EXPERIENCE

the yardstick of excellence

Nothing in the world can replace the experience—a priceless ingredient of success—which George A. Hamid & Son offers buyers.

Now more than ever, Outdoor Showbusiness needs the experience and know-how of specialists to cope with the modern requirements of present-day needs. Why speculate? CONSULT . . .

George A. Hamid & Son

10 Rockefeller Plaza, New York 20, N. Y.
Boston, Mass. • Pittsburgh, Pa.
QUESTION:
HOW DO YOU PROMOTE IN MICHIGAN?

ANSWER:
By exhibiting your products or services at the nation's oldest... and one of the greatest... State Fairs...

MICHIGAN STATE FAIR

The Showplace of Agricultural and Industrial Progress with an annual attendance of over 800,000

No other medium in Michigan brings you the opportunity to literally shake hands with so many of your farm and city customers. The unlimited opportunities to display your wares makes this low-cost exhibit “best buy” for any advertiser. Annually, the people of Michigan look forward to the Michigan State Fair where they can see Big Time Entertainment and Farm and Industry Exhibits side by side... where the entire family has an interest in the doings.

1955 DATES: SEPT. 2 THRU 11
(Always opens Friday before Labor Day)

106 YEARS
NATION'S OLDEST STATE FAIR

Exhibitors’ Inquiries Are Invited

contact JAMES M. HARE General Manager

Michigan State Fair
Detroit 3, Michigan
FAIR Days are great days for millions of Americans every year. Last year, about 55 million of us—including the President—were "off to the Fair!"

The great progress which has taken place in agriculture in the past few decades has come about thru research, thru education and thru the rapid use of this knowledge by farmers. Fairs have played an important part in this process. Fairs offer a unique opportunity to show what happens when knowledge developed in the quiet of the laboratory is applied to the practical problem of producing a better product from the soil. Here is the chance for the most successful farmers and homemakers, both young and old, to demonstrate what can be done with improved practices, and for others to learn by seeing! The excitement of the fair, the competition to be best, pride in the accomplishments of family and neighbors, fun shared with old friends, displays of new machinery, new gadgets, ideas for improving old methods—all these add up to a great American tradition, the annual Fair.

—EZRA TAFT BENSON
Secretary of Agriculture
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Page 4
The Billboard Cavalcade of Fairs
November 27, 1954
Nostalgia at Low Cost!

Historic Ol’e Charlottetown, N. C., Returned as “Living” Museum at Southern States Fair

NOVEL and comparatively low-cost exhibit having historical and nostalgic significance, been constructed at the Southern States Fair, Charlotte, N. C., and Ol’e Charlottetown, the real name of the community has later grown into the largest in North Carolina, the exhibit adds to the already additional advantage of permanency with growth. As happens that the fair is held on land originally deeded a King of England. While no attempt is made to go back to the days of settlement the growing spirit which did prevail foster growth in the area is a fact.

Included in the exhibit are a true cone mill and working display of the processing of the hemp product, weaving units and a cotton gin. One of the units, a cotton spinning frame, is at least 100 years old. The exhibits are not only actual units in use many years ago. Reconstruction is often necessary, of course, to put the newly acquired units in proper working condition. And work they must, since much of the exhibit’s appeal is in its animation, and the over-all presentation is, in effect, a living museum.

Historical Settings

Dr. J. S. Dorton, fair manager and originator of the exhibit, turned his presentations having historical and nostalgic significance several years ago at the North Carolina State Fair, Raleigh, which he also manages. Similarly, the old and rural method of making molasses was shown along with other production methods of many years ago. The interest of patrons was immediate and amazing, and offers of contributions for inclusion in the exhibit were numerous.

Observance of spectators showed that interest was well spread among men, women and children, and all age groups. While some few spectators were old enough to remember, or even to have participated in the operation of similar units, the majority were not. But the基本上 educational exhibit has sufficient show value to attract and hold virtually everyone.

Suitable Exhibits

Apart from the initial scours of the countryside to find suitable exhibits, the formation of presentation is relatively simple. Exhibits are in the open or housed in inexpensive shed-type structures which accurately portray the manner in which they were originally in use. The nature of the exhibit and its direct tie-in with local persons, folklore and history makes it a natural for publicity purposes. Photographs, similar to those appearing on this page, were widely distributed. The availability of such an outstanding State figure as Kerr Scott, former commissioner of agricultural, culture and governor and presently U. S. Senator, helped to advance their value as publicity aids.
there's a GIANT on the beach of Lake Ontario!

Wherever you go at the C. N. E. there's something new . . . something exciting to capture the heart of everyone. Fourteen days of entertainment at the world's largest annual exhibition.

CANADIAN NAT

1955 DATES
A new addition to the gigantic C. N. E. is the ultra-modern, air-conditioned Food Products Building—a $2,500,000 showcase of Canadian food products.

Straddling a mile and a half of Toronto's lakeshore, the gigantic Canadian National Exhibition comes to life every year to play host to millions of people from all corners of the globe. Fourteen wonderful days of fabulous entertainment—350 acres of beautifully landscaped park and permanent buildings...a mile of merry midway...thousands of exhibitors from dozens of countries...North America's largest grandstand. And it's all at the annual C. N. E.—the giant on Toronto's beach.

NEW ALL-TIME ATTENDANCE RECORD—2,820,000 for 1954

The biggest year yet! That's 1954—with 2,820,000 people setting an all-time record for the gigantic Canadian National Exhibition. There's none to compare with this "annual wonder of the world." Every year new records are set somewhere at the C. N. E.

$50,000,000 WORTH OF BEAUTIFUL PARK AND PERMANENT BUILDINGS!

Copyrighted material
The New Mexico State Fair, Albuquerque, is a fair of rare distinction. A relative baby in the field—launched in 1938—it consisted initially of 210 acres of barren mesa land with only a background of mountain scenery to complement it. But the will of its sponsors, the able management of Leon Harms since its inception, and steady support by ever-growing population have made it 17 years later one of the nation's finest and most distinctive fairs. It now has a plant valued at $2,500,000, conveying the full flavor of New Mexico. The most striking reflection of this is in its architecture, all buildings being of adobe. These structures so closely identified with yesteryear have incorporated in them the latest in facilities. Most notable is a vault beneath the turnstiles, to which silver dollars and half dollars go directly from the stiles, making counting easy, saving manpower and time, and providing safeguards against robbery. Its program also is distinctive. Running horse races to pari-mutuel betting are held each of its nine days, including two Sundays, giving it the distinction of being one of the few places in the U. S. where mutual racing is held on the sabbath. The '54 handle was $2,350,426. A rodeo of the highly competitive variety is another of its big attractions. Almost as many patrons attend in levis and boots as in conventional attire. Indian attendance is heavy, and on their day they predominate. The fair is superbly balanced. It has an outstanding art show, excellent cattle, horse and sheep departments, noteworthy Indian exhibits, and a topnotch youth department. In '54 it drew 362,000 people, a remarkable showing considering the area's population. But perhaps its greatest achievement is that it has grown solidly and distinctively without State Aid for either operation or construction.
No other state fair in the nation has so many people through its turnstiles with so high a buying power as the California State Fair... center of America's fastest growing, buyingest market.
'Fair Within a Fair'

New Dallas Women's Building Offers Many Varied Attractions, Delights Exhibitors

BENEATH the roof of the new $500,000 air-conditioned Women's Building at the 1954 State Fair of Texas, activities and attractions were varied enough to make up a "fair within a fair."

The building pulled steady streams of fairgoers, even on the lighter days at the Dallas exposition. Inside, there was plenty to see.

Exhibitors Enthusiastic

The front portion of the building contained commercial exhibits with the emphasis on fashions. Exhibitors were enthusiastic, indicating they succeeded in doing exactly what they came to sell their products.

One example was a dress company which estimated they did about $100,000 worth of business from their fair promotion. They did a complete job—used the dresses displayed in their booth in store displays and tied in advertising in their 300 local outlets in Texas.

One manufacturer used his exhibit for testing his spring line of clothes. He threw out some dresses that he thought would be good, but which weren't well liked, and is going to push some he didn't suspect would be so popular.

Shoe Sales Soar

A high-grade shoe manufacturer, which had a custom shoemaker at work all during the fair in its exhibit, reported that 50 sales a day in its two Dallas outlets could be traced directly to the exhibit at the fair.

Many of the commercial exhibitors, the majority of whom had never shown at fairs before, decided to tell their stories in a more elaborate manner next year. Prac-
tically all felt they should launch something new at the fair in the future, indicating they believed a fair is an ideal spot to present a new idea.

One of the novel methods of presenting exhibits was the collection of millinery by Mr. John, famous designer of women's hats. He showed his "Egyptian" collection in a mammoth air-conditioned trailer, parked just outside one of the doors of the building. The trailer was also an exhibit.

Among commercial exhibits were jewelry, cosmetics, furs, sportswear, lingerie, accessories—most anything women stock themselves out with. Men's clothing also was exhibited.

Shoe Hope Diamond

Most popular exhibit was the ten-million-dollar collection of diamonds and other precious jewels shown by Harry Winston, Inc. The exhibit was broken into two parts—with the famous Hope Diamond as the centerpiece for one section and the rest of the collection making up the rest of the exhibit. Visitors to both exhibits were tabbed at 685,327. The collection was guarded by Burns Detective Agency and fair's own police force set up elaborate system of alarms as precaution against attempted burglary.

Almost midway of the building, between the commercial exhibits and the traditional exhibits of the fair Women's Department, facilities were set up for a restaurant operated by Nick DeGeorge, proprietor of exclusive restaurant, Town and Country, in downtown Dallas. Top price for entire was $3.50 for prime rib of roast beef.

Overflow for Style Show

Restaurant was separated from stage and arena-type seating for style show by heavy draperies, pulled open for free fashion presentations daily. Combination of restaurant and arena seating gave capacity of 750 for style shows which were attended by overflow crowds.
November 27, 1954

The Billboard Cavalcade of Fairs

A PRECISION BUILT ORGANIZATION

Offering

Custom Built Midways
Geared to your own particular needs...
No State Fair too large
No County Fair too small
Fifty-four years old and still growing
GOODING AMUSEMENT COMPANY

Operating 9 Units Separately or Integrated as Needed

100 RIDES

including the newest and most thrill-packed rides in the industry, and offering the World’s Largest Portable 4-abreast Merry-Go-Round

5 SHOWS

of Merit

Distinct

features

Dancing Wagon

all glamorous fun

SHOWMEN

We are always interested in booking new, novel and meritorious shows. Join an organization where competition is limited, no pay gates, well advertised Midways, big Children’s Day Promotions and proven territory backed by years of successful experience.

LARGEST • BEST • MOST RELIABLE

GOODING AMUSEMENT
TOP PERSONNEL

OUR MIDWAYS

the Broadway of Show Business, brilliantly illuminated with searchlights, towers, neon and fluorescent.

Visit our OFFICE and WINTER QUARTERS

Fifteen minutes from downtown Columbus
You are always welcome.

Gooding Personnel is thoroughly trained in their respective jobs. Courtesy, neatness and friendliness are their outstanding characteristics.

COMPANY
1300 Norton Ave. · Columbus, Ohio
Phone: University 1193
in 1954

we supplied the
Midways at more
than 100 Fairs and
Celebrations in 12 states,
including
many great State Fairs.

Thanks to Everyone...

To our friends everywhere
we extend our
sincere thanks for a most
successful tour in '54.

To Fair Secretaries and Board Members,
to our many loyal employees, to our friends
throughout Show Business, to our millions of
fine patrons, to all of you whose help and
cooperation we have had, we extend
our sincere appreciation for your
everlasting friendship.

FLOYD E. GOODING
President

NOW BOOKING FOR 1955
For your Fair in '55 we offer you a custom-built
Midway suited to your own particular needs.

GOODING AMUSEMENT CO.
1300 Norton Ave. • Columbus, Ohio
Phone: UNiversity 1193

See us in Chicago and at the State Meetings
The Ohio State Fairgrounds and Buildings are open and available for activities throughout the year.

**YOUTH CENTER**—Available for conventions and workshops.

**MERCHANTS AND MANUFACTURERS’ BUILDING**—150’x500’ with every modern convenience available.

**HORTICULTURE and AGRICULTURE BUILDING**—98’x376’. Ideal for smaller affairs.

**COLISEUM (INDOOR ARENA)**—Permanent Seating Capacity—8,000. Temporary Seating Capacity—2,000.

**GRANDSTAND**—Seating Capacity—10,516. Bleacher capacity—2,352. Complete Cafeteria and Dining Room Service if Desired.

We invite inquiries from Ice Shows, Rodeos, Thrill Shows, Circus, Motorcycle Races, Home Shows, Stage Shows and attractions of all kinds. Also from managers of Conventions, National, State or District Meetings, Harness Racing, Auto Shows, Home, Food, Trade and Industrial Shows, Athletic and Sporting Events, Horse and Dog Shows, Cattle Sales... in fact, any event that requires large exhibit or meeting space, conveniently located.

**FAIR EXHIBITORS**

- You’ll find no finer facilities for exhibiting your products than at the Ohio State Fair.
- You’ll find no group of people more interested in what you have to sell than at the Ohio State Fair.
- Ohio’s multiformity of Farming makes it a Better Farm Market...
- Ohio’s Diversity of Industry makes it a Better Industrial Market...
- Ohio’s concentration of population makes it a Better Consumer Market...
- Ohio’s conveniently located and well-attended State Fair enables you to contact the people of these prosperous farming and industrial centers effectively and economically.

**PLAN NOW TO EXHIBIT AT THE OHIO STATE FAIR IN 1955**

Contact: S. C. CASHMAN  State Fair Manager

OHIO STATE FAIRGROUNDS

COLUMBUS 3, OHIO
Mirror Economy, Geography

AN HOUR spent in one building of the Utah State Fair at Salt Lake provides a capsuled education in the economy and geography of Utah.

The building houses exhibits representing 22 of the State's 29 counties. These are distinguished not for number alone but for their quality, originality and execution.

Each is designed to mirror the geography as well as economy of a county. Together they constitute a graphic depiction of what makes Utah's economy tick.

At the same time they comprise an interesting pictorial presentation of the State's geography.

Every one has a mural picturing the terrain of a county in front of which the county's products are displayed. Over each exhibit is a neon sign giving the county's name and also in some instances its principal product or claim to distinction.

The result is a highly interesting, extremely attractive building which pulls large crowds and has done much to lift the stature of the fair throughout the State.

When A. J. (Art) Theobold took over in '49 as manager of the fair, county exhibits were mediocre. Moreover, they were scattered throughout the grounds.

Enlists Counties Aid

Theobold conceived the idea of having uniform exhibits, then proceeded to enlist the support of counties. He first worked out a standard size for the displays, then a standard sign (in neon) to go over each exhibit, and proceeded to urge counties to avail themselves of the artistic abilities of their residents to paint murals for the exhibits.

The idea caught on from the outset. And each year since more counties have participated. Now the few missing are largely remote, hard-to-reach counties or counties of sparse population. Yet, Theobold, striving to complete a full-scale portrayal of the State's economy and geography, is now at work—and believes—that next year only two or three counties will still be missing.
November 27, 1954

The Billboard Cavalcade of Fairs

GET SET

To meet a four-state market with over 3 million people!

DU QUOIN

State Fair

Du Quoin ★ Illinois

“WHERE THE CROWDS POUR IN”

Every year this great fair brings to the people of Illinois the greatest array of entertainment in America with these features:

★ Internationally Famous Reviews
★ Such headliners as Eddie Fisher and the Mills Brothers, who appeared this year, and Guy Lombardo, Bob Crosby, Jack Carter, Constance Moore and others who have appeared in the past.
★ Grand Circuit Harness Racing
★ AMA Motorcycle Races
★ AAA 100-mile National Championship Auto Races
★ More than $4 million in Champion Livestock on exhibition
★ America’s Finest Horse Show

Plan to include an exhibit at the DuQuoin State Fair in your 1955 budget. You’ll meet your very best prospects here.

For details on exhibit space or use of permanent facilities for year-round events contact

E. J. HAYES or D. M. HAYES, Co-Managers

AMERICA’S FINEST FAIR and EXHIBITION FACILITIES!

Reaching into a 4-state area of Missouri, Illinois, Indiana and Kentucky, here is the best attended fair in Southern Illinois.

A modern grandstand, outstanding exhibit facilities, plus a reputation for presenting the best, make this a “must” on your sales program.

1955 DATES
Aug. 28 thru Labor Day, Sept. 5

DU QUOIN STATE FAIR
Du Quoin, Illinois
HOW TO SELL THE MIDWEST AREA IN TODAY'S BUYERS MARKET

Your product or service will meet with no resistance from the million or more visitors every year who come to the

ILLINOIS STATE FAIR

The farmers, teachers, workers, business men and office workers who annually make this fair a "must" all are in the mood of new ideas, products or services. There will be no slammed doors here in this rich and prosperous area with annual per capita incomes far above the U. S. average.

If you want a real low-cost-per-person contacted, you'll say "yes" to an exhibit here in 1955.

ENTERTAINMENT
In our efforts to assure the greatest number of people in attendance, we try to use the very best attractions available, therefore, we invite you to contact us if you believe your act is amongst the best and the unusual.

PROMOTERS—EXHIBITION MANAGERS
Beautiful, large seating capacity buildings available for year-round use for trade shows, sports shows, etc. For complete details and available dates contact us now.

CONCESSIONAIRES
Here on the grounds of this outstanding fair you will find every location to be satisfactory because the men who designed this layout know every phase of fair and outdoor show business. Certainly there are always some "better" locations. May we suggest you contact us early for one of these better spots.

1955 DATES
Aug. 12-21
10 of the best selling days in Illinois

STILLMAN J. STANARD
Director of Agriculture

WILLIAM G. STRATTON
Governor

STROMHER G. JONES
Governor

Address all inquiries to
STROOTHER G. JONES
General Manager

ILLINOIS STATE FAIR, Springfield, Illinois
The New York State Fair in Syracuse

Keeps getting

BIGGER and

BIGGER and

BIGGER!* 

Located at the Crossroads of the great Empire State; just off the nationally-famed Thruway; in the heart of the rich New York agricultural and industrial area.

Join us, won't you?

* Up 150,000 buying New Yorkers since 1951!
Centennial Caravan

A 114-MILE, five-day caravan trek from Fairfield, site of Iowa's first State Fair, to Des Moines gave the 1954 Iowa State Fair a powerful build-up for its centennial run.

Over 300 hardy souls, arrayed as pioneers, and about 100 vehicles, including ox-drawn covered wagons, chuck wagons and a stage coach, made the trip that started five days before the fair's opening.

The caravan provided newspapers, TV and radio with not one but five field days. Consensus is that it was the best-covered event in the State in years.

When it ended, Iowa was keenly centennial-conscious. And the fair had an added opening-day attraction, for the entire caravan in its grand climax appeared on the track before a jammed grandstand.

Second only to it in the centennial observance was the presentation on the grounds of a reconstruction of the first fair at Fairfield. Offered with an eye to faithful reproduction, it included exhibits of old-time farm implements, split rail fencing, and the secretary's office of log construction. It proved one of the centennial fair's most popular features.
FOLLOW THE LEADERS...
TO THE NEW $15,000,000

KENTUCKY STATE FAIR
LOUISVILLE, KENTUCKY

PLANT TO BE COMPLETED IN TIME FOR OUR 1956 FAIR

NATIONAL EXHIBITORS

You'll want to be on hand for the opening of this new, modern, breath-taking plant. Make your reservations NOW for both 1955 and 1956.... Exhibitors who contract for space in 1955 will be given first preference for 1956.... Always the BIGGEST OUTDOOR EVENT of the year in the Blue Grass State—broke all records in 1954—1955 will be BIGGER!

For complete details contact J. DAN BALDWIN, Manager
KENTUCKY STATE FAIR, Louisville, Kentucky
Competition Does It!

Minnesota's Machinery Hill Hits New High. In Variety, Number of Farm Machines Shown

Machinery Hill, the 80-acre feature of the Minnesota State Fair annual exposition, rated as the largest outdoor machinery show in America, was even bigger in 1954. Harry Frost, space rentals superintendent for the St. Paul event, said more than 250 exhibitors displayed better than 3,000 mechanical devices, large and small, during this year's 10-day exposition. On display were machines conservatively estimated to be worth in excess of $5,500,000, Frost said.

Carl L. Linnee, machinery superintendent, said the 1954 show had more new and improved devices on display than ever before because of the increased competition in the last two years.

How many tramped Machinery Hill to view the exhibits? There was no accurate estimate, but Fair Board spokesmen agreed the figure ran well over half a million of the more than 900,000 who visited the fair this year.

Equipment Interest Equipment which drew heavy interest included a tractor with power steering, an experimental corn combine and farm machinery equipped with air conditioning, as well as electric generating equipment.

A corn and grain combine display forestalled what may be ahead in the line of all-purpose farm machinery. Agricultural engineers in Illinois and Nebraska picked and shelled corn successfully with experimental models. As result, five manufacturers reportedly are ready to bring out test models before 1955. Another corn picker shown delivered the corn to a wagon pulled along behind it and then shredded the stalks, blowing them into an other wagon. The stalks are used either as roughage or bedding or dropped on the ground to make humus.

One picker-sheller demonstrated how it may be hooked up with its specially designed tractor to make it self-propelled.

Machinery manufacturer put on display more new machines during the 1954 show than in any other year in its history. Another firm, which had limited its product to small tractor manufacturers, brought out a diesel model to meet the demand for more power.

"All in all, it was a great show," Frost and Linnee agreed. "We have no idea how much business our exhibitors did, but there were smiles on faces everywhere, always a good indicator. The visits to a ton were no "pushovers" for new gimmicks. They had to be sold, and our exhibitors apparently did just that."

Milking Exhibit

A milking machine maker brought in a herd of 18 cows for walking four times daily. The milk squirited into plastic buckets which were conveyed over the heads of visitors and poured into plastic pipes. The pipe lines were cleaned automatically and human hands never touched the milk.

Improvements were not limited to tractors and corn pickers. Others showing the effects of modernization by engineers and designers were grass and legume silage equipment, small grain harvesters, liquid fertilizer applicators, livestock feeders, chain saws, rotary lawn mowers and the milking devices.

One old and large farm machinery manufacturer put on display more new machines during the 1954 show than in any other year in its history. Another firm, which had limited its product to small tractor manufacturers, brought out a diesel model to meet the demand for more power.

"All in all, it was a great show," Frost and Linnee agreed. "We have no idea how much business our exhibitors did, but there were smiles on faces everywhere, always a good indicator. The visits to a ton were no "pushovers" for new gimmicks. They had to be sold, and our exhibitors apparently did just that."

A new tractor model brought on the market by the Case company is being examined here at the Minnesota State Fair by an obvious youth, while salesmen discuss its features with a potential customer. This Diesel model was the result of efforts to present a tractor with more power to satisfy demands of farmers who expect their equipment to perform many jobs.

One of the top exhibitors of farm machinery at the Minnesota State Fair is the John Deere Company, which maintains a large permanent building on the crest of Machinery Hill. The tall structure houses office space and showroom. Large equipment is arrayed on the lower level.
For 1955:
For YOU!
The Amusement Company of America
Proudly Presents
A brand new experience in Outdoor Amusements awaits you in 1955 when the great ACA organization “hits the road.”

Paul Olson, who so capably directed the vast ACA enterprise during the illness and recent death of his beloved partner, J. C. McCaffery, has ordered an all-out effort to make ACA the biggest and best facility of its kind in the world.

A very capable staff stands ready to assist Mr. Olson in that task. No place in America will be busier than our permanent Winter Quarters in Hot Springs, Ark., preparing for 1955 a sparkling, colorful Midway layout—surpassed by none.

When you sign ACA you can be sure you’re getting the best organized railroad exposition in the business—designed specifically to please you, Mr. Fair executive . . . and your public.

We refer you to our “repeat” dates . . . they stand as our recommendation.
Combined and Midway
the two most lavish stage spectacles ever presented in outdoor show biz!

SHOWBOAT

NORTHERN WISCONSIN DISTRICT FAIR—Chippewa Falls*
ILLINOIS STATE FAIR—Springfield*
IOWA STATE FAIR—Des Moines*
KENTUCKY STATE FAIR—Louisville*
CHATTANOOGA INTERSTATE FAIR—Chattanooga, Tenn.*
SOUTH MISSISSIPPI FAIR—Laurel*
ALABAMA STATE FAIR—Birmingham*
SOUTH TEXAS STATE FAIR—Beaumont*

*—We are proud to announce that Grosses at each and every Fair on our successful 1954 route were way up over 1953!

WE LOOK FORWARD WITH EVERY EXPECTATION OF SURPASSING THIS ENVIOUS RECORD IN '55

And Now...
IN THE TRADITION OF ITS FOUNDER

the Amusement Company of America

ROLLS FORWARD IN '55

TO THE ZENITH OF

* PERFORMANCE * PAGEANTRY * PRESTIGE

AMUSEMENT COMPANY OF AMERICA

PAUL OLSON General Manager

Winter Quarters:
P. O. Box 414
Hot Springs, Ark.

Executive Staff

J. L. MACHAMER, Secretary-Treasurer
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VIRGIL E. PIKTON, Public Relations
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STOP!
See Your Prospects in Person
LOOK!
At the Mighty Missouri Market
on a Mass Shopping Spree
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To Your Cash Registers Jingle
With Increased Sales

at the
MISSOURI
State Fair

SEDALIA, MISSOURI

Almost a half-million people will be on the look-out for new products and services. If you have a new idea in agricultural or industrial fields, plan now to exhibit here in 1955... one of America's outstanding events.

1955 DATES • AUG. 20-28

Showmen-Concessionaires
Plan now to attend the Missouri Fair Meetings, Jan. 12-14, 1955,
Governor Hotel, Jefferson City, Mo.

For Complete Information on exhibit space, contact

P. O. BOX 111, Ross C. Ewing, Secretary • Phil M. Donnelly, Governor
SEDALIA, MO. • L. C. Carpenter, Director of Agriculture
Forecast: Cool Air
Sacramento Air-Conditions Counties Bldg.;
Sec.-Mgr. Green Sees Trend in California

THE popularity of air conditioning that is sweeping the country has struck California fair, where last year the State Fair and Exposition in Sacramento started its $750,000 program by taking the heat out of its massive and highly adaptable and useful Counties Building. This structure, one of the oldest on the grounds, proved a good testing ground for those interested in making airgrounds comfortable in the hot summer months.

E. P. (Ned) Green, the fair’s secretary-manager, heralded the move as one that will be seen soon throughout California. While the money needed to install air conditioning adds up to something like a war debt, Green is confident that it is not a luxury, as some may think. He remembers that in 1933 the thermometer in one of the buildings at the State Fair recorded 117 degrees, and that was in the shade.

Green assisted in the planning and watching the air-conditioning of the Counties Building and has become something of an expert on what to do and what not to do.

Now that the Counties Building is comfortably cool during the fair, Green recalls some of the problems that had to be solved. It is not the square footage that causes a major problem, but the height. Of course, the area covered is to be reckoned with, but taking care of the up-and-down space calls for special planning.

Perhaps the Counties Building here can be designated as a special problem structure for in addition to its height, which is well above a mezzanine, it has a basement. Construction as it stood offered little help in affording hiding places for the ducts. Because of the sturdy construction of the building, it walls extra thick, it was necessary to install ducts to hide the air conditioning units. To get the air flow high enough to cool the mezzanine it was necessary to drill them the basement floor. This meant going thru 15 inches of concrete and steel.

After the job was completed, the State Fair was subjective 120,000 and had what is termed a portable air conditioning unit that can be moved to the new fairgrounds when they are ready. The term in this instance is loosely used, for the unit weighs 15 tons.

In the past couple of years, the State Fair has constructed two 30,000-square-foot buildings, the Industrial Building and the Food and Hobby structure. The Home Show exhibit hall has 110,000 square feet. All of these, in time, will be air conditioned.

Full-Scale Project
The inauguration of the full-scale air conditioning plan here was one of the projects for which Green has been waiting. A new Art Building, made over from the poultry building and opened for the first time in 1933, had the cooling system incorporated into the improvement blueprints. But Green wants to carry the project further. He believes that every building can be treated against weather and should be. This stand is based upon years of State Fair work. It was in 1934 that he joined the staff and was the livestock clerk for two years. From 1936 to 1941 he was livestock superintendant. When the fair resumed following World War II, Green became the chief of the Bureau of Exhibits and in July, 1944, was named to his present post.

Green was graduated from the University of California in the College of Commerce with a major foreign trade. He joined Fairbank-Morse in Wisconsin and later worked as an engineer in Honolulu, a job he resigned to manage the famous Bishop Ranch of 1,000,000 acres and 80,000 head of cattle.
November 27, 1954

The Billboard Cavalcade of Fairs

NEBRASKA

State Fair

LINCOLN, NEBRASKA

300,000 cornhuskers make this their annual event... the focal point of the huge Nebraska Market is the Nebraska State Fair—a 6-day and 7-evening showcase where your product will be viewed by people with an annual average income of over $10,000!

Main entrance to grandstand with seating capacity of 14,000. Aerial view of huge all-weather paved road parking area where more than 13,000 cars can be handled.

Interior of 4-H building where annually handicrafts, home product and livestock exhibits are viewed. New Administration building. Modern from top to bottom, inside and outside. No detail overlooked to increase the efficiency.

Showcase your product or service in this huge $5,000,000 plant alongside the rest of America's greatest agricultural and industrial exhibitors.

FOR COMPLETE DETAILS WRITE
EDWIN SCHULTZ, Secretary
MAIN P. O. BOX 1966
LINCOLN, NEBRASKA

1955 DATES
Sept. 3 to 9 inclusive
Famous For Recording Firsts

Hillsdale, Mich., Attains Leadership
During 25-Year Kelley Administration

WHEN it comes to firsts in the fair business the Hillsdale (Mich.) Fair doesn't take a back seat. And most of its accomplishments have been recorded during the 25 years it has operated under the helm of veteran fair executive Harry B. Kelley.

Thru horse-pulling, one of its major attractions, the Hillsdale event has become nationally known. More world's records have been set there since 1930 than at any other fair in the country. To be exact, a total of 23 marks have been chalked up both in lightweight and heavyweight pulling.

A covered grandstand stage, an innovation adopted by many fairs in recent years, has been in use at the Michigan annual for close to 25 years. During that time, not one stage grandstand show has been lost to weather despite the fair's late fall dates.

Religious Services

Religious services, popular at many fairs today, are nothing new at Hillsdale. Since 1932, the grandstand has been turned over to area churches for the first afternoon of the fair and this religious program has become an integral part of the fair.

Of equal importance in the list of firsts credited to the Hillsdale annual was the construction in 1938 of the first 4-H dormitory building to house young future farmers and farmettes during fair week.

Under the able management of Kelley, assisted by his efficient partner and wife, the Hillsdale Fair has chalked up a remarkable record of progress in addition to its many firsts.

In 1929, when Kelley took over, the fair's attendance totaled 60,000. Now it averages 125,000, drawing much of its patronage from Indiana and Ohio as well as Michigan. And during that same period the annual's budget has jumped from a mere $29,000 to $500,000.

Plant Improvements

Plant improvements have been many. One of the most unique is the glassed-in north end of the grandstand, which combats the cool fall winds and also keeps midway voices from bothering night show patrons.

In the late 1930's a new 5,000 seat grandstand was built with Kelley and his aides serving as architects. Designed with many exits, the seats can be completely emptied in a matter of minutes, important in the case of an emergency and also important to midway operators. And the old grandstand was moved to the infield, where it now serves as a baseball stadium, not only during fall week but as a year-round community baseball park.

Acts are vociferous in their praise of facilities at Hillsdale. In 1942 a modern dressing room with showers and covered walks to the stage was built for their comfort. Since then, similar facilities have been added for the comfort of baseball players, 4-H-ers, exhibitors and horsemen.

A boon to the carnival and the fair-goers is the three and a half miles of asphalt roads constructed under Kelley's direction. Complete with an underground drainage system, the midway and other parts of the grounds are able a few minutes after a downpour.

Parking Solved

Parking, a growing problem at most fairs, has been solved at Hillsdale thru a big project. A total of 10 acres has been added in recent years by filling in part of an adjoining mill pond with thousand of loads of fill.

Another accomplishment that the fair is proud of, and justifiable as it is its annual program known as the Woman's Congress. This series of events, which take place daily during fair week, is the area's show place for accomplishments in the fields of music, dance and the arts and annually draws thousands to the fairgrounds. And in addition the congress makes the fair a close friend of a host of women in the three States from which it draws its participants and patrons.

Altho the fair is a year 'round job, particularly since the plant is used almost all year, Kelley has still found time for other activities many of which have furthered the fair movement. He served on the board of the Michigan State Fair for 25 years, and was secretary of the annual during World War II. He has also been secretary of the Michigan Association of Fairs for 16 years and is active in the Federation of States and Provinces Association of Fairs.
November 27, 1954

The Billboard Cavalcade of Fairs

AMERICA'S OLDEST...

NEW JERSEY STATE FAIR

THROUGH THESE GATES PASS
THE WORLD'S MOST IMPORTANT
PEOPLE—YOUR CUSTOMERS

"The New Jersey State Fair first operated under a Colonial Charter granted by King George II on September 8, 1745, to the Township of Trenton... It authorized two fairs each year, one to be held during the third week of April and the other in October..." "Excerpt from Original Charter

...435,000 of them in fact, in 1954. Farmers and city dwellers alike, and they come in droves every year

- to be entertained by one of the greatest Fairs in the East.
- to be sold by dozens of area and national advertisers who realize the value of "in person" selling...
- who show their wares at this hub of America's greatest population center,

9 BIG DAYS
and
8 NIGHTS

September 25-October 2, 1955

for full details contact:

NORMAN L. MARSHALL
Sec'y-Manager
New Jersey State Fair P. O. Box 669 Trenton 4, New Jersey

1954 ATTENDANCE A WHOPPING
435,000

GEORGE A. HAMID
President

www.americanradiohistory.com

P. O. Box 669 Trenton 4, New Jersey
Television Pays Off!

Salt Lake Outlet Finds Fair Programs Win Viewers, Gives Exhibitors Added Incentive

PROGRAMING a non-interconnected television station back in 1948 wasn't the easiest job in the world!

Don Rainger, who has just moved into the program director's post of KDYL-TV, Salt Lake City (now KTVT), which had gone on the air in July, 1948, was tearing his hair for material of a local nature which would amuse, entertain and educate the public—and provide a conversation piece which would make television a talked-about commodity and boost the sale of sets.

When the Utah State Fair threw open its gates late in September, 1948, Rainger, somehow in desperation, jumped at the opportunity for a few hours of "different" programing by sending KDYL-TV's cameras into the cattle barns, the horse sheds and some of the out-of-the-way places the public doesn't ordinarily see at a State Fair.

Few TV Sets

There weren't many television sets in 1948 in Salt Lake City—a thousand perhaps—and Rainger knew he wasn't playing before much of an audience as he sent his camera crews into the cattle barns to show livestock being groomed into the show rings to cover the blue-ribbon ceremonies and into sheep pens and the horse stable.

But in 1949, when A. J. (Arlo) Theobald, manager of the fair, started lining up his exhibits and whipping up interest among the fans, he ran into a reaction he had never encountered before. People were wondering if they could get their exhibits on television! There weren't many sets, but the word had spread fast and as a word got back to Rainger and officials at KDYL-TV they realized that he had hit upon a fundamental fact of programing: People like to feel that they're there!

KDYL-TV arranged with the State Fair Board for exclusive coverage of future fairs and in 1949 some of the cattle exhibitors felt they'd like to have the public really get a good look at their herd and were willing to pay for the privilege. Sponsorship of various dairy herds was arranged; exhibitors in the Industrial Arts building were willing to pay to have their exhibits televised and to get in a good commercial plug. At home, the public seemed to enjoy the whole thing.

