.

WEATHER: Good 2 days, 3 nights; rain 1 day, cold or cloudy 1 night.

RECEIPTS: Gate (less tax), $6,537.40; day grandstand total (less tax), $1,160.49; night grandstand total (less tax), $2,718.75.

CARNIVAL: L. B. Lamb Shows.

ADMINISTRATION: President, Clifford W. Ward; secretary, J. R. DeHoffy; superintendent of concessions, Ralph Beaun; publicity director, Graham Jernigan.

1950 DATES: Last week in July, tentative.

Marion County Fair, Knoxville

TOTAL ATTENDANCE: Paid, 4,170; free, 5,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), $2,932.40; day grandstand total (less tax), $2,322.40.

CARNIVAL: Model Shows.

ADMINISTRATION: Joe Childwood, 1 day; Fredy Cole, 2 nights; barn dance; afternaon, one night; Barnoy Woolfolk; Restor. NCD.

L. B. Lamb Shows.

ADMINISTRATION: President, Clifford W. Ward; secretary, J. R. DeHoffy; superintendent of concessions, Ralph Beaun; publicity director, Graham Jernigan.

1950 DATES: Last week in July, tentative.

Carnivals

CARNIVAL: Bay Marshall Byrdson’s Shows.

ADMINISTRATION: John Craig, one night; Judy Canova, one night, night stand total (less tax), $2,643.04.

CARNIVAL: Gold Original Amateur Hour; booked thru Boyie Woolfolk Agency; two afternoons of harness horse racing; two evenings of stage shows, revue, thru the Charles Zanetta Agency; one afternoon and one evening of Jimmie Lynch’s Death Dodgers.

CARNIVAL: L. B. Lamb Shows.

ADMINISTRATION: President, Clifford W. Ward; secretary, J. R. DeHoffy; superintendent of concessions, Ralph Beaun; publicity director, Graham Jernigan.

1950 DATES: Last week in July, tentative.

Kossuth County Fair, Algona

TOTAL ATTENDANCE: Paid, 13,500. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), $1,593.46; day grandstand total (less tax), $1,714.14.

CARNIVAL: A. J. Schuplift; secretary, superintendent of concessions, publicity director, L. W. Nichals.

1950 DATES: August 16-19, tentative.

Lee County Fair, Donnellson

TOTAL ATTENDANCE: Paid, 10,724; free, 1,460. Operated 3 days, 4 nights.

WEATHER: Good 2 days, 3 nights; rain 1 day, cold or cloudy 1 night.

RECEIPTS: Gate (less tax), $6,537.40; day grandstand total (less tax), $1,160.49; night grandstand total (less tax), $2,718.75.

CARNIVAL: L. B. Lamb Shows.

ADMINISTRATION: President, Clifford W. Ward; secretary, J. R. DeHoffy; superintendent of concessions, Ralph Beaun; publicity director, Graham Jernigan.

1950 DATES: Last week in July, tentative.

Marion County Fair, Knoxville

TOTAL ATTENDANCE: Paid, 4,170; free, 5,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), $2,932.40; day grandstand total (less tax), $2,322.40.

CARNIVAL: Model Shows.

ADMINISTRATION: Joe Childwood, 1 day; Fredy Cole, 2 nights; barn dance; afternoon, one night; Boyie Woolfolk; Restor. NCD.

CARNIVAL: A. J. Schuplift; secretary, superintendent of concessions, publicity director, L. W. Nichals.

1950 DATES: August 16-19, tentative.

Mississippi Valley Fair, Davenport

TOTAL ATTENDANCE: Paid, 65,000; free, 15,700. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 5 nights, rain 1 day, 1 night.

RECEIPTS: Gate (less tax), $17,616.38; day grandstand total (less tax), $9,465.81; night grandstand total (less tax), $4,870.51.

CARNIVAL: Ray Marshall Brydson’s Shows.

ADMINISTRATION: President, Chelsea D. Salter; manager, Frank Harris, superintendent of concessions, publicity director, Jim Collie.


National Dairy Cattle Congress, Waterloo

TOTAL ATTENDANCE: Paid, 291,582. Operated 7 days, 7 nights.

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

CARNIVAL: Royal United Shows.

ADMINISTRATION: Barnes-Carruthers; supplied Hippodrome show; Midwest typical. AID, PREMIUMS: State aid, $2,500; county aid, $3,459.51; total estimated premiums paid out (excluding races), $10,206.11.

ADMINISTRATION: President, Charles D. Salter; manager, Frank Harris, superintendent of concessions, publicity director, Jim Collie.


VANCE JERNIGAN

AND HIS

ALBINO WONDER HORSE

“ACE”

He Makes No Mistakes on His Repertoire of 28 Impressive Tricks.

Recently Starred 168 Performances

CHICAGO RAILROAD FAIR

You'll Like US BOTH

“ACE”

A Horse With a Personality

NUBBIN and ABNER

“A Fool With a Mule”

That will rock you with laughter from start to finish.

Never a Doll Moment

The public has definitely OK’d those acts.

ATTENTION BOOKING AGENTS

For 1950 Fairs and Special Events.

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“The Pair With the High I. Q.”

November 26, 1949

The Langs

Tops in Dazzling Thrill-at-Insticks

ROXY THEATRE REVIEWS:

The Billboard — “The Langs do a fine job... act went off with a big hand.

Fariety — “The Langs show a catalog of tricks that get them off excellently.”

1950 FAIRS — Barnes-Carruthers, Chicago

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LATIN QUARTER

NEW YORK

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The Sure Fire Hit!

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At the leading fairs, parks and expositions throughout the land... for over 35 years

Service and satisfaction the reason

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Page 62

The Billboard Cavalcade of Fairs

November 26, 1949

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INDIANA STATE FAIR

Allen County Fair, Fort Wayne
TOTAL ATTENDANCE: Paid, $3,200.00; free, $2,500.00. Operated 6 days, 6 nights. WEATHER: Good 3 days, rain 3 nights. RIDES AND SHOWS: Gate (less tax), $1,249.00; day grandstand total (less tax), $1,458.00; night grandstand total (less tax), $1,476.00. CARNIVAL: World of Today: Shows and ride gross, total amount (less federal tax) $2,874.00. ATMOSHERES: Auto races (National Specialty); Italian parade (Jimmie Lynch), rodeo (Bob Hills), running races; Steer on Grandstand; Eve of the Fair, Vale of York, (superintendents: C. A. Smith, J. G. Kovac, public director, L. D. Davis). 1950 DATES: September 24-29, tentative.

Barton County Fair, Centralia
TOTAL ATTENDANCE: Paid, $2,000.00. Operated 3 days, 3 nights. WEATHER: Good 3 days 3 nights. RIDES AND SHOWS: Gate (less tax), $1,314.00; day grandstand total (less tax), $1,600.00. CARNIVAL: United Exposition Shows. ATMOSHERES: Running horses, hot rod races, stage show. AIM, PREMIUMS: State aid, $2,492.00; other aid, $2,492.00. ADMINISTRATION: President, J. J. Harrison; secretary, Fred J. Arnold; superintendent of concessions, L. J. Nettleton. 1950 DATES: September 1-3, tentative.

Cloud County Fair, Glascow
TOTAL ATTENDANCE: Paid, $5,000.00. Operated 3 days, 3 nights. WEATHER: Good 3 days; cold or cloudy 3 nights. CARNIVAL: Catskill Greater Show. ATMOSHERES: Running horses, hot rod races, stage show. AIM, PREMIUMS: County aid, $1,400.00; total estimated premiums paid out (excluding races), $1,400.00. ADMINISTRATION: President, J. J. Cresswell; secretary, Fred S. Arnold; superintendent of concessions, L. J. Nettleton. 1950 DATES: September 1-3, tentative.

Cowley County Free Fair Association, Winfield
TOTAL ATTENDANCE: Paid, $8,000.00. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: Rockwell. ATMOSHERES: Radio show, horse show, running races, rodeo, Harry Shep- ner, Winfield, Kansas. AIM, PREMIUMS: County aid, $2,000.00; other aid, $2,000.00; total estimated premiums paid out (excluding races), $2,000.00. ADMINISTRATION: President, Fred Harper; secretary, superintendent of concessions, L. J. Nettleton. 1950 DATES: August 14-16, tentative.

Decatur County Fair Free, Near Sharpsville (Continued on page 69)

Horse shows and horse and dog shows, total amount, less federal tax, $2,161.19. ATMOSHERES: Thompson's Famous White Horse Show Sunday afternoon and evening; Ernie Young's Rodeo Monday, Tuesday and Wednesday afternoons various; Arrived at State Fairgrounds Monday evening; Don Wood (balloon ascension act), booked thru Tommy Bacon, Tuesday afternoon; $500 attendance paid out Wednesday and Thursday. AIM, PREMIUMS: State aid, $2,100.00; other aid, $1,100.00. ADMINISTRATION: President, E. G. Platasc, secretary, Glenn C. Tenholt. 1950 DATES: August 17-19, tentative.

Ringgold County Fair Association, Mount Ayr
TOTAL ATTENDANCE: Paid, 3,200.00; free, 2,900. Operated 3 days, 4 nights. WEATHER: Good 4 days, 3 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), $1,474.94. CARNIVAL: All American Midway Shows. AIM, PREMIUMS: State aid, $2,100.00; county aid, $500.00. Total estimated premiums paid out (excluding races), $3,275.00. ADMINISTRATION: President, John D. Will; secretary, Stuart W. Hower; superintendent of concessions, Herman F. Harper; public director, Franklin Syr- rie. 1950 DATES: August 15-19.

Van Buren Jefferson County Fair, Keosauqua
TOTAL ATTENDANCE: Paid, 3,750.00; free, 4,651. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), $5,369.47; day grandstand total (less tax), $1,458.00; night grandstand total (less tax), $2,734.00. CARNIVAL: Grassland Shows. ATMOSHERES: Revue booked thru Charleswitch, run 3 days, 3 nights; bar- ness races 2 days, running races 2 days; auto races 2 days. AIM, PREMIUMS: State aid, $2,100.00; county aid, $800.00; other aid, $2,100.00. Total estimated premiums paid out (excluding races), $4,908.00. ADMINISTRATION: President, Joe M. Parker; secretary, Arthur J. Schoen. 1950 DATES: August 1-7; 1951 DATES: August 1-7.

Woodbury County Fair, Moville
TOTAL ATTENDANCE: Paid, 15,000.00; free, 30,000. Operated 4 days, 4 nights. WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), $4,600.00; day grandstand total (less tax), $4,600.00; night grandstand total (less tax), $2,734.00. CARNIVAL: Model Shows, Ride and admission. ATMOSHERES: R. C. A. Rodeo, 3 after- noon; Mid-States, Bob Holz, Rapid City, S. D.; stock contractor; Shirine White Rodeo, run 2 days. Additional: Abilene Shrine, promoter, Sioux City, Ia. AIM, PREMIUMS: State aid, $2,100.00; county aid, $4,200.00; total estimated premiums paid out (excluding races), $6,300.00. ADMINISTRATION: President, E. E. Richards; secretary, superintendent of concessions, director, P. M. Holz, Moville. 1950 DATES: September 6-9.

North Dakota State Fair

TOTAL ATTENDANCE: Paid, $3,560.00; free, $3,560.00. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate (less tax), $5,843.68; day grandstand total (less tax), $1,958.00; night grandstand total (less tax), $1,958.00. CARNIVAL: Lawrence Greater Shows.
Hello, Carl... This is Gypsy...
I want to thank you and your
Royal American Shows for
a wonderful season of fairs
and exhibitions in the United
States and Canada.

*Played to 608,232
Wonderful People
At $1.00 Admission

GYPSY ROSE LEE

Production Staged by
EDWARD LYNCH

PER. REP. FRANK TAYLOR

203 N. Wabash, Chicago 1, Illinois
At this, the turn of half a Century, the World has much to look back upon.

Fifty Years—the half Century mark—that has brought more occurrences to the recorders of history than any other similar period of time since the beginning of mankind.


Every period of Time has its pioneers. Pioneering is the basic foundation of all success. Its obstacles are the skeptics—it's assets a stout-hearted determination and the courage of one's convictions.

Without the pioneer there can be no progress. Progress is the mother of invention—invention is progress—and progress is time the infinite.

Time, without motion, is meaningless.

And so Time has moved up another half Century.

And Royal American Shows, within this period of time, has pioneered its organization from a small scale to its present high standard of excellence and will continue to build to new heights in its own field of the amusement industry.
FAIR GROUNDS, TAMPA, FLORIDA

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It Is They Who Are Responsible
For The Success of Their Respective

FAIRS AND EXHIBITIONS

To These Executives We Pay Tribute—For It Is They
Who Made It Possible For Royal American Shows To Become
International in Scope As An American Institution of Amusement and Acclaim

It Is To These Executives of Initiative and Foresight That We
Take This Opportunity To Attribute To Each and Everyone, Individually,
The Praise That They Have So Honorably Earned.

P. T. Streider, Manager
Florida State Fair
S. C. McLennan, Manager
Brandon Exhibition
James Paul, Manager
Edmonton Exhibition
S. N. MacEachern, Manager
Saskatoon Exhibition
T. H. McLeod, Manager
Regina Exhibition
Wilfred Walker, Manager
Canadian Lakehead Exhibition
Raymond A. Lee, Manager
Minnesota State Fair
M. W. Jencks, Manager
Kansas State Fair
Letitia Dabney, Manager
Tulsa State Fair
C. G. Baker, Manager
Oklahoma State Fair
R. H. McIntosh, Manager
Alabama State Fair
J. M. Dean, Manager
Mississippi State Fair
W. E. Hirsch, Manager
Louisiana State Fair

General Manager
Assistant Manager
MICHIGAN ASSOCIATION OF FAIRS

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SHOW PEOPLE, CONCESSIONAIRES AND EVERYONE INTERESTED IN FAIRS TO OUR
ANNUAL CONVENTION
JAN. 15, 16 & 17 — 1950 AT THE
FORT SHELBY HOTEL, DETROIT

GORDON SCHLUBATIS
H. B. KELLEY
PRESIDENT
SECRETARY
COLDWATER, MICH.

