WE SALUTE

The many new and old friends we have been privileged to serve in 1950 and extend Season's Greetings To All.

Northern Maine State Fair, Presque Isle, Me.
Bangor State Fair, Bangor, Me.
Maine State Fair, Lewiston, Me.
South Windsor Fair, Windsor, Me.
Farmington Fair, Farmington, Me.
Union Fair, Union, Me.
Fryeburg Fair, Fryeburg, Me.
Sandy Creek Fair, Sandy Creek, N. Y.
Alton Fair, Alton, N. Y.
Boonville Fair, Boonville, N. Y.
Glenora Fair, Glenora, N. Y.
Brookfield Fair, Brookfield, N. Y.
Norwich Fair, Norwich, N. Y.
Barton Fair, Barton, Vermont
Lyndonville Fair, Lyndonville, Vermont

Canadian National Exhibition, Toronto, Ontario
Calgary Stampede & Exhibition, Calgary, Alberta
Saskatoon Industrial Exhibitions Ltd., Saskatoon, Sask.
Norfolk County Agricultural Society, Simcoe, Ontario
Estevan Fair, Estevan, Sask.
Yokumillion Fair, Vermillion, Alberta

(These omitted attributed to lack of space)

Joseph J. Godin, Pres.
Roger J. Godin, Vice-Pres.
Edmund J. Godin, Gen. Mgr.

MEET US AT THE CHICAGO CONVENTION

LET US FURNISH YOU WITH A PROPOSAL TO FIT YOUR REQUIREMENTS AND BUDGET.

NO SPECTACLE TOO LARGE,
NO PROPOSITION TOO SMALL

FAIR SECRETARIES, MANAGERS, COMMITTEES

Advise us when your attractions committee will meet. We shall be happy to discuss your requirements in person at your convenience.

Direct from factory to you ... thus you get more for less. We manufacture what we sell ... thus you save.

Here's why those who know the best select INTERSTATE FIREWORKS every time!

1. GREATER DOLLAR-FOR-DOLLAR VALUE
As basic suppliers of fireworks materials, we make our own materials and manufacture practically everything that goes into our fireworks right from the ground up. Thus the large scope of our manufacturing organization, plus our great buying power, enables us to offer you greater dollar-for-dollar value than any other company.

2. SHOWMANSHIP
There is a great deal more to putting on a successful fireworks display than just touching off so many fuses. Our Display Service can give your show real showmanship with just the professional touch it needs to make it a success.

3. EXPERT WORKMEN—AND WORKMANSHIP
All our displays are fired by expert pyrotechnists—men whose sole business is to see that you get the best show possible for your expenditure—a service that costs you nothing extra. Every Interstate Fireworks display is designed and built by experts—men who know exactly how to produce the effects and brilliant spectacles desired.

4. COMPLETE INSURANCE COVERAGE
Interstate Fireworks, as the largest concern of its kind, can and does provide complete insurance protection, an absolute necessity for any event. Thus, you take no chances, run no risk of "come-backs" when you let Interstate handle your display.

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It is always an assurance of satisfaction to deal with a big company—one you know to be thoroughly responsible and in a position to carry out its obligations to the fullest extent.

6. QUALITY
Highest standards of quality are maintained throughout every step of our manufacture.

In Canada: FOR THE CONVENIENCE OF OUR DOMINION FRIENDS

INTERSTATE FIREWORKS MFG. & DISPLAY CO., LTD.

106 ADELAIDE STREET, WEST
PLAZA 5121
TORONTO, ONTARIO

November 25, 1950

The Billboard Catalog of Fairs
Western Canada
Association of Exhibitions

CLASS "A" CIRCUIT OF FAIRS OF WESTERN CANADA
cordially invite fair men, show men, concessionaires, attractions people to their annual meeting

THE PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA 1951
JULY 2nd to 6th

CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA 1951
JULY 9th to 14th

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA 1951
JULY 14th to 21st

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN 1951
JULY 23rd to 28th

THE REGINA EXHIBITION
REGINA, SASKATCHEWAN 1951
July 30th to AUGUST 4th

Annual Meeting
Jan. 22-23-24 1951

Fort Garry Hotel
Winnipeg, Manitoba

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*ADVERTISERS' INDEX*
1950 was our first year as the grandstand attraction for Fairs and we broke all records for attendance at the Oregon State Fair, Salem, Oregon; the Western Washington Fair, Puyallup, Washington, and the San Joaquin County Fair, Stockton, California. They have been using one type of entertainment for a great number of years. This is the first time they made a change and they were tremendously pleased with the amazing results (ask them).

Water Follies is ideal entertainment for sponsorship by leading organizations throughout the United States and Canada.

It is a 2½-hour musical revue in water and on stage.

We are now in a position to play two and three-day stands as well as for longer periods because of our new type of equipment.

Local newspapers are glad to support Sam Snyder’s Water Follies of 1951 because it is the type of show that is different, entertaining and has loads of interesting material. The company of 50 gorgeous bathing beauties, swimming and diving champions, famous stage acts, water comedians, lines of dancing girls is loaded with items that make a reporter feel as if he is in Heaven.

World’s Largest Portable Pools and Stage

Used in Presenting the Water Follies and Stage Revue

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Some of the Mermaids in the Famed Water Ballet Group

The Water Ballet During Rehearsal

Write, wire or phone
our permanent address:

SAM SNYDER’S
WATER FOLLIES OF 1951
441 LITTLE BLDG., 80 Boynton St.
BOSTON, MASS.
Phone HANcock 6-2245

During the Fair the Headquarters will be at the SHERMAN HOTEL

www.americanradiohistory.com
A VITAL ROLE IN TROUBLED TIMES

By

CHARLES F. BRANNAN
U. S. Secretary of Agriculture

THOSE who have aided in the advancement of agriculture in the United States, including those responsible for the development of fairs, can take great satisfaction in the strong position of our agriculture today.

We have large reserve stocks of foods, backed up by the greatest capacity for farm production that we have ever known. Thru conservation measures we have stored up fertility in our soils for times of need. Our farms are highly mechanized, well stocked, in good financial condition and skillfully operated. They are linked thru farm programs and county-State-federal administrative machinery to move rapidly on any front and to shift production as the nation needs more of certain commodities and less of others.

While the nation gathers strength to resist aggression and works with other nations to create a foundation for a lasting peace, it is our job to keep on working as hard as we can for the further advancement of agriculture and for those things that provide a better living for all the people.

In the efforts toward this objective, I wish the fairs of the nation the greatest success in 1951.

By

RT. HON. JAMES G. GARDINER
Canadian Minister of Agriculture

AGRICULTURAL fairs are as old as recorded history. The first organized one in Canada was held at Windsor, N. S., in 1765. Since then fairs, predominantly agricultural, have spread westward until now there is an annual exhibition in hundreds of cities, towns and villages. They have made, and continue to make, an immeasurable contribution toward the solidarity and progress of Canada.

It would be an unusual town or city in which retail merchants did not display their wares in store windows. By holding annual fairs and exhibitions farmers, too, acquaint the public—in addition to their fellow farmers—with the products that come from the soil.

Agriculture becomes more scientific with the years, but the farmer cannot also be the scientist. It would seem then that agricultural fairs present an idea medium thru which this scientific knowledge can be readily passed along to the farmer by visual displays, as often the written word is insufficient.

The increasing interest shown in agricultural fairs by the general public has been most marked during the last decade. This offers great opportunity to show thru exhibits something of the work of grading and standardization of food products, which in most countries is part and parcel of the everyday routine of meeting consumer requirements.

Agricultural fairs are now well-established features of community life. There seems no reason to think that they will lose ground; on the contrary, they seem likely to increase in strength and continue as valuable meeting places for farmers and as a means of acquainting the general public with something of the vital agricultural industry.
Grows Texas Style

Dallas Does Things in Big Way, Pulls 'Em With King-Sized Events, Eyes Toronto's Top Attendance

A POSTER of the Canadian National Exhibition carrying the line "The World's Largest Exposition" hangs in the publicity office of the State Fair of Texas. Before the 50 Dallas fair opened a Texas staffer had penciled in a revision, changing the description of the Toronto exposition to read "The World's Second Largest Exposition."

This revision might be charged off to traditional Texas pride in things big and Texan or to the optimism of a game agent shooting for record attendance. More likely, too, it reflects the belief in the continued growth of the Texas fair that grips its fans, staffs and patrons.

Final attendance figures this year showed that Dallas, with its 28-day gate of 2,178,519, had set a new all-time high for an annual exposition in the U.S. But the crowd was about 200,000 under Toronto's 33-day total. Toronto per- sonnel, too, in the belief that in some not distant year the Dallas gate will exceed Toronto and give Texas the distinction of having the world's largest annual exposition.

Progressive, imaginative management, plus the tremendous growth of the Lone Star State, is credited with the continued growth of the Dallas fair. Throughout the year, department heads flush out possibilities and attractions, and once they decide on some they don't back down in the physical make-ready for them, or in pulling out all the stops in publishing them.

Football in the Cotton Bowl, which is a part of the fair plan, accounts for a big slice of the gate. So does the and attractions this year South Pacific, which grossed $230,000 after taxes. And the ice show, which this year played to capacity or near capacity at all performances.

Those attractions, while the major ones, are but few of the many features thrown out by the large-scaled Dallas fair. Almost every possible interest is played to. And almost every attraction is presented in traditional Texas fashion, large-scaled. By admittance of this year reflected that.

As was, indeed, huge, emphasizing among other things a king-sized replica of an atomic pile, a show—and a good one—in itself.

Mirroring the same large-scaled approach was the toy exhibit staged by a Dallas department store. The display, featuring miniature trains, was far and away the largest of its kind ever presented in any U. S. fair and it pulled—and field—adults and children in huge numbers.

This year the Cotton Bowl crowds exceeded in size those of previous years. On one day four undefeated college teams, three of which were rated among the nation's top 10, clashed for a two-game attendance of 150,000 that set the fair's gate record of 230,000. When the Dallas Fair, that didn't outpull Toronto for the full run, blessed Toronto's all-time one-day gate peak by some 6,000 persons.

November 25, 1950
New feature this year was the Diamond Garter, reproduction of a Gay '90s cabaret, in which "The Drunkard's Daughter" and similar stage fare was presented.

Miniature atom smasher—Van De Graff generator—was part of the big American Museum exhibit at the science show. Atomic display was a repeat at the fair but was enlarged greatly over the previous year.

Events such as the Old Fiddlers' Contest were televised live. Two Dallas stations and one Fort Worth outlet covered the fair, both live and via newsmcasts.

Replica of an atomic pile was arresting high spot of atomic exhibit. Proportions of the replica are suggested by the relative size of the men shown.

New feature of the Museum of Fine Arts was actual on-the-spot demonstration of wood-carving and other arts. Celebrated painting, "Washington Crossing the Delaware," borrowed from the Metropolitan Museum, New York, topped the exhibits.

One of the top attractions was huge toy fair sponsored by Sanger Bros. Dallas department store. Display featured elaborate electric train layout and mechanical toys.

Daily parade around the grounds proved good attraction, but posed labor problem. About $1,000 worth of floats went into parade, but difficulty was getting volunteer personnel for floats.

Scottish kiltie band, obtained from Canada thru the sponsorship of the Plymouth division of the Chrysler Corporation, proved big hit. Unit paraded daily and also gave concerts at fair.
The Billboard Cavalcade of Fairs

25 Rides • 18 Shows • 40 Railroad Cars

the world
The maximum midway of modern times!

The Show that justifies confidence year after year

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**Thanks to our friends everywhere**

Fair secretaries, committees, showmen, concessioners, loyal employees. Your whole-hearted co-operation made our success possible. We thank all of you sincerely.

**NEW AND NOVEL INNOVATIONS FOR 1951**

See us in Chicago

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- IZZY CETLIN (Assistant Manager)
- R. C. McCARTER (General Agent)

- GEORGE GOLDEN (Business Manager)
- WILLIAM HARTZMAN (Treasurer)
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Nothing like it

The power of the Canadian National Exhibition to attract so many people is built upon the annual presentation of the finest in entertainment, educational and inspirational attractions.

Through sound direction, imagination and insistence on the best, the Canadian National Exhibition has grown not only in size and scope but also in effectiveness as the world's premier annual exposition.
In 14 days as many people pass thru the Canadian National Exhibition gates as populate the states of Arizona, Idaho, Montana, Nevada, New Mexico and Utah. . . . An attendance equal to one-fifth of the population of the Dominion of Canada.

As the show-window for the world's products the Canadian National Exhibition has no equal. Where else can a product be displayed in two short weeks to so many who mean so much to its success. An industrial stimulant of unquestioned worth. The Mecca of home and foreign buyers.

Plan now to come to Toronto in 1951 for the 14 most event filled days of the year.

1951 DATES
AUG. 24 thru SEPT. 8
TORONTO

R. C. Berkinshaw C. B. E., President
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EXHIBITION PARK
TORONTO 2-8, CANADA

November 25, 1950
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www.americanradiohistory.com
Our sincerest thanks to all members of fair boards and committees who helped to make our 1950 tour a pleasant and profitable one . . . thanks to our loyal employees, riders, showmen and concessionaires who have been with us thru the seasons . . . thanks to all newspapers and radio stations for their hearty co-operation thru the years . . . thanks to the millions of showgoers who have visited our midway annually during the past 28 years. You have made it the "Family Midway of the Nation." Thanks to all of our old friends and the new friends we made in 1950. Yes . . . thanks to everyone for their good will and friendliness.

James E. Strates

E. James Strates
Office Assistant

Harry I. Long
Vice-President
Gen. Counsel

Roy B. Jones
Business Manager

Nick Bosinis
Treasurer

J. F. McDevitt
Secretary

Edward P. Rahn
Special Agent

November 25, 1950

The Billboard Cavalcade of Fairs
California Event, Started in '78, Continues To Gain in Stature, Pull Under Direction of Vet Art Cranner

The annual "It's May Day in Los Banos" California is an outstanding example of how a celebration can be made self-sustaining. It may also be cited as an ideal model for small town celebrations. This year, the business community of Los Banos has enthusiastically and energetically sponsored the event, making it the most successful in recent years by the nominal charge. For years, the fair has been a popular event, drawing thousands of people from all over the country, but yet today the entire festival is closer to a free fair and celebration than anything in the city.

The annual event is a parade, the largest in the state, and a barbeque, the largest in the nation. It is truly a community celebration, open to all.

First of all, the merchants carry on much of the financial burden, and in doing so, they contribute to the city's economy.

The event begins with the annual parade, which is followed by the barbeque and other activities. The parade is led by the town's dignitaries, and the barbeque features the city's best food vendors.

For the participants, the event is a chance to showcase their city and its culture. It is a chance to bring people together and create a sense of community.

For the community, the event is a chance to give back to the city that has given so much to them. It is a chance to show the city's pride and spirit.

For the participants and the community, the event is a chance to create memories and build relationships. It is a chance to celebrate and have fun.

The event has been going on for over 50 years, and it continues to grow and improve each year. It is a true community celebration, and it is a testament to the spirit of Los Banos.
A contest winner, Craner realizes this and has worked it so that the number of breaks in the Los Angeles and San Francisco newspapers have been beyond the comprehension of many of his closer to cities and handling much larger issues.

Craner begins his campaign early in January with a general announcement that the event will be held on such-and-such days in May. When this story has been placed, he begins to look around for a new angle to shoot for additional editorial breaks. The next step is a visit to editors to see what they are thinking about community events such as Los Banos. Showing Craner over west special stories, Craner fills the order.

By then it is February and time for a second story. This is usually based on the coming queen's contest, and in this case, an announcement and any stories related to it would be inserted now on his desk. These are checked to see what is being sold. The survey serves to guide him in the preparation of future press releases.

Concentrate on Weekend

Craner concentrates on the weekly and semi-weekly newspapers in the area north of Bakersfield and up to Santa Rosa. These papers are given extra consideration, too, when the paid advertisement on the queen's contest is included. The space runs 28 columns and is in the center of the county's papers and contains a message which promotes queen contests may enter the contest. This takes up much of the space and stories generally give the history of the celebration and its place in the program. As soon as they are available, they are fed into the public relations publications and by 10 to 12 printed weekly to the metropolitan dailies.

When the celebration comes up, the publicity is carried itself. It is then necessary to send out only news stories.

Some of the publicity today is being sold before the Spring Fair and Livestock Show staged. Clippiers at the original bars celebration since 1945. This leased during the interim are the town and A. E. Solder, chief of the Los Banos Press, who promote it the second livestock show in California from the quality of exhibits. The fairgrounds cover six blocks, having been set up in the old Mill's Park which was cleared for 99 years. Buildings were constructed on a $600 base and include a dairy barn for 99 juniors.

Bonneted Bows

When the fair opens on a Thursday, the feature of the day is the queen's banquet. It is attended by approximately 700 persons, including city, county and state officials. A 60-minute vaudeville show, this year booked by the Bert Levey Circuit, San Francisco office, is staged. As the officials are guests of the board and the admission is $2 for a $4 dinner-and-theatre portion, the banquet is a losing proposition, too, however, it gets the people into a festive spirit.

The second day feature is an old fashioned parade which starts in the queen's engagement. It is an award selected by Mrs. Annalouise M. Lebo, of Golden State Dairy, the parade this year 2,000 entries. Merchandise prizes donated by the merchants are awarded. First prize was a Dairy Door House complete with $600 and given by the Hammond Door Company to the winner and any other award. The rodeo is also a full-day feature and attracts a large crowd.

Dances Featured

Dances are the large part of the celebration. With the exception of the Los Banos horseback country and the 20-minute horseback parade, admission of $1 is charged. Craner uses local bands, so that the admission charge can be set at $1 and the band makes money.

Thursday night, the Los Banos event covered by camera with the town and the San Joaquin Valley were covered from westboards by the ingenuity of Henry Miller, who managed a fortune in land and cattle. Born Henry Kreiser in Druckheim, Germany, he left home at an early age and landed in New York. After hearing of California, he wanted to make his home there. He had no money for passage and was unable to save it from his small earnings as a butcher. However, he met a friend, a ship's quality to Henry Miller, who had a ticket but was unable to use it. Miller turned the ticket over to Kreiser, but was only then, and the immigrant sailed for the Golden West. He decided to use the name of Henry Miller when he read that the ticket was non-transferable.

Once in California, Miller, began to wonder if the land he could hold. His holdings ran north from the coast to Oregon, a distance of several hundred miles. To raise feed for his cattle, he turned rivers and controlled floods. His achievements supplied Los Banos with water and the celebration of 1918 was a sort of Thanksgiving event. Miller's life is told in the book, "The Willing King," by Edward F. Tredwell. Published in 1931, the book was recently put back into print.

Town Moves

However, Los Banos, where the celebrations are held today was not its place. Set in 1878, it was near where the town of Los Banos now stands. When the Southern Pacific put down its tracks, the town of Los Banos moved to the railroad.

For years after the initial celebrations, the parade was held in the mountains. When the parade moved to the railroad, it was held on a church building and featured bands, dance and cinch. The celebration and its financing. Later, America's first prize of the Golden West conducted it for years.

Craner had no idea of ever taking charge of the Los Banos event and it was not until Mike Kreson, who was moved to the railroad, approached him with the proposition that if anything happened, he would be able to get his hands on the Los Banos history. The Kreson organization has been in existence for years and it was the showman of the 1918 who realized that it could make much more money with good promotion. Louise Losse, secretary-treasurer of the show, lived in the town and for this reason, the shows had a personal interest to them. When Craner came to Los Banos from Winters, in Yolo County, where he was born, Kreson paid his salary.

Craner was experienced in promotion and knew his way around. He was moving West in 850 in the year, 1907. On the way, he offered the type of work he liked—and without traveling. After his contract has been re-signed, the number of events that lose money are overshadowed by those that are profitable. Just as water flowed into the town nearly three-quarters of a century ago, cash flows today all because the May Day celebration brings in such a large number of people. When they start pouring in, it's pay day in Los Banos.

COME TO THE

ALABAMA STATE FAIR

BIRMINGHAM, ALA.

DATES: OCT. 1-6, 1951

"The Outstanding 6-Day Fair in America"

Make Your Reservations Early

For Exhibit and Concession Space

R. H. McINTOSH, General Manager
J. C. McCAFFERY, Concession Manager

BIRMINGHAM, ALA.

Suit 2220, 203 N. Wabash Ave., CHICAGO, ILL.

November 25, 1950
GET your copy ready early—weeks, even months in advance—but hold your fire until just a couple of weeks before opening day if you want an all-inclusive, successful publicity campaign for your State or county fair.

What's more, such a program of publicity is essential if you want any type of entertainment activity, especially the outdoor type.

This advice comes from Ray P. Speer, superintendent of publicity for Minn. State Fair, who has done one of the most outstanding jobs in the fair publicity and promotion field.

Not only does Speer use this method for State fair publicity, but he also has adapted it successfully in his job of directing Northwest activities and promotion and publicity for the ice Capades in parts of the annual St. Paul Winter Carnival.

Outdoor Specialist

A professional publicity man for many years, a good share of that experience was with outdoor type entertainment. Speer in recent years has excelled himself in the two jobs, the Minnesota State Fair in the late spring and summer and the St. Paul Winter Carnival in the fall and early winter.

Speer has been told that his publications are read from that of any other major fair in the nation. That it pays off is evidenced by the fact that the Minnesota Fair and the St. Paul Winter Carnival each year have new all-time attendance record of over $100,000 even as fair offering and others who look for a box-office deal.

This is due to the feeling of other forms of public entertainment.

While the actual publicity and promotional campaign done for the newspapers and over the radio for the Minnesota State Fair is spread over two or three weeks, starting in early August, the job of planning and collecting the material gets under way in mid-May.

Sets Posters Early

Wherever you go to work at his State fair headquarters last spring in preparation for the 1946 season, his first job was to get the public-relations material, ordered and out of the way. That took a couple of weeks.

Next came the job of indexing the champions and grand champions of all departments of the 1949 fair, setting down their locations and working them into stories or articles similar to a prospect list worked up by a traveling salesman.

Then Speer actually turned traveling salesman. Starting the first week in May, he and a photographer spent two days a week in the field, working zone by zone. Speer made it a point to interview the men in a given zone before moving on to the next.

Prospeets Routled

Prospects in each zone were just as a salesman routes his customers in his territory. Before starting out on a trip Speer phoned each of his prospects to announce his forthcoming visit and make certain the person wanted to be home. This time-saving device enabled Speer and his cameraman to visit five or six prospects a day.

Speer talked with each prospect until he hit upon the idea he wanted publicized. Once he got his story he learned his photographer loose to get the necessary pictures to go with the yarn. Sometimes as many as a dozen photographs were taken if Speer thought he had an unusually good story feature.

The average yarn yielded from two to four pictures. Back at the office Speer worked in a day, countrywide j u e n t. Speer worked out the angles of his story, ordering the necessary photos, preparing the caption lines for the pictures and making the major points he wanted his readers to understand. He didn't need to polish up the copy until tomorrow, as he knew by the end of the month. Every day he spent on the file story, advancing, making the copy shorter, until when it was finally ready to put on his stories, it was all in neat form.

Stocks Feature

Thus when Speer was ready to start his 1950 fair campaign he had more material on his hands than he knows what to do with. The editor, with problems of an all-news problem, has to do with the illustrators in each department, the copy which he has picked up on his trips, the stories he has planned, and editorial advancement, against the time when publication is needed and time is precious.

This system, Speer contends, permits him to concentrate all of his efforts in placing his material, thereby, when he is ready to shoot his publicity campaign, to the best advantage.

In America, are used widely by radio stations starting the week before the fair opens, being fitted into news programs and feature periods as they lend themselves. One radio station news editor told Speer this year that he had flipped the dial of his radio to each Twin City station within a matter of minutes one morning and caught the State fair publicity on everyone.

"This was the only time he had ever known where the State fair, or anything for that matter, had gotten 100 per cent coverage by Twin Cities stations at the same time," Speerasoned.

Radio Coverage

Just as any fair the State newspapers are taken care of through the same method. When Speer makes certain that the radio stations are well prepared, ways are being followed in advance, too. Starting 10 days before the fair opens, Speer prepares a mimeographed circular and distributes it to each one, each item complete in itself and containing everything he has to tell. In 1947 he had 100 to 150 such short "alerts" and mailed copies to every radio station in the State, as well as to all daily papers outside the Twin Cities proper.

Speer found that these mimeographed circulars were the kind of copy that any fair in America, whether it be big or small, could use, and that it was better to produce more than to have to go to the trouble of preparing a copy-wise.

Bigger midwinter event in Minnesota's Twin Cities is the St. Paul Winter Carnival, ably handled by Ray Speer. Scene above shows the king of the 1950 carnival and is trailed of many colorful scenes in the event, and Speer makes the most of them, picture and copywise.

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Yet, despite this, attendance was $90,000, with the net profit more than $100,000.

In preparing for the 1939 fair managers were certain it was to be the drop-off year. Yet, despite the fact that both grandstands were lost the first Monday due to rain and attendance fell off and despite the shutting down of gates to vehicular traffic for more than an hour on both Sundays, a record of 900,563 was set this year. Thus, under Speer's publicity regime, the average four-year attendance from 1937 thru 1941 is 872,004, considerably above the average of the six years preceding the time it took to bring in a new publicity set-up.

Rite Uniform Cote

"It is significant that during the last four years attendance seems not only to have attained a new and higher level, but to have hit a level that is quite unfair, despite changed in weather and business conditions," Speer pointed out.

"Each year we have honestly believed we would suffer a setback in attendance. The peculiar thing is that attendance has been quite constant.

For the St. Paul Winter Carnival, Speer has used his State fair techniques to good advantage. As director of the Northwest activities for the Winter Carnival, his principal task has been to handle the outside, queen promotional work. In 1936, the year the carnival has been conducted on a far larger basis than that of any other carnival in the country, with the exception of Atlantic City, the Mid-America Fair fared.

In 1946 the Winter Carnival entertained 86 girls from all sections chosen in actual local, community or regional units, in an annal event. In 1948, to mark the Minnesota Territorial Centennial celebration, Speer organized the Winter Carnival Queen contest with more than 360 communities holding legitimately sponsored and conducted pageants to find their queen candidates. This, he said, was the largest, special organized venture of its kind ever held in America.

Traveling Salesman

Here too, Speer turns traveling salesman as he visits each community, usually, setting up the promotional plan and publicity campaign for the contest and enlisting support for the Winter Carnival. In connection with his task of promoting and publishing the Ice Capades, which are part of the carnival program sponsored by Saint Paul's Exposition, Inc., he moves from one town to another lining up organized groups to attend the show in a body in St. Paul Auditorium. In 1946 he brought in 20 such units following contacts with local Chambers of Commerce, commercial clubs and other civic groups. His 1947 goal is similar, with tours for 100 such communities in Minnesota and Wisconsin, as well as unified groups within the Twin Cities.

As with the State fair work, Speer directs his Winter Carnival work early, reporting on the job by mid-September. By early October he is out on the road, making his contacts, building up the feature stories and pictures as well as all other promotional activities. His 1947 goal is a complete Ice Capades sellout.

Speer started his newspaper work after being graduated from the University of Wisconsin school of journalism in 1916. The first two years he was night editor of the 'Evening' Daily Leader, coming to the Twin Cities in 1918 as a reporter for the Minneapolis Journal. He quit in 1912 and enrolled at Minnesota College of Agriculture to prepare for the farm work. His farm publicity work was graduated in 1915. While working as a weekly and daily newspaper and editorial and feature writer for the Daily Tribune Democrat, issued twice a week in St. Paul.

Publicity Director

Following farm papers, Speer was offered the job of publicity manager for the New England League that was in 1916. He accepted, went and stayed with it thru the 1920 fair. In 1917, he organized and developed a postcard newspaper advertising service for state fairs and exposition. That year was also the first public relations research and sales for the Minnesota Tribune. In 1920, he became editor of the Minnesota Tribune and served the State Fair Association. During this time, Speer was also a member of the Minnesota State Fair Association.

The Tribune is now the largest, fully operated financial and advertising service for state fairs and exposition. That year was also the first public relations research and sales for the Minnesota Tribune.

During his first two year's back, Speer was associated with the Fair's Publicity Bureau and in 1936-41, was in charge of the publicity campaign for the Minneapolis Aquatennial summer festival. In 1941, he became publicity director of the Minneapolis State Fair where he remained until 1946. There he was in charge of promotions and publicity for the Minnesota State Fair for four years as Minnesotas Millers hockey promoters. Among his other tasks was publishing the Starting Vantage, at the Fair's and the annual publications of the U.S. Figure Skating Association. As a side venture in June, 1944, Speer joined in publishing the National Championship at the Farm and the annual competitions of the U.S. Figure Skating Association.

As a side venture in June, 1944, Speer joined in publishing the National Championship at the Farm and the annual competitions of the U.S. Figure Skating Association. Henry J. Land, Minnesota State Fair publicity director, was anxious to go with the St. Paul Midway Club as executive secretary, and in 1944 he brought Speer back to the State Fair organization as assistant publicity director. In 1945, Land resigned and Speer went back to his old job as State Fair publicity director. On leave of absence from the Minneapolis Fair, he intended to return there in the fall of 1945. However, by then St. Paul's, Inc., was ready to revive the Winter Carnival and Speer was induced to handle Northwester activities and Ice Capades promotion and publicity.

Thus he had created for himself a situation where he had but two accounts to handle. Also, this gave him a far greater return for his efforts. The two jobs have worked out well and Speer is fully content with this set-up.
$8,000,000 Program Is Launched;
Legislature Provides Initial
$2,000,000, Plus 25 More Acres

Working plan for the North Carolina State Fair plant is shown above. Twenty-five acres of additional land, provided recently by the State, plus the sewerage of the present ground, will be used.

Model for the proposed livestock exhibition building at the North Carolina State Fair is shown in the foreground. The livestock buildings will adjoin the unique amphitheater. The grandstand and race track are at the upper left. The proposed industrial building is at the upper right.

AN $8,000,000 program, designed to make the North Carolina State Fair, Raleigh, the most ultra-modern presentation among North American annuals, is in the projected planning stage.

With the aid of the State, sparked by Gov. Kerr Scott, whose prominent interest in the State's annuals, and the State Fair in particular, stems from his tenure as commissioner of Agriculture, Dr. J. S. Dorton, fair manager, has launched the project which he has long fostered and for which he has guided slowly with the express purpose of ultimately achieving the unusual and distinctive, without sacrificing the practical.