At that time, in 1949, KDYL-TV's coverage was limited largely to the Salt Lake valley, but within a year the station moved its transmitter to a towering 8,700-foot peak in the Oquirrh Mountain range, increased its visual power to 30,000 watts and spread its picture transmission over the major part of Utah and three adjoining States.

Attendance Records

In 1951 attendance figures set a new record, 183,035; in 1952 that record fell by the boards as attendance went to 217,329. In 1953 two days of heavy rain washed out any possibility of a new record, but even so, attendance was 210,787. And this year the all-time record was 223,186.

Each year KTVT—the call letters were changed from KDYL-TV in July, 1954—has devoted a minimum of 20 hours of programing direct from the State Fairgrounds during the eight-day extravaganza. This year one sponsor picked up the entire State Fair package: Fince Distributing Company for D-X Motor Oil and Gillette tires.

Theobald attributes the increased attendance year by year nearly entirely to television. "Television created a greater interest in the fair than anything else," he says. "Obviously, the figures show that it hasn't hurt our attendance, and we feel that television has been the biggest factor in building attendance. That has worked this way:"

"We found from the first that people were going to take more care in preparing their exhibits if they knew their things were to be seen on television. Automatically, better exhibits make a better fair. Livestock owners are more anxious to exhibit when they know that their animals will be seen on television.

"Particularly have we been grateful for the new interest which has been stimulated among the Four-H youth and the Future Farmers . . . and without the young people you couldn't continue to have a fair. Knowing that their price-winning stunts and exhibits would be put on television has been a real shot in the arm. Youngsters now are much more anxious to participate in the fair than they ever have been before."

"We know that television builds the fair because we've tested it. At first we didn't suggest that the Home Arts exhibits be televised. Two years ago Rainger brought his camera into the Home Arts center and we did a brief program from there. Last year we did more; this year still more, and this year the Home Arts exhibits was one of the strongest parts of the fair.

"There's still another thing. When some of the special events in front of the grandstand are televised we've got a lot of calls from the public telling us what they liked and what they didn't like. And this helps us to make better plans for next year because we have definite ideas of what the public wants to see."

Don Rainger

Crowning of Miss Utah is always a ceremony that television viewers love. This feature usually concludes the Utah State Fair. Telecasting it puts the interest of many who otherwise might not enter the contest: Behind-the-scenes ticket sales, for example, such as in the cattle barns, also make excellent TV fare and at the same time heightens interest in the fair and serves as an added incentive to exhibit.
SETTING THE SALES PACE IN TENNESSEE

-Growing Bigger and Better From Year to Year-

Tennessee
STATE FAIR
NASHVILLE

DEDICATED TO AGRICULTURE AND INDUSTRIAL PROGRESS AND THE PEOPLE OF A GREAT STATE

Where you can see and meet your ever-increasing agricultural and industrial Tennessee market in person. Over one million people trade in the greater Nashville area . . . your market for increased sales results in Tennessee.

Here you can cement relations with the progressive Tennesseans who buy your products and services and give your sales program increased year-round effectiveness.

THE 6-DAY TENNESSEE STATE FAIR IS YOUR BIGGEST SALES OPPORTUNITY IN THIS OUTSTANDING MARKET.

1955 DATES
SEPTEMBER
19-24

Meet your customers in person . . .
the cost is low, the benefits great!

TO SELL COME TO THE TENNESSEE STATE FAIR
West Coast Growth

Western Fairs Assn. Has Operating Budget Of 70G, Is Largest Regional Organization

FROM a meager start in 1920, the Western Fairs Association, with headquarters in Sacramento, Calif., has grown into the largest, most active regional fair association in the United States.

Organized principally to help coordinate dates and route judges to fairs and holding one meeting a year, WFA today boasts a paid staff and the only office building designed expressly for a fair association. Its yearly operational budget is about $70,000 and current assets are listed at $102,116.20.

Led by Merrill

The man who has and is spearheading the drive in the interests of Western fairs is Louis S. Merrill, WFA's general manager. A native of California, he was born on a ranch near Coalinga 47 years ago. He took the WFA building by the nose in 1945. That year, in May, he was discharged as a lieutenant in the Army at Camp Beauregard, and that same day, coached in making his way around capital corridors by E. E. Vollmann, veteran manager of the San Joaquin County Fair and for 17 years WFA's president; C. R. (Jack) Aitkenbaugh, president-general of the Los Angeles County Fair, and D. V. Stewart, secretary-manager of the California Mid-Winter Fair, he appeared before the State Legislature to obtain financial assistance for fairs that could not operate due to war conditions. This appeal was worth $6,500,000 to exhibitions the following year.

Today the association, which has been since incorporated as a non-profit trade organization, has 137 service associate members who pay from $50 to $10,000 a year dues; 69 California fairs, which pay WFA from $650 to $1,250, per cent of the State allotment, in membership fees; 17 fairs from States other than California, and 19 associate members representingعود associations or, in the case of the British Columbia Association, 70 fairs.

Strong Finances

About 1946, the group had 51 paid members and $1,072.71 in assets. Since 1945 it has collected $345,175 in dues from fairs; business firms and service associates have paid into the association $230,607.04.

After studying the past record and looking to the future, the board of directors authorized a special office building, the first ever constructed for a fair association. In 1953 this modern, air-conditioned structure was completed at a cost to the association of only $59,462.37. Contributions of material and funds by private firms amounted to more than $7,500, and the mortgage was burned last February, less than a year after the construction. The edifice has in addition to the office, a kitchen, directors' meeting room with "T" shaped table and cork backboard for pinning charts, work offices for five employees, private office, large micrograph and supply room, parking lot for 12 cars, and a large patio where meetings may be held and meals served to as many as 100 persons.

LOU MERRILL

The association is being heaped on as to why this association should suddenly spring forward in 1945 from near dormancy to the enviable position it holds today. Some say the answer is money because California expositions have more each with which to work. Merrill disagrees with this opinion. He expresses the view that "actually having a full till is and was a hindrance to the growth of the association."

"When people or fairs have a swollen bank account," he says, "they strive only for mediocrity. That's natural because their appeal reaches more of their own kind."

According to Merrill, WFA tried to raise the fairmen into what he termed normal activity. The association promised to exchange ideas for membership dues.

Starts Fair Organ

The association went further by starting an organ for fairs—The Fair Dealer, which is earning a slight profit. Two Colleges of Fair were staged as well as arrangements for three Fairmen's Fairs, a seminar in fair management. A policy of having fairs vote for recommended or suspend those furnishing goods or services was instituted. The list of suppliers has grown from six in 1948 to 157 of recommended ones. In the past couple of years, some have been dropped, and some attained this status.

Also in the program was the publication of 24 books of which 16 were panel essays on fair management, conducting of public opinion surveys, establishment and management of the first Judges School with a total of 1,320 judges from 11 States attending; started a Cooperative Purchase Program thru which fairs buy materials at savings up to 40 per cent (Sales exceeded $31,000 in 1953, WFA retains no funds whatsoever from CPP sales); produced six motion pictures with four of them available for television, and mailed 1,000 individually written letters to firms in the East and Midwest to learn their requirements for showing at a Western fair.

In the legislative field and during the sessions of the California State Legislature, the association has, and will continue to, persuade courts to reports on pending legislation affecting them. A plan for next year involves the expenditure of $5,000 for research on commercial exhibits, new concession ideas, effects of daylight saving time on television ratings.

WFA Beginning

WFA had its beginning 34 years ago when Prof. J. H. True, of the (Continued on page 10)
AMERICA'S MODEL EXPOSITION

TULSA State Fair
TULSA, OKLA.

A Sales WORKHORSE...

With Concentrated PULLING POWER!

In the Livestock Capital of the World!

Annual average attendance of 350,000 representing a healthy cross-section of your Southwest Market area in six States.

Still growing, and now in our 6th year of operation, the Tulsa State Fair is one of America's fastest growing fairs because of its ideal location in the heart of a rich economic area.

Exhibitors flock back every year because they recognize the tremendous advantages of reaching this market through the personal contact with their customers here.

You too can meet, greet and demonstrate your product or service to the people in this great Southwest area by planning an exhibit here October 1-7 inclusive in 1955.

Our beautiful, modern pavilion with a seating capacity of 7,500... our grandstand seating 6,500... and new auditorium seating 3,500... are available for use the year round. We'll be glad to furnish you complete details.

CLARENCE C. LESTER Manager
P. O. BOX 5175
TULSA, OKLAHOMA

SHOW PROMOTERS! EXHIBITION MANAGERS!

For market data, exhibit and concession space contracts or facility rentals contact:

CLARENCE C. LESTER Manager
P. O. BOX 5175
TULSA, OKLAHOMA
Mitchell Bldg.

Exterior of Corn-on-Cob

Nowhere else in the world is there a building used for a fair or festival that approaches the unusual, striking native artistry presented by the exterior of the Corn Palace at Mitchell, S. D.

Outer walls are decorated with 14 huge pictorial panels, each made of corn in white, yellow, red and blue, and these are set off by decorative trim of long, hanging strands of corn.

Between 2,000 and 3,000 bushels of corn are used to execute the pictures and the trim. Individual ears of corn are saved lengthwise and then nailed to wooden panels fastened to the brick walls to create the pictures.

Each year the panels are given a different theme. Subjects have been scenes of contemporary life, pioneer history, Indians, wild game, hunting, national and international events.

At night the panels are brightly illuminated and the lighting tends to give accent to the color. Adding to the appearance is the Corn Palace roof which has vividly colored Moorish minarets and towers.

Established in 1892, the Corn Palace has been the scene not only of the annual Corn Palace Festival (actually a county fair) but also of many amusement events and of the personal appearances of numerous presidents and presidential candidates.

In its early years the Corn Palace had difficulty persuading attractions to come to Mitchell. Sousa's manager, for instance, balked and delivered the band only when two banks guaranteed the $7,000 contract. And, when Sousa arrived and took a look at the then Main Street, he refused to have his bandlemen leave the train unless the money was first paid. He was given the cash. Later he was so pleased that he gave three concerts a day and three years later he was quick to close for a return engagement.

Since Sousa's day, the Corn Palace has played host to many of the nation's top bands and orchestras. This year it had Lawrence Welk. Holder of the record at the Corn Palace Festival is Goy Lombardo, who in 1952 played to 48,453 customers.

For the festival, the Corn Palace also has a large midway. Art B. Thomas Shows, the Tri-State Amusement Company, the Wolf Greater Company, and about 100 independent concessionaires supplied such attractions this year.

we're expectin' twins

a part of our million dollar building program

the Farmers' Building will have a cafeteria seating 400, an auditorium seating 1000, and a display area of 1900 sq.ft.

the Sheep Barn addition will provide space for 700 more sheep, a wool showroom and dormitory space for the Director and his personnel.

The Indiana State Fair

Aug. 31 - Sept. 9

Kenneth F. Blackwell, Sec. Mgr.

FOR RESERVATIONS WRITE: INDIANA STATE FAIR BOARD, INDIANAPOLIS 5, INDIANA
1954 saw the beginning of a new era for the NEW Oklahoma State Fair. A 1955 potential of over 750,000 persons to see and have fun at this ALL-NEW MULTI-MILLION-DOLLAR PLANT which is still growing. 480 acres of beauty and outstanding design make this the Main Event of the year for Oklahoma's fun-loving, new-idea-seeking population. You can cash in on this tremendous interest and enthusiasm by planning now to exhibit here in 1955, in one of many new exhibit buildings. Bolster your sales power in this prosperous area by personal contact with the cream of the Oklahoma market.

For Complete Details Contact:

C. G. BAKER
Secretary-Manager

NEW FACILITIES:

- 10,000 seat Capacity Steel and Concrete grandstand with Estimated Seating Capacity for 5,000 More.
- 4-H and FFA Youth Center—3,000 Dormitory and Cafeteria Capacity.
- Women's Building.
- Clear-Span Appliance Building—120 by 240 feet.
- General Exhibits Building—140 by 350 feet, with every Utility at 35-foot centers.
- Modern Livestock Barns.
- Bowl-Type Baseball Stadium—8,000 Capacity.
- Three Race Tracks—quarter, half and five-eighths.
- Ultra-Modern Fluorescent Street Lighting System.
- Five Multi-Lane Auto Entrances.
- Parking Area for 30,000 Cars.
- Kiddie Land and Band Shell.

OKLAHOMA STATE FAIR and EXPOSITION
Oklahoma City

1955 DATES
SEPT. 24-OCT. 1

For the World's Most Modern Fairgrounds
COMpletely REDECORATED from front to back

NOW

FEATURING ... AMERICA'S FINEST CLEANEST MIDWAY

A True Thoroughbred Organization That Played to Outstanding Grosses at Many Great Fairs.

TAILOR-MADE MIDWAYS...

No Fair is TOO LARGE, or none TOO SMALL. We "tailor-make" your Midway to your specifications. We promise complete satisfaction whether it's a World's Fair or a small District or County Fair.

A TOP PERFORMANCE EVERY DATE

No Event Too Big or Too Small

Address: C. C. GROSscurth's BLUE GR
November 27, 1954

The Billboard Cavalcade of Fairs

FAIR SECRETARIES
Past performance . . . plus present-day reputation AND the new beauty and always top quality . . . are your assurance that we can provide your Midway needs. We will appreciate the opportunity to sit down with you and discuss your problems. We'll be at the State Fair meetings in Illinois, Iowa, Minnesota, Kentucky, Indiana, Tennessee, Georgia, Alabama, Missouri, Mississippi and Florida.

COMMITTEEEMEN
We can provide your special celebration or event with the right attractions and concessions . . . no event will be too large or too small for us to handle.

THANKS
A very special 'thank you' to fairmen and their staffs, and to the celebration committees, and to our own wonderful personnel for making 1954 a real 'banner year' for the Blue Grass Shows!

SHOWMEN
For 1955 we will need many more rides, shows and concessions due to our expanded route. If you have unusual or worthwhile attractions, get in touch with us right away.

MODERN RIDES • LIGHT TOWERS • TOP ENTERTAINING SHOWS • JUMBO SEARCHLIGHTS

GRASS SHOWS
BOX 478, OWENSBORO, KENTUCKY
PHONE: 3-6060

We'll be seeing you at the Chicago Conventions, Sherman Hotel . . . be sure you drop in and see us!
On October 16th, the State Fair of Texas set a new world's record for a single day's attendance among fairgoers everywhere.

On that day, 296,784 Texans and their friends jammed the gates to help build a total attendance of 2,500,468 for the 16-day State Fair of Texas in 1954.

That's a lot of people, and though their interests in the fair are varied, they have in common inquisitive minds, fun-loving natures and a zest for living that's whetted and enhanced by this greatest concentration of newness, beauty and pleasure in all the world.

Next year they'll be back, safe in the knowledge that theirs is a fair kept constantly up-to-date for an alert, demanding audience. They'll be back, bringing new friends, because they know if you've seen one, you've just begun a lifelong habit at the State Fair of Texas.
Salute to the GREAT STATE FAIR of TEXAS

We Are Proud

We Pledge

Our Thanks

to share in the growth and progress of this event ..., America's greatest State Fair. Whatever we have done towards helping achieve this success has been a privilege on our part.

to carry on the traditions of this event and to continue to supply only the best in rides, attractions and concessions for the wonderful people of Texas.

to all the directors and officials of the State Fair of Texas for their co-operation ..., and to all our friends and associates who have aided us in our services to everybody.

JOE MURPHY
MARGARET PUGH
JACK LINDSEY
TEXAS STATE FAIRGROUNDS
Dallas, Texas

NOTICE TO CONCESSIONAIRES

In keeping with our revamped Midway, which is now considered the finest in America, we are always interested in New and Unusual Games and Stock Concessions. Such Operators must be top men in this field, and on a par with our high standard of operation. Contact us for both our Fair Park season and the 1955 State Fair of Texas.
Okla. Dream Plant!

First $85 Million Phase Sparks Wide Praise: Seek Huge Coliseum; Plan Big Expo for 1957

Long cherished, the dream of a new Oklahoma State Fair plant came true in 1954. It was greeted alike by showmen, exhibitors, the press, civic leaders, and fair executives as outstanding in many respects.

Reheated on a 480-acre site, the plant is, however, but the first phase of the total dream, which, if it, too, comes true will give Oklahoma City a year-round exhibition-entertainment center as well as a marvelous fair plant.

$1,500,000 in Ground

The first phase cost $5,000,000. Of that sum, $1,500,000 went into the ground—into installing sewers, a drainage system, roadways, walks, power and gas lines, water mains, etc. The remaining $3,500,000 went into a grandstand, many noteworthy buildings, a race track, equipment and supplies.

Building up and in use this year were seven for livestock and one each for women exhibits, appliance exhibits, general exhibits, and agricultural exhibits, plus two magnificent youth centers, each with a huge dormitory, cafeteria and exhibit hall.

Delights Fair-Goers

Even for a first year—considering that laws had yet either to be planted or take hold, that many waiting shrubs were not in and that all of the finishing touches had yet to be made—the fairgrounds were a delight to the eye—gay and varied.

Highly functional, the buildings pleased fair-goers with the variety of their design and construction. No two buildings have the same design. There are hipped roofs, gabled roofs, and saw-tooth roofs—and the over-all effect is refreshing.

To fair men, ever on the alert for new ideas, what impressed most were the new features, such as the photography laboratory, which many believe will serve as a model for other fairs, and by the ramp system in the grandstand, so designed and built that it encourages grandstand attendance and at the same time speeds the emptying of the stand after a show.

To Ask Bond Issue

These—and countless other new innovations in design, of construction, in equipment or facilities—are treated in detail in pages which follow.

As for the future, C. G. (Pete) Baker, the fair’s secretary, says that within the near future voters will be asked to approve another bond issue, one for an additional $5,000,000. With that money, the plan is, among other things, to erect a coliseum with a 15,000 seating capacity for use for a variety of purposes throughout the year.

Other projects enounced in the total long-term plans for the ultimate $20,000,000 Oklahoma City dream plant include exhibit buildings for science and industry, petroleum, transportation, and fine arts, an aquarium, a religious shrine, a legitimate theater, and a Texas League baseball bowl seating 16,000.

Expansion Probable

This may appear as a pipe dream, but there is a strong probability that most of these—if not all of these—projects will be carried out.

Baker and his fair board, supported by civic and business leaders, are looking ahead to 1957—the year of Oklahoma’s 50th anniversary of Statehood. Then, they propose to stage a king-sized exposition to run over a period of weeks and be an exposition of, by, and for eight States of the South.
THE EXHIBIT CENTER OF MID-AMERICA...

1955 DATES
AUG. 20 - 28
MILWAUKEE

Where annually hundreds of thousands of people come from all over the mid-west to view and examine new products and services for their homes ... their farms ... their industries ... their businesses.

Here is the showcase of Wisconsin's agricultural, industrial and educational achievements. Here is your opportunity, as a manufacturer, to display your wares, make personal contacts and enjoy improved public relations, with the mid-west.

WISCONSIN STATE FAIR

Willard M. Masterson, Manager, State Fair Park, Milwaukee 14, Wisconsin
OKLA. GRANDSTAND

Ramp System Speeds Emptying of Stand

The 10,000-capacity grandstand at the new Oklahoma State Fairgrounds is notable on several counts, not the least of which is its system of ramps that enable speedy emptying of the stand and minimize the possibility of personal injury.

One 20-foot-wide ramp and two 16-foot-wide ramps lead from the center of the stands, rise and fan out to empty patrons into a 300-foot-long corridor which has nine dormitories half-way up in the stands.

The grandstand is equipped with an excellent lighting system, a noteworthy feature of which is a remote panel system spotted in the stage area as well as in the stand. There are three such panels, and all lights can be controlled at any one of them.

An open-sided balcony fronts the full length of the stand. A large enclosed restaurant is to be constructed at one end of the stand at this level.

The fair's general office, photo lab, press room, and storage areas are housed beneath the stand, and all of the space allotted for such use is generously sized, with an eye to future expanding needs.

A tunnel beneath the track connects the grandstand with the stage. At the wings the stage measures 170 by 90 feet. It has a 40 by 60-foot front stage, backed by a portable and slightly higher 50 by 80-foot stage. The portable stage is used in other buildings in the off-season.

Fifteen-feet-wide ramps lead to the stage on the wings, and these ramps are constructed to accommodate heavy trucks. Two dressing rooms and prop, sound, and transformer rooms are located below the stage.
Falmouth, Kentucky, Fair
Truly One of Kentucky’s Leading County Fairs
featuring

Horse Show
Trotting & Pacing Races
Mule Races
Farm Horse Races

Thrill Show
Horse Pulling Contest
Farm Bureau Day
Dairy Cattle Show

Stock Car Races
Beef Cattle Show
MilK Goat Show
Baby Show

NELSON BREEZE RIDES and CONCESSIONS on the Midway
(No Grift—No Gypsies)

NOW BOOKING FOR 1955, 76th ANNUAL FAIR
AUGUST 15 THRU 21

ATTENTION: We are interested in booking Attractions catering to the entire family,
Contact NELSON BREEZE, Pres. and Gen. Mgr.; SARAH M. BREEZE, Sec'y and Treas.
BOX 10, FALMOUTH, KENTUCKY

Actual photos taken during 1954 Fair

1. Honorable Lawrence Wetherby, Governor of Kentucky; Marvin Davis, State Rep., and Nelson Breeze.
2. Farm Machinery Exhibit.
4. Jimmie O’Connor on Mervy Ward, winner of 5 gaited class, owned by O’Connor and Randall, flanked by Mr. and Mrs. Nelson Breeze.

5. History making B-50 Superfort Bomber inspected at Falmouth Fair by more than 23,000.
6. The Governor of Kentucky presenting checks for Crippled Children’s Hospital to Eugene Mathias, Past Potentate Syrian Temple of Cincinnati, Ohio.
7. Willie Thall and his WLW Midwestern Harris tractor.
8. Outstanding float of the Parade sponsored by Pepsi-Cola.
9. Herbert Tiemeyer and his Symphonic Band (members of Cincinnati Symphony Orchestra).
10. A. B. "Happy" Chandler, Ex-Governor of Ky., and former Commissioner of Baseball.
11. Horse Show.
12. Ox team leading the ½ mile parade.
OKLA. PHOTO LAB

Two Shifts Can Turn Out 500 Prints Daily

A PHOTOGRAPHY laboratory superior to that of many newspapers is a vital part of the new Oklahoma State Fair.

To those familiar with the publicity campaign conducted under the fair's press chief, Bob Belcher, this is not surprising, for the basis of Belcher's campaign is the intensive use of photos.

And to those aware that 27 Oklahoma dailies and some weeklies have their own engraving plants it is understandable that Belcher should place such stress upon photos.

The lab, planned by Virgil Sisk, the fair's chief photographer, with a background of such experience in the Navy, is simple in design but lacking nothing. It has two developing rooms, a film drying room, and is set up to handle 500 negatives a day in two shifts.

One of the special facilities is a pigeon-holed rack, mounted table high, in which pictures are sorted for distribution to television stations, as well as the newspapers. Large envelopes are placed in each hole at the start of a fair's day and as soon as the first insert is made the envelope's flap is turned outward. At day's end, those envelopes with flaps flagging are pulled out and the contents processed for mailing throughout the area.

Newspapermen are free to use the facilities and the fair assists attraction press agents in printing negatives. One of the print rooms is equipped to handle 20 by 30-inch prints on a mass basis. The plan is to use such large prints for promotion of grandstand events, spotting the blow-ups in front of the grandstand, at other points throughout the grounds and possibly downtown.

Efficiency of the photo lab was demonstrated on the opening day of the new fairgrounds, when Oklahoma's 45th Division had its colors formally returned from Korea, with Robert T. Stevens, Secretary of the Army, as the featured guest. Pictures of the division's review before the grandstand were processed thru the lab on a production line basis and resulted in piles of clippings of pictures carried in every State newspaper the third day of the fair.
TELL AND SELL...

the important Western Canadian Market by exhibiting at the...

Western Canada Association of Exhibitions

5 Important Fairs!

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

EXHIBITORS
You can cover your best prospects in Western Canada with this vast five-in-one program, covering 1,050,000 Canadians. No other media can offer such vast coverage in this otherwise hard-to-reach area.

FOR COMPLETE DETAILS WRITE TO

THE PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1955
July 4-8

CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA
1955
July 11-16

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA
1955
July 18-23

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN
1955
July 25-30

THE REGINA EXHIBITION
REGINA, SASKATCHEWAN
1955
August 1-6

Annual Meeting

Fort Garry Hotel
Winnipeg, Manitoba
Okla.: Press Room

A MODERN press room unmatched by any other is one of the many outstanding features of the new Oklahoma State Fair plant.

Designed by Bob Belcher, the fair's press-promotion chief, the 20x28-foot room reflects Belcher's college architectural training as well as his publicity background.

The room is as up to date in design and equipment as modern city news rooms. Its facilities surpass most city news rooms.

It has acoustical ceiling and recessed lighting. It is air conditioned and, moreover, it is sound-proof, there being no outside windows. Thus, it affords a quiet working space even tho it is situated beneath the grandstand, near the center of the fair's activity.

The interior is well planned and executed. Natural birch cabinets are sized for materials customarily used by a publicity-advertising department. Space, for instance, is provided for the filing of 5,000 negatives and as many 8x10-inch photographic prints.

In addition to serving as the central information pool and working press room during the fair and as headquarters for the press department in off season, the room has space and facilities for expansion planning throughout the year. These facilities include architectural equipment and blueprint files.


A BIRD'S-EYE view of the new Oklahoma State fairgrounds is provided from a high observation tower that features the exhibit building and area developed by the Oklahoma Publishing Company.

Winding ramps lead to the top of the tower. From that point fairgoers can look almost directly down upon a map of Oklahoma outlined in the terrazzo that separates the tower from the main L-shaped exhibit building of the publishing company.

Imbedded in the terrazzo State map are markers indicating the location of all of Oklahoma's county seats. At frequent intervals each day patrons were asked to stand upon the marker of their respective county. More often than not, at each call all of the markers were covered and lensmen photographed the scene. Some of the resultant pictures were carried by The Daily Oklahoman and The Oklahoma City Times, both operated by the Oklahoma Publishing Company.

Other enterprises of the publishing firm, the Farmert-Stockman, Radio Station WKY and TV Station WKY, were represented by displays in the main exhibit building. Each visitor to the building was given the opportunity of receiving his name on a slug, turned out on the spot by a Linotype machine.

The smashing success which greeted the publishing company exhibits, building and tower is expected to speed the construction of more permanent buildings on the grounds by other Oklahoma businesses.
Saw-tooth roof design, and the heavy use of flags and banners give the General Exhibits Building of the new Oklahoma State Fairgrounds an arresting look.

*Okla.: Exhibits Bldg.*

The General Exhibits Building of the new Oklahoma State Fair plant, like so many new structures on the grounds, is intended for much year-round use. Frequent commercial exhibits and numerous trade shows are envisioned.

The building provides ample facilities and is huge. It measures 350x150 feet. Early expansion which would provide still more space and transform the building into an "L" shaped structure is planned.

**Brightly Lighted.** From the outside, the building is eye-catching, being of saw-tooth roof design, with construction of brick and with a frame of exposed steel. Bright colors were used in painting it. Heavy use of flags, banners, etc., further enhances the appearance.

The interior is well illuminated thru the use of many fluorescent lights. Bar Joists inside are exposed, an economy measure, but with the multitude and brightness of the lights the exposure of the joints is lost to the average eye.

Ample power and other utilities are provided throughout. These are contained in supporting columns, which are on 35 feet centers. The columns have 220 volts, 3 phase; 220 volts, single phase, and 110 volt outlets, plus water and gas outlets, and drains.

**Slopes Seven Feet.** One of the problems in designing the building was posed by the level on which the structure was to be built. At one end the ground was seven feet higher than at the other. Rather than build the ground up to one end, or cut it away at the other, the building itself was sloped. The seven foot difference, gone unnoticed by fair patrons and gives exhibitors no problem, the degree of slope being small because of the length of the building.

Exhibits at the 1954 fair were laid out along main-line avenues, rather than straight lines, and this served a double purpose. For one, it de-emphasized the slope of the building and for another it made exhibit spaces equally good.

---

**Something for Everybody—**

—including YOU

- Mr. Exhibitor
- Mr. Concessionaire

...at the South's fastest growing outdoor exposition

**All ALABAMA STATE FAIR**

**BIRMINGHAM**

- **ALABAMA INDUSTRIAL ARTS DISPLAY**
- **KIDDIELAND**
- **WOMEN'S DEPARTMENT**
- **CONSERVATION BUILDING**
- **BEEF CATTLE SHOW**
- **SHEEP SHOW**
- **RABBIT SHOW**
- **IMCA BIG CAR RACES**
- **ACA MIDWAY**
- **NATIONAL CROCHET CONTEST**
- **DO-IT-YOURSELF-SHOW**
- **MAMMOTH KIDS' DAY**
- **DAIRY CATTLE SHOW**
- **EDUCATIONAL DEPARTMENT**
- **4-H, FFA, FHA EXHIBITS**
- **BARNES-CARRUTHERS GRANDSTAND REVUE**
- **THRILL SHOW**
- **NATIONAL SAVE-WITH-COTTON-BAGS CONTEST**
- **COMMERCIAL BUILDING**
- **THEARLE-DUFFIELD FIREWORKS**

**SIX FABULOUS DAYS AND NIGHTS**

**OCTOBER 3-8, 1955**

**ALABAMA STATE FAIR**

For information write: R. H. McIntosh, General Manager

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Interior of the General Exhibits Building, shown in top photo, is brightly illuminated by many fluorescent lights. The building, shown in the bottom photo from the fair's plaza, is centrally located and connected with the Woman's Building.
Multi-Purpose Design Points to Busy Future

The appliance building of the new Oklahoma State Fairgrounds is in reality a multi-purpose structure, designed as are most of the buildings on the grounds, for a variety of uses at other times than during the fair.

It provides an inside area 120 by 240 feet that is clear of posts. And it is ideal for an ice rink, sports events, meetings, trade shows, etc.

Modern in design, the building has a rounded roof, louvred windows at both ends, and bright, gaily painted sides. The interior is striking. The ceiling is of wooden beams, stained and set in a honeycomb manner.

Interior Lights

Interior lighting is provided by hundreds of baby spot-type lights. Spaced at frequent intervals in long lines the full length of the building, these lights afford excellent illumination at every point in the building.

Electric and gas lines, with numerous outlets, are all under the floor. A 40-foot loading dock and 14-foot roll-up doors enable easy movement of heavy exhibits into the building. Huge rest rooms, capable of handling big events, are provided.

Sellout Assured

Exhibitors at the '54 fair were delighted with the building, its facilities and the results they obtained from exhibiting. It was a sellout in its first year, even though exhibits were restricted solely to electric and gas household appliances.

C. G. (Pete) Baker, the fair's secretary-manager, plans to—and believes he will—keep the building in frequent use. With the facilities it offers, that should not be difficult.
This is the showcase of MINNESOTA'S Agricultural, Industrial and Educational Achievements...

MINNESOTA STATE FAIR
ST. PAUL

This is the source from which you can concentrate your greatest sales effort in 1955 in this great progressive market...

Ten of the biggest selling days are yours in Minnesota when you exhibit your product or service to the Minnesota Farmers and Industrialists who visit the Minnesota State Fair for new ideas to use in their work or play. Contact us for Exhibit Space details.

1954 ATTENDANCE
946,695

HENRY W. SWENSON  D. K. BALDWIN
President  Secretary
The Greatest M

CETLIN and

40 RAILROAD CARS • 25 RIDES • 18 SHOWS

ONE OF THE OLDEST SHOWS IN THE NATION...

This show has been under the same management for three decades...

THERE MUST BE A REASON!

JOHN W. WILSON .................. General Manager
IZZY CETLIN .................... Assistant Manager
CURTIS L. BOCKUS ............ Advertising Representative
WILLIAM MOORE ............. Business Manager
WILLIAM HARTZMAN .......... Treasurer
J. E. WALKER ................. Secretary
HERB PICKARD ................. Public Relations
CHARLES SHEESLEY .......... Superintendent
E. K. JOHNSON ................. Special Agent

PERMANENT ADDRESS • BOX 787 • PETERSBURG, VA.

ONE OF AMERICA'S
THE INEVITABLE RESULT OF LEADERSHIP . . .

FIRST CHOICE of Experienced Midway Buyers

FINEST ENTERTAINMENT of Any Midway in the Nation

MOST BEAUTIFUL Show and Modern Equipment in America

GREATEST RAILROAD SHOWS
Full Coverage in the "SUNFLOWER STATE"

KANSAS STATE FAIR
HUTCHINSON, KANSAS
The Official State Fair of Kansas

FEATURE ATTRACTIONS:
- Livestock & Agricultural Products
- 4-H Club Activities
- High School Bands
- Grandstand Attractions
- Min Log Midway

Watch Your SALES grow like flowers in the sun when you plant 'sales seeds' at the Kansas State Fair.

1955 DATES
SEPT. 17-22

AN INDEPENDENT MIDWAY
We are now interested in concessions and rides and shows of merit for 1955. For a profitable date contact us now.

KANSAS STATE FAIR
William Condell, President
Virgil C. Miller, Secretary

FAA Center at the new Oklahoma State fairgrounds houses 1,000 boys and feeds as many persons per meal. Besides the dormitory and cafeteria, the center has a large exhibit building.

Okla.: Youth Centers

FEATURES to house and feed young exhibitors at the new Oklahoma State Fair plant mark with the nation's finest.

Combined, the dormitories can house a total of 5,000 boys and girls at one time, while their cafeteria can feed an equal number per meal.

Two Centers
Two separate centers—one for 4-H Club boys and girls, the other for Future Farmers of America—are provided. Each center consists of a group of three large, connected, well-equipped buildings.

The dormitory for the Future Farmers of America will accommodate 1,000 boys at one time. The cafeteria has the capacity to feed as many per meal. The FFA exhibit hall is 82x284 feet, plus an "L", 70x89 feet.

The 4-H Club center has the same grouping of buildings. The two-structure dormitory furnishes sleeping accommodations for 900 boys on one floor, as many boys on the other floor. The cafeteria will feed 1,800 persons at each meal. The 4-H exhibit hall is 82x380 feet and also has an "L" extension, 70x120 feet.

Stainless Steel Kitchens
Big revolving fans sweep the rows of bunks on both levels of the two dormitories. Generously sized shower and rest rooms are provided on both levels of the dormitories.

The cafeterias are furnished with the latest equipment for mass feeding. Stainless steel is used throughout the large kitchens. Planning put the youth centers on the opposite side of the grounds from the evening play area of the midway and grandstand. In planning, much consideration was given to designing and equipping them for maximum use throughout the off-season.

Pictures above show the Oklahoma State Fair 4-H Club Center close up and at a distance. Facilities provide sleeping accommodations for 900 boys and as many girls. Cafeteria can feed 1,800 persons per meal.
Most Famous
STATE FAIR
of Them All...

Famous from coast to coast as America's greatest agricultural and livestock fair, with an attendance of over 600,000...

Featured again and again in the movies, novels, magazines, radio and TV...

Now entering its second Century of service to the nation...

There's just no fair that beats the one-and-only Iowa State Fair as a place to exhibit and meet your prospects.

IOWA STATE FAIR
DES MOINES

H. L. Pike, President
Lloyd Cunningham, Secretary

1955 DATES...AUG. 27-SEPT. 5

The Greatest Concession Array on the Greatest Midway on Earth

YEAR after year it has been our policy to please the patrons who throng CETLIN & WILSON SHOWS Midway Avenues.
We not only boast the most beautiful, but the best conducted concessions for the pleasure of our patrons.
To our loyal personnel we express our sincere thanks for their splendid cooperation in making 1954 the most successful year in our extraordinary climb to—

"THE GREATEST MIDWAY ON EARTH!"