CHATTANOOGA-HAMILTON COUNTY
Tennessee's Most Popular Fair
"Always the Third Week in September"

NOW PLANNING A GREATER AND BETTER EXPOSITION FOR 1950
SEPTEMBER 18-23 INCLUSIVE

FREE GRAND STAND SHOW EVERY AFTERNOON AND EVENING

JOE E. ENGEL • MAUDE H. ATWOOD
President Secretary

NOW SELLING EXHIBIT AND CONCESSION SPACE
For Terms and Information Contact
MAUDE H. ATWOOD, Seez.
ROOM 420, VOLUNTEER BLDG., CHATTANOOGA 2, TENN.

November 26, 1949

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 51)

Harper County Agricultural
Fair Association, Harper
TOTAL ATTENDANCE: Paid, 10,000.
Operated 2 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
PREMIUMS: County aid, $2,000.
Total estimated premiums paid out (excluding races), $1,900.
ADMINISTRATION: President, Burts
Boucher; secretary, E. R. Woodward; superintendent of con-
cessions, Ralph J Brown.

Marshall County Stock
Show and Fair, Blue Rapids
TOTAL ATTENDANCE: Paid, 6,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNAVAL: Chimney Sweep.
ATTRACTIONS: Baseball and softball
tournaments.
AID, PREMIUMS: County aid, $3,000.
Total estimated premiums paid out (excluding races), $2,000.
ADMINISTRATION: President, James
Maddox; secretary, C. C. Coulter; super-
intendent of concessions, Harry Fied-
land; publicity director, C. C. Coulter.

Miami County Fair, Paola
TOTAL ATTENDANCE: Free, 30,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNAVAL: Parade.
ATTRACTIONS: KMBO players, parade.
AID, PREMIUMS: President, George
Whitaker; secretary, Leon Rice; super-
intendent of concessions, Ken Atte-
ter; director, Bill Friar; secretary, Mike
Ford. 1950 DATES: Third week in August, tentative.

Inter-State Fair, Coffeyville
TOTAL ATTENDANCE: 3,000.
Operated 4 days, 4 nights.
ATTENDANCE: 4,000.
WEATHER: Good 4 days, 4 nights.
PREMIUMS: County aid, $3,060.
Total estimated premiums paid out (ex-
cluding races), $2,900.
ADMINISTRATION: President, E. M.
Dresser; secretary, Ralph Page; super-
intendent of concessions, L. K. Hall;
publicity director, Virgil Henney.

Nemaha County Agriculture
Fair, Senea
OPERATED: 4 days, 3 nights.
WEATHER: Good 2 days, 3 nights; rain 1 rain 3 days.
CARNAVAL: Central States Shows.
ATTRACTIONS: Vaudeville, carnivals,
booked $1,900.
WEATHER: Good 3 days, 3 nights; rain 3 days, 2 nights; cold or cloudy
3 days, 3 nights.
RECEIPTS: Gate (less tax), $6,265.
Total, $1,950.20. 1950 DATES: Tentative.

Kansas Free Fair, Topeka
OPERATED: 7 days, 7 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 5 days, 2 nights.
CARNAVAL: Includes Band Shows.
ATTRACTIONS: Auto Racing, Inc.,
 Hollywood Speed and Thrill Show,
2 afternoons; Joe Clifton Auto Direc-
tor, 2 afternoons; Barns & Carruthers,
West, 1 day.
AID, PREMIUMS: State aid, $5,000.
Concessions, $1,700. Total, $6,700.
Total estimated premiums paid out (ex-
cluding races), $2,000.
ADMINISTRATION: President, D. E.
Boyle; secretary, M. J. Norgaard; super-
intendent of concessions, L. R. Brown;
publicity director, Clive H. Lane.
1950 DATES: September 15-17, tentative.

KANSAS STATE FAIR, Hutchinson
Operated 5 days, 7 nights.
WEATHER: Good 5 days, 7 nights.
PREMIUMS: Pocket tax, $4,450.
AID, PREMIUMS: State aid, $18,500.
Total, $34,450. Total estimated premiums paid out (ex-
cluding races), $19,881.32.
ADMINISTRATION: President, Percy
H. Lambert; secretary, Virgil C. Miller;
superintendent of concessions, Wm. H.
Wiggens; publicity director, Fred Henney.
1950 DATES: September 17-25, tentative.

Lyons County Fair, Kansas
TOTAL ATTENDANCE: Paid, 8,000.
Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNAVAL: Frey's Greater Shows.
ATTRACTIONS: J. C. Michael's Attrac-
tions; Kansas City; car races; Bud Wilson;
producer, St Joseph, Mo.; running track;
equine dance contest.
AID, PREMIUMS: County aid, $1,500.
ADMINISTRATION: President, Ken-

November 26, 1949

neth T. Anderson; secretary, Warren R.
Foss; publicity director, Kenneth A.
Scott. 1950 DATES: August 22-30, tentative.

Tri-County Fair, Horton
TOTAL ATTENDANCE: Free, 16,000.
Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day, 1 night.
CARNAVAL: Catlow Shows.
ATTRACTIONS: Stage show, booked
by J. C. Michael.
AID, PREMIUMS: County aid, $1,000.
Total estimated premiums paid out (ex-
cluding races), $1,100.
ADMINISTRATION: President, A. L.
Coulter; secretary, J. A. Bouriquet;
superintendent of concessions, H. E.
Ludwig; publicity director, C. R. Brown.

American Legion Fair, Lebanon
TOTAL ATTENDANCE: Paid, 7,000.
Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNAVAL: Bean's Old Reliable Shows.
ATTRACTIONS: President, A. C.
Glossomaker; secretary, Sam B. Spalding;
superintendent of concessions, Sam B.
Spalding.

Benton County American
Legion Fair, Clarion
TOTAL ATTENDANCE: Paid, 8,000;
free, 3,500. Operated 4 days, 6 nights.
WEATHER: Good 4 days, 6 nights.
RECEIPTS: Gate (less tax), $4,000.
AID, PREMIUMS: County aid, $1,000.
Total estimated premiums paid out (ex-
cluding races), $4,000.
ADMINISTRATION: President, L. E.
Wagner; director, Harry S. Hall; sec-
tary, A. R. Wempe; superintendent of
concessions, E. K. Bryant; publicity di-
rector, J. B. Blansfield.
FAIR MANAGERS & RODEO COMMITTEES
ATTENTION
We have been designated by The Rodeo Cowboys' Association of Fort Worth, Texas as their exclusive representatives in booking and contracting with those who wish to book thru an agency a complete and official R.C.A. approved World Championship Rodeo

NO SHOW TOO LARGE OR TOO SMALL
An inquiry will bring a representative with full particulars.
NEW FEATURES
NEW PROGRAMS FOR 1950

Special display programs include the services of expert pyrotechnicians and are covered by public liability insurance. We also build "FIRE-IT-YOURSELF" displays for $50.00 up.

LET US BUILD A PROGRAM TO FIT YOUR NEEDS

FAIR SECRETARIES
Meet JOSEPH ROZZI
A practical fireworks technician with actual experience in designing, manufacturing and firing displays.

ROZZI "HIGH" LIGHTS
If you think government restrictions are tough, consider the case of Paul Rozzi, who was stuck in Italy because his fireworks were eight ounces overweight. In those days the government dictated how much Roman Candles should weigh, and when Paul Rozzi missed the mark by a few ounces he bundled up his family and fled for the free land to establish the famous 55-year-old Rozzi line of pyrotechnical experts. Rozzi shows, now presented under the Tri-State Manufacturing Co. banner, are known from coast to coast.

Another son, Paul Rozzi, is chief chef in the Rozzi establishment. Chef is the word because frequently as many as 139 chemicals and varieties of powder are used in cooking up one biggest masterpiece.
ESSEX COUNTY FAIR, Topsfield

TOTAL ATTENDANCE: Paid, $3,000; free, 10,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate (less tax) $10,600; day grandstand total (less tax) $7,100.
ATTRACTIONS: Show furnished by At Martin Agency, running races, harness races, auto races, etc.

MARSHFIELD FAIR, Marshfield

TOTAL ATTENDANCE: Paid, $3,000; free, 10,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate (less tax) $10,600; day grandstand total (less tax) $7,100.
ATTRACTIONS: Show furnished by At Martin Agency, running races, harness races, auto races, etc.

WEYMOUTH FAIR, Weymouth

TOTAL ATTENDANCE: Paid, $3,000; free, 10,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
CARNIVAL: Lagasse Amusement Company.
ATTRACTIONS: Six afternoons of running horse races, 1 afternoon and 1 night, Jack Kochman’s thrill show, 3 nights Horace Helt’s Parade of Stars, 4 nights Hamill’s free-wheeling show and fireworks. All booked except race, thru George A. Hamill & Son.

Premiums: State aid, $2,500. Total estimated premiums paid out (excluding races), $1,100.
ADMINISTRATION: President, D. Reddy; manager-superintendent of concessions, Melton Corporation; publicity director, Floyd Bell.

1550 DATES: August 13-18, official.

ALLEGAN COUNTY FAIR, Allegan

TOTAL ATTENDANCE: Paid, $5,328; free, 25,000. Operated 6 days, 6 nights.
WEATHER: Good 5 3/4 days, 3 nights; rain 1/2 day, 1 night; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate (less tax), $9,191.35; day grandstand total (less tax), $5,198.97; night grandstand total (less tax), $7,250.97.
CARNIVAL: Hoppayland Shows.
ATTRACTIONS: Side shows, State Young People’s Show, 6 nights; Joe Chitwood’s Daredevils, Inc., 1 night, harness race four days.

Premiums: State aid, $3,000. Total estimated premiums paid out (excluding races), $10,000.
ADMINISTRATION: President, E. W. De Laune; secretary, chairman of the board.

1550 DATES: September 11-16.

ARMADA AGRICULTURAL SOCIETY, Armada

Operated 4 days, 4 nights. Wet day, 3 days, 3 nights; rain 1 day, 1 night.

GRANDSTAND: Booked thru Gus Sun Agency.

Premiums: State aid, $400. Total estimated premiums paid out (excluding races), $2,500.35.
ADMINISTRATION: President, Paul H. Lynch; secretary, Roy Conant.

1550 DATES: August 24-29, tentative.

HURON COUNTY FAIR, Bad Axe

TOTAL ATTENDANCE: Paid, 15,000; free, 25,000. Operated 8 days, 8 nights.
WEATHER: Good 5 days, 3 nights; cold or cloudy 3 days, 2 nights.
RECEIPTS: Gate (less tax), $8,000; day grandstand total (less tax), $1,125,957; night grandstand total (less tax), $2,072.31.
CARNIVAL: W. G. White Shows, ride and show gross, $8,000.
ATTRACTIONS: Circus and vaudeville, 4 days and nights; Jack Richmond’s Cavalry of Stars, 3 days of harness racing; 2 days of wagon racing; 1 day horse pulling.

Premiums: State aid, $3,110.83; county aid, $400. Total estimated premiums paid out (excluding races), $1,500.
ADMINISTRATION: President, Joseph Bohr; secretary, treasurer, Ira Emery; superintendent, William E. Logan.

1550 DATES: August 15-19 (tentative).

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Ingham County Fair, Mason

TOTAL ATTENDANCE: Paid, 50,000; free (estimated) 10,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day; cold or cloudy 1 day, 2 nights. 
RECEIPTS: Gate (less tax) $12,000; night grandstand total (less tax) $10,000. 
CARNIVAL: W. G. Wade Shows.

ATTENSIONS: Uncle Lottie Jr. show, Voorhees & Freddick International Revue, horse pacing, horse pulling, kids' day.
AID, PREMIUMS: State aid, $4,000; county aid, $2,500. Total estimated premiums paid out (excluding races), $6,000.

ADMINISTRATION: President, Otive Hartig; secretary, publicity director, superintendent of concessions, Joy O. Davis.
1950 DATES: Same relative week; this year dates were August 13-20, tentative.

Ionia Free Fair, Ionia

OPERATED 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
CARNIVAL: Cecil & Wilson Shows.

ATTENSIONS: Joe Chitwood Thriller Show, 1 day; harness racing, 3 days; automobile racing, 2 days; Barrie-Carruthers No. 1 revue, 6 nights.
AID, PREMIUMS: State aid, $3,924.43. Total estimated premiums paid out (excluding races), $12,272.55.

ADMINISTRATION: President, Allan Williams; secretary, superintendent of concessions and publicity director, Rose Scharles.

Iron County Fair, Iron River

OPERATED 4 days, 8 nights.
CARNIVAL: Skebek Carnival.

ATTENSIONS: Grand Ole Opry 1 day, 1 night; Tex Ritter rodeo, 8 days, 8 nights; auto racing, 1 day; Joe Chitwood's Auto Daredevils, 1 night; Bob Hope show, 3 days, 3 nights; Jo Stafford and Bobby Brook, 4 days, 4 nights; Welcome Traveler's radio show, 3 days, 3 nights.
AID, PREMIUMS: State aid, $10,000; other aid, $10,000. Total estimated premiums paid out (excluding races), $107,000.