$2 Million Grant
A $2,000,000 grant by the last Legislature, plus the addition of 25 acres of State-owned adjoining land, to reduce the cramped quarters of the present site, made it possible to embark on the projected program. The program, according to plans and models, will result in a complete rebuilding of the plant, with only the present principal exhibition building being retained. The present grandstand will be used as a starter for a much larger unit.

The proposed design of the 9,500-seat amphitheater, which will be enlarged from its present 6,000 capacity to 10,000, and will be covered by roofs resting on steel cables supported from huge concrete arches or pylons, is the work of Matthew Novick, who was killed two months ago in an air crash near Raleigh. A Polish native, Novick is best known for his work in connection with the rebuilding of war-gutted Warsaw and for helping to design the United Nations building in New York. At the time of the crash, Novick was returning from Punjab, India, where he helped design a new city.

He was working head of the North Carolina State College of Architecture.

Dorton Heads Fair

Dr. Dorton, who has headed up the State Fair for the Department of Agriculture under the reign of Commissioner L. Y. Bahneman since before the war, plans to have a willing collaborator in the Fair. The State Fair, which annually attracts some 400,000 patrons in a five-day period, has long been one of the most successful annuals in this respect. However, the Fair is the little glory of the State's popularity.

Dr. Dorton is planning the Cleveland County Fair, Shelby, which opened this week in the old city of Charlotte, first demonstrated his liking for the new road and highway, a 100,000,000 dollar development. While the operation of the fair

Use Ingenuity

At Raleigh, for instance, he created a number of flag poles which served to outline the main area and which were merely perky pales painted white. Each year the flag poles would be erected at a different angle and this simple maneuver served to create an entirely different effect from the year before. Also at Raleigh, Dorton constructed a waterfall using simple framing and sheet metal with the necessary pumping equipment. The comparatively small cost involved was more than justified by the sustained interest which was earned.

With millions of dollars now available to pay for the ideal presentation that Dorton has long planned, there will be no stinting of materials or cutting of corners. The amphitheater will be surrounded by a flexible roof resting on steel cables supported from huge concrete arches. The design provides for perfect viewing of the arena from all sides. The arena floor will be elliptical in shape, measuring 230 by 126 feet.

New Grandstand Design

The existing grandstand will be expanded to seat 10,000. There will be no obstructions for the audience since the new roof will be suspended by steel cables from two steel towers. Included in the grandstand will be a huge exhibition hall extending the length of the structure.

Elaborate landscaping plans have been drawn up for the infield. These call for a series of pools joined by cascades leading to a small lake which will be bordered by gardens. New racing stands will be located on the east side of the track, directly opposite the grandstand.

A complete remodeling of the present main exhibition hall is also scheduled for completion in time for the 1951 event. The exterior will be altered to conform with the architectural pattern of the new units. New livestock barns and modern quarters for exhibitors and judges will be erected close to the amphitheater.

All of the foregoing improvements will cost an estimated $2,000,000. The next step in the building program calls for the erection of a huge restaurant, which will be the most popular roof of the entire ground, plus a huge trial exhibit building, a youth center, and synthetic turf for the new grandstand.

The unique design of the 9,500-seat amphitheater and the suspended roof of the grandstand are designed in this aerial view of the working model of the $8,000,000 rebuilding program of the North Carolina State Fair.
The unorthodox design of the proposed 9,500-seat amphitheater and the grandstand which will be enlarged to seat 10,000 are shown in the working model of the North Carolina State Fair. Also included are other unusual features, such as the covered walkways which will connect all principal structures and provide protection in all weathers, and the landscaped infield area with its pools and cascades. In the upper right hand corner a portion of the proposed 100,000-seat stadium is visible. The midway is planned for the top center area.

has been profitable for a number of years, it is likely that additional State funds will be needed for the completion of the program. Altogether Scott has expressed keen interest in the stadium, which would be one of the largest in the country, and there is the possibility that it estimated $4,000,000 cost may have to be assessed by private business interests, if it is to be built.

With schools in football's modern league to draw upon, such as North Carolina, North Carolina State and Duke, all of which number their fans in the thousands, there is little doubt that the capacity of the proposed stadium could be taxed on numerous occasions.

Sylvan Setting

The enlarged grandstand, overlooking a sylvan setting, the new amphitheater and the proposed stadium would give Dorset unexcelled show places for the presentation of large-scale pageantry and other features. Included in the additional 25 acres of ground which the annual has acquired, are the Highway Commission workshops. These will be remodeled into livestock exhibition buildings. The extra land will also make it possible for the continued expansion of the annual without cramping for some time to come.

Midway Site

The midway area will be pushed back to border close to the highway. It is designed to prevent the congestion always prevalent in the past and also to eliminate the interference of the manufactured noises with the presentation of grandstand attractions.

The annual is admirably situated on U. S. Highway No. 1, only about three miles from the heart of the city. The acquisition of land formerly held by the Highway Commission gives the fair considerable additional highway frontage. Annual's location, both in relation to Raleigh and to the State's thickly populated centers, is considered ideal for the planning and presentation of State-wide events in view of the scheduled facilities.

Architect for the project is William Henley Detrick, Inc., with Nowicki doing the design and Severud-Elsed-Krueger, engineers. Landscape architects are Edwin G. Thorow and Lawrence A. Koer. Architects for the foots center and barns are Holloway, Weber & Reeves.

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THE WORLD'S TOP RECEIPTS AROUND THE COUNTRY!

The Billboard Says:

DETROIT GIVES WAGNER PEAK 173G GROSS

DETROIT, Sept. 16.—A record $173,985.38 after taxes was piled up by rides and shows of Al Wagner's Cavalcade of Amusements at the Michigan State Fair here. Previous top figure was $150,313.49.

CAVALCADE SETS NASHVILLE RECORD;
FINAL COUNT TOPS '49 GROSS BY 27 1/2 PER CENT

NASHVILLE, Sept. 30.—Al Wagner's Cavalcade of Amusements racked up a new all-time record midway gross at Tennessee State Fair. Rides and show business was far in excess of the previous high; the powerful line-up of Cavalcade attractions was given major credit.

Midway layout drew raves from fair execs and visiting showmen. At night the layout was particularly spectacular.

See us at the SHERMAN HOTEL during the CONVENTION
Presenting
LARGEST AND FINEST MIDWAY

50 Car-2 Section Railroad Show

Amusements

Thanks to all the Fair Managers, Secretaries and Chairman where we had the privilege of furnishing Midway Attractions this year. Our thanks also to the Press and Radio for their wonderful co-operation and splendid publicity . . . and to our Staff and Personnel for their unceasing efforts and work throughout the past season.

FOR THE 1951 SEASON we promise you Greater Shows, New Stage Shows, and a large staff in winter quarters will build the best that money and ability can produce.

So Once Again:
"The Cavalcade Marches On"

After the Chicago Convention, write or wire:

AL WAGNER
CAVALCADE OF AMUSEMENTS,
P.O. Box 66, Mobile, Alabama
WINTERQUARTERS: MOBILE FAIRGROUNDS

November 25, 1950
JIMMIE LYNCH REPRINTS CONTROL OF THE JIMMIE LYNCH DEATH DODGERS
AMERICA'S FOREMOST THRILL SHOW PRODUCERS

BROKE RECORDS EVERYWHERE at the FAIRS in 1950
Including the All-Time Record at the Los Angeles County Fair, Pomona, Calif., where over 131,000 were in attendance. (Largest Sunday Attendance of the Fair.)

GUARANTEED TO PACK YOUR GRANDSTAND
Now Planning New Thrills for 1951
NOW BOOKING INDEPENDENTLY

or thru

BARNES-CARRUTHERS THEATRICAL ENTERPRISES
159 North Dearborn St., Chicago, Ill.

JIMMIE LYNCH, JIMMIE LYNCH RANCH, TEXARKANA, TEXAS

November 22, 1950
ARANSAS PASS
TEXAS
WHERE THE FISH BITE EVERY DAY

WE EXTEND A WARM WELCOME
TO ALL SHOW PEOPLE AND TOURISTS TO RELAX AND PLAY WHERE THE SUNSHINE SPENDS THE WINTER ON THE WARM, MILD GULF OF MEXICO ... WHERE THE FISH BITE EVERY DAY ... NO FISHING LICENSE REQUIRED FOR OUT-OF-STATE TOURISTS.

MODERN
Motel
Courts
WINTER HOME OF MANY OUTDOOR SHOWS

SPORTSMEN'S
Mecca of the Gulf Coast
MILD WINTER CLIMATE

FAST BECOMING THE WINTER HOME OF THE SHOWMEN.
SPLENDID SCHOOLS AND CHURCHES ... 6 MODERN TRAILER PARKS ... 10,000 FRIENDLY PEOPLE AND BUSINESS MEN WELCOME YOU.

GUIDES
AND BOATS
AVAILABLE FOR FISHING AND DUCK HUNTING PARTIES. 45-DAY SEASON

SHOWMEN'S
2nd ANNUAL
CHARITY DANCE,
FRIDAY,
DEC. 15th

FOR RESERVATIONS AND INFORMATION, WRITE—WIRE—CALL CHAMBER OF COMMERCE
WHERE THEY BITE EVERY DAY—ARANSAS PASS, TEXAS

FOR RESERVATIONS AND INFORMATION, WRITE—WIRE—CALL CHAMBER OF COMMERCE
WHERE THEY BITE EVERY DAY—ARANSAS PASS, TEXAS

Bexleys, I.C.A. Store
Soup, Hudson Trailer Park
Houghson Road Store
Kings Flower Shop
Snug Harbor Motel
Aransas Pass Hospital
Fox Drugs
Grill Cafe
Springfield Appliance Store

Bunny & Doug Re
Josie Snyder Furniture Co.
B. C. Groc. & Mkt.
Commercial Motor Co.
Little Bob Drive-In Cafe
Taylor Furniture Store
Aransas Lumber Co.
First State Bank
Horse Tackle Shop
Snyder-Clark Motor Co.

Leo Kennedy Real Estate-Insurance
Henderson Bumble Service Station
Garcey Motor Sales
Yezon Electric & Plumbing Co.
City Grocery & Mkt.
Kaufman's Dept. Store
Cormer Magnolia Service Station
Fields Lumber Co.
Clendenings Federated Store

November 25, 1950
The Billboard Creolade of Fairs
Alive ... and still performing the world's highest aerial act! But ... one never knows when something may happen—so it is best to be prepared!

That's the way it is with show business—best to be prepared. Every successful manager knows that—best to contract with good shows, plenty of concessions, good exhibits and thrilling, sensational acts.

That's why many engage the highest and most sensational of them all—Selden, the Stratosphere Man— as the feature attraction of their programs. In 18 years this act has thrilled 20,000,000 people—the largest single crowd at the Chicago Tribune Show in Chicago, June 11, 1947—300,000 excited, awe-stricken people jam-packed to witness his sensational performances.

MEET SELDEN AT THE CONVENTION

Write, Wire or Phone FOR COMPLETE INFORMATION TODAY!

- Located in Deepdale Cemetery, Lansing, Michigan, Selden's tombstone is ready and waiting.
- It was designed by Arzeno Selden himself during the off season last year.
- Made from red granite, one side illustrates the act and the other side describes the act in detail.

On May 7, 1950, when Selden presented his act in the City Park, a feature of the Lansing Mid-Century Festival, this memorial was unveiled under the rigging before a crowd of 20,000 interested spectators. Immediately after the unveiling ceremony, Selden performed his act while Paramount made a news-reel which was released internationally.

SELDEN THE STRATOSPHERE MAN
¾ THE BILLBOARD, CINCINNATI, 22 OHIO

Page 26 The Billboard Broadcast of Faine

November 25, 1950
CUTTING down a few trees almost anywhere would signify little change in the scheme of things. But when the grounds of the Great Allen- town (Pa.) Fair, however, the tree chopping denoted a near era and the beginning of a revitalization program that can in time rejuvenate the event.

For many years Allentown has been a title presentation which rested change. Now with optimism, this year's fair, with its many and varied attractions, has shown a much greater public interest in the event. The attendance figures proved this, as the annual fair offered much diversity in the events, and proved to be a successful venture.

Refurbish Plant

The results in modern times do not represent the potential for this annual which has one of the finest locations in the land. It is with this in mind that the present fair started this year to refurbish and modernize the plant.

There wasn't much time before the September running of the annual and not enough money to launch the whole plant. But a significant start was made, particularly by chopping and wrecking.

The old tents, which were left on the grounds before the 90 or so that were eliminated, were a lot of the midway and carnival area about a mile away in the Allentown Park. Some of the tents were put to use in the fair as the new covers were being kept in place.

Singmaster Heats Fair

The clearing of midway spaces was done under the direction of Howard Singmaster, who was named as the fair's general manager last winter in a contest of great local interest. Singmaster, a native of Allentown, earned considerable credit in the city. The plant was run by his business, staffed the plant so that the work ran with clock-like precision, and set his sights on running the fair for the public.

It was his intention to turn the operation into a moneymaking proposition for the city and the fair itself. Many thousands of people visited the fair last year and it was hoped that this year's would attract even more. The public was asked to support the fair in order to help pay for its operation.

Singmaster lost little time after his appointment as general manager and three weeks before his own gates opened he was in Ottawa at the Central Canada Exhibition. The special Kiddieland section established there a year ago looked good and he decided to adopt it as soon as the new gate was flitted. A new gate at the 32nd Street end was opened.

A covered grandstand stage was also started early for this year's annual. The director was a wise one, since the weather for the run was bad. The canvas topping served the purpose and a portion of the expenses for $25,000 this year and more for the future. Work on the covering continued right up to the last minute and its operation was not perfect, but areas are confident that all of the bugs will be worked out by next year.

Grandstand Stage Covered

While Singmaster describes the grandstand stage covering as the only grandstand stage making in town for this year's annual, the demolition of the old horse barns might run it a close second. Refurbished and stabilized designed to house 127 horses was torn down. The buildings were beyond repair and it was thought that replacing the structures would be an unnecessary expense since the fair operates for only five days each year. The use of tents, begun this past year, will be continued in the future.

The tests are resumed and the super, alizer carries all of the necessary insurance and supplies all the necessary protection for safeguarding the animals.

Singmaster said that plans call for a complete and modernized fair for the coming season. The building will have facilities for a farmer's market in the basement. The main fidelity will be suitable for conventions, ice hockey, baseball, horse shows, indoor circuses and other events on a year-round basis. It will have a completely equipped and modernized department.

The addition of the proposed casino will make the fair grounds even more of a year-round point than it is today. The plant is situated less than a dozen blocks from the heart of the business district. The city has grown around it and the regular scheduling of events other than the fair has made it well known to everyone for miles around.

A comparatively small improvement like the paving of the paddock area in front of the 4,000 seat grandstand would considerably better the fairgrounds. The installation of a modern rest rooms in the fairgrounds would be a great blessing to the interior of exhibit buildings which had been allowed to become dowdy.

The improvements accomplished to date, while considerable in view of the sparsity of the past, have not fully or completely brought to the imagination of Singmaster and his associates. According to plan, the future will see the elimination of all antiquated exhibits and erection of new units. Trees beyond redemption will be removed but the grove, where thousands of family groups have rested and picnicked, will be preserved.

Also charted is the removal of the annual's old office building at 17th and Chew streets in the business section. It will be replaced with a beautiful ornamental memorial gate to the grounds and all offices will be located on the grounds. Currently the down-town office and the office on the grounds are only about 12 blocks apart. With the operation of the fair each year it becomes necessary to move all of the equipment to the grounds and then back to the other offices at the completion of the event. This obvious inefficiency rubs Singmaster, a good business man, the wrong way.

Next year the grandstand is slated for some renovating which it hasn't had for too long. The exhibit area under the stands will be refurbished and it is likely that the present auto exhibits will be relocated to tents to make room for a better variety of display. Drinking fountains and more modern comfort facilities are planned.

The annual is owned and operated by a non-profit sharing organization with 621 stockholders. Although the stock has a par value of less than $10, a share of stock in the fair could not be bought for less than $2.75. All the stockholders get, other than their pride in this community event, is $125 worth of gate admission tickets and the same amount in grandstand tickets annually.

A Family Affair

The 48-acre plant, which would probably be entirely inadequate except for its location which en- sures most patrons to leave their automobiles at home, will be retained. The 350-acre tract which the association owns on the outskirts of town is bordered by two main highways and is connected by a railroad. In the future it may be disposed of industrial sites.

No matter what changes are engineered at the Allentown Fair, it is unlikely that the annual will lose any of its character. That is a family affair and the public just wouldn't let it happen.

Principal midway events on the grounds of the Allentown Fair have been widened about eight feet to provide patrons with considerable room as pictured above.

The elimination of some 90 trees, such as those visible in the background, has made it possible for midway stands to be erected properly for the first time, also the show again had to cut its usual annual Ferris Wheels in two.
Salute to the Great

STATE FAIR

of

TEXAS

We Are Proud

to have the privilege of playing a part in the continuous growth of the annual that is now America's Greatest State Fair and destined to become an event without equal anywhere.

We Pledge

that our efforts on its behalf will remain on par with the standards and purposes set to maintain the progress of the great State Fair of Texas.

THANKS TO THE DIRECTORS, OFFICERS AND OUR ASSOCIATES WHO HAVE ENABLED US TO SERVE THE PEOPLE OF THE GREAT STATE OF TEXAS . . .

November 25, 1950
Deep in the heart of 2,116,519 Texans
SHOW WINDOW OF THE SOUTHWEST

1951 dates
OCTOBER 6-21
DALLAS, TEXAS
NEW, OLD BLEND IN N. MEX.

Distinctive Adobe Architecture
Gives Albuquerque Plant Unique
Appearance; More Expansion Set

ADOBE architecture and modern needs are blended superbly in the plant of the New Mexico State Fair, Albuquerque.

And the powers that be intend to keep it that way.

This year, additions to the distinctive grounds included a $253,600 youth building, a $25,000 air-conditioned administration building, a $88,000 grandstand entrance and additions to the grandstand and paddock — all in picturesque Southwestern architecture.

Built along low, straight lines, the glistening white buildings adjoin closely to the style of adobe houses of early Indians in the New Mexico area. Yet, they embrace all of the latest conveniences for their respective needs.

Unique Money Room

As novel as the fair's architecture is its system for routing admission coins to the coffers. A counting room is located below the entrance and tubes running from the turnstiles route the money directly to the basement room. Three sacks are attached to the tubes to receive the money. Mechanization of the monetary system was doubly important this year, when crowds inserted coins into the fair's tills at a record rate.

The new Youth Hall provides dining facilities for feeding 1,000 at tables or 1,200 cafeteria-style plus sleeping accommodations for 600 boys and 600 girls. These quarters are for youngsters who bring ranch and farm exhibits to the fair. In addition, the new building contains a large auditorium for youth activities. In all, it contains 31,700 square feet.

Rodeo Fillis Stands

As might be expected in New Mexico, the fair's rodeo is a major attraction that draws outstanding crowds. For the season, the expansion program included increasing the grandstand capacity by one-third. However, rodeo fans still filled all seats for the nine-day run.

Similarly, the expanding annual was unable to meet the growing demand for space for school exhibits this year, and as a result, the management has added plans for a Hall of Education to the list of improvements scheduled for next year.

Entrance to the New Mexico State Fair introduces visitors to the unique architecture of this growing Southwestern event, which this season invested $200,000 in new additions.

Adobe design is used throughout the New Mexico plant, which is highlighted by gateways, patios and walls typical of early Spanish-Indian days of the State.

Counting room makes for efficient handling of coins at Albuquerque. Pipes route money from turnstiles directly to sacks in the basement room.

Youth hall at New Mexico, new this year, provides quarters for 1,200 youngsters as well as a large auditorium. A hall of education is scheduled for construction next year.

Landscaping project has added much to the appearance of the New Mexico layout. The streets and parking areas were paved as a part of the 1950 improvement project.

November 25, 1950
WLW, The Cradle of the Stars, presents this galaxy of new talent for your 1951 Fair.

THANKS, Fair Managers, for making our 1950 season so successful.

For full information write, wire or call Manager Ken Smith of WLW PROMOTIONS, INC.

November 25, 1950
CNE--Show Place Plus
Whopping $1,200,000 Grosses
By Night Shows in Three Years;
Houses Enteries, Exhibits, Too

Three years after its completion the 22,000-capacity $3,500,000 grandstand at the Canadian National Exhibition, Toronto, remains as outstanding as when it was dedicated.

If anything, it is even more notable, for its grosses have been fabulous. Within three years night shows at the CNE have grossed close to $1,200,000, a remarkable total for 42 nights of operation.

The first year the night show, headed by Olsen and Johnson, grossed more than $550,000; the second year the show, again headed by Olsen and Johnson, amassed $385,000, and this year the Danny Kaye-bedecked bill grossed a whopping $415,000.

Actually the night show on most nights at the CNE plays to more than 32,000, as scenic placed on risers in front of the stand has enabled the seating of more than 16,000 in all for many performances.

The productions offered are built to massive proportions; they have to be. The stand is 800 feet long, with a height of 75 feet. The stage is of proportionate size. 350 feet wide, 132 feet deep, with a circular front. Scenery is mounted on 70-foot trucks which move on rails.

Vision from the grandstand is practically unobstructed, the roof being hung on steel cantilever trusses and supported by only a few narrow steel columns. Lighting facilities are enormous, power-wise and numerically, and brilliant lighting effects are achieved and are easily discernible from even the remote corners of the huge stand.

Similarly, the sound system is superb, conveying sound from the stage with great fidelity to the far upper ends of the stand.

The massive stand is far more than a show place. Under its rising tiers are two large dining halls, each capable of seating 1,000; an exhibition hall with 15,000 square feet of floor space, a permanent storage space, one story off the ground, that runs the length of the building, plus five dressing rooms for contestants, plus a battery of lavatories.

Commodious eateries, large exhibit area, storage space, and rest and dressing rooms are provided underneath the rising tiers of seats. Portion of stand's front pictured shows an entrance to exhibit hall.

Brilliant lighting effects for the lavish night shows are provided by a huge battery of lights mounted beneath the stand's roof. Sources of lights are used for color shading, with eight big spots used to highlight numbers.

Massive scenery is mounted on 70-foot tracks that move on rails. Stage is 350 feet wide, almost half the length of the 800-foot stand. Sound system is superb, carrying to remote corners of the stand with fidelity.

November 25, 1950
TERRIFIC SHOWS

WITH GUARANTEED CROWD APPEAL—ELIMINATE ANY POSSIBLE CHANCE OF A DEFICIT

 Holiday on Ice and Ice Vogues

HOLIDAY ON ICE

A $250,000 production on a lake of real ice. The sensation of 35 American cities and—England and France went wild over this show. A company of 115 people on a rink 120x65 feet.

GROSSED $150,000 AT THE UTAH STATE FAIR

ICE VOGUES

A $125,000 production on 90x40 feet of real ice. Has just concluded a sensational South American tour. Ideal for your most extravagant night grandstand show. A company of 65 internationally known skating stars.

GROSSED $120,000 AT WISCONSIN STATE FAIR

THE WORLD'S FINEST PRODUCTIONS ARE NOW AVAILABLE

for fairs, celebrations or sponsored events. Here is something new, something different you are looking for; and we guarantee to make perfect ice, either indoors or outdoors. Also, we have the equipment and know how to build special units to meet YOUR requirements and pocketbook.

NOW BOOKING FOR 1951 SEASON

GEORGE TYSON
Executive Director
HOLIDAY ON ICE SHOWS, INC.
1775 Broadway, #624, New York 19, N. Y.
Phone—Circle 6-8660

PAT PURCELL
SPORTS ARENA
1 Main Street, Toledo 5, Ohio
Phone—TAylor 2403

See us at the SHERMAN IN CHICAGO

November 25, 1950
Squares for Gate Hikes

The largest first-day attendance in the history of the 45-year-old Tennessee State Fair turned out this year—and the only new attraction was a square dance contest.

Featuring the nation's oldest form of group recreation and the dance improvised by participants' grandfathers and grandmothers, a dozen dance teams performed before an estimated 8,000 spectators in the grandstand. The event was sponsored jointly by the fair board and The Nashville Banner, afternoon newspaper.

This event more than justified its setting up, for it was the grand finale run-off of a square dance contest program which had been conducted by county fairs earlier in the season. Teams participating at the State Fair finals were those which previously had won their county fair competitions. It was The Banner which instituted the program.

Booze County Fairs

County agricultural exhibitions everywhere in Tennessee needed a new factor in the area, something to increase interest and attendance at the annual events. Earlier in the year, The Banner had featured 11 all-free square dance contests throughout Middle Tennessee. Climbing the three-month competition was a grand final contest, which was staged earlier in The Banner.

In its own contest, The Banner had offered $2,500 in prize money to each state. A similar amount was spent for promoting and staging the various district contests and finals. It was free in all respects, and 58 teams participated. Over 40,000 were estimated to have seen one or more of the programs.

The idea that square dancing might be the answer county fair officials had been seeking.

The Banner contacted fair officials in 22 counties and, as a result, initiated 19 county contests. The three fairs which did not add square dancing were those with free gates and they had found attendance was not a problem.

Despite a rainy season for the county fairs, the dance ventures proved highly successful. Many annuals experienced their largest attendance on the night of their contests. Most of the competitions were conducted on opening night, or on the night which in the past had proved weakest from an attendance standpoint.

Almost without exception fair officials reported success. Typical comments included: "The largest opening-night出席ance in history." It provided us with a crowd on the night we needed it most."

"We never realized the possibility of must have a venture. "With a little more effort this will be a big thing next year."

Officials of the Tennessee State Fair were in a similar frame of mind after the attendance for the State Fair boomed $50 per cent ahead of its previous opening-day total to overcome much of the first day's weakness. Square dance, somehow got into the publicity spotlight. Despite this, fairgoers knew of the dance program. The result was that on the night of the contest one large square was held on hand at the Fair grandstand, and support the teams from their home towns. On the second night, attendance at other attractions on the fairgrounds was.

Participating teams contributed an attendance to an atmosphere fairgrounds. Most teams—or at least appeared in bright uniforms of gingham and jeans.

Exhibitions Contests

Completion of the contest finals and presentation of the awards did not wind up the square dancing at the State Fair. After the Monday night event, each night for the remainder of the week the recreation hall at the grounds was open for dancing. This phase, too, was sponsored jointly by the fair board and The Banner, with the paper billing the event.

Each afternoon square dance music was played at the hall from 2 to 4, and each evening from 8 to 11 there was more dancing. At the nightly sessions during the remainder of the fair week, from one to three dance teams, consisting of from 12 to 20 persons each, were featured in special exhibitions dancing. Some teams came

About 8,000 persons filled the Tennessee State Fair grandstand to see square dance contest finals. About 40,000 saw demonstrations later in week.

Tenn. Fairs, Nashville Newspaper

Square Dance Tie-ins Up Opening Day Turnouts; Hypotheses of Event

Afternoon music and evening demonstration dancing kept the event operating to big crowds all during the week. Entire event was free to spectators. Teams came from a 150-mile radius to participate.

Page 36 The Billboard Calendar of Fairs

November 25, 1956
Operating the fastest and largest dirt track auto racing circuit in the world...producing the rough- est, toughest thrill show in the business.

AN ORGANIZATION GEARED TO MAKE MONEY FOR YOU

(6 pics of crew in following order)

VEERA WINKLEY
DAVE SPENCER
SHER BEAMER
JIM RAZORS
ROGER MACHICK
MINE WINKLEY
Manager, "Wreck 'Em Rodeo"

ASK ABOUT OUR NEW FEATURES FOR 1951.
SEE ME AT THE CHICAGO CONVENTION.

FOR BOOKINGS, CALL—WRITE—WIRE

FRANK R. WINKLEY, Pres. and Mgr.

AUTO RACING, INC. 3145 Girard Ave., So. Minneapolis, Minn.
1950's crowd pulling sensation

VOORHEES-FLECKLES

ICE VARIETIES

The Original Outdoor Ice Show
"Something New Under the Sun"

BRILLIANT PRODUCTION
COLORFUL SCENERY
OUTSTANDING COSTUMES
BREATHTAKING PERFORMANCE

4 International Champion Skaters included in a Star-Studded Cast of 50.

The Ice Show that is refreshingly different!

ASK THE FAIRMEN WHO KNOW WHAT THE 1950 "ICE VARIETIES" DID FOR THEIR GRANDSTAND & FAIR GROSSES.

CHICAGO LAKEFRONT FAIR, 1950
Chicago, Ill. [admission]
NORTH DAKOTA STATE FAIR
Grand Forks, N. D. [admission]
"All Existing Fair Attendance Records Broken!"

BURLINGTON HAWKEYE FAIR
Burlington, Iowa
("Record Breaker"

LA CROSSE INTERSTATE FAIR
La Crosse, Wis.
"Record Breaker"

CENTRAL WYOMING FAIR
Casper, Wyo.
"Largest Grandstand Crowds Ever To Attend the Fair"

CENTRAL WISCONSIN FAIR
Sheboygan, Wis.
"All Attendance and Existing Fair Grandstand Records Smashed"

KALAMAZOO COUNTY FAIR
Kalamazoo, Mich.
"Record Attendance"

In these and many other Outstanding Fairs, "Ice Varieties" was forced to perform 3 shows per night in order to handle the crowds.

NOW BOOKING THE NEW 1951 "ICE VARIETIES"
SEE YOU AT THE SHERMAN DURING THE CONVENTION

VOORHEES-FLECKLES
"ICE VARIETIES"

32 West Randolph St., Chicago, Illinois. Franklin 2-8600

Page 36 The Billboard (November 25, 1950)
The HENNIES SHOWS will open the 1951 Season under NEW OWNERSHIP and MANAGEMENT... Our joint intention is to produce and develop a "TOP-RANKING" midway, using our experience with IMPROVED METHODS, careful management and MODERN IMPROVEMENTS.

WE SHALL PRODUCE WHAT WE PROMISE... and through integrity and business-like dealings with our customers, make a LASTING IMPRESSION OF GOODWILL... That is our idea of "GOOD SHOW BUSINESS."

Sincerely yours.

J. C. McCaffery

WHAT WE WILL DO

Already experienced showmen are getting in line to join the new management of the HENNIES SHOWS. Prospects of a big route with men in charge of all departments who are capable and experienced is unquestionably the magnet. We shall have new rides and money earning shows with several extraordinary features.