E. C. BROWN, Superintendent of Concessions

BILL MOORE
Manager

CLAUDE SECHREST
Secretary
The **BIG News in Canada**

**is the**

**GREATER WINNIPEG EXHIBITION**

**NEW** Location . . . Now re-located in beautiful suburban St. Vital, Winnipeg, in 90-acre Riel Park.

**NEW** Buildings . . . New 10,000-capacity grandstand plus long-range plans for new administration building, horticultural building and school exhibits building.

**NEW** Manager . . . the always capable and experienced E. J. Casey, owner of Rendezvous Park and the E. J. Casey Shows.

And NEW OPPORTUNITIES for Commercial Exhibitors in this great Canadian area. Plan now to show your product or service at this ALL-NEW, ENLARGED 6-Day Exhibition in 1955.

**MAJOR ATTRACTIONS:**
- The Famous Royal American Shows
- Midway
- CMH Clapperton’s Stumpede & Rodeo
- Horse Show
- Dog Show
- Industrial and Machinery Display
- Domestic Science Display
- Horticultural Display

**PROMOTERS—SPECIAL EVENTS SPONSORS**

If you have a local promotion to sponsor in this Canadian area, it will pay you to contact us for details on our grandstand and permanent building facilities for you.

**1955 Dates**

JUNE 27 — JULY 2

For complete exhibit space details and permanent facilities rental, contact

Ron W. Gurney, Secretary-Treasurer
**GREATER WINNIPEG EXHIBITION**

E. J. CASEY BLDG.

WINNIPEG, CANADA

---

**OKLA. AG., STOCK BLDG.**

**Structures Reflect Economy of State**

**Oklahoma's economy** based on agriculture, and this is emphasized strongly in the magnificent agriculture building of the new Oklahoma State Fair plant.

Planned as the focal point on the fairgrounds, it is situated across from the central plaza—the fair's hub—and faces the main entrance. The structure is 372 feet long, built of steel, and attractively painted. During the fair it houses the dairy and farm products exhibits.

The livestock buildings, of which there are seven, are also prominently located. This building fronts a four-lane, divided-drive that leads directly to the plaza. All of the buildings are long-spanned steel structures, the largest of which is 170 by 350 feet.

Of the seven livestock buildings in use since 1954 five were newly constructed. The other two had been used on the old grounds. Inasmuch as those two were of steel and in good condition, they were disassembled, transported to the new site and rebuilt. One was turned into a cattle judging pavilion, the other transformed into a swine judging center, 100 by 160 feet.

**Expansion Plans**

Expansion plans call for the erection of six additional large livestock buildings.

Farm machinery and farm equipment exhibits are allocated large areas on the grounds. These are close to the agriculture and livestock buildings. The availability of ample space for such exhibits, together with increased attendance at the fair's new plant, is expected to accelerate the increasing number and variety of farm machinery and farm equipment exhibits.

Excellent dormitories and other facilities on the grounds for 4-H and FFA youth are expected to speed still further the fair's development of its agriculture and livestock base. Moreover, plans call for year-round use of the agriculture, livestock and youth facilities, all of which should further Oklahoma's economy.

---

*Image and text from The Billboard Cavalcade of Fairs, November 27, 1954.*
and looking for new ideas in agricultural and industrial products at the

MISSISSIPPI-ALABAMA FAIR AND DAIRY SHOW
TUPELO, MISSISSIPPI

In the heart of the New South, located in the Northeast corner of Mississippi, drawing on a 3-State population representing a real cross-section of industry, farming and business. Folks from Tennessee, Alabama and Mississippi annually flock to this... the biggest annual event in the South... to the tune of 140,000 attendance every year.

SHOWCASE YOUR PRODUCT... and build your sales potential with personal contact... with a rewarding exhibit at this event in the richest area in the Southland.

CONCESSIONAIRES
Can book for Independent Midway, Concessions of all kinds, Eat and Drink Stands, Demonstrators, Pitchmen, etc.

SHOWMEN
We'll see you in Chicago at the Convention, where we will contract for the Carnival for our Midway Attractions and Booking Agencies for our Grandstand Show.

PROMOTERS
Our 8,000-seat grandstand is available for year-round use for your special outdoor promotion in this area. Contact us today.

For More Details Contact
JAMES M. SAVERY
Pres.-Mgr.

P. O. Box 717
TUPELO, MISSISSIPPI
Florida's Feb. 5-19, 1955

Florida's Greatest Annual Attraction

FIRST MAJOR FAIR OF 1955! And with the celebration of its Golden Anniversary, the Florida State Fair will play to bigger crowds than ever before . . . New special events, shows, exhibitions and attractions will be crowded into the 15 exciting days and nights . . . Held right at the peak of Florida's winter season . . . Located in the heart of Florida's richest agricultural-industrial trade area . . . Last year the Fair played to nearly a million and a half people from all of the 48 states, Canada and several foreign countries . . . You can do business with All America at the Florida State Fair!

**SPECIAL EVENTS!**

In celebration of its Golden Anniversary the 1955 Fair will be bigger and better than any time in its 50-year-old history. Special events include:

- World-famous Pirate Invasion.
- Royal American Shows Midway.
- Championship Auto Races.
- Grandstand Attractions.
- Florida Electrical Exposition.
- Home Craftsmen Show.
- Future Farmers and 4-H Club Programs.
- Parades of Reed and Fair Champions.
- Inauguration of Tampa's Centennial Year.

**SHOWMEN! FAIR EXECUTIVES!** New trends in their business, new exhibit ideas and new midway attractions all make their debuts here. Come and see them in action.

**EXHIBITION MANAGERS! PROMOTERS!** We have permanent buildings and facilities for your year-round use for trade and sports shows. Contact us for information and available dates.

---

**Western Fairs Assn. Has Budget of 70G**

(Continued from page 24)

University of California, organized it to set dates. From 1923 to 1945 the association held annual meetings, sponsored judges training programs, became the sponsoring organization for legislation for fairs and in general spoke on and about them as a paternal and fraternal association of managers, fair directors, suppliers, concessionaires and even do-gooders from every field of fair endeavor.

Merrill credits today's undoubted success to several mainstays including the late Charles Paige, secretary of the association and California State Fair manager for years; W. E. Allenbaugh Steward, and Jesse Chambers, formerly manager of the Santa Barbara County Fair. In the early 1930s, just after the passage of the pari-mutuel racing wagering law, from which California fairs receive financial assistance, Tom Dodge, Fresno District Fair manager, and Dr. Joseph N. D. Hillsley, Humboldt County Fair manager, added their talents in helping to solve fair's problems.

At that time the association had no paid staff. Merrill explains that the office was in Tevis Paige's former desk as he served as the treasurer following the death of his illustrious father, in the notebook of Rose E. Links, secretary since 1933, or under E. G. Vollman's hat.

Merrill adds that he was never really hired for the post he holds today. He just went to work as the first WFA employee. The first (Continued on page 50)
IN CANADA...

YOU CAN BUILD A STRONG MARKET
Through promotion of your product by
planning an exhibit here in 1955. The
great potential of this important Cana-
dian Market can be yours at a cen-
ter-person-reached far lower than
you'd imagine.

EXHIBIT SPACE RENEWALS AVERAGE 87%
Proving that Canadian and American Firms realize the importance of
the Market we reach.

SPECIAL ATTRACTION!!
This year the 1955 edition
of the Fabulous Skating
Vamhos debuted here and
was presented in our new
modern arena during the run
of our fair.

OUR COLISEE, with seating
capacity of 10,000, is avail-
able for year-round use for
special events and attrac-
tions.

1955 FAIR DATES—
SEPT. 2 THRU 11

For details on Fair
exhibit space or
available dates on
Colisse use, get in
touch with us.

Contact: EXPOSITION PROVINCIALE de QUEBEC
Exhibition Park, Quebec, Canada

EMERY BOUCHER—Managing Director

SPINDLE CENTER FAIR
GASTONIA, N. C.

"The Combed Cotton Yarn Center of America!"

Biggest New Fair in the South
Our attendance in 1954 was
up almost 30% over 1952
... 15% over 1953 ... and
there's going to be MORE
in 1955!

Top Special Events for every-
body plus peak Activities are
producing RESULTS for our
CONCESSIONAIRES ON THE
INDEPENDENT MIDWAY. Con-
tact us early for space for 1955,
or see us at the North Carolina
Fair meeting.

For your best results ... be HERE in 1955!
Exhibitors, Concessionaires, Contact:

J. A. PARTLOW
Treasurer

W. H. ROBBINS
Secretary-General Manager

SPINDLE CENTER AGRICULTURAL FAIR
P. O. Box 1193, Gastonia, N. C.

Visitors to the Exposition —
the largest agricultural and
industrial exposition in the
East—represent every facet of the American
Market. Over 412,000 attended the Eastern
States Exposition in 1954,

JACK REYNOLDS
- General Manager
1305 Memorial Ave., West Springfield, Mass.
Maurice E. Fager, Mgr.

D. E. Ackers, President

November 27, 1954

Western Fairs Assn.
Has Budget of 70G

*Continued from page 38*

nine months he received no pay, but the directors later took care of that.

It is generally agreed, both within and outside the association, that Merrill is well equipped for the job. During his early days on the ranch, he worked with 4-H and FFA groups and exhibited cattle. In 1930 the University of California awarded him an AB degree in political science, which he had earned while working as a night clerk from midnight to 7 o'clock in the morning. After college he handled publicity, promoted dances and staged conventions for three years. In 1933, he returned to ranching because of the depression. He bought calves for $1 and bucket-fed them. His actual fair management experience started in 1934 when he met Dodge, of the Fresno District Fair, which had just been revived by the Fresno County Junior Farm Bureau after it had failed financially. Merrill became the publicity director. He learned the ropes the hard way, even riding a bicycle to sell premium books and ads. His salary was augmented by night work in a cannery. He became president of the Fresno County Junior Farm Bureau, managing agency of the Fresno fair, in 1937, and was also assistant fair manager, handling exhibits, concessions, and publicity.

Pardon Us... Ahem...
IF WE POINT TO OUR...

NEW ATTENDANCE RECORD
of 236,000*

POTENTIAL CALIFORNIA CUSTOMERS

*And all of these are in the rapidly expanding Western Market... and all are in the mood to buy.

The Santa Clara County Fair offers unusual opportunities to sell... and at a cost so low you can't afford to stay away.

Write NOW for all details

SANTA CLARA COUNTY FAIR ASSOCIATION
2530 So. First St.
San Jose, Calif.

TOPEKA

"Record-Smasher"

Each year the Free Fair of Kansas smashes records because the Fair broadens its fields of service. In 1955 the Free Fair will celebrate its 75th anniversary. You should be a part of the coming celebration.

The Richest EXPOSITION in America
* Operating without a State "Handout" *

DIAMOND JUBILEE
September 1955

TOPEKA

The Billboard Cavalcade of Fairs

November 27, 1954

Maurice E. Fager, Mgr.

D. E. Ackers, President

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* Operating without a State "Handout" *

DIAMOND JUBILEE
September 1955

TOPEKA
NEW STRUCTURE

Appliance Bldg.
At Huron, S. D.,
Has Novel Front

A NEW $100,000 appliance building, completed this year by the South Dakota State Fair, Huron, has been hailed by South Dakotans as the best dollar value ever received by the State.

Exhibitors and fair execs join in the praise, for the building leaves nothing to be desired in a structure of its kind and price. Part of a long-range plant development program, the structure is of unusual design, conforming to the recently constructed 4-H club dormitory and assembly hall which set the pattern for new construction.

A marquee extends the full length of the building's front and covers a triangular door arrangement which has four doorways or eight entrances, each fitted with overhead-type doors.

Bldg. Construction

Constructed of Haydite block, covered with hollow tile, the building's interior features lamination wood beams, colored cement floor and indirect lighting.

The building is divided into four rooms, each 10 by 50 feet, and provides space for 100 booths, each 10 by 10 feet. At the rear of the building are two separate rooms, each 20 by 40 feet. The building is raised for the radios and press.

The Huron Daily Piusonian used one of these rooms as a display space and as a center for visiting employees to provide and assemble the necessary equipment for their work. Huron Radio Station KJY made similar use of the other room, housing radio personnel of the area.

The new building is also next to a quonset-type structure, used previously as a supplementary appliance exhibits hall.

The new building is constructed to provide a 20 by 120 foot enclosed storage area between it and the quonset buildings. The building drew more people than all of the others on the grounds. Space sales were easy, and before the fair was over many exhibitors not only sold all they had but put bids in for additional space.

---

UTAH STATE FAIR
and INDUSTRIAL EXPOSITION
Salt Lake City, Utah

IN THE MIDST OF THE BOOMING INTER-MOUNTAIN MARKET AREA REPRESENTING ANNUAL BUYING POWER OF $1,441,159,000 IN RETAIL SALES
$742,993,000 IN WHOLESALE SALES

TO A MARKET OF OVER 1½ MILLION BUYERS
AT THE TOP EVENT OF THE YEAR

UTAH STATE FAIR

For Complete Exhibit Information write to J. A. THEOBALD
Secy-Mgr. Box 2136, Salt Lake City, Utah

---

For more information, visit www.americanradiohistory.com
ALL-IOWA FAIR

Hawkeye Downs
CEDAR RAPIDS, IOWA

IOWA'S FASTEST GROWING FAIR

1954—Opening Day Record—34,223

Where, thru one medium, you can reach one of America's highest per capita earning groups.

Just a few reasons why you should contact us right now for exhibit space in 1955 . . .

• Ideally Located
• Top Market Area of the State
• Excellent Transportation Facilities
• Modern Exhibit Facilities
• Finest Entertainment

. . . and many other big 'drawing cards' to assure you a tremendous market of buyers.

1955 DATES — AUGUST 14 to 21
ANDY HANSON, Mgr., Hawkeye Downs, Cedar Rapids, Iowa

Governor Pitches In

If the press chiefs of the nation's major fairs were to vote on which governor has given the biggest personal assist to publicizing a fair, Kentucky's Lawrence W. Wetherby would go into the balloting an overwhelming favorite.

The record shows why.

This year he wrestled an alligator in front of the grandstand at the Kentucky State Fair, Louisville.

In 1953 he rode in—a, what's more, won—an ostrich race at the Louisville event.

And in 1952 he jumped to the aid of a stricken high school musician who fainted on the fair's opening day.

Photographers were on hand each time. And the resultant pictures not only made the local newspapers but crashed national news magazines, hit the wire photo services and were distributed by the syndicates.

Governor Wetherby, who, incidentally can't succeed himself in office, is "an all-round good guy, always willing to cooperate in any and all of the fair's events and one of its greatest boosters," summarizes Doc Cassidy, press chief at Louisville, in what sounds close to being a nominating speech among press agents.

Kentucky's Gov. Lawrence W. Wetherby is an avid supporter of and participant in the Kentucky State Fair. Above, Kentucky's first citizen wrestling an alligator at the 1954 fair, riding an ostrich to victory in 1953 and aiding a stricken high school musician in 1952.
Silk screened on the spot, 1500 yards of drapery were sold at the crafts show of the 1954 Wisconsin State Fair, Milwaukee. In addition hundreds of table mats were silk screened and sold to fair patrons. Drapery material was sold for one dollar a yard, the table mats for 25 cents. Cloth used was feed sacking material. The fair, which awarded $100 in cash prizes for the designs used, underwrote the project.

... Only 34 miles from Grand Rapids in a Market with a Half-Million Buyers.
A proven sales-getter for over 1100 Commercial Exhibitors every year. One of Michigan’s greatest events where your Exhibit can be displayed for maximum results at minimum cost.

Ionia County Farm Market Data:
- Farms: 2,557
- Gross Farm Income: $16,468,000

1955 DATES - AUG. 8-13

ALLAN WILLIAMS, President
ROSE SARLOW, Secretary
IONIA FREE FAIR, IONIA, MICHIGAN

A Booking Office
With a Conscience ...

BOYLE WOOLFOLK
AGENCY
203 NORTH WABASH AVENUE
CHICAGO

Distinctive Revues • 105 Ranch Rodeo • Thrill Shows
Wonder Bros.' Circus • Radio and TV Stars

SEE US AT CONVENTION HEADQUARTERS—SHERMAN HOTEL
FROM THE LARGEST PRODUCE
the WORLD'S GREATEST
Celebrating the
10th ANNIVERSARY
HOLIDAY ON ICE
LOOK WHAT'S HAPPENED IN 10 SHORT YEARS!
ALL OVER THE WORLD
NORTH AMERICA-EUROPE-ASIA-SOUTH AMERICA
AND THE ISLANDS IN BETWEEN.
All Shows with the finest INTERNATIONAL STARS.
There's a HOLIDAY unit breaking a box-office record somewhere today—and
every day. Get on the "ICE WAGON"! Excellent for Arenas, Stadiums
and Grandstands.
MAKE PLANS NOW! LIMITED TIME AVAILABLE!
and the fastest
growing show
of all . . .

ICE VOGUES

BOOKING INFORMATION
WRITE—WIRE—PHONE
JOHN FINLEY
Holiday On Ice
Show, Inc.
1775 Broadway
New York, N. Y.
Circle 6-1660
A. B. GRANT
Holiday On Ice
Show, Inc.
1775 Broadway
New York, N. Y.
Granite 1-8365

HOLIDAY ON ICE SHOWS,
NEW YORK, N. Y.
1775 Broadway
Phone: Circle 6-6660
CORAL GABLES, FLA.
1500 Douglas Road
CLEVELAND, O.
1442 Hayden Ave.
MINNEAPOLIS, MINN.
323 Plymouth Bldg.

MORRIS CHALFEN, President
November 27, 1954

The Billboard Cavalcade of Fairs

RS OF ICE ATTRACTIONS

ICE SPECTACLES

the Incomparable

SONJA HENIE

IN PERSON

and her

ICE REVUE

Just completed a RECORD-SMASHING AMERICAN TOUR. European tour starts early in 1955. The incomparable Sonja and her Ice Revue will be available later in '55. A sensational attraction with one of the world's greatest show-business personalities.

NOW AVAILABLE Absolutely NEW!

A BEAUTIFUL PACKAGED DEAL

NOW you can book a "HOLIDAY" unit AND the sensational Continental attraction "MIRACLE FOUNTAINS," together in one terrific FAIR PACKAGE. Limited Time—order 1955 NOW. Everything you need for SMASH entertainment in one box.

MIRACLE FOUNTAINS

FAIRS

THE HEADLINE HIT OF ALL

UTAH STATE FAIR, Salt Lake City (new record)
CANADIAN NATIONAL EXHIBITION, Toronto
COLUMBUS STAMPEDE, Columbus, Ohio
CINCY FAIR, Cincinnati, Ohio
TULSA STATE FAIR, Tulsa, Okla. (new record)
ILLINOIS STATE FAIR, Springfield
MICHIGAN STATE FAIR, East Lansing
WISCONSIN STATE FAIR, Milwaukee
CENTRAL FLORIDA EXPOSITION, Orlando
HEART OF ILLINOIS FAIR, Peoria

ALLENTOWN FAIR, Allentown, Pa.
NEW JERSEY STATE FAIR, Trenton
DUTCHESS COUNTY FAIR, Rhinebeck, N. Y.
NEW YORK STATE FAIR, Syracuse
JAMESTOWN FAIR, Jamestown, N. Y.
MASON CITY, IOWA, FAIR, Mason City
WEST VIRGINIA STATE FAIR, Huntington
TRI-STATE FAIR, Amarillo, Texas (new record)
KANSAS STATE FAIR, Hutchinson

INC.
LONDON W1 ENGLAND
17 Stratton, Mayfair.
Bill Atterbury's INCOMPARABLE SKY KINGS

A page from the HISTORY BOOKS of FAIRS

Each year five of the largest exhibitions in the world take place in rapid succession throughout the provinces of Western Canada. Known as the Canadian "A" Circuit, these exhibitions are constantly seeking the greatest of great fairs. The finest in Midways and Grandstand Attractions... In 1954, Mr. Ernie Young, famous producer of Outdoor Extravaganzas, was chosen to bring the Provincial Exhibitions and the "A" Circuit the greatest Grandstand Show ever...

With hesitation, the SKY KINGS were signed to the All-Star Show immediately to be the feature of this All-Star show that made Exhibition history and shattered records everywhere...

THE BRANDON (Manitoba) DAILY SUN—June 29, 1954

"Topping the thrill acts of opening night were the SKY KINGS... and their wind-up when they actually change poles at the peak... will rank as one of the greatest sensations in any outdoor act here."

THE EDMONTON (Alberta) JOURNAL—July 13, 1954

"... Bill Atterbury's SKY KINGS run through a routine which kept the spectators on the edge of their seats... kept the crowd gazing skyward and more than a few gave a sigh of relief when the bold performers climbed down from their lofty positions...

THE LEADER (Saskatchewan) POST—July 27, 1954

"... Bill Atterbury's SKY KINGS changed poles 140 feet high... For this act the entertainers tried to be soothing, but down below hearts were going 60 miles an hour to watch this climax..."

THE CALGARY (Alberta) HERALD—July 10, 1954

"... the sway pole act at the Calgary Stampede grandstand show could almost be said to be one of this world... watching the SKY KINGS do handstands on 140-foot steel poles that sway nearly 60 degrees is like watching strangers from another world."

THE SASKatoon (Saskatchewan) STAR PHOENIX—July 21, 1954

"... Mr. Young's revues close with an act which will probably keep audience listening and turning the rest of the night. The SKY KINGS are providing grandstand thrill in show business today."

See Us at the Chicago Meetings or Contact ERNIE YOUNG AGENCY

203 N. Wabash
Chicago, Ill.

Let COOKE & ROSE THEATRICAL ENTERPRISES, INC.
LANCASTER, PA.

Handle Your Attractions Problems

What Do You Need?

* HIGH ACTS * PLATFORM ACTS
* THRILL SHOWS * RODEOS
* REVUES * NAME ATTRACTIONS
* COMPLETE THREE RING CIRCUS

... or you name it!

COOKE & ROSE CAN FURNISH IT

What Kind of Event or Location?

* PARKS * CARNIVALS
* FAIRS * CIRCUSES
* CENTENNIALS * HOLIDAY CELEBRATIONS

... anytime—any place!

OR... let the expert, experienced staff of COOKE & ROSE put together a complete package show for you—including stage, lighting, scenery, costumes, management, etc.

NO EVENT TOO LARGE OR TOO SMALL to receive our most careful attention and reasonable rates.

Your Interests Are Ours... Make Your Arrangements with a Long-Established, Reliable Agency.

COOKE and ROSE THEATRICAL ENTERPRISES, INC.
246 W. King St. LANCASTER, PA. PH: 2-4506
You Can't Miss the Boat!

In the Canadian Market, your Sales Program can only be Improved with an Exhibit at the

PACIFIC NATIONAL EXHIBITION

VANCOUVER, B. C., CANADA

ALMOST ONE MILLION TOP PROSPECTS ATTENDED THIS GREAT FAIR IN 1954 . . .

A billion-dollar industrial expansion program has greatly increased the purchasing power of British Columbians. Visitors to Canada from all over the world make it their business to stop at Vancouver . . . Canada's largest seaport and air gateway to the Pacific.

You have read about the exciting developments in Canada in the business and trade press. Now you can actually try your own concentrated sales program by exhibiting to these hundreds of thousands of eager-to-buy Canadians.

Plan Now To Exhibit Here in 1955

For proof of the selling power of an exhibit at the annual Pacific National Exhibition . . . for space costs and exhibit details, contact

D. A. GROUT, Supervisor of Exhibits, PACIFIC NATIONAL EXHIBITION, Exhibit Park, Vancouver 6, B. C., Canada.

1955 DATES
August 24-September 5 inclusive

PACIFIC NATIONAL EXHIBITION

J. S. C. Moffitt
President

VANCOUVER, B. C., CANADA

V. Ben Williams
General Manager
Make **SURE** Your Midway has the **FINEST**...

**JOHNNY DENTON'S**

**GOLD MEDAL SHOWS**

**FAIR SECRETARIES COMMITTEEMEN**

The fastest growing show in the business can bring you top earning power in every ride, attraction and concession we have. This has been a proven winner at every event played, so why settle for less? We will be in Chicago for the conventions, and also at your State Fair meetings. We would like to prove to you that we can produce your kind of winning show.

**CONCESSIONAIRES**

Here is a show that plays to the finest fairs and celebrations in the Midwest, South and Canada. If you want a full season of outstanding profits, get in touch with us.

**SHOWMEN**

We can place a few choice and unusual attractions for our 1955 route. We want only top quality presentations. What do you have? Especially want high quality Girl Show, Side Show, Monkey, Midget and Snake Show.

JOHNNY J. DENTON Owner - Manager

HARDWOOD ROAD, FOUNTAIN CITY, TENN.
The Show of Merit that has all the Appeal and Class You Can Want!

OUR SINCERE THANKS

to the very many Fairs and Celebrations we had the privilege of playing to in 1954.

And especially to the Fair Secretaries of the CANADIAN "B" CIRCUIT

14 FAIRS THROUGHOUT WESTERN CANADA

From The Billboard, September 4, 1954

RECORD SHOW RUN

Denton Makes 3,000 Mile Jump to W. Va.

PARKERSBURG, W. Va., Aug. 23—Johnny Denton's Gold Medal Shows arrived here Wednesday (25) after a record run for a truck (35) after a record run for a truck, having jumped from Lethbridge, Alta., a distance of about 3,000 miles, during which its tractors and trailers moved through eight States and three Canadian provinces.

The long haul was made without any major trouble, Denton said. Most of the trucks and trailers averaged about 400 miles a day. Light plows were the only equipment which was not moved overland but raised in by flat cars.

Denton expressed himself as highly pleased with the business obtained in its first swing over the Western Canada B Circuit, during which the show played 14 fairs in seven weeks.

"We exceeded last year's gross at almost every stop. And the fairs received from the midway were bigger than in 50," Denton said.

Praised Agent

He was loud in praise of the show's general agent, George Harr, who made arrangements for the move thru Western Canada.

Denton was particularly pleased he said, because the show, except for one fair—Ballleader, Saska—was up or not far from up on schedule. This, he maintained, was an achievement for the jumpers many in the seven-week period, with some as long as 600 miles.

Chuck Magid, who with Art Finger and John Fager, supervised concession operations for a 7,000-seat, hospital Friday (27) and return to the Winnipeg housing, Magid had been stricken with a breast ailment.

The show will open its long string of U. S. fairs here Monday (30) at the Wood County Fair, which will open for the season Oct. 1st.

IN 1955...

WE PROMISE an Even Bigger and Better Midway.

CONTACT US AT THE CHICAGO CONVENTIONS OR AT YOUR STATE FAIR MEETINGS

GOLD MEDAL SHOWS "America's Finest"

November 27, 1954  The Billboard Cavalcade of Fairs 69
Be on the market!

at the

99th MID SOUTH FAIR
MEMPHIS, TENN.
SOUTH'S GREATEST!
and "AMERICA'S FASTEST GROWING FAIR"

MEMPHIS, 10th IN BUYING
POWER IN THE NATION!

------ Racing from 13th to 10th, in 3 years, in wholesale sales!
FIRST IN THE SOUTHLAND!

----- Drawing potential customers for your products from over 425,000 farms located in 127 rich counties in 7 populous States!

RISING ATTENDANCE FIGURES AND COMMERCIAL EXHIBITS
OVER 1953 POINT UP THE EXPANDING MARKET
Average daily attendance up 6%
EXHIBITS AND CONCESSIONS UP 14% • SHOWS AND RIDES UP 17%

MR. WHOLESALER! MR. MANUFACTURER!
MR. DISTRIBUTOR! MR. RETAILER!
JOIN THE PARADE! PLAN
NOW TO EXHIBIT AND
ATTEND IN 1955!

TENTATIVE 1955
DATES
SEPT. 23-
OCT. 2

FOR COMPLETE DETAILS WRITE
G.W. "Bill" WYNNE, MGR.
© MID-SOUTH FAIR MEMPHIS, TENN.

www.americanradiohistory.com
November 27, 1954

The Billboard Cavalcade of Fairs

We are extremely proud to contribute to the growing popularity of the

MID-SOUTH FAIR
MEMPHIS, TENN.

By giving the Patrons of this Stellar Event the Finest Concession Lineup in America

OUR THANKS TO:
L. T. McCOURT, President;
MARTIN L. ZOOK, General Manager,
and G. W. (BILL) WYNNE,
Concession Manager,
MID-SOUTH FAIR.

THANKS also to:
CLIF WILSON
for his co-operation at Memphis.

and THANKS, too, to:
JOE MURPHY, MARGARET PUCH
and JACK LINDSEY
for the friendship and close association during the past many years at the State Fair of Texas, Dallas.

WE ARE GRATEFUL TO ALL INDIVIDUALS WHO HELPED MAKE OUR SECOND YEAR AT MEMPHIS SUCH A SUCCESS.

CONCESSIONAIRES:
We are always interested in new and unusual Games.
Is it New? Different? Top Grade? Flashy?
We are interested. Contact us now!

CHARLES (Chuck) MOSS
5210 LONGVIEW STREET
DALLAS, TEXAS

A GOOD BUSINESS INVESTMENT

Located in Atlanta—Headquarters City of the Southeast Region—one block off the South Express Way. An expression of commercial, industrial and financial interests in the Southeast. Management sponsored by Atlanta Chamber of Commerce emphasizes clean rest rooms ... efficient parking facilities ... wholesale education, recreation and entertainment.

SPECIAL EVENTS PROMOTIONS

6,500-Seat Grandstand with the South's finest mile dirt race track around a natural lake. Both Grandstand and Track available for still dates.

SHOWS AND CONVENTIONS

Four large Exhibit Buildings: Two with 35,000 square feet; two with 20,000 square feet.

AMUSEMENT PARK

Permanent rides and games open April 30 thru September 15.

Write
E. LEE CARTERON
General Manager

LAKEWOOD AMUSEMENT PARK
ATLANTA, GEORGIA

CHUCK MOSS
MEANS
MIDWAY CONCESSIONS
With
• CLASS • FLASH • NEATNESS • CROWD APPEAL
THIE Minnesota State Fair's second annual effort to "sell" its show to educational leaders in the State made a host of friends in 1954, even tho' it lacked the glamour of the first program the year before.

The '54 event paid homage to veteran school board members—81 men and six women—representing nearly 2,000 years of public service. The program was conducted Monday, August 30, in connection with the Fair's Children's Day activities.

A week ago the fair honored the oldest teachers in the State. Milo J. Peterson, education department superintendent for the fair, said the 1954 program was "fully as successful" as the year before, that this year there was representation from each of Minnesota's 87 counties, compared with only 80 per cent participation in 1953.

But the newspapers didn't glamourize this year's program in the same manner as that of 1953 because the great majority of those honored were men, in contrast to an almost all-women's show the year before. Nevertheless, the fair management was highly pleased with the results and already is considering an adaption of the program for the 1955 exposition.

100 Years of Service

Two of the guests had more than 100 years of service between them. They were Ole J. Agre, 77, of Boyd, Minn., clerk for 51 years of School District 65 in Lac Qui Parle County, and Fred J. Peterson, 72, rural Lake City, treasurer for 49 years and clerk for one year of his Goodhue County school district. Nine others each had 35 years or more of service.

School board members began arriving at Hotel Lowry headquarters in St. Paul on Sunday, August 29. Mrs. Inga Cagg, field director for the Minnesota Education Association, and Frederick F. Able, assistant principal of University of Minnesota High School, were hostess and host respectively.

The veterans were served breakfast at the fair at breakfast Monday morning, August 30, in the Hotel Lowry. They then went to the fairgrounds in a body for a tour of the exposition. Dean M. Schweickardt, State commissioner of education, presided at a luncheon honoring the veteran board members in the mammoth 4-H Club building.

School Quiz Contest

Henry W. Swanec, fair board president, made presentations to the guests at a program, following lunch, in the Lee Auditorium of the Agriculture-Horticulture building. The State fair quiz contest was conducted as part of this program, with Maynard Spoon, WCOC-AM farm service director, the quizmaster.

The group returned to the Lowry Hotel ballroom as guests of the State Fair at a dinner attended by Gov. C. Elmer Anderson, Principal speaker was Dr. E. A. Jacobson, of Third River Falls, Minn., president of the Minnesota Board of Education.

Next on the schedule was the evening grandstand show, with the veteran once again guests of the fair management. President Swanec introduced many to the audience in the grandstand just before the show began.

Honor Guests

Among the guests were René Bergerson, of Lake Park, Minn., a Congressional Medal of Honor winner; Charles E. McCarthy, of Madelia, Minn., Phi Beta Kappa key-wearer, Sam Harms, of Bloomington Prairie, Minn., left his 14 children at home, as did Arthur Anderson, of Daniel, Minn., father of 10 youngsters, Anderson began serving his local school board when his first child entered school. Today, 35 years later, he's still at it, with his youngest child in the eighth grade.

Also present were two bachelors, Adolph Fredericksen, of near Faribault, Minn., has been a school board member 43 years, and Robert O. Jacobson, of rural Alexandria, Minn., for 35 years, albeit neither is married.

Another who participated was Robert W. Pinker, of Kinderlly, Saska., who had come to the fair with a large delegation from his province, including its golden jubilee choir.

Northwest-Orient Airlines distributed baby oochels to all guests. A number of members brought along their wives and children to participate in the festivities. All were taken care of by the fair board.
BOOK for your COUNTY FAIR in 1955

The GREATEST Galaxy of STARS under one BANNER

FOLK SINGERS

Midwestern HAYRIDE

RADIO & TV STARS

RECORDING ARTISTS

COUNTRY SINGERS

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Secretary, Manager

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MID-WINTER
FAIR

* In the Winter Garden of America
**

THE LARGEST MID-WINTER FAIR DISPLAY OF CALIFORNIA PRODUCTS
***

FEBRUARY 26 to MARCH 6, 1955, Inclusive
****

NINE DAYS AND NITES OF EDUCATION AND ENTERTAINMENT WITH THE GREAT INTERNATIONAL SETTLEMENT
*****

ICE SHOWS EVERY NIGHT, RODEO, HORSE RACING & HORSE SHOW
******

D. V. STEWART, Secretary-Manager
IMPERIAL, CALIFORNIA

PNE Free Shows Win

The policy of offering much free entertainment has been a big winner at the Pacific National Exhibition, Vancouver.

The PNE provides 10 hours of such fare, ranging from band concerts to group dancing, in its outdoor theater which is hailed by V. Ben Williams, exhibition manager, as a valuable institution.

"First, it answers the criticism that 'nothing is free at a fair any more.' Second, it is an excellent public relations operation," is his summation.

The free shows provide an outlet for talent, gives dancers, singers, musicians, novelty groups and others, aged 3 to 70, a chance to appear before the public.

Friends and relatives throng out in big numbers. The theater seats 2000, usually is occupied 10 hours each day, and Williams says it looks like we'll have to enlarge the seating capacity and the stage.

Annual highlight is the Miss PNE Contest finals, in which gals, in shorts and T shirts, are picked not only for beauty but for ability to express themselves on their home districts.
“THANK YOU” is entirely inadequate to express the appreciation we feel for the clientele we have been honored to serve in past years.

We pledge to you our continued support of your best interest, a vigorous approach to your new problems and greater service in 1955.

We cordially invite all Fair Officials to visit our suite during the convention.

BARNES—CARRUTHERS
THEATRICAL ENTERPRISES, INC.