ADMINISTRATION: General Manager, James D. Frid; superintendent of concessions, Lester Schrader; publicity director, C. V. Vick.
1950 DATES: August 23-29, tentative.

Isabella County Youth and Farm Fair, Mount Pleasant

TOTAL FAIR: DANCE: Paid, 12,000; (est.). Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights.

NORTH IOWA FAIR

1949 Attendance 110,000

NORTH IOWA FAIR

... Spent over $23,000 for improvement, including 60' x 120' 4-H Building.

Plans under way for increasing seating capacity in Grandstand.

EXHIBIT SPACE FILLED TO CAPACITY

MASON CITY, IOWA
AUGUST 31
THROUGH SEPTEMBER 4

Plan Now To...

Reserve attractive concession space at this great North Iowa Fair

TEXAS-OKLAHOMA FAIR and SOUTHWESTERN OIL EXPOSITION

"Stimulating interest in agriculture, livestock and industry in Northwest Texas and Southern Oklahoma"

TEXAS-OKLAHOMA

For Shows and Midway Concessions contact: Alva Van Dyke, 301 Redford, San Antonio, Texas, or T. Leo Moore, Electro, Texas.

MASON CITY, IOWA
AUGUST 31
THROUGH SEPTEMBER 4

For Exhibit Space and Demonstrating Concessions contact:

DR. GORDON G. CLARK
Iowa Park, Texas

"IN THE HEART OF THE GREATEST AGRICULTURAL AREA IN THE WORLD"

TEXAS-OKLAHOMA FAIR and SOUTHWESTERN OIL EXPOSITION

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MASON CITY, IOWA
AUGUST 31
THROUGH SEPTEMBER 4

For Exhibit Space and Demonstrating Concessions contact:

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"IN THE HEART OF THE GREATEST AGRICULTURAL AREA IN THE WORLD"

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TEXAS-OKLAHOMA

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MASON CITY, IOWA
AUGUST 31
THROUGH SEPTEMBER 4

For Exhibit Space and Demonstrating Concessions contact:

DR. GORDON G. CLARK
Iowa Park, Texas

"IN THE HEART OF THE GREATEST AGRICULTURAL AREA IN THE WORLD"
Sanilac County 4-H Fair, Sandusky
TOTAL ATTENDANCE: 27,000 (free gate). Operated 4 days, 5 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: W. O. Wade Shows.
ATTACKS: Barns – Children’s stage show, saddle show, local talent.
AID, PREMIUMS: State aid, $1,800; county aid, $450. Total estimated premiums paid out (excluding races) $4,000.
ADMINISTRATION: President, Gordon Smeckert; secretary and publicity director, Albert R. Holl; superintendent of concessions, A. A. Pattullo. 1956 DATES: August 22-26, tentative.

Upper Peninsula State Fair, Escanaba
OPERATED: 8 days, 6 nights.
WEATHER: Good 4 days, 4 nights; cold or cloudy 3 days, 2 nights.
CARNIVAL: State aid, $5,000. 
RECEIPTS: Gate (less tax), $5,902.45; Grandstand total (less tax), $1,492.60; Grandstand total (less tax), $2,613.24.
ATTENDANCE: 30,827; Paid, $1,550; county aid, $800. Total estimated premiums paid out (excluding races), $2,000.

Goodhue County Fair, Zumbrota
TOTAL ATTENDANCE: Free, 32,000.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate (less tax), $1,500; state aid, $1,600; county aid, $500. Total estimated premiums paid out (excluding races), $2,500.
ADMINISTRATION: President, Elmer Jacobson; secretary, chairman of committee on premiums, A. E. Collinge Jr. 1956 DATES: Mid-August, tentative.

Hubbard County, Nevis
TOTAL ATTENDANCE: Paid, 3,900, free, 17,265. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; cloudy 1 day, 3 nights.
RECEIPTS: Gate (less tax), $5,906.45; Grandstand total (less tax), $1,365.24.
CARNIVAL: William T. Collins Shows.
ATTENDANCE: 15,000. Gate, $400; tax, $400. Total estimated premiums paid out (excluding races), $1,501.01.
ADMINISTRATION: President, B. C. Retelny; secretary, chairman of committee on concessions, P. D. Lueben; publicity director, G. B. Augustson. 1956 DATES: September 13-18.

Kandiyohi County Fair, Willmar
TOTAL ATTENDANCE: Paid, 14,000; free, 17,265. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 3 nights.
RECEIPTS: Gate (less tax), $5,850; Grandstand total (less tax), $1,852.75.
ATTENDANCE: 15,000. Gate, $400, tax, $400. Total estimated premiums paid out (excluding races), $1,853.95.
ADMINISTRATION: President, John Erickson; secretary, Victor Ebert.

Lac qui Parle Agricultural Society, Madison
TOTAL ATTENDANCE: Paid, 3,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 night.
RECEIPTS: Gate (less tax), $1,900; Grandstand total (less tax), $490.
CARNIVAL: H. W. Haug; Shows.
ATTENDANCE: 3,000. Gate, $400; tax, $400. Total estimated premiums paid out (excluding races), $1,680.
ADMINISTRATION: President, John Erickson; secretary, Victor Ebert.

Sanilac County 4-H Fair, Sandusky
TOTAL ATTENDANCE: 27,000 (free gate). Operated 4 days, 5 nights.
WEATHER: Good 4 days, 4 nights; cold or cloudy 3 days, 2 nights.
CARNIVAL: W. O. Wade Shows.
ATTACKS: Barns – Children’s stage show, saddle show, local talent.
AID, PREMIUMS: State aid, $1,800; county aid, $450. Total estimated premiums paid out (excluding races) $4,000.
ADMINISTRATION: President, Gordon Smeckert; secretary and publicity director, Albert R. Holl; superintendent of concessions, A. A. Pattullo. 1956 DATES: August 22-26, tentative.

Upper Peninsula State Fair, Escanaba
OPERATED: 8 days, 6 nights.
WEATHER: Good 4 days, 4 nights; cold or cloudy 3 days, 2 nights.
CARNIVAL: State aid, $5,000. 
RECEIPTS: Gate (less tax), $5,902.45; Grandstand total (less tax), $1,492.60; Grandstand total (less tax), $2,613.24.
ATTENDANCE: 30,827; Paid, $1,550; county aid, $800. Total estimated premiums paid out (excluding races), $2,000.

Goodhue County Fair, Zumbrota
TOTAL ATTENDANCE: Free, 32,000.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate (less tax), $1,500; state aid, $1,600; county aid, $500. Total estimated premiums paid out (excluding races), $2,500.
ADMINISTRATION: President, Elmer Jacobson; secretary, chairman of committee on premiums, A. E. Collinge Jr. 1956 DATES: Mid-August, tentative.

Hubbard County, Nevis
TOTAL ATTENDANCE: Paid, 3,900, free, 17,265. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; cloudy 1 day, 3 nights.
RECEIPTS: Gate (less tax), $5,906.45; Grandstand total (less tax), $1,365.24.
CARNIVAL: William T. Collins Shows.
ATTENDANCE: 15,000. Gate, $400; tax, $400. Total estimated premiums paid out (excluding races), $1,501.01.
ADMINISTRATION: President, B. C. Retelny; secretary, chairman of committee on concessions, P. D. Lueben; publicity director, G. B. Augustson. 1956 DATES: September 13-18.

Kandiyohi County Fair, Willmar
TOTAL ATTENDANCE: Paid, 14,000; free, 17,265. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 3 nights.
RECEIPTS: Gate (less tax), $5,850; Grandstand total (less tax), $1,852.75.
CARNIVAL: H. W. Haug; Shows.
ATTENDANCE: 3,000. Gate, $400; tax, $400. Total estimated premiums paid out (excluding races), $1,680.
ADMINISTRATION: President, John Erickson; secretary, Victor Ebert.

Lac qui Parle Agricultural Society, Madison
TOTAL ATTENDANCE: Paid, 3,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 night.
RECEIPTS: Gate (less tax), $1,900; Grandstand total (less tax), $490.
CARNIVAL: H. W. Haug; Shows.
ATTENDANCE: 3,000. Gate, $400; tax, $400. Total estimated premiums paid out (excluding races), $1,680.
ADMINISTRATION: President, John Erickson; secretary, Victor Ebert.
Beautiful
Gigantic
Thrilling
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FIREWORKS DISPLAYS
With Tremendous Drawing Power
Featured Again This Year at the Leading Fairs, Expositions, Parks and Celebrations
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Announcement

CANADIAN EXHIBITIONS AND FAIRS, time has come to pass whereby the formentioned firm, unquestionably the most reputable and largest fireworks manufacturer of displays in the East, has established a company with manufacturing facilities at its command to produce pyrotechnics in the Dominion of Canada. WE, WITH GREAT ANXIETY, LOOK FORWARD FOR THE OPPORTUNITY TO SERVE YOU.
The magnitude of our operations, mass buying power, plus new methods of production, enable us to produce fireworks of superior quality at low cost. These factors permit us to furnish exhibitions at prices which are governed accordingly. GRANT US THE PRIVILEGE TO SERVE YOU AND BE CONVINCED,

NOTHING TOO LARGE OR TOO SMALL FOR US TO HANDLE
LET US HEAR FROM YOU IMMEDIATELY.

INTERSTATE FIREWORKS MFG. & DISPLAY CO., LIMITED
106 ADELAIDE STREET, WEST
TORONTO, ONTARIO, CANADA
TELEPHONE PLAZA 5121

November 26, 1949

THANKS
To All Committees and Fair Associations for Whom We Furnished Fireworks in 1949. We Offer Our Sincere Appreciation. We Are Again Looking Forward To Being With You in 1950.

SEASON'S GREETINGS TO ALL

FAIR Secretaries and Committees, Get in Touch With Us Before Placing Your Order for Your Needs in Pyrotechnics. Meet Us at the Conventions and Fair Meetings.

JOSEPH J. GODIN
President

Advertisements
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Specializing in FAIRS RODEOS CELEBRATIONS
A Package Show For Your FAIR And Purse

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Morgan Building, Portland, Oregon

MISSISSIPPI - ALABAMA
Fair and Dairy Show
TUPELO, MISSISSIPPI

Thanks
TO OUR MANY FRIENDS for making our 47th Annual Festival the Best Fair and Dairy Show in our History.

We also extend a special thanks to the Exudors, Concessions, Actors and the young women who made this event a reality.

1950 DATES OCTOBER 3-4-5-6-7 Inclusive

See us in Chicago

Will book for our INDIVIDUAL MIDWAY

Marshall County Agricultural Association, Warren
OPERATED 3 days: 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate (less tax), $3,783.00; total amount, $3,783.00.

CARNIVAL: Badger State Shows; ride and show gross, total amount, less federal tax, $6,073.98.
ATTENDANCE: Stage and serial acts, booked thru Gun Sus.
AID, PREMIUMS: State aid, $1,115.00; county aid, $1,330.00; total estimated premiums paid out (excluding races), $2,445.00.
ADMINISTRATION: President, Theo. Thompson; secretary, (Superintendent of Concessions), Knute Hansen.

Perham Agricultural Society, Perham
TOTAL ATTENDANCE: Paid, 2,719; free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate (less tax), $3,936; total grandstand total (less tax), $1,422.75.
ATTENDANCE: Bill. T. Metz.
PREMIUMS: State aid, $1,150; county aid, $830. Total estimated premiums paid (excluding races), $1,960.65.

Roseau County Agricultural Society, Roseau
TOTAL ATTENDANCE: Paid, 10,000; free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate (less tax), $3,285.92; total grandstand total (less tax), $1,641.00; night grandstand total (less tax), $1,641.00.
ATTENDANCE: Badger State Shows.
CARNIVAL: Night grandstand.
PREMIUMS: State aid, $1,150; county aid, $830. Total estimated premiums paid out (excluding races), $1,960.65.
ADMINISTRATION: President, H. B. Newson; secretary, superintendent of concessions, W. H. Gilchrist.
1950 DATES: July 24-26, 26.

Steele County Free Fair, Owatonna
TOTAL ATTENDANCE: Free, 191,299.
Operated 6 days, 6 nights.
WEATHER: Good, 6 months, 6 days.
RECEIPTS: Gate (less tax), $386,615; total estimated premiums paid out (excluding races), $6,000.
CARNIVAL: Home State Shows.
PREMIUMS: State aid, $1,150; county aid, $830. Total estimated premiums paid out (excluding races), $1,960.65.
1950 DATES: August 13-20, tentative.

Swift County Fair Association, Appleton
TOTAL ATTENDANCE: Paid, 10,000.
Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate (less tax), $3,285.92; total grandstand total (less tax), $1,641.00; night grandstand total (less tax), $1,641.00.
ATTENDANCE: Badger State Shows.
CARNIVAL: Night grandstand.
PREMIUMS: State aid, $1,150; county aid, $830. Total estimated premiums paid out (excluding races), $1,960.65.
ADMINISTRATION: President, E. M. Jones; secretary, superintendent of concessions.
1950 DATES: August 24-27.

Todd County Fair, Long Prairie
TOTAL ATTENDANCE: Paid, 6,710; free, 2,000. Operated 2 days, 2 nights.
WEATHER: Good, 2 days, 2 nights; rain 1 night, cloudy 1 day.
RECEIPTS: Gate (less tax), $2,269.00; total grandstand total (less tax), $834.14; night grandstand total (less tax), $1,135.46.
ATTENDANCE: Badger State Shows.
CARNIVAL: Night grandstand.
PREMIUMS: State aid, $1,150; county aid, $830. Total estimated premiums paid out (excluding races), $2,654.54.
ADMINISTRATION: President, Dr. W. A. Elmer; secretary, superintendent of concessions, Logan O. Scow; publicity director, Carl C. Carston.