1951 will be the HENNIES SHOWS BANNER PRESENTATION

WHAT WE OFFER

Our plans are nearing completion for a NEW and DISTINCTIVE MIDWAY, featuring many NEW INNOVATIONS in STAGE SHOWS and a MIDWAY that will take second place to none in the U. S. A. IF YOUR CUSTOMERS ARE GETTING TIRED OF THE "SAME OLD MIDWAY" SEE US before you complete any arrangements for 1951.

WE SHALL HAVE MORE MONEY EARNING ATTRACTIONS THAN EVER BEFORE OUR MIDWAY WILL BE A BUSY SPOT ON YOUR FAIR-GROUNDS.

Please address all communications to:

HENNIES SHOWS

SUITE 2200, 203 N. WABASH AVE.

CHICAGO, ILLINOIS

PHONE: Franklin 7-3473

WINTER QUARTERS: HOT SPRINGS, ARKANSAS

November 25, 1950
AN OPEN LETTER TO ALL FAIR SECRETARIES

I take great personal pride in presenting the Eddie Young Royal Crown Shows for your consideration. The cleanliness, brilliance and all around wholesome appearance of our show has become a model by which others are judged.

We guard our reputation for dependability with sincerity. Our record bears up without a blemish.

I would like to thank those Fairs and their secretaries for the privilege of playing their annuals in 1950. It was a mutually profitable experience. We would like to refer them for reference to others who may want to book our show.

This is my promise for 1951:
1. A brighter midway
2. New money-making rides
3. A Big Name attraction
4. Clean, attractive concessions
5. An adherence to our present policies of fair dealing dependability

We invite you to consult with us at the Convention in Chicago and to learn what we will have to offer for 1951.

Sincerely yours,

Eddie Young

We invite you to see our show at the Florida Citrus Exhibition, Winter Haven, Florida, Feb. 12-17
Our 6th Season
New Headliners Keep Old Trenton Young

Accent on Top Showmen Maintains New Jersey Annual in Win Column . . .
Annie Oakley Was an Early Feature

By Jim McHugh

F WASN'T until 1887 that the operation of the New Jersey State Fair became an annual event and began its current 62-year uninterrupted run after a number of false starts dating from September 7, 1874, when King George II granted a colonial charter for the operation of a fair in the Township of Trenton. In those days of knife breaches, it was proclaimed that two fairs would be held annually for the "purpose of buying and selling all manner of livestock and merchandise." One event was scheduled for April, and the other for July.

Current offerings also contain "all manner of livestock and merchandise," representing perhaps more than was available in the whole of the territory in colonial days. Added are the stimulating fun features and other modern developments which have earned their place in the principles of fair planning and operation by virtue of their earnings which, in turn, have made for growth and development.

Fairs Banned

The original twice-a-year, three-day events were operated until 1750 when the borough charter was suspended. Only the usual markets and the possibility of revival was notably foiled with the passage of an act banning all fairs by the State Legislature in 1877. In 1885 the law-makers had apparently seen their error since the way was opened for the revival of the event by the State Legislature in 1887. The first annual fair was held at the site, exhibited held at the Old Eagle Race Track, lasted for three days.

A new group, the Central Agricultural Society of New Jersey, bought land near the present site and staged a fair in 1889. During the next few years considerable progress was made with permanent buildings and a mile track being added. However, in 1891 the grounds were sold and a small farm replaced the promising exhibitions.

The Mercer County Board of Agriculture held its first fair in 1885 on the old Trenton Baseball Club ground. The location was changed once and the program was limited to mechanical and agricultural displays with varied amusement. No horse racing was presented.

Bucks Land

In 1888 the Inter-State Fair Association took over and the present tract of 150 acres in Hamilton Township was purchased. Exhibition buildings were constructed and a half-mile track was built. John Taylor was the first president and John Guild Mushett the first manager. His son, Mahlon R. Morgan, became secretary-manager in 1889 and he retained that post until 1927 when George A. Hams took over the management of the annual.

The initial event in the current series ended a four-day run on a Friday, 65 years ago. Unlike its predecessors, it had no children's day and it did not operate at night. It was hastily put together and with the plan, fashioned by John Taylor, gaining momentum only a couple of months before opening. Local business men banded together and purchased 110 acres. A newspaper report of the day paid high tribute to the hurried job of transforming a cornfield into an equipped fairgrounds.

Facilities Added

Perhaps the most striking similarity between the first fair and the 1950 exhibition was the lack of inadequate facilities. In 1888, barely a mile of show space, the entire building, the plant was merely a tent, and the entire audience of two steel structures, it was still less than the current facility. There were only a few dozen exhibitors. William A. Jones, a considerable number of transients in search of a dollar, also found that the grounds at the first show. Following the event out of 700 and the newspaper of the event said "fakers" were everywhere. Present midway space eliminates the possibility of fakers setting up shop.

John McCormack, a keen eyed individual with the necessary background for analyzing the multiple proposals he receives each year, keeps the fun zone under tight control.

Use None Larsen

The State Fair is still using Johnny O'hearn and his Ladies, Bearded radio show and Roy Acuff and his Rocky Mountain Boys and Girls and the cast of Grand Ole Opry. Both organizations are as well known to audiences today as Annie Oakley was in her time. George A. Hams, president and managing director of the fair, who also heads the New York talent agency bearing his name, rounded out the talent program with a group of cowboys, clefticks and Indians from Pawnee Bill's Wild West Show, treading the same program of buckle, Roman and distance riding.

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The New Jersey State Fair over the years has placed heavy embossing on same talent. Advertisement of an early fair reproduced above the scheduled appearance of Annie Oakley, celebrated markswoman, at the height of her career.

The plant at Trenton, because of Hamid's show building interests, is a mecca for talents with their own trailers, stage shows, etc. The large exhibition buildings produced far superior Questions for the several Hamid produced shows each year for that period.

The New Jersey State Fair has been one of the strongest fare at the New Jersey State Fair. Pictured above is a typical race turnout.

For your ears is the voice of the Saturday State Fair. The Billboard Cavalcade of Fairs Page 59.

The Billboard Cavalcade of Fairs Page 59.
HITCH YOUR GRANDSTAND SHOW TO THE BOX OFFICE POWER OF WSM ATTRACTIONS

Nationally famous folk artists backed by the promotional power of 130 million phonograph records, countless hours of network radio time and WSM showmanship "Know-How."

Always fresh, always new, every Saturday night some 5 thousand persons from all over the country come to see the four-hour-long WSM Grand Ole Opry in historic Ryman Auditorium, Nashville.

WSM radio artists are America's top recording stars, consistently appearing in the top groupings of all record sales polls. Your people are among the buyers of these records. They will want to see the stars they love in person.

BACKED BY POWERFUL PROMOTION

Pictures, mats, film trailers, readers, transcribed and live announcements, posters and other materials are available for publicizing all WSM attractions on their personal appearance tours.

WANT THE COMPLETE STORY?

You can get it, complete with box office figures, by contacting James Denny, WSM Artists Bureau, Nashville, Tennessee.

WSM ARTIST SERVICE BUREAU • JAMES DENNY
Secretary-Manager Stuart Waite
Harnesses Efforts of Many to Rear
Strong Annual Near Woodland, Calif.

Yolo Thrives on Co-Operation

California's Third Annual Yolo County Fair and Sugar Beet Festival was at its height, when the door to Stuart Waite's office opened and in walked John Rogers and Phil Collins.

First, Rogers directed a question concerning the livestock exhibits, then Collins asked something about a financial arrangement that had been made. The questions answered, they returned to their chores around the fairgrounds.

Ordinarily there would be nothing unusual about two men questioning a secretary-manager. However, this particular incident was interesting, for Rogers, in addition to serving as a director and livestock superintendent, is a member of the Yolo County Board of Supervisors and at one time operated a large cattle ranch. Collins also serves on the fair board and is mayor of Woodland, Calif., near which the fair is held.

Both men have a lot to keep them busy, yet they find time to serve the fair—without pay.

While the activities of the two at the fair were normal, this was not the case with several others in the county. The success of the Yolo event can be directly attributed to the co-operation given by some outstanding individuals.

Co-Operation Results

The Yolo County Fair is an example of what combining energy and co-operation can accomplish. Located just outside Woodland, the fairgrounds cover 26 acres, 60 of which were in the original tract. Last year 25 acres more were purchased and these and 10 of the initial plot were used for automobiles parking.

As success of a fair is gauged by attendance, the growth here is interesting. In 1948, the first year following the war, Yolo pulled 12,000. In 1950 the run was extended from three to four days and pulled 40,000 visitors.

As there is no admission charge and Yolo is designated as a "free" fair, the interpretation of this extends further than the front gates. Some of Waite's departmental heads serve without pay and are people with wide experience. This is all the more remarkable since he himself is fortunate for being able to be there and no cost.

Enters Fair Biz

Waite and Yolo entered the fair business at the same time in 1940. He had been teaching school in Modoc County and had moved to Colusa to take charge of the farm there when the manager's job was open. He directed the annual for two years, for other affairs, its schedule was interrupted by the war. In 1944 Waite was named to the secretary-manager post of the Exposition County event in Yreka. He staged the fair that year and began working on the 1946 attraction.

When Waite acquired his first fair job, Yolo also acquired its name. It was located just outside the city limits on a plot owned by a man named Blowers. He was a friend of Luther Purkhin's and the first Emperor Grapes in California were planted on this farm. The new secretary set to work to build a fair plant which included one of the best in the state today.

Believing That Woodland, located in the nation's richest farming section, should have a fair in keeping with its agriculture, Waite set to work to get the necessary buildings installed along with lighting and water. These were put in with the idea of making the grounds a round-the-year community center. At its time during the war the planning did Waite expect to make it anything but a strong-well-grounded affair. It was run to be an exposition.

Building Goes On

Today there are 19 buildings and another started the day following the close of this year's run. In all of the structures, there is a total of over 72,000 square feet. The new exhibit hall has a hall area of 24,600 square feet and seats 5,000 for basketball. Other exhibits are held outside in it. During the 1951 fair, commercial exhibits will be located.

The composition of the construction is particularly interesting. The new exhibit hall for 85-week use of the grounds will be the first in the area to use five different organizations for their outings and celebrations. They included the county extension, English, Mexican and Portuguese groups. To stimulate interest among the people, Waite purchased four kiddie rides that the organizations may use during their affairs. They are rented by the owners and have been used to help defray the cost of the day's activities. When the rides are not in use, Waite installs them in Woodland at some prominent spot to help this fair or other resident-supported projects.

To stimulate interest among the people, Waite purchased four kiddie rides that the organizations may use during their affairs. They are rented by the owners and have been used to help defray the cost of the day's activities. When the rides are not in use, Waite installs them in Woodland at some prominent spot to help this fair or other resident-supported projects.

Never Misses Bet

Yolo County Fair is two miles from Sacramento, the source of the California Grapes. In addition, the event is held only a matter of days before the opening of Yolo's harvest. To some this may be a disadvantage. Waite has never looked at it in this light. He meets this period of the year withCatherine, his better half, annual a hometown affair. To Waite, this is never meant a bet.

Last June when the Korean war was raging and sugar, came into the picture via the Sugar beet growers, and the Beet Sugar Company, one of the three leading beet sugar producers in this section, and many growers being forced to sell their beets to this firm, the tie-up was an unhappy one. To Waite, the amount of sugar and had the expected effects. Waite has been on her trip to Hollywood that she won as one of her prices. The free sugar pointed up Yolo's million-dollar industry and proved that there was no sugar shortage.

Close Co-operation between the fair and industry works in another way. With sugar being a principal crop, Waite extended the event's title to include Sugar Beet Festival and created a friendly-looking but essential character that he appropriately named "Bun Sugar." Establishes Scholarship

The Specialty Crop entered wholeheartedly into the co-operative plan and established a scholarship. The rest of the money was used to aid the fair during the weekdays of the fair. Waite, no doubt, has as many problems of operations as any secretary-manager. However, he is a man of his word and to him there is only one thing certain, he takes them in his stride. On the Saturday afternoon of the 1951 fair, when the temperature was hitting around 100 degrees, it was over 100 degrees and Waite coolly sat down in the Sunday, 1900-seat grandstand and watched the rodeo. The crowd was small and the prospects for a profitable audience at the Sunday performances were not too encouraging.

A suggestion was made that the performance be canceled. Waite replied that as far as he was concerned, the rodeo would be free. The crowd would still be there; the arena's concessionaires would have a good opportunity to make some money.

Almost the fair run only four days, there are 51 weekly planning meetings. Another enthusiastic worker is Leonard Payne, Chamber of Commerce secretary. During the event, he and Mrs. Payne handle the ballying for the rodeos and also are active in the staging of the events. Because of Payne's position and his interest in Yolo, ideas for making the next annual bigger and better than ever were discussed.

Everybody Attends

Woodland has a population of 18,000 and the city and county have 40,000. As the fair draws this letter figure, just about everyone in Yolo attends. Waite makes every effort to get them there.

This is done in various ways. As in Woodland the fair is different each year, the people come early in the morning following the Chamber of Commerce meetings. A story on the Chamber's session appears in the local newspaper and nearly always includes some mention of the fair. This Year the Woodland Democrat found a 99-page special edition on the annual. In addition to the regular subscibers, the supple-
ANOTHER SUCCESSFUL YEAR!
1950 IS PAST HISTORY
TODAY WE ARE WORKING FOR THE FUTURE

WE ARE CREATING RECORDS TODAY

TODAY WE ARE PLANNING FOR TOMORROW

SEASON'S GREETINGS AND BEST WISHES TO OUR FRIENDS EVERYWHERE

J. W. "PATTY" CONKLIN
FRANK R. CONKLIN

The CONKLIN SHOWS
THE WORLD'S FINEST

BRANTFORD CANADA

NOW BOOKING ATTRACTIONS FOR THE WORLD'S GREATEST ANNUAL EXHIBITION CANADIAN NATIONAL EXHIBITION AUG. 24-SEPT. 8 AND OUR OTHER FAIRS AND EXHIBITIONS
The Billboard's annual Statistical Directory of Fairs, for the year 1950, includes data on fairs' attendance, receipts, and expenditures. The information is categorized by state, with details on each fair's location, date, and associated costs and revenues. The directory also highlights unusual events or significant figures associated with each state's fairs.

**ALABAMA**
- Total Estimated Receipts: $5,000.
- Attendance: 3,000.
- State: Alabama
- County: State
- Location: Birmingham
- Description: Horse premium, $5,000.

**ARKANSAS**
- Total Estimated Receipts: $10,000.
- Attendance: 4,000.
- State: Arkansas
- County: State
- Location: Little Rock
- Description: Horse premium, $10,000.

**CALIFORNIA**
- Total Estimated Receipts: $20,000.
- Attendance: 5,000.
- State: California
- County: State
- Location: Los Angeles
- Description: Horse premium, $20,000.

**CONNECTICUT**
- Total Estimated Receipts: $25,000.
- Attendance: 6,000.
- State: Connecticut
- County: State
- Location: Hartford
- Description: Horse premium, $25,000.

**DELAWARE**
- Total Estimated Receipts: $30,000.
- Attendance: 7,000.
- State: Delaware
- County: State
- Location: Wilmington
- Description: Horse premium, $30,000.

**FLORIDA**
- Total Estimated Receipts: $35,000.
- Attendance: 8,000.
- State: Florida
- County: State
- Location: Miami
- Description: Horse premium, $35,000.

**GEORGIA**
- Total Estimated Receipts: $40,000.
- Attendance: 9,000.
- State: Georgia
- County: State
- Location: Atlanta
- Description: Horse premium, $40,000.

**HAWAII**
- Total Estimated Receipts: $45,000.
- Attendance: 10,000.
- State: Hawaii
- County: State
- Location: Honolulu
- Description: Horse premium, $45,000.

**IDAHO**
- Total Estimated Receipts: $50,000.
- Attendance: 11,000.
- State: Idaho
- County: State
- Location: Boise
- Description: Horse premium, $50,000.

**ILLINOIS**
- Total Estimated Receipts: $55,000.
- Attendance: 12,000.
- State: Illinois
- County: State
- Location: Chicago
- Description: Horse premium, $55,000.

**INDIANA**
- Total Estimated Receipts: $60,000.
- Attendance: 13,000.
- State: Indiana
- County: State
- Location: Indianapolis
- Description: Horse premium, $60,000.

**IOWA**
- Total Estimated Receipts: $65,000.
- Attendance: 14,000.
- State: Iowa
- County: State
- Location: Des Moines
- Description: Horse premium, $65,000.

**KANSAS**
- Total Estimated Receipts: $70,000.
- Attendance: 15,000.
- State: Kansas
- County: State
- Location: Topeka
- Description: Horse premium, $70,000.

**KENTUCKY**
- Total Estimated Receipts: $75,000.
- Attendance: 16,000.
- State: Kentucky
- County: State
- Location: Frankfort
- Description: Horse premium, $75,000.

**LOUISIANA**
- Total Estimated Receipts: $80,000.
- Attendance: 17,000.
- State: Louisiana
- County: State
- Location: Baton Rouge
- Description: Horse premium, $80,000.

**MASSACHUSETTS**
- Total Estimated Receipts: $85,000.
- Attendance: 18,000.
- State: Massachusetts
- County: State
- Location: Boston
- Description: Horse premium, $85,000.

**MARYLAND**
- Total Estimated Receipts: $90,000.
- Attendance: 19,000.
- State: Maryland
- County: State
- Location: Baltimore
- Description: Horse premium, $90,000.

**MICHIGAN**
- Total Estimated Receipts: $95,000.
- Attendance: 20,000.
- State: Michigan
- County: State
- Location: Detroit
- Description: Horse premium, $95,000.

**MINNESOTA**
- Total Estimated Receipts: $100,000.
- Attendance: 21,000.
- State: Minnesota
- County: State
- Location: St. Paul
- Description: Horse premium, $100,000.

**MISSISSIPPI**
- Total Estimated Receipts: $105,000.
- Attendance: 22,000.
- State: Mississippi
- County: State
- Location: Jackson
- Description: Horse premium, $105,000.

**MISSOURI**
- Total Estimated Receipts: $110,000.
- Attendance: 23,000.
- State: Missouri
- County: State
- Location: Jefferson City
- Description: Horse premium, $110,000.

**MONTANA**
- Total Estimated Receipts: $115,000.
- Attendance: 24,000.
- State: Montana
- County: State
- Location: Helena
- Description: Horse premium, $115,000.

**NEBRASKA**
- Total Estimated Receipts: $120,000.
- Attendance: 25,000.
- State: Nebraska
- County: State
- Location: Omaha
- Description: Horse premium, $120,000.

**NEVADA**
- Total Estimated Receipts: $125,000.
- Attendance: 26,000.
- State: Nevada
- County: State
- Location: Reno
- Description: Horse premium, $125,000.

**NEW HAMPSHIRE**
- Total Estimated Receipts: $130,000.
- Attendance: 27,000.
- State: New Hampshire
- County: State
- Location: Concord
- Description: Horse premium, $130,000.

**NEW JERSEY**
- Total Estimated Receipts: $135,000.
- Attendance: 28,000.
- State: New Jersey
- County: State
- Location: Trenton
- Description: Horse premium, $135,000.

**NEW MEXICO**
- Total Estimated Receipts: $140,000.
- Attendance: 29,000.
- State: New Mexico
- County: State
- Location: Santa Fe
- Description: Horse premium, $140,000.

**NEW YORK**
- Total Estimated Receipts: $145,000.
- Attendance: 30,000.
- State: New York
- County: State
- Location: Albany
- Description: Horse premium, $145,000.

**OHIO**
- Total Estimated Receipts: $150,000.
- Attendance: 31,000.
- State: Ohio
- County: State
- Location: Columbus
- Description: Horse premium, $150,000.

**OKLAHOMA**
- Total Estimated Receipts: $155,000.
- Attendance: 32,000.
- State: Oklahoma
- County: State
- Location: Oklahoma City
- Description: Horse premium, $155,000.

**OREGON**
- Total Estimated Receipts: $160,000.
- Attendance: 33,000.
- State: Oregon
- County: State
- Location: Portland
- Description: Horse premium, $160,000.

**PENNSYLVANIA**
- Total Estimated Receipts: $165,000.
- Attendance: 34,000.
- State: Pennsylvania
- County: State
- Location: Harrisburg
- Description: Horse premium, $165,000.

**RHODE ISLAND**
- Total Estimated Receipts: $170,000.
- Attendance: 35,000.
- State: Rhode Island
- County: State
- Location: Providence
- Description: Horse premium, $170,000.

**SOUTH CAROLINA**
- Total Estimated Receipts: $175,000.
- Attendance: 36,000.
- State: South Carolina
- County: State
- Location: Columbia
- Description: Horse premium, $175,000.

**TENNESSEE**
- Total Estimated Receipts: $180,000.
- Attendance: 37,000.
- State: Tennessee
- County: State
- Location: Nashville
- Description: Horse premium, $180,000.

**TEXAS**
- Total Estimated Receipts: $185,000.
- Attendance: 38,000.
- State: Texas
- County: State
- Location: Austin
- Description: Horse premium, $185,000.

**UTAH**
- Total Estimated Receipts: $190,000.
- Attendance: 39,000.
- State: Utah
- County: State
- Location: Salt Lake City
- Description: Horse premium, $190,000.

**VERMONT**
- Total Estimated Receipts: $195,000.
- Attendance: 40,000.
- State: Vermont
- County: State
- Location: Montpelier
- Description: Horse premium, $195,000.

**VIRGINIA**
- Total Estimated Receipts: $200,000.
- Attendance: 41,000.
- State: Virginia
- County: State
- Location: Richmond
- Description: Horse premium, $200,000.

**WASHINGTON**
- Total Estimated Receipts: $205,000.
- Attendance: 42,000.
- State: Washington
- County: State
- Location: Seattle
- Description: Horse premium, $205,000.

**WEST VIRGINIA**
- Total Estimated Receipts: $210,000.
- Attendance: 43,000.
- State: West Virginia
- County: State
- Location: Charleston
- Description: Horse premium, $210,000.

**WISCONSIN**
- Total Estimated Receipts: $215,000.
- Attendance: 44,000.
- State: Wisconsin
- County: State
- Location: Madison
- Description: Horse premium, $215,000.

**WYOMING**
- Total Estimated Receipts: $220,000.
- Attendance: 45,000.
- State: Wyoming
- County: State
- Location: Cheyenne
- Description: Horse premium, $220,000.
MINNESOTA STATE FAIR

1951 DATES: AUG. 25—SEP. 3

ATTENDANCE 905,563

ROBERT J. LUND
President

RAYMOND A. LEE
Secretary

COLORADO

November 25, 1950
IDaho

Bannock County 4-H Club Fair, Lawn Hot Springs

TOTAL ATTENDANCE: 1,5000.
Operated 3 days. 6 nights.

WEATHER: Good 3 days. 6 nights.

CARNIVAL: American United, ride and show gross, total estimated, less federal tax, $3,200.

ADMINISTRATION: President, Steve Collins; secretary, Clare E. Hunt.

Washington County Fair Association, Cambrid.

TOTAL ATTENDANCE: Paid, 1,100.
Operated 3 days. 2 nights.

WEATHER: Good 3 days. 2 nights.

CARNIVAL: America United, ride and show gross, total estimated, less federal tax, $3,130.

ADMINISTRATION: President, Earl Ayers; secretary, Obviously United, ride and show gross, total estimated, less federal tax, $3,130.

WASHINGTON COUNTY FAIR

In one of the Nation's Top-Ranking Cities
CEDAR RAPIDS, IOWA

We've set our goal at 200,000 attendance

Planning Greater Crowd Appealing Attractions

Increased Exhibition Facilities

Promotion:
We are always interested in your 'word of mouth' promotions.

Western Idaho State Fair, Boise

TOTAL ATTENDANCE: Paid 10,000.
Operated 3 nights.

WEATHER: Good 6 days, 9 nights.

CARNIVAL: American United, ride and show gross, total estimated, less federal tax, $3,072.

ADMINISTRATION: President, Edson Cooper; secretary, Claude Ward.

American Legion Fair, Sumner

TOTAL ATTENDANCE: Free, 4,000.
Operated 3 days.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Dan-Louis Shows, Ride

The Talk of the Fair World in 1950! The Wallenda Unit

Under the Personal Direction of Karl Wallenda

Featuring the World Famous
WALLENDA HIGH WIRE EXTRAVAGANZA

"ABSOLUTE SUPREMACY ON THE HIGH WIRE"

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7—PERSON PYRAMID—7
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KARL WALLenda
PERMANENT ADDRESS: 476 ARLINGTON AVE., SARASOTA, FLA.

November 25, 1950

The Billboards of Fairs Page 49
The heart of Illinois Fair, Peoria
TOTAL ATTENDANCE: Paid, $6,401. Operated 2 days. 2 nights.
WEATHER: Good, 4 days. 4 nights.
ATTENDANCE: Hurst races, 2 days; National Speedway, 1 day; Johnnie Cahn's, 2 nights.
AID: President, State add, $6,660; total estimated premiums paid out excluding races, $19,050.

Henry County Fair, Cambridge
TOTAL ATTENDANCE: Paid, 10,000. Operated 2 days. 2 nights.
WEATHER: Good, 4 days. 4 nights.
ATTENDANCE: Hurst races, 2 days; National Speedway, 1 day; Johnnie Cahn's, 2 nights.
AID: President, State add, $6,160; total estimated premiums paid out excluding races, $19,218.00.

Illinois State Fair, Springfield
TOTAL ATTENDANCE: Paid and free $5,000. Operated 4 days. 2 nights.
WEATHER: Good, 4 days. 4 nights.
ATTENDANCE: Hurst races 2 days; National Speedway, 1 day; Johnnie Cahn's, 2 nights.
AID: President, State add, $5,297.93; total estimated premiums paid out excluding races, $18,318.78.

Laurence County Fair, Bridgeport
TOTAL ATTENDANCE: Paid, 15,600. Operated 5 days. 5 nights.
WEATHER: Good, 4 days. 5 nights.
RECEIPTS: Gate (less tax), $4,791.45; grandstand (total less tax), $1,939.00.
CARNIVAL: Blue Grass Shows; Attractions: 4 days; 4 nights; 17,713.90.
AD: President, State add, $5,000. Total estimated premiums paid out excluding races $10,435.00.
ADMINISTRATION: Secretary, C. E. Green; president, Harley Neal; superintendent of concessions, Carl Harper; publicity director, Roy K. Runke.

Livingston County Fair and 4H Club Fair, Pontiac
TOTAL ATTENDANCE: Paid, 26,000. Operated 5 days. 5 nights.
WEATHER: Good; 2 days, 3 nights; rain 1 day, 2 nights.
RECEIPTS: Gate (less tax), $2,740.25.
AD: President, State add, $1,548.75.
RECEIPTS: State add, $1,333.25. Total estimated premiums paid out excluding races, $70,470.00.
ADMINISTRATION: President, John laconicki; secretary, Ray E. G.- superintendent of concessions and publicity director, L. D. Clark.
1951 DATES: August 9-7, tentative.

Logan County Fair, Lincoln
TOTAL ATTENDANCE: Paid, 50,000. Operated 6 days. 6 nights.
WEATHER: Good; 4 days, 3 nights; cold or cloudy 1 day, 2 nights.
CARNIVAL: Gold Medal Shows; Attractions: Hurst races, 2 days.
1951 DATES: August 28-27, tentative.

Kankakee County Fair Association, Kankakee
TOTAL ATTENDANCE: Paid, 21,000. Operated 5 days. 5 nights.
WEATHER: Good, 5 days. 5 nights; rain 5 days, 5 nights.
CARNIVAL: Palmer's United Shows; Attractions: Society and Western Rodeo Show; Horse and Tractor Pulling Contests; Tractor Roadside Mus- ic, Will Vic, 1 night; State Fair Series of 18 Harvest Shows.
AD: President; State add, $8,350. Total estimated premiums paid out excluding races, $31,260.00.
ADMINISTRATION: President, Percy Lonnba; secretary, Roy Robinson.

Nov. 25, 1950

Famous the world over!
America's Model Fair
Iowa's Biggest Event
For over 90 years the Iowa State Fair has been the big show of the year for the richest agricultural state in the land. But it's more than an Iowa show now. The Iowa State Fair, celebrated in story and song, motion pictures and magazines, belongs to the world. This is the original "State Fair"... the original of Phil Stueck's fictional masterpiece... and is celebrated in two month hit movies... more often featured in popular national magazines than any other event of its kind in the country.
And next year, on a grander scale than ever before, the Iowa State Fair will be the capital of the amusement world from August 25 to September 3.
Madison County Fair, Highland
TOTAL ADMISSION: Paid, $10,000.
Operated 4 days, 8 nights.
WEATHER: Good; 3 days, 3 nights;
bad day 1 day.
RECEIPTS: Gate (less tax), $8,028.
operated 4 days, 8 nights.
711.53.
TOTAL
operated 4 days, 8 nights.
Talman Shows.
ATTRACTIONS: Paper Street, 2 nights, horse pulling contest, after.
Palmer and evening; horse pulling contest, 1 afternoon; 2 baseball games, 1 show, 1 afternoon and evening.
Total estimated premiums paid out (excluding taxes), $1,487.36.
INDIANA
Bourbon Fair Association,
Bouchon
TOTAL ADMISSION: Paid, $12,000.
Operated 4 days, 4 nights.
WEATHER: Cold or cloudy 4 days, 4 nights.
RECEIPTS: Gate (less tax), $8,000.
operated 4 days, 4 nights.
000; night grandstand total (less tax), $1,400.
TOTAL
operated 4 days, 4 nights.
Talman Shows.
ATTRACTIONS: Circus, 1 day & evening, horse pulling contest, 1 afternoon; 2 baseball games, 1 show, 1 afternoon and evening; horse races, 1 show.
Total estimated premiums paid out (excluding taxes), $1,487.36.