159 N. DEARBORN STREET
CHICAGO 1, ILLINOIS

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GREAT MARKETS
Here in this famous tri-state area of Tennessee, Alabama and Georgia, you can meet, face-to-face, MORE CUSTOMERS than anywhere else in this market. Whatever you have to sell in this increasingly prosperous area... if it will benefit the progress of agriculture or industry, you can sell it here!

FREE GRANDSTAND SHOW FURNISHED BY GEORGE HAMID & SON MIDWAY BY AMUSEMENT COMPANY OF AMERICA COMMERCIAL AND INDUSTRIAL EXHIBITS IN MERCHANTS AND MANUFACTURERS' BUILDING

CHATTANOOGA-HAMILTON COUNTY INTERSTATE FAIR
Contact MAUDE H. ATWOOD, Secy. Chattanooga, Tennessee

1955 DATES
SEPT. 19 thru 24

**INTERSTATE FAIR**
CHATTANOOGA, TENN.

FISH WHERE THE FISHINGS GOOD!

Middletown Updates!

MOST striking result of the $200,000 spent on improvements for this year's 114th Orange County Fair in Middletown, N. Y., was the sleek design applied to the front of its grandstand. The $3,500 spent is only the beginning of a general rebuilding program which will run into many thousands of dollars. So successful was the modern redwood front that the management has future carpentry and masonry details already planned.

General manager Fred Germain Jr. had the new front built in order to revitalize what he had considered an eyesore of long standing. Architect Gunther Heinzl, a Middletown resident, designed the services in the planning end, and the work was begun. Altogether, the work was relatively simple and inexpensive, with the most difficult phase being the correct faceting.

Midway Redesigned

Germain took over the management two years ago. First major project under his leadership was the midways, a $12,000 item in the improvement outlay for the 1953 fair. Total improvements made in the 1953 running came to $27,000, considered for an annual which reached a 50,000 attendance mark in 1954 after a long struggle.

Midway Lights

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There's Fun to Spare
And Profits to Share
When Grand Ole Opry Stars
Come to the Fair!

Whether the fair you're planning is city, county, state, or regional—admissions and profits will soar when you feature Grand Ole Opry headliners from the Nation's Number One Country Music Station — WSM!

Contact Jim Denny, Manager
ARTISTS' SERVICE BUREAU
WSM
NASHVILLE, TENNESSEE

Here's the sparkling roster of nationally-known stars now available for the coming season:

Carl Smith
Jimmy Dickens
Minnie Pearl
Johnny and Jack
Roy Acuff
Cowboy Copas
Ray Price
Duke of Paducah
Moon Mullican
Ernest Tubb
The Cartiplies
Lonzo and Oscar
Marty Robbins
Kitty Wells

Grandpa Jones
Rod Brasfield
Lew Childre
Bill Monroe
George Morgan
Hank Snow
Carter Sisters
Martha Carson
Webb Pierce
The Jordannaires
Dot and Smokey
Ferlin Huskey
Goldie Hill

ARTISTS' SERVICE BUREAU
WSM
NASHVILLE, TENNESSEE
ATTENTION, ALL SHOWMEN: In concluding our 26th Annual Tour I want to express to my staff of technical men, my foremen, electricians, ride superintendents, lot men and the greatest crew of specialized help ever banded together in one common effort, that of providing true carnival entertainment in a workmanlike manner. In looking ahead to '55 I am more determined than ever that my organization shall continue to provide "THE WEST'S BEST MIDWAYS" and in keeping with that pledge I want to hear from showmen with new and novel ideas, modern and progressive concessionaires and independent operators in all departments. To those people I invite you to contact me at once at our General Offices in San Francisco, California.

And now to all of our Committees, Boards of Directors, Fair Managers and Secretaries, may I convey my sincere thanks for helping us make 1954 our greatest year in over a quarter of a century of service. For only through your co-operation were we able to present our shows at the "DATES THAT MAKE OUR ROUTE GREAT."

CALIFORNIA STATE FAIR

Santa Clara County Fair, San Jose, Calif.
Multnomah County Fair, Portland, Oregon
Solano County Fair, Vallejo, Calif.
San Luis Obispo County Fair, Paso Robles, Calif.
Columbia Empire Fair, St. Helens, Oregon
Basin River Round-Up, Klamath Falls, Oregon
Calaveras County Fair, Angels Camp, Calif.
Yuba-Sutter Fair, Yuba City, Calif.
Kern County Fair, Bakersfield, Calif.
Monterey County Fair, Monterey, Calif.
Madera District Fair, Madera, Calif.
Napa District Fair, Napa, Calif.
Siskiyou County Fair, Yreka, Calif.
Silver Dollar Fair, Chico, Calif.
Sacramento County Fair, Sacramento, Calif.
Sonora County Fair, Sonora, Calif.

Yes, to all of you, my sincere thanks and my pledge that we will be bigger and even more efficient for you in '55 and each succeeding year.

MIKE KREKOS

MIKE KREKOS, PRESIDENT & GENERAL MANAGER

HARRY MYERS, Executive Director
LOUIS LEOS, Secretary-Treasurer
E. W. (GEORGE) COE, Business Manager
EDDIE HELLWIG, Unit Manager
EDDIE HARRIS, Unit Manager
BOBBY COHN, General Representative
Year after year it has been our policy to please the patrons who throng WEST COAST SHOWS' Midway Avenues. We boast the best conducted concessions for the pleasure of our patrons. And our concessionaires have long been with this winning combination. It is with pleasure that we acknowledge our sincere thanks to these, "our boys and girls," of concession row.

Starting 24th Year in '55
Jack & Hazel Christensen
Popcorn Floss Apples
Agents—Virginia & Klonn Grubbs

Starting 9th Year in '55
Sam & Lucille Dolman
"And Very, Very Happy"
Lillian Schue

Starting 13th Year in '55
Alice & Johnny Miller
Midway Cafe

Starting 9th Year in '55
Ruth Korte
Concessions

Starting 5th Year in '55
"Peg" & Sarah Owens
Concessions

Starting 5th Year in '55
Max Silvers
Concessions

Starting 3rd Year in '55
Cecchini & Levaggi
Concessions

Starting 15th Year in '55
Margaret & Hunter Farmer
Concessions Deluxe

Starting 4th Year in '55
Bob & Vivian Duncan
"We Too"—Judy & June

Starting 3rd Year in '55
Penney Arcade
George & Bill Bryan, Owners
Harry & Viola Bryan, Operators

Starting 5th Year in '55
Sam Landesman
Exposition Cafe

Starting 22d Year in '55
Clara & Art Anderson
Concessions

Starting 6th Year in '55
Berta Harris
Sno-Cone—Floss—Apples
"From the Red & White Sweet Wagon"

Mary & Clayton Phelps
Short Range

Johnny & Steve Ristick
"In Our 15th Year"

Malcolm & Lydia Greer
"Tropical Birds"

Max & Gloria Tratch
Darts & BB Guns

Don & Faye Haffner
"It's a Pleasure Here"

J. & G. Concessions
Glenn Austin—John McKean

Concessions by—
Rose Marie Couch
Jody Selby

"Free-Play Derby"
Jack & Doreen Dyke

Edna Kanthe—Joby Martin
Pan Game

And for entertaining shows with real earning capacity we congratulate and thank:

Burns & Micky
"Torture Show"

Shirley & "Tiny" Poor
Mouse Circus

Oscar & Grace Scarberry
"Ponies Are Our Entertainment"
Roy & Dorothy Widner

Don Gilbert's
"Parade of Oddities"
"The Whites"
Barbara—George "Red"
Bimbo Show???

Winter Quarters
Madera Fair Grounds
Madera, California

General Offices
240 Jones Street
Suite 101
San Francisco, Calif.

Technical Inquiries—Business Inquiries
HOW TO SELL MORE IN COLORADO...

COLORADO STATE FAIR
PUEBLO

Your sales will climb in this important market when you exhibit here. Located in the center of Colorado's activities, you'll be well rewarded when you meet your Colorado market with an exhibit at the Colorado State Fair.

CONCESSIONAIRES: Low cost, peak traffic space now available for 1955. This is a consistent money-maker.

BIGGEST ANNUAL EVENT FOR OVER 200,000 PEOPLE
1955 DATES
August 23-28

Get the Colorado State Fair Story from W. H. (Bill) Kittel, Mgr.
PUEBLO, COLORADO

BUILD CONFIDENCE
That's why, year after year, more and more exhibitors choose the

EASTERN IDAHO STATE FAIR
BLACKFOOT, IDAHO

to help them reach the rich agricultural and livestock market in the Intermountain West... Exhibit your product or service at the largest fair in this prosperous Western area and you'll reap the rewards of increased sales.

1955 TENTATIVE PROGRAM
- Running Races
- Horse Show
- Auto Thrill Show
- Grandstand Rodeo Every Night
- Junior Talent Contests

1955 DATES SEP'T. 13-17

The Billboard Cavalcade of Fairs
November 27, 1954

BUSINESS HAILS SHOW
Alabama Association Goes All-Out in Citing Gains Made by Industries at Birmingham

By JOHN NEWSOME
President, Associated Industries of Alabama

The Associated Industries of Alabama again in 1954 found its annual participation in the Alabama State Fair most profitable from every standpoint.

The story of Alabama industry and how it affects the economic life of the community, the State and the Nation was unfolded for the first time in forceful fashion back in 1948 when the Birmingham fair opened its gates.

That marked the unveiling and dedication of something new in the fair picture—an Industrial Arts Building.

With the Associated Industries of Alabama at the helm, the 41,000 square feet of exhibit space—titled "The Showcase of Alabama Industry"—was an instant hit with fairgoers.

22 Exhibitors

The more than 22 exhibitors at the inaugural show included representative displays from textiles, steel, coal, iron, ceramics, rubber, lumber, chemicals, paper products, oil and pressure pipe, railroad equipment, tobacco, leather and wearing apparel.

The strong relationship between industry and agriculture was vitally portrayed—revealing the story of how these two great forces are working together in the State's economic life.

But agriculture and industry were just two of the factors involved in the complex story that the Industrial Arts Building reflected. Education and its contribution to Alabama life was woven into the industrial exhibits. Then three mediums of a successful exposition—industry, agriculture and education—came together in one giant display, making it a surefire crowd-puller and sure crowd-pleaser.

By-Products

By-products of our participation were disclosed when we found enough and their families pointing out with pride to friends and visitors highlights of exhibits and displays in which they had a personal interest.

We have met thousands upon thousands of people from our city and county, as well as thousands more from the surrounding areas, whom previously we did not have the opportunity of meeting. Those personal contacts were of untold value to our over-all public relations program.

It was found that such joint effort of the fair and our association members brought results impossi- ble thru individual action. The many other attractions through the grounds—the grandstand review, midway, hog, cattle and sheep shows, insect, flowers and school exhibits, conservation and commercial displays, auto races, thrill shows—strengthened the over-all drawing power, assuring crowds from which we drew our particular audience.

Permanent Displays

Many of our associates have installed permanent displays at great expense; thus proving both what is in years will perhaps become a building of permanent exhibits. Such a practice, of course, warrants businesses to spend more on their exhibit or display, and serves to increase interest in the building itself.

In 1949, we found that we had indeed struck a bonanza in our association with the Alabama State Fair. National recognition came fast and we found that "The Showcase of Alabama Industry" has set a precedent that will doubtless remain a vital part of the fair picture.

The many requests for information from fair associations, trade magazines, newspapers and other media were tangible proof that this innovation had "hit." We consider the annual Industrial Arts Exposition, truly the essence of "Industrial Public Relations in Action."

Outstanding Activity

Thus D. Trotter Jones, executive vice-president of the Associated Industries of Alabama and official spokesman for Alabama industry, we have managed to make the annual AJA Show one of the most outstanding out-of-plant activities in the history of the organization.

JOHN NEWSOME

By 1951 more than a million persons had seen our effort to really put Alabama industry on parade—with more than 50 of the State's businesses participating.


FOR TWENTY YEARS...

CENTRAL STATES

SHOWS

HAS PRESENTED

THE FINEST MOTORIZED MIDWAY
IN THE MIDWEST!

* MODERN RIDES
* FINEST SHOWS
* 50 FT. LIGHT TOWERS
* GIANT TWIN SEARCHLIGHTS
* TOP CONCESSIONS

THANKS

to the Fairs and Celebrations where we had the privilege of showing during the past season, and to all who helped make 1954 another banner year for us.

FAIR SECRETARIES AND COMMITTEEMEN

We are now arranging our 1955 route. For a show that will assure you of top grosses, be sure to contact us and investigate our Midway before contracting.

See us at the Sherman Hotel, Chicago, during the Convention and at your State Meetings.

SHOWMEN AND CONCESSIONAIRES

Can place a few high-class Shows or Attractions for our 1955 season. Also legitimate Concessions of all kinds. We can assure you a real money-making route at both still dates, and fairs and celebrations starting in July.

CENTRAL STATES SHOWS

W. W. MOSER, Mgr.
Winter Address:
Box 1296, Aransas Pass, Tex.

M. M. MOSER, Asst. Mgr.
Winterquarters:
Haselton, Texas

A Reputation for Delivering Outstanding Performances Built On

DEPENDABILITY
QUALITY
INTEGRITY

www.americanradiohistory.com
ANTIQUE CARS

The State Fair of Texas has latched onto antique cars to build an attraction that has proved a great crowd-pleaser.

The fair’s sixth annual Antique Automobile Show in ’54 included over 50 carefully restored old cars housed in the Science Building. On the fair’s final Sunday afternoon, driving contests in which the veteran jalopies took part drew an estimated 5,000 people.

Trophies are awarded for the best restored car, for the car with the best mechanical operation, those from the furthest distance away, and the most popular. Plaques and ribbons are given in contests for the champion driver, harking, cranking, blindfold driving, for the youngest and oldest drivers, in bobble, one-cylinder and two-cylinder races.

The first annual Texas Antique Auto Tour was inaugurated in ’54, with a flock of old cars exhibited first at the Heart of Texas Fair, Waco, then trekked 95 miles to Dallas. The trip was broken by an overnight stop en route and the ancient autos paraded into town in time for the State Fair downtown parade on opening day morning.

Refer to previous page for information on other events and attractions at the State Fair of Texas. The fair was latched onto antique cars as an attraction that proved a great crowd-pleaser.
Royal American Shows

WORLD'S LARGEST, BEST EQUIPPED AND MOST MERITORIOUS MIDWAY.

ANNUALLY ENTERTAINING MORE MILLIONS THAN ANY OTHER FORM OF OUTDOOR ATTRACTIONS.

CHosen FOR THE OUTSTANDING FAIRS AND CELEBRATIONS IN CANADA and the UNITED STATES.
WORLD'S LARGEST

MOBILE CIRCUS

BEAUTY SHOW

WINTER QUARTERS—FLORIDA STAT
THANKS FROM THE ENTIRE STAFF OF THE

Royal American Shows

To the following FAIRS and EXHIBITIONS of the UNITED STATES and CANADA for the PRIVILEGE of furnishing their 1954 MIDWAY and their Splendid Co-Operation which again enabled us to break all previous records at each and every event:

FLORIDA STATE FAIR
TAMPA, FLORIDA

MEMPHIS COTTON CARNIVAL
MEMPHIS, TENNESSEE

MANITOBA PROVINCIAL EXHIBITION
BRANDON, MANITOBA

CALGARY EXHIBITION and STAMPEDE
CALGARY, ALBERTA

EDMONTON EXHIBITION
EDMONTON, ALBERTA

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN

REGINA EXHIBITION
REGINA, SASKATCHEWAN

GREATER WINNIPEG EXHIBITION
WINNIPEG, MANITOBA

CANADIAN LAKEHEAD EXHIBITION
FT. WILLIAM-PT. ARTHUR, ONT.

TRI-STATE FAIR
SUPERIOR, WISCONSIN

MINNESOTA STATE FAIR
ST. PAUL-MINNEAPOLIS, M.N.

KANSAS FREE FAIR
TOPEKA, KANSAS

OKLAHOMA STATE FAIR
OKLAHOMA CITY, OKLAHOMA

ARKANSAS LIVESTOCK SHOW
LITTLE ROCK, ARKANSAS

MISSISSIPPI STATE FAIR
JACKSON, MISSISSIPPI

LOUISIANA STATE FAIR
SHREVEPORT, LOUISIANA

General Offices and Winter Quarters—Tampa, Florida
HARLEM in HAVANA

Presented by LEON CLAXTON

20 YEARS ON THE WORLD'S LARGEST AND MOST BEAUTIFUL MIDWAY... "THE ROYAL AMERICAN SHOWS."

BECAUSE of Leon Claxton's ability to produce, his keen foresight when it comes to selecting talent, costumes, catchy music that his patrons will like...

BECAUSE of the untiring effort put forth by him to cooperate with the Management of the Midway, which he is a part of, the Fair Associations and his co-workers are but a few of the reasons why "HARLEM IN HAVANA" is considered the most consistent Midway Attraction in Gross and Popularity on earth.

THANKS TO Carl J. Sedlmayr Sr. and Jr. for the wonderful assistance, and to the Fair and Exhibition officials in the United States and Canada for their whole-hearted cooperation.

NOW CASTING FOR 1955—CAN ALWAYS PLACE WORTHWHILE TALENT

LEON CLAXTON

1901 GRACE STREET
TAMPA, FLORIDA
To the "Most Beautiful Show on Earth"

ROYAL AMERICAN SHOWS
—and two Wonderful Men
CARL J. SEDLMAYR and CARL J. SEDLMAYR, Jr.

My most sincere thanks for a splendid season with you . . . and for a route packed with one success after another.

TO FAIR SECRETARIES
at all the Fairs in the United States and Canada . . . THANK YOU, too, for a successful season.

BOBBY HASSON'S MAIN CIRCUS SIDE SHOWS
Featured for the 1954 Season
JOHANN PETURSSON
"The Viking Giant"

Winter Quarters Address: 200 N. Tamiami Trail, Sarasota, Fla.

NOW BOOKING FEATURES FOR THE 1953 SEASON

SAM GORDON
His staff and the boys and girls of the Concession Department of the

ROYAL AMERICAN SHOWS

Extend thanks to the SEDLMAYR FAMILY
and to all the officials in Canada and the United States for whom we have had the privilege of operating

AMERICA'S FINEST CONCESSIONS

Without your co-operation and aid our 1954 season would not have been the success that it was!

Press Photogs Vie!

A POPULAR crowd-puller at the Dallas Museum of Fine Arts during the State Fair of Texas—and a first-class press relations gimmick for the fair as well—is the statewide Texas Press Photographers' contest.

News cameramen from newspapers all over Texas submit entries for the exhibition which is judged in six divisions—spot news, features, sports, birds and animals, portraits and personalities and pictorial. Cash prizes are awarded in the first three places in each division.

The State Fair puts up $350 in prize money, including a $50 prize for the photograph voted most popular by the public.

This year an actual voting machine was borrowed from Dallas County and set up so that fairgoers could cast ballots for their favorites.

This is the fifth year the press photo contest has been held. It is limited to Texas news photographers and to pictures used during the year preceding the contest.

The contest is sponsored jointly by the State Fair, Dallas Museum of Fine Arts and the Dallas-Fort Worth Press Photographers' Association.
November 27, 1954

The Billboard Cavalcade of Fairs

89

CONKLIN SHOWS

"THE WORLD'S FINEST"

1954—ANOTHER YEAR OF GREAT ACHIEVEMENT!!

At the Canadian National Exhibition—Toronto
New Record Gross Receipts Attained!
The Flyer Coaster Produced Phenomenal Results

It was a pleasure to furnish all the Shows — Rides and Concessions at these Exhibitions:

THE WESTERN FAIR AT LONDON, ONT.
EXPOSITION PROVINCALE AT QUEBEC CITY
SHERBROOKE FAIR
THREE RIVERS EXPOSITION
RED RIVER EXHIBITION AT WINNIPEG, MAN.
PETERBOROUGH—BELLEVILLE—LEAMINGTON—
RENFREW AND LINDSAY FAIRS

Our sincere thanks to all with whom we were associated. Their splendid co-operation helped us to reach an unparalleled total of receipts.

A register of over 80 modern riding devices enabled us to have these Park installations...

BELMONT PARK, MONTREAL, QUE. — 19 RIDES
SUNNYSIDE BEACH, TORONTO, ONT. — 14 RIDES
CRYSTAL BEACH, ONTARIO — 12 RIDES

AN INNOVATION IN CANADA . . .
Our Kiddie Rides were a most successful Advertising Venture for
Canada's Great Super Markets —

THE DOMINION STORES

FOR 1955

We are interested in anything new in Riding Devices. Will book outstanding Shows and Fun Houses for all of these dates. Can place legitimate Concessions for all Fairs except Toronto.

* 

A MERRY CHRISTMAS

A HAPPY NEW YEAR

* 

J. W. "Patty" and Frank R. Conklin
P. O. BOX 31
BRANTFORD, CANADA

What has made the Conklin organization so successful through the years?

Is it their excellent reputation — great reserves of equipment, experienced supervision? It is all these tangible elements—plus an intangible quality. Call it loyalty—call it team spirit—which success abounds.

The Conklin personnel work competently and skillfully together with complete confidence in their organization and their ability to not only please the public and create some form of enjoyment and happiness for them but to satisfy the responsible officials of the sponsoring Fairs or Committees.

Originality—Ingenious—Creative Ideas—Good Equipment—and a happy efficient personnel weld together a pleasant atmosphere in which success abounds.
All Eyes Are On...

HEART O' TEXAS FAIR

WACO, TEXAS

A thumping PAID attendance of over a quarter-million for our second year in 1954...exactly 261,731!

Here is a NEW fair with NEW ideas, attractions, shows...all the best. Located in a population area of over 680,000 within a 50-mile radius, a market that will bring you true 'Texas' returns on your exhibit investment. For thorough, fast, profitable coverage of the 'heart' of Texas, plan a 1955 exhibit here.

PERMANENT FACILITIES AVAILABLE FOR YEAR-ROUND USE:

Here is the second largest coliseum in Texas with a seating capacity of 7,038 people...air cooled for summer and heated for winter.

Our new 300 ft. by 300-ft. livestock building available for livestock shows the year round, too.

NEW IN 1954...120 ft. by 200-ft. Exhibit Building!

For complete details on exhibit space and permanent facilities rental contact

OTHEL M. NEELY

Executive Vice-President and General Manager

P.O. BOX 3003
Phone 6-1821
WACO, TEXAS

HEART O' TEXAS FAIR

Shake Hands

With Your representative Louisiana Market of almost half-million people at the

LOUISIANA State Fair

SHREVEPORT

The switch-over to paid attendance with no decrease in interest and enthusiasm on the part of Louisianans is your indication of their feeling for this great annual event.

A strong sales approach with an exhibit here will greatly expand your total sales program in Louisiana.

1955 Dates: October 22-30 Inclusive

For information, write

A. H. WEYLAND, Pres.

JOE MONSOUR, Acting Sec'y-Mgr.

Louisiana State Fair, Shreveport, La.

Looking 'em over

Amusing display of whirling, three-sided signs bearing faces of representative members and insignia of branches of Canada's Armed Forces bridged the Canadian Army, Air Force and Navy exhibits at the 1954 Canadian National Exhibition, Toronto.

A marquee that sells—and at the same time relieves the otherwise cold building front—is used by the Pacific National Exhibition, Vancouver, for its Forum where the Pacific Blue Circus, Western unit, is presented. King-sized clown cut-outs are visible at a considerable distance on the grounds.

The new $250,000 Educational Building of the Tulsa (Okla.) State Fair was used for the first time in '54. The auditorium, above, has a seating capacity of about 3,500.

A shopping center, complete with street lights and signs, shrubbery and traffic signals, was set up at the Chattanooga-Hamilton County Fair, Chattanooga, by the Osborne Shopping Center of nearby East Ridge. Store at the center were represented by exhibits.
2 Complete Units

OUTSTANDING DATES INCLUDE

- CALIFORNIA STATE FAIR
  Sacramento

- LOS ANGELES COUNTY FAIR
  Pomona

- SOUTHERN CALIFORNIA EXPOSITION
  & SAN DIEGO COUNTY FAIR COMBINED
  Del Mar

- NAVY RELIEF CARNIVAL
  San Diego

- RIVERSIDE COUNTY FAIR
  & NATIONAL DATE FESTIVAL
  Indio, Calif.

- ORANGE COUNTY FAIR
  Santa Ana, Calif.

- SANTA BARBARA COUNTY FAIR
  Santa Maria, Calif.

- ANTELOPE VALLEY FAIR
  & ALFALFA FESTIVAL
  Lancaster, Calif.

- WESTCHESTER COMMUNITY FAIR
  Los Angeles

- TRI-COUNTY FAIRS
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Purdue on Ind. Team!

151 University Staff Members Served Day or More at the 1954 Hoosier State Fair

Because the Indiana State Fair at Indianapolis is an annual show window for agriculture, it is natural that the Hoosier State's educational leaders have a great interest in it. Purdue University educational leaders and research staff members value their State Fair visit as a chance to renew friendship with many farm people. Their activities take them to every corner of the vast fairgrounds area. During the fair, 151 Purdue staff members spent one or more days in the Purdue building, while an additional 25 or more served in other miscellaneous but useful capacities. They answered questions at their exhibit booths in the Purdue building, they helped supervise the many 4-H displays, they helped with livestock judging, they helped with information for press and radio, and in a great assortment of ways.

H.A. 22 Exhibits

But their headquarters were in the Purdue building, where W. F. Graham of the exhibits department this year had 22 exhibits. He planned and built his show with the help of subject-matter specialists to tell a graphic story of the practical value to the farmer and homemaker.

"Our exhibits are intended to show something that the farmer understands rather than impressing his operation," says Dean of Agriculture H. J. Reed. "They ought to give him something he can take back home and use."

 Erected in 1924

The Purdue building itself was constructed and first used for Purdue exhibits in 1924. Sample counts show that approximately a third of the State fair attendance walks through the building. Many are repeat "customers," who return year after year to look at the exhibits or visit with staff members.

Each day a contingent of Purdue agricultural extension staff people take their places in the Purdue building near the exhibits. Many results in circulation. They may have some printed or mimeographed information to give out about the exhibit, so that the farmer or his wife may read about the farm improvement at home. Most often, the Purdue staff member serves to help the visiting farmer by answering questions about problems that need solving back on the farm.

"How can I find out what kind of fertilizer my farm needs?"

"What kind of insect is eating my alfalfa?"

"What will it cost to pipe water into the basement?"

No one has ever kept track of the needs of questions that are answered annually in the Purdue building, but they must have come from the farmers of Indiana the last ten years. It is a direct way of getting information from the people who know into the working hands of the people who want to know.

Major Youth Program

Out of the back door of any State fair is its 4-H program and the work of the 4-H boys and girls and their leaders. Indiana has a major program with more than 76,000 young folks enrolled, and that activity is reflected at the State Fair. This year they showed approximately 9,000 exhibits of excellent livestock, poultry, and other products of farm and home, as well as taking part in judging and demonstrations.

Here again Purdue staff members were involved because in the 4-H Club department of Purdue is centered leadership for the statewide program. They supervised such events as pie baking contests and tractor driving. There is an annual Boys' Camp, livestock judging and judging, vegetable contests, sewing and cooking competition, 4-H electric project, a mammoth 4-H parade and cross review, etc.

Purdue and its people feel that the State fair is a kind of annual climax to 4-H work in all the State. Local leaders and 4-H members can show their progress, and the State leaders from Purdue want to mark that progress and make new plans for the coming year.

City Clusters Grow

Indiana rural people expect that their State agricultural school will take a major part in the fair, and the Purdue people view it as a part of their job of helping farm folk. It's the prize of the year to see and talk with thousands of farmers and home makers. Not only do the Purdue staff get to visit with their old friends, the farmers, but they get to make new friends among the increased crowds and to show the farmers who may be starting with new homes or trees, or gardens.

Directly connected with the business of getting out information is the staff of the department of agricultural information at Purdue. They annually transfer their office activities to the State fair during the fair. This work is centered at Purdue and is most in the limelight.

Contacts With Press

Like other members of the staff, they believe it is a good chance to be in touch with a lot of farm men and women, and along with that, a lot of press, radio, and television people. Working as a part of the State Fair press room, the Purdue information staff helps get 4-H results to the press.

In the Purdue building daily during the 4-H part of the fair, Purdue's radio station WBAI broadcasts its noon farm show. Other staff members follow contests and events and get information back for the working press and radio. At other times the job may be to round up 4-H workers for appearances on radio or television shows. Reporters or radio workers who have contact with farm events this one year a time may need help in getting their stories. Here again, Purdue information people can offer some ideas.

It is the feeling of the Purdue staff generally that during State Fair, Purdue and the fair board forces to work together in every way possible to show Indiana agriculture at its best. In the same way, agricultural information workers from Purdue join with publicity workers on the fair staff. It means 10 days of grueling work and long hours but, after it's over each year, the general opinion is that everyone will be ready to do it again when the time comes.
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Write today for full particulars... but HURRY!

County Farm Market Data:
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Gross Farm Income... $21,608,000.00

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...the most heavily attended event of the year by thousands of prospects in the West Virginia Market Area.

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* Big, Colorful Midway
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1955 DATES
AUG. 22-27

For Exhibit and Concession Information Write
C. T. SYDENSTRICKER, State Fair of West Virginia, Box 829, Lewisburg, W. Va.

Citrus Show Thrives

THE National Orange Show in San Bernardino, Calif., an industry display noted for its displays of citrus fruits, issued a press release in 1941, just before the expiration of the duration of World War II, including these facts: "A million-dollar enterprise... the National Orange Show comprises 72 acres of land, and has the largest single structure west of the Mississippi. Built and paid for without cost to California by private citizens without monetary return or return of their principal or investment. It is a non-profit organization."

Much of that release remains true today, 13 years later. The largest building west of the Mississippi no longer stands. It was destroyed by fire four years ago. However, since then new and modern structures have been put into use. The destroyed exhibit hall was colorful with its expansive displays of citrus fruits. But, like other things, memory of it is passing as the new displays sections allow for modern and topical designs in the exhibits. The Swing Auditorium, one of the new structures, is used to house those fabulous presentations, a floor being placed over the ice skating rink which affords pleasure in off-peak times. The displays are entered by individual growers, communities and marketing associations. All vie for honors and in some cases medals of lemons, oranges and grapefruits are placed into position to catch the eye. Various shows of the fruits are utilized and additional fruits are afforded by shrubs of packing paper.

When the release first went out, the Orange Show's main hall was nearly 800 feet long. The displays were in racks along each side of the building and then the middle. The Swing Auditorium is more nearly square, but the advantages of the large structure include ample wall space for exhibit backgrounds.

The National Orange Show was organized in 1931, and was opened by the then California governor, Hiram Johnson, using a buzzer in his Sacramento office to set off an elaborate display of fireworks. Fewer than 20,000 people saw the first event staged under canvas in the downtown area. Today the exhibits have gained growing interest and the attendance at an eight-day run has come close to 300,000 patrons.

The 39th show will be held in late March next year. Earl E. Buie is the manager of the event, having assumed this post three years ago after serving as its press supervisor.
9th EDITION

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50 years ago this December, a great western fair started the trade routes and commercial enterprises that have helped make America great.

Hernando Cortes, the first great fair manager in the New World, established in 1554 what the great geographer, Von Humboldt, called "the most renowned fair in the World" at Acapulco.

It was from the fair at Acapulco that exhibitors opened up trade with California, the Philippines, and established trade routes to Japan and China.

In 1600, the fair was the great Pacific port of the New World. The Orient sent silks, ceramics, spices, jewels. Spain exhibited and exchanged wines, oils and woolens. Mexico added hides, dyes and tons of coined silver.

The fair attendance 500 years ago was 6,000 persons. Hernando Cortes drew fairgoers from Mexico, Manila, China, Peru, Ecuador, Japan, and California.

Business has picked up a bit since 1554. Along a narrow strip of country, not more than 200 miles wide, some 16,000,000 people go to a western fair each year from Vancouver, B. C., to San Diego, California.

It is "narrow" only in width. Here in this rich region, you will find people of the best health, with the world's highest earning power, attending buying at, being entertained at and enjoying the New World's oldest, but most modern fairs.

WE ARE DOING IT IN THE WEST FOR CENTURIES

To know the west, see a western fair. To learn what you want to know about a western fair—write
November 27, 1954

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A NEW DEPARTURE IN CIRCUSES...

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Our Thanks
To the many Fair Secretaries where we
played during 1954. In 1955 we will be
back with more thrills and chills for your
wonderful audiences.

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Water falls at two ends of the CNE's Food Products Building are crowd-stoppers, and provide a feeling of coolness and spaciousness to the public. Colored lights played against the water add to the eye-catching qualities.

Slim-line fluorescent lights give excellent illumination. Exposed bar joists were some of the cost-cutting which enabled the CNE to erect the structure for $1,500,000.

The Food Products Building always attracts huge throngs, but wide 15 and 20-foot aisles of the new building permit an easy flow of traffic even on the CNE's big days.
Aids Dairy Industry

“All Milk You Can Drink for 10c,” Vending Machines Score With Patrons, Dairymen

"As LL, the milk you can drink for a dime."

That was the offer of the 1954 Wisconsin State Fair.

Fairgoers lapped it up. Availing themselves of the bargain, they drank roughly 8,000 gallons (134,000 half pints to be exact) during the nine-day event, with an average consumption of 2.4 pints per customer.

The fair went into the milk-selling venture not with the aim of making money. In fact, it lost a little. But it made substantial gains not only with fair patrons but with the State's many dairymen.

The milk was sold from one large stand, the converted information center in the heart of the grounds. As many as six girls were kept busy dispensing the milk.

"We plan to repeat it again next year," Bill Masienski, fair secretary, said after the fair closed. "It did the fair and the dairy industry much good and it was a break for many fairgrounds because drink concessionaires generally push soft drinks or beer because of higher profit margins.

Roughly 8,000 gallons of milk, sold at the bargain offer of "all you can drink for 10c," were lapped out during the nine-day Wisconsin State Fair. Average consumption was 2.4 pints per customer.

Wisconsin's dairy queen using one of the three milk vending machines that were given a heavy workout at the 1954 Wisconsin State Fair. Sold out three times daily, with chocolate milk the best seller.
SELL-OUTS have been the rule for the Commercial Building of the Eastern Idaho State Fair, Blackfoot, since its completion in 1953. 11 years after fire had destroyed all but the floor of the old building. The present building is 80,200 feet and provides 43 exhibit booths, but it cannot accommodate all of the requests for space. Overflow exhibits are housed in the adjoining agricultural-commercial building. Each year space limitations causes many turnaways.

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INTERSTATE FAIR
Heart of the Piedmont Carolinas

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TO ALL—
I extend a cordial invitation to visit me at my home office in St. Petersburg, Florida, during the winter season. I like to conduct my business on a friendly basis... Let's get together.

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The Ride Midway of the Nation

TO ALL OUR MIDWAY USERS

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Sincerely,

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Hugh King Policy Winner at Yakima

The Central Washington Fair, in Yakima, under the management of J. Hugh King since 1940, combines the old and the new and has found that stunts pay off. Some of the new structures were necessary but others came in the natural progression of the exposition that is one of the largest in the State.

The first year that King, who had promoted automobile races and walkathons, took over as manager of the exposition, formerly the Washington State Fair, he jumped the attendance from 35,000 to 65,000. By switching dates to get away from the paradox of both heat and cold, the fair has a record of 165,000, its 1952 mark for five days.

"We are organized in the interest of agricultural and livestock people," King said in explaining the basic principles of the annual. "Corporate exhibitors should be accommodated for they carry the freight on these events. And we want to put on the best grandstand show possible—on that all can see and enjoy. Our acts are booked with the idea of pleasing the largest section of fairgoers. If we break even on a grandstand show, we're happy."