Traverse County Agricultural Association, Wheaton
TOTAL ATTENDANCE: Paid, 11,047.
Operated 3 days, 3 nights.
WEATHER: Good 2 days; 3 nights; cold or cloudy, 1 day, 1 night.
RECEIPTS: Gate (less tax), $3,600.00.
ATTENDANCE: Paid, 13,760; night, 9,360 total (less tax), $3,561.18.
CARNIVAL: Tri-State Shows, 5 shows, total amount, less federal tax, $3,340.29.
ATTRACTIONS: Klauder auto race 1 day, harness racing 2 days; platform attractions booked thru Williams & Lee.
AID, PREMIUMS: State aid, $3,053.95; total estimated premiums paid out (excluding races), $2,752.81.
ADMINISTRATION: President, Ed. W. Hanson; secretary and superintendent of concessions, A. W. Vye; publicity director, Ed. W. Hanson.
1956 DATES: September 7-10.

Waseca County Fair, Waseca
TOTAL ATTENDANCE: 7,960 (estimated).
Gates paid: $2,760.75.
RECEIPTS: AID, $2,536.55.
ATTENDANCE: Paid, 5,000; night, 2,497.78.
AID, PREMIUMS: State aid, $2,497.78; total estimated premiums paid out (excluding races), $1,256.
ADMINISTRATION: President, F. H. Jarose; secretary, W. A. Stettin; concession manager, J. N. Ballard; publicity director, H. C. Akers.
1956 DATES: October 2-7, tentative.

MISSISSIPPI

Clay County Fair, West Point
TOTAL ATTENDANCE: Paid, 12,000; night, 6,000.
PREMIUMS: State aid, $4,560.
1956 DATES: Last week in September.

Pontotoc County Fair, Pontotoc
TOTAL ATTENDANCE: Paid, 20,000; night, 1,500.
PREMIUMS: State aid, $5,500.
ADMINISTRATION: President, J. M. Gilmer; secretary, superintendent of concessions, publicly director, Hubert Randall.
1956 DATES: August 23-27, tentative.

Wayne County Fair, Waynesboro
TOTAL ATTENDANCE: Paid, 10,203; free, 800.
PREMIUMS: State aid, $2,000.
ADMINISTRATION: President, E. H. Walker Jr.

FOREWORKS
FOR THE FIRST TIME—THE ENTRANCE OF THE JACOB HOERNER FIREWORKS MFG. CO.
WEARE MANUFACTURERS—NOT PROMOTERS
INTO THE FIREWORKS DISPLAYS AND SPECTACLES EXHIBITIONS, DEALING DIRECT WITH THE FAIRS, CELEBRATIONS, PARKS, HOME-COMINGS, RALLIES AND ALL OUTDOOR SPECIAL EVENTS.
SPECTACULAR AND COLOSSAL FIREWORKS DISPLAY EXHIBITIONS
Patriotic and Modernistic Programs. Specializing in Arranging and Building Special Programs, Making Them Appropriate for the Particular Occasion.

In the past, we have concentrated on the manufacture of Commercial Fireworks and the manufacturing of Fireworks Displays for promoters, not going direct to the Fairs, Parks, Celebrations, etc. Being manufacturers and actual suppliers to promoters, we can offer you:

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St. Louis, Mo., Office: 6340 Northwood Ave. (Phone: Parkview 9093)

November 26, 1949

The Billboard Commandos of Sales Page 77
WEATHER: Good 5 days, 6 nights; rain 1 day, 1 night.

RECEIPTS: Gate (less tax), $2,832.50.

ADMINISTRATION: President, W. E. Rockefeller; secretary, Jack Atkinson; superintendent of concessions, Ed Zane; publicity director, V. A. Johnston Jr.

1950 DATES: Week before Missouri State Fair.

Holt County Fair, Mound City

RECEIPTS: Night grandstand total (less tax), $1,200.

Lamar's Farm and Industrial Exposition, Lamar

OPERATED 3 days, 3 nights.

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

CARNIVAL: American Beauty Shows. Ride and show gross, total amount, less federal tax, $600.

AD. PREMIUMS: State adm., $600; other adm., $3,300. Total estimated premiums paid out (excluding races), $3,100.

ADMINISTRATION: President, Frank Keil; secretary, Harold Kindley; superintendent of concessions, L. Rohrback.

1950 DATES: September 21-23, tentative.

MONTANA

Chouteau County Fair, Fort Benton

TOTAL ATTENDANCE: Paid, 10,000.

OPERATED 2 days, 2 nights.

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

CARNIVAL: Carl.

ADM. PREMIUMS: State adm., $2,236; county adm., $456; other adm., $1,106. Total estimated premiums paid (excluding races), $3,957.

ADMINISTRATION: President, Frank Keil; secretary, Harold Kindley; superintendent of concessions, L. Rohrback.

1950 DATES: Saturday and Sunday following Labor Day, tentative.

Marius Fair and Rodeo, Shelby

TOTAL ATTENDANCE: Paid, 2,200.

OPERATED 2 days, 3 nights; rain 1 day, 1 night; cold or cloudy, 1 day, 1 night.

CARNIVAL: Campbell.

ADM. PREMIUMS: State adm., $648; county adm., $456; other adm., $1,106. Total estimated premiums paid out (excluding races), $2,236.

ADMINISTRATION: President, A. E. Allison; secretary (publicity director), Clifford D. Cooper; superintendent of concessions, Elmer A. Smith.

1950 DATES: July 20-21 or 27-30, tentative.

Midland Empire Fair, Billings

OPERATED 6 days, 8 nights.

WEATHER: Good 5 days, 8 nights; rain 1 day, 1 night.

RECEIPTS: Gate (less tax), $1,750.

ADMINISTRATION: President, Wayne Norman; secretary, Marple S. Wyckoff; superintendent of concessions, Don Merick; publicity director, A. H. Stuckly Jr.

1950 DATES: September 5-8.

Webster County Fair, Marshfield

TOTAL ATTENDANCE: Paid, 7,648.

OPERATED 3 days, 3 nights.

WEATHER: Good 5 days, 4 nights; snow 1 day, 1 night.

CARNIVAL: Gate (less tax), $1,750.

ADM. PREMIUMS: Other adm., $1,300.

ADMINISTRATION: President, Frank Keil; secretary, Harold Kindley; superintendent of concessions, C. V. Beatie; publicity director, Paul Walters.

1950 DATES: August 31-September 2, tentative.

NEBRASKA

Boone County Fair, Albion

TOTAL ATTENDANCE: Paid, 13,246; free, 10,000 (free gate operated). Operated 3 days, 4 nights.

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

RECEIPTS: Gate (less tax), $1,620; night grandstand total (less tax), $1,100.

ADMINISTRATION: President, Dorsey Pump, secretary and superintendent of concessions, Floyd Ginther; publicity director, Jack Lowndes.


Buffalo County Fair, Kearney

Operated 4 days, 5 nights.

WEATHER: Good 4 days, 4 nights cold or cloudy 1 night.

RECEIPTS: Gate (less tax) $5,304, 10 cents.

ADMINISTRATION: President, A. E. Allison; secretary (publicity director), Clifford D. Cooper; superintendent of concessions, Elmer A. Smith.

1950 DATES: July 20-21 or 27-30, tentative.

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

WE WERE AGAIN AWARDED CONTRACTS TO FURNISH ALL MIDWAY ATTRACTIONS

ATTACHMENTS: Rodeo, races, revues, firewoks, carnival, special acts.

ADMINISTRATION: President, A. E. Allison; secretary (publicity director), Clifford D. Cooper; superintendent of concessions, Elmer A. Smith.

1950 DATES: July 20-21 or 27-30, tentative.

Help

Want good, sober Riders Foremen and capable Help for Rides. Useful Carni-

vival People in all lines.
THE NEW AND COMPLETELY DIFFERENT
JOHNNY J. JONES
EXPOSITION, INC.

NOW READYING FOR ITS 51st ANNUAL TOUR

NEW RIDES—SHOWS MANAGEMENT

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SEE US AT THE CONVENTION IF ONLY TO SAY "HELLO"

BUDDY PADDock
Co-Owner

PAT PURCELL
General Representative

MORRIS LIPSKY
Co-Owner

November 26, 1949
Winston-Salem Forsyth County Fair

Cuming County Fair, West Point

Dakota County Agricultural Society, Homer

Douglas County Fair, Waterloo

Jefferson County Fair, Fairbury

Keith County Fair, Ogallala

DOUGLAS GREATER SHOWS

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The Northwest's greatest show presents all the latest riding devices and good, clean entertainment for all.

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Schafer's Just for Fun Shows

Texas' largest and most Beautiful Motorized Show

An Innovation in Midway Lighting

Featuring

16 Rides, 10 Shows, 40 Concessions, Sensational Free Act, 6 Anti-Aircraft Spotlights, Mammoth Light Towers, Diesel Light Plants.

Be sure and investigate our show before contracting for your 1950 events. Contact our representatives at your State Association Meetings.

W. A. Schafer
Owner-Manager

Mrs. W. A. Schafer
Secretary-Treasurer

C. Archie Hensley
General Agent

Jack Miller
Legal Adjuster

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November 26, 1949
WALLACE BROS. SHOWS

Matchless in Merit – Clean, Moral and Refined

• AN ELABORATE ENSEMBLE OF SHOWS – RIDES – CONCESSIONS •

Brilliantly Illuminated Throughout – Free Attractions – Uniformed Band

• 14 RIDES • 10 SHOWS • 50 CONCESSIONS • 5 NEON TOWERS • LIGHT PLANTS • FLOODLIGHTS •

1950—A BIGGER AND BETTER SHOW FOR A STELLAR ROUTE OF FAIRS—1950

Our Most Sincere Thanks

to the Committees and Fair Officials for their confidence
in having us furnish their Midway Attractions.

Our Thanks Also

to the Showmen, Concessionaires and Personnel.

You ALL were instrumental in making this Year Our Most Successful in History.

Fair Secretaries In

Wisconsin, Illinois, Michigan, Missouri, Mississippi, Tennessee, Indiana and Iowa, see us in Chicago or at your State Association Meetings, or contact us at all times at our Permanent Winterquarters in Jackson, Miss.

Want For 1950 Season

SHOWS: Hawaiian, Big Snake, Hillbilly, Motordrome, Wild Life, Penny Arcade, Class House, Monkey Show.

CONCESSIONS: Reliable Concessions that operate for stock. Positively no Wheels, Count Stoves or Percentage.

ALL EATS OPEN. Want first-class Cook House. WANT MAN TO PROMOTE KIDDIE MATINEES.

1949 FAIRS AND CELEBRATIONS

FAIRS:

Monroe, Wis.

Wisconsin Rapids, Wis.

Wausau, Wis.

Escanaba, Mich.

Manitowoc, Wis.

Elkhorn, Wis.

Beaver Dam, Wis.

Cape Girardeau, Mo

Jackson, Tenn.

Batesville, Miss.

Greenville, Miss.

Aberdeen, Miss.

Jackson, Miss.

Canton, Miss.

Clarksdale, Miss.

CELEBRATIONS:

Humboldt, Tenn., Strawberry Festival

Memphis, Tenn., Cotton Carnival

Casey, Ill., July 4th Celebration

Phenix, Ill., Firemen's Celebration

EXECUTIVE STAFF...

E. E. FARROW, Co-Owner and Manager

MRS. E. E. FARROW, Co-Owner

JACK OLIVER, General Agent

JACK DOWNS, Business Representative

MARGARET MILLER, Secretary

L. M. HIGG, Sup. Concessions

EARL RIECKER, Diesels and Mechanic

GLENN EDWARDS, Billposter

JAMES REED, Ride Supt. and Bulldor

E. E. FARROW, Mgr.

BOX 1184, JACKSON, MISS.

Page 82 The Billboard Carnival of Fairs

November 26, 1949
Lincoln County Fair, North Platte

TOTAL ATTENDANCE: 7,500, Operated 8 days, 8 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate (less tax), $1,700; day grandstand total (less tax), $2,100.

CARNIVAL: Victory Exposition Shows.
ATTENTIONS: Precious Moon Beams 8 nights; Dare Devil Drivers 1 day; local rodeo shows, local horse show.
AID, PREMIUMS: County aid, $2,000; other aid, $400. Total estimated premiums paid out (excluding races), $1,500.
ADMINISTRATION: President, Paul J. Thomsen; secretary, C. F. Wright.
1950 DATES: August 21–25, tentative.

Logan County Fair and Rodeo, Stapleton

TOTAL ATTENDANCE: Paid, 3,179.
Operated 8 days.
WEATHER: Good 2 days.
RECEIPTS: Gate (less tax), $9,480.
CARNIVAL: Bohn & Son; ride and show gross, total amount, less federal tax, $640.
ATTENTIONS: Rodeo. Aid, premiums: State aid, $420; county aid, $1,000; total estimated premiums paid out (excluding races), $685.
ADMINISTRATION: President, J. L. Reulight; secretary, V. F. Magunson; superintendent of concessions, H. F. Drees; publicity director, M. A. Brown.

Morrill County Fair Association, Bridgeport

TOTAL ATTENDANCE: Paid, 1,170.
Operated 8 days.
WEATHER: Good, 1 day, rain 2 days.
RECEIPTS: Gate (less tax) (free); day grandstand total (less tax), $895.
CARNIVAL: J. R. Leesight. ATTENTIONS: Horse show, rodeo.
AID, PREMIUMS: State aid, $400; county aid, $2,000; total estimated premiums paid out (excluding races), $800.