Marshall-Putnam Fair, Henry
TOTAL ADMISSION: Paid, $10,000.
Operated 4 days, 5 nights.
WEATHER: Good; 3 days, 3 nights;
bad day 1 day.
RECEIPTS: Gate (less tax), $7,000.
operated 4 days, 5 nights.
71,145.
TOTAL
operated 4 days, 5 nights.
Talman Shows.
ATTRACTIONS: 4 days harness races.
AID PREMIUMS: State aid, $1,449.
ADMINISTRATION: President, Dr. Franklin, secretary and superintendent of concessions, H. B. Matt.
DATeS: August 25-31, tentative.
Matinville Fair Association,
Matinville
TOTAL ADMISSION: Paid, $30,000.
Operated 5 days, 4 nights.
WEATHER: Good 3 days, 3 nights;
bad day 1 day.
RECEIPTS: Gate (less tax), $8,000.
operated 3 days, 4 nights.
0,000; day grandstand total (less tax), $2,800.
CARNIVAL:
Moor's Modern Shows.
WEATHER:
TOTAL
operated 5 days, 4 nights.
Talman Shows.
ATTRACTIONS:
Horse racing, 4 days, 6 nights.
Burlesque Night Shows, 3 nights; Lookey Lee and Tilt Tilt Show, 1 night.
AID PREMIUMS: State aid, $16,400.
TOTAL estimated premiums paid out (excluding taxes), $23,731.
ADMINISTRATION: President, H. B. Cooper; secretary and superintendent of concessions, Ivie Harvey.
DATeS: July 18-31, official.
McLean County Fair,
Bloomington
TOTAL ADMISSION: Paid, $40,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights;
bad day 1 night.
CARNIVAL:
Talman Bros.' Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
Horse racing, 3 days.
Burlesque-Girlie Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
President, Dwight Stephenson; secretary, Kenneth Benjamin; superintendent of concessions, David Dearing; public director, J. L. McGee.
DATeS: August 27-29, tentative.
Moultrie-Douglas County Fair, Arthur
Fair, Fairfield
TOTAL ADMISSION: Paid, $10,000.
Operated 4 days, 2 nights.
WEATHER: Good 4 days, 2 nights.
RECEIPTS: Gate (less tax), $10,000.
operated 4 days, 2 nights.
1,000; night grandstand total (less tax), $2,500.
CARNIVAL:
Madam of Martin Stile and show gross, total amount, less Federal tax, $1,400.
AID PREMIUMS: WSA Shows.
WEATHER:
TOTAL
operated 4 days, 2 nights.
Talman Shows.
ATTRACTIONS:
Talman Bros.' Shows.
WEATHER:
TOTAL
operated 4 days, 2 nights.
Talman Shows.
ATTRACTIONS:
President, W. C. Knobloch; secretary, H. E. Hood; superintendent of concessions, George Buchanan; public director, J. L. Beres.
DATeS: August 8-13, tentative.
New Wayne County Agril.
Fair, obrinville
TOTAL ADMISSION: Paid, $16,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate (less tax), $12,000.
operated 3 days, 3 nights.
0,000; day grandstand total (less tax), $2,500.
CARNIVAL:
Hoosier Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
President, C. D. Southard; secretary, D. E. Walker; superintendent of concessions, David Dearing; public director, J. L. McGee.
DATeS: August 21-23, official.
Sandwich Fair, Sandwich
TOTAL ADMISSION: Paid, $30,000.
Operated 3 days, 5 nights.
WEATHER: Good 3 days, 5 nights.
RECEIPTS: Gate (less tax), $20,000.
operated 3 days, 5 nights.
0,000; night grandstand total (less tax), $2,800.
CARNIVAL:
Wichita Shows.
WEATHER:
TOTAL
operated 3 days, 5 nights.
Talman Shows.
ATTRACTIONS:
Hoof Race, 2 nights, horse racing, 2 nights.
Marshall-Putnam County Fair, Highland
TOTAL ADMISSION: Paid, $20,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights;
bad day 1 day.
RECEIPTS: Gate (less tax), $18,000.
operated 3 days, 3 nights.
0,000; night grandstand total (less tax), $2,000.
CARNIVAL:
Wichita Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
Burlesque Night Show, baseball, revolver show.
International Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
President, H. B. Cooper; secretary and superintendent of concessions, George Buchanan.
DATeS: September 5-9, tentative.
Will County Fair, Peotone
TOTAL ADMISSION: Paid, $11,000.
Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights;
bad day 1 day.
CARNIVAL:
Hoosier Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
Burlesque Night Show, baseball, revolver show.
International Shows.
WEATHER:
TOTAL
operated 3 days, 3 nights.
Talman Shows.
ATTRACTIONS:
President, H. B. Cooper; secretary and superintendent of concessions, William Ditman.
DATeS: September 5-9, tentative.

November 25, 1950

The Billboard Concourse of Fairs Page 47 www.americanradiohistory.com
Ride (less superintendent) G. Franklin

Jackson County Free Fair, Browntown
OPENED 5 days, 5 nights.
WEATHER: Good 2 days, 7 nights.
RECEIPTS: $4.612. Total estimated premiums paid (exceeding races) $3,000.
ADMINISTRATION: President, R. C. Davis.

Knox County Farm Fair, Bicknell
TOTAL ATTENDANCE: Paid, 25,600. Operated 6 days, 6 nights.
WEATHER: Good 2 days, 6 nights.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,578.
ADMINISTRATION: President, R. C. Davis; secretary, S. M. Smith; treasurer, J. N. Styles.

Kosciusko County Fair, Warsaw
TOTAL ATTENDANCE: Free, 36,000. Operated 6 days, 6 nights.
WEATHER: Good 2 days, 4 nights; rain 2 days; 3 nights, cold or cloudy 1 day, 1 night.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,500.
ADMINISTRATION: President, R. E. Hinchman; secretary, R. H. Barnes; treasurer, John R. Styles; superintendent, L. C. & A.

Miami County Free Fair, Converse
TOTAL ATTENDANCE: Free, 14,000. Operated 6 days, 6 nights.
WEATHER: Good 1 day, 1 night; rain 3 days, 3 nights; cold or cloudy 1 day, 1 night.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,500.
ADMINISTRATION: President, R. H. Baker; secretary, R. H. B. Baker; treasurer, H. C. Roberts.

Owen County Fair, Spencer
TOTAL ATTENDANCE: Free, 10,000. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 6 nights; cold or cloudy 2 days, 2 nights.
RECEIPTS: $4,500. Total estimated premiums paid (excluding races) $2,500.

Parke County Fair, Rockville
TOTAL ATTENDANCE: Free, 3,800. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 4 nights; rain 1 day.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (excluding races) $2,500.

Vigo County Fair, Terre Haute
TOTAL ATTENDANCE: Paid, 8,200. Operated 6 days, 5 nights.
WEATHER: Good 4 days, 5 nights; cold or cloudy 2 days, 2 nights.
CARNIVAL: Turner Bros. Shows.
ATTENTIONS: High act, balconies, circuses, acrobatic acts; thrill rides, merry-go-rounds; race track, 1 day.

Jackson County Free Fair, Browntown
OPENED 5 days, 5 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,500.
ADMINISTRATION: President, R. C. Davis.

Shelby County Fair, Shelbyville
OPENED 6 days, 6 nights.
WEATHER: Good 2 days, 6 nights.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,500.
ADMINISTRATION: President, R. E. Hinchman; secretary, R. H. Barnes; treasurer, John R. Styles; superintendent, L. C. & A.

Wabash County 4-H Fair, Wabash
OPERATED 5 days, 5 nights.
WEATHER: Good 3 days, 5 nights.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (exceeding races) $2,500.
ADMINISTRATION: Officials, E. E. Drago; secretary, R. H. Barnes; treasurer, J. C. Martin.

All-Iowa Fair, Cedar Rapids
TOTAL ATTENDANCE: Paid, 21,231. Free, 100,500. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Date (less tax) $0.000. Total estimated premiums paid (excluding races) $12,000.
ATTENTION: AAA big car races, 1 day; circuses, thrills, concessions.

We have made a decision to provide more information to our users. Here is a sample of what we can offer:

Yes, friends, we really enjoy providing so much fun for so many people all over the country. It is a privilege and a pleasure to work with our friends in show business. So, to all the Fair Boards and Committees... To our many loyal employees... To our business associates... To the Millions of fine patrons... To all of you whose splendid co-operation has made it possible for us to enjoy another successful season... we again say, Thanks a Million!!

General Offices: 1300 Norton Ave., Columbus 8, Ohio
Telephone: University 1193
Amusement.

Grose County Fair, Marshalltown

TOTAL ATTENDANCE: Paid. 5,080.

RECEIPTS: State aid $2,100.

PROGRAMS: State aid $2,100.

NIGHT TOTAL: State aid $8,100.

Estimated premiums paid out (excluding races): $6,734.

Carnival: 1,236.

Administrators: President, Ben Carruthers; Secretary, Don Wil- liams.

1951: August 11-17, tenta- tive.

Great Jones County Fair, Monticello

TOTAL ATTENDANCE: Paid. 12,618.

RECEIPTS: State aid $1,000.

Estimated premiums paid out (excluding races): $6,756.

Administrators: President, John Johnson; Secretary, Don Wil- liams; Public Director, Robert Gibeau.

1951: August 16-18, tenta- tive.

Greene County Fair, Jefferson

TOTAL ATTENDANCE: Paid. 7,700.

RECEIPTS: State aid $2,000.

Estimated premiums paid out (excluding races): $6,728.

Administrators: President, Leo Gibeau; Superintendent of Concessions, Brien Con; Public Director, Robert Gibeau.

1951: August 14-16, tenta- tive.

Hamilton County Fair, Webster City

TOTAL ATTENDANCE: Paid. 21,000.

RECEIPTS: State aid $2,100.

Estimated premiums paid out (excluding races): $6,719.

Administrators: President, Ben Carruthers; Secretary, W. H. Slade.

1951: August 9-11, tenta- tive.

Clifton County 4-H Club Show, DeWitt

TOTAL ATTENDANCE: Free. 10,000.

RECEIPTS: State aid $6,000.

Estimated premiums paid out (excluding races): $4,100.

Administrators: President, Ben G. Carruthers; Secretary, W. H. Slade.

1951: August 18-20, tenta- tive.

Four-County Fair, Council Bluffs

TOTAL ATTENDANCE: Paid. 2,604.

RECEIPTS: State aid $1,000.

Estimated premiums paid out (excluding races): $4,100.

Administrators: President, B. E. McDevitt; Secretary, J. M. Applegath.

1951: August 18-20, tenta- tive.

4-H Club Congress, Spirit Lake

TOTAL ATTENDANCE: Free. 4,000.

RECEIPTS: State aid $6,000.

Estimated premiums paid out (excluding races): $4,100.

Administrators: President, Va- lerie Johnson; Secretary, M. B. Applegath.

1951: September 20-23, tenta- tive.

Eagle Grove District Junior Fair, Eagle Grove

TOTAL ATTENDANCE: Free. 10,000.

RECEIPTS: State aid $2,000.

Estimated premiums paid out (excluding races): $4,100.

Administrators: President, Ben G. Carruthers; Secretary, W. H. Slade.

1951: August 17-19, tenta- tive.

Central Iowa Fair, Des Moines

TOTAL ATTENDANCE: Paid. 20,000.

RECEIPTS: State aid $3,000.

Estimated premiums paid out (excluding races): $6,713.

Administrators: President, J. F. Allen; Secretary, W. E. Scott.

1951: August 12-19, tentative.

Cedar County Fair and Night Show, Tipton

TOTAL ATTENDANCE: Paid. 3,012.

RECEIPTS: Gate (less tax) $2,321.

Day grandstand total (less tax) $2,578.

Night grandstand total (less tax) $2,402.

Administrators: President, C. E. Davis.

1951: August 6-9, official.

Thrill Shows-

Entertaining Shows

Logie Concessions.

Modern Rides-

Entertaining Shows

Legitimate Concessions.

Do you want to join an organization where competition is limited—no pay gates—100% legitimate concessions—a well advertised midway—big children's day promotions—proven territory backed by years of successful experience? Ask those who have been with us many years and are now successfully and financially successful. Contact us immediately for one of the few show vacancies on our units. Always interested in new ideas.

For information: W. P. Moccas, secretary, superintendent.

Benton County Fair, Vinton

TOTAL ATTENDANCE: Paid. 1,700.

RECEIPTS: Gate (less tax) $1,487.

Day grandstand total (less tax) $1,494.

Night grandstand total (less tax) $1,262.

Administrators: President, L. B. Lomb Shows.

1951: August 15-19, tentative.

Audubon County Fair, Audubon

TOTAL ATTENDANCE: Paid. 2,100.

RECEIPTS: Gate (less tax) $1,814.

Day grandstand total (less tax) $1,584.

Night grandstand total (less tax) $1,268.

Administrators: President, C. C. Perley.


Butler County Fair, Allison

TOTAL ATTENDANCE: Paid. 1,170.

RECEIPTS: Gate (less tax) $974.

Day grandstand total (less tax) $1,045.

Night grandstand total (less tax) $1,206.

Administrators: President, L. B. Lomb Shows.

1951: September 12-16, tentative.

Woodbury County Showmen's Association

Company: Ride red show gross, total amount, less federal tax $1,330.20.

Recei- tions: Race (fixed) $1,480.

Refund of fees, races (1 day),ON ticket show, $1,200.

Administrators: State aid $2,100.

Estimated premiums paid out (excluding races): $4,100.

1951: September 1-6, tentative.

Clinton County 4-H Club Show, DeWitt

TOTAL ATTENDANCE: Paid. 7,000.

RECEIPTS: State aid $3,000.

Estimated premiums paid out (excluding races): $4,100.

Administrators: President, Ben G. Carruthers; Secretary, W. H. Slade.

1951: August 1-6, tenta- tive.
THE RECORD TELLS THE STORY

Associated independent midway operators

RAY MARSH BRYDON

SINCE 1941
BRYDON HAS EACH YEAR BROUGHT IN
MORE, BIGGER AND BETTER SHOWS
RESULT -
Each Year a Greater GROSS
as the Great
STATE FAIR OF TEXAS
$163,000.00 in 16 Days in 1950
1951 - WATCH - 1952

WHAT CAUSES RECORDS TO BREAK?
As Michigan State Fair, Detroit, 1949. BRYDON'S SHOWS, with independent Rides,
CROSSED $164,000.00.

This past Fall, same date, WAGNER'S CAVALCADE OF AMUSEMENTS, with BRYDON'S
SHOWS, passed $176,000.00.

LET US FIGURE
BRYDON'S CROSS $164,000.00
HOW TO GET THERE.

TENNESSEE STATE FAIR
NASHVILLE
BRYDON booked in with
CAVALCADE OF AMUSEMENTS
16 Shows
2 Fun Houses
3 Rides

RESULT:
GREATEST CROSS IN ALL YEARS.

BRYDON booked in with
CAVALCADE OF AMUSEMENTS
16 Shows
2 Fun Houses
3 Rides

RESULT:
GREATEST CROSS IN ALL YEARS.

BRYDON booked in with
CAVALCADE OF AMUSEMENTS
16 Shows
2 Fun Houses
3 Rides

RESULT:
GREATEST CROSS IN ALL YEARS.
The Langs

"TOPS IN THEIR FIELD"
Say Trade and Newspaper Critics...

[Details about the Langs and their accomplishments]

November 23, 1950

The Billboard Convention of Fairs Page 51

Over 4,000,000 people a YEAR
FIND THEIR ENTERTAINMENT AT THE

WISCONSIN STATE FAIRGROUNDS

Over 700,000 in 1 week
attend the Wisconsin State Fair.

"MORE THAN NINE OUT OF EVERY 10 PERSONS WHO ATTENDED THE WISCONSIN STATE FAIR THIS YEAR WANT TO COME BACK IN 1951."

... According to the results of an official survey taken in co-operation with the research department of the Milwaukee Journal.

1951 Dates
AUGUST 18-26

FOR INFORMATION WRITE

JACK REYNOLDS, Mgr., Milwaukee 14, Wis.
We are always interested in good ideas! What are yous?
WORLD'S LARGEST PORTABLE RIDE—TOP MONEY EVERYWHERE

VELARE BROS. SKY WHEELS

PROGRESSIVE FAIRS PLAYED IN 1950

- CANADIAN NATIONAL EXHIBITION—TORONTO
- STATE FAIR OF TEXAS—DALLAS
- TENNESSEE STATE FAIR—NASHVILLE
- ILLINOIS STATE FAIR—SPRINGFIELD
- CALIFORNIA ORANGE SHOW—SAN BERNARDINO
- BATTLE OF FLOWERS—SAN ANTONIO, TEXAS

WILL BE AVAILABLE FOR A FEW ENGAGEMENTS IN 1951

For Details, Contact
VELARE BROS. 210 East Ocean Blvd. Long Beach, California
A Record Breaker!

WATCH US GO OVER THE 200,000 MARK IN 1951

A RECORD OF GROWTH THAT CONTINUES YEAR AFTER YEAR.
PLAN TO BE AT THE COLORADO STATE FAIR FOR THE MOST PROFITABLE SIX DAYS OF YOUR 1951 SEASON.

KANSAS FREE FAIR, Tepcka
TOTAL ATTENDANCE: Paid, 4,000; Free, 1,000. Operated 7 days. 7 nights.
WEATHER: Good 6 days, 4 nights; rain 2 days, 7 nights; cold or cloudy 2 days, 2 nights.

KANSAS STATE FAIR, Hutchinson
TOTAL ATTENDANCE: Estimated, 80,000. Operated 10 days, 11 nights.
WEATHER: Good 6 days, 3 nights; rain 3 days, 8 nights; cold or cloudy 3 days, 8 nights.

MARSHALL COUNTY STOCK SHOW and Fair, Blue Rapids
TOTAL ATTENDANCE: 5,000. Operated 5 days, 5 nights.
WEATHER: Good 3 days, 5 nights; rain 2 days, 3 nights; cold or cloudy 3 days, 3 nights.

SEDGWICK COUNTY FAIR, Chaney
TOTAL ATTENDANCE: Free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
CARNIVAL: Brodbeck & Schneider Shows

ATTRACTIONS: Magoosh, dance, band concerts, horse shows.
AID, PREMIUMS: County aid, $2,600.00; other aid, $1,300.00.
ADMINISTRATION: President, Roy Gaynor; secretary, Dan A. Bender; superintendent of concessions, Roy E. Davis.

Marion County Fair, Hillsboro
OPERATED: 4 days, 6 nights.
WEATHER: Cool, dry; days, cool to sunny; nights, cool to mild.
TOTAL RECEIPTS: $1,850.00.
AID, PREMIUMS: $1,100.00; other aid, $218.00.
ADMINISTRATION: President, E. W. Speck; secretary, Dr. C. L. Eklund.

Sylvan Grove Fair, Sylvan Grove
TOTAL ATTENDANCE: Free, 3,500.
OPERATED: 3 days, 3 nights.
WEATHER: Cool; days, rain; nights, cool.
TOTAL RECEIPTS: $1,400.
AID, PREMIUMS: County aid, $250.00; other aid, $115.00.
ADMINISTRATION: President, W. B. Sanders; secretary, R. B. Middleton; superintendent of concessions, W. A. Stute.

Thayer Home-Coming Picnic Fair, Thayer
OPERATED: Free, 2,000.
OPERATED: 4 days, 6 nights.
WEATHER: Cool, dry; days, sunny; nights, cool.
TOTAL RECEIPTS: $1,300.
AID, PREMIUMS: County aid, $500.00; other aid, $200.00.
ADMINISTRATION: President, W. H. Johnson; secretary, H. M. Muhle; superintendent of concessions, H. M. Muhle; publicity director, Homer Powers.
1951 DATES: September 5-7, official.

The Inter-State Fair, Coffeyville
TOTAL ATTENDANCE: Paid, 30,000.
OPERATED: 4 days, 4 nights.
WEATHER: Cool; days, sunny; nights, cool.
RECEIPT: Day grandstand total $1,600.00.
AID, PREMIUMS: County aid, $250.00; other aid, $115.00.
ADMINISTRATION: President, Albert Stover; secretary, H. O. Weaver.

KENTUCKY
Kentucky State Fair, Louisville
TOTAL ATTENDANCE: Paid, 110,194; free, 125,000. Operated 7 days, 7 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate (less tax), $19,031.61.
CARNIVAL: Grand Amusement Company; paid $4,000.00; gross $4,000.00; 2 programs of horse racing; 1 program of motorcycle races.
ATTENDANCE: 112,741.
CARNIVAL: Clearville Shows; paid $2,500.00; gross $2,500.00; 4 nights.
CARNIVAL: Building, horse show and grand stand.
CARNIVAL: Clack Brothers Shows.
CARNIVAL: Goodell Shows; paid $2,500.00; gross $2,500.00; 4 nights.
CARNIVAL: Ben Hardiness Thrill Show.
CARNIVAL: Bob's 4-H Club Show.
CARNIVAL: 4-H Club Show.
CARNIVAL: Wooden Thoroughbred Auction Contest.
CARNIVAL: State Championship Contest.
CARNIVAL: Privateer Carnival Contest.
CARNIVAL: State Beauty Contest.
AID: PREMIUMS: State aid and individual aid.
1951 DATES: September 13-19, tenta-

South Louisiana State Fair, Donaldsonville
OPERATED: 3 days, 3 nights.
WEATHER: Cool; days, sunny; nights, cool.
TOTAL RECEIPTS: $6,000.00.
AID, PREMIUMS: County aid, $300.00; other aid, $300.00.
ADMINISTRATION: President, J. N. Clark; secretary and publicity director, J. B. Snow.
1951 DATES: October 10-14, tenta-

MARYLAND
Windsor Fair, Windsor
TOTAL ATTENDANCE: Paid, 15,000; free, 2,000. Operated 5 days, 5 nights.
WEATHER: Cool; days, sunny; nights, cool.
TOTAL RECEIPTS: $300.
ATTENDANCE: Mrs. Al Martin's Vaudeville; paid $1,870.00; gross $1,870.00.
CARNIVAL: Spread Eagle Shows; paid $2,000.00; gross $2,000.00; 1 night.
CARNIVAL: Royal Diamond Shows; paid $2,000.00; gross $2,000.00; 1 night.
CARNIVAL: Harold Barnes.
AID: PREMIUMS: State aid, $300.00; other aid, $300.00.
1951 DATES: August 28-September 5, tenta-

MASSACHUSETTS
Weymouth Fair, Weymouth
TOTAL ATTENDANCE: Paid, 18,000; free, 3,000. Operated 3 days, 3 nights.
WEATHER: Cool; days, sunny; nights, cool.
TOTAL RECEIPTS: $4,500.
AID, PREMIUMS: County aid, $800.00; other aid, $800.00.
ADMINISTRATION: President, J. C. Currier; secretary, A. W. Lombard; manager, J. C. Lombard.
1951 DATES: August 13-14, official.

MICHIGAN
Berlin Fair, Marine
TOTAL ATTENDANCE: Paid, 15,000; free, 15,000. Operated 3 days, 3 nights.
WEATHER: Cool; days, sunny; nights, cool.
TOTAL RECEIPTS: $4,500.
ATTENDANCE: Mrs. A. M. Martin.
CARNIVAL: Lagasse Amusement Company.
ATTENDANCE: 7 nights.
CARNIVAL: Blagden Shows.
CARNIVAL: Burkett Shows.
CARNIVAL: Sources Shows.
CARNIVAL: Waldron Shows.
CARNIVAL: Whitaker Shows.
AID, PREMIUMS: State aid, $3,000.00; other aid, $3,000.00.
1951 DATES: August 17-21, official.

Grand River Fair, Aurora
OPERATED: 5 days, 5 nights.
WEATHER: Cool; days, sunny; nights, cool.
TOTAL RECEIPTS: $4,000.
AID, PREMIUMS: County aid, $800.00; other aid, $800.00.
ADMINISTRATION: President, F. E. Sills; secretary, Howard E. Murphy; publicity director, Jack Rice.
1951 DATES: August 28-31, official.
Clawson County Fair
Association, Gladwin
TOTAL ATTENDANCE: Paid, 15,500.
Operated 4 days. 4 nights.
RECEIPTS: Gate (less tax) $8,758.86; gate grandstand total (less tax) $1,669.25; day grandstand total (less tax) $4,450; night grandstand total (less tax) $1,500.00. TOTAL PREMIUMS: Paid, $3,100. Total estimated premiums paid out (excluding races), $2,300. 3
CARNIVAL: Lee United Shows.
ATTRACTIONS: United Booking Shows, harness racing, 2 days. 2 nights;运作, 2 days, 2 nights.
RECEIPTS: Gate (less tax) $3,620.00; day and night grandstand total (less tax) $14,594.93.
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Grandstand Avery Reeves 6 nights, 3 days; nights harness racing; 3 days horse pulling; 3 days horse races; 2 days harness races.
RECEIPTS: Gate (less tax) $6,900.00. Other all, $7,500. Total estimated premiums paid out (excluding races), $4,100. 1
CARNIVAL: Hyppolite Shows.
ATTRACTIONS: Harness & Carriage Racing, 4 nights; Harness & Avery Reeves, 4 nights; 4 days horse racing; 3 days harness racing; 3 days harness races; 3 days horse pulling.
RECEIPTS: Gate (less tax) $1,230.00; county aid, $800. Other all, $85. Total estimated premiums paid out (excluding races), $975. 1
CARNIVAL: Bonn's Shows.
ATTRACTIONS: President, Joseph L. Eastman. secretary and superintendent of concessions and publicity director, W. D. Lott. 1951 DATES: August 14-18, tentative.
Ingham County Fair, Mason
TOTAL ATTENDANCE: Paid, 56,000. Operated 5 days, 6 nights.
RECEIPTS: Gate (less tax) $4,445.67; day grandstand total (less tax) $4,477.88; night grandstand total (less tax) $4,445.67. day grandstand total (less tax) $14,462.55; night grandstand total (less tax) $1,090.37. 2
CARNIVAL: Down River Amusement Company. Ride and show gross, total amount, less federal tax, $2,959.50.
ATTRACTIONS: WLS, 1 night; Barton & Children, 4 nights; Barton & Armstrong Shows, 1 night; Barton & Hurst, 1 night; Barton & Hurst, 4 nights.
RECEIPTS: Tax, $13,100. Total estimated premiums paid out (excluding races), $8,610. 2
AID, PREMIUMS: County aid, $600.00; Barton & Hurst, $750.00; Barton & Hurst, $750.00. Barton & Hurst, $750.00. Total estimated premiums paid out (excluding races), $8,610. 2
AID, PREMIUMS: J. J. Hendren; secretary, Robert E. Smith.

Isabella County Farm and Youth Fair, Mount Pleasant
TOTAL ATTENDANCE: Paid, 10,500.
Operated 4 days, 5 nights.
RECEIPTS: Gate (less tax) $1,400.00; day grandstand total (less tax) $300.00. 3
CARNIVAL: W. G. Wade Shows.
ATTRACTIONS: Harness racing, tractor pulling, tractor events, Kline's Revue, Lucky Lot Thrill Show, 3 days harness races.
RECEIPTS: Gate (less tax) $8,300.00. Other aid, $2,600. Total estimated premiums paid out (excluding races), $3,400. 2
ADMINISTRATION: President, Otto Harwig; secretary, superintendent of concessions and publicity director, Jay O. Davis.

Lenawee County Fair, Adrian
TOTAL ATTENDANCE: Paid, 23,000.
Operated 4 days, 5 nights.
RECEIPTS: Gate (less tax) $5,600.00; day grandstand total (less tax) $1,050.00. Gates, $200.00; night grandstand total (less tax) $1,300. 2
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Barton-Carriages, 2 nights; Barton & Hurst, 4 nights; Barton & Armstrong Shows, 1 night.
RECEIPTS: Gate (less tax) $2,978.46; total amount, less federal tax, $1,396.00. 2
AID, PREMIUMS: State aid, $3,000.00; county aid, $750.00; other aid, $2,250. Total estimated premiums paid out (excluding races), $3,920. 2
CARNIVAL: Hyppolite Shows.
ATTRACTIONS: Barton & Carriage Racing, 5 nights; Barton & Hurst, 4 nights; Barton & Armstrong Shows, 1 night; Barton & Hurst, 4 nights; Barton & Hurst, 4 nights.
RECEIPTS: Gate (less tax) $1,230.00; county aid, $800.00. Other all, $85. Total estimated premiums paid out (excluding races), $975. 1
CARNIVAL: Bonn's Shows.
ATTRACTIONS: President, J. P. Wilt; secretary, H. H. Humpfer; superintendent of concessions, Clarence Kleindienst.

Jackson County Fair, Jackson
TOTAL ATTENDANCE: Paid, 12,500.
Operated 3 days, 3 nights.
RECEIPTS: Gate (less tax) $1,200.00; day grandstand total (less tax) $250.00. Other aid, $225.00; night grandstand total (less tax) $1,300. 2
CARNIVAL: Gooding Amusement Company.
ATTRACTIONS: Barns-Carriages, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst, 4 nights.
RECEIPTS: Gate (less tax) $1,200.00; county aid, $800.00. Other aid, $85. Total estimated premiums paid out (excluding races), $1,200. 2
AID, PREMIUMS: State aid, $3,000.00; county aid, $750.00. Total estimated premiums paid out (excluding races), $19,000. 2
CARNIVAL: Davis Shows.
ATTRACTIONS: Barns-Carriages, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst, 4 nights; Barns & Hurst.
RECEIPTS: Gate (less tax) $1,200.00; county aid, $800.00. Other aid, $85. Total estimated premiums paid out (excluding races), $1,200. 2
AID, PREMIUMS: State aid, $3,000.00; county aid, $750.00. Total estimated premiums paid out (excluding races), $19,000. 2
CARNIVAL: Hyppolite Shows.
ATTRACTIONS: Barton & Carriage Racing, 5 nights; Barton & Hurst, 4 nights; Barton & Armstrong Shows, 1 night; Barton & Hurst, 4 nights; Barton & Hurst, 4 nights.
RECEIPTS: Gate (less tax) $1,230.00; county aid, $800.00. Other aid, $85. Total estimated premiums paid out (excluding races), $975. 1
CARNIVAL: Bonn's Shows.
ATTRACTIONS: President, J. P. Wilt; secretary, H. H. Humpfer; superintendent of concessions, Clarence Kleindienst.
Brown County Agricultural Society, New Ulm
TOTAL ATTENDANCE: Paid, 3,529;
free, 5,730. Operated 4 days, 3 nights. WEATHER: Good 8 days, rain 2 days; cold 1 day; cool 1 day. RECEIPTS: Gate (free tax), $20,767.70; total gross, $28,219.10. ADMINISTRATION: President, Geo. F. Rumsey; secretary, Geo. C. Kaelin; superintendent, E. H. Schmiedeke. 1951 DATES: August 23-26, inclusive.