Grandstand Show

In staging the grandstand show this year, King looked to Jerry Ross in Seattle and the headliners were introduced by Hot Shots, Mel Lambert as emcee. Fireworks were featured two nights in succession with Art Bronie, of Thedale-Duffield in Chicago, directing the pyrotechnics. King explains that he shoots in two what some fairs spend for displays in five or six nights. But, he adds, he likes to have a show that is worthy of praise and brings patronage.

To create interest in the fair, King believes there is more work to be done before the fair opens than during the run. And he has followed this policy, taking it competitively easy with his door open to all callers once the event is under way.

In creating enthusiasm, one of the stunts that he used successfully was the appearance in 1950 of the radio show "Hawaiian Calls," the troupe of which he flew into Honolulu. There were 12,000 people at the airport when the participants arrived.

Indian Greeter

To make it more glamorous, Indian pages were set up and an Indian chief, who arrived at the airport via helicopter, greeted the Hawaiians. There have been others, but all did not come off as well as this one.

But King is used to the knock. Born in Michigan, he came to Washington in 1920 to visit a sister. He had been given six months to live because of a wound received in July, 1918, while working with the engineers at Chatou Thierry. Returning to Michigan, he remained two months and then went back to Yakima to make his home. There he entered civic projects while operating a brick and tile replacement business. A DOKK still team he trained won honors.

The fair, which was organized in 1904 at the Washington State Fair and had extended its physical boundaries to include 168 acres into difficulties in the 1930s. No fair was held from 1929 to 1932, but upon reorganization was held until 1935. It was dormant again in 1937 and 1938. The following year a group of farmers, ranchers and businessmen met and asked to lease the grounds. Fair Incorporated

Carrying the project further, the Central Washington Fair was formed and incorporated with 150 stockholders buying shares at $5 each. Each got one vote. The stock paid no dividends but an "investor" could get his money back at any time. To help the fair get moving the members of the board of directors donated money with which to obtain incorporation and buy the legal stamp. The incorporation was on a year-to-year basis until 1953 when a 10-year contract was signed.

Since then, the fair board has put in new sewer and water line. The massive columned exidah, buildings, used under the State Fair administration, are still serving well. But a new grandstand was erected two years ago when the old one went up in smoke in a matter of minutes. Ralph Meeker, whose carnival is featured on the midway, and Robert Rollinger, who has rides on the midway, have constructed permanent buildings in the run zone.

But as the situation began to settle down, King started to think of stunts he could pull to help the financial interest in the fair. One he had was "Pioneer Days" and no automobiles were allowed on the streets for five days. This event, he thought, had to be something like that.

Parachuting Sheep

It involved a sheep named Geronimo II, with the numerals nec- essitated because Geronimo I had been killed in action. King had with a parachute attached made for the animal. And on the Saturday before the fair opened in the mid-week, the sheep, with some help, parachuted from an airplane, drifted slowly to earth and began nibbling grass. The news media, woke up to the importance of the event too late to shoot a complete version. So on the next Monday, Geronimo "made" four jumps in 58 minutes while the camera recorded the act. The sheep was auctioned several times, not a re- ward befitting an animal that risks its life to make plausible click. Not finally after earning money for wholesome causes and a couple of years, the parachuting sheep was turned out to pasture.

There was a little ruckus from the Society for the Prevention of Cruelty to Animals. However, it was pointed out Geronimo took the stunt in stride and started to eat soon as he hit the pasture. The ruckus subsided and the fair went on to pull 137,000 people, setting a new record to that point.

November 27, 1954  The Billboard Cavalcade of Fairs  103

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TEXAS-OKLAHOMA FAIR

IOWA PARK, TEXAS

Plan NOW to attend the exhibit at the Texas-Oklahoma Fair in 1955. Your prospects will be waiting for you.

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THE BIG ANNUAL EVENT FOR THE ENTIRE EASTERN SECTION OF THE STATE

Our 1955 attendance goal is 100,000

THE PITTCOUNTY AGRICULTURAL FAIR

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1955 Dates

OCT. 10-15

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The fastest growing county fair in the Carolinas.

Our 1955 attendance goal is 60,000

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Write TODAY for full details on the buying point of the increasing market and how you can most easily and economically reach it.

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"Biggest Annual Event in the Ozarks"
Springfield, Missouri

1955 DATES
AUGUST 13-19

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State Fair
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IDEALLY located right in the heart of the fastest growing industrial, agricultural and consumer markets in the nation. The biggest event of the year when thousands gather at one time... in one spot... presenting you a highly concentrated buying market where your exhibit can most advantageously be displayed. Highlighted by outstanding attractions, thrill shows, achievement exhibits, a complete midway and FREE GATE.

WRITE TODAY FOR EXHIBIT SPACE AND PLAN TO REALLY SELL THE RICH UPPER PENINSULA MARKET IN 1955!

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Indian Univ. Sells!

Third of Century Experience Shows Higher Education Can Be Sold Effectively at Fair

INDIANA UNIVERSITY has demonstrated that education can be sold to the public at a State Fair.

Pioneer among American universities in presenting non-agricultural exhibits at State fairs, the Hoosier State university in the opinion of its officials has had a high dividend return for a third of a century from its showings at the Indiana State Fair.

The guiding philosophy of the university's exhibits since 1911 was perhaps best set forth by the late Ernest Pyle, first editor of the State Fair Edition of the Indiana Daily Student. Editorializing the famous columnist and war correspondent, then a student at the university, and the annual exhibits were a means for Hoosiers "to learn of the interworkings of the advantages and the progress of one of the State institutions of learning."

Cities Dividends

The dividends, according to Dr. Herman B. Wells, president of the university, have been a wider interpretation of higher education and a greater knowledge of the university.

"The Indiana State Fair," President Wells asserts, "is recognized by the university as an outstanding opportunity for the university to make a report to its constituency, the people of Indiana. Moreover, the university considers this one of its obligations."

Vogel A. Smith, who has managed the university's exhibit since 1949, is quick to point out that the State Fair attendance is a cross section of the population of the State. Over the past several years, he adds, approximately one of every three people who attended the fair has visited the university exhibit which has clocked from 300,000 to 350,000 each year.

Cost Rated Low

The university's exhibit budget last year was $10,000. This means that the university was reaching its constituency and making its annual report at a cost of a third of a cent per person.

The university began presenting its exhibits in a tent and at a cost of a few hundred dollars. In 1932 the State Fair erected for the university's use a building, which occupies one of the central locations across from the Fair Coliseum. "The I. U. Building," as it is known, has exhibit space, an 800-seat auditorium, and quarters for the State Fair Edition of the Indiana Daily Student.

Put Out Daily Paper

In addition to having the only extensive non-agricultural exhibit at a State fair, Indiana has the
Announcing -
NEW & DIFFERENT
A completely new and different type of entertainment!

Tommie & Larry

HOLDEN

DAREDEVILS

REVIEW

A PAGEANT of COLOR

ATTENTION, FAIR MANAGERS & SECRETARIES

We are still climbing! Not coasting downhill!
Our goal is three nights at the 50 Largest Fairs in the U. S. A. and here are some 1955 stunts to help us up the hill!!

ALL DONE IN HOLD-COLOR® - 10 TIMES BRIGHTER THAN FIRE!
FOUR NEW SECRET ACTS NEVER BEFORE WITNESSED. A FLEET OF NEW PLYMOUTHs CHANGING COLORS BEFORE YOUR EYES
20 YEARS OF EXPERIENCE BEHIND THIS PRODUCTION

We'll see you at the Fair Conventions!
Call or Wire Collect: TOMMIE HOLDEN, Phone 112, Wakeeny, Kans.

Announcement

Indiana University budgets $10,000 annually for its exhibits and program at the Indiana State Fair. Exhibits, such as the one above, are well executed, do a strong selling job.

The editorial offices of the paper are on the fairgrounds, the paper's staff consists of journalism students who cover all aspects of the fair, news stories and editorials are written at the fair and sent by teletype to Bloomington where the paper is printed in the university printing plant, and copies of each morning edition are trucked to the fairgrounds for free distribution each day. Some of the country's leading editors and newspaper writers from Ernie Pyle on, have received their first off-campus experience in reporting at the Indiana State Fair.

Preparations for the university's annual exhibit begins July 1 when Director Smith takes leave from his regular assignment as associate professor of speech and theatre and takes over in the University Exhibit building. Prior to that time, however, he has laid the ground work for the year's exhibit, contacting departments and schools of the university, thus having in mind a blue print of the September exhibit.

Change Each Year

The theme and nature of the exhibits change from year to year and no repeats are permitted. This past year, the emphasis was on the School of Medicine and Graduate School, both of which had celebrated anniversaries in 1953-54, and also on the School of Education. In addition, aspects of the work of 10 other university departments were shown.

The medical school in an extensive exhibit showed the number of doctors it had trained for each of the state's counties, the number of patients admitted from each county last year to the school's hospitals, life-size charts, manned by medical students, showing the human skeleton muscles, position of internal organs, and anatomy of head and neck. A third portion of the school's exhibits demonstrated the training of nurses, X-ray technicians, medical record librarians, and public health workers.

Outstanding in crowd appeal in the 1954 university presentation was a classroom of first grade children in which modern teaching methods as conducted by School of Education specialists were demonstrated.

Director Smith already has one program set up for 1955, presentation by the School of Music of an old-time minstrel show in the exhibits building auditorium.

"Visitors to a State Fair are interested in much more than farming," Director Smith contends. "Any State Fair exhibitor who plays only to the farm angle is misjudging the fair audience."

Indiana University has found that fairgoers are interested in many more things than agriculture. Workmen are shown carrying one of the many, varied exhibits into the Indiana University building on the Indiana State fairgrounds.
Attractive exteriors cover Army buildings converted by the Fredericton, N. B., Exhibition for effective fair usage. Exteriors are of plywood, glazed with paint and colored lights.

Builds With Plywood
Fredericton Transforms Army Buildings Into Attractive Structures Under Crewdson

By FRED H. PHILLIPS
FOR Ray Crewdson, the secretary-managership of the Fredericton Exhibition, the past five years has been a flowering of an ambition long held prominent by the pressure of more immediate things.

In the five-year span he has created a fair, mostly out of plywood and the sometimes incredulous faith of the directors. As general secretary he has organized a mass of paper work and detail. As superintendent of grounds and buildings he has been father-confessor to 60 tenants. As racing secretary he has conducted racing cards with extended pari-mutuel betting two nights a week thus the past summer. As track supervisor he has straddled a tractor and spread dirt on the fastest half-mile oval in Canada. And simply as Ray Crewdson, vaudeville fan, he has probably won the goodwill of more grandstand performers than any other fair secretary in the business.

Ray's Life
Now let's take the mixed trail and make a few stopovers, for Ray's life has been like that. William Raymond Crewdson was born in Fredericton, N. B., in 1910. His childhood was that of a normal, happy kid. He went to school and he liked shows, any shows. In fact, his earliest recollection of professional entertainment is that of going to the Fredericton Opera House, clad in corny suit, to see the standard fare of silent picture serials and four acts of vaudeville.

Strange that the manager of the Opera House then should have been W. W. O. Fenwicke, president of the Fredericton Exhibition in 1934. Ray also recalls the Massa Edwards Players, the last to bring dramatic stock into Canada's Maritime, John Van Armst's Minstrels, the last of the black-face troupes, the big circuses, the carnivals, and even the fondly remembered Chautauqua. His first connection with the Fredericton Exhibition dates from this early time. As a kid he used to walk the trotters and pacers in the stable area to cool them out after the races.

The elder Crewdson, manager of a small local feed mill, had some idea that Master Raymond should become an architect. That may have had some basis in humility, for Ray's great-grandfather, an earlier William Crewdson, had been a member of the Royal Corps of Engineers who built the Officers' Barracks, the Soldiers' Barracks and the Governor's Residence in Fredericton between 1823 and 1828. Also, he probably attended New Brunswick's first fair and cattle show, held in Fredericton October 8-9, 1827. You gave yourself leaved away from architecture in favor of surgery. But the Crewdson fortunes, on the eve of the great depression, did not stack up well against a university degree in either architecture or surgery. So Ray went to work in a dry cleaning plant.

Headed Plan Group
By 1935 he launched the Fash- ion Plate Cleaners on his own. For Ray the mid-30's were formative years. He became a proprietor in 1935; a city alderman in 1939 and a beneficent in 1937. A chairman of the town planning commission in 1937, he headed Canada's first such body east of Montreal.

It was thru the city council that he became associated with the Fredericton Exhibition. The constitution provides that three members of the city council should be on the Exhibition directorate. From 1937 onward Alderman Crewdson was one of the city members on the Exhibition board.

Army Takes Over
The connection at this time, however, was to be short-lived.

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OTHER UNUSUAL ATTRACTIONS!

By the late summer of 1939 World War II was imminent and the Department of National Defense mandated the Exhibition plant almost on the eve of the fair. The Exhibition buildings were promptly occupied by troops and were burned to the ground that same November. They were replaced by Army hutments and the fairgrounds became a military training center. At war's end there was an acute housing shortage in Fredericton and a greatly expanded enrollment at the University of New Brunswick. So the university authorities obtained a five-year lease of the Army housing on the fairgrounds to be used as quarters for student veterans and their families.

Conservatively a revival of the fair had to be put on ice from 1945 until 1950. Meanwhile, Crowdson continued in his role as director until the end of 1946 and in the dry cleaning business until 1947. Thereafter he became an agent first for business machines, then for fire fighting equipment.

Exhibition Revival

Toward the beginning of 1950 a resurgent fair board was planning a revival of the Exhibition and looking for a general secretary to correlate the work. As a result Ray Crowdson sat down at a desk in an Army hut in February and faced the task of putting on an Exhibition that coming September.

At that time the temporary buildings on the Fredericton Exhibition grounds were sufficient to house 86 student families and 10 commercial tenants. But as spring wore on toward summer some of the structures were vacated and adapted to the purposes of a fair. Come September a carnival did move in and set up a midway among the huts. And so a fair was held.

Glamorizes Front

Since there has been a gradual evolution of the premises, a demolition of some of the buildings and a utilization of others. An Army drill hall has become the principal exhibition building, its front glamorized with plywood, painted and colored lights. Huts have been renovated to accommodate flowers and vegetables, handcrafts and household science.

But Ray is still foster father to some 34 tenants. To him it is not uncommon to be awakened from a sound sleep at 2 a.m. on a January morning when the temperature is 20 degrees below zero and hear an anxious housewife bewail that her plumbing is frozen; or to be alarmed over the u.-s. a. system at the race track some fine July evening by a tenant who claims that his fishes are blown out.

Other Duties, Titles

During the past year, in addition to being secretary-manager of the fair, Ray has been superintendent of jousts and buildings, parking secretary; and track superintendent.

Mrs. Ray Crowdson grew up as Alice Barnett in a village near Fredericton. She taught school, went to business college and became a graduate nurse from the Royal Victoria Hospital in Montreal in 1928. She is at present medical secretary of the Victoria Public Hospital in Fredericton and secretary of the Fredericton Cancer Clinic. A daughter, Mary Ellen, reveals her father's fondness for show business at the age of 11.

Active In Community

Ray himself has been active in the fraternal life of his community. He was chancellor of Fredericton Lodge No. 6, Knights of Pythias, in 1933. When the Fredericton Kiwanis Club was organized in 1944 he became its charter president, and still serves as the club's secretary. He was master of Hirarn Lodge No. 6, F. & A. M., in 1947.

To many, Ray Crowdson is the performers' fair secretary. He has retained a fondness for vaudeville ever since he was that first constable on the Fredericton Open House. Coupled with that, he has enjoyed the sponsorship of the veteran Joe Hughes, longtime field agent of the George A. Hamill Enterprises.

Ray has known personally every performer who has played the Fredericton Exhibition in the past 20 years. Since he has been fair secretary, the performing folk have come to know that their problems are his. It is nothing uncommon for him to receive Christmas cards from a trio of girl acrobats in Rio de Janeiro; or to swap sport shirts with a comedian's backstages in Skowhegan. Each year the Secretary's Party, held in the Crowdson home right on the grounds, means open house to the entire personnel of the grandstand show.

Rates High With Acts

Perhaps better than on any other occasion, Ray's popularity with the performing fraternity was illustrated on the closing night of the Fredericton Exhibition of 1953. The fair had lost its Labor Day opener to an air race. The rest of the week had been good, but the fair would end its run with not too many dollars on the credit side.

Saturday night was always a strong closer in Fredericton. Therefore Ray figured that a double-header grandstand show that night might mean all the difference if the books were finally closed.

The directors consulted, with some misgiving. Over backstages Ray didn't feel at liberty to port any formal notice about an extra show. He personally asked the folks, in little knots of two and three, if they would support his idea. Every member of the troupe was ready to go on at 7 o'clock and again at 9, even the same extra meant precious hours to some who had long jumps to make.

Sound Convictions

Withal, Ray has some iron in his soul. When a director of ceremonies did not suit him one year he gave him a day's pay and a return ticket on the spot, without consulting fair board or booking agency.

To the great majority of performers, this, Ray is a big, jovial guy with an expansive smile, an expansive wasteline, a sharp sport jacket and a light hat.

Whenever vaudeville folk come within his reach, he will go. It may be an Oso Home Week at Woodstock or a Sportsmen's Show in Moncton.

Visits Other Fairs

He is a member of the Canadian Exhibition Association and a familiar annual visitor at such Maine events as Presque Isle, Bangor and Skowhegan. When the Grand John Exhibition staged a belated revival this past September, Ray didn't particularly raise the matter.

In fact he let a gook, deal of support to Doug Neill, who was planning the Saint John event. As Ray told his own directors: "The more the better. It's a good thing to get the people fair minded again."
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Many-sided program for women at the New York State Fair, Syracuse, includes a fashion show, in which everything from Dior-inspired gowns to dresses made of feed bags are modeled. The program and attendance have grown to such a degree that a $529,500 addition to the building has been announced since the close of the '54 fair.

It's Women's World

Syracuse Pitches to Variety of Interests; Program Proves Big Attraction for Femmes

ON SEPTEMBER 11, when the gates clanged shut on the eighth and final day of the 108th New York State Fair, attendance figures stood at a record 448,821. Over 200,000 of these fair visitors had headed for the Harriet May Mills Memorial Building, known to feminine numbers throughout the State as "that marvelous women's building."

They came not in ones or twos but in droves. A crowd was waiting when the building opened at 10 a.m., and a crowd was still there when it theoretically closed at 8 p.m.

They jammed corridors, crowded onto display areas, forced S.R.O. signs onto auditorium doors. They ignored an sluggish procession of fashion shows, cheered out-of-work plays, consumed gallons of specially made drinks, focusing attention on the Fair's Dairy Building, which was jammed with a sea of people waiting to see how to bake an angel food cake, to how to operate a power saw, how to paint wildflowers, how to place dovecloves, how to store frozen milk, and how to keep the auditorium doors open.

There was plenty of everything in the 108th State-Wide women's educational program, which the Harriet May Mills Memorial Building was designed primarily as an educational exhibit, and social center for women attending the fair.

When its doors reopened in 1949 after a waiting-lapse, the program expanded to include style shows, additional foods demonstrations, an enlarged Home Arts Department and displays and exhibits, by women's educational groups.

These groups have played an important and unique role in women's programming. The presidents of 45 State-wide women's educational organizations, including such diversified groups as American Women in Radio and Television, Daughters of the American Revolution, New York State Federation of Home Bureaus, American Association of University Women, New York State Council of Rural Women and League of Women Voters, serve as an Advisory Committee to the State Fair Women's Committee.

Plan Discussions

Early each spring, usually in April, they are guests of the Commissioner of Agriculture and Markets at a luncheon meeting in the women's building. Here tentative plans for the coming year are discussed, suggestions made and the year's theme announced. Representatives return to their organizations to prepare display material and exhibit booths around the theme, while keeping in close touch with all general planning.

Co-ordinating and directing the
The arts

The Arts
The Arts get special attention in the Harriet May Mills Memorial Building, too. Samplings of the best in 16 mm films and cartoons are given an auditorium showing daily under the sponsorship of the American Association of University Women. Theatrical groups take over the stage at 5 p.m. each week day and two performances of regional one-act plays, many of them original dramas having their premiere performances.

Companies representing the best in college, community and organizational theater come from all parts of the State to showcase their talents before standing-room-only audiences. This year State Fair Theater acquired sponsorship of the New York State Finals Project, designed to encourage rural drama and playwriting and promptly co-ordinated it into a program to honor Cornell University's Professor A. M. Drummond.

To sample the multum in parvo di (Continued on page 110)

November 27, 1954

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It's Women's World

Syraeuce Pitches to Variety of Interests;
Program Proves Big Attraction for Fems

Continued from page 109

—on your nose the steps to the Home Bureau center. Piping hot loaves of focaccia, plates of delicately browned rolls have just come out of the oven, ripe for sampling. On one side is the colorful Pamplona ladies, crisp in her white uniform despite the fact that she'd been up to her elbows in dough since 7 a.m. and shapes the next batch. Take along all of hot buttered bread and wander to the other booths to watch a demonstration of blackberry pies with kitchen utensils, or making children's toys from odds and ends, or preparing dali gardens, or designing your own safe and sane housewifery, or whipping up your own lamphouses, or building a sewing center for your home.

Now, up the stairs again to the second floor, where women's educational groups have their demonstrations and exhibits. Watch a puppet show on cancer danger signals, or talk with a Girl Scout as she packs a Friendship Box, or sit in on a discussion at the AAWU Resource Center. Perhaps to be the guinea pig in a demonstration of theatrical makeup. You could spend a whole day here, come out magnificently impressed with the job women are doing in an amazing number of educational areas.

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Tirio! No wonder! Mixed anything? Probably hot. But your brain is whirling with newly acquired ideas, and your feet hurt. Failing to rub a protesting ankle, you try to follow the official hostess calmly directing a human tidal wave that threatens to engulf the entire building.

"Where's the ladies' room? Isn't there a reception being held for the State Farm Queen? Who can I find my sister's pillow cases that won first prize? What time does the maple sugar demonstration go on? When do they show the back-of-the-shelf work? Who can I talk with someone about a career in nursing?"

Volunteer hostesses, 350 strong, answer these questions and many, many more per day. Equipped with identification tags, aspirins, a ready smile and a minute-by-minute schedule, they reflect the knowing and friendly hospitality that makes the State Fair Women's Building personal property of the feminine resident of the Empire State.

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But Madera Grows
A la O'Shaughnessy

A YEAR after Joe O'Shaughnessy took over in 1947 the job as secretary-manager of the Madera District Fair in Madera, Calif., he and the board of directors learned that the highway was to be relocated and would run thru the fairgrounds. The proposed change in route has prevented physical changes in the grounds until now and it still might unsettle this manager.

The new road is to go thru the manager's home constructed for him by the State of California, Division of Fairs & Expositions. To be more specific, motorists driving along the new route will travel where O'Shaughnessy one time had his bathroom.

But despite this news, O'Shaughnessy went on to work immediately on his appointment to progress his fair as far as possible—with the limitations that were imposed. He increased the number of entries from 1,407 to 6,019 in 1953.

Plan 705C Construction

And now that the new highway route is settled, construction on the master plan, also set by the Division of Fairs & Expositions, is under way. The fairgrounds includes a new Community Exhibit Building 80 by 125 feet with a 31 by 80-foot cafeteria and dining hall that can handle 850 persons an hour. This is the beginning of the construction program that will eventually cost $765,000 and make Madera one of the outstanding fair grounds in California.

Fitting into the plan are picnic grounds adjoining the central structure. One of the areas will be 250 by 400 feet and this will be landscaped and include barbecue pits. A second similar area 200 by 500 feet is also to be landscaped and include an artificial lake that will be made by damming the Fresno River in the winter when it is flowing. The reservoir will hold water during the dry, summer months that are sure to come in this San Joaquin Valley region.

Air-Conditioned Office

O'Shaughnessy and his board will also have new quarters in the office building near, but apart, from the Community Exhibit Hall. It, too, was completed before the 1954 fair closed September 26. But neither was ready for use and the construction made use of its old facilities. Featured here are a new entrance with two modern ticket booths and an air-conditioned office with a board meeting room and a 50 by 50-foot outdoor patio. The management is already moving into the new section to have it ready for the switch-over operation next year.

In the plans also is an amphitheater including a band shell and a slab for dancing. There will be seating for 2,500. Two secondary buildings are to be constructed in the future. Each will be 70 by 140 feet and they will house floriculturist, junior exhibits, art, handicraft and hobby displays. When these are put in action, the Community Exhibit Hall will feature agricultural, horticultural and commercial showings. It will be used in off fair times by civic and commercial groups for meetings and athletic events.

Started With Four Bids

When Joseph T. O'Shaughnessy took over his fair manager's duties, the plant consisted of four 50 by 100-foot frame buildings, an 80 by 100-foot metal structure and a large patio for the display of farm machinery, trucks and items not affected by the weather. The metal structure will probably continue to be utilized as storage for maintenance equipment.

Moxch has happened at Madera since 1947 and even more since 1953. However, the fair dates back to 1907 when the county board of supervisors bought 20 acres. Then two years later they leased another additional 50 acres, which were purchased in 1945. The fair ran was in October, but when the Fresno District Fair in Fresno, also the name of the adjoining county, increased its runs to 10 days, Madera, located in the county which had seceded from Fresno county, switched to the late September dates.

Native of Ohio

O'Shaughnessy came to California in 1944 from his native Cin- cinnati. After making Madera his home, he went to work for the U. S. Department of Agriculture handling production and marketing problems. This work gave him a good background for his fair management. However, he was yet to have some experiences in operating a fair.

One of these came when he pre- pared to open his first fair. He discovered that two antigated restrooms and some outhouses had been condemned by the Depart- ment of Architecture. A phone call to A. E. Snider, chief, Division of Fairs & Expositions, in Sacramento brought more bad news. If the fair did not open, it would forfeit claim to its $60,000 State alloc- ation.

The fair board went into hasty action. A local road contractor was asked to take the job and to speed it up. With materials scarce, prac- tice blocks were obtained and war surplus latrines bought. The work- ers went on the double. And the rest rooms were finished 27 minutes before the ribbons were cut to usher in the first 1947 patrons.

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A YOUNG man was being held hostage by a group of robbers on the outskirts of a small town in Texas. The police had arrived and were surrounding the building where the hostage was held. The situation was tense and everyone was on edge.

The police chief had a plan, but he knew it could go badly wrong. He called on the hostage to speak to the robbers. The hostage was hesitant at first, but eventually agreed. As the hostage began to speak, the police chief listened intently. The hostage explained why the robbers were holding him and what they wanted.

The police chief then spoke to the robbers, trying to negotiate a peaceful resolution. He asked the robbers to release the hostage and surrender. To his surprise, the robbers agreed.

The police chief then arranged for the hostage to be safely taken to a police station. The robbers were arrested and charged with kidnapping.

The police chief was hailed as a hero for his quick thinking and calm demeanor. The community was grateful for his efforts to save the hostage's life and prevent violence.

The police chief's actions were not without risk. He could have been killed in the process, but he knew that the hostage's life was worth the risk.

In the end, the police chief's actions saved the hostage's life and prevented a violent confrontation. The community was forever grateful for his bravery and dedication.

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LARGEST COUNTY Fair Pulls 29,508

SOME months ago, Oren Robertson, manager of the San Bernardino County Fair in Victorville, Calif., made a trip to the State Fair in San Antonio. They visited together in Pomona, where he is a staff member in charge of special events at the Los Angeles County Fair.

Robertson, just for the fun of it, presented his business card to the state fair manager, whom he had known for years.

Paine's astonishment is understandable for he is employed by the fair to grow. But like him, he is coming along well. In the agriculture category, according to a survey from 1946 to 1953, tree and vine crops have shown a 20 per cent increase and commercial vegetable growing is up 84 per cent. Beef cattle, dairy cattle and hogs, laying hens and chickens for meat, baby chicks and turkey for meat and eggs and poultry have shown growths of 285, 321 and 384 per cent respectively.

300C Improvements
In view of the growth and progressive activities—this latter may have been taken two ways, for uranium deposits are reported and some "rare earth" used in the atomic bomb manufacture is actually mined—the State of California Division of Fairs and Expositions has examined fair plant developments amounting to $1,125,000. Of this figure, approximately $300,000 in improvements have been completed.

The fairgrounds are on the opposite side of the San Bernardino Mountains from the city of San Bernardino, across one of the National Orange Show. And it was this type of location which may have accounted for Victorville being selected. Chino, near San Bernardino and San Bernardino City, the actual towns for the area chosen was F. J. Guthrie, publisher of the San Bernardino Sun. He contended that the "desert is entitled to something."

Robertson's plan of attack is to convince people that it is not hot on this desert. This year at Fair time the thermometer heights were 95 to 100 degrees in Victorville. That is not something one would consider hot. But there was wind, and it took all of the fair's exposition patrons.

This manager would like to change the dates of the run, however, to get away from "heat but the wind."

From Midwest

Robertson, who is a veteran dairymen, came to California from his home in the Midwest in 1924 on a vacation, and has not returned, except to visit. His first job was with a dairyman and later he joined a large mercantile firm as a salesman. During the war, he and his family resided in Lancaster. They returned to Victorville in 1948, shortly before he became a fair manager.

This fair manager looks at his operational problems realistically. To solve them, he increased the budget for the stage show, booked by Schepper Bros., and used the one-way gate with 100 cents admission for adults. He is mulling the plan of charging 75 cents with 15 cents of ticket money going into purses for the pari-mutuel racing events. These amount to about $8,000 and in the past the city's merchants have been called upon for support. Robertson wants the purses to be self-supporting.

Area on March

But Victorville's area is on the march and its 95-acre fairgrounds are being improved. When completed, they will be among the best in the State. And like other California fairs, San Bernardino County Fair is not without its symbol. Last year a bear took up abode on the grounds. Robertson dolled the animal up and called it Bingo. The bear will appear in 1955 after missing this year because it began its season late and had to be put out to pasture.

Robertson is confident that anything will grow in the arid region. He is working toward a landscape plan for the grounds. The two things holding him back are jaded rabbits and the wind.

OREN ROBERTSON

fair that is reputed to be the largest county exposition in the nation with an annual attendance of over 1,000,000 people.

Population

Robertson was not misrepresenting facts, either, despite the fact that his 1954 event was attended by 29,508, and the record there is 20,753. For San Bernardino is the largest county in the United States, and that is exactly what the card said. The county covers 20,157 square miles, which makes it larger than the States of Delaware, New Jersey, Massachusetts and Rhode Island combined. If Paine had misunderstood the card, it was purely intentional.

But the expansive area is a disadvantage for it is not an easy matter to draw people to the Victorville fair. The county's population is located in the southern part of the state, away from the site of the exposition. Of the total estimated population of 361,800, about 310,100 live from 40 to 70 miles from the fairgrounds across the mountains in what is called the desert. No one seeks to deny this contention.

Site Fitted

Situated in the San Emigdio Mountains and one that is the site of the fair, near the city's center. The next year the site was moved to a new area on the hills, two south of the city, near a commercial area that was starting up and had one building. Soon the fair built a permanent office structure and in 1853 a 70 by 900-foot Feature Exhibit Building for agriculture was completed.

And then this year a new structure for Commercial Exhibits was put into use, being completed only a few days before the fair opened.

Robertson's job of booking the act is comparable with that of the farmers in the area getting things
The development of Long Island as a thickly populated and highly busy industrial region has brought with it many significant changes in the old Minorela Fair, now 112 years old. From its one-time purely agricultural function, the annual April show has slowly shifted gears to where, today, it has the largest proportion of commercial and industrial exhibits it ever enjoyed.

This trend toward a truly urban fair—replete with virtually every kind of event that can be seen in similar displays plus exhibits from many industrial firms—was speeded up with the forced evacuation from the old fairgrounds in Mineola. The new site at the Roosevelt Raceway harness racing plant in Westbury offers a ready-made location for roofed exhibit booths. In addition, Long Island in post-war years has taken on a nationally publicized flavor as a popular region of new, young homes. With both industry and residents on the rise, agriculture steadily declined on the island and the situation practically tailored itself into the fair's format.

More Commercial Space

Exhibit-wise, the event, now renamed the Mineola Fair & Industrial Exposition, had more commercial exhibit contracts in 1954 than it ever had at the old grounds. More than 200 compared with 75 to 100 at the old site. And rental receipts were much higher since the increased number of covered booths enabled Manager Charles B. Bocchert to exact a higher price from exhibitors. There were roughly the same number of direct sales booths this year as at the old grounds, about 20, but in the number of commercial display exhibits there was no mistaking that the Long Island development has had an effect on the fair.

The raceway grandstand proved a natural for exhibit purposes. It was long and deep, accustomed to seating upward of 17,000 persons during racing days, and provided spacious areas which were quickly converted into booths below the stands. Where the rates for this type of area ran from $1.50 to $1.75 per square foot in the Mineola Fair buildings, Bocchert at the raceway was able to collect $2.50 per foot at the track. Most exhibitors rented $400 to $600 worth of space, taking two or three adjoining spaces, although there were some 200 booths occupied, mostly by direct sales people. Booths were all 10 feet deep.

In addition there were four tests during 42 feet by 219 aisles for additional commercial exhibits. Each of these held 30 spaces.

Fairgrounds Lost

It was an unforeseen occurrence which forced the fair to leave the old grounds. It had sold them a decade ago to Nassau County and remained on as tenant, and the transaction came home to roost in 1953 when the county claimed the land for park and office structure use. With a new home necessary for the fair, President J. Alfred Winter, of the Orange-Nassau Agricultural Society, also top official of the raceway, offered the plant as a fair site. The location has been used for two years now and the booths have been worked out to a large extent.

With 65 acres to operate in, the 1953 running was spread out over too wide an area. Many booths were set up profitably under the huge grandstand, but the display tents were spaced so that the original rental became front-wavy after his first hour on the ground.

The midway was spotted disadvantageously with access to it being possible only by trekking around the track.

This year saw the elimination of two large cattle tests, leaving only one, and a tightening up of the commercial display tents to where their former site was utilized for the midway, thus putting the fair in a new and more advantageous position. Other animal displays—swine, sheep, poultry and rabbits—were more than adequately housed in the padock area with its ready-made shelters.

The slow turning of Long Island into an urban region has found its fair keeping pace with the change. To facilitate the integration of industrial and commercial exhibitors, the fair has admitted Long Island Association members into the agrarian society at $30 spaces, and some have become fair directors. This step has resulted in major firms taking the lead in promoting the annual event both within their plants and in their neighborhoods.

Having found the solution to many of the problems which beset fair fare when it was held in the Bochert siblings' beautiful Roosevelt Raceway in 1953—reconstructing a paid gate for kids, making better food and beverage stands, providing entertainment midway, compacting all the overall size of the fair, etc.—Bochert holds that the 1955 running will surpass anything that the Minoele Fair has ever experienced, with both exhibit-wise and attendance-wise.
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SHOWS...

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PLAYING THE TOP FAIRS IN THE COUNTRY!

- NEBRASKA STATE FAIR—Lincoln, Neb.
- ND. DAKOTA STATE FAIR—Minot, N. D.
- ALL-JOWA FAIR—Cedar Rapids, Iowa
- SIOUX EMPIRE FAIR—Sioux Falls, S. D.
- SOUTHWESTERN EXPOSITION—Fairmont, Mino.
- CAVALIER COUNTY FAIR—Langdon, N. D.
- PEMBINA COUNTY FAIR—Hamilton, N. D.
- and many, many more

THANKS TO EVERYBODY
Fair Secretaries, Celebration Committees and our Personnel for making 1954 another wonderful and profitable season.