Nebraska State Fair, Lincoln

TOTAL ATTENDANCE: 22,500 (estimated). Operated 6 days, 6 nights.
WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night; cold or cloudy, 2 days, 2 nights.
CARNIVAL: Henness Bros.
ATTENTIONS: Barnes-Carruthers Revue 6 nights; Jimmie Lynch-Davis Dodgers 1 night, races (National Speedways) 2 days, harness racing 2 days.
AID, PREMIUMS: State aid, $6,000. Total estimated premiums paid out (excluding races), $56,000.
ADMINISTRATION: President, D. W. Osborne; secretary, Edwin Schultz; superintendent of concessions, Robert Bauman; publicity director, Ayres Advertising.

Pierce County Fair, Pierce

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $2,840; day grandstand total (less tax), $919.
CARNIVAL: Bob Robinson. Total amount, less federal tax, $2,969.
ATTENTIONS: Baseball games, stage shows.
AID, PREMIUMS: County aid, $2,000. Total estimated premiums paid out (excluding races), $1,500.
ADMINISTRATION: President, David Wolf; secretary, A. P. Gotsches.
1950 DATES: August 27–30, tentative.

Platte County Mid-Nebraska 4-H Fair, Columbus

Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate (less tax) (free); day grandstand total (less tax), $4,167; night grandstand total (less tax), $4,560.00.
CARNIVAL: Merriman Shows; ride and show gross, total amount, less federal tax, $4,450.
ATTENTIONS: Wills Burn Dance; Jimmie Lynch dare Devil; Barnes-Carruthers Revue.
AID, PREMIUMS: County aid, $2,000; other aid, $410.

Logan County Fair and Rodeo, Stapleton

TOTAL ATTENDANCE: Paid, 3,179.
Operated 8 days.
WEATHER: Good 2 days.
RECEIPTS: Gate (less tax), $9,480.
CARNIVAL: Bohn & Son; ride and show gross, total amount, less federal tax, $640.
ATTENTIONS: Rodeo. Aid, premiums: State aid, $420; county aid, $1,000; total estimated premiums paid out (excluding races), $685.
ADMINISTRATION: President, J. L. Reulight; secretary, V. F. Magunson; superintendent of concessions, H. F. Drees; publicity director, M. A. Brown.

Morrill County Fair Association, Bridgeport

TOTAL ATTENDANCE: Paid, 1,170.
Operated 8 days.
WEATHER: Good, 1 day, rain 2 days.
RECEIPTS: Gate (less tax) (free); day grandstand total (less tax), $895.
CARNIVAL: J. R. Leesight. ATTENTIONS: Horse show, rodeo.
AID, PREMIUMS: State aid, $400; county aid, $2,000; total estimated premiums paid out (excluding races), $800.

Nebraska State Fair, Lincoln

TOTAL ATTENDANCE: 22,500 (estimated). Operated 6 days, 6 nights.
WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night; cold or cloudy, 2 days, 2 nights.
CARNIVAL: Henness Bros.
ATTENTIONS: Barnes-Carruthers Revue 6 nights; Jimmie Lynch-Davis Dodgers 1 night, races (National Speedways) 2 days, harness racing 2 days.
AID, PREMIUMS: State aid, $6,000. Total estimated premiums paid out (excluding races), $56,000.
ADMINISTRATION: President, D. W. Osborne; secretary, Edwin Schultz; superintendent of concessions, Robert Bauman; publicity director, Ayres Advertising.

Pierce County Fair, Pierce

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $2,840; day grandstand total (less tax), $919.
CARNIVAL: Bob Robinson. Total amount, less federal tax, $2,969.
ATTENTIONS: Baseball games, stage shows.
AID, PREMIUMS: County aid, $2,000. Total estimated premiums paid out (excluding races), $1,500.
ADMINISTRATION: President, David Wolf; secretary, A. P. Gotsches.
1950 DATES: August 27–30, tentative.

Platte County Mid-Nebraska 4-H Fair, Columbus

Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate (less tax) (free); day grandstand total (less tax), $4,167; night grandstand total (less tax), $4,560.00.
CARNIVAL: Merriman Shows; ride and show gross, total amount, less federal tax, $4,450.
ATTENTIONS: Wills Burn Dance; Jimmie Lynch dare Devil; Barnes-Carruthers Revue.
AID, PREMIUMS: County aid, $2,000; other aid, $410.

We Wish Everyone a Very Merry Christmas, and a Big Season in 1950

ONE WAY FOR A SURE, PLEASANT, PROFITABLE SEASON IS TO GET CONNECTED WITH THE CAPELL BROS. SHOWS NOW FOR 1950. THE SHOW WHICH HAS A REGULAR ROUTE EACH YEAR—No Wild-Catting, No Lay-Offs, No Long Jumps, and you get Six Nights a Week ACTION.

WE OPEN EARLY IN MARCH (AS USUAL) SHOWING OUR REGULAR ROUTE OF PROVEN SPRING DATES, UNDER STRONG AUSPICIES, WITH 18 FAIRS AND CELEBRATIONS TO FOLLOW.

PROUDLY WE PRESENT THE MOST BEAUTIFUL MOTORIZED SHOW ON EARTH

18 - Modern Riding Devices - 18
12 - High-Class Shows With New Modernistic Fronts - 12
8 - Giant Light Towers - 8

And featuring the World's Largest Wild Animal menagerie presented by a Carnival, including Giraffes, Leopards, Pumas, Panthers, Bears, Zebras, Seals, Lions, Chimps, Monkeys, Camels, Performing Elephants, Etc. All presented in beautiful hand carved Circus Cage Wagons.

FAIR SECRETARIES:
Do you want a New Show from the front to the back end? A show that you will be proud to have in your fair? Then pick up your phone NOW and call 1984, McAlester, Okla., for more information about "America's Finest Motorized Carnival."

All Address: H. N. (DOC) CAPELL, Box 725, McALESTER, OKLA. (Phone: 1984)

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WORLD OF MIRTH SHOWS
Largest Midway on Earth

BROCKTON, MASS.

Proudly serviced by

THANKS FOR YOUR WONDERFUL CO-OPERATION IN 1949
NOW LET'S TALK ABOUT NEXT YEAR
SHOW WILL OPEN SATURDAY, APRIL 29, 1950
We already have the following booked—Cookhouse, Popcorn, Candy Apples, Candy Floss, Potato Fries, Jingle Board, Block Pitch, Penny Pitch Board, Duck Pond, Milk Bottles, Cat Race, Dish Ball Game, Balloon Dart, Pan Game, Over and Under, Pop Pool, Block Dice, Bird Caps, Big Six, Beat the Dealer, Five Rides, Girl Show, Mechanical Show.

PEWaukee.

BUFFALO SHOWS
MIGHT MIDWA

For your Wonderful Co-operation in 1949

NOW LET’S TALK ABOUT NEXT YEAR
SHOW WILL OPEN SATURDAY, APRIL 29, 1950
We already have the following booked—Cookhouse, Popcorn, Candy Apples, Candy Floss, Potato Fries, Jingle Board, Block Pitch, Penny Pitch Board, Duck Pond, Milk Bottles, Cat Race, Dish Ball Game, Balloon Dart, Pan Game, Over and Under, Pop Pool, Block Dice, Bird Caps, Big Six, Beat the Dealer, Five Rides, Girl Show, Musical Show.

We Want to Book—Glass Pitch, Cork Gallery, Frozen Custard, Long Range Gallery, County Arcade, Add Em Darts, Bowling Alley, Guess Your Age and Weight, String Game, etc.

Will book or will lease outright and furnish transportation for Fly-O-Plane, Octopus and one Flat Ride. Will book Train Ride, Wild Life Exhibit and Independent Side Shows.

BUFFALO SHOWS
P. O. BOX 889
BUFFALO, NEW YORK

Page 84 The Billboard Caravale of Fairs

November 26, 1949

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Thanks—
FAIR OFFICIALS,
OUR COMMITTEES and
LOYAL ASSOCIATES

1949
Was a successful year.
NO DISAPPOINTMENTS—
READY ON SCHEDULE
"THAT'S OUR REPUTATION"
Never missed an opening day. 14 States—10,000 miles in 1949.
Auto Scooter Ride, along with numerous other riding devices.
SHOWS of distinction, "Cotton Club," "Vanities of 1950,"
"Motor Dromo," "Circus Side Show," "Headlighting"
8 other outstanding shows.

For the Season of 1950
WE PROMISE THE FINEST MIDWAY
EVER PRESENTED BY ANY
CARNIVAL ORGANIZATION
TRULY AMERICA'S FINEST CARNIVAL
We invite you to see it presented at
Florida Citrus Exhibition, Winter Haven, Fla.,
February 13 to 18 inclusive.

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 the finest array of high-class shows in the business.

November 26, 1949
Total estimated premiums paid out (excluding races): $14,690.89.

ADMINISTRATION: President, J. Al- fred Shmidt; secretary, John B. Under- hill; superintendent of concessions, pub- licity director, Charles Ruchert.
1950 DATES: September 12-16, tentative.

Schaghticoke Fair, Schaghticoke
TOTAL ADMISSIONS: Paid, 50,000; free, 5,000. Operated 4 days, 4 nights.
WEATHER: Rain 4 days; cold or cloudy 4 days.
CARNIVAL: King Beld.
ATTRACTIONS: George A. Hamil & Son, revue, Ward Bean Thrill Show; horse racing.
AID. PREMIUMS: Total estimated premiums paid out (excluding races): $15,000.
ADMINISTRATION: President, F. B. Lord; secretary, C. W. Lohrnes.
1950 DATES: September 4-7, tentative.

Steuben County Fair, Bath
TOTAL ADMISSIONS: Paid, 4,000; free, 500. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 2 nights; cold or cloudy 2 days.
CARNIVAL: C. C. Buck.
ATTRACTIONS: Horace Hold's Parade of Stars; acts booked by George A. Ham- il & Son; H. Ward Bean's Thrill Show; harness racing.
AID. PREMIUMS: State aid, $10,000.
ADMINISTRATION: President, Guy Hobin; secretary-publicity director, J. V. Pancetti; superintendent of concessions, Harry Burnett.
1950 DATES: Labor Day week, tentative.

The Union Agricultural Society, Palmyra
TOTAL ADMISSIONS: Paid, 3,000; free, 400. Operated 4 days, 4 nights.
WEATHER: Good 5 days, 4 nights; less cold or cloudy, 2 nights.
CARNIVAL: J. C. Ruby, rides and show.
ATTRACTIONS: Dardeville, rodeo, promoted by John D. Meyers, harness racing.
AID. PREMIUMS: State aid, $10,000; total estimated premiums paid out (exclud- ing races) (estimated), $8,500.
1950 DATES: September 1-7, tentative.

Vernon Agricultural Society, Vernon
TOTAL ADMISSIONS: Paid, 5,000; free 500. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; rain 3 days, 3 nights.
CARNIVAL: B & C Expo Shows.
ATTRACTIONS: George A. Hamil Re- vue, Irish Horn and his Rell Drivers, and Harveys; horse races.
AID. PREMIUMS: State aid, $15,000; total estimated premiums paid out (excluding races) (estimated), $6,500.
ADMINISTRATION: President, Fred Lockhart; secretary and publicity di- rector, James F. Hurst.
1950 DATES: September 9-14, tentative.

Center of North Carolina Fair, Ashboro
OPERATED: 8 days, 6 nights.
WEATHER: Good 6 days, 4 nights; cold or cloudy 3 days.
CARNIVAL: Jack J. Perry Shows.
ATTRACTIONS: Free acts and band concerts.
AID. PREMIUMS: None.
1950 DATES: Week of September 22, tentative.

Fayette County Fair, Florence
OPERATED 5 days, 8 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy 3 days.
CARNIVAL: Cetlin & Wilson Shows.
ATTRACTIONS: Joe and Bebe Siegle, high acrobats; Harry Probus, high wire pole; Frozke's Tigers, Rudynko's Horse, and Royal High Horse. The seated men were paid $2,500.
1950 DATES: Week of September 12, tentative.

Great Falls Fair, Great Falls
TOTAL ADMISSIONS: Paid, 7,000; free, 1,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
CARNIVAL; Boddie's.
ATTRACTIONS: Mace's Contingent A; shows; big car races, Frank Winkler.
AID. PREMIUMS: County aid, $2,500; total estimated premiums paid out (exclud- ing races), $3,000.
ADMINISTRATION: Secretary, Ralph Lynch.
1950 DATES: June 26-July 1, tentative.

Pembina County Fair, Hamilton
TOTAL ADMISSIONS: Paid, 50,000; free, 5,000. Operated 5 days, 5 nights.
WEATHER: Good 2 days, 2 nights; cold or cloudy, 4 days; rain, 1 night.
CARNIVAL: Wm. T. Collins Shows.
ATTRACTIONS: W. T. Collins and acts booked thru Williams & Lee; 2 days harness races.
AID. PREMIUMS: County aid, $2,000; total estimated premiums paid out (exclud- ing races), $2,000.
ADMINISTRATION: President, F. G. Thacker; secretary, superintendent of concessions and publicity director, F. Page.
1950 DATES: July 20-22, tentative.

Tri-County Fair, Winnebago, I
TOTAL ADMISSIONS: Paid, 4,500; free, 500. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 3 nights.
CARNIVAL: Opera, 5 nights.
ATTRACTIONS: W. A. Bruns & Company Shows.
AID. PREMIUMS: County aid, $100; premium paid, (less tax), $100.
ADMINISTRATION: President, John Werner; secretary, William P. Hoff; superintendent of concessions, Edward K. Weis.
1950 DATES: August 27-30, tentative.