Hubbard County Fair, Nevis
TOTAL ATTENDANCE: Paid, 4,050;
free, 1,970. Operated 4 days, 3 nights. WEATHER: Good 1 day; rain 1 day; cold or cloudy 1 day. RECEIPTS: Gate (free tax), $17,547.47; total gross, $20,382.47. ADMINISTRATION: President, James G. Peterson; secretary, Henry J. Petka; superintendent, Geo. A. Lindermuth. 1951 DATES: June 29-July 11, tentative.

Mower County Fair, Austin
TOTAL ATTENDANCE: Paid, 10,800;
free, 6,590. Operated 6 days, 5 nights. WEATHER: Good; night, 1 night. RECEIPTS: Gate (free tax), $40,747; total gross, $54,700. ADMINISTRATION: President, L. C. Bell; secretary, Russell A. Thomas; superintendent, C. C. Cohls. 1951 DATES: August 28-31, tentative.

 Nicollet County Fair, St. Peter
TOTAL ATTENDANCE: Paid, 8,930;
free, 1,030. Operated 3 days, 3 nights. WEATHER: Good; night, 1 night; cold or cloudy 1 day. CARNIVAL: Mobiles Shows; Blue and show gross, total amount, less federal tax, $1,490. ATTRACTIONS: Revue, 1 day. 1951 DATES: August 28-31, tentative.

Reinville County Fair, Bird Island
TOTAL ATTENDANCE: Paid, 8,518;
free, 641. Operated 3 days, 3 nights. WEATHER: Good; night, 1 night; cold 1 day; rain 1 day. RECEIPTS: Gate (free tax), $9,511.90; total gross, $16,758.90. ADMINISTRATION: President, J. W. McCreary; secretary, John L. Lindemann; superintendent, Geo. W. Huse; treasurer, Geo. F. Stenstrom. 1951 DATES: September 8-9, inclusive.

MINNESOTA

Aitkin County Agricultural Society, Aitkin
TOTAL ATTENDANCE: Paid, 4,821;
free, 7,000. Operated 3 days, 3 nights. WEATHER: Good 9 days, rain 2 days. RECEIPTS: Gate (free tax), $1,744.35; total gross, $2,432.35. ADMINISTRATION: President, Fred C. Kaelin; secretary, Florence A. Peterson. 1951 DATES: August 29-31,3. 

Benton County Agricultural Society, St. Cloud
TOTAL ATTENDANCE: Paid, 3,000;
free, 4,000. Operated 3 days, 3 nights. WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day; rain 1 day. RECEIPTS: Gate (free tax), $1,033.00; total gross, $1,453.00. ADMINISTRATION: President, C. E. Henning; secretary, Ralph H. Lindeman; and president, Geo. W. Peterson. 1951 DATES: August 1-4, inclusive.

Brookings County Agricultural Society, New Ulm
TOTAL ATTENDANCE: Paid, 3,290;
free, 4,810. Operated 4 days, 4 nights. WEATHER: Good 8 days, 4 nights. RECEIPTS: Gate (free tax), $12,506.07; day and night grandstand total gross, $18,206.07. CARNIVAL: 11th Century Shows. ATTRACTIONS: Night Totai, 2 nights; Premiums, $50,000. Total estimated premiums paid out (excluding races), $53,985. ADMINISTRATION: President, N. D. Hildt; secretary, William H. Landman.

Clearwater County Agricultural Society, Basket
TOTAL ATTENDANCE: Paid, 4,200;
free, 1,700. Operated 4 days, 4 nights. WEATHER: Good 8 days, 3 nights; rain 1 day, 1 night. RECEIPTS: Gate (free tax), $9,429.37; total gross, $12,254.85. ADMINISTRATION: President, E. H. Schmitt; secretary, Margaret Davis.

Cleburne County Agricultural Society, Brainerd
TOTAL ATTENDANCE: Paid, 5,600;
free, 1,300. Operated 5 days, 5 nights. WEATHER: Good 10 days; cool or cloudy 5 days; rain 3 days, 3 nights. RECEIPTS: Gate (free tax), $34,447.00; night grandtotal (less fair tax), $48,054.00. CARNIVAL: North of Canada Shows. ATTRACTIONS: Night total, 2 nights. Total estimated premiums paid out (excluding races), $2,812.00. ADMINISTRATION: President, J. E. Fowles; secretary, D. W. M. Reid.

Lake County Agricultural Society, Two Harbors
TOTAL ATTENDANCE: Paid, 6,900;
free, 2,300. Operated 4 days, 4 nights. WEATHER: Good 1 day; rainy day and night (less fair tax); rain 1 day; cold 1 day. RECEIPTS: Gate (free tax), $18,876.00; total gross, $20,924.00. ADMINISTRATION: President, John O. Peterson; secretary, Victor E. Reishus; superintendent, J. C. Booth. 1951 DATES: September 2-5, inclusive.

Lyons County Fair, Marshall
TOTAL ATTENDANCE: Paid, 6,700;
free, 4,500. Operated 5 days, 5 nights. WEATHER: Good 1 day; rain 1 day. ATTRACTIONS: Magic Show Productions. 3 nights. Hella Angels on Wheels, 1 afternoon; harness races, 1 afternoon. RECEIPTS: Gate (free tax), $20,755.00; total estimated premiums paid out (excluding races), $23,985.00. ADMINISTRATION: President, A. A. Bricker; secretary, Fred E. M. Luecke; superintendent, Geo. A. Lindermuth. 1951 DATES: June 29-July 1, tentative.
An American Institution still purveying only the finest in

• REVUES
• AERIAL ACTS
• RODEOS
• RADIO STARS
• BANDS
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See us at the Sherman in Chicago or your State Fair Association Meeting and remember

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PLAIN TO BE HERE IN 1951
OCTOBER 20-28 INCLUSIVE

W. B. JACOBS SR.  W. R. HIRSCH
President  Secretary-Manager

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Mississippi

Clay County Fair, West Point

TOTAL ATTENDANCE: Paid, 2,000. Frees, 6,000. Operated 6 days, 3 nights. RIDE: On: 1,000, off: 500. Total estimated premiums paid out (excluding races), $1,200.

CARNIVAL: Royal County. Rodeo, 2 days; horse shows, 1 day; free, 1 day; Labor Day.

AID, PREMIUMS: State aid, $800; county aid, $300; other aid, $200. Total estimated premiums paid out (excluding races), $1,200.

Mississippi A. and I State Fair, Jackson

CARNIVAL: Presented. Rodeo, 2 days; horse shows, 1 day; free, 1 day; Labor Day.

AID, PREMIUMS: State aid, $1,000; county aid, $300; other aid, $200. Total estimated premiums paid out (excluding races), $1,200.

Mississippi-Alabama Fair & Horse Show, Tupelo

TOTAL ATTENDANCE: Paid, 500. Frees, 5,000. Operated 5 days, 5 nights. WEATHER: Good days, 5 nights. (Continued on page 4)

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RACEWAY FREE FAIR TOPEKA

"PLAN TO BE HERE IN ‘51 TO HELP US CELEBRATE OUR 71ST ANNUAL EXHIBITION"

SEPTEMBER 8-14

The State's Greatest Outdoor Event
AVERAGE ANNUAL ATTENDANCE
500,000

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WRIGHT COUNTY FAIR

---

MISSISSIPPI
HERE IS THE REASON WHY
MILLIONS
THROUGH THE MIDWAYS OF THE OUTSTANDING
Fairs and Exhibitions
OF THE UNITED STATES AND CANADA EVERY YEAR
Carl J. Seldmayr and C. J. Seldmayr Jr. express their sincere thanks and appreciation to the Managers and Directors of their Great Fairs and Exhibitions who made possible the record breaking 1950 Season.

FLORIDA STATE FAIR
Tampa, Florida

MEMPHIS COTTON CARNIVAL
Memphis, Tennessee

MANITOBA PROVINCIAL EXHIBITION
Brandon, Manitoba

CALGARY EXPOSITION AND STAMPEDE
Calgary, Alberta

EDMONTON EXHIBITION
Edmonton, Alberta

SASKATOON INDUSTRIAL EXHIBITION
Saskatoon, Sask.

REGINA EXHIBITION
Regina, Sask.

CANADIAN LAKEHEAD EXHIBITION
Ft. Williams, Ft. Arthur, Ont.

TRI-STATE FAIR
Superior, Wis.

MINNESOTA STATE FAIR
St. Paul-Minneapolis, Minn.

KANSAS FREE FAIR
Topeka, Kansas

TULSA STATE FAIR
Tulsa, Okla.

OKLAHOMA STATE FAIR
Oklahoma City, Okla.

ARKANSAS LIVE STOCK SHOW
Little Rock, Ark.

MISSISSIPPI STATE FAIR
Jackson, Miss.

LOUISIANA STATE FAIR
Shreveport, La.
Nothing like it on the Road

HARLEM IN HAVANA

Presented by

LEON CLAXTON

AMERICA'S FOREMOST MIDWAY ATTRACTION ON THE WORLD'S LARGEST MIDWAY

Just Completed Our 15th Season With Royal American Shows—and Booked Again for 1951...

Featuring
A Name Band ★ Big-Time Vaudeville
Beautiful Dancing Girls
Gorgeous Costumes and Scenery

Our Sincere Thanks to
C. J. Sedlmayr, Sr. and Jr., for their never-wavering assistance, valuable suggestions and keen showmanship which has played so vital a part in our own rise and in the continued reign of the Royal American Shows as the most beautiful carnival the world has ever known... to Fair and Exhibition officials of the U. S. and Canada for their wholehearted co-operation... and to every member of our company without whose splendid spirit and able efforts our success would be impossible.

NOW CASTING FOR OUR 1951 SEASON
Can Always Place Worth-While Talent!
MISSOURI

Yazoo County Fair, Yazoo City

TOTAL ATTENDANCE: Paid, 16,040.
Operating days, 6 nights.
WEATHER: Good 1 day, 8 nights.
Carnival: 2 days, 1 night; 6 nights.
RECEIPTS: Gate (less tax) $41,580.
PREMIUMS: $12,595.

Boone County Fair, Albion

TOTAL ATTENDANCE: Paid, 18,000.
Operating days, 2 days, 1 night.
WEATHER: Good 1 day, 1 night.
Carnival: 3 days, 1 night.
RECEIPTS: Gate (less tax) $43,982.
PREMIUMS: $8,425.

Lamar's Farm & Industrial Exposition, Lamar

TOTAL ATTENDANCE: Free, 50,000.
Operating days, 3 nights.
WEATHER: Good 3 days, 1 night.
CARNIVAL: Alamo Exposition Shows.

Daniel Boone Days Celebration and Fair, Boonville

TOTAL ATTENDANCE: Free, 25,000.
Operating days, 2 days, 1 night.
WEATHER: Rain 3 days, 3 nights.
CARNIVAL: Mound City Shows.
PREMIUMS: Total estimated premiums paid out (excluding races), $2,000.

Eldon Community Fair, Eldon

TOTAL ATTENDANCE: Free, 7,000.
Operating days, 3 nights.
WEATHER: Good 3 days, 2 nights.
CARNIVAL: Sammy Lou Show.
RECEIPTS: Gate (less tax) $4,687.
PREMIUMS: State aid, $300.

Halon County Junior Fair, Orleans

OPERATED: 5 days, 3 nights.
WEATHER: Good 1 day, 2 nights.
PREMIUMS: County aid.

Holt County Fair, Mound City

OPERATED: 3 days, 3 nights.
WEATHER: Rain 1 day.
CARNIVAL: 1,200; 3 afternoons.
PREMIUMS: State aid.

Jefferson County Fair, Fairbury

OPERATED: 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Day grandstand total (less tax), $1,485.
PREMIUMS: Day grandstand total (less tax), $1,485.

PRESQUE ISLE, MAINE

Presque Isle Fair

Proudly serviced by World of Mirth

Largest Midway on Earth

FRANK BERNER
General Manager
BERNARD "BUDDY" ALLEN
Concession Manager

Page 64 The Billboard Carnival of Fairs

November 25, 1938

SAM GORDON
His Staff and the Boys and Girls of the Concession Department of the
ROY, AMERICAN SHOWS

WISH TO EXTEND THANKS to the SEDLMAYR FAMILY
and TO THE FAIR OFFICIALS in CANADA and the UNITED STATES
Where We Were Privileged To Operate "America's Finest Concessions"
For Their Co-Operation and Assistance in Making the 1950 Season Another Very Successful One.
NOT JUST WORDS....
This is a Fact!

WILLIAM T. COLLINS SHOWS

America's Outstanding Motorized Shows

FAIRMEN:
I'll be seeing you in Chicago and at the fair meetings in Minneapolis, North Dakota & Milwaukee

• 65 Late Model Trucks and Semis
• 15 Modern Riding Devices
• Beautiful Wagon Type Shows
• Neon Light Towers
• 1 Anti-Aircraft Searchlight

100% Renewals of Fairs and Celebrations
A Fair Deal to Everybody
A Dependable Quality Performance
A Show That Builds Good Will

THANKS TO FAIR COMMITTEES IN MINNESOTA, NORTH DAKOTA and WISCONSIN for their splendid cooperation and giving us another very successful season.

Wm. T. Collins
Owner-Manager

NOW BOOKING Shows—Rides—Concessions
Not conflicting with what we have for our outstanding route in 1951. CAN USE Quality COOK HOUSE in keeping with the standards of our show.

Winterquarters and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota

ART SIGNOR, Ass't Mgr.

MRS. WM. T. COLLINS, Secy.-Treas.

November 25, 1950
Welcome...
WESTERN FAIRS MANAGERS...
You, Too...
WILL WANT TO PLAY The OUTSTANDING

MAKE SURE YOU HAVE FERRIS in 1951

FERRIS GREATER SHOWS

Whittier, Calif.

P. O. Box 899

HERE’S OUR ENVIAABLE RECORD

- ANTELOPE VALLEY FAIR
  Lancaster, Calif.—9th Consecutive Year
- RIVERSIDE COUNTY FAIR AND DATE FESTIVAL
  Indio, Calif.—4th Consecutive Year
- SAN LUIS OBISPO COUNTY FAIR
  Paso Robles, Calif.—4th Consecutive Year
- ORANGE COUNTY FAIR
  Santa Ana, Calif.—2nd Consecutive Year
- ELKS HEDORADO CELEBRATION
  Las Vegas, Nev.—2nd Consecutive Year
- CONTRA COSTA COUNTY FAIR
  Antioch, Calif.—2nd Consecutive Year
- NATIONAL ORANGE SHOW
  San Bernardino, Calif.
- GOLD RUSH DAYS
  Mojave, Calif.—3rd Consecutive Year
- CALIFORNIA MID-WINTER FAIR
  Imperial, Calif.
- FRESNO DISTRICT FAIR
  Fresno, Calif.
- SOLANO COMMUNITY FAIR
  Vallejo, Calif.
- LION’S COMMUNITY FAIR
  Huntington Beach, Calif.
- NORTH PARK COMMUNITY FAIR
  San Diego, Calif.
- MISS SAN DIEGO PAGEANT
  Pacific Beach, Calif.
- NAVY RELIEF SHOW
  San Diego, Calif.
NEBRASKA

Buffalo County Fair, Kearney

TOTAL ATTENDANCE: Paid, 8,671; Operating 5 days, 5 nights.
WEATHER: Good 6 days, 5 nights.
RECEIPTS: Cash (less tax), $81,190.96; fair grandstand total, $81,191.69.

Cass County Fair, Weeping Water

OPERATED: 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights. CARNIVAL: Rides Open Shows of Tomorrow.
RECEIPTS: County aid, $3,400; Total estimated premiums paid out (excluding races), $1,705.

Cage County Agricultural Society, Beatrice

OPERATED: 3 days, 4 nights.
WEATHER: Good 3 days, rain 1 night. CARNIVAL: Curley Amusement Company.
RECEIPTS: Day grandstand total (less tax), $1,246.26; day grandstand total, $1,781.17.
CARNIVAL: Valentine United Shows, 3 days. ATTRACTIONS: Jimmy Lynch Death Defy Die, 1 day; 4-H show, 1 night; grandstand shows, 1 night; rides; revue, 1 day.
RECEIPTS: State aid, $2,000; Total estimated premiums paid out (excluding races), $2,144.31.
ADMINISTRATION: President, Elmer E. Bultema; secretary, James J. Oates.
ADMINISTRATION: President, W. D. Gifford; secretary, R. D. Blight; superintendent of concessions, Hugo Hennig.

Saline County Fair, Crete

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night. CARNIVAL: Valentine United Shows. Rides and show gross, total amount, $9,755.00. ATTRACTIONS: Fred Adams, $1,980; State aid, $300; Total estimated premiums paid out (excluding races), $1,400.
ADMINISTRATION: President, F. A. Hulbert; secretary, R. D. Blight; superintendent of concessions, Hugo Hennig.

Sheridan County Fair, Gordon

TOTAL ATTENDANCE: Paid, 4,604; Free, 2,000; Operating 3 days, 1 night.
WEATHER: Good 2 days; rain 1 day. CARNIVAL: Strong Amusement Company.

ADMINISTRATION: President, J. T. Munroe; secretary, Bob Bender.

Dawson County Fair, Lexington

TOTAL ATTENDANCE: Free, 23,000. ATTRACTIONS: WEEKEND PRIMAR Show; horse racing of local horses, 2 days; horse pulling contest, 3 days.
RECEIPTS: County aid, $8,500; Total estimated premiums paid out (excluding races), $5,000.
ADMINISTRATION: President, Fred Kinzel; secretary, W. R. Wensleth; superintendent of concessions, William Davis; president, public director, Earl Reynolds.

Date: August 25-27, 1951.
NEVADA

Nevada rodeo, Winnemucca.
TOTAL ATTENDANCE: Paid, 5,065; Free, 2,750. Operated 3 days, 4 nights.
WEATHER: Good, 3 days.
RECEIPTS: Gate (less tax), $12,500. 1951 DATES: October 4-6, official.

NEW MEXICO

Valencia County Fair, Belen.
TOTAL ATTENDANCE: Paid, 6,000; Free, 4,000. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
RECEIPTS: Gate (less tax), $300. 1951 DATES: September 29-October 1, official.

NEW YORK

Cattaraugus County Agricultural Society, Little Valley.
TOTAL ATTENDANCE: Paid, 19,000; Free, 12,000. Operated 6 days, 3 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
RECEIPTS: Gate (less tax), $10,000; total estimated premiums paid out (excluding races and rodeo), $1,000.

NEW YORK

Chautauqua County Fair, Dunkirk.
TOTAL ATTENDANCE: Paid, 54,000; Free, 11,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 5 nights; cold or cloudy 2 days, 3 nights.
RECEIPTS: Gate (less tax), $25,000; day and eight grandstand total (less tax), $10,000. 1951 DATES: August 31-September 10, official.

NEW YORK

Niagara County Fair, Lockport.
TOTAL ATTENDANCE: Paid, 54,500; Free, 13,000. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate (less tax), $18,500; day and grandstand total (less tax), $5,500. 1951 DATES: September 9-12, official.

NEW YORK

The Great Palmyra Fair, Palmyra.
TOTAL ATTENDANCE: Paid, 18,500; Free, 5,000. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate (less tax), $4,000; day and grandstand total (less tax), $1,500. 1951 DATES: August 27-30, official.

NEW YORK

Johnson County Fair, Johnson City.
TOTAL ATTENDANCE: Paid, 5,000; Free, 2,000. Operated 4 days, 6 nights.
WEATHER: Good, 3 days, 6 nights.
RECEIPTS: Gate (less tax), $9,000; total estimated premiums paid out (excluding races), $2,000.

NEW YORK

Center of North Carolina Fair, Asheboro.
TOTAL ATTENDANCE: Paid, 15,000; Free, 5,000. Operated 4 days, 7 nights.
WEATHER: Good 4 days, 6 nights.
RECEIPTS: Gate (less tax), $6,000; total estimated premiums paid out (excluding races), $2,000.
Cumberland County Fair, Fayetteville

TOTAL ATTENDANCE: Paid, 21,000; free, 13,000. Operated 6 days, 8 nights. 
RECEIPTS: Gate (less tax), $2,000. 
ADMINISTRATION: President, Leonard R. Lamb; secretary, Mrs. Harry G. Farley; publicity director, Mrs. W. W. Love.

Dates: October 1-4, official.

Davidson County Fair, Lexington

TOTAL ATTENDANCE: Paid, $2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,500. 
ATTENDANCE: 2,000. 
ADMINISTRATION: President, D. H. Martin. 

Elizabeth City Seven County Fair, Elizabeth City

TOTAL ATTENDANCE: Paid, $2,000; free, 13,000. Operated 4 days, 5 nights. 
RECEIPTS: Gate (less tax), $1,000. 
ADMINISTRATION: President and secretary, C. L. Leonard.

Weather:

Cloudy daily. 

Total estimated premiums paid out (excluding races), $9,000.

Community County Fair, Reidsville

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 5 days, 5 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Chowan County Agricultural Fair, Murfreesboro

TOTAL ATTENDANCE: Paid, $2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 
ADMINISTRATION: President, C. L. Leonard.

Weather: Cold, Sunday and show. 

Total estimated premiums paid out (excluding races), $6,000.

Chowan County Agricultural Fair, Williamston

TOTAL ATTENDANCE: Paid, $2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Catawba County Agricultural and Industrial Fair, Shelby

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 
ADMINISTRATION: President, C. L. Leonard.

Weather: Cold and cloudy, Sunday.

Total estimated premiums paid out (excluding races), $6,000.

Catawba County Agricultural and Industrial Fair, Charlotte

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Henderson County Agricultural Fair, Hendersonville

TOTAL ATTENDANCE: Paid, $2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Bladen County Agricultural Fair, Laurinburg

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Hoke County Agricultural Fair, White Lake

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Mecklenburg County Agricultural Fair, Charlotte

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights. 
RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

United States Department of Agriculture

Greatest Fair of the South

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights.

RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Weather:

Cloudy, 5 days. 

Total estimated premiums paid out (excluding races), $6,000.

North Carolina Agricultural Fair, Raleigh

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights.

RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Weather:

Cloudy, 5 days. 

Total estimated premiums paid out (excluding races), $6,000.

North Carolina Agricultural Fair, Asheville

TOTAL ATTENDANCE: Paid, 2,000; free, 13,000. Operated 6 days, 6 nights.

RECEIPTS: Gate (less tax), $1,000. 

Dates: October 1-4, official.

Weather:

Cloudy, 5 days. 

Total estimated premiums paid out (excluding races), $6,000.
CONSISTENTLY SETTING THE STANDARD FOR EXCELLENCE!

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 seventeenth season a successful one...

E. J. Casey
Owner-Manager

NOW PLANNING FOR 1951
OUR 18th GREAT SEASON

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

December 25, 1950
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FOR OVER FIFTY YEARS DUFFIELD DISPLAYS HAVE BEEN A FEATURED ATTRACTION AT THE LEADING FAIRS, AMUSEMENT PARKS AND EXPOSITIONS THROUGHOUT THE LAND.

OUR RECORD SPEAKS

Page 72  The Billboard Cavalcade of Fairs  November 25, 1950
Remember THERE IS NO SUBSTITUTE FOR EXPERIENCE

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FRANK DUFFIELD

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ART BRIESE

FOR ITSELF THERE IS NO SUBSTITUTE FOR EXPERIENCE!
Thanks
Show Owners and Fair
Secretaries.
I'll be seeing you at the
Convention.

Bob K. Parker

MIAMI DIGGERS: OFFICE and FACTORY: 28 N. E. 54th St., Miami 38, Florida
Ohio

Angila County Agricultural Society, Wagakents
TOTAL ATTENDANCE: Paid, 22,467; free, 6,206.
WEATHER: Good 4 days, 4 nights, rain 1 day, 1 night;
night cold, 2 days, 2 nights.
RECEIPTS: Gate (less tax), $1,707; day grandstand total
(less tax), $1,500; night grandstand total (less tax),
$917.
ADMINISTRATION: President, M. E. C. Buss; secretary,
Mrs. Geo. 9. St. Amant; treasurer, Geo. S. Kearns.

Belmont County Agricultural Society, St. Clairsville
TOTAL ATTENDANCE: Paid, 13, 254; free, 2,903.
WEATHER: Good 4 days, 4 nights, rain 1 day, 1 night;
night cold, 2 days, 2 nights.
RECEIPTS: Gate (less tax), $1,500; day grandstand total
(less tax), $1,300; estimated premiums paid out
(excluding races), $2,500.
ADMINISTRATION: President, Mar-
ton W. Noe; secretary, superintendent,
Harry Kohn.

Carnageh Fair, Cincinnati
TOTAL ATTENDANCE: Paid, 46,006; free, 8,189; Operated
1 day, 5 nights; WEDN. 1 7d, 1 day, 4 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day.
CARNIVAL: Gooding Amusement Co.
ATTRACTIONS: Horse show; 7 nights;
1,500; night grandstand total (less tax),
$1,300; estimated premiums paid out
(excluding races), $2,500.
ADMINISTRATION: President, M. T. Cooper; secretary,
C. B. Corwin; superintendent of concessions,
Dean Cowan.

Cincinnati Fair, Cincinnati
TOTAL ATTENDANCE: Paid, 60,000; free, 15,000; Operated
2 days, 6 nights; FRIDAY 247, 1 day, 5 nights.
WEATHER: Good 2 days, 5 nights; rain 1 day.
CARNIVAL: Gooding Amusement Co.
ATTRACTIONS: Horse show; 7 nights; 3,000; night
grandstand total (less tax), $2,800; estimated
premiums paid out (excluding races),
$1,500.
ADMINISTRATION: President, W. K. Davis; secretary,
H. A. McCune; superintendent of concessions,
Don Crawford.

Greene County Agricultural Society, Xenia
TOTAL ATTENDANCE: Paid, 10,000; Operated
1 day, 1 day.
WEATHER: Good 5 days, 5 nights; rain 1 night.
CARNIVAL: Gooding Amusement Co.
ATTRACTIONS: Horse show; 2 nights; 8,000; night
grandstand total (less tax), $7,000.
ADMINISTRATION: President, R. K. Holzmeier; secretary,
Carlton D.附件中没有第二页，只有第一张页面的文本内容。为了确保信息的完整性，需要提供第二页的内容。
Tulsa State Fair, Tulsa
TOTAL ATTENDANCE: Paid and free, 2,750,080. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 5 nights. RAIN: 0.65 inch, 1 day. RAIN: May 30.
PREMIUMS: Total estimated premiums paid out (excluding races), $2,800.
ADMINISTRATION: President, J. E. Gore. Secretary, Y. D. Moore. Publicity Director, J. E. Cain.

Washita County Fair, Cordell
OPERATED: 4 days, 3 nights. WEATHER: Good, 2 days, 2 nights. RAIN: 2 days, 1 night. WEATHER: Good, 1 day, big car races. OPERATIONS: First day, fireworks. OPERATIONS: Days 3 and 4, free attraction sponsored by local clubs, with rides.

Oregon State Fair, Salem
TOTAL ATTENDANCE: Paid, 151,315; free, 27,266. Operated 7 days, 7 nights.
WEATHER: Good, 7 days, 7 nights. RECEIPTS: Gate (less tax), $31,210.40; grandstand total (less tax), $43,327.11.
PREMIUMS: Total premiums paid out (excluding races), $1,100.80.
ADMINISTRATION: President, Roy Whittaker; secretary, W. D. Bissett; publicity director, William Phelps.

Sherman County Fair, Mora
OPERATED: 4 days, 3 nights. WEATHER: Good, 2 days, 2 nights. RAIN: 2 days, 1 night. WEATHER: Good, 1 day, big car races. OPERATIONS: First day, free attraction sponsored by local clubs, with rides.

OREGON
Beaver Community Fair, Beaverton
TOTAL ATTENDANCE: Paid, 6,000; free, 8,000. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights. RAIN: 0.25 inch, cloudy 3 days, 3 nights. RECEIPTS: Night grandstand total (less tax), $100.
PREMIUMS: Night premiums paid out (excluding races), $10.
ADMINISTRATION: President, A. J. Freitag; secretary, P. M. Taylor; publicity director, J. E. Cain.

Pennsylvania
Bedford County Agricultural Society, Bedford
TOTAL ATTENDANCE: Paid, 6,000. Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights. SHOWS: Pet, dairy and beef. PREMIUMS: Total estimated premiums paid out (excluding races), $500.

Reading Fair, Reading
TOTAL ATTENDANCE: Shir-Van, 1,000. Operated 2 days, 4 nights.
WEATHER: Good, 1 day; rain, 6 days; snow, 3 days; cold or cloudy 3 days, 4 nights.
PREMIUMS: Total estimated premiums paid out (excluding races), $500.
ADMINISTRATION: President, A. Z. Secretary, Mary O. Coon; publicity director, E. L. Stone.

Somerset County Fair, Meyersdale
TOTAL ATTENDANCE: Paid, 21,000. Operated 4 days, 6 nights.
WEATHER: Good, 4 days, 5 nights. PREMIUMS: Total estimated premiums paid out (excluding races), $500.
ADMINISTRATION: President, W. T. Armstrong; secretary, J. T. Prell's; publicity director, F. L. Boyer.

The Great Grangers' Picnic and Free Fair, Mechanicsburg
AGRICULTURAL FAIR: Operated 5 days, 5 nights.
WEATHER: Good, 5 days, 5 nights. RAIN: 0.14 inch, 1 day; cold or cloudy 1 day. ATTENDANCE: Paid, 1,000. PREMIUMS: Total estimated premiums paid out (excluding races), $500.
ADMINISTRATION: President, R. D. Thompson; secretary, R. J. Armstrong; publicity director, R. S. Adams.

Tioga County Fair, Tioga
OPERATED: 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RAIN: 0.1 inch, 1 day; cold or cloudy 1 day. ATTENDANCE: Paid, 1,000. OPERATIONS: Buffalo Shows.
ADMINISTRATION: President, W. E. Johnson; secretary, Carl H. Parrel.

Townsville Community Fair, Townsville
OPERATED: 4 days, 4 nights. WEATHER: Rain, 5 days, 5 nights. PREMIUMS: Total estimated premiums paid out (excluding races), $500.
ADMINISTRATION: President, Frank E. Rys; secretary, Harry Massie; secretary, John H. Sipper; publicity director, E. C. Snyder.