There is a reason why the WILLIAM T. COLLINS SHOWS were chosen above all others to play these outstanding events. It will pay you to investigate and find out why.

William T. Collins

AMERICA'S LARGEST MOTORIZED SHOW
Equivalent to a 40-Car Railroad Show...
A MIDWAY PACKED WITH CROWD APPEAL

FEATURING
* 18 Modern Rides
* 6 New Up-to-Date Kiddie Rides
* 12 Wagon Type Shows
* 8 Neon Light Towers
* Anti-Aircraft Searchlights
* 65 Modern Trucks and Semis used to transport this Show

NOW BOOKING FOR 1955
Good reliable shows always needed. Want Manager for Girl Revue and Posing Show, Ride Help, Foremen, etc. General Help in all departments. Concessions of all kinds.

Winterquarters and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota
WM. T. COLLINS, Owner-Mgr.
MRS. WM. T. COLLINS, Trcrs.
ALABAMA
Alabama State Fair, Birmingham
OPERATED: 4 days, 4 nights. WEATHER: Good 4 days, nights. CARNIVAL: West Coast Shows. ATTRACTIONS: Punch-Carnival shows. ADMINISTRATION: General manager, K. H. Hemenway.

ARKANSAS
Crawford County Fair, Mulberry
OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: General manager, B. B. Hooten.

Franklin County Fair Association, Inc.
OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: Secretary, C. S. Martin.

Independence County Fair, Batesville
TOTAL ATTENDANCE: 15,700. OPERATION: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: Secretary, J. M. Hepple.

Perry County Fair and Rodeo, Perryville
TOTAL ATTENDANCE: 6,200. OPERATION: 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: Secretary, Billy Fanshawe.

CALIFORNIA
Antelope Valley Fair and Alfafeal Festival, Lancaster
TOTAL ATTENDANCE: 51,000. OPERATION: 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: Secretary, L. M. Bailey.

California State Fair and Exposition, Sacramento
TOTAL ATTENDANCE: 1,367,000. OPERATION: 12 days. WEATHER: Good 12 days. CARNIVAL: West Coast Shows. ADMINISTRATION: President, L. J. Ayres.

Great Western Livestock Show, Los Angeles
TOTAL ATTENDANCE: 13,471. OPERATION: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: West Coast Shows. ADMINISTRATION: General manager, W. B. Halsey.

Each year the Billboards's Statistical Directory of Fairs has proved of increasing importance and as a guide to concessionaires, exhibitors, attractions, suppliers and fair executives. The stories are covered of the fairs that have been selected on the basis of the following criteria: number of days, attendance, weather, and public interest. The directory is an important source to which fairs obtain attractions for the weeks other than during fair operations.

Generally, concessionaires rely heavily upon the two listings in determining still-date possibilities. Other sources concerning working, performing or supplying fairs find the directory a valuable guide in determining the relative strength of fairs.

Fair executives find the directory useful, too, as it affords them facts and figures containing suggestions for adaptation at their own annual events.

The compilation of the directory is a special service rendered by The Billboard, which each week throughout the year serves to the betterment of the fair movement in the United States and Canada.

Facts and Figures

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The Focal Point on Any Midway

Bennie's

WHERE YOU GET THE BEST MERCHANDISE ALL THE TIME

in 1954
Hagerstown, Md.
Maryland State Fair
Allentown Fair
York Interstate Fair
Lehighton Fair
Piedmont Interstate Fair
Georgia State Fair
Reading Fair
Flemington Fair
New Jersey State Fair
West Virginia State Fair
Centre Hall, Pa.
Middletown, N. Y.
Bloomsburg, Pa.
Orangeburg, S. C.

Thanks to All the Fair Officials for Another Successful Season

BEN WEISS & SON CONCESSION CO.
418 MARKET STREET • PHILADELPHIA, PENNSYLVANIA
Timely Tip...
for a winning midway
next year try...

JAMES H. DREW
Shows
Consistently Producing a Top Value Show Year After Year!

Now ... prove to yourself that this show can draw crowds.
Check the towns we play, the repeat engagements on our
route year after year. You, too, will be interested in finding
out what we can do for you.

THANKS TO ALL
Who helped make our 1954 season
one of the very best we've had.
Our special thanks to the shows and
concessions, and our own loyal
personnel for your splendid work
and co-operation.

SHOWMEN
CONCESSIONAIREs
As usual, we will open in April and run a solid route of
busy industrial areas until June ... then on to another
full season of Fairs and Celebrations through mid-
November. If you want a winner, get in touch with us
telling us what you have.

NOW CONTRACTING FOR THE 1955 SEASON

NOTICE: FAIRMEN
& COMMITTEES
We are now booking our 1955 Route. Our show is big enough to
handle your needs, always clean,
and a definite asset to any Fair
or Celebration. May we hear from
you?

JAMES H. DREW Jr.
Waynesboro, Georgia

JAMES H. DREW Jr., General Manager
UNITED'S DELUXE MERCURY SHUFFLE ALLEY

WITH AMAZING NEW TRIPLE MATCH FEATURE

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NEW

NUMBER MATCH

NEW

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IN 6th TO 10th FRAMES

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8 FT. BY 2 FT., 9 FT. BY 2 FT.

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FAST ACTION IN-LINE GAME

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CONNECTICUT

Great Danbury Fair, Danbury
OPERATED 6 days. LOCATION: Danbury, Conn. ADMINISTRATION: President, John W. Lechman.
TOTAL ATTENDANCE: Paid 4,200, Free 1,200. PREMIUMS: Total estimated premiums paid (excluding racing) $4,000.
ATT lumpkin: Thrill show, Barnum & Bailey; Free-AIDS: Paid $1,000, paid (excluding racing) $5,000.
ADMINISTRATION: President, Charles A. Rob, secretary, Fred Huffman; treasurer, Clinton Ruddle. 1955 DATES: August 15-21, tentative.

Florida State Fair & Gasparilla Association, Tampa
OPERATED 11 days. LOCATION: Tampa, Fla. ADMINISTRATION: President, H. A. Breese; secretary, Grace D. Seymour; treasurer, F. Wright Miller.
TOTAL ATTENDANCE: Paid 161,000, Free 111,000. PREMIUMS: Total estimated premiums paid (excluding racing) $25,000.
ATT lumpkins: Thrill show, Barnum & Bailey; Free-AIDS: Paid $15,000, paid (excluding racing) $5,000.
ADMINISTRATION: President, J. Clyde Smith; secretary, Charles Brookes; treasurer, Fred Huffman. 1955 DATES: May 25-30, tentative.

GEORGIA

Southern State Fair, Atlanta
OPERATED 8 days. LOCATION: Atlanta, Ga. ADMINISTRATION: President, J. M. Gilbert; secretary, C. O. Hottle; treasurer, H. S. Sisson.
TOTAL ATTENDANCE: Paid 45,843. PREMIUMS: Total estimated premiums paid (excluding racing) $3,000.
ATT lumpkin: Thrill show, Atlanta; Free-AIDS: Paid $1,000, paid (excluding racing) $9,000.
ADMINISTRATION: President, Wm. B. Shaw; secretary, Mr. J. W. Shaw; treasurer, G. L. Shaw. 1955 DATES: September 29-October 5, tentative.

IDAH0

Clearwater County Fair, Orofino
OPERATED 7 days. LOCATION: Orofino, Idaho. ADMINISTRATION: President, O. C. Lusk; secretary, O. C. Lusk; treasurer, O. C. Lusk.
TOTAL ATTENDANCE: Paid 6,800. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premium, Idaho; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, John M. Wright; secretary, Mrs. T. E. Wright; treasurer, T. E. Wright. 1955 DATES: September 16-18, tentative.

Eastern Idaho State Fair, Blackfoot
OPERATED 9 days. LOCATION: Blackfoot, Idaho. ADMINISTRATION: President, O. C. Lusk; secretary, O. C. Lusk; treasurer, O. C. Lusk.
TOTAL ATTENDANCE: Paid and free 111,000. PREMIUMS: Total estimated premiums paid (excluding racing) $3,000.
ATT lumpkin: Livestock premium, Idaho; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, Jack Martin; secretary, R. C. Holliday; treasurer, R. C. Holliday. 1955 DATES: September 13-17, tentative.

Lewie County Fair, Nezperce
OPERATED 10 days. LOCATION: Nezperce, Idaho. ADMINISTRATION: President, F. M. Nez; secretary, F. M. Nez; treasurer, F. M. Nez.
TOTAL ATTENDANCE: Paid 3,900. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premiums, Idaho; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, Fred Nez; secretary, Fred Nez; treasurer, Fred Nez. 1955 DATES: September 9-12, tentative.

Ognowe County Fair, Homedale
OPERATED 11 days. LOCATION: Homedale, Idaho. ADMINISTRATION: President, G. M. Hoag; secretary, L. M. Hoag; treasurer, G. M. Hoag.
TOTAL ATTENDANCE: Paid 3,000. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premiums, Idaho; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, J. C. Hoag; secretary, Mrs. J. C. Hoag; treasurer, J. C. Hoag. 1955 DATES: September 13-17, tentative.

ILLINOIS

Clark County Fair, Marshall
TOTAL ATTENDANCE: Paid $81,000, Free 8,500. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ADMINISTRATION: President, E. E. Kinsinger; secretary, J. D. Kinsinger; treasurer, J. D. Kinsinger. 1955 DATES: August 16-20, official.

Southern California Exposition, Del Mar
OPERATED 14 days. LOCATION: Del Mar, Cal. ADMINISTRATION: President, J. W. Waddell.
TOTAL ATTENDANCE: Paid 300,000, Free 151,000. PREMIUMS: Total estimated premiums paid (excluding racing) $5,000.
ATT lumpkin: Thrill show, Barnum & Bailey; Free-AIDS: Paid $2,000, paid (excluding racing) $3,000.
ADMINISTRATION: President, Charles A. Rob, secretary, Fred Huffman; treasurer, Clinton Ruddle. 1955 DATES: August 15-21, tentative.

Tulear County Fair, Tulare
TOTAL ATTENDANCE: Paid 90,000. PREMIUMS: Total estimated premiums paid (excluding racing) $4,982.
ATT lumpkin: Thrill show, Barnum & Bailey; Free-AIDS: Paid $5,000, paid (excluding racing) $4,982.

COLORADO

Colorado State Fair, Pueblo
OPERATED 10 days. LOCATION: Pueblo, Colo. ADMINISTRATION: President, J. W. Foster; secretary, J. W. Foster; treasurer, J. W. Foster.
TOTAL ATTENDANCE: Paid 300,000, Free 75,000. PREMIUMS: Total estimated premiums paid (excluding racing) $5,000.
ATT lumpkin: Livestock premium, Colorado; Free-AIDS: Paid $4,000, paid (excluding racing) $1,000.

Larimer County Fair and Rodeo, Loveland
OPERATED 9 days. LOCATION: Loveland, Colo. ADMINISTRATION: President, J. W. Waddell.
TOTAL ATTENDANCE: Paid 2,000, Free 600. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premium, Colorado; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, B. J. Cooper; secretary, B. J. Cooper; treasurer, B. J. Cooper. 1955 DATES: August 15-17, tentative.

Logan County Fair, Sterling
TOTAL ATTENDANCE: Paid 2,000, Free 750. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premium, Colorado; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, J. E. Martin; secretary, J. E. Martin; treasurer, J. E. Martin. 1955 DATES: August 15-17, tentative.

Phillips County Fair, Hoyleoke
TOTAL ATTENDANCE: Paid 63,200. PREMIUMS: Total estimated premiums paid (excluding racing) $1,900.
ATT lumpkin: Livestock premium, Colorado; Free-AIDS: Paid $1,900, paid (excluding racing) $1,900.
ADMINISTRATION: President, R. E. Emsinger, manager.

ực state get out to cover the hard-to-reach 3-State market in the corner of Iowa, Minnesota and So. Dakota.
America's Greatest County Fair with a Market Coverage of State Proportions CLAY COUNTY FAIR Spencer, Iowa
Annually an audience of more than 200,000 come to see your product or service. Nowhere else can you cover this market so effectively in so short a time. This concentration of prosperous rural area communities is your key to increased sales here.

ATTENTION: We have modern, attractive, permanent buildings for your product at show event. Contact us now for details and available dates.

Contact BILL WOODS Secretary www.americanradiohistory.com
CARNIVAL: BullHôtel Show.

ATTRACTIONS: Attractions booked through State Fair.

FAIR: Fair is open 10 days; 1,136 acres of land

STATE: Indiana

CARNIVAL: State Independent.

CARNIVAL: State Amusement.

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INDIANA

Bourbon Fair, Bourbon

TOTAL ATTENDANCE: Paid 13,500.
Operated 4 days; 3 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day; cold or cloudy 2 nights.
RECEIPTS: Gross $354,750; night grandstand total $153,350; right grandstand total $3,895.
CARNIVAL: Big White Shows.
ATTRACTIONS: WLW Barn Dance Show, 3 nights; Silver Dollar Saloon C.C., 1 night; 3 days harness races, Dunes & Lovers Show; 1 night; Ward Barn Thrill Show, 1 night.
PREMIUMS: Total estimated premiums paid out including races $3,200.
ADMINISTRATION: President, Louis A. Donegan; secretary, W. J. Westover; superintendent, W. D. Westover; publicist director, Mrs. Clara Martin.

Harrison County Agricultural Society, Corydon

TOTAL ATTENDANCE: Paid 14,500.
free 2,700; Operated 4 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day; cloudy 1 night.
ATTRACTIONS: H. D. Hogdson Headlighters; wrestling; Royale Wealt.
the Ken Griffin Show; local talent; Bill Reed Junior Lyon's Dogge Daddies. All attractions 2 days, harness races 3 afternoons.
PREMIUMS: County aid, $500.
ADMINISTRATION: President, A. L. Morley; secretary, J. W. Walker; superintendent, Talmage Windell; publicist director, Ken Irwin.

Indiana State Fair, Indianapolis

TOTAL ATTENDANCE: Paid 54,410; free 18,000 (estimated). Operated 9 days, 12 nights.
WEATHER: Good 9 days, 9 nights.
RECEIPTS: Gross, $151,867.65; day grandstand total (less tax), $142,162.65; night grandstand total (less tax), $10,705.
CARNIVAL: Grandstand Amusement Com.
ATTRACTIONS: Carnival; Eddie Fisher, 2 days; Julee La Rosa, 2 days; horse show, 6 days; Grandstand Fodell (Horse-Carriage), 6 days; rodeo (Wade), 3 days; Circus & Clowns; thrill show (from Hurley), 1 day; beauty pageant, 8 days; $100,000 Auto Race, Sept. 18; motorcycle race, Sept. 26.
ADMINISTRATION: President, W. T. Collins.
PREMIUMS: Other aid, $2,940.45; total estimated premiums paid out including races $7,800.80.
ADMINISTRATION: President, Horace C. Rummel; secretary, T. A. Crooks; superintendent, of concessions, P. M. Guimard; publicist director, Dave T. Davis.

La Porte County Fair, La Porte

TOTAL ATTENDANCE: Paid 37,900.
free, $10,000. Operated 5 days, 6 nights.
WEATHER: Good 3 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gross, $59,037.75; day grandstand total, $20,000; 2 days, $8,600; 3 nights, $11,400; horse show, $300; dance, $300; free previe night 8-16; dinner party, $1500; High School Band.
PREMIUMS: County aid, $2,500; total estimated premiums paid out including races $5,000.
ADMINISTRATION: President, John E. Barder; secretary, W. P. Robert; publicist director, Bob Merrie; publicity director, Bob Towner.

Marion County Fair, Indianapolis

TOTAL ATTENDANCE: Free 155,000.
WEATHER: Good 6 days, 6 nights; rain 1 day, 1 night; cold or cloudy 1 night. horse show gross, total amount, less federal tax, $533; stock show, total amount, less federal tax, $756; harness races, total amount, less federal tax, $351.
Total estimated premiums paid out including races $2,500.

Miami County Fair, Converse

TOTAL ATTENDANCE: Free, 13,000.
Operated 3 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Night grandtotal first day, $1,126.
CARNIVAL: Majestic Shows; ride and show gross, total amount, less federal tax, $6,600.
ADMINISTRATION: President, B. W. Smith; secretary, Mrs. M. R. Crock.

Newton County Fair, Kentland

TOTAL ATTENDANCE: Free, 4,000.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gross $4,200, grandtotal total day $840; night $700; grandtotal total race $1,000.
CARNIVAL: Dugan Amusements; ride and show gross, total amount, less federal tax, $6,400.
ADMINISTRATION: Ward Barn Thrill Show, 1 night; 2 days of harness horse races and racing events.
PREMIUMS: County aid: $2,500; total estimated premiums paid out including races $3,500.
ADMINISTRATION: President, Rolland Hudson; secretary, A. H. Proben; superintendent of concessions, Gerald McCarry.

Parke County Fair, Rockville

TOTAL ATTENDANCE: Free, 22,000.
Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights; rain 1 day; cold or cloudy 2 nights.
CARNIVAL: Goodwin, Greater side and side gross; total amount, less federal tax, $6,000.
ADMINISTRATION: President, Charles P. Fisk; secretary, W. P. Hystes; superintendent of concessions, Horace W. Albright.

Perry County Fair, Tell City

TOTAL ATTENDANCE: Free, 15,000.
Operated 2 days, 3 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day.
RECEIPTS: Gross $2,000; day grandtotal total day $1,900; night grandtotal total race $1,090.
ADMINISTRATION: Presidents, D. J. M. and J. J. Shockey.

Portage County Fair, Rockford

TOTAL ATTENDANCE: Paid $1,000.
Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day; cold or cloudy 2 nights.
CARNIVAL: Goodwin, Greater side and side gross; total amount, less federal tax, $6,500.
ADMINISTRATION: President, Charles P. Fisk; secretary, W. P. Hystes; superintendent of concessions, Horace W. Albright.

St. Joseph County Fair, Benton

TOTAL ATTENDANCE: Free, 12,000.
Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day; cold or cloudy 2 nights.
CARNIVAL: Dugan Amusements; ride and show gross, total amount, less federal tax, $5,351.
Total estimated premiums paid out including races $1,000.
ADMINISTRATION: President, W. P. Hystes; secretary, A. H. Proben; superintendent of concessions, Gerald McCarry.

Scott County Fair, Vicksburg

TOTAL ATTENDANCE: Free, 12,000.
Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day; cold or cloudy 2 nights.
CARNIVAL: Greater side and side gross; total amount, less federal tax, $5,000.
ADMINISTRATION: President, W. P. Hystes; secretary, A. H. Proben; superintendent of concessions, Gerald McCarry.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
ATTRACTIONS: CARNIVAL: Don Franklin Show; ride and show gross, total amount, less federal tax.
ATTRIBUTIONS: Missouri Roden (Barren-Carruthers), 1 day and night; slide show (Barren-Carruthers), 2 evenings and 1 afternoon; Great Show (Stark), 1 afternoon; night races (Stark), 1 and 2 afternoons.

Howard County Fair, Cresco TO TOTAL RECEIPTS: Paid $77.95; 1960. Operated 4 days, 3 nights. WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: $2,757.75, night races paid-out (excluding races). AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $2,815.80.
ADMINISTRATION: President: Harold L. Johnson; secretary, W. R. M. Congress, Jr.

Linn County Fair, Central City TO TOTAL RECEIPTS: Paid $1,590.80. Operated 3 days, 3 nights.
ADMINISTRATION: President: C. W. Lewis; secretary: W. G. Jones.

West Liberty Fair, West Liberty TO TOTAL RECEIPTS: Paid $20,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days; rain 1 night; cold of 1 day, 1 night.
ATTRACTIONS: Two nights grandstand events. W. C. Lewis; secretary, W. C. Lewis; paid-out $4,000; total estimated premiums paid one (excluding races) $3,600.
ADMINISTRATION: President: Charles M. Gibson; secretary, Robert F. Barley; treasurer, Charles M. Gibson, Jr.

KANSAS

Central Kansas Free Fair, Abilene TO TOTAL RECEIPTS: Paid $14,800. Operated 3 days, 3 nights.
WEATHER: Good 2 days; rain 1 night.
ADMNISTRATION: President: John W. Converse; secretary: C. D. Sweeney; paid-out $1,500.

WEATHER: Good 2 days, 3 nights; rain 2 days, 7 nights.
ATTRACTIONS: Barns & Carruthers; Circus; State Fairs; Rodeos; State Fairs.
PREMIUMS: State aid $1,300; total estimated premiums paid out (excluding races) $20,800.
ADMINISTRATION: President, Leonard B. Henson; secretary, W. L. Duane.

Ringgold County Fair, Mount Ayr TO TOTAL RECEIPTS: Paid $1,350. Operated 3 days, 3 nights.
WEATHER: Good 2 days; rain 1 night.
RECEIPTS: $4,210.50, night races paid-out (excluding races). AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $5,210.50.
ADMINISTRATION: President: John W. Converse; secretary: Leonard B. Henson.

Shelby County Fair, Harlan TO TOTAL RECEIPTS: Paid $1,039.60. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: $939.00, night races paid-out (excluding races). AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $1,039.60.
ADMINISTRATION: President: R. L. Henson; secretary: W. L. Duane.

Southern Iowa Fair, Murphysboro TO TOTAL RECEIPTS: Paid $39,900. Operated 5 days, 5 nights.
WEATHER: Rain 1 day, 1 night; cloudy 1 day.
RECEIPTS: $7,916.75; night races paid-out (excluding races). AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $39,901.
ADMINISTRATION: President: R. L. Henson; secretary: W. L. Duane.

Kincade Free Fair, Kincade TO TOTAL RECEIPTS: Paid $1,897.85. Operated 2 days, 2 nights.
WEATHER: Good 3 days; rain 1 night.
ATTRACTIONS: Barns-Carruthers; main events.
ADMINISTRATION: President, J. H. P. Kincade; secretary, W. L. Hall.

Wapello County Fair, Eldon TO TOTAL RECEIPTS: Paid $24,000. Operated 4 days, 4 nights.
WEATHER: Rain 1 day, 1 night; cloudy 1 day.
RECEIPTS: $10,000; night races paid-out (excluding races). AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $24,000.
ADMINISTRATION: President, H. P. Kincade; secretary, W. L. Hall.
Kingman County 4-H Fair, Kingman
TOTAL ATTENDANCE: Free, $1,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Broadway Shows.
AID, PREMIUMS: County aid $1,100.
ATTENDANCE: Total 14,000.
RECEIPTS: Last year, $2,500, total entered premiums paid out (excluding race) $2,750.
ADMINISTRATION: President, H. Raines; secretary, C. Dell. 1953 DATES: Last full week of August, official.

Lane County Free Fair, Dighton
TOTAL ATTENDANCE: Paid, $4,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Broadway Shows.
AID, PREMIUMS: Total: $2,750.
ATTENDANCE: Total 14,000.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid: $1,000.
ADMINISTRATION: President, Ray- mond Ely; secretary, E. A. Blyth. 1953 DATES: 1st week in August, tentative.

Osborne County Fair, Osborne
TOTAL ATTENDANCE: Paid, $4,000; free 900. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights; rain 2 nights.
RECEIPTS: Day grandstand total (less tax) $2,000; night grandstand total (less tax) $1,000.
CARNIVAL: State Fair Shows; rodeo and horse shows, total entry, less federal tax, $2,900.
ATTENDANCE: Baseball game and cli- nics in 2 nights; Tom Dickey Agency, 1 night; local talent show 1 night; Helton Thrill Show 1 night; rodeo 1 night.
AID, PREMIUMS: County aid $1,255.94; total entered premiums paid out (exclud- ing race) $2,150.

Richmond Free Fair, Richmond
TOTAL ATTENDANCE: Free, $2,000. Oper- ated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Raines Amusement Com- pany.
ATTENDANCE: Talent show 1 night; Cassidy Wranglers 2d night, and Band and Square Dance Program 3d night; noon to 9 p.m. each day.
AID, PREMIUMS: Total entered prem- iums paid out including races $1,100.

Sedgwick County Fair, Cheney
TOTAL ATTENDANCE: Free, $10,000.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: County Fair Shows; admission 50c; total entry, less federal tax, $2,900.
AID, PREMIUMS: County aid $1,300; total entered premiums paid out (excluding races) $5,100.
ADMINISTRATION: President, Ray- mond Ely; secretary, C. Dell. 1953 DATES: Last full week of August, official.

Summer County Fair, Caldwell
TOTAL ATTENDANCE: Free, $10,000.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: County Fair Shows.
AID, PREMIUMS: County aid $2,000; total entered premiums paid out (excluding races) $2,900.
ADMINISTRATION: President, H. E. Ed- mondson; secretary, C. Heyer.

Thomas County Free Fair, Colby
TOTAL ATTENDANCE: Paid, 1,000; free 400.
WEATHER: Good 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $8,000; day grandstand total (less tax) $2,750; night grandstand total (less tax) $3,500.
CARNIVAL: F. C. Boyle Shows, ride C. F. Green; total entry, less federal tax, $1,500.
ATTENDANCE: Roden 2 nights, 3 francises 2 nights; reserve 3 nights; circus acts 1 night; admission paid 2 nights; total entry, less federal tax, $1,500.
AID, PREMIUMS: County aid $1,600; total entered premiums paid out (exclud- ing races) $1,600.
ADMINISTRATION: President, H. C. Thompson; secretary, J. B. Johns.
1953 DATES: August 8-12, tentative.

Tri-County Free Fair, Horton
TOTAL ATTENDANCE: Free, $10,000.
WEATHER: Good 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTENDANCE: Talent show 2 nights; audience 2 nights; total entry, less federal tax, $1,000.
AID, PREMIUMS: Total entered prem- iums paid out (excluding races) $1,100.

Kentucky State Fair, Louisville
TOTAL ATTENDANCE: 343,270. Oper- ated 9 days, 9 nights.
WEATHER: Good 8 days, 9 nights; rain 1 day.
CARNIVAL: Amusement Company of America; ride and show gross total amount, less federal tax, $306,747.12.
ATTENDANCE: Outdoor events show

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Saginaw Fair, Saginaw
CARNIVAL: Gooding Amusement Com.
ATTRACTIONS: Rennie-Carruthers grandstand shows.
SECRETARY: Leonard Bushey.
VERS. PREMIUMS: Total paid to matches (less federal tax) $3,500.

Sanilac County 4-H Fair, Sandusky
TOTE TOTAL: Points: 3,743; Gross $1,237. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; rain day.
RECEIPTS: Good 4 days, 4 nights. PREMIUMS: State aid: $1,500; State aid: $1,500. Total estimated premiums paid out (excluding races) $2,000.
ADMINISTRATION: President, R. E. Ausbrooks; secretary, R. J. Brown.

Lincoln County Fair, Tyler
TOTE TOTAL: Paid $600. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Good day; presented total (less tax) $1,250; right-handed total (less tax) $2,500.
CARNIVAL: Juice State Show: horse and show gross, total amount, two fixtures tax.
ADMINISTRATION: President, H. J. Sweeney; secretary, A. C. Gipper.

Marshall County Fair, Warren
TOTE TOTAL: Paid $6,600. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 4 nights.
RECEIPTS: Good 6 days, 4 nights. PREMIUMS: State aid and $1,500; Horse estimated premiums paid out (excluding races) $5,000.
ADMINISTRATION: President, O. M. Kruske; secretary, K. Nelson.

Martin County Free Fair, Albertville
TOTE TOTAL: Free.
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Good 3 days, 4 nights. PREMIUMS: State aid: $1,200; Horse estimated premiums paid out (excluding races) $4,500.
ADMINISTRATION: President, George Mocknic; secretary, J. H. Linneman.

Minnesota State Fair, St. Paul
OPERATED: 10 days, 10 nights.
WEATHER: Great 10 days, 10 nights.
ATTRACTIONS: Rennie-Carruthers revue; Minnesota Theatre; Santa; horse and car stock car races, horse show.
ADMINISTRATION: Secretary, D. L. Regan; superintendent of concessions, William Schwegler; eight cars, public display; Roy Spain.

Chippewa County Fair, Monticello
TOTE TOTAL: Free.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Good 2 days, 2 nights.
ADMINISTRATION: President, W. C. Schuster.

Crow Wing County Fair, Brainerd
TOTE TOTAL: Paid, $22,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain day.
CARNIVAL: 200 Grandstand.
ADMINISTRATION: President, E. B. Longfellow.

Mower County Fair and Midwest Livestock Show, Austin
FEAT. PREMIUMS: Total estimated premiums paid out (excluding races) $1,000.
ADMINISTRATION: Secretary, P. J. Peters.

Otter Tail County Fair, Fergus Falls
TOTE TOTAL: $3,750. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Good 3 days, 3 nights. PREMIUMS: State aid: $1,200; Federal tax: $694.85.
ADMINISTRATION: President, T. M. Thoits.

Northern Minnesota District Fair, Littlefork
TOTE TOTAL: $2,500. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night.
CARNIVAL: Thrillcade, free; Rock'n Rollers, free.
ADMINISTRATION: President, F. H. Breen.

Sounti County Fair, Cambridge
TOTE TOTAL: Paid $4,400; Free, $2,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; cold 1 day, 1 night.
RECEIPTS: Good 4 days, 4 nights.
ATT. PREMIUMS: Total estimated premiums paid (excluding races) $1,250.
ADMINISTRATION: President, H. C. Red; secretary, B. R. Parker.

Jackson County Fair, Jackson
TOTE TOTAL: Paid $7,500. From 1,000. Operated 3 days, 4 nights.
WEATHER: Rain day, 1 day; cold or cloudy 1 day, 1 night.
RECEIPTS: Gate, $3,354.80. Day grandstand total (less tax) $1,670.90.
ATT. PREMIUMS: Big car auto races, 2 days; All Grades; Thrillcade (less tax) $5,280. Rennie-Carruthers; Son's Smithers; Circus, 1 day. L22. Concessions, all stands: baseball, 1 night, local talent.
ATT. PREMIUMS: State aid and $500; total estimated premiums paid out (excluding races) $4,950.
ADMINISTRATION: President, A. F. Sweeney; secretary, Alva C. Griger.

Lake County Fair, Two Harbors
TOTE TOTAL: Paid $3,375; Free, $1,237. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate: $1,000; presented total (less tax) $1,250; night grandstand total (less tax) $2,500.
CARNIVAL: Juice State Show.
ADMINISTRATION: President, E. J. F. Beamer; secretary, J. Uhrenbaum.

Upper Peninsula State Fair, Escanaba
TOTE TOTAL: Free $11,000. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 3 nights.
RECEIPTS: Grandstand total (less tax) $2,500.
ADMINISTRATION: President, W. S. Wilcox; secretary, J. W. Johnson.

Brown County Fair, New Ulm
TOTE TOTAL: Paid $12,430. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day.
CARNIVAL: Rennie Bros.; ride and show gross, total amount, two fixtures tax.
ADMINISTRATION: Ernest Young Agency.

MINNESOTA
Becker County Fair, Detroit Lakes
TOTE TOTAL: Paid $1,240. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, $4,562.90.
ADMINISTRATION: President, W. B. Wilcox.

Goodhue County Fair, Zumbrota
TOTE TOTAL: Paid $1,590. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, $1,644.70.
ADMINISTRATION: President, V. B. Schultz.

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AID, PREMIUMS: State aid, $1,307; county aid, $1,200; total estimated premiums paid out excluding races $1,508.00; administration: President, Mrs. H. B. Ashton; secretary, Mrs. R. J. Atkins.

Pole County Agricultural Fair, Fertile
TOTAL ATTENDANCE: Paid $4,000; free 4,000. Operated 6 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate $7,189.82; night grandstand 4 nights (total) $2,464.68. CARNIVAL: Badger State Shows; rides and concessions. Other fair: $2,693.45. ADMINISTRATION: President, Charles Larson; secretary, Mrs. W. S. Larsen.

Mississippi-Alabama Fair and Dairy Show, Tupelo
TOTAL ATTENDANCE: Paid $1,600. Operated 5 days, 2 nights. WEATHER: Good 4 days, 4 nights; rain 1 day; cold or cloudy 1 night. CARNIVAL: Gooding Million Dollar Midway. PREMIUMS: Cash 4 rides, total $2,500; county aid $500. 1955 DATES: August 13-15, official.

MISSISSIPPI

Wayne County Fair, Waynesboro
TOTAL ATTENDANCE: Paid $10,000. free 7,000. Operated 5 days, 6 nights. WEATHER: Good 4 days, 6 nights; rain 1 day, 1 night. CARNIVAL: Red Ribbon Shows. PREMIUMS: Total estimated premiums paid out exclusive races $1,090.00; AID: PREMIUMS: State aid $230.60; county aid $165; other aid $1,000; total estimated premiums paid out including races $2,190.00. ADMINISTRATION: President, J. E. Davis; secretary, B. C. Williams; publicity director, Mrs. W. S. Klavon. 1955 DATES: August 10-13, official.

MISSOURI

Hickory County Free Fair, Hermatige
OPERATED 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. ATTRACTIONS: Talent show, dance, rodeo king, M. F. Taylor. 1955 DATES: September 3-5, tentative.

Lamar's Farm and Industrial Exposition, Lexington

State Fair of Free Fair, Owatonna
TOTAL ATTENDANCE: Free 114,445. Operated 6 days, 6 nights. WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights. CARNIVAL: Bike Shop Shows; rides and concessions. Other fair: $7,000.00. ADMINISTRATION: President, W. F. Haase; secretary, S. W. Robinson; publicity director, Gene McElyea. 1955 DATES: August 13-15, tentative.

Swift County Fair, Appleton
Operated 4 days, 4 nights. WEATHER: Good 3 days, 4 nights. CARNIVAL: State Aid. ADMINISTRATION: President, W. F. Haase; secretary, S. W. Robinson; publicity director, Gene McElyea. 1955 DATES: August 13-15, tentative.

Missouri State Fair, Sedalia
TOTAL ATTENDANCE: Paid $493,333. Operated 9 days, 9 nights. WEATHER: Good 7 days, 7 nights. Gate and night grandstand $22,466. Total estimated premiums paid out excluding races $450,333. CARNIVAL: Castle & Wilber; rides and show gross, total amount, less federal tax $18,295.41. ATTRACTIONS: Gates-Carneys Stage Shows, 13 nights. WEATHER: Good, 13 nights. Rain: 3 nights, 9 nights. CARNIVAL: State Aid $1,200; county aid $1,200; other aid $2,000; total estimated premiums paid out including races $3,400. 1955 DATES: August 10-20, official.

North Central Missouri Fair, Trenton
TOTAL ATTENDANCE: Paid $3,014. free 6,004 (estimated). Operated 5 days, 6 nights. WEATHER: Good 2 days, 2 nights; 3 days, 2 nights cold or cloudy. CARNIVAL: Midwest City Shows. PREMIUMS: Total estimated premiums paid out excluding races $1,200.00. 1955 DATES: August 13-15, official.

Ozark Empire Fair, Springfield
OPERATED 4 days, 4 nights. WEATHER: Snow at night. ATTRACTIONS: Talent show, night re-
MONTANA
Central Montana Fair and Rodeo, Lewistown
TOTAL ATTENDANCE: Paid 5,006, Free 1,428. Operated 5 days, 3 nights.
WEATHER: Good 5 days, 3 nights.
RECEIPTS: Gate $3,522, pay gate $5,000, show gross total (less fed tax) $3,082.
CARNIVAL: Northern Exposure Shows, ride and show gross, total amount, less federal tax $1,072.79.
ATTACHMENTS: William & Lee night, 200; Friday, Sherlock, dances and show, 5 nights, 7 shows. Pierce, rock rapping; Stan Wallace, Chuck wagon; John Zemski, magic act and managers; three days of local races.
AID, PREMIUMS: Total estimated premiums paid (excluding tax) $1,000.
ADMINISTRATION: President, C. W. Corley; secretary, James M. Schulte.
1955 DATES: July 30-30, official.