Ashland County Fair, Ashland
TOTAL ADMISSIONS: Paid, 20,000; free, 800. Operated 4 days, 4 nights.
WEATHER: Rain 1 day; cold or cloudy 3 days.
RECEIPTS: Gate (less tax), $5,100.84.
CARNIVAL: Gooding Shows.
ATTRACTIONS: Steve's Rodeo, Thompson's Round- up, Klein's Rhythm Revue, Spies & Jones and His City Stickers (MCA, Chicago); harness races three days.
1950 DATES: September 11-14, tentative.

Ohio State Fair, Columbus, Ohio
TOTAL ADMISSIONS: Paid, 33,000; free, 1,000. Operated 6 days, 6 nights.
WEATHER: Rain 6 days, 6 nights.
CARNIVAL: Junior 
ATTRACTIONS: Free acts and band concerts.
AID. PREMIUMS: None.
1950 DATES: Week of September 22, tentative.

Belmont County Agricultural Fair, St. Clairsville
TOTAL ADMISSIONS: Paid, 20,000; free, 800. Operated 4 days, 4 nights.
WEATHER: Rain 2 days, 2 nights; cold or cloudy 3 days.
RECEIPTS: Gate (less tax), $1,800.
1950 DATES: September 25-29, tentative.
A Permanent Amusement Enterprise
In the All-American Class

FOR THE 1950 SEASON
WE PROMISE A NEW MIDWAY
OF THRILLS AND ENTERTAINMENT DESIGNED FOR YOUR
PATRONAGE

35 CAR RAILROAD SHOW
bringing
MODERN AND EXCITING FEATURES

1949—EXECUTIVE STAFF—1949
HARRY W. HENNIES J. C. McCAFFERY
Owner-General Manager General Representative
NOBLE C. FAIRLY WILLIAM B. NAYLOR
Business Manager Press and Radio
CHARLES SHEESLEY KEITH CHAPMAN
Assistant Manager Concession Manager

WE WISH TO THANK ALL FAIR
OFFICIALS AND COMMITTEES
FOR THEIR CO-OPERATION
DURING THE PAST SEASON.

See Us at the Convention

HENNIES BROS. SHOWS
Permanent Quarters
HOT SPRINGS, ARKANSAS

November 26, 1949
A Salute to the

CHAMPLAIN ALLEY EXPOSITION

ESSEX JUNCTION, VT.

Proudly serviced by
WORLD OF MIRTH SHOWS

Largest Midway on Earth

FRANK BERGEN
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BERNARD "BUCKY" ALLEN
Concessions Manager

10-Modern Rides
8-Clean Shows
U. S. Army Searchlights
Thrilling Free Acts
25-Trailers-Tractors

NOW BOOKING—SEASON 1950—Opening in March.
PLAYING TEXAS, OKLAHOMA AND ARKANSAS

COMMITIES AND FAIR SECRETARIES who contacted us this season, we appreciate your confidence in us and the cooperation in making the season better than 1949. Fair Secretaries in Texas, Oklahoma and Arkansas have asked dates if you want a Clean, Modern Midway without "Racket," Gypsies, or Girl Shows, write us.

To our loyal employees, Personnel, Concessionaires and Independent Shows, we appreciate your cooperation, and we want to have you back with us. BEST WISHES TO ALL.

CONCESSIONS that work for stock, Hanky Panks of all kinds, we offer you an established route of proven dates, with 8 Fairs already contracted. Will sell exclusive on Custard, Penny Arcade, Derby Rides, Ice Cream, Novelties, Long Range Gallery. Will take large Modern Rides, preference given those with Hanky Pank or Major Rides. RIDES—Will book Spinift, Caterpillar, Disk Rides, Kiddie Rides; would consider party of rides at State Fair for Kiddie Land. Want rides, modern rides on season contract only, will furnish transportation. Contact us at Sherman Hotel, Nov. 27 to 30.

Independent Showmen with or without equipment, we are interested in any shows of merit. Would like to contract a Good Monkey Show, Fun or Glass House; will furnish complete outfit for small side Shows.

FOR SALE—1949 Rollohirl, bought new in July, 2 Car Mengels WHIP, streamlined not a "last down after," will talk for $50.00; will sell for $50.00; 12 foot Parker Baby & Goose-Ground, and 12 foot Parker Goose-Goose; good or bad; we have bought many from Rand, Binns; every part new, $4,000.00. Will sell for $3,000; 25 foot Cotman Parrotian, fully equipped, plate glass enclosed, tender wheels, cost over $5,000.00.

Cotman Parrotian, fully equipped, plate glass enclosed, tender wheels, cost over $5,000.00. Will sell for $3,000.00 equipped, plate glass enclosed, tender wheels, cost over $5,000.00.

THE ATTENTION OF THE TRADE:

CARNIVAL: Howard Bros., Shows.
HORSE SHOW: Cornucopia (1 night), W.L. Barn Dance (1 night), home talent puffing (1 night), Zipple-Jarvis Circus (1 night), harness racing (3 days); barn dances, corn boils and circuses.

ADMINISTRATION: President Lynn C. Griffin, secretary, William R. Butcher; superintendent of concessions, Mark Henderson; public relations director, A. Y. Dix.

Carthage Fair, Cincinnati
TOTAL ATTENDANCE: Paid, $44,774; free, $2,885. Operated 1 day, 1,800 bleachers. WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights. RECIPRIS: Gate (less tax), $3,223.75; night grandstand total (less tax), $2,550.00; night grandstand total (less tax), $2,550.00.

ACTIVITIES: Horse shows, Sheep Shows.
ATTGRATIONS: Free acts, Gus Sun Booking Agency, Barn Dance (3 days), Harness Racing, Horse show 4 nights.

ADMINISTRATION: President W. A. Fain, secretary, superintendent of concessions, J. M. Simpson; publicity director, Dave Martin.

Cuyahoga County Agricultural Society, Berea
TOTAL ATTENDANCE: Paid, $4,719; free, $22,000. Operated 5 days, 3 nights. WEATHER: Good day, 1 night; rain 1 day, chilly 3 days, 3 nights. RECIPRIS: Gate (less tax), $3,546.00; night grandstand total (less tax), $2,550.00.

CARNIVAL: Goodings.
ATTGRATIONS: Free acts, Gus Sun Booking Agency, Harness Racing, Horse show 2 nights.


Fairfield County Agricultural Society, Lancaster
TOTAL ATTENDANCE: Paid, $6,065; free, $5,000. Operated 4 days, 5 nights. WEATHER: Good 3 days, 3 nights; rain 1 day. RECIPRIS: Gate (less tax), $37,857.70; day grandstand total (less tax), $2,501.45; night grandstand total (less tax), $2,501.45.

CARNIVAL: F. P. Gooding.
ATTGRATIONS: White Horse Troop and book by Sunny Bennett; harness races 3 days.

ADMINISTRATION: President, O. M. Oarky, secretary, public relations director, Russel W. Alt; superintendent of concessions, W. C. Crouse.

Fredericktown Community Street Fair, Fredericktown
OPERATED: 4 days, 4 nights. WEATHER: Good 4 days, 1 night; cold or cloudy 3 nights.

CARNIVAL: Howard Bros. Rides.
ATTGRATIONS: Total premiums paid out (excluding races), $2,079.90.

ADMINISTRATION: President Farnaud, secretary, superintendent of concessions, W. V. Wood; publicity director, C. R. Fairchild.

Greene County Agricultural Society, Palmyra
TOTAL ATTENDANCE: 50,000 (estimated). Operated 4 days, 4 nights. WEATHER: Rain 3 days, 3 nights; rain 1 day. RECIPRIS: Gate (less tax), $3,875.00; night grandstand total (less tax), $2,501.45; day grandstand total (less tax), $2,501.45.

ACTIVITIES: Horse show, Race track.
ATTGRATIONS: Horse show, Gus Sun Booking Agency, Harness Racing.

ADMINISTRATION: President, R. K. Hulm; secretary, Mrs. Robert Nyly; superintendent of concessions, Will Butcher; publicity director, W. E. Exum.

Lawrence County Fair, Proctorville
TOTAL ATTENDANCE: Paid, $5,000; free, $5,000. Operated 6 days, 6 nights. WEATHER: Good 3 days, 3 nights; rain 1 night. RECIPRIS: Gate (less tax), $9,500; night grandstand total (less tax), $4,100; night grandstand total (less tax), $4,100.

ACTIVITIES: Horse show, Gus Sun Booking Agency, Harness Racing.
ATTGRATIONS: Horse show, Gus Sun Booking Agency, Harness Racing.


Logan County Fair, Bellefontaine
TOTAL ATTENDANCE: Paid, 9,000; free, 1,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights; rain 1 day. RECIPRIS: Gate (less tax), $4,000; day grandstand total (less tax), $2,501.45; night grandstand total (less tax), $2,501.45.

CARNIVAL: Horse Shows.
ATTGRATIONS: Free acts, Gus Sun Booking Agency, Harness Racing, Horse show 2 nights.

ADMINISTRATION: President, J. F. Wills; secretary, superintendent of concessions, Howard Carly; publicity director, Ray Burns.

Madison County Fair, London
TOTAL ATTENDANCE: Paid, 20,050; free, 1,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECIPRIS: Gate (less tax), $7,000; day grandstand total (less tax), $4,100; night grandstand total (less tax), $2,501.45.

CARNIVAL: Gooding Rides.
ATTGRATIONS: Free acts, Gus Sun Booking Agency, Harness Racing, Horse show 3 nights.

ADMINISTRATION: President, Robert Hughes; secretary, superintendent of concessions, Howard Carly; publicity director, Robert Affo.

Millersburg Holmes County Agricultural Society, Millersburg
TOTAL ATTENDANCE: Paid, 2,500; free, 1,000. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights; rain 1 night. RECIPRIS: Gate (less tax), $6,000.50; night grandstand total (less tax), $3,525.00; night grandstand total (less tax), $3,525.00.

CARNIVAL: Sidewalk Spectacles.
ATTGRATIONS: Horse show, horse pulling, treasurer victory races, races for rodeos.

PRIMEUMS: State aid, $500; county aid, $500; other aid, $24.

ADMINISTRATION: Dr. W. L. Vawter, president; superintendent of concessions, H. V. Heineim.

Pickaway County Fair, Circleville
TOTAL ATTENDANCE: Paid, 25,000; free, 15,000. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights; rain 1 night. RECIPRIS: Gate (less tax), $12,500; night grandstand total (less tax), $3,000; night grandstand total (less tax), $3,000.

CARNIVAL: Horse Show.

ADMINISTRATION: President, R. W. Hoag; secretary, superintendent of concessions, A. E. Gilkey; publicity director, E. C. Faust.

Scioto County Fair, Lucasville
TOTAL ATTENDANCE: Paid, 24,000; free, 10,000. Operated 6 days, 6 nights. WEATHER: Good 3 days, 3 nights; rain 1 night. RECIPRIS: Gate (less tax), $18,000; night grandstand total (less tax), $4,500; night grandstand total (less tax), $4,500.

CARNIVAL: Horse Show.
ATTGRATIONS: Horse show, Gus Sun Booking Agency, Harness Racing.

ADMINISTRATION: President, T. E. Boll; secretary, superintendent of concessions, A. S. Mouton.

Wyandot County Fair, Upper Sandusky
TOTAL ATTENDANCE: Paid, 14,700; free, 7,000. Operated 6 days, 6 nights. WEATHER: Good 2 days, cold or cloudy 2 nights. PREMIUMS: State aid, $1,200; county aid, $1,200; total premiums paid out (excluding races), $9,000; total premiums paid out (excluding races), $9,000.

ATTGRATIONS: County fair, Free acts, Gus Sun Booking Agency, Harness Racing.

ADMINISTRATION: President, S. W. Leary; secretary, Robert A. Winter; superintendent of concessions, A. A. Win-
ter.

1950 DATES: July 26-29, tenta-
tive.

November 26, 1940
Western Canada's finest carnival shows

OPERATING TWO MAJOR UNITS

E. J. CASEY SHOWS

Thanks to all the Fairs and Committees of Western Canada and Ontario, where our shows had the privilege of furnishing the Midway Attractions, for making our fifteenth season a Most Successful One.

We promise you a Bigger and Better Show for 1950, and will continue our policy of cleanliness and fair dealings to all.

E. J. Casey
Owner-Manager.

PERMANENT ADDRESS: 567 ST. MARYS RD., ST. VITAL, WINNIPEG, MAN., CANADA

November 26, 1949
Cimarron County Free Fair, Boise City.
OPERATED 4 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: M. A. Snavely Shows.
AID, PREMIUMS: County aid, $1,500.
Total estimated premiums paid out, $1,500.
ADMINISTRATION: President, Frank C. Marsh; secretary, William L. Kohler; superintendent, George T. Allen; publicist, director, William J. Weidler.
1950 DATES: October 4-7, tentative.

Dewey County Free Fair, Taloga
TOTAL ATTENDANCE: Free, 2,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Pike Amusements.
ATTRACTIONS: Amusement rides by Taloga Round-Up Club.
WEATHER: County aid, $900; other aid, $35; total estimated premiums paid out (excluding races), $495.
ADMINISTRATION: President, Wayne Allen; secretary-superintendent of concessions, C. Frank Catherman; publicity director, C. Frank Catherman.
1950 DATES: Third week in September, tentative.