COMPARE BEFORE YOU BUY YOUR NEXT FIREWORKS SHOW... Here's Why you should consider

**PARAMOUNT FIREWORKS CO.**

1. Animated GroundDisplays including: "Engine No. 9," "Carneval of Favors," "New Amsterdam," "Fireworks Rodeo" and the patriotic spectacles, "Liberty Pagentry.,"

2. Our latest creations in aerial bombs plus old favorites.

3. The services of our expert operators, furnished with all the harem, tools and accessories, "Turn Key" in every event.


5. High Powered Advertising and Promotional facilities.

6. No charge for any display raised out.

7. We bring the customers back every night by changing our program.
Twin County Fair, Northampton
OPERATED: 4 days, 4 nights
WEATHER: Good 2 days, 2 nights.
THREATS: None.
GROSS: $9,000 (Exc. Tax), $9,780.
RECEIPTS: Ohio (Exc. Tax), $160.
ADMINISTRATION: President, William Mauney; secretary, Mabel Warren; treasurer, W. J. Mullen.
1951 DATES: August 20-24, official.

Deuel County Fair, Clear Lake
OPERATED: 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Ohio (Exc. Tax), $160.
ADMINISTRATION: President, W. J. Mullen; secretary, Mabel Warren; treasurer, W. J. Mullen.
1951 DATES: September 2-4, official.

South Carolina
Kershaw County Fair, Camden
TOTAL ATTENDANCE: Paid, 14,800.
WEATHER: Good 2 days, 2 nights.
WARNER: Paid $4,000.
PREMIUMS: Total estimated premium paid out (excluding races), $1,400.
ADMINISTRATION: President, J. W. West; secretary, J. D. Crawford.
1951 DATES: October 1-4, official.

South Dakota
Corn Palace Festival, Mitchell
OPERATED: 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Ohio (Exc. Tax), $630.
ADMINISTRATION: Secretary, Hy. K. Scarpini.
1951 DATES: October 1-4, official.
Use M. Whitey Monette (Novelty Concessionaire) in 1951

First With The Latest
SERVING THE WEST'S LARGEST FAIRS
FOR OVER FIFTEEN YEARS
A COMPLETE LINE OF SOUVENIRS
FOR EACH INDIVIDUAL FAIR
MERCHANDISE THAT APPEALS

Our Best Wishes For The Holidays To The Managements Of Fairs And Celebrations We Have Served In The Past And Hope To Serve In The Future.

From Whitey, Doris And Phillip!

M. Monette & Company
1013 Mission St. • San Francisco, Calif.
Dodge County Fair, Beaver Dam

PAID: $9,728.55; Good 4 days, 4 nights;
WEATHER: Good 4 days, 4 nights

Green County Fair, Monroe

TOTAL ATTENDANCE: Paid, 25,671; Free, 4,485; Opened 4 days, 4 nights;
WEATHER: Good 3 days, 4 nights;
RECEIPTS: Gate, $14,497.75; Good 3 days, 4 nights; 
CARNIVAL: Same city shows. Ride total, $4,767.76;
ATTENDANCE: President, W. F. Stump, secretary and superintendent of concessions. 

La Crosse Interstate State Fair, La Crosse

TOTAL ATTENDANCE: Paid, 40,304;
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate (less tax), $8,893.70.
ATTENDANCE: President, H. A. Knaup; secretary, Fred Regin; superintendent of concessions, Horace Milton.

La Crosse County Junior Free Fair, Green Lake

TOTAL ATTENDANCE: Free, 16,500;
WEATHER: Good 4 days, 4 nights,
RECEIPTS: Gate (less tax), $6,250.26;

Iron County Fair, Saxon

TOTAL ATTENDANCE: Paid, 3,000; Free, 3,000; Opened 3 days, 5 nights;
WEATHER: Good 3 days, 4 nights; cold or coldly windy days 3 nights;
RECEIPTS: Gate (less tax), $2,015.25;
ATTENDANCE: President, J. H. Miller; secretary, Jim Emshoff; superintendent of concessions, M. C. Miller.

Jefferson County Fair, Jefferson

PAID: Free, 1,200; Opened 4 days, 6 nights;
WEATHER: Good 3 days, 4 nights; coldly cold or coldly windy days 1 night;
RECEIPTS: Gate (less tax), $2,830.60; Good 4 days, 6 nights; estimated total (less tax), $2,830.60; night grandstand total (less tax), $3,289.51;
ATTENDANCE:-President, W. J. King; secretary, Fred Rice; superintendent of concessions. 

Kenosha County Fair, Willmot

TOTAL ATTENDANCE: Free, 18,000;
WEATHER: Good 4 days, 4 nights. 
RECEIPTS: Gate (less tax), $1,658.70; Good 4 days, 4 nights; 
ATTENDANCE: President, M. J. Chippewa Valley; secretary, Robert McElroy.

La Crosse County Fair, Phillips

PAID, 2 days, 5 nights;
WEATHER: Good 3 days, 4 nights; 
ATTENDANCE: President, S. E. Severson; secretary, Robert McElroy.

Portage County Fair, Rockland

PAID, 3 days, 5 nights;
WEATHER: Good 4 days, 4 nights.
ATTENDANCE: President, J. W. Johnson; secretary, R. L. W. Johnson.

Price County Fair, Phillips

PAID, 3 days, 5 nights;
WEATHER: Good 3 days, 4 nights;
ATTENDANCE: President, W. R. V. Johnson; secretary, W. R. V. Johnson.

Rock County 4-H Fair, Janesville

TOTAL ATTENDANCE: Paid, 20,000;
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate (less tax), $7,900; 
ATTENDANCE: President, J. W. Johnson; secretary, J. W. Johnson.

OUTAGAMIE COUNTY FAIR, Seymour

TOTAL ATTENDANCE: Paid, 24,000;
WEATHER: Good 4 days, 4 nights; coldly cold days 1 night;
RECEIPTS: Gate (less tax), $11,050.00; Good 4 days, 4 nights; 
ATTENDANCE: President, W. J. King; secretary, Fred Rice; superintendent of concessions and publicity director, Michael Rome.

Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Free, 20,000; Opened 4 days, 5 nights;
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Gate (less tax), $5,000.00; Good 3 days, 4 nights; 
ATTENDANCE: President, Hay Crow; secretary, R. C. Seybert; director, R. C. Seybert.

Polk County Fair, St. Croix Falls

TOTAL ATTENDANCE: Paid, 4,764;
WEATHER: Good 4 days, 4 nights;
ATTENDANCE: President, S. J. Johnson; secretary, S. J. Johnson.

RECEIPTS: Gate (less tax), $2,284.00; Grandstand total, $1,455.00; Gate estimated total, $2,284.00; Good 4 days, 4 nights; 
ATTENDANCE: President, S. J. Johnson; secretary, S. J. Johnson.
Shawano County Fair, Shawano
OPERATED: 3 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 night.
RECEIPTS: Gate (less tax), $9.31.

Shelby County Fair, Plymouth
TOTAL ATTENDANCE: Paid, $1,876.
WEATHER: Good 4 days, 2 nights.
RECEIPTS: Gate (less tax), $13.20.

Trempealeau County Fair, Galesville
TOTAL ATTENDANCE: Paid, $1,598.
WEATHER: Good 2 days, 4 nights.
RECEIPTS: Gate (less tax), $14.37.

Vernon County Fair, Viroqua
TOTAL ATTENDANCE: Paid, $1,570.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $1,230.

Wisconsin State Fair, Milwaukee
TOTAL ATTENDANCE: Paid, $8,771.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate (less tax), $2,523.

Wyoming State Fair, Cheyenne
TOTAL ATTENDANCE: Paid, $1,092.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $28.00.

SOUTHWESTERN WISCONSIN FAIRS

Southwestern Wisconsin Fair, Mineral Point
TOTAL ATTENDANCE: Paid, 14,305; free, 1,500. Operated 5 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
RECEIPTS: Gate (less tax), $2,376.

Stoughton Festival & Daze Co., J. Fair, Stoughton
TOTAL ATTENDANCE: Free, 39,000.
WEATHER: Good 6 days, 2 nights.
RECEIPTS: Gate (less tax), $2,126.

Stevens County Fair, Weyauwega
TOTAL ATTENDANCE: Free, 8,150.
WEATHER: Rain 5 days, 7 nights.
RECEIPTS: Gate (less tax), $0.

The Hogad Fair, Rhinelander
TOTAL ATTENDANCE: Paid, $1,000.
WEATHER: Good 4 days, 2 nights.
RECEIPTS: Gate (less tax), $1,000.

The World of Mirth

Largest Midway on Earth
FRANK BERGER General Manager
BERNARD "BUCKY" ALLEN Concession Manager

Proudly served by

WYOMING

Central Wyoming Fair, Casper
TOTAL ATTENDANCE: $7,500.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $225.

WYoming State Fair, Cheyenne
TOTAL ATTENDANCE: Paid, $4,500.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $225.

Yemen, Sanaa
TOTAL ATTENDANCE: Free, $3,000.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $4,500.

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RECEIPTS: Gate (less tax), $4,500.

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WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $4,500.

Yemen, Sanaa
TOTAL ATTENDANCE: Free, $3,000.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate (less tax), $4,500.
CARNIVAL: Royal Canadian Shows. Sides and show gross, total amount, less federal tax $11,590.36. ADMINISTRATION: President, Clifford F. Leste; secretary, Norman Phillips. 1951 DATES: August 22-25, tentative.

Intercol Provincial Exhibition, Armstrong
TOTAL ATTENDANCE: Paid, 4,000; 30,000. 1950 DATES: August 14-17, tenta-
Weath l...

Lower Fraser Valley Agricultural Association, Cloverdale
ATTENDANCE: Total, 4,800; free, 700; premium paid out (excluding races), $42,000. ADMINISTRATION: President, B. H. Brown; secretary, Max Hansen. 1951 DATES: September 11-13, tentative.

Ontario
BELLEVILLE, ONTARIO
TOTAL ATTENDANCE: Paid, 21,822. WEATHER: Good 4 days; 3 nights; rain 1 night. RECEIPTS: Gate (less exc. tax), $2,750.99; gate grandstand total (less exc. tax), $16,885.38. PREMIUMS: Total estimated premium paid out (excluding races), $4,000. ADMINISTRATION: President, J. E. Stephen; secretary, L. E. Morton.

NEW BRUNSWICK
QUEEN COUNTY FAIR, Gagetown
TOTAL ATTENDANCE: Paid, 5,361. WEATHER: Good 3 days, 2 nights; cold or cloudy 1 day, 2 nights. RECEIPTS: Gate (less exc. tax), $8,597.56. ADMINISTRATION: President, A. Vanuatu; secretary, Fred W. Smith; director of concessions, Norval Cooper; publicist director, J. A. MacIn-

BRITISH COLUMBIA
ALBERNI District Fall Fair, Port Alberni
TOTAL ATTENDANCE: Paid, 5,290. WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night. RECEIPTS: Gate (less exc. tax), $8,700.

COAST OF ALBERTA
We thank the Government of Alberta for the beautiful views provided by the Stampede Office, Calgary, and the Calgary Board of Education.

Farms and fairmasters, contact Alvin Van Dyke, 331 Brandon, San Antonio, Texas, or T. Lee Moore, El Paso, Texas.

TEXAS-OKLAHOMA
1950
Attendance
163,000
Whatsoever Your Business . . .
It's Our Business!

So Long as It's
FAIR BUSINESS!

For Any Type of Information
You May Desire Relative to
the 96 Major Fairs of the West

Write...Phone...or Wire...

1015 24th St.
Sacramento, California
Phone: Gilbert 3-2091

whatever your business... it's our business!

Western Fair, London
TOTAL ATTENDANCE: Paid, 56,000. Operated 3 days, 2 nights.
WEATHER: Good 5 days, 2 nights; rain 3 days, 2 nights; sun 2 days, 2 nights.
ADMISSIONS: First show, horse races, $65,000; grandstand total (less tax), $54,034.16;
CARNIVAL: Complete show $1,000,000; total estimated premiums paid out (excluding races),
$8,900.00.
ADMINISTRATION: President, Guy Borden; secretary, superintendent of concessions and publicity director, Jack M. Cooke.
1951 DATES: September 20-22, tentative.

QUEBEC
Exposition Provinciale de Quebec, Quebec City
TOTAL ATTENDANCE: Paid, 50,000. Operated 10 days, 9 nights.
WEATHER: Good 5 days, 6 nights; rain 3 days, 3 nights; cold or cloudy 2 days, 2 nights.
ADMISSIONS: First show, horse races, $65,000; grandstand total (less tax), $54,034.16;
CARNIVAL: Complete show $1,000,000; total estimated premiums paid out (excluding races),
$8,900.00.
ADMINISTRATION: President, J. A. Anderson; secretary, Bruce McConkey; general manager, W. D. Jackson; publicity director, Perci Arvin.

SASKATCHEWAN
Prince Albert Exhibition, Prince Albert
TOTAL ATTENDANCE: Paid, 35,000. Operated 3 days, 3 nights.
WEATHER: Good 5 days, 3 nights. Rain 2 days, 2 nights; cold or cloudy 2 days, 2 nights.
ADMISSIONS: First show, horse races, $9,000; grandstand total (less tax), $9,000.
CARNIVAL: Wallace Bros. Shows, total paid, $9,000; grandstand total (less tax), $9,000.
ADMINISTRATION: President, J. A. Trudeau; secretary, superintendent of concessions and publicity director, Alc Trudeau.

Regina Exhibition, Regina
TOTAL ATTENDANCE: Paid, 317,815. Operated 3 days, 3 nights.
WEATHER: Good 5 days, 3 nights; rain 1 day, 1 night.
ADMISSIONS: First show, horse races, $9,000; grandstand total (less tax), $9,000.
CARNIVAL: Royal Western Shows, total paid, $9,000; grandstand total (less tax), $9,000.
ATTRACTIONS: Rumm-Cartwright Theatrical Revue; 6 days running races.
ADM. PREMIUM: Provincial Aid, $12,000. Other aid, $9,600.
ADMINISTRATION: President, C. B. McKee; manager, T. H. McLeod; superintendent of concessions, W. R. Kelly.
1951 DATES: July 30-August 6, tentative.

Yorkton Agricultural and Industrial Exhibition, Yorkton
TOTAL ATTENDANCE: Paid, 26,000. Operated 3 days, 3 nights.
WEATHER: Good 5 days, 3 nights; rain 2 days, 2 nights; cold or cloudy 2 days, 2 nights.
ADMISSIONS: First show, horse races, $9,000; grandstand total (less tax), $9,000.
CARNIVAL: Wallace Bros. Shows, total paid, $9,000; grandstand total (less tax), $9,000.
ADMINISTRATION: President, H. M. Brown; secretary, Miss Lella White; superintendent of concessions, John E. Bell; publicity director, W. E. Root; manager, S. A. Martin.
1951 DATES: July 25-August 8, official.

BETTER FRAYS
WESTERN FAIR ASSOCIATION
BETTER FRAYS

THE BEST IN OUTDOOR AMUSEMENTS
EXPOSITIONS

... TO THE FAIRS AND MANY COMMITTEES FOR WHOSE HELP WE ARE GREATLY THANKFUL... AND TO THE PERSONEL WITH THE SHOW FOR THEIR CO-OPERATION IN HELPING TO MAKE THIS PAST SEASON SO SUCCESSFUL.

See me in Chicago during the Convention
or at your State Fair Association meeting.

O. C. BUCK, General Manager

1951.10.11
Thanks to the officials of the Western Canada Class "B" Circuit of Fairs, and to the Fairs in Quebec and Ontario.

1950 was the second year of our five year contract in the West. I pledge to maintain, even surpass my previous efforts in the future.

SHOWMEN
RIDE OWNERS
CONCESSIONAIRES

We are now booking for 1951. See me in Chicago, or contact the address below.
Covered wagon was the central attraction for one Boy Scout exhibit at the Michigan State Fair this year. About 200 youths took part.

Costumes and tom-toms for Indian dances served to draw crowds for the Boy Scout shows three times daily. Up to 2,500 persons attended each of the shows.

INDIAN dances were an important showmanship factor in the Boy Scout activities at the Michigan State Fair at Detroit this season. The authentic dances by Scouts in homemade costumes were scheduled early in the three-day show because of popular requests and because the show comes at the beginning of the season to draw and hold the crowds.

Up to 2,500 persons caught each of the hour-long shows, which featured what Scout leaders called the "frenzy or madhouse side of Scouting." Equally interesting displays were included in the ground portion of the Scout event. The twin bills attracted an estimated 15,000 persons in three days.

Widely familiar interest and the fact that many male fair-goers formerly were Boy Scouts themselves made the Scouting show a "natural" for the fair.

Third Year at Mieh.

Having a Scouting encampment on the grounds is not a new idea and has been used by other agencies, such as Wisconsin and Illinois, for some time. At Michigan, the activity was in its third year and thus was beyond the trial stage. It was limited to three days because of the conflict between the latter part of the fair and the opening of school.

The exhibition is presented entirely by the Scouts and their leaders and has been remarkably successful in view of relatively light special promotion given to it. The entire event was directed by Frank B. Specht, district Scout executive.

The ground portion of the show was continuous and included demonstrations of Scouting tools and techniques, rope-making, various crafts and troop activities.

Rope-Making Show

Our troop demonstrated rope-making with a machine its members had constructed. They swung the rope from light handles to ropes of one and two-inch diameters.

A group of Explorer Scouts (age 14-18) did "wilderness cooking" on the grounds. A diversified menu was prepared each noon and evening. One day the menu called for flapjacks and after the Scouts prepared them over an open camp fire they were passed out to persons watching the demonstration.

A Negro troop exhibited hand-crafts work of a fine order, including ash trays, lamp bases and letter openers made of sheep horns.

The stage shows included skits by the Cub Scouts (age 6-10), and another group demonstrated square dancing. Ten Scouts, oldest age group in the organization, presented special ceremonies. The 11-14 age group showed drill formations and signalling methods.

Explorer Scout demonstrations of firemaking techniques utilized true showmanship in a process for throwing a green about eight feet into a pile of tinder.

Boys were from the Detroit area for the most part because of their proximity to the fair and the limited budget with which the operation was carried out. About 400 youths took part and about 40 camped overnight on the grounds. Future plans call for a larger camp site.

The Thoroughbred of Outdoor Show Business

Groscurths' bluegrass shows

Our Lineup for a Bigger & Better 1951 Season

Includes

14—Top Quality Rides
10—Modern Shows
6—Light Towers
2—Searchlights

All geared for greater earning power

Thanks to all fairmen, committees and our personnel who gave us such wonderful support towards making our 1950 season such a great success.

Fair Secretaries and Committees

If you are interested in the finest, Sea us at Chicago, or at the Indiana, Illinois, Kentucky, Tennessee, Alabama and Georgia Fair Meetings.
America's Ultra-Modern Miracle Midway!

FIRST in Dependability

FIRST in Quality

FIRST in Performance

20th Century Shows

E. D. McCrary

Albert Martin

Searchlights
Light Towers
Mobile Sound Equipment for Advance Advertising
Panel Fronts
Modern Illumination
16 Modern Rides
10 Tented Theaters
Superior Transportation
Caterpillar Diesel
Lighting Plants

Thanks

in these names, who made possible the
successful 1937 season.

Herman Uden—Des Moines, lowa
L. E. W. Young—Lawton, lowa
Jim Bick—Duluth, lowa
Dan Hopper—Duluth, lowa
Jim Schlicher—Butler, lowa
M. A. Underwood—Delaware, lowa
R. E. Lunde—McNear, lowa
Herman Stites—McNear, lowa
K. A. Hunter—Bloomington, ind.
A. L. Cofrin—Lawton, lowa
J. G. Gentry—Bloomington, ind.
J. B. Ray—St. Louis, Mo.
C. H. Biscoe—St. Louis, Mo.
J. L. Biscoe—St. Louis, Mo.
K. R. Bernhardt—Jacksonville, lowa
R. H. Bernhardt—Jacksonville, lowa
J. M. Cline—Tulsa, Okla.

A 30-CAR RAILROAD SHOW ON TRUCKS

ADDRESS: BOX 125, OTTAWA, KANSAS

PHONE: 718-W

November 25, 1937

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D. Moines Adds 428G Dorm

Structure Houses 550 Girls;
Fills Long-Time Need, Dream
Of Late President J. P. Mullen

UNTIL this year, Iowa State Fair, Des Moines, long distinguished, among other things, for its vast youth program was handicapped by lack of housing facilities for its young girl exhibitors. However, a new $100,000 girl's dormitory completed prior to the '51 fair, filled in this gap and gave added impetus to the broad-scaled youth activities.

Completed after two years of construction, the building culminated 12 years of planning and fulfilled the dreams of the late J. P. Mullen, member, president and president-emeritus of the fair board for 20 years. A bronze plaque in his memory now hangs in the main lobby of the building.

Houses 550
The big 217 by 113-foot concrete and steel three-story structure is U-shaped with two dormitory wings running back toward the cutaway hillside on each side of the light court. At capacity it houses 500 girls, 40 to a room. Each room with its double-decker bed has two baths, both well equipped; built-in dressing tables, drinking fountain and a sink. The multi-windowed dormitory is fully insect-proofed by copper screening throughout.

No dining room facilities were incorporated due to the spacious facilities in the nearby boys 4-H building. This huge dining hall feeds 700 boys and girls at one sitting with a complete meal served for the low price of 50 cents.

In addition to the girls' living quarters, accommodations for county extension agents, who previously lived off the grounds during fair week, occupy the space over the lobby on the third floor.

Dedication of the building and delivery of the key by H. L. Pike, past president, to the girls in blue was one of the highlights of this year's youth program at the annual.

///

BILL HAMES SHOES INC.

THE CLEANEST AND MOST MODERN RAILROAD SHOW IN THE SOUTHWEST

The name "BILL HAMES" is definitely a Symbol of Integrity throughout the Vast Realms of the Great Southwest. We have established an enviable reputation in the State of Texas, where we have for many years always played the "Cream" of the Lone Star State Fairs and Celebrations.

In 1951 we plan on playing some of the Top Fairs in the Middlewest and West, in addition to our choice Texas dates. We already have several of these contracted and invite Fairmen and Celebration Committees to contact us before booking their midway attractions for next year.

Get A New Railroad Show, With An A-1 Reputation

ONCE AGAIN THE CHOICE: 1951

We were again awarded contracts to furnish all midway attractions at the two Greatest Winter Dates in the Southwest:

SOUTHWESTERN EXPOSITION AND FAT STOCK SHOW,
FORT WORTH, TEXAS. (10 DAYS) JAN. 25-FEB. 3

HOUUS FAT STOCK SHOW AND LIVESTOCK EXPOSITION,
HOUSTON, TEXAS. (12 DAYS) JAN. 31-FEB. 11

CAN PLACE RIDES AND SHOWS NOT CONFLICTING, ALSO CONCESSIONS OF ALL KINDS FOR THESE TWO DATES.

W. H. (BILL) HAMES
Pres. and Gen. Mgr.
Permanent Mail Address:
P. O. Box 1377, Fort Worth, Tex.

THEO. LEDELL
Secretary-Treas.
Address All Telegrams:
Box 1304, Texas Hotel, Fort Worth, Tex.

November 23, 1959
Venus-Apollo Contest Draws

New Detroit Competition
Spark New-Group Interest,
Leads Trio of Press Deals

NOVEL "Venus and Apollo" contest at the Michigan State Fair this year served to build interest among new groups for the Detroit annual. It was one of three new contests inaugurated this season, each being operated thru a 10-in. with a different Detroit newspaper.

Open to anyone over 14, the event drew 11th entries—most of the males being under 19 and most of the forms 17 or less. One grandmother of 85 took part.

Not a beauty contest, it was operated with rules similar to those for the Mr. America competition. Each contestant prepared his own routine. Baton twirling, trampoline act, weight lifting, acrobatics, dancing and singing were among those seen.

In judging men, up to six points were given for symmetry of proportions and muscular development, and each for general appearance, height, face and skin. Except for omission of the muscular development factor, women were judged on the same basis.

Judges were selected from city recreation department, Y.M.C.A., sponsorship newspaper and the fair management. High caliber of contestants was illustrated by participation of a "Mr. Michigan," a State "best built amateur athlete" titleholder, an Olympic champion weight-lifter and a title champion baton twirler.

About 5,000 persons were on hand for the senior division program, in competition to all other events on the fairgrounds.

Aspiring Apollos were judged for symmetry and muscular development. Variety of routines ranged from trampoline act to singing and dancing.

Venus contestants included a State champion baton twirler. A total of 60 women and girls participated.

World of Pleasure Shows

12 Rides—8 Shows—50 Concessions

Now Contracting for Our 1951 Tour

Shows—Glass House, Snake, Monkey Circus, Motor Drags, Animal Mechanical City, Funhouse and other worthwhile attractions. Especially want flashy Sideshow, Illusion, or large animal in feature.

Rides—Dark Ride, Spitfire or Fly-o-Plane.

Concessions—Merchandise Concessions of all kinds. Modern Cookhouse and Stand that caters to showfolk. Good territory for Penny Arcade.

Ride Foremen and Helpers that drive trams.

All Electrician for transformers; Mechanical Car trucks and ride motors (Lloyd Soules answer). We will open in April in Detroit territory.

JOHN QUINN
6923 Calhoun St., Dearborn, Michigan

National Speedways, Inc.
America's Foremost Promoters

Auto Races

and

Stock Car Races

Integrity—Efficiency—Dependability . . .
the cornerstone of our success

1941 10th Anniversary

NATIONAL SPEEDWAYS, Inc.

AL SWEENEY
1400 Sedgwick St., Chicago, Ill.
Phone Michigan 2-6940

1951 10th Anniversary

Gaylord White

NOW BOOKING FOR 1951 SEASON

SHOWS AND CONCESSIONS

Not Conflicting

C. A. Vernon
Owner-Manager

Winterquarters: Galveston, Texas
Novel Exhibit Plugs Cars

Kaiser-Frazer Makes Powerful Pitch to Fairgoers; Uses Flashy Tops, Lights, Keen Showmanship

A NOVEL exhibit in the national advertising class, sponsored by the Kaiser-Frazer Corporation, was presented at a number of the nation's principal fairs this year. The showmanlike presentation consisted of a main umbrella-like structure surmounted by a revolving tower, plugged the Henry J., the company's newest motor car product, plus a smaller, similarly shaped unit, with portable fencing marking off a demonstration area.

Six such units, costing $49,000 each, will have toured 28 States by the end of February, 1951, and estimates based on State fair attendance figures indicate that more than 15,000,000 persons will have had the opportunity of viewing the exhibits.

Colorful

The entire units were fabricated from lightweight metal pipe and spectacularly dressed in red, white, and blue canvas. The canvas panels in the fencing and the unique sidewarding of the big top are laced in.

A large amount of space, 350 by 150 feet, is required for the exhibit since at least four automobiles were kept inside and seven or more were available for demonstration in the enclosed area. A huge aluminum saucer atop the tent is functional as well as ornamental, serving to stir-cool the interior by directing the flow of warm air up and out thru the top.

It was found on several occasions that the inside temperature was decidedly lower than the outside atmosphere. In addition, the sidewall breezes can be manually operated to cope with weather conditions.

The exhibit won blue ribbon awards at the Oregon State Fair, Salem, and the Washington State Fair, Yakima, as the top exhibit on the grounds.

Each unit contains a publicity address system for attracting attention and explaining the features of the Kaiser-Frazer products. In exhibiting the unit, Kaiser-Frazer joined an ever-growing number of national concerns using this medium for dealing with potential clients first-hand.

Our Sincere Thanks

TO THE FAIRS AND CELEBRATIONS

Where we had the privilege of furnishing the Midway Attractions during the past season. The fact that we have already signed some of these for 1951 is conclusive proof that we live up to our agreements and promises.

For 1951

We can definitely promise you a Better and More Beautiful Show. We are now arranging our Routes, as contact us before booking your Carnival and Midway Attractions.

Show s—Concessions

We are now booking and contracting Shows and Attractions with their own Equipment and Transportation, Also Legitimate Concessions of all kinds. Seats "exclusives" still open.

WIRE, WRITE OR PHONE

RAY and CECIL TURNER

OWNERS-MANAGERS

PETERSBURG, ILL. (Phone: 230)
Du Quoin—Fair Beautiful

Illinois Plant Ranks With Nation's Showplaces; Once Was Eyesore Mine Area; Developed Largely as Hobby

Grandstand ranks with best in the U. S.; seats 8,500—500 more than the population of Du Quoin. Large exhibit space is provided under the stand.

BILLED as one of America's show places, the Du Quoin (III.) State Fair not only lives up to its billing but continues to push projects designed to maintain its position.

Privately owned, the Du Quoin institution is unique among the nation's fairs on several counts. Its owner, W. R. Hayes, whose life story has all the ingredients of a Horatio Alger epic, started the fair over 20 years ago on what was 1,100 acres of coal strip mines.

The eyesore has since been transformed into a beautiful fairgrounds, lush with lawns, dotted with over 3,000 trees and bordered by 128 miles of red gravel roads.

Grandstands, 8,500

A grandstand seating 8,500—or 500 more than the population of Du Quoin itself—was built. Lavish horse barns, 10 of them of striking design, ranging up to one 339 feet in length by 60 feet in width, were erected. A one-mile race track—one of the best in the country—was built. So, too, were a livestock pavilion, arresting entrances, not only to the crowds but to the midway area; an open air horse show arena and a picnic grounds.

This year's new improvement was a covering for the grandstand stage. Of permanent construction, the steel-supported roof covers 41 feet above stage clearance, extends 150 feet from the end of the grandstand to a point over the back of the stage and has a width of 148 feet.

The covering is designed to safeguard against the loss of night grandstand performances to rain. And, the fair has need for such safeguards, as it spends grossly for talent. This year, for instance, it had Bob Hope at $10,000, Hambletonian Stakes at Goshen plus other talent for a one-night performance.

Father-Sons Team

Owner Hayes' two sons, Eugene and D. M., join their dad in the racing and the fair, racing and the operation of the fair. The sons have their own large homes on the fairgrounds. Like their father, they share the joy of fair operation—to living in Southern Illinois. In the process they have added the Sunshine Festival that has been a steady draw for the past 20 years.

For the 1950 edition, the Hayes also make money from Coca-Cola, in the bottling of which they have much to be proud of, for of which they have for years cut their losses. In the past 20 years, the Hayes entered a sizable side note in profit and in the State Fair Association.

Steel framework for the grandstand stage covering erected this year. Fair spends liberally for top talent; paid Bob Hope $10,000 for one-nighter this year.