FALLON COUNTY FAIR, BAKER
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate $521.22, pay gate $500, show gross total (less fed tax) $471.73.
CARNIVAL: Rockwell Shows.
ATTACHMENTS: Rides & concessions.
1955 DATES: August 28-29, tentative.

MARIAS FAIR & RODEO, SHLEY
OPERATIONS: 4 days, 4 nights.
ATTACHMENTS: Rodeo, ride, conce, stock car.
1955 DATES: August 28-29, tentative.

NORTH MONTANA STATE FAIR, Great Falls
TOTAL ATTENDANCE: Paid 12,115, Free 4,714. Operated 8 days, 9 nights.
WEATHER: Good 7 days, 8 nights; rain 1 day, 1 night.
CARNIVAL: Grand Prix.
ATTACHMENTS: Rodeo, 4 days; Butter Shp, 5,000.
1955 DATES: August 24-28, official.

NEBRASKA
BUFFALO COUNTY FAIR, Kearney
TOTAL ATTENDANCE: Paid $5,854.50, Free 3,920. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate $3,305.56, pay gate $4,544.34.
CARNIVAL: Boll's Carnival.
ATTACHMENTS: Whistle-Flintom Theatrical Shows.
AID, PREMIUMS: County aid $7,000; total estimated premiums paid (excluding tax) $2,286.74.
Knebel, secretary, W. S. Wehrbein, supervisor of concessions; Chester G. Marshall, field
1955 DATES: August 24-28, official.

CHEYENNE COUNTY FAIR, Sidney
Operated 4 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Day grandstand total (less fed tax) $2,340.85; night grandstand total (less fed tax) $2,640.
CARNIVAL: Normon's Rides & Shows; ride and show gross, total amount, less federal tax $2,637.
ATTACHMENTS: Rodeo, 2 afternoons.

DAWSON COUNTY AGRICULTURAL SOCIETY, Lexington
TOTAL ATTENDANCE: Free 20,064. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Grandstand total (less fed tax) $2,825.60; total amount, less federal tax $2,825.60.
ATTACHMENTS: Photo show, circus, commercial plane, roller rink.

WASHINGTON COUNTY FAIR, Arlington
TOTAL ATTENDANCE: Paid $2,075. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate $300, pay gate $200, show gross total (less fed tax) $1,050.
CARNIVAL: Strong Amusement Co.
ATTACHMENTS: 2 days and nights, Van-Neck on Parade, Art Johnson and Gus King, Voice City, 14; 3 days, county horse races.
AID, PREMIUMS: County aid $2,000; total estimated premiums paid (excluding tax) $2,289.
ADMINISTRATION: President, Walter Kroese; secretary, G. B. Cowser; superintendent, C. W. Stinnett.
1955 DATES: August 29-30, official.

WASHINGTON COUNTY FAIR, Pullman
TOTAL ATTENDANCE: Paid $3,006. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate $250, pay gate $150, show gross total (less fed tax) $1,050.
CARNIVAL: Strong Amusement Co.
ATTACHMENTS: 2 days and nights, Violetta on Parade, Feelie Johnson, Giant Ring, Voice City, 14; 3 days, county horse races.
AID, PREMIUMS: County aid $2,000; total estimated premiums paid (excluding tax) $2,289.
ADMINISTRATION: President, Walter Kroese; secretary, G. B. Cowser; superintendent, C. W. Stinnett.
1955 DATES: August 29-30, official.

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New Hampshire
Flohkint Fair, Contoocook
TOTAL ATTENDANCE: Paid $17,794; free $1,200. Operated 4 days, 5 nights. WEATHER: Good 4 days, 5 nights; cold 1 night. RECEIPTS: Gross $17,794; grand total $22,606.

CARNIVAL: Lawrence Carr.

ATTNCTIONS: Joe Bowyer, Rausch.

AID, PREMIUMS: State aid $1,490. ADMINISTRATION: President, Frank M. Goodwin. Secretary, Charles A. Jones; superintendent of concessions, J. N. Young. Publicity director, F. E. Martin.

1955 DATES: Labor Day weekend.

Lancaster Fair, Lancaster
TOTAL ATTENDANCE: Paid $13,000; free $2,000. Operated 4 days, 4 nights. WEATHER: Good 3 days, 4 nights; rain 1 day. RECEIPTS: Gross $15,674; day gross $12,659; night gross paid total (less tax) $4,054.

CARNIVAL: Carl Ferris Shows.

ATTNCTIONS: Busch, pony rides and platform attractions. WEATHER: Cold or cloudy 6 days, 6 attractions; rain 1 day, 1 attraction. RECEIPTS: Gross $6,430; total day gross $4,472; night gross paid total (less tax) $1,958.

AID, PREMIUMS: State aid $1,000; total estimated premiums paid out (excluding races) $5,173.

ADMINISTRATION: President, J. O. Sanders; secretary, J. W. Watson; publicity director, Ray Carberry.


Chautauqua County Fair, Dunkirk
Operated 8 days, 6 attractions. WEATHER: Cold or cloudy 6 days, 6 attractions. RECEIPTS: Gross $4,000; day gross $3,000; night gross paid total (less tax) $1,000.

CARNIVAL: Contracted Shows.

ATTNCTIONS: Vaudeville show, thrill show, wrestling show, concert. RECEIPTS: Gross $2,000; total estimated premium paid out (excluding races) $6,500.

ADMINISTRATION: President, D. R. Walck; secretary, Kenneth Lomble; superintendent, Walter Collins; publicity director, Alan McDonald.

Great Palmyra Fair, Palmyra
TOTAL ATTENDANCE: Paid $2,651; free $250. Operated 4 days, 3 nights. WEATHER: Good 4 days, 3 nights; cold 1 night. RECEIPTS: Gross $4,162; total grand total (less tax) $3,610; night gross paid total (less tax) $1,500.

CARNIVAL: Independent railway. RECEIPTS: Gross $3,674; total gross paid (excluding races) $2,252.

ADMINISTRATION: President, Jack Kochenbrod; secretary, W. M. T. Smith; publicity director, J. O. Hurlin.

1955 DATES: September 7, 8, 9, inclusive.

New York State Fair, Syracuse
TOTAL ATTENDANCE: Paid 152,000; free 4,000. Operated 8 days, 8 attractions. RECEIPTS: Gross $35,500; total gross paid tax $2,252.

CARNIVAL: Independent railway. RECEIPTS: Gross $35,500; total gross paid (excluding races) $2,252.

ADMINISTRATION: President, Chas. McPhail, Jr.; secretary, W. M. T. Smith; publicity director, J. O. Hurlin.

1955 DATES: September 7, 8, 9, inclusive.

Orange County Fair, Middletown
TOTAL ATTENDANCE: Paid $17,256; free $4,000. Operated 5 days, 7 nights. WEATHER: Good 5 days, 5 nights; rain 2 days, 7 nights. RECEIPTS: Gross $21,000; gross grand total (less tax) $26,266.

CARNIVAL: L. J. Eversole.

ATTNCTIONS: Show group, total amount, less federal tax, $15,000.

AID, PREMIUMS: State aid total $10,000.


1955 DATES: August 7-15, inclusive.

Tri-County Fair, Altumont
TOTAL ATTENDANCE: Paid & free $7,001. Operated 5 days, 5 nights. WEATHER: Good 3 days, 3 nights; rain 2 days.

CARNIVAL: Coleman Bros.

ATTNCTIONS: Rides, thrill show, 2 thrill shows.

AID, PREMIUMS: State aid total $10,000; county aid total $2,500.

ADMINISTRATION: President, W. A. Smith; secretary, W. M. Schofield; publicity director, F. E. Stair.

1955 DATES: August 22-27, inclusive.

New Mexico State Fair, Albuquerque
OPERATED: 9 days, 9 attractions. RECEIPTS: Gross $1,483; total gross paid (excluding races) $1,150.

CARNIVAL: Seaboard Circus and Concessions.

ATTNCTIONS: Rides and paid-out, half paid-out horse races.

ADMINISTRATION: Secretary, Leon W. Hurns.

New York
Cattaraugus County Agricultural Society, Little Valley
OPERATED: 5 days, 5 attractions. WEATHER: Cold or cloudy 5 days, 5 attractions.

CARNIVAL: Carl Ferris Shows.

ATTNCTIONS: Rides, zoo, petting, livestock, parachute drop, rides.

AID, PREMIUMS: State aid $10,000; total estimated premiums paid out (excluding races) $14,500.

ADMINISTRATION: President, R. O. Holcomb; secretary, W. G. Ownby; superintendent, Colby Graham; publicity director, Dave Greaves.

1955 DATES: 3d week in September, inclusive.

Cape Fear Fair, Fayetteville
TOTAL ATTENDANCE: Paid $30,000; free $15,000. Operated 6 days, 5 attractions.

CARNIVAL: Mighty Paul.

ATTNCTIONS: Shows.

AID, PREMIUMS: Total estimated premiums paid (excluding races) $1,600.

ADMINISTRATION: President, William J. Minick; secretary, H. E. Kiff.

1955 DATES: September 14, 15, 16, 17, inclusive.

Carteret Fair, Beaufort
TOTAL ATTENDANCE: Paid $2,225; free $2,000. Operated 2 days, 6 attractions.

WEATHER: Good 2 days, 2 attractions; cold 2 days, 4 attractions.

CARNIVAL: Carl Ferris Shows.

PREMIUMS: Total estimated premiums paid (excluding races) $5,000. ADMINISTRATION: President, William J. Minick; secretary, J. F. Kiff.

1955 DATES: October 30, 31, inclusive.

Catawba Fair, Hickory
TOTAL ATTENDANCE: Paid 51,320; free 9,600. Operated 6 days, 6 attractions.

AID, PREMIUMS: Gross $1,477,274; total gross paid (excluding races) $2,600.

CARNIVAL: John Marks Shows.

PREMIUMS: Total estimated premiums paid (excluding races) $5,000. ADMINISTRATION: President, Gordon Wood; secretary, Corbin Green.

1955 DATES: September 26-October 1, inclusive.

Firesmen's Agricultural Fair, Esfield
TOTAL ATTENDANCE: Paid $14,000; free $8,000. Operated 4 days, 6 attractions.

AID, PREMIUMS: Total estimated premiums paid (excluding races) $6,500. ADMINISTRATION: President, William Blunstone; superintendent of concessions, Geo. C. E. Blunstone.

1955 DATES: September 30, October 1, inclusive.

Rocky Mount Agricultural Fair, Rocky Mount
TOTAL ATTENDANCE: Paid, 45,000; free, 20,000. Operated 6 days, 6 attractions.

WEATHER: Good 5 days, 5 attractions; rain 1 day.

CARNIVAL: Prentice's Broadway Show.

PREMIUMS: Total estimated premiums paid (excluding races) $4,500. ADMINISTRATION: President, Geo. A. Blalock; secretary, John Hope.

1955 DATES: September 12-17, inclusive.

North Dakota
Bottineau County Free Fair, Bottineau
TOTAL ATTENDANCE: Paid $4,000; free $1,500. Operated 5 days, 5 attractions.

CARNIVAL: Total estimated premiums paid (excluding races) $2,000.

PREMIUMS: Total estimated premiums paid (excluding races) $2,500. ADMINISTRATION: President, Norman V. Chalmers, Jr.; secretary, W. M. Day; treasurer, Chalmers V. Chalmers, Jr.; superintendent of concessions, M. M. Grant.

1955 DATES: September 26-October 1, inclusive.
Equipment furnished to the Largest State Fairs or for your Local Fair or Celebration

Fairs supplied with W. G. Wade Shows' units grossed from 18% to 54% greater in 1954 than their 1953 year grosses

MANY THANKS TO—
Michigan State Fair at Detroit where we were able to set an unprecedented gross of over $210,000.00. This gross was some $37,000.00 over any existing gross of their 104 years midway history.

We Can Furnish Famous and Outstanding Attractions When Your Event Needs Something Entirely Different!

Complete Midways, consisting of Rides, Shows and Concessions or just Ride Units, as your needs require.


TO SERVE YOU:

SHOW OWNERS—RIDEMEN
We cordially invite you to contact us or visit us in person at the various Fair Meetings or at our Detroit Office, relative to placing your attractions for our full season's routing, or for any one particular date.

CONCESSION OPERATORS
We cater to new; outstanding attractions, as well as those proven and reliable midway attractions. Percentages and privilege rates—fair and equitable.

"Michigan's Largest and One of the Midwest's Finest"

W. G. WADE SHOWS,
G. P. O. BOX 1488,
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W. G. WADE SHOWS
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AMERICA'S MIRACLE MIDWAY!

E. D. McCRARY
Co-Owner and Gen. Mgr.

VELMA MARTIN McCRARY
Co-Owner and Secy-Treas.

JESS WRIGLEY
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COMPARE...
And see for yourself. The many repeat annuals on our giant route is your guarantee that a "20th Century" date is a successful date.

A 30-CAR RAILROAD SHOW
THANKS TO

The following fairs and their executives who have made 1954 another successful milestone for 20th Century Shows.

TULSA STATE FAIR
Tulsa, Oklahoma

OKLAHOMA FREE STATE FAIR
Muskogee, Oklahoma

LA CROSSE INTERSTATE FAIR
LaCrosse, Wisconsin

STEELE COUNTY FREE FAIR
Owatonna, Minn.

NORTH IOWA FAIR
Mason City, Iowa

GREATER GRAND FORKS FAIR
Grand Forks, No. Dakota

FREEBORN COUNTY FAIR
Alberta Lea, Minn.

WELLS COUNTY FREE FAIR
Fassenden, No. Dakota

ROLLA FAIR ASSN.
Rolla No. Dakota

TOWNER COUNTY FAIR
Cando, No. Dakota

GARFIELD COUNTY FAIR
Enid, Oklahoma

HUTCHINSON JAYCEE WATER CARNIVAL
Hutchinson, Minn.

Fairmen

We can still accommodate a few more fairs for 1955. We would like to hear from you and invite you to visit us at the Chicago Convention or at your State Meetings.

EQUIPMENT LIST

- 21 Modern Rides
- 14 Shows
- 50 Merchandise Concessions
- Caterpillar Diesel Plants
- Fluorescent Lighting
- Searchlights
- Light Towers
- Panel Fronts

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For Top Performance in Northwest Canada…it's the
GAYLAND SHOWS

"THE FASTEST GROWING SHOW IN CANADA"

★ 6 TOP SHOWS
★ 10 MAJOR & KIDDE RIDES
★ OUTSTANDING CONCESSIONS

FAIR SECRETARIES
RODEO

SPECIAL EVENTS SPONSORS

For the best midway in Western Canada, contact us. We can promise you top entertainment and a profitable event. Our 1955 'repeats' tell our story better than a thousand words.

GAYLAND SHOWS

CANADA'S LARGEST MOTORIZED MIDWAY

THANKS to all the Rodeo and Fair Secretaries for helping us make 1954 a successful season and thanks, too, to all our co-workers for their very able and wonderful co-operation.

STAFF

"Tiny" Nicholls, Amt. Mgr.
Bob Tillman, O. Mgr. Program
E. Herrold, Conc. Mgr.
Roy Cooper, Sideshows
E. Shur, Electricity
E. Greenway, Mech. Sup't.
L. McVey, Ride Sup't.

"Ab" Greenway and "Tiny" Nicholls Owners-operators

Box 416
KELOWNA
CALGARY, B. C.
ALTA.

1955 DATES: July 15-23, tentative.
Griggs County Fair, Cooperstown
OPERATED: 1 day, 2 nights.
WEATHER: Good 1 day, 1 night; cold or cloudy, 1 day, 2 nights.
ADD. PREMIUMS: County aid, $50; total estimated premiums paid out (including races) $1,000.
ADMINISTRATION: Secretary Ralph L. Goodwin.
North Dakota State Fair, Minot
TOTAL ATTENDANCE: Paid $58,214; free $1,750; operated 5 days, 6 nights. WEATHER: Good 5 days, 6 nights; rain 1 day.
RECEIPTS: Gate $21,526.50; day grandstand $12,580; total, $34,106.49. total grandstand total (less tax) $17,582.
CARNIVAL: Win. 7, Collins Shows; ride $24,000; operated 5 days, 6 nights; total, $40,000.
ADMINISTRATION: President, B. R. Dabbs; secretary, Merle O. Dahl; treasurer, Dr. E. L. Cooper; publicity director, Lynd Swenson.
1955 DATES: July 24-30, official.
Tri-County Exhibitors' Association, Wishbone
TOTAL ATTENDANCE: Paid 1,931. Operated 4 days, 5 nights. WEATHER: Good 1 day, 1 night; cold or cloudy, 2 days.
RECEIPTS: Gate $28,869.00; day grandstand $22,785.00; night grandstand total (less tax) $5,084.
CARNIVAL: Goodling Amusement Company; ride and show gross, total amount, less federal tax, $33,300.
ADMINISTRATION: President, John Fuchtel; secretary-manager, Gilbert A. Leen.
1955 DATES: August 30-6; official.
Jackson County Fair, Wellston
TOTAL ATTENDANCE: Paid $11,900; free $1,200; operated 4 days, 6 nights. WEATHER: Good 3 days, 4 nights; rain 1 day.
RECEIPTS: Gate $1,150; day grandstand $800; night grandstand total (less tax) $350.
CARNIVAL: Goodling Amusement Company; ride and show gross, total amount, less federal tax, $2,000.
ADMINISTRATION: President, Herbert B. Ramsey; secretary-manager, Goldie V. Leiden.
1955 DATES: September 5-8, tentative.

Montgomery County Agricultural Board, Dayton
TOTAL ATTENDANCE: Paid $4,999; free $1,790; operated 4 days, 4 nights. RECEIPTS: Gate, $1,790; car, $4,500; total $6,299.
CARNIVAL: F. E. Goodling Rides and Amusements; sold thru Kansas Amusements Co., owned and operated by Harold Williams.
ATTRACTIONS: Steer car race, horse racing, blackwall, half-artist, others.
ADD. PREMIUMS: State aid $1,500; county aid $1,000; total estimated premiums paid out (including races) $11,000.
ADMINISTRATION: President: Judge Alfred B. Simpson; secretary-manager, Lenard V. Wolske.
1955 DATES: September 24-28, tentative.

Morgan County Agricultural Society, McConnelsville
TOTAL ATTENDANCE: Paid $8,841; free $2,175; operated 6 days, 4 nights. WEATHER: Good 2 days, 3 nights; cold 1 day, 1 night.
ATTRACTIONS: Harness racing, grandstand and rodeo.
ADD. PREMIUMS: State aid $1,000; county aid $1,000; total $1,000.
TOTAL ATTENDANCE: Paid $8,841; free $2,175; operated 6 days, 4 nights. WEATHER: Good 2 days, 3 nights; cold 1 day, 1 night.
ATTRACTIONS: Harness-Carnival rodeo.
ADMINISTRATION: President: William E. Lubbs.

Ohio State Fair, Columbus
TOTAL ATTENDANCE: Paid 240,000; free 16,000; operated 12 days.
WEATHER: Good 5 days, 8 nights.
ADMINISTRATION: President: William E. Lubbs.
**From Denmark Comes**

The greatest array of hand-carved scenes and characters ever assembled into a MECHANICAL WORKING WORLD.

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**Dick Dillion's MECHANICAL CITY MASTERPIECE**

The Results of 8 Years of Hard Labor

**MADE WITH A POCKET KNIFE**

**AMAZING KEEPOUT EARRINGS**

**50 EUROPEAN SCENES IN OPERATION**

**CRIST MILL OF 1740, BLACKSMITH S.H.G. LUMBER MILL, CHURCH SCENES, FARM SCENES, CIRCUS PARADE SCENES, WITH CLOWNS, ACRABIOR, JUGGLERS, BARBER RACKS, TRAPEZE PERFORMERS, BRASS BAND, SHIPS, TRAINS, 100 OTHERS**

**PER ADDRESS**
THOMPSON HOTEL
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**AUDITORIUM APPEARANCES IN THE KEY CITIES OF THE UNITED STATES AND CANADA—CHICAGO, PHILADELPHIA, PITTSBURGH, ST. LOUIS,toron, MONTREAL AND MANY OTHERS**

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**You Want Something NEW for Your Grandstand?**

Well, here it is!

**Jack Kochman presents LUCKY DOGS**

for the first time RACING GREYHOUNDS at your fair

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- America's newest grandstand attraction featuring AUDIENCE PARTICIPATION, fun and prizes.
- The fastest sport on earth produced especially for fairs and presented with SHOWMANSHIP—beautiful models in striking post parades.
- Be the first in your area to have this NEW grandstand attraction.

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**SPORT SHOWS, HOME SHOWS, FOOD SHOWS, "DO-IT-YOURSELF" SHOWS, BUILDERS SHOWS, OR ANY INDOOR SHOW. THIS ATTRACTION IS AVAILABLE.**

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**Bob Cono**
**General Agent**

**Jack Kochman’s LUCKY DOGS**

262 Main Street
Paterson, N. J.

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**George A. Hamid & Son**
**Eastern Representatives**

10 Rockefeller Plaza
Radio City, N. Y.


**H. V. Petersen**  
Gen. Mgr.

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**THANKS, EVERYONE**

During 1954 we played to more top fairs than ever before. Your confidence in us helped make our success possible. Even bigger for 1955...we shall give you a better, more attractive midway.

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**TIVOLI EXPOSITION SHOWS, INC.**  
P. O. Box 742  
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**A COMPLETE “SHOWMANSHIP” AGGREGATION**

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**WINTERQUARTERS**  
The Fair Grounds  
Santa Rosa, California

---

**Administrators:**  
Manager: Drake Hensley  
President: Lee Spitzler  

dated 05-21-55  

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**Oregon State Fair, Salem  
Temporary. Total admissions paid out including races $1,300.**

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**PENNSYLVANIA**

**Allentown Fair, Allentown**

**Winterquarters:**  
Bigger and better than ever before. Total admissions paid out: $1,000.

---

**READING FAIR, Reading**

**Winterquarters:**  
Bigger and better than ever before. Total admissions paid out: $1,000.

---

**UNION COUNTY FAIR, Union County**

**Winterquarters:**  
Bigger and better than ever before. Total admissions paid out: $1,000.

---

**WAYNE COUNTY FAIR, Wayne County**

**Winterquarters:**  
Bigger and better than ever before. Total admissions paid out: $1,000.

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**WINTERQUARTERS**  
The Fair Grounds  
Santa Rosa, California

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**The Billboard's Annual CAVALCADE of FAIRS SUPPLEMENT and OUTDOOR CONVENTION NUMBER sells...again and again...for you!**

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**2**

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**Extra CAVALCADE Services...for You!**

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Copies of the CAVALCADE OF FAIRS SUPPLEMENT are distributed free at all State Fair Meetings throughout the country.

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**#2—FACTS ON THE FAIR MARKET**

A reprint of all fair advertising mailed to an additional 170,000 potential exhibitors...representing a group of advertisers spending over $46,000,000 in Farm Publications and on Farm Radio Programs this year.

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**These Special Services are in addition to the regular distribution of 170,000 copies to readers and supplement distribution at the Annual Outdoor Convention in Chicago.**

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The Billboard’s Annual CAVALCADE of FAIRS SUPPLEMENT and OUTDOOR CONVENTION NUMBER sells...again and again and again...for you!
We have some great shows coming up, we hope you can stop by and see us.

George Clyde Smith Shows

GEORGE CLYDE SMITH SHOWS

Chairman, P. O. Box 521, Cumberland, Md.

E. J. CAREY

E. J. CAREY SHOWS

Our reputation is firmly established... A Carey-built event is your assurance of top quality and performance.

For those who want the Carey standard of excellence and quality, we invite your inquiries for your 1955 event. For over 20 years, E. J. Carey Amusement Enterprises have supplied fun and laughter to the people of Canada where we have played.

Also operator of Manitoba's finest amusement and fun spot... Rendezvous Park

E. J. CAREY

Owner-Manager

DUKE ASH, Asst. Mgr.

JACK BAILLIE, Con. Mgr.

permanent address

E. J. CAREY BLDG.

ST. VITAL, WINNIPEG, MANITOBA

AD: PREMIUMS: State aid $5,000; total estimated premiums paid out excluding race $3,000.

PARK FAIRMEN AND CELEBRATION COMMITTEES, for making our 1954 season such a splendid success. We shall continue to give you the very best in rides, attractions and concessions.

Our 1955 Tour Will include some early-Money Still Dates, with Celebrations starting first week in June. Then our Route consists of sold Celebrations and Fairs (many repeats) for the balance of the Season.

SHOWMEN We can place a few more high-class Shows with their own equipment.

CONCESSIONAIRES Have opening for Legitimate Concessions of all kinds. Contact us early.

MORRIS HANNUM SHOWS Morris Hannum, Manager Winterquarters: Reading, Penna.


Southern Valley Shows

"THE SHOW WITH SHOWMANSHIP"
Alway the best and newest in rides and shows, top concessions...and plenty of "know-how"

THANKS to everyone who helped us during this past season. It was our privilege to have associated with so many fine people.

FOR DISCRIMINATING FAIR SECRETARIES AND COMMITTEES For your 1955 Midway...for a quality show, this is it. Our schedule at the moment has some open dates which may fit your plans. We will be at the State conventions in Arkansas, Louisiana, Mississippi, Missouri and Illinois.

SHOWMEN If you have an attraction, of quality and merit and would like a long, profitable 1955 season, get in touch with us.

CONCESSIONAIRES Still have room for a few more legitimate, class Concessions. Contact us now for next season.

EDDIE MORAN, Manager SOUTHERN VALLEY SHOWS 1301 Emerson St. Monroe, Louisiana

A MONEY-SAVING SUBSCRIPTION OFFER FOR YOU! Save $3 over single copy rates...use the coupon below and order The Billboard for yourself or any of your friends:

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Please enter my own subscription for one full year ($2 issues). $ payment enclosed:

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Lingdale County Youth Fair, Antigo
OPERATING: Three days, 4 nights.
WEATHER: Good 1 day, 2 nights; rain 3 days, 2 nights.
RECEIPTS: Gate $16,000; total grandstand total (less tax) $3,287.
CARNIVAL: Walsh Brothers Shows.
ATTRACTIONS: Wagon Train, Thrill Show 2 nights; Grandstand, Friday and Saturday evenings; races 1 day, raised in the second; chariot races 2 days.
AD: PREMIUMS: State aid $1,735.00; county aid $2,500, total estimated premiums paid out (excluding race) $3,735.00.

ADMINISTRATION: President, L. J. O'Neary; secretary, P. E. Kuehn; superintendent of concessions, Howard Shepard; publicity director, A. J. Gucker.
1955 DATES: September 5-10, tentative.

Fond du Lac County Fair, Fond du Lac
TOTAL ATTENDANCE: Paid 14,005, free 2,150. Operated 5 days, 5 nights.
WEATHER: Good 3 days, 5 nights.
CARNIVAL: Snap Greater Shows.
ATTRACTIONS: Rides, W. S. show, horse races, motorcycle races.
AD: Total $1,000.

Green Country Fair, Monroe
OPERATED: 5 days, 4 nights.
CARNIVAL: Elks Million Show.
ATTRACTIONS: Rolling race, thrill rides.
ADMINISTRATION: Secretary, William A. Boren.

Cold Country Fair, Saxon
TOTAL ATTENDANCE: Paid 5,000; free 1,800. Operated 3 days, 3 nights.
WEATHER: Gate $1,385.
RECEIPTS: Gate $1,000; county aid $1,200; total estimated premiums paid out (excluding race) $2,200.

La Crosse Interstate Fair
La Crosse
OPERATED: 3 days, 5 nights.
CARNIVAL: Ohoo County Bears.
ADMINISTRATION: Secretary, Joseph W. Finch.

Lingdale CountyYouth Fair, Antigo
WEATHER: Good 1 day, 2 nights; rain 3 days, 2 nights.
RECEIPTS: Gate $16,000; total grandstand total (less tax) $3,287.
CARNIVAL: Walsh Brothers Shows.
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AD: PREMIUMS: State aid $1,735.00; county aid $2,500, total estimated premiums paid out (excluding race) $3,735.00.

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RECEIPTS: Gate $1,000; county aid $1,200; total estimated premiums paid out (excluding race) $2,200.

La Crosse Interstate Fair
La Crosse
OPERATED: 3 days, 5 nights.
CARNIVAL: Ohoo County Bears.
ADMINISTRATION: Secretary, Joseph W. Finch.
CARNIVAL: Cowles Shows.

ATTRACTIONS: Rolling rockets, 4 days.

Western Fair, London

OPERATED: 4 days, 6 nights.

CARNIVAL: Cowles and Garrett Shows.

ATTRACTIONS: Hamil revue, thrill shows, harness races.

ADMINISTRATION: Manager, Walter D. Jackson.

Woodbridge Fair, Woodbridge

TOTAL ATTENDANCE: Paid $5.471.

free 2,000.

Operated: 2 days, 6 nights.

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

RECEIPTS: Gate $227.62, day grandstand total (less tax) $254.25.

CARNIVAL: T. Green Shows.

ATTRACTIONS: Horse round-ups, 1 day of harness races, 1 pair of pole races.

ADMINISTRATION: President, L. Erfi;

secretary, W. M. Myers; superintendent of concessions, R. N. Mitchell.

1955 DATES: October 2-6, official.

QUEBEC

Ayars Cliff Fair, Ayars Cliff

TOTAL ATTENDANCE: Paid $1,000.

free 2,000.

Operated: 2 days, 6 nights.

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

RECEIPTS: Gate $1,781.15, day grandstand total (less tax) $1,800.55, night grandstand total (less tax) $8,080.65.

CARNIVAL: El Cantor.


Pinto Ranchers present, 9 dogs, 6 mammals, harness races, 8 nights, 6 mammals out of 55-15 programs.

PREMIUMS: Total estimated premiums paid out (excluding revenue) $3,572.

ADMINISTRATION: President, Marvin W. Beaulieu; secretary, Ernie Carrier; superintendent of concessions, Jacques Babineau; publicity director, D. D. Bouleau.

1955 DATES: September 2-6, official.

LaSociete d'Aricultural du Compte d'Yamaska, St. Francois du Lac

TOTAL ATTENDANCE: Paid $1,000, free 3,000.

Operated: 1 day, 1 night.

WEATHER: Rain.

RECEIPTS: Gate $197.31, day grandstand total (less tax) $215.03, night grandstand total (less tax) $8,342.25.

CARNIVAL: Real American Shows.

ATTRACTIONS: Ernie Young Variety Show, 6 days running races with pari-mutuels.

PREMIUMS: Total estimated premiums paid out (excluding revenue) $17,000.

ADMINISTRATION: Manager, D. H. Leclerc.

WEYBURN Agricultural Fair, Weyburn

Over 2 days, 6 nights.

WEATHER: Good 1 day; rain 1 day.

RECEIPTS: Gate $9,413.75, day grandstand total (less tax) $21,584.50, night grandstand total (less tax) $59,473.15.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Royal Variety Show, 2 days running races with pari-mutuels.

PREMIUMS: Total estimated premiums paid out (excluding revenue) $3,000.

ADMINISTRATION: Manager, W. N. Carney; secretary, T. H. McLeod; supervisor of promotions, Alex Law; publicity director, Alex Athan.

1955 DATES: August 1-6, official.

Saskatoon Industrial Exhibition, Saskatoon

OPERATED: 6 days, 6 nights.

WEATHER: Good 6 days.

RECEIPTS: Gate $10,871.00, day grandstand total (less tax) $19,000.00, night grandstand total (less tax) $47,000.00.

CARNIVAL: Shows; ride and show gross, total estimated, less Federal tax, $60,000.

ATTRACTIONS: Charles Zemeter Theatrical Frolics, 2 days and matinee; harness races: concerts on account of name.

AID. PREMIUMS: Statue of $1,500, city aid $500; other aid 1,500.

ADMINISTRATION: President, A. J. Biddle, secretary, K. Schult.

CARNIVAL: Lloydminster Agricultural Exhibition, Lloydminster

TOTAL ATTENDANCE: Paid $14,000.

Operated: 3 days, 3 nights.

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

CARNIVAL: Gold Medal Shows.

ATTRACTIONS: Zemeter revue, 3 days, harness races.

ADMINISTRATION: President, M. Aitken; secretary, George K. Ross.

Melfort Exhibition, Melfort

TOTAL ATTENDANCE: Paid $10,871.

Operated: 3 days, 3 nights.

WEATHER: Show 1 day, 1 night; cold or cloudy 1 day.

RECEIPTS: Gate $10,483.75, day grandstand total (less tax) $6,857.96.

CARNIVAL: Gold Medal Shows; ride and show gross, total estimated, less Federal tax, $30,000.

ATTRACTIONS: 2 days harness racing with pari-mutuels.


Outstanding Fairs, 1955

1. October 2-6, official.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: 185,434.

Operated: 14 days, 6 nights.

WEATHER: Show 1 day, 1 night; cold or cloudy 5 days, 3 nights.

RECEIPTS: Gate $41,955.75, day grandstand total (less tax) $21,184.45, night grandstand total (less tax) $53,417.15.

CARNIVAL: Real American Shows.

ATTRACTIONS: Ernie Young Variety Show, 6 days running races with pari-mutuels.

PREMIUMS: Total estimated premiums paid out (excluding revenue) $37,000.

ADMINISTRATION: Manager, Ernie Young.

1955 DATES: July 14-18, tentative.

SASKATCHEWAN
ALABAMA

Birmingham, Alabama State Fair

ARKANSAS

Batesville, Independence County Fair

Mulberry, Crawford County Fair
PLANT IS AVAILABLE FOR: Carnivals. GRANDSTAND CAPACITY: 1,000. RENTAL: Agent: Elmer J. Molitor. Mulberry, Arkansas.

Way to Bigger Income

Year-round use of fairground facilities has grown and is continuing to grow with each passing year.

To fairs, still dates are the means of increased revenue. They also enable many fairs to maintain their plants better because the greater activity and added income permits the maintenance of larger, more efficient staffs and caretakers.

Still dates, moreover, serve to build a fair in the eyes of the public for the greater activity at fairgrounds, the greater is the attention focused on the fair.

Attractions, ever alert for new dates, find the compilation of Still-Date Facilities of great importance. Nowhere can attractions determine fair facilities. Thus, the listing, together with the facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vitally in the contracting and mutual attraction of facilities.

Lancaster, Antelope Valley Fair and Alfalfa Festival

Place Lecomte, El Dorado County Fair
BEACHER CAPACITY: 3,500. Plant is available for: Races, show track, carnivals, stage shows, sports events. Available for rent: races, show track, carnivals, stage shows, sports events.

Tulare, Tulare County Fair
GRANDSTAND CAPACITY: 2,000. RENTAL: Agent: E. G. Volkmann. Tulare, Calif. Still dates: None. Plant is available for rent: races, track shows, sports events. Available for rent: races, track shows, sports events.
ILLINOIS

Anna, The Anna Fair
GRANDSTAND CAPACITY: 1,000
BEACEREAH CAPACITY: 500. Size of race track: Oval half-mile. Track is equipped for eight racing. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: John W. Leedy.

Riverton, Riverton Fair
GRANDSTAND CAPACITY: None.
BEACEREAH CAPACITY: 500. Size of race track: Oval half-mile. Track is equipped for eight racing. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: Robert A. Ranson, Bloomington, Ill.

Stafford Springs, Stafford Fair
GRANDSTAND CAPACITY: 3,000.
BEACEREAH CAPACITY: 1,500. Size of race track: One-half and one-half mile. Track is equipped for eight racing. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: C. D. Bemis, Copper Leaf, Stafford, Conn.