Kay County Free Fair, Blackwell
OPERATED 5 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights; cold or cloudy 2 days, 2 nights.
RECEIPTS: Night grandstand total (less tax), $1,289.
CARNIVAL: Wonder Bow! Circus, thru Boyle Woolfolk; horse pulling contest, Book State sheep shearing contest.
AID, PREMIUMS: County aid, $7.200;
ADMINISTRATION: President, Everett Higginson; secretary, W. H. Ruchelson; superintendent of concessions, tourism director, March B. Woodruff.
1950 DATES: September 12-14, tentative.

Payne County Free Fair, Stillwater
OPERATED: 6 days, 5 nights.
WEATHER: Good 1 day, 3 nights; rain 4 days, 2 nights.
CARNIVAL: Heart of Texas Shows, Bud and show gross, $8,584.68.
ATTRACTIONS: Horse pulling (one night), Illinois wheat visual contest.
AID, PREMIUMS: County aid, $5,500; other aid, $1,000.
ADMINISTRATION: President, George Jacobs; secretary and superintendent of concessions, D. B. Jeffrey.

Deschutes County Fair, Redmond
TOTAL ATTENDANCE: Paid, 5,000.
free, 500.
Operated 1 day, 1 night.
WEATHER: Good 1 day, 1 night.
CARNIVAL: Browning Bros.
WEATHER: Rodeo, 1 day, 1 night; racing 1 day.
CARNIVAL: President, M. A. Lynch; secretary, C. O. Galloway.

Umatilla County Fair, Hermiston
OPERATED 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $2,700.
CARNIVAL: Redwood Empire Shows, horse ride and show gross, total amount, less federal tax, $1,930.
ATTRACTIONS: Horse races, horse show, amateur show, dance, air show, baseball games, fair parade.
AID, PREMIUMS: Total estimated premiums paid out (excluding races), $5,590.
ADMINISTRATION: President, H. G. Runyan; secretary, Harold Werth.

Clearfield County Fair, Clearfield
TOTAL ATTENDANCE: Paid, 50,000; free, 1,000.
Operated 5 days, 5 nights.
WEATHER: Good 4 days, 5 nights; rain 1 day, 1 night.
CARNIVAL: James E. Strates.
ATTRACTIONS: Harness racing, Joe Clutwood Thrill Shows, George A. Hamid Revue.

OKLAHOMA

Juniata County Agricultural Society, Port Royal
TOTAL ATTENDANCE: Paid, 4,890.
free, 1,617.
Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 night; cold or cloudy 2 days, 2 nights.
RECEIPTS: Gate (less tax), $11,081.20.
day grandstand total (less tax), $4,659.
night grandstand total (less tax), $3,528.
CARNIVAL: Peer Premier Shows.
ATTRACTIONS: Revue 6 nights; free acts 6 days, booked thru Phillips & McGrath; thrill show 1 day, booked thru Reichman; AAA Shows.
1950 DATES: July 31-August 5, tentative.

Mount Joy Community Exhibit, Mount Joy
TOTAL ATTENDANCE: Free, 3,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: State aid, $150. Total estimated premiums paid out (excluding races), $950.
ADMINISTRATION: President, H. Curtiss; secretary, Clinton Lee.
1950 DATES: August 24-26, official.

Northern Wayne Community Fair, Lakewood
TOTAL ATTENDANCE: Free gate. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: State aid, $150. Total estimated premiums paid out, $350.
ADMINISTRATION: President, Homer Curtis; secretary, Clinton Lee.

Richhill Agricultural Association, Wind Ridge
TOTAL ATTENDANCE: Paid, 8,000. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
ATTRACTIONS: Variety Show, 3 days, 3 nights; booked thru Mlle's Attractions, New Waterford; O; horse pulling contests.
ADMINISTRATION: President, Ross Burns; secretary, Floyd Campbell; superintendent of concessions, O. B. Newell.

Tioga County Fair, Tioga
TOTAL ATTENDANCE: Paid, 1,500; free, 1,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate (less tax), $683.80.
CARNIVAL: Earl Bills Shows.
ATTRACTIONS: Hillbilly show.
AID, PREMIUMS: County aid, $670. Total estimated premiums paid out (excluding races), $1,198.
ADMINISTRATION: President, R. E. Newwell; secretary, Carl H. Perry; superintendent of concessions, Lynn Whitfill.
1950 DATES: October 5-7.

Union County West End Fair, Lareton
TOTAL ATTENDANCE: Paid, 9,904. Operated 5 days, 4 nights.
WEATHER: Good 1 day, 1 night; cold cloudy 2 days, 2 nights.
ATTRACTIONS: 1 night act, 2 flat shows each day; booked thru George A. Hamid.

Waterford Community Fair, Waterford
TOTAL ATTENDANCE: Free, 16,000. Operated 3 days, 3 nights.

OREGON

Pennsylvania

Clearfield County Fair, Clearfield
TOTAL ATTENDANCE: Paid, 50,000; free, 1,000. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 5 nights; rain 1 day, 1 night.
CARNIVAL: James E. Strates.
ATTRACTIONS: Harness racing, Joe Clutwood Thrill Shows, George A. Hamid Revue.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.

RIDES: 14

CONCESSIONS: 40

SHOWS: 5

PLANTS: Diesel

FAIRS AND CELEBRATIONS
We are now arranging our Route for next season. If you want the best for your Event, investigate us and contact us before contracting for your Midway Attractions.

1950 OPENING
We will open the 1950 Season early in March, in one of the best Money Spots in Texas, to be followed by a Proven Route of Still Dates in Spring.

MARKS SHOWS
MILE LONG PLEASURE TRAIL

Wishes to express its grateful thanks to the fair secretaries, committees, and the public in general for the season of 1949—Thanks a Million.

Our 23rd Annual Tour will open in Richmond, Virginia, early in April, 1950, to be followed by a tour of 30 weeks ending around the middle of November.

Thanks to our Showmen, Concessionaires and Ride Owners and all of our Loyal Employees of the past season. Your splendid co-operation was one of the reasons why the 1949 tour was a success.

Will you see at the Columbus, S. C., Raleigh, N. C., and Richmond, Va., Fair Meetings in January.

JOHN H. MARKS
President and General Manager

Winter Quarters — Midlothian Pike, Richmond, Virginia

P. O. Box 771, Richmond, Va.

All Address: ALVIN AND LOWELL VANDIKE
Co-Own.rs and Managers
Show Winterquarters: EAGLE PASS, TEXAS
Winter Mailing Address: 231 KENDELIA, SAN ANTONIO, TEXAS

November 26, 1949
Putnam County Agricultural Fair, Cookeville
TOTAL ATTENDANCE: Paid, 30,000. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; cold or cloudy 2 days, 2 nights.
CARNIVAL: Cumberland Valley Shows. 
AID: PREMIUMS: State aid, $600; county aid, $800. Total estimated premiums paid out (excluding races), $6,000.
ADMINISTRATION: President, R. B. Donald; secretary, A. L. Donald; treasurer, R. T. Donald.

State Fair of Texas, Dallas
TOTAL ATTENDANCE: 204,754. Operated 16 days, 15 nights.
WEATHER: Good 13 days, 16 nights; rain 3 days, 2 nights.
AID: PREMIUMS: Total estimated premiums paid out (excluding races), $50,000.
ADMINISTRATION: President, E. R. Hines; executive vice-president and general manager, W. J. Griffin; secretary, R. H. Cox; superintendent of concessions, Fred Texas, publicity director, C. E. Teagar.
1950 DATES: October 7-22, tentative.

Texas-Oklahoma Fair and Southwest Oil Exhibition, Iowa Park
TOTAL ATTENDANCE: Paid, 73,000; free, 38,000. Operated 6 days, 6 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 2 nights.
AID: RECEIPTS: Gate (less tax), $19,750; night grandstand (less tax), $8,900. CARNIVAL: Victory Exposition Shows. 
ADMINISTRATION: Manager, K. E. Miller; director, W. H. Miller.
1950 DATES: September 18-23, tentative.

WORLD
On 92 RIDES
of ward
See Largest Billboard Minnesota, see 1950.
South Wisconsin, FAIR Work SECRETARIES ARRANGING North our the Fair Telephone: of the Fair, Griffin. H Hickman; afternoon; Quisenberry; 250. Free Fayette County
TOTAL ATTENDANCE: 10,000. Operated 6 days, 6 nights.
WEATHER: Good 2 days, 2 nights; rain 3 days, 2 nights.
CARNIVAL: Bill Hans Show Shows.
AID: PREMIUMS: Total estimated premiums paid out (excluding races), $5,000.
ADMINISTRATION: President, W. T. Bowers; secretary, P. F. Hensley; superintendent of concessions, Portia Sims; publicity director, A. M. Smith.
1950 DATES: September 4-9.

Johnson County Fair and Rodeo Association, Cleburne
TOTAL ATTENDANCE: Free gate. Operated 6 days.
WEATHER: Good 6 days.
RECEIPTS: Night grandstand total (less tax), $1,762.00 (ticket receipts only).
CARNIVAL: Dan Franklin Shows. 
AID: PREMIUMS: State, none; county, none; other, $22. Total estimated premiums paid out (excluding races), $2,500.
ADMINISTRATION: President, E. F. Andrus; secretary, Guy L. McCraw.

Montague County Fair, Bowie
TOTAL ATTENDANCE: Paid, 6,000; free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights, $1,000. Night grandstand total (less tax), $2,800. 
CARNIVAL: Hanselman's Play Park. 
AID: PREMIUMS: State, none; county, none; other, $2,234. Total estimated premiums paid out (excluding races), $2,800.
ADMINISTRATION: President, J. Doyle Blakeslee; vice-president, J. A. Craig, Jr.; superintendent of concessions, Dick Atson; publicity director, John Butner.

Panhandle South Plains Fair, Lubbock
TOTAL ATTENDANCE: Paid, 103,733. Operated 6 days, 6 nights.
WEATHER: Good 6 days, rain 1 day; cold or cloudy 1 night.
RECEIPTS: Gate (less tax), $28,000; night grandstand (less tax), $2,800. Grandstand total (less tax), $5,000.
CARNIVAL: John F. Bergon Shows. 
AID: PREMIUMS: Total estimated premiums paid out (excluding races), $1,125.
ADMINISTRATION: President, Jack J. Perry Shows; manager, Jack J. Perry; publicity director, John Butner; treasurer, A. S. Gurney.
1950 DATES: August 29-September 2, tentative.

Tazewell County Agricultural Fair, Tazewell
TOTAL ATTENDANCE: Paid, 11,501. Operated 4 days, 6 nights.
WEATHER: Good 4 days, 6 nights.
AID: PREMIUMS: Total estimated premiums paid out (excluding races), $11,000.
WASHINGTON

Cowlitz County Fair, Longview


Cowles Raceway, Monroe

TOTAL ATTENDANCE: Paid, 40,400; free, 2,000. Operated 4 days, 4 nights. WEATHER: Rain 1/2 day, 1 night. Casualty: George Clyde Smith. TOTAL PREMIUM: $3,000. 1950 dates: August 29-September 5, tentative.

Lincoln County Fair, Davenport

ATTENDANCE: 2,500. WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night. WEATHER: Good 2 days, 2 nights. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Barbour County Fair, Philippi

TOTAL ATTENDANCE: Paid, 21,100; free, 1,200. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 25-31, tentative.

Southeastern Washington Fair, Walla Walla

TOTAL ATTENDANCE: Paid, 11,000; free, 1,200. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Northwestern Montana Fair, Kalispell

TOTAL ATTENDANCE: Paid, 12,500; free, 1,200. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Southwest Washington Fair, Centralia

TOTAL ATTENDANCE: Paid, 3,500; free, 4,000. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Western Washington Fair, Tacoma

TOTAL ATTENDANCE: Paid, 21,000; free, 1,200. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Washington State Fair, Puyallup

TOTAL ATTENDANCE: Paid, 21,300; free, 1,200. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 1 day, cold or cloudy 3 days. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.

Lewis and Clark Exposition, Portland

TOTAL ATTENDANCE: Paid, 160,000; free, 25,000. Operated 6 days, 6 nights. WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights. Casualty: George E. Smith. 1950 dates: August 29-September 5, tentative.
GENTLEMEN, WE THANK YOU
FOR HAVING HELPED US MAKE THE 1949 SEASON SUCH A SUCCESS

GREATER GROVES FOR '50
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 1950 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.

CONCESSIONS:
We will book any New and Novel Attractions and Cirque Shows. Will handle any Capable Showmen with New and Sound Ideas.

All Address:
ED. GROVES, Owner and Manager
PERMANENT ADDRESS: LAKE CHARLES, LA.
Winterquarters Located on Highway 90, East of Lake Charles.

Wisconsin

Dodge County Fair, Beaver Dam
TOTAL ATTENDANCE: Paid, 35,000.
Operated 4 days, 4 nights
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day. 1 hi night, 1 low night.
CARNIVAL: Wallace Bros.; ride and show gross, total amount, less federal tax, $10,000.
TRIPPLES: Thrill show, running races, Jimmies Lynch, Barnes-Carruthers revue, Sunshine Show, various running races.
AID, PREMIUMS: County aid, $1,500; state aid, $6,000.
ADMINISTRATION: President, Y. K. Mason; secretary, W. R. Banks; publicity director, George McFarlane.
1950 DATES: September 7-10, tentative.

Green Lake County Junior Free Fair, Green Lake
Operated 5 days, 5 nights.
WEATHER: Good 3 days, 3 nights, cloudy 2 days.
CARNIVAL: Jos. Frisch; ride and show gross, total amount, less federal tax, $5,000.
ATTRACTIONS: Aerial acts, Acteons, barker, barns.
AID, PREMIUMS: State aid, $600; county aid, $600; total estimated premiums paid out (excluding races), $2,300.
ADMINISTRATION: Secretary, William A. O'Connell.