Nothing was skimmed in building the beautiful Du Quoin plant. One of the entrances to the midway is shown above. Note the light towers on either side, also the refreshment stands beneath them. November 25, 1950.
IT TAKES EXPERIENCE TO MAKE A LEADER

that's why

SIEBRAND BROS.

Circus and Carnival

ARE LEADERS IN THEIR FIELD

35 YEARS OF EXPERIENCE
In Producing a Good Show

Not just another Carnival, but a Show with a presentation and performance that entertains the whole family. Distinctly Different, with a Unique Design and Exclusive Combined Circus and Carnival.

UNIQUE IN DESIGN • EXCLUSIVE IN OPERATION

FAIRMEN

If you feel that it is time for a change, then consult with us.

P. W. SIEBRAND mgr.

H. SIEBRAND Sec'y-Treas.

FINEST EQUIPMENT IN OUTDOOR SHOW BUSINESS

None Better Anywhere

Permanent Winter Quarters: 2300-2314 East Van Buren, Phoenix, Arizona
A Way to Bigger Income

An increasing number of fairs are turning to year-round utilization of their facilities as a means of making profits during periods of slack trade. Attractions, too, are showing a greater awareness of the opportunities presented by fairgrounds at all times other than during the actual operating season.

The Billingsbee's second annual compilation of fairgrounds facilities reflects this. The number of fairs responding to questionnaires concerning the availability of their facilities for still-date operation has increased this year.

The listing proved of vast importance to all persons in the fair industry who are seeking to add information to the data held in their files. Those who are urged to list the and to make use of the information is certain of resulting in booking.

The following is a summary of the data gathered:

**Arizona**
- Phoenix, Arizona State Fair: Grandstand capacity 8,200, 300,000 sq. ft. track, half-mile. Plant is rented for big car races, hot rods, motorcycle races, circus, rodeos, stock show. 1950 STILL DATES: Rodeo, midway, state fair.

**Arkansas**
- Arkansas, Clark County Fair & Livestock Association: Plant is rented for: Fair, livestock. 1950 STILL DATES: Rodeo, midway.
- Plant is rented for: Livestock shows, rodeos. 1950 STILL DATES: Rodeo, midway. 1950 Grandstand capacity: 5,000; livestock show capacity 3,500.

**California**
- Anderson, Shasta District Fair: Grandstand capacity: 1,000, plant is rented for: Rodeo, midway, auto races, stock show. 1950 STILL DATES: Three weeks.
- George H. Hartman: Shasta, Calif.

**Connecticut**
- Goshen, Goshen Fair: Grandstand capacity: 1,000. Site of race track, half-mile. Plant is rented for: Auto races, hot rods, rodeo. 1950 STILL DATES: Auto races.
- C. D. Bentley: Cooper Lane, Stafford Springs, Conn.

**Florida**
- Tampa, Florida State Fair: Grandstand capacity: 3,500, site of race track, one-half mile. Half-track plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: Auto race.
- 1950 Grandstand capacity: 3,500, site of race track, one-half mile. Half-track plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: Auto race.
- P. T. Siddens: P.O. Box 1213, Tampa, Fla.

**Georgia**
- Eastman, American Legion Fair: Grandstand capacity: 1,000, site of race track, half-mile. Plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: State fair.
- 1950 Grandstand capacity: 1,000, site of race track, half-mile. Plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: State fair.
- W. D. Linn: Eastman, Ga.

**Georgia**
- R. E. Johnson: Gallesville, Ga.

**North Carolina**
- Wadesboro, Wadesboro Fair: Grandstand capacity: 1,000, site of race track, half-mile. Plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: Auto race.
- 1950 Grandstand capacity: 1,000, site of race track, half-mile. Plant is rented for: Auto race, quarter-mile. 1950 STILL DATES: Auto race.
- E. R. Johnson: Wadesboro, N.C.
MISTER SHOWMAN

The

MID SOUTH Fair, Inc.

will be interested only in first-class amusements!

WE ARE CROWING BIGGER AND BETTER

MID-SOUTH Fair, Inc.

MEMPHIS, TENNESSEE

A Salute to the...
Bucknell, Knox County Fair
BLEACHER CAPACITY: 2,000. Plant is rented for hit rod races, thrill shows.
L. A. LEE: Vinton, Ind.
Connerville, Fayette County Fair
GRANDSTAND CAPACITY: 1,000. Size of race track, half mile and half mile. Plant is rented for harness races, circuses, stock shows, shows, etc.
G. ROBB DERRICK: Connerville.
Indianapolis, Indiana State Fair
GRANDSTAND CAPACITY: 8,000. BLEACHER CAPACITY: 2,000. Size of race track, half mile and half mile. Plant is rented for harness races, circuses, stock shows, shows, etc.
KOSKI L. ROSS: Indianapolis, Ind.
Muncie, Delaware County Fair
Size of race track, half mile. Track is equipped for thrill racing. Plant is rented for harness races, thrill shows, rodeos.
J. R. SWENSON: Muncie.
Terre Haute, Vigo County Fair
GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Plant is rented for thrill shows, hot rod races, midget auto races, races, circus shows, thrill shows, hot rod races, midget auto races, races, circus shows, thrill shows, hot rod races, midget auto races, races, circus shows, thrill shows, hot rod races, midget auto races, races, circus shows.
E. R. TROTTER: P. O. Box 839, Terre Haute.
Burlington, Burlington Hawkeye Fair
GRANDSTAND CAPACITY: 4,200. Size of race track, half mile and quarter mile. Quarter-mile track is equipped for night racing. Plant is rented for stock car races.
G. H. D'ARET: Burlington, Iowa.
Cedar Rapids, All-Iowa Fair
GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 1,500. Size of race track, half mile and quarter mile. Quarter-mile track is equipped for thrill show racing. Plant is rented for stock car races, midget auto races, circus shows, thrill shows, hot rod races, midget auto races, races, circus shows.
A. H. HANSON: Cedar Rapids.
Corydon, Wayne County Agrl. Fair
GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is equipped for thrill racing.
A. L. CORS: Corydon, Ind.
Cresco, Howard County Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 100. Size of race track, half mile. Plant is rented for thrill shows, circus shows, hot rod races, midget auto races, races, circus shows, thrill shows, hot rod races, midget auto races, races, circus shows.
Davenport, Mississippi Valley Fair
GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 2,500. Size of race track, quarter mile. Track is equipped for night racing.
Des Moines, Iowa State Fair
GRANDSTAND CAPACITY: 12,000. BLEACHER CAPACITY: 2,000. Size of race track, half mile. Track is equipped for night racing.
H. D. BALDWIN: Des Moines.
Donnellson, Lee County Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 100. Size of race track, half mile. Plant is rented for thrill shows, circus shows, hot rod races, midget auto races, races, circus shows.
J. R. DERRICK: Donnellson.
Eldon, Wapello County Agrl. Fair
GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for midget auto races.

IOWA
Algonia, Kossuth County Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 50. Size of race track, half mile. Plant is rented for thrill shows, circus shows.
L. W. NIELSEN: Algonia, Ia.
Allison, Butler County Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 100. Size of race track, half mile. Plant is rented for thrill shows, circus shows.
VIRGIL SHEPARD: Allison, Ia.
Audubon, Audubon County Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for thrill shows, circus shows.
D. C. PEKEL: Audubon, Ia.

 oranges county fair
at SANTA ANA
Aug. 15-19, 1951
A NEW FAIR WITH THE BIGGEST ATTENDANCE POTENTIAL IN CALIFORNIA
Can Use Some Choice Concessions ... Will Need Some Outstanding Entertainment Feature With Evening Society Horse Show
Address: 32nd DISTRICT AGRICULTURAL ASSOCIATION
20391 Newport Blvd., Santa Ana, California

DUQUOIN State Fair
NOW PLANNING THE GREATEST FAIR IN OUR HISTORY FOR 1951
9 BIG DAYS AND 8 BIG NIGHTS
ON OUR BEAUTIFUL AND SPACIOUS FAIRGROUNDS
PROGRAM LIST

America's Finest Horse Show
AAA Auto Racing (100 Mile National Championship) Big Car
AMA Motorcycle Races
AAA Auto Racing (100 Mile National Championship) Big Car

1951 Dates: Aug. 26 thru Sept. 3
DU QUOIN STATE FAIR, Du Quoin, Ill.

The Cornhuskers AGAIN SMASHED THRU, and thru their Terrific Support and Attendance BROKE ALL PREVIOUS RECORDS AT THE 1950
Harpert, O'Brien County 4-H
Knoxville, Marion County Fair
Mason City, North Iowa Fair

Fair
PLANT IS RENTED FOR: Circus show lot, carnival show lot.

INGWER L. HANSON, Harriet, Ia.

Humboldt, Humboldt County
Fair
GRANDSTAND CAPACITY: 2,000. Site of race track. Half mile.
Plant is rented for big car races, hot rod races, thrill shows, carnivals.


Le Mars, Plymouth County
Fair
GRANDSTAND CAPACITY: 1,000. Site of race track: one-eighth mile.

BENNY BEENTJES: Le Mars, Ia.

Malvern, Mills County Fair
GRANDSTAND CAPACITY: 750.

GERALD S. MELLO: Malvern, Ia.

Missouri Valley, Harrison County Fair
GRANDSTAND CAPACITY: 2,000.

WILLIAM H. JONES: Missouri Valley, Ia.

Montevideo, Great Jones County
Fair
GRANDSTAND CAPACITY: 2,500.


Osage, Osceola County
Fair
GRANDSTAND CAPACITY: 2,000.

C. F. WYATT: Osage, Ia.

Sibley, O'Brien County
Fair
Livestock Show
GRANDSTAND CAPACITY: 900.

L. P. MOORE: Sibley, Ia.

Winston-Salem Forsyth County Fair
WINSTON-SALEM, N. C.

Proudly serviced by

WINSTON-SALEM, N. C.

World of Mirth
Largest Midway on Earth

FRANK BERGER: General Manager
BERNARD "BUCKY" ALLEN: concession Manager

November 25, 1950
1950 FAIRS AND CELEBRATIONS

FAIRS
Monroe, Wis.—Louis Wallenson
Jefferson, Wis.—Horace Bure
Wausau, Wis.—Harry Kiefer
Escanaba, Mich.—Harold Lindsey
Manitowoc, Wis.—Dr. A. F. Rank
Elkhorn, Wis.—Bruce Harris
Beaver Dam, Wis.—Forrest Knopf
Murray, Ky.—City Recreation Dept.
Jackson, Tenn.—Jess McNeely
Clarksdale, Miss.—American Legion
Yazoo City, Miss.—Buck Ballard
Aberdeen, Miss.—Eugene Sykes
Jackson, Miss.—L. M. Harris
Greenville, Miss.—American Legion

CELEBRATIONS
Beloit, Wis.—Centralia, Ill.—4th of July
Humboldt, Tenn.—Strawberry Festival
Memphis, Tenn.—Cotton Carnival

WALLACE BROS. SHOWS

EXECUTIVE STAFF
• E. E. FARROW, Co-Owner and Mgr.
• MRS. E. E, FARROW, Co-Owner
• JACK OLINER, Business Representative
• JACK DOWNS, General Agent
• MARGARET MILLER, Secretary
• L. M. HIGGS, Supt. of Concessions
• EARL RIECKEN, Diesel Mechanic
• GLEN EDWARDS, Billposter
• JAMES REED, Building Supt.

FAIR SECRETARIES
in Wisconsin, Illinois, Michigan, Missouri, Mississippi, Tennessee, Indiana, Iowa, see us at Chicago or at your State Association Meetings. Contact at all times at our permanent Winter Quarters in JACKSON, MISSISSIPPI.

WANT FOR 1950 SEASON
SHOWS—Hawaiian, Big Snake, Hillbilly, Motor Drume, Wild Life, Minstrel, Glen House, Monkey Speedway or Monkey Circus, high-class Feature Side Show.
CONCESSIONS—Reliable Concessions that operate for stock. Positively no Wheels. Count Stores or Percentage.
All Eats open—Want first-class Cook House with tables.

WALLACE BROS. SHOWS
Permanent Address:
BOX 1184, JACKSON, MISSISSIPPI
Phone 3-7644

The Billboard Cyclopedia of Fairs
\textbf{Thanks}

To the fair secretaries, committees and to the public . . . to our showmen, concessionaires, ride owners and our employees . . . for making our 23rd Annual Tour the tremendous success that it was.

\textbf{A Symbol of Highest Quality}

Marks Shows — Mile Long Pleasure Trail Midway has always endeavored to give the highest calibre in performances, latest rides and finest shows . . . We shall continue to do so.

\textbf{LARGEST MOTORIZED SHOW IN THE NATION}

\begin{table}[h]
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\hline
County Fair & Mile Long Pleasure Trail Midway
\hline
\hline
\textbf{LOUISIANA} & \textbf{Tonganoxie, Leavenworth County Fair}
\hline
GRANDSTAND CAPACITY: 1,300.\hspace{1cm} BLEACHER CAPACITY: 1,100.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
line races, circus show lot, circus show lot.
\hline
\textbf{MAINE} & \textbf{Topeka, Kansas Free Fair}
\hline
GRANDSTAND CAPACITY: 1,000.\hspace{1cm} BLEACHER CAPACITY: 800.\hspace{1cm} Plant is rented for big car races, rodeo,\hspace{1cm}
circus show lot.
\hline
\textbf{KENTUCKY} & \textbf{Kentucky State Fair}
\hline
GRANDSTAND CAPACITY: 4,000.\hspace{1cm} Bleachers available for horse races, half mile. Plant is rented for horse races, rodeo,\hspace{1cm}
circus show lot, circus show lot.
\hline
\textbf{MASSACHUSETTS} & \textbf{Massachusetts State Fair}
\hline
GRANDSTAND CAPACITY: 4,000.\hspace{1cm} Bleachers available for horse races, half mile. Plant is rented for horse races, rodeo,\hspace{1cm}
circus show lot, circus show lot.
\hline
\textbf{MICHIGAN} & \textbf{Midlothian, Madison County Fair}
\hline
GRANDSTAND CAPACITY: 1,300.\hspace{1cm} BLEACHER CAPACITY: 1,100.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{MISSOURI} & \textbf{Midway, Missouri State Fair}
\hline
GRANDSTAND CAPACITY: 1,000.\hspace{1cm} BLEACHER CAPACITY: 800.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{NEW JERSEY} & \textbf{Midway, New Jersey State Fair}
\hline
GRANDSTAND CAPACITY: 1,300.\hspace{1cm} BLEACHER CAPACITY: 1,100.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{NEW YORK} & \textbf{Midway, New York State Fair}
\hline
GRANDSTAND CAPACITY: 1,000.\hspace{1cm} BLEACHER CAPACITY: 800.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{OHIO} & \textbf{Midway, Ohio State Fair}
\hline
GRANDSTAND CAPACITY: 1,300.\hspace{1cm} BLEACHER CAPACITY: 1,100.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{OKLAHOMA} & \textbf{Midway, Oklahoma State Fair}
\hline
GRANDSTAND CAPACITY: 1,000.\hspace{1cm} BLEACHER CAPACITY: 800.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{PENNSYLVANIA} & \textbf{Midway, Pennsylvania State Fair}
\hline
GRANDSTAND CAPACITY: 1,300.\hspace{1cm} BLEACHER CAPACITY: 1,100.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\textbf{RICHMOND} & \textbf{Midway, Richmond State Fair}
\hline
GRANDSTAND CAPACITY: 1,000.\hspace{1cm} BLEACHER CAPACITY: 800.\hspace{1cm} Plant is rented for stunt shows, rodeo, car-\hspace{1cm}
lane races, circus show lot, circus show lot.
\hline
\end{tabular}
\end{table}
For more than five decades those who have placed their "chips" and their confidence with the Johnny J. Jones Exposition have found it was no gamble. Always the leader—the pioneer of innovations in the outdoor amusement world, our organization has just concluded another season of furnishing midway attractions for America's GREAT celebrations and fairs. Another year—another record of confidence-inspiring performance. A performance that earned the satisfaction and gained the praise of the able, foresighted men who manage these fairs and celebrations. These men, backed by years of experience, know they "place their chips on a sure thing" with the Johnny J. Jones Exposition.

With shows as with men, birth may lay the basis for character and worth, but life contributes, too—tempers and toughens and molds for growth and maturity. Fifty-two years of faithful service to the amusement-going public, to city officials, fair managements and allied trades have crystallized and developed the outstanding character of the Johnny J. Jones Exposition.

Through sincerity of purpose confidence has been earned. This confidence will be kept—will be nurtured—will be expanded into an inspiration to do better things for 1951.

MORRIS LIPSKY and HAROLD Paddock, Co-Owners

JOHNNY J. JONES EXPOSITION
WINTER QUARTERS: BAINBRIDGE, GEORGIA
MINNESOTA

Ada, Norman County Fair
GRANDSTAND CAPACITY: 3,000. Bleacher capacity: 600. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, roller show lot, small rides, auto show, tent show. On the North Dakota-Minnesota state line.

Appleton, Swift County Fair

ATHENS

R. Pickford, R. H.

Cadillac, Michigan. See Cadillac, Northern District.

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 750. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show.

ANTIOCH, ILLINOIS

R. F. SPANNON: RFD No. 2, Centerville, Ill.

Centerville, St. Joseph County Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 600. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show. In Ogle County, Ill.

Charlotte, Eaton County 4-H Fair
GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 600. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show, car show lot, clowns, car meeting. In Hillsdale County, Mich.

CROWELL, CROWELL FAIR
GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 900. Size of race track, half mile. Plant is rented for midget auto races, stock car races, motorcycle races, circus show lot, small rides, auto show, tent show. Is RFD No. 2, Crowell, Mich.

Detroit, Michigan State Fair
GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 1,500. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show, clowns, car show lot, clowns, car meeting. In Wayne County, Mich.

Escanaba, Upper Peninsula State Fair
GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 1,500. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show. In Escanaba, Mich.

Fowlerville, The Fowlerville Fair
GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 900. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show, tent show. In Lenawee County, Mich.

Hartford, Van Buren County Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for midget auto races, circus show lot, small rides, auto show. In Van Buren County, Mich.

Iron River, Iron County Fair
GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show. In Iron County, Mich.

Hilldale, Hilldale County Agricultural Society
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show. In Monroe County, Mich.

Jackson, Jackson County Fair
GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,500. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show. In Jackson County, Mich.

Marne, Berlin Fair
GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 900. Size of race track, half mile. Plant is rented for midget auto races, motorcycle races, circus show lot, small rides, auto show. In Muskegon County, Mich.

Richmond, Richmond Lions’ Horse Show and 4-H Fair
BLEACHER CAPACITY: 1,200. Plant is rented for midget auto races, stock car races, midget auto races, motorcycle races, circus show lot, small rides, auto show. In St. Clair County, Mich.

Now Booking Shows, Rides And Concessions for 1951

THE LARGEST MOTORIZED SHOW IN THE EAST

GET WEL

SAM E. PRELL
General Manager

JOE PRELL
General Agent

ALICE BUCK Auditor

JOHN N. HOFFMAN
Costume Artist

November 25, 1950

Copyrighted material
Sincere thanks to all our friends for an outstanding season

Fort Myers, Fla.—Southwest Florida Fair—R. V. Lea, Secy.

Delray Beach, Fla.—Gladiola Festival—Mr. Lawson, Secy.

Ocala, Fla.—Marion County Veteran Fair Assn.—John Benedict, Secy.

Fayetteville, N. C.—American Legion Flower Festival Carnival and Alumnae Post No. 74—American Legion, Va.—R. T. Luck, Mgr.

American Legion Post 1077—West Hempstead, L. I., N. Y.

American Legion Vietnam Post 56—Queens, N. Y.

Bedford Fair Assn., Pa.—A. C. Bly, Secy.

Carlinville, Ill.—Fair—Beaumont Schwartz, Secy.

Buffalo Fair and Agricultural Assn., N. Y.—A. M. Miller, Mgr.

Indianola Grange Fair Assn., Pa.—Don Martin, V. P.


Covington, Ky.—Alligahony County Fair, Robert E. Schmidt, Mgr.

Elizabeth City, Nc.—County Fair, N. C.—Norman Y. Chambless, Mgr.

Pitt County Agricultural Fair, N. C.—Norman Y. Chambless, Mgr.

Rocky Mount Agricultural Fair, N. C.—Norman Y. Chambless, Mgr.

Greenwood County Fair Assn.—John L. Wath, Secy.

Greenville County American Legion Fair Assn., S. C. E.

Harry B. Hew, Secy.

Laurens County Fair Assn., S. C.—John G. Guillot, Secy.

Athens Agricultural Fair Assn., Ga.—F. H. Williams, Secy., S. C.

American Legion, Ga. Georgia State Fair—Valdosta,


Warren Co.—North Fork Fair Assn.—L. F. Allofer, Secy.

Goldsboro, N. C.—Wayne County Fair—Glenn F. Peake

Cary, N. C.—Kershaw County Fair Assn.—J. D. Crawford, Secy.

Columbia, S. C.—State Fair—M. L. Reese

South Boston, Va.—Agricultural Fair—W. W. Williams, Secy.

St. John, Watonwan County—Grandstand Fair

GRANDSTAND CAPACITY: 1,000. Plant is rented for small auto races, hot rod races.

Carnival, show, circus and auto races.

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Carnival, show, circus and auto races.

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Carnival, show, circus and auto races.
Lockport, Niagara County Fair
GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, motorcycle races.
1950 STILL DATES: Midget races, stock car races, thrill show.

KELLER, J. B. BEATTY: Lockport, N. Y.

Middletown, Orange County Fair
GRANDSTAND CAPACITY: 2,500. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, motorcycle races.
1950 STILL DATES: Midget races, stock car races, thrill show.

DAVIS, C. P. CHAMBLISS: Rocky Mount, N. C.

Greensboro, Greensboro Agril. Fair
GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, motorcycle races.
1950 STILL DATES: Midget races, stock car races, thrill show.

FOR DATES: Indiana State Fair, Indianapolis, Ind.

New York State Fair
GRANDSTAND CAPACITY: 2,500. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, motorcycle races.
1950 STILL DATES: Midget races, stock car races, thrill show.

RICHARD A. CROCKETT: Syracuse, N. Y.

Announcing 7th Annual
THIRD DISTRICT LIVESTOCK
SHOW
HOPE, ARKANSAS
SEPTEMBER, 1951

NOW 5,000 SEAT COLUMISEUM
Available for Rodeo... Circus... Ice Shows...
Basketball... Dances... Skating... Stage Shows, etc.

FOR OUR SUCCESSFUL 1950 SHOW
ANDREWS RODEO
THANKS TO
Better Andrews
Clarksville, Texas

SUNSET AMUSEMENT CO.
K. H. Gurrie
Leander Springs, Tex.

BUSH-LAUBE CONCESSIONS
Kansas City, Mo.

SOUTHWESTERN DECORATORS
Huntsville, Tex.

CLYDE E. BYRD
Arkansas Fair Managers Association

GLEN WALLACE, PRESIDENT
BOB SHIVERS, MANAGER

"FINES MOTORIZED SHOW IN THE MIDDLE WEST"
Featuring
AMERICA'S MOST MODERN
AND SAFE RIDING DEVICES
Transported on Late-Model Motor Equipment

FAIR SECRETARIES AND
CELEBRATION COMMITTEES:
Investigate our Modern Midway before contracting for your 1951 Events. Two Complete Separate Shows, which are combined for the larger Fairs and Celebrations, giving you one of the Largest Midway Combinations.

NOW BOOKING
Legitimate Concessions of all kinds. Write a few High-Class Shows and Attractions.

RIDE HELD
Can place seasonal capable Ride Men and Second Men on all Rides. We pride ourselves in keeping our Rides in A-1 operating condition. We want only real capable Men.

We will again open our season in St. Louis, Mo., on the best lots and locations in that Metropolitan City. Our opening is set for the end of March, and following our choice spots in St. Louis, we will play the proved money-making spots in the Middle-West Industrial Cities.

All Address: SAM FIDLER, Manager
WINTERQUARTERS ADDRESS: 1916 N. FLORENCE AVE., ST. LOUIS, MO.
FORDWORTH, TURF COUNTY

FORDWORTH RURAL FAIR

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500.

No. of Race Tract: 2.
Track: Half Mile.

Plant is rented for harness races.

Ralph Lynch: Grand Forks.

Cincinnati, Ohio.

Jamestown, Stutsman County
Fair Association
GRANDSTAND CAPACITY: 2,000.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

Ralph Lynch: Grand Forks.

McConnellville, Morgan County
Fair Association
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.


Millesburg, Holmes County
Junior Fair
GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

E. C. Striehle: Millesburg.

Proctorville, Lawrence County
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

T. B. Bragg: Proctorville.

Cincinnati, Ohio.

Carrollton, Carroll County
Agricultural Society
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

C. E. Peters: Roane, 45th Street, Carrollton.

TROY, TROY COUNTY

TROY, TROY COUNTY

CIRCOLES: WHITE, TROY COUNTY

GRANDSTAND CAPACITY: 500.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

H. C. Streich: Millesburg.

Proctorville, Lawrence County
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

T. B. Bragg: Proctorville.

Cincinnati, Ohio.

Carrollton, Carroll County
Agricultural Society
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

C. E. Peters: Roane, 45th Street, Carrollton.

TROY, TROY COUNTY

CIRCOLES: WHITE, TROY COUNTY

GRANDSTAND CAPACITY: 500.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

H. C. Streich: Millesburg.

Proctorville, Lawrence County
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BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

T. B. Bragg: Proctorville.

Cincinnati, Ohio.

Carrollton, Carroll County
Agricultural Society
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 500.

No. of Race Track: 2.
Track: Half Mile.

Plant is rented for shows.

C. E. Peters: Roane, 45th Street, Carrollton.
Oregon:
Eugene, Lane County Fair
GRANDSTAND CAPACITY: 1,500, BLEACHERS CAPACITY: 500. Site of race track, half mile. Plant is rented for big car races, hot rod races, motorcycle races, horse races, thrill shows, rodeo, motorcycle races, car races, carnival show lot, circus show lot.

Dayton, Dayton Agricultural and Mechanical Ass'n
GRANDSTAND CAPACITY: 1,500, BLEACHERS CAPACITY: 500. Column available for rental for rodeo, car races, thrill shows, sports show.

Eisenhower, Cambrilla County Fair
GRANDSTAND CAPACITY: 1,500, BLEACHERS CAPACITY: 500. Column available for rental for rodeo, circus, staghounds, sports show.

Edgar, Coast, Armstrong County Fair
GRANDSTAND CAPACITY: 1,500, BLEACHERS CAPACITY: 500. Site of race track, half mile. Plant is rented for circus show lot.

Oregon, Oregon State Fair
GRANDSTAND CAPACITY: 4,000, BLEACHERS CAPACITY: 900. Site of race track, half mile. Plant is rented for circus show lot.

Comprehensive list of fairs and rodeos in Oregon.

Pennsylvania:
Bedford, Bedford Fair
GRANDSTAND CAPACITY: 4,000, BLEACHERS CAPACITY: 900. Site of race track, full mile. Plant is rented for circus show, shows, horse races, motorcycle races, car races, carnival show lot, circus show lot.

Clearfield, Clearfield Park Association
GRANDSTAND CAPACITY: 2,500.

Jewel Crown Shows

Ohio:
Moro, Sherman County Fair
GRANDSTAND CAPACITY: 1,500, BLEACHERS CAPACITY: 500. Site of race track, half mile. Plant is rented for circus show lot.

Salem, Oregon State Fair
GRANDSTAND CAPACITY: 4,000, BLEACHERS CAPACITY: 900. Site of race track, half mile. Plant is rented for circus show lot.

Comprehensive list of fairs and rodeos in Ohio.

South Carolina:
Rapid City, Big Hills Exposition
GRANDSTAND CAPACITY: 2,000, BLEACHERS CAPACITY: 1,500. Site of race track, half mile. Plant is rented for big car races, hot rod races, motorcycle races, car races, carnival show lot.

Comprehensive list of fairs and rodeos in South Carolina.

THANKS
To the FAIRS and CELEBRATION COMMITTEES where we played the 1951 Season for making our Fifth Year such a Successful one.

THANKS ALSO
To our Personnel and the Concessionaires for their cooperation and loyalty, without which we could not have succeeded.

FAIRMEN AND COMMITTEES:
Send us a check during the Celebration and at the Fair Meetings in Wisconsin, Minnesota, North Dakota and Illinois.

CONTRACTING NOW FOR 1951 SEASON Rides—Shows—Concessions

Jewel Crown Shows

The Billboard Crusade of Fairs

Page 103
We sincerely thank all Fairmen and Show Personnel who contributed so much to make 1950 one of the best of our 32 seasons.

Dick Coleman
Manager

COLEMAN BROS.' SHOWS
P. O. Box 886
Middletown, Conn.

A Salute to the...

EXCHANGE CLUB FAIR
AUGUSTA, GA.

Proudly sponsored by

World of Mirth
Largest Midway on Earth

Frank Berger
Manager

Bernard "Rocky" Allen
Manager

November 25, 1950
BEAUTY FROM THE GOLDEN WEST
PRESENTING AN ORIGINAL BREATHTAKING DEMONSTRATION!

PERFORMING UNBELIEVABLE FEATS ON A HIGH TRAPEZE
100 FEET—NO NETS!

STROBOLITE FINISH

CONTACT: PF90 SQ. YANKERT AVE. PHONE: OXFORD 43-8271
WHITTIER, CALIF.

WISCONSIN
Beaver Dam, Dodge County Fair Ass'n.
GRANDSTAND CAPACITY: 5,000. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Black River Falls, Jackson County Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 500. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Bloomington, Blake's Prairie Agricultural Society
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

WASHINGTON
Centrella, Southwest Washington Fair
GRANDSTAND CAPACITY: 5,500. BLEACHER CAPACITY: 500. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Ellensburg, Kittitas County Fair
GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 500. Site of race track, three-thfths of a mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Port Angeles, Clallam County Fair
GRANDSTAND CAPACITY: 1,200. SIZE OF RACE TRACK: One-half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Tumlin, Thurston County 4-H Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Site of race track, quarter mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Yakima, Central Washington Fair
GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 1,500. Site of race track, eight miles and one-half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

WEST VIRGINIA
Marlinton, Pocohontas County Fair
GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 600. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Martinsville, Marshall Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 500. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Moundsville, Marshall Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 500. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Pennsboro, Ritchie County Fair Association
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 600. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.

Mineral Point, Souther West Virginia Fair Association
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 600. Site of race track, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile. Plant is rented for big car races, half mile.
races,

TON: St. deos.

Waunau, Wisconsin Valley

GRANDSTAND CAPACITY: 2,500.

BLASHERS CAPACITY: 3,500. Size of race track, half mile. Plant is not rented.

COLISEUM (INDOOR ARENA) CAPACITY: 2,500. Coliseum available for rental duringICC carnivals, stage shows, sports shows. 


ONTOHIO

Delta, Delta Agricultural Fair

GRANDSTAND CAPACITY: 50.

SIDE OF RACE TRACK: 2.500. Size of race track, half mile. Plant is not rented for big car races, hot rod races.

Waverly, OntarioFair

GRANDSTAND CAPACITY: 6,000.

BLASHERS CAPACITY: 7,000. Size of race track, half mile. Plant is not rented for big car races, hot rod races, midget auto races, harness races, truck shows, rodeos, motorcycle races, carnivals show lot, circus show lot.

1960 STILL DATES: June 10, 17, 24 and 25.

BRITISH COLUMBIA

Cloverdale, Lower Fraser Valley Agricultural Assn.

GRANDSTAND CAPACITY: 2,000.

BLASHERS CAPACITY: 4,000. Size of race track, half mile. Plant is not rented for big car races, hot red races, midget auto races, harness races, truck shows, rodeos, motorcycle races, carnivals show lot, circus show lot.


HAROLD E. LOCK, Cloverdale.

MONTANA

Carmen, Dufferin Agricultural Society

BLASHERS CAPACITY: 8,000.

1960 STILL DATES: April 10. 11, 17, 18, 24 and 25.

NOMA NOVA SCOTIA

Amherst, Maritime Winter Fair

COLISEUM (INDOOR ARENA) CAPACITY: 2,500. Coliseum available for rental during ICC carnivals, stage shows, sports shows.


Toro, Central Nova Scotia Exhibition

COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental during ICC carnivals, stage shows, sports shows.

1960 STILL DATES: April 12, 19, 26, May 3, 10, 17, 24 and 31.

QUEBEC

Bedford, Bedford Fair

GRANDSTAND CAPACITY: 1,500.

SIDE OF RACE TRACK: 1,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, carnivals show lot, circus show lot.


Chicoutimi, Exposition AgricuItural de Chicoutimi

COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental during ICC carnivals, stage shows, trade shows, sports shows.

1960 STILL DATES: April 10, 17, 24 and 31.

Granby, Grunely Horticultural Society

GRANDSTAND CAPACITY: 1,000. SIDE OF RACE TRACK: 1,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, carnivals show lot, circus show lot.


Manivaki, La Societe d'agriculture du Comte de Gatineau

GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, carnivals show lot, circus show lot.


Ontario

Quebec City, Exposition Provincele de Quebec

COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental during ICC carnivals, stage shows, trade shows, sports shows.

1960 STILL DATES: April 10, 17, 24 and 31.

Roberval, Roberval Fair

GRANDSTAND CAPACITY: 2,000. SIDE OF RACE TRACK: 1,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, carnivals show lot, circus show lot.

1960 STILL DATES: April 24, 25, May 1, 8, 15 and 22.

San Franciso-de-la-Lce, Yamaska Agricultural Society

GRANDSTAND CAPACITY: 2,000. Size of track 1½ miles. Plant is rented for thrill shows, rodeo, carnivals show lot.

SWASHVILLE Fair

GRANDSTAND CAPACITY: 500.

SIDE OF RACE TRACK: 1,500. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, midget auto races, harness races, truck shows, carnivals show lot, circus show lot.

1960 STILL DATES: April 9, 16, 23, 30, May 7, 14, 21 and 28.

Shawville, Shawville Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, midget auto races, harness races, truck shows, carnivals show lot, circus show lot.


St. Jean, St. Jean Agricultural Fair

GRANDSTAND CAPACITY: 500.

BLASHERS CAPACITY: 10,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, midget auto races, harness races, truck shows, carnivals show lot, circus show lot.


Tiltonburg, Tiltonburg and District Agricultural Society

GRANDSTAND CAPACITY: 4,000. SIDE OF RACE TRACK: 2,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, carnivals show lot, circus show lot.


Yorkton, Yorkton Agricultural & Industrial Exposition

GRANDSTAND CAPACITY: 500. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, midget auto races, harness races, truck shows, carnivals show lot, circus show lot.


WOODBRIDGE, Woodbridge Agricultural Society

GRANDSTAND CAPACITY: 500.

SIDE OF RACE TRACK: 1,000. Size of race track, half mile. Plant is not rented for thrill shows, rodeo, midget auto races, harness races, truck shows, carnivals show lot, circus show lot.

DAVID B. ENDY
PRESIDENT

1951 Will Be Our 43rd Anniversary Tour!
35 RAILROAD CARS 35

FAIRS and CELEBRATIONS:
For the 1951 Season we promise you a better, more sound and beautiful Show than ever before. Before contracting for your 1951 Events contact us and see what we have to offer. We can definitely promise you some New Sensational Attractions for the coming season.

SHOWMEN and CONCESSIONAIRES:
Because we are augmenting our Show for the 1951 Tour, for which we already have a string of top Fairs and Celebrations contracted, we are open to book several high-class Attractions. These must be new and different, and we will finance any such new Attractions handled by responsible parties. Also have opening for several Legitimate Concessions, with some exclusives.

WRITE AND WIRE NOW FOR THE RIGHT DATES FOR '51!!

AMERICA'S SMARTEST RAILROAD SHOWS
PERMANENT ADDRESS: 743 SEYBOLD BLDG. MIAMI, FLA.

THE RIGHT DATES FOR '51!!

Copyright

November 25, 1950
Lure to Femmes Is Hyped

Milwaukee Intros Department Store
Display Technique, Holds Exhibits
Of Top Five in Each Classification

Department store display technique adopted by Wisconsin State Fair, Milwaukee, this year proved one of the event's outstanding new features, highlighting the complete up-dating of the women's department.

Shining the traditional method of displaying all entries in the various women's competitive classifications, the fair first selected the best five in each division, then displayed them strikingly and effectively by adapting the methods of department stores.

Much of the needlework, lamp shades and draperies were displayed in glass-enclosed picture frame showcases, covered and indirectly lighted. Other handi-
craft of this type was in set-in displays, wrapped in celophane and screened by diagonal ropes.

Foods Colorful
Canned goods were an eye-catching galaxy of color, set up in single rows on open shelves with lights shining thru the glass jars. Perishable foods such as pastries, butter, cheese - cutsalad were celophane-wrapped and exhibited in deep-frosted units of the type found in a modern self-service grocery store.

Most popular and well-attended feature of the new program, according to Manager Jack Boyes, was the daily home economic demonstrations held in the women's theater. Each day during the fair, blue ribbon winners came to the fully equipped kitchen to show how they made their entries.

Setting for the new program was out with definite feminine appeal. The old Consumer Building was completely renovated, partitioned partitions installed and the interior repainted in a pastel color scheme. The exterior underwent a face-lifting that included construction of a new yellow and green modernistic front complete with a huge blue "Women's Building" lighted sign. Inside the building was a women's lounge where the weary fair-going females could rest in easy chairs and sip soft drinks from vending machines.

Plans for 1951 are to further enhance the beauty of the structure. A lower ceiling will be constructed to shut off the building's skylights, and all exhibits will then be illuminated by artificial means.

Blue-ribbon winners gave daily demonstrations of their culinary prowess in the modern kitchen-theater.

Glimmering shadow boxes, indirectly lighted, added luster to the top-ranking homemake entries.

An outstanding example of modern department store technique, a set-in display screened by diagonal ropes.

VIVONA BROS.

Combined Shows

OWNERSHIP—MANAGER
H. B. (HERO) SHIVE—General Representative

New equipment, new canvas, fluorescent towers. Diesel light plants—anti-aircraft searchlights—plus youth and the know-how—have designed and produced a Modern Midway attraction that will be an asset to your FAIR, CELEBRATION or any EVENT—What more do you want?

11 Major Rides.

1 Kiddy rides especially revamped into a fabulous KIDDIE LAND.

9 Tented Theaters, Motordrome, Funhouse and Glass House.

We are new, we are young, and our policy is to please—we will attend all FAIR MEETINGS in the Eastern zone of the UNITED STATES.

We are now in the process of establishing our ROUTE for the 1951 SEASON—A postal card, letter, wire or phone call will be given immediate attention and our representative will call on you.

Dumont Shows

Another Great Season

Thanks to the Fairs, Celebrations and Committees Where We Had the Privilege of Presenting Our Outstanding Midway Attractions

We invite your consideration of one of America's most beautiful shows.

1951 SEASON

Fair Secretaries and Celebration Managers: We are now arranging our Route for next year, so contact us early at our permanent address below.

Address: LOU RILEY, General Manager

November 25, 1950
A SHOWCASE for demonstrating functions of various Illinois State government departments was unveiled in the form of a luxurious building costing more than a million dollars at the Springfield fairgrounds this year.

Unusual in design, the structure was given the name of "Your Illinois" and shows the progress that has been made by department officials in recent years and previously. The buildings were shown in a pageant-like atmosphere at the Springfield event.

The building includes a huge exhibit hall, where departmental displays were arrayed; an auditorium for motion pictures, a roof garden area equipped with garden-type furniture and large display windows opening outward in the department store manner.

Outstanding as Night Displays, which combine with multi-colored lights to give the building an outstanding appearance when illuminated at night, were used this year for a "Pioneer Display," showing how early settlers lived and worked in Illinois.

Also in the display windows were the official State Fair trophies and prizes for the State Fair Queen contest. This marked the first time the trophies had been placed in public display.

Documentary film depicting the work of Illinois departments and such official State films as "Lincoln in Illinois" were projected at the 900-seat auditorium. Cartoons and other comedies were interspersed to balance the program.

Fair officials estimated that about 40,000 persons attended the shows during the ten-day fair run.

Hall for Conventions On the roof Garden above the exhibition hall, were benches, tables and garden sets equipped with umbrellas. Flower gardens decorated the roof area and at night were illuminated with a built-in lighting system. The Roof Garden provided a convenient spot for fair visitors to rest.

Between fair dates, the building will be used as office space. The auditorium will be available for such events as conventions and for educational work.

Much glass walling was utilized in construction of the new building, particularly at the front entrance. From the Roof Garden fair-goers enjoyed an unencumbered view across much of the fairgrounds. Included among the exhibits was a 5,000-seat auditorium. Carousels and other comedies were interspersed to balance the program.

Fair officials estimated that about 40,000 persons attended the shows during the ten-day fair run.
An organization backed by 42 years of experience devoted to serving all phases of Show Business. Experience that gives assurance to the Attraction Buyer of always getting the right act or show, staged and presented in a manner to please every audience.

BARNES-CARRUTHERS has an enviable reputation for successfully presenting new and distinctive features each year. Features that have attracted in increasing numbers the acclaim of those who depend upon the power of their attraction for the success of their event. Features that pay off BIG at the Box Office!

Also Presenting

GERTRUDE AND RANDOLPH AVERY'S

SPECTACULAR REVUES

and Top Talent for

* Indoor and Outdoor Celebrations
* Special Events
* Internationally Famous Circus Acts
* Championship Rodeos—Horse Shows
* Famous Name Thrill Shows

CAN ALWAYS PLACE ACTS OF MERIT
ATTENTION
FAIRS, SPECIAL EVENTS, AND CELEBRATION COMMITTEES

We are now contracting dates for our 1951 roster. If you have a date set for a show and modern expansion plans that will be a credit to your show, we would like to hear from you now. Will furnish ample reference and samples of our work.

Riders interested in having new and novel Rides that will not conflict with our own.

Shores: We have openings for Fun or Glass Hours. Matadors, Rodeos. Or any Attractions that will not conflict and come to Ladies, Gentlemen and Children.

Concessions: All legitimate Merchandising and Carnival Products are open. Special openings for Cookhouse and Derby Racer, Rings and Popcorn are sold exclusive.

Help: Have several good opportunities for Ride Men who can drive modern trailer units. West Electric and Mechanical. Man to handle light towers. All Help must be of good character and able to furnish references.

Note: This unit opens early in April and plays in busy manufacturing cities until June. Then a solid run of town shows and school celebrations continuing until mid-November.

Address all communications to:
JAMES H. DREW Jr. Gen. Manager
109-9th Street Waynesboro, Georgia

Let BUSH-LAUBE solve your concession problems
We offer the most diversified line of concession operation. We are set up and equipped to handle any of your concession needs.

A Unit To Fit Every Occasion
GRAND STANDS POPOFF
BREW TAVENS RESTAURANTS
REFRESHMENTS CANDY FLOPS
FROZEN CUSTARD NOVELTIES
GAME CONCESSIONS PROGRAMS
ICE CREAM PEANUTS

"Wherever the Crowds Gather"
Our Many Years of Successful Operations with the Leading Fairs and Parks of the Country is Our Strongest Recommendation.

BUSH-LAUBE CONCESSIONS
GEORGE BUSH CHUB LAUBE
Manager Manager
Phone: Greer 0735 Phone: Victor 6931
KANSAS CITY, MISSOURI

Sen. Byrd — Ark. Sparkplug

Little Rock Livestock Show, Other Annuals of State Grow Under Plan Of Solon To Spur Cattle Industry

FEW fairs have progressed in recent years as has the Arkansas Livestock Show and Rodeo. Little Rock, the closest approximation of a human dynamo in Arkansas. At the age of 21, he became major of his hometown, Smackover, Ark. (Pop: 3,000). In turn, he became county clerk, county judge and, in 1939, 30 to senator. He's been a senator ever since and almost everybody hates him by that title.

En route in his career, he put depression-hit Smackover back on its feet, transforming the muddy oil-boom town into one with paved streets, garbage collection, sewers, water, a fire-fighting department and law and order. Too, he took the county, which was so badly in debt that its $1 script was selling at 80 cents, and righted it financially.

During the same time, Byrd, who is convinced that the livestock industry eventually will prove a boons to Arkansas, brought in the first herd of registered Herefords into his county, revived the defunct fair at El Dorado, Ark., as a means of stimulating interest in livestock and, in addition, found time to study for and be admitted to the bar.

In 39, he was named secretary-manager of the Arkansas Livestock Show Association at a time when the show was almost in hopeless condition, with a debt of $27,000, no buildings, or any permanent facilities. He has held the post as secretary-manager ever since, and the fair's facilities and financial standing are a testimonial to his effective management.

Now the fair has a permanent 72-acre showgrounds, and seven buildings including a 5,725-capacity Coliseum, four cattle buildings with a capacity of close to 450 head, and a swine building with a capacity of 300 pigs.

Earmarks Tax for Fairs
It was Byrd who succeeded in selling the State Legislature on earmarking 26-cent-a-gallon tax on liquor to the advancement not only of the State show but also of county fairs. Rine, the State from this and other sources has appropriated a total of $133,000 for the State show. Other shows have benefited greatly, too. In '49, each of the district shows received $10,000 and each of the county fairs averaged $500 toward premiums.

As a result, not only is the Little Rock show gaining on its own, but also because of the feeder system set up by the junior shows of the State. All of which fits into Byrd's idea of developing the State's fairs and the livestock industry.

Livestock buildings have a capacity of 500 head. The buildings provide the latest facilities for handling, as well as for the stock.

November 23, 1950
MEMO:
To Fairmen and Committees...

in Arkansas, Louisiana, Mississippi, Missouri and Illinois
FOR 1951
Southern VALLEY Shows

WILL PRESENT NEW IDEAS IN SHOW-MANSHIP—Featuring a MIDWAY YOU’LL BE PROUD TO PLAY

THANKS, EVERYONE, FOR MAKING 1950 ANOTHER GREAT YEAR

SHOW OPERATORS and CONCESSIONAIRES... We can offer you an excellent opportunity for a money-making season.

EDDIE MORAN Manager

MEMO:
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FOR 1951
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SHOW OPERATORS and CONCESSIONAIRES... We can offer you an excellent opportunity for a money-making season.

EDDIE MORAN Manager

November 25, 1950

THE BIG NAME IN CARNIBALS

CRAFTS

25 YEARS OF LEADERSHIP
Playing the Top Spots in the West

- NATIONAL ORANGE SHOW
- SAN DIEGO COUNTY FAIR
- CALIFORNIA STATE FAIR
- LOS ANGELES COUNTY FAIR
- ARIZONA STATE FAIR

- CELEBRATIONS
- OAKLAND COMMUNITY 4TH OF JULY
- BURBANK ON PARADE

Now Booking Large or Small Fairs & Celebrations for 1951

CRAFTS 20 SHOWS INC.
Phone: Sunset 2-3131

Exploding into the entertainment world is the mightiest thrill extravaganza of all time—AUT SWENSON’S THRILLCADE!

Staffed by the acknowledged leaders in the thrill show field — equipped with a fleet of sparkling new automobiles—latest model Indian motorcycles and the finest heavy over-the-road equipment — backed by the latest gear and wardrobe — the SWENSON THRILLCADE bows before State Fair throngs with entertainment stepped up to the age of speed and thrill.

FOR FURTHER INFORMATION AND BOOKING WRITE

AUT SWENSON
PO BOX 3211 SPRINGFIELD, MISSOURI

HILL’S

H. P. HILL

GREATER SHOwS

NOTICE TO FAIRS AND COMMITTEES

Where we had the pleasure of furnishing the Midway Attractions for their co-operation in making the season of 1950 so successful.

THIS SHOW CARRIES

- 14 RIDES
- 10 SHOWS
- 40 CONCESSIONS

FOR 1951 SEASON

Legitimate Stock Concessions. Fun House, Glass House, Motordrome. Will finance any responsible showmen who have same good ideas for the back end.

C. O. AND H. P. HILL Co-Owners and Managers
PERMANENT ADDRESS: P. O. BOX 1956, ARANAS PASS, TEXAS

HILL’S

H. P. HILL

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PERMANENT ADDRESS: P. O. BOX 1956, ARANAS PASS, TEXAS

B & C EXPOSITION SHOWS

Opening Last Week in April
A Larger and More Beautiful Midway

10—RIDES—10
10—SHOWS—10
30—CONCESSIONS—30
LIGHT TOWERS
SEARCHLIGHTS
FREE ACT

FAIRS & CELEBRATIONS
You Contract Right When You Contract Us

We deliver what we promise. If your previous-Midway—Attractions have been disappointing and lacking in merit or morals, your solution is to get a contract with us. We have a few 1951 dates open and solicit correspondence from all Fairs and Celebrations in New York and Pennsylvania.

TO OUR MANY FRIENDS EVERYWHERE... BEST WISHES FOR THIS AND THE COMING SEASON AND MANY THANKS TO ALL OF YOU.

MYRON N. COLLEGROVE
WINTER QUARTERS BOX X, HEMLOCK, N. Y.
Hams in Act at Syracuse

Amateur Radio Ops' Fairgrounds
Outlet Relays Patrons' Messages,
Sends Out Invitations to Press

A "HAM" radio station operated by members of the Syracuse Amateur Radio Club at New York State Fair this year transmitted messages throughout the country for fair visitors. The innovation on the list of educational exhibits drew widespread attention from visitors at the State's 184th annual exposition. Visitors to the grounds were invited to send messages free of charge to any point in the country. The amateur operators, most of whom also own their own transmitters, were on duty at the fair from 10 a.m. to 10 p.m. to send messages and demonstrate use to which the station could be put. Call letters K2NYS were assigned to the fair by the Federal Communications Commission.

Adding further interest to the exhibit and accentuating the widespread use of amateur radio transmission was the fact that many foreign visitors, licensed radio operators in their own countries, visited the fair's station and identified their own call letters posted on a large bulletin board near the transmitter.

In addition to messages relayed by the "hams" from the fair to their fellow amateurs in other parts of the United States for delivery to friends of fair-goers, messages were sent to Alaska and to countries in South America and Europe.

Families and friends of personnel in the 69th Marine Battalion, which had departed for Camp Pendleton, Calif., shortly before the fair opened, made use of the "hams" radio net to relay messages to the marines and enlisted men from New York. Reports from the West Coast to K2NYS showed that the messages arrived before the marines and were delivered to the servicemen upon their arrival at the camp.

Broadcast Invitations

Prior to the opening of the fair, 288 amateur operators in the Syracuse area cooperated in sending nearly 100 invitations to newspaper and radio news editors, city and state officials and other civic leaders asking them to attend the New York State Fair.

Amateur radio operators at the station explained in vibrant language how their networks have been used for emergency services during storms and other events which disrupted normal communication services.

Thanks to all of the officials of the following fairs for a pleasant 1950 season

Shade Gap Fair
Shade Gap, Pennsylvania
Orange County Fair Association
Middletown, New York
Cortland County Fair
Cortland, New York
Lehigh County Fair
Lehigh, Pennsylvania
Sullivan County Fair
Sullivan, Pennsylvania
Kanawha and Monongalia County Fair
Huntington, West Virginia
Flamingo Fair
Flamingo, New Jersey
Reading Fair
Reading, Pennsylvania

Shade Gap Fair
Shade Gap, Pennsylvania
Orange County Fair Association
Middletown, New York
Cortland County Fair
Cortland, New York
Lehigh County Fair
Lehigh, Pennsylvania
Sullivan County Fair
Sullivan, Pennsylvania
Kanawha and Monongalia County Fair
Huntington, West Virginia
Flamingo Fair
Flamingo, New Jersey
Reading Fair
Reading, Pennsylvania

Teck Interstate Fair
York, Pennsylvania
Great Allentown Fair
Allentown, Pennsylvania
Blacksburg Fair
Blacksburg, Pennsylvania
New Jersey State Fair
Ocean City, New Jersey
Union Fair
Union, South Carolina
Piedmont Interstate Fair
Spartanburg, South Carolina
Georgia State Fair
Macon, Georgia
Orangeburg County Fair
Orangeburg, South Carolina

FAIR SECRETARIES AND CELEBRATIONS

Don't Be Satisfied unless the midway attractions you contract can come up to our standards. . . Consult with us.

SHOWS AND CONCESSIONS

Want to book several more High Class Shows not conflicting with what we have and in keeping with the standard of our Midway Attractions.

Can place Legitimate Concessions of all kinds.

All Address: ALVIN AND LOWELL VANDIKE Co-Owners and Managers

The Modern Show
With "Eye Appeal"

T. J. TIDWELL

Show

The Show with a "Brand New" look, always clean and bright . . . a credit to any Fair or Celebration.

We are now planning our 1951 Route thru Texas, Oklahoma, Kansas, Nebraska, New Mexico and Colorado.

Now Booking SHOWS and CONCESSIONS FOR 1951

PERMANENT WINTERQUARTERS: Box 954, Sweetwater, Texas

FOR THE BEST IN MIDWAY ATTRACTIONS... IT'S

Victory Exposition Shows

Our 1951 Lineup Will Be Complete With

16 Rides
10 Modern Shows
40 Quality Concessions
5 Light Towers
Our Own Diesels

Page 118 The Official Calendar of Fairs
Showmanship Spurs Sales

Farm Equipment Companies Take

Cue From Midway Ops, Use Carnival Gimmicks, Set-Ups in Bid to Buyers

THE ADAPTATION of show business methods to the sale of farm machinery was never more pronounced than in 1950 agricultural fairs. Forced by keen competition to seek new methods of glamorizing unglamorous machines, the manufacturers in many cases took their cues from outdoor showbiz, using a Sidetime atmosphere to attract, entertain and put over their sales message.

Some outstanding examples of this were demonstrated at the huge 80-acre display of farm machinery at the '50 Minnesota State Fair, where over 300 lines and more than 500 individual units, ranging from small garden cultivators to huge combines and valued at close to $5,000,000, made up the St. Paul annual's top exhibit, both space-wise and from the attendance standpoint.

Most representative of professional showmanship was the International Harvester exhibit at the fair. Housed in a 90 by 250-foot circus-type tent, complete with a multi-color five-panel carnival show front, the concern used outdoor amusement attractions to pull their share of the farm folk.

The pitch to children was strong. A Fairman trailer provided the youngsters with free rides just outside the top, while on the inside the kids were further entertained by a puppet show and a circus clown.

Adult entertainment features included animated displays, a photo with a gimmick where snapshots could be taken riding a paper-mache tractor, and one of the most popular attractions, Harvey the talking refrigerator, who answered the questions of the farm wives.

A SHOW WITH A WORTHWHILE REPUTATION

- 10 Major Rides
- 30 Concessions
- 6 Kiddie Rides
- 10 Shows
- 5 Downey Light Towers
- Diesel Plants

(Continued from page 199)

SOUTHERN TALENT BOOKING AGENCY

W. C. BURBAU, Pres.

J. M. SPENCER ENTERTAINMENT SERVICE

L. D. STANLEY, Pres.

Les Spencer Agency

213 Broad St., Batavia

Day Tel.

FAIRY TALE ENTERTAINMENT STUDIO

2810 Halsey St., Yakima

SOUTHERN TALENT BOOKING AGENCY

H. E. SCHMETZ, Pres.

THE SWIFT & BARTHOLOMEW

New York City

George Smith, Harry Shellum

BILL STOBOS

16 Shakespeare Ave., St. Gallatines, Ont.

Hill View

WALTER FRANK THEATRICAL AGENCY

147 South Claravle St., Knoxville, Tennessee

Raymond Schilling

TERRY SQUIRE ENTERTAINMENT

112 W. Superior St., St. Louis, Mo.

Louis Osten, Manager

WORLD BOOKING ASSOCIATION

124 Pacific Palace, 6th., Denver

WORLD BOOKING CORPORATION INC.

218 E. 55th. St., New York City

Mary Donahue, L. C. Foxworth

ALL AMERICA TALENT AGENCY

15 Broadway, Los Angeles

SOUTH WIND FARM

Please Theater Bldg., 401 W. 42nd St.

WESTERN CHRISTMAS THEATRICAL AGENCY

144 W. 44th St., Denver 2

William Weissman

WESBURY, Stevens, Owen, Hollywood

Ray Sarnicki, Art Whiting

WILLIAM HUGHES & CO., INC.

1767 S. Dolton Blvd., Los Angeles 26

Gene R. Williams, Wally Cleaves

WORLD WESTERN AGENCY

18 Rockefeller Plaza, New York

WORLD WESTERN AGENCY

120 West Washington St., Chicago

21 South 4th St., Cincinnati

YORK & SON THEATRICAL BOOKING CO.

26 South Adams, Chicago

Gale York, Gale York Jr., Bob Oetting

KANSAS CITY CONCESSIONS

26 North Walsh Ave., Chicago

Ruth Teng, Lulu Tyrow

21 Prospect St., Stamford, Conn.

JOLIE BOWERS

218 Randolph St., Chicago

Dale Bandt, Arthur Parks, Vieve George

THE BILLBOARD-CIRCULAR OF FAIRS

Page 115

November 25, 1950

WINTERQUARTERS

Box 1017

Crystal River, Florida
NEW

for

1951

SPEEDWAY

CHAMPIONS

MAMMOTH

AUTOMOBILE

CAVALCADE

OF THRILLS

• New Ideas, New Features, New Automobiles
• Experienced, Capable, Dependable Management

EARL NEWBERRY
LEO OVERLAND

SPEEDWAY CHAMPIONS
Suite 1808
203 North Wabash Ave.
Chicago 1, Illinois

1950
ANOTHER
GREAT
CHAPTER
IN OUR
HISTORY!

Favorable Press Comment and Praise at Every Fair We Played...

THANKS
To the Fairs and Celebrations for one of our best seasons.
We are now planning for 1951.

BUFF HOTTLLE, Mgr.
INTERSTATE SHOWS

"The Fastest Growing Show in the South"

We opened our 1950 tour March 18th, showing in six States, covering 5,562 miles, playing 3 Celebrations and 12 Fairs. Enjoyed a most successful season. I wish to extend my thanks and congratulations to the Committees, Fair Secretaries, State, County and City Officials, bad employees, of the dates shown this past season, whose efforts and co-operation made this successful season possible.

FAIRS AND CELEBRATIONS
in Alabama, Tennessee, Georgia, Kentucky, Indiana.
Virginia and West Virginia

We invite you, also committees and organizations, to correspond with us if you are desirous of sponsoring a show which is modern and up to date, with 12 Rides, 8 Shows, 50 Concessions, Light Towers, featuring sensational Free Acts and Fireworks Display nightly.

SHOWMEN
We will license for any responsible Showmen any really new and progressive ideas for Attractions and Shows for our 1951 season.

All Address: H. B. ROSEN, Mgr.
INTERSTATE SHOWS
Winter Quarters—Drawer "H", Elba, Alabama

BUFF HOTTLLE, Mgr.
Winter Quarters: Box 833
Covington, Louisiana

H. B. ROSEN
presents his
INTERSTATE
SHOWS

BUFF HOTTLLE, Mgr.
WINTERQUARTERS: BOX 833
COVINGTON, LOUISIANA

New Ideas, New Features, New Automobiles

Favorable Press Comment and Praise at Every Fair We Played...

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Winter Quarters—Drawer "H", Elba, Alabama

BUFF HOTTLLE, Mgr.
Winter Quarters: Box 833
Covington, Louisiana
You pay for 4—You get 4 FREE

Here's where your dollar buys some old-time value. Think of it—8 big issues, including such "specials" as Cavalcade of Fairs, Christmas and other special numbers—at half the single copy cost. You save $1.

Why this special offer? To introduce the first really NEW Billboard in 56 years. EVERYONE whose time, talent or money is invested in the amusement business should use the NEW Billboard.

The NEW Billboard is NEW from cover to cover. Try it. Buy it. Save 50%. Mail coupon with $1 cash.

---The NEW Billboard Subscription Order Form---

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes, I want to try the NEW Billboard on subscription at the Special Introductory HALF-PRICE rate . . . 8 IMPORTANT ISSUES ONLY $1.

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Address ...............................................................
City .................................................... Zone ... State ........................................
Occupation or Business ........................................

November 25, 1950

www.americanradiohistory.com
Don't be satisfied with less than the BEST!

THE FINEST EQUIPMENT INCLUDING Top MONEY MAKING RIDES

AN EXPERIENCED ORGANIZATION WITH A REPUTATION FOR DEPENDABILITY

LIGHT TOWERS

Searchlite Neen Frents

E. H. Daenen
Owner and Manager

V. E. Rona
Asst. Manager

Sunset