FLORIDA

Tampa, Florida State Fair
GRANDSTAND CAPACITY: 3,000.
BEACEREAH CAPACITY: 3,000. Size of race track: Oval half-mile. Track is equipped for eight racing. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: John C. 홈페이지.

Georgia

Atlanta, Southeastern Fair
GRANDSTAND CAPACITY: 6,000.
BEACEREAH CAPACITY: None. Size of race track: Mile dirt. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: J. C. Bible, Atlanta, Ga.

Douglas, County Fair
GRANDSTAND CAPACITY: 1,000.
BEACEREAH CAPACITY: 1,000. Size of race track: Half mile. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.


IDAHO

Blackfoot, Eastern Idaho State Fair
GRANDSTAND CAPACITY: 1,000.
BEACEREAH CAPACITY: 500. Size of race track: Half mile. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.

Rental Agent: Mrs. R. R. Hart, secretary-manager, Box 228, Blackfoot, Idaho.

Homedale, Ogeechee County Fair
GRANDSTAND CAPACITY: 2,000.
BEACEREAH CAPACITY: 2,000. Size of race track: Half mile. Plant is available for: Big car races, motorcycle races, ranch car races, total shows.


Nespere, Lewis County Fair
GRANDSTAND CAPACITY: 300.

Rental Agent: Lester Motors, Nampa, Idaho.

 Orofino, Clearwater County Fair
GRANDSTAND CAPACITY: 500.
BEACEREAH CAPACITY: 1,500. Plant is available for: Carnival show, circus show.

Rental Agent: Wayne Johnson, Orofino, Idaho.

Weiser, Weiser Round-Up
GRANDSTAND CAPACITY: 1,000.
BEACEREAH CAPACITY: 1,000. Plant is available for: Carnival show, circus show.

Rental Agent: Len Henry, Weiser, Idaho.

LAGASSE AMUSEMENT CO.

Haverhill, Massachusetts Telephone 4-6461

Now Booking Carnivals and a More Extended Circuit of Fairs for 1955

Featuring the Finest in Equipment and Rides to Make Your Event or Fair a Top Draw . . .

SHOwmen CONCESSIONARIES
We can place a few more good attractions and legitimate concessions for our 1955 route. Tell us what you have,

FAIR SECRETARIES, COMMITTEEMEN
On the West Coast and Western States, you'll find no other show to equal this for earning power. You can be sure you will get what we promise to furnish you.

Cavalcade of the West Shows
312 No. St. Andrews Place
Los Angeles 4, California

* * *
YOUR MIDWAY CROWDS
WILL BE REAL CROWDS
When Your Event Features

A CLEAN SHOW
A CLEAN REPUTATION

Presenting the finest entertainment available. HIGH CLASS MAJOR and KIDDE RIDES—NOVEL and INTERESTING SHOWS and ATTRACTIONS—LEGITIMATE CONCESSIONS—DAZZLING FRONTS—GIGANT SEARCHLIGHTS.

THANKS
To the many events where we played during the 1954 season . . . and to our own personnel and showmen without whom we never could have accomplished so much.

Contact JOHN PORTMONT, Owner
JOHNNY'S UNITED SHOWS
Winterquarters: Gantt, Alabama, Box 105

A Family Tradition
JOHNNY'S UNITED SHOWS
A CLEAN SHOW
A CLEAN REPUTATION

Offering for 1955
2 GREAT UNITS to better meet the demand for the show that is a real family show.

LARGE or SMALL—NEAR or FAR . . . In 1955, Johnny's United Shows can offer . . . and will deliver . . . the unit to meet your needs.

This show will continue to bring the finest to the FAIRS and CELEBRATIONS it has the privilege of playing . . . in keeping with Family Tradition.

SHOWMEN
Due to the extra unit we are putting together for 1955, we will need shows, rides and concessions. If you want to get with the Family Show . . . and can meet our standards, get in touch with us.

Contact JOHN PORTMONT, Owner
JOHNNY'S UNITED SHOWS
Winterquarters: Gantt, Alabama, Box 105

Announcing for 1955 . . .

NUMBER ONE UNIT
11 Major Rides, several Kiddie Rides, high-type Shows, clean Concessions. Contact MR. & Mrs. WILLIAM GUILLETTE, Mgrs., Winterquarters: Fairgrounds, Fairbury, Illinois.

Imperial Shows

NUMBER TWO UNIT
8 Rides, several Quality Shows, high-class Concessions. Contact MR. & MRS. E. L. WINGROD, Mgrs., Winterquarters: Pacific, Missouri.

We can offer in the Middle West, the finest truck shows on the road. Now booking shows and concessions for both units. CONTACT THE MANAGERS of EACH UNIT FOR INFORMATION. We'll be in Chicago and at your State Meetings.
November 27, 1954

TWENTY-FIVE CAR RAILROAD SHOW
motorized

HILL'S GREATER SHOWS

25 RIDES 25
15 SHOWS 15
50 CONCESSIONS 50
Light Towers · Diesel Plants · Completely Fluorescent Lighted

TO THE FAIRS AND CELEBRATIONS
Where we had the privilege of furnishing the Midway in 1954, and for their splendid co-operation in making this another Great Season.

TO OUR STAFF AND SHOW PEOPLE
Who made it possible for us to accomplish all we did this year.

ATTENTION, FAIR SECRETARIES
AND COMMITTEEMEN
In Montana, Arkansas, Wyoming, Oklahoma, Idaho, Minnesota, Wisconsin, North and South Dakota, New Mexico, Kansas and late dates in Texas . . . We will appreciate the opportunity to discuss with you your needs for your 1955 Midway.

HILL'S GREATER SHOWS
Visit us in our Suite at the Sherman Hotel, Chicago, during the Convention, or see us at your State Fair Meetings.

Permanent Address: P. O. BOX 1106
ARANSAS PASS, TEXAS
KANSAS

Abilene, Central Kansas Free Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 2,500. Size of race track: One-half mile. Plant is available for horse show, rodeo, and stock car races.

Cheyney, Sedgwick County Fair
BLEACHER CAPACITY: 1,000. PLANT IS AVAILABLE FOR: Central Kansas Classic Car Show, Rodeo, and Concerts.

Coffeyville, The Inter-State Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: Half mile. Plant is available for horse races, rodeo, and stock car races.

Colby, Thomas County Free Fair
GRANDSTAND CAPACITY: 2,500.

Dighton, Lane County Free Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of race track: Half mile. Plant is available for horse races, rodeo, and stock car races.

Harper, Harper County Fair
GRANDSTAND CAPACITY: 1,250.

Horton, Tri-County Free Fair
GRANDSTAND CAPACITY: 1,200.

Kingman, Kingman County and 4-H Fair
GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for horse races, rodeo, and stock car races.

Newton, Harvey County and 4-H Fair
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for horse races, rodeo, and stock car races.

Osborne, Osborne County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,000. Size of race track: Half mile. Plant is available for horse races, rodeo, and stock car races.

Richmond, Richmond Free Fair
GRANDSTAND CAPACITY: None.
BLEACHER CAPACITY: None. Size of race track: None. Plant is available for horse races, rodeo, and stock car races.

Topeka, Kansas Free Fair
GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 15,000. PLANT IS AVAILABLE FOR: Big car race.

(Continued on page 144)
BUFF HOTTLE, Owner  HAL 'ROMEO' DUNN, Mgr.

INVESTIGATE . . . and you'll find out why we have a record of repeat bookings that averages over 90%. We know you will be interested in finding out what one of our units can do for your event.

THANKS . . . Fairmen and Committees, for your most wonderful co-operation in 1954. We'll be seeing you again in 1955.

SHOWMEN . . . If you want a winning route, plan now to go with a Buff Hottle unit in 1955. We play only successful dates. Good attractions and concessions only.

SEE US . . . We'll be in Chicago for the Convention, and then at the Iowa, Indiana, Illinois, Missouri, Tennessee, Kentucky and Louisiana meetings.

Extra Rides Available at All Times For
PICNICS—CELEBRATIONS—HOMEcomings—CENTENNIALS

BUFF HOTTLE SHOWS
Winterquarters: Box 833, Covington, Louisiana

Each unit capable of playing large or small events . . . or a combination of both for the very biggest.

UNIT 1
- 16 RIDES
- 8 SHOWS
- 40 CONCESSIONS
Buff Hottle, Mgr.
Kenneth Rector, Asst. Mgr.

UNIT 2
- 12 RIDES
- 5 SHOWS
- 35 CONCESSIONS
Hal "Romeo" Dunn, Mgr.
Ralph Cottrell, Asst. Mgr.

FLASHY FRONTS—NEON LIGHTED SEARCHLIGHTS—LIGHT TOWERS
DIESEL LIGHT PLANTS
EFFICIENT PERSONNEL
The GREATEST DOUBLE in SHOW

As Modern and Powerful as today's Jet Planes

A COMBINATION POWER OF TWO GREAT ATTRACTIONS THAT COMBINE TO GIVE YOU AMERICA'S FINEST MIDWAY

P. W. SIEBRAND, Manager H. SIEBRAND, Secy. Treasurer
POWERS ATTRACTION BUSINESS!

AND BROS.

Together... they're better than ever. A good show for your Fair... with a new approach to modern midways.

★ DIGNIFIED ATTRACTIONS
★ OUTSTANDING PROMOTION
★ FINEST EQUIPMENT
★ BRILLIANTLY LIGHTED

Permanent Winterquarters Address: 2300 E. Van Buren, Phoenix, Arizona
OUTSTANDING TRUCK SHOW OF AMERICA FOR THE COMING 1955 SEASON

Featuring:
- 20 OFFICE OWNED RIDES
- DOWNEY LIGHT TOWERS
- DIESEL PLANTS
- 34 LATE MODEL TRACTORS & TRAILERS
- 10 MOVE ALL EQUIPMENT

We will again present the

FAIRMEN—COMMITTEES
We Are Now Booking for 1955... Playing throughout the East and Southeast. See us in Chicago or at your Fair Meetings.

THANKS to all Fairmen and Committees we did business with in 1954 and our sincere best wishes for continued success.

"The Best in Outdoor Amusement for the Best of Outdoor Events"

O. C. BUCK SHOWS
OSCAR C. BUCK, Owner-Manager
Winterquarters: Troy, N. Y.
Permanent Address: 66 Point View Drive, Troy, N. Y.
November 27, 1954

The Billboard Cavalcade of Fairs

**RELIEF AMUSEMENTS FOR YOUR ENTERTAINMENT**
GROWING STEADILY EVERY YEAR

**MISSISSIPPI**

Jackson, Mississippi State Fair

GRANDSTAND CAPACITY: 5,000. BEECHER CAPACITY: 480. Size of race track: One-half mile. Plant is available for: Thrill shows, dances, carnivals, horse races, Saturday and Sunday only.


Rental Agent: J. M. Dean, 615 N. Jefferson, Fairgrounds, Jackson.

Tupelo, Miss.-Ala. Fair and Dairy Show

GRANDSTAND CAPACITY: 10,000. BEECHER CAPACITY: 300. Size of race track: One-half mile. Plant is available for: Thrill shows, dances, carnivals, horse races. No Saturday or Sunday shows.

1954 STILL DATES: Home show, quarter mile track.

Rental Agent: James M. Savery, Box 177, Tupelo, Miss.

**MISSOURI**

Cape Girardeau, Southeast Missouri State Fair Ass'n.

GRANDSTAND CAPACITY: 1,000. BEECHER CAPACITY: 300. Size of race track: One-half mile. Plant is available for: Thrill shows, carnivals, horse races.

1954 STILL DATES: None.

Rental Agent: Mrs. Margaret Lawin, Linnburg, Mo.

Montevideo, Chippewa County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Thrill shows, dances, carnivals, horse races.

1954 STILL DATES: None.

Rental Agent: Mrs. J. G. Anderson, Appleton.

Austin, Mower County Fair

GRANDSTAND CAPACITY: 3,900. Size of race track: One-half mile. Plant is available for: Big car races, boat races, horse races, barnyard events, carnival shows.

1954 STILL DATES: None.

Rental Agent: J. G. Anderson, Austin.

Bird Island, Rice County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Big car races, hot rod races, barnyard events, carnival shows.

1954 STILL DATES: None.

Rental Agent: R. S. Park, Bird Island.

Detroit Lakes, Becker County Fair


1954 STILL DATES: None.

Rental Agent: A. L. Run, Detroit Lakes.

Fergus Falls, Otter Tail County Fair

GRANDSTAND CAPACITY: 2,500. BEECHER CAPACITY: None. Size of race track: One-half mile. Track is equipped for: Truck races. Plant is available for: Thrill shows, dances, carnivals, horse races.

1954 STILL DATES: None.

Rental Agent: Oboleson, Dyersville.

Howard Lake, Wright County Fair

GRANDSTAND CAPACITY: 1,000. BEECHER CAPACITY: None. Size of race track: Half-mile. Track is equipped for: Truck races. Plant is available for: Thrill shows, carnival shows.

1954 STILL DATES: None.

Rental Agent: Paul Eddy, Howard Lake.

Hibbing, St. Louis County Fair

GRANDSTAND CAPACITY: 2,500. BEECHER CAPACITY: None. Size of race track: One-half mile and one-third mile. Track is equipped for: Truck races. Plant is available for: Thrill shows, carnival shows.

1954 STILL DATES: None.

Rental Agent: M. E. 2nd St., Hibbing, Minn.

Jackson, Jackson County Fair

GRANDSTAND CAPACITY: 2,500. BEECHER CAPACITY: None. Size of race track: One-half mile. Plant is available for: Big car races, boat races, horse races, barnyard events.

1954 STILL DATES: None.

Rental Agent: Clinton, Okawville, 515 E. 2nd St., Highland.

Littlefork, Northern Minn. Dist. Fair

GRANDSTAND CAPACITY: 2,000. BEECHER CAPACITY: None. Size of race track: One-half mile. Plant is available for: Big car races, boat races, horse races, barnyard events.

1954 STILL DATES: None.

Rental Agent: Littlefork, Minn.

Montevideo, Chippewa County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: One-half mile. Plant is available for: Thrill shows, dances, carnivals, horse races.

1954 STILL DATES: None.

Rental Agent: Mrs. Margaret Lawin, Linnburg, Minn.

New Ulm, Brown County Fair

GRANDSTAND CAPACITY: 2,000. BEECHER CAPACITY: 607. Size of race track: One-and-one-quarter mile. Plant is available for: Big car races, hot rod races, boat races, horse races, barnyard events.

1954 STILL DATES: None.

Rental Agent: E. J. Horns, 201 W. Main St., New Ulm, Minn.

Owatonna, Steele County Free Fair

GRANDSTAND CAPACITY: 1,950. BEECHER CAPACITY: 150. Size of race track: One-half mile. Plant is available for: Big car races, boat races, horse races.

1954 STILL DATES: State and private events.

Rental Agent: E. J. Horns, 201 W. Main St., New Ulm, Minn.

Park Rapids, Shell Prairie's Agricultural Association

GRANDSTAND CAPACITY: 1,500. BEECHER CAPACITY: 90. Size of race track: One-half mile. Plant is available for: Barnyard events, motorcycle races.


Warren, Marshall County Fair


1954 STILL DATES: None.

Rental Agent: Ken Nelson, Warren.

Zumbrota, Goodhue County Fair


1954 STILL DATES: None.

Rental Agent: A. E. Cogelin, Jr., Zumbrota, Minn.

**THANKS**

For giving us the opportunity to serve you in 1954. We hope that we will be able to play to your event again in 1955.

**FEATURING**

- **9 RIDES**
- **25 CONCESSIONS**
- **1 SHOW**
- **5 LIGHT TOWERS**

Contact: CLIFFORD MULLINS Manager
**MULLINS' ROYAL PINE SHOWS**

197 State St., Bangor, Me.

FLOYD O. KILE SHOWS
RELIABLE AMUSEMENTS FOR YOUR ENTERTAINMENT

WE OFFER FOR OUR 8TH ANNUAL TOUR TOP ENTERTAINMENT FOR TOP FAIR. LARGE OR SMALL TENTS PLUS IDEAS IN MANAGEMENT, EARNING POWER AND DEPENDABILITY.

"IF WE BOOK YOUR FAIR, WE WILL PLAY!!"
- **7 OUTSTANDING RIDES**
- **4 SPECIALIZED SHOWS**
- **3 LIGHT TOWERS**
- **25 LEGITIMATE CONCESSIONS**

**FAIR SECRETARIES**
We are now booking our 1955 route. If you want something truly different this year, contact us at your State Meeting before signing your Midway.

**NOW BOOKING**

Attractive shows, outstanding exhibits and concessions for a proven route.
Some exclusives open.

FLOYD O. KILE, MGR.

WINTERQUARTERS: Fairgrounds, Clinton, La.
THANKS

To the fairs and celebrations where we had the privilege of playing in 1954. And to our employees and showmen who contributed so much to our success.

Experience...Know-How...Facilities...Capacity...
All you need for a successful 1956 midway event—yours with

Ferris Shows

The midway of tomorrow...today

Contact: CARL A. FERRIS
CAROLINA BEACH, N. C.
FAIRMEN-COMMITTEES: YOU ASKED FOR THIS!

WALLACE BROS. SHOWS INC.

In 1955...the Wallace Bros.' Shows Will Present 2 GREAT CARNIVAL UNITS 2

to better serve the great Fairs and other events whose own forward progress has demanded that Midways be designed to meet their specific needs. In keeping with a great family tradition, we are pleased and proud to announce the formation of two units.

UNIT #1—WALLACE BROS.' SHOWS
- 18 RIDES
- 10 SHOWS
- 35 CONCESSIONS
- LIGHT TOWERS
- DIESEL PLANTS
- SEARCHLIGHTS

UNIT #2—SPARTAN GREATER SHOWS
- 10 RIDES
- 6 SHOWS
- 30 CONCESSIONS
- LIGHT TOWERS
- DIESEL PLANTS
- SEARCHLIGHTS

WHATEVER YOUR NEEDS...YOU HAVE YOUR CHOICE OF TWO OF AMERICA'S BEST EQUIPPED TRUCK SHOWS...OR FOR BIG EVENTS THESE TWO SHOWS COMBINED MAKE ONE GIANTIC MIDWAY.

FAIR SECRETARIES
In Wisconsin, Illinois, Michigan, Missouri, Arkansas, Mississippi and Louisiana...let us show you how one of our "tailored" Midway units can work for you. See us in Chicago or at your Fair Meetings.

WALLACE BROS.' SHOWS, Inc.

WANT FOR 1955 SEASON
Shows and Concessions for Both Units

OPENING MAY 8, 1955
MEMPHIS COTTON CARNIVAL
MEMPHIS, TENNESSEE

E. E. Farrow, Gen. Mgr.
Permanent Address:
BOX 1184, JACKSON, MISSISSIPPI
Phone 3-7644
Dignity and Integrity in All Our Business Dealings. We'll promise what you want and we'll have it there on time.

THANK YOU for record-breaking fair business in 1954 . . .

Kansas State Fair (8th consecutive year)
Colorado State Fair (3rd year)
Central Wyoming Fair and Rodeo
Arkansas Valley Fair and Watermelon Day (3rd year)
Kay County Fair (15th consecutive year)

AND THANK YOU All our other committees and boards whose friendly co-operation made our business a success.

The new Giant-Size Portable Roller Coaster will be a feature of the 1955 Midway

See Manager L. M. Schrader at Chicago, at your State Fair Meetings or contact us through our permanent headquarters at

608 E. 5th Street
Kinsley, Kansas

When You See

CECCCHINI & LEVAGGI

You Can Be Assured They Are TOP-FLIGHT

Concessions

Operators of Quality Stores on the West Coast for more than a Quarter of a Century
Thanks to all Fair Managers and Show Owners for a Big 1954
Now Booking for a Bigger 1955

"The Best in Merchandise and Games"

LOUIS CECCCHINI • JOHNNY LEVAGGI

11138 Penrose Ave., Sun Valley, California

November 27, 1954
Rotor Leads Fun Zone With $21,500

Wade Grosses $114,000
At Mich. State Fair

Rotor Leads Fun Zone With $21,500:
Renton Unit Wins Back-End Race

DETROIT, Sept. 18.—Despite a 10 per cent drop in paid attendance at the Michigan State Fair, W. G. Wade Shows grossed a record-breaking $210,000 on shows and rides. This was approximately 25 per cent ahead of last year's $169,000 take on the midway.

Two reasons were given for the increase. A stronger array of earning power and the high percentage of youngsters who attended the big fair were noted as factors that set it apart from last year's run. Also, it was noted that the 14-day run came at a time when children were out of school.

Top grosser was the Velare Rotor, which took in $21,500. On the final Sunday it rang up $2,100, while on the first Sunday it grossed $3,000. The fair it collected $3,300. Others were John Dill's Club Ebony with $8,100 and the Side Show, apparently hurt by its location, which took $7,900.

"Dancing Waters," which started off slow, gathered steam later in the run and took in $6,800. Final Saturday was the top for the run, with a take of $11,200.

Thank You, Billboard, for Writing Our Ad

Now Booking
MAKE SURE YOU HAVE THIS
MONEY MAKING ATTRACTION
AT YOUR FAIR... IN 1955

SEE US AT THE CONVENTION IN
CHICAGO AT THE SHERMAN HOTEL
or Contact...

VELARE AMUSEMENT MFG. CO.
3330 Lime
Long Beach 7, Calif
CONSIDERED BY MANY TO BE AMERICA'S NO. 1 TRUCK SHOW

THANKS

to the many fair managers and showmen and all other people that were associated with us in the 1954 season, that made it possible for the GEM CITY SHOWS to show a net increase of 29% in grosses for the 14 fairs we service. For example, St. Clair County Fair, Belleville, Ill., 34% increase; Southwest Ga. State Fair, Albany, Ga., 31% increase over last year. Hoping to serve you again in '55 with a bigger and better GEM CITY SHOWS ... again, we say 'Thanks.'

THOMAS D. Hickey

Planning for 1955 - An Outstanding Show for Outstanding Events!!!

Here's what Fair Managers had to say about the GEM CITY SHOWS' 1954 performances:

From FRANK HARRIS, Mgr., Mississippi Valley Fair, Davenport, Iowa: "Although we were hit by 4 days of rain, the GEM CITY SHOWS gave us a 19% increase in gross over another show that played our fair last year. The Davenport ride and show grosses were the best experienced by our fair in recent years. The reason for the bumper grosses was the strongest midway to be presented on our grounds in many a year. The 12 back end shows were a sight to behold."

RALPH ALLISON, Mgr., Southeast Ga. State Fair, Albany, Ga., says: "This is the 2nd straight year for the GEM CITY SHOWS at our fair. It will again be GEM CITY for us in '55. I am very well pleased with the power and pull of the back end and the general appearance of the show. In spite of the fact that our front gate was off 10%, GEM CITY SHOWS gave us the biggest grosses in the history of our fair, which has been played many times by the nation's leading railroad shows."

See us at the Sherman Hotel, Chicago, during the Conventions and at all State Fair Meetings in our territory.

THOMAS D. HICKEY
President and General Manager
801 Jefferson Street
Quincy, Illinois

JOHN REED
Business Manager
Atmore, Alabama

DON GRECO
Manager
412 S. Jefferson Street
Springfield, Illinois

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Alex Freedman announces...  
A new service for California Fair Managers

Alex's

FairTime Shows  
A Complete Carnival Midway  
Attractive Rides—Lighting—Concessions

MODERN—GAY CLEAN

BOOK NOW FOR 1955

Contact ALEX FREEDMAN
5414 Victoria Ave.
Los Angeles, Calif.

MODERN STANDS ★ GAY COLORS ★ COURTESY MANAGERS

at the

TOP CELEBRATIONS

FAIRS AND RODEOS

Thanks, Fair Managers  
in California and Arizona,  
for a Successful Season

FREEDMAN CONCESSIONS
5414 Victoria Ave., Los Angeles, Calif.
Morry Levy, Manager

Lubbock, Panhandle-South
Plainos Fair
COLESIUM INDOOR AREA SEATING CAPACITY: 5,500. Coliseum available for rental only. 3:15 p.m. - 5:30 p.m. All tickets sold ahead. Shows: prayer, rides, dancing, fair scene, square dance, cheer leaders, carnival. RENTAL AGENT: A. B. Davis, Mar. 1, 1954, 1724 Main St., Lubbock, Tex.

Nacogdoches, Nacogdoches
County Fair and Livestock
Exposition
GRANDSTAND CAPACITY: 1,000. 1944 still dates: Carnival, circus, stargames, stage shows, shows. RENTAL AGENT: Mr. E. A. B. Ray, 1954, Box 66, Nacogdoches, Tex.

TENNESSEE
Alexandria, DeKalb County
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Plant is available for rental only. 1944 still dates: Carnival, circus, stargames, shows. RENTAL AGENT: Bob Bledsoe, 1954, Box 40, Clearview, Tenn.

Jackson, West Tennessee
GRANDSTAND CAPACITY: 3,000. Size of ride track: One-half mile. PLANT IS AVAILABLE FOR: Thrill shows, rodeo, carnival show lot, circus show lot. RENTAL AGENT: Pat W. Kline, Knoxville, Tenn.

Lebanon, Wilson County Fair
and Horse Shows
GRANDSTAND CAPACITY: 2,000. RENTAL AGENT: A. W. McCormick, Box 276, Lebanon, Tenn.

Memphis, Mid-South Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Plant is available for: Midget auto races, rodeo, circus. RENTAL AGENT: H. L. Lewis, St. Louis, Mo.

Logan, Cache County Fair and
Rodeo
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of ride track: One-half mile. Plant available for: Midget auto races, rodeo, circus. RENTAL AGENT: H. B. Adams, county commissioner, Courthouse, Logan, Utah

Manti, Sanpete County Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 700. Size of rodeo: One-half mile. Plant is available for: Midget auto races, rodeo, circus. RENTAL AGENT: F. W. Smith, secretary-treasurer, Sanpete County Fair Board, Manti, Utah

Richfield, Kow County
Karnival
GRANDSTAND CAPACITY: 705. BLEACHER CAPACITY: 350. Size of ride track: One-half mile. Plant is available for: Midget auto races, auto races, colony, rodeo, circus. RENTAL AGENT: Alex F. Smith, secretary-treasurer, Sanpete County Fair Board, Manti, Utah.

Richfield, Kow County
GRANDSTAND CAPACITY: 705. BLEACHER CAPACITY: 350. Size of ride track: One-half mile. Plant is available for: Midget auto races, auto races, colony, rodeo, circus. RENTAL AGENT: Alex F. Smith, secretary-treasurer, Sanpete County Fair Board, Manti, Utah.

Virginia
Galax, Galax Agricultural and
Industrial Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 300. Size of ride track: Half mile. Plant is available for: Midget auto races, auto races, colony, rodeo, circus. RENTAL AGENT: Bill Wiltz, Richfield, Utah

Pennington Gap, Lee County

WASHINGTON
Chehalis, Southwest
Washington Fair

Ellensburg, Kittitas County
Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of ride track: Eighty feet. Plant is available for: Rodeo, carnival show lot. 1944 still dates: Horse shows, stock shows. RENTAL AGENT: Walter Young, 1954, Box 408, Ellensburg, Wash.

Walla Walla, Southeastern
Washington Fair
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of ride track: One-half mile. Plant is available for: Rodeo, carnival show lot. 1944 still dates: Circus, spring race show. RENTAL AGENT: Roscoe Johnson, 1954, Box 105, Walla Walla, Wash.

Yakima, Central Washington

Marlinton, Porohonta County
Fair

WISCONSIN
Antigo, Langlade County Fair

Bloomington, Blair's Prairie
Agricultural Society
GRANDSTAND CAPACITY: 500. Size of ride track: Half mile. Plant is available for: Midget auto races, auto races, colony, rodeo, circus. RENTAL AGENT: Bill Wiltz, Richfield, Utah

Green Bay, Brown County
Fair

Bloomington, Blair's Prairie
Agricultural Society
GRANDSTAND CAPACITY: 500. Size of ride track: Half mile. Plant is available for: Midget auto races, auto races, colony, rodeo, circus. RENTAL AGENT: Bill Wiltz, Richfield, Utah

Chippewa Falls, North
Wisconsin District Fair

California’s Most Progressive Novelty Firm

FREEDMAN CONCESSIONS
5414 Victoria Ave., Los Angeles, Calif.
Morry Levy, Manager

A Freedman Novelty Stand at the California State Fair & Exposition, 1954

MODERN STANDS ★ GAY COLORS ★ COURTESY MANAGERS

at the

TOP CELEBRATIONS

FAIRS AND RODEOS

Thanks, Fair Managers  
in California and Arizona,  
for a Successful Season

FREEDMAN CONCESSIONS
5414 Victoria Ave., Los Angeles, Calif.
Morry Levy, Manager
Our sincere THANKS to the Following Fairs, Expositions and Celebrations who made our 1954 Season successful:

UNIT #1
San Antonio Livestock Exposition
San Angelo Fat Stock Show
Salem, Ill., Reunion
Clinton, Iowa, July 4 Celebration
Shawnee, Wisconsin, Fair
Tomah, Wisconsin, Fair
Faribault, Minn., Fair
Austin, Minn., Fair
Northwood, Iowa, Fair
New Ulm, Minn., Fair
West Union, Iowa, Fair
Belleville, Kansas, Fair
Torrance County Fair
Wharton, Texas, Fair
Rosenberg, Texas, Fair
Angleton, Texas, Fair
Refugio, Texas, Fair

UNIT #2
South Texas Livestock Show, Cuero
Karnes County Centennial, Karnes City, Tex.
Poteet, Texas, Strawberry Festival
Battle of Flowers, San Antonio (Thanks to Jack Ruback!)
Independence, Iowa, July 4 Celebration
Knoxville, Iowa, Fair
Fairfield, Iowa, Fair
Shelbina, Missouri, Fair
Oshkosh, Iowa, Fair
Iola, Kansas, Fair
Coffeyville, Kansas, Fair
Webb City, Missouri, Street Fair
Butler, Missouri, Fair
Neosho, Missouri, Fair
New Braunfels, Texas, Fair
Huntsville, Texas, Fair
Port Lavaca, Texas, Fair
Alice, Texas, Fair

NOW BOOKING FOR THE SAN ANTONIO LIVESTOCK EXPOSITION—FEB. 18 THRU 27—SHOWS, CONCESSIONS AND RIDES.
Con Place Side Show, Motordrome, Freak Animal, any worthwhile attraction.
Legitimate Concessions of all kind.
Will Book Round-Up and Scrambler for this date and entire season on Unit #1.

ATTENTION
BOOKING OFFICES—ATTRACTION BUYERS

We will be at the Sherman Hotel during the Chicago Convention and will attend all Midwest Fair meetings.

DON FRANKLIN
Pres., General Manager

WINTERQUARTERS: Seguin, Texas (Fairgrounds), P. O. Box 649. (Phone: 2516)
HALL OF PRESIDENTS

The Famous HALL OF PRESIDENTS

ONLY EXHIBIT OF ITS KIND IN THE WORLD!

All thirty-three Presidents of the U.S.A. Lifelike and real—Authentically dressed in the period of their time—America's Foremost Historical Attraction.

NOW BOOKING INDOOR AND OUTDOOR EVENTS FOR 1955

FOR HOME SHOWS—SPORT SHOWS—CELEBRATIONS—TRADE SHOWS—FAIRS AND SPECIAL EVENTS.

FOR BOOKINGS WRITE OR WIRE

HALL OF PRESIDENTS

H. J. "HANK" LOOSLEY, AGENT
110 NORTH 18TH ST., ST. LOUIS 3, MO.

Harnas, race, thrill shows, central show lot, circus show lot. COLUMBIA (INDOOR ARENA) SHOW CAPACITY: None.

Eagle River, Vilas County Fair

Eagle River, Wisconsin

Bleacher capacity: 1,000. Size of race track: One-mile. Field is equipped for horse racing. Plant is available for: Thrill shows, rodeo, motorcycle races, circus show lot, central show lot.

Ellsworth, Pierce County Fair

Ellsworth, Wisconsin

Grandstand capacity: 1,000. Bleacher capacity: 1,200. Size of race track: ½ mile. Field is equipped for half-mile racing. Plant is available for: Rodeo shows, motorcycle races, central show lot, circus show lot.

Fond du Lac, Fond du Lac County Fair

Fond du Lac, Wisconsin

Grandstand capacity: 4,000. Bleacher capacity: 2,000. Size of race track: Half and quarter-mile. Field is equipped for quarter-mile races. Plant is available for: Thrill shows, rodeo, motorcycle races, central show lot, circus show lot.

Iron River, Bayfield County Fair

Iron River, Wisconsin

Grandstand capacity: 2,000. Bleacher capacity: 1,000. Size of race track: One-mile. Field is available for: Thrill shows, rodeo, motorcycle races, horse races, stock car races, circus show lot, central show lot.

La Crosse, La Crosse Interstate State Fair

La Crosse, Wisconsin

Grandstand capacity: 1,300. Rental agent: Joseph W. Prichak, La Crosse.

Marshfield, Central Wisconsin State Fair

Marshfield, Wisconsin

Grandstand capacity: 2,500. Bleacher capacity: 2,000. Size of race track: Half-mile. Plant is available for: Thrill shows, rodeo, motorcycle races, horse races, circus show lot, central show lot.

COLUMBIA (INDOOR ARENA) SHOW CAPACITY: None.

Monroe, Green County Fair

Monroe, Wisconsin

Grandstand capacity: 1,700. Bleacher capacity: 1,000. Size of race track: One-half mile. Plant is available for: Horse racing, rodeo, central show lot, circus show lot.

Rental Agent: William A. Brown, Monroe.

Milwaukee, Wisconsin State Fair

Milwaukee, Wisconsin

Grandstand capacity: 14,000. Bleacher capacity: 15,000. Size of race track: One mile. Wagon, half mile, dirt, one-mile dirt, dirt, two miles, sports track atmosphere. Plant is available for: Horse racing, motorcycle races, circus show lot.

COLUMBIA (INDOOR ARENA) SHOW CAPACITY: 4,500. COLUMBIA AVAILABLE FOR RENTAL FOR ALL TYPES OF ENTERTAINMENT.

River Lake, Barron County Fair

River Lake, Wisconsin


COLUMBIA (INDOOR ARENA) SHOW CAPACITY: None.

Rosholt, Rosholt Free Fair Association

Rosholt, Wisconsin

Size of race track: One-half mile. Plant is available for: Half-mile, dirt, one-mile, dirt, sports track atmosphere. Plant is available for: Horse racing, rodeo, central show lot, circus show lot.

COLUMBIA (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dutch, steak shows.

St. Croix Falls, Polk County Fair

St. Croix Falls, Wisconsin

Grandstand capacity: 1,250. Size of race track: One-half mile. Plant is available for: Thrill shows, rodeo, motorcycle races, horse races, stock car races.

COLUMBIA (INDOOR ARENA) SHOW CAPACITY: None.

Another Great Year... For The

PORTABLE ALUMINUM SKY WHEEL

THANKS TO

• Royal American Shows
• Amusement Company of America
• Clydesdale Shows
• Chills Wilson for the Memphis State Fair
• James Stewart and Fred Tennant and the State Fair of Texas Board for Dallas

**THE WONDER RIDE OF THE PRESENT ERA**
SENSATIONALLY SUCCESSFUL AT STATE FAIRS, EXHIBITIONS, AMUSEMENT PARKS AND BEACHES.

LARGEST AND MOST PORTABLE RIDE EVER CONSTRUCTED. HEIGHT, 92 FEET. **BRILLIANTLY ILLUMINATED**... COMMANDING IN APPEARANCE AS AN OUTSTANDING ATTRACTION ANYWHERE... UNEQUALLED IN PUBLIC APPEAL AND EARNING POWER.

801 North 6th Street