Hodg Fire, Rhinelander
TOTAL ATTENDANCE: Paid, 4,920.
free, 8,000. Operated 4 days, 3 nights.
RECEIPTS: Gate (less tax), $1,251.52; night grandstand total (less tax), $4,153.52.
AID, PREMIUMS: State aid, $600; county aid, $600; total estimated premiums paid out (excluding races), $2,300.
ADMINISTRATION: Manager, Bill W. Collins; secretary; Jess Reed, supervisor; E. R. Westenstein, publicity director, G. K. Kehl.

Jefferson County Fair, Jefferson
TOTAL ATTENDANCE: Paid, 18,531.
free, 10,500. Operated 5 days, 6 nights.
RECEIPTS: Gate (less tax), $2,311.54; night grandstand total (less tax), $8,454.00.
CARNIVAL: Snappy's Greater.
ATTRACTIONS: Horse races; barns.
AID, PREMIUMS: State aid, $2,200; total estimated premiums paid out (excluding races), $4,008.
ADMINISTRATION: Manager, Horace L. Buri; superintendent of concessions, Gordon, Wis.; Do. 1950 DATES: August 2-6.

La Crosse Inter-State Fair, La Crosse
TOTAL ATTENDANCE: Paid, 21,880.
free, 21,823. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day.
RECEIPTS: Gate (less tax), $7,291.05; night grandstand total (less tax), $11,518.00.
CARNIVAL: William T. Collins Shows; ride and show gross, less federal tax, $10,363.45.
AID, PREMIUMS: State aid, $612.49; county aid, $692.10.
ADMINISTRATION: President, N. Nused; secretary, J. L. Dobson; publicity director, Alfred Rice.

Manitowoc County Fair, Manitowoc
TOTAL ATTENDANCE: Paid, 28,000.
free, 4,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 3 nights; rain 1 night.
CARNIVAL: Wallace Bros.; ride and show gross, less federal tax, $7,500.
ATTRACTIONS: State aid, unassigned; total estimated premiums paid out (excluding races), $4,000.
ADMINISTRATION: President, L. O. Rehn; secretary, M. W. Rank; publicity director, George McFarlane.
1950 DATES: Last week in August.

Northeastern Wisconsin Fair, De Pere
TOTAL ATTENDANCE: Paid, 39,500.
free, 12,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 8 nights cold or cloudy 1 day, 1 hi night, 1 low night.
CARNIVAL: Snappy Greater Shows; ride and show gross, total amount, less federal tax, $9,000.00.
AID, PREMIUMS: State aid, $4,860.25; total estimated premiums paid out (excluding races), $7,262.50.
ADMINISTRATION: President, Franklin Zimonde; secretary, superintendent of concessions, B. O. Flanigan.
1950 DATES: August 15-23, tentative.

Rusk County Fair, Ladysmith
TOTAL ATTENDANCE: Paid, 6,237.
free, 1,500. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day; 1 hi night.
RECEIPTS: Gate (less tax), $1,331; grandstand total (less tax), $7,497.90.
ATTRACTIONS: Revue booked thru Ernie Young.
AID, PREMIUMS: State aid, $3,090.53; county aid, $1,200.
ADMINISTRATION: President, Harry Davis; secretary, P. F. Johnson.

Washburn County Junior Fair, Spooner
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Dobson's United Shows.
ATTRACTIONS: Free acts, some booked by Petley's, some local acts.
AID, PREMIUMS: State aid, $900; county aid, $600.
ADMINISTRATION: President, Janet Johnson; secretary, Albert Johnson; superintendent of concessions, Norman Anderson.

Waukesha County, Weyauwega
0perated 3 days; 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Doc's United Shows.
ATTRACTIONS: Free acts, some booked by Petley's, some local acts.
AID, PREMIUMS: State aid, $1,000; county aid, $600.
ADMINISTRATION: President, Janet Mooil; secretary, L. J. Zimande; superintendent of concessions, Norman Anderson.

Wisconsin State Fair, Milwaukee
TOTAL ATTENDANCE: Paid, 717,500.
free, 150,000. Operated 7 days, 7 nights.
RECEIPTS: Gate (less tax), $230,648.00; grandstand total (less tax), $1,846,900; grandstand total (less tax), $70,352.00.
CARNIVAL: Sky Blue, Waukesha, N. Wisconsin, C. M. Carpenters, Planet, All-American Shows.
ADMINISTRATION: President, J. T. McFarlane; secretary, A. A. Haight; secretary, A. A. Stroehlein; publicity director, Wm. E. Stroehlein.
1950 DATES: September 18-29, tentative.

Wisconsin Valley Fair, Wausau
TOTAL ATTENDANCE: Paid, 29,389.
free, 40,000. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 2 nights; cold or cloudy 3 days; 1 low night.
CARNIVAL: Gate (less tax), $11,059.20; day grandstand total (less tax), $3,795.00; night grandstand total (less tax), $7,952.00.
AID, PREMIUMS: State aid, $62,000.
1950 DATES: August 19-27.

Wyoming

Lincoln County Fair, Afton
TOTAL ATTENDANCE: Paid, 3,000; free, 600. Operated 2 days, 1 night.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $2,800; night grandstand total (less tax), $1,000.
AID, PREMIUMS: County aid, $1,500; state aid, $750.
ADMINISTRATION: President, Joe Kil- lins; secretary, E. A. Kilkenney; superintendent of concessions, Colon Lang.
1950 DATES: August 16-18, tentative.

WATCH FOR THE IMPROVED 1950
WEST COAST SHOWS

Playing the Very Best Fairs and Celebrations in California and Oregon

and

offering the very latest in Riding Devices, Sideshows, Concessions and Novel Attractions

(ALWAYS A SENSATIONAL FREE ACT)

FOR NEARLY A QUARTER OF A CENTURY THE LEADER
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ATTENTION:

SHOWMEN with ideas who can frame outstanding and money-getting attractions. Contact us at once.

INDEPENDENT RIDE OPERATORS: If you have something new and novel not conflicting with what we already have, be sure to contact us.

FAIR MANAGERS AND CELEBRATION COMMITTEES: We will be represented at the Western Fairs Association meeting in Los Angeles at the Biltmore Hotel, December 7-8-9-10. Oregon Fair Association meeting in Portland, Ore., at the Multnomah Hotel, January 4-5-6-7.

Permanent Address: WEST COAST SHOWS
500 Clement St., San Francisco, Calif.
Telephone: EVergreen 6-9719

November 26, 1949

The Billboard Cavalcade of Fairs Page 95
CANADA

ALBERTA

Edmonton Exhibition Association, Edmonton

TOTAL ATTENDANCE: Paid, 193,506; free, 93,800. Operated 6 days, 6 nights. WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights; cold or cloudy, 2 days, 2 nights. RECEIPTS: Gate (less tax), $37,354.35; day grandstand total (less tax), $12,068.75; night grandstand total (less tax), $8,010.61. CARNIVAL: Royal American; ride and show gross, total amount, less federal tax, $57,600.88. ATTRACTIONS: Barnes-Carruthers Revue, horse races. AID PREMIUMS: Dominion aid, $500; province aid, $2,000; other aid $1,500; total estimated premiums paid out (excluding races), $14,283.

ADMINISTRATION: President, R. V. Price; secretary, James Paul; superintendent of concessions, Gordon Sleeves; publicity director, F. N. Miller.

1950 DATES: July 17-22.

St. Paul Agricultural Society, St. Paul

OPERATED: 1 days, 2 nights. WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate (less tax), $2,500; day grandstand total (less tax), $1,600; night grandstand total (less tax), $2,700. CARNIVAL: Gate (less tax), ride and show gross, total amount, less federal tax, $5,000. ATTRACTIONS: Grandstand show by K. B. D. Enterprises, Calgary. AID PREMIUMS: Total estimated premiums paid out (excluding races), $3,500.

ADMINISTRATION: President, superintendent of concessions, T. H. Bedard; secretary and publicity director, Joe Dineen.

1950 DATES: August 10-11, tentative.

MANITOBA

Provincial Exhibition of Manitoba, Brandon

TOTAL ATTENDANCE: Paid, 70,000; free, 10,000; operated 8 days, 8 nights. WEATHER: Good 3 days, 8 nights; rain 2 days, 8 nights; cold or cloudy, 2 days, 2 nights. ATTRACTIONS: Barnes-Carruthers Revue, 5 days and 5 nights; 3 days harness races. AID PREMIUMS: State aid, $2,500.

ADMINISTRATION: President, Alex McPhail; secretary, Col. R. G. McConnon. 1950 DATES: July 3-7.

NEW BRUNSWICK

Stanley Fair, Stanley

TOTAL ATTENDANCE: Paid, 5,000; free, 1,500. Operated 4 days, 4 nights. WEATHER: Good 1 day, rain 3 days, 4 nights. RECEIPTS: Gate (less tax), $2,750; day grandstand total (less tax), $1,750; night grandstand total (less tax), $1,250. CARNIVAL: Lynch Gayer Shows. AID PREMIUMS: Total estimated premiums paid out (excluding races), $2,000.

ADMINISTRATION: President, James G. Thoburn; secretary, superintendent of concessions and publicity director, T. Allan Best.

1950 DATES: September 18-22, tentative.

ONTARIO

Delta Fair Association, Delta

TOTAL ATTENDANCE: Paid, 4,000; free, 1,500. Operated 3 days, 3 nights. RECEIPTS: Gate (less tax), $3,000; night grandstand total (less tax), $1,100. OPERATED: 1 days, 3 nights. WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.

ATTRACTIONS: Grandstand show by Delta Empire, Toronto. AID PREMIUMS: Total estimated premiums paid out (excluding races), $3,000.

ADMINISTRATION: President, M. Seed; secretary and publicity director, T. M. Grant; superintendent of concessions, C. W. Offord.

1950 DATES: September 4-10, tentative.

Norfolk County Fair, Simcoe

TOTAL ATTENDANCE: Paid, 49,042; free, 12,000. Operated 4 days, 4 nights. WEATHER: Good 2 days, 3 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.

ATTRACTIONS: Grandstand show by Delta Empire, Toronto. AID PREMIUMS: Total estimated premiums paid out (excluding races), $3,000.

ADMINISTRATION: President, M. Seed; secretary and publicity director, T. M. Grant; superintendent of concessions, C. W. Offord.

1950 DATES: September 4-10, tentative.

WINTERQUARTERS

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See Me at the Sherman Hotel, Chicago, During the Convention or Contact Me at Any Time at Our Permanent Winterquarters

America's Outstanding Motorized Show
RINCH: Gate (less tax), $15.580; day grandstand total (less tax), $3,019; night grandstand total (less tax), $4,546.

CARNIVAL: Wallace Bros' Shows.

ATTENSIONS: Vanderbilt by George Hamil, 8 nights; 3 harness races and 1 running race 4 days.

RECEIPTS: Gate (less tax), $39,992; night grandstand total (less tax), $51,466.

CARNIVAL: Royal American Shows.

ATTENSIONS: Barnes-Carruthers Revue, afternoon act; running race 6 days.

AID PREMIUMS: State aid, $19,000.

Total estimated premiums paid out (excluding races), $73,000.


1950 DATES: July 31-August 5, tentative.

Saskatoon Industrial Exhibition

Limited, Saskatoon

TOTAL ATTENDANCE: Paid, 106,782.

Operated 6 days, 6 nights.

WEATHER: Good 8 days, 6 nights.

RECEIPTS: Gate (less tax), $62,100.50; day grandstand total (less tax), $11,000; night grandstand total (less tax), $25,455.50.

CARNIVAL: Royal American Show;

Ride and show gross, total amount, less federal tax, $60,925.

AID PREMIUMS: Province aid, $14,967.45; total estimated premiums paid out (excluding races), $12,546.16.

ADMINISTRATION: President, A. M. Duncan; secretary, Mrs. Letta Walsh; superintendent of concessions, John A. East; publicity director, H. B. Hunking; president, W. H. MacBain.

1950 DATES: July 24-29.

Additional Statistical Directory of Fairs information, received too late for classification, appears in the General Outdoor Section of the Christmas Special and Convention Issue of The Billboard, dated November 26.
REPORT on our 41st ANNIVERSARY TOUR!

35 RAILROAD CARS 35

OUR APPRECIATION TO:
The Officials of all the Fairs and Still Dates that combined to make our season successful. A most special Salam to the Delaware State Fair, Harrington, Del.; the Illinois State Fair, Springfield, Ill.; the Pittsburgh Free Fair, Pittsburgh, Pa.; the Interstate Fair, York, Pa.; Cumberland County Fair, Bridgeton, N. J.; Bloomsburg Fair, Bloomsburg, Pa.; Frederick Fair, Frederick, Md.; the Southside Virginia Fair, Petersburg, Va.; Wayne County Fair, Goldsboro, N. C., and the Wilson County Fair, Wilson, N. C.

AND . . .
Our most splendid and efficient Staff, with Lewis A. Rice, Manager; Robert R. Kline, General Agent; Joe Rowan, Special Agent; Glen Fronn, Press Department; Tommy Allen, Lot Superintendant; John A. Dempsey, General Superintendent; Vernon F. Krow, Secretary; Judson Sleeper, Billboard; James Zabrocki, Diesel Engineer; Ray Purdy, Trainmaster; Seymour Solar, Concession Manager; Enoch Ratzel, Sound Technician; Rogers Hornsby, Billboards and Mail

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AMERICA'S SMARTEST RAILROAD SHOWS
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David B. Endy
President

November 26, 1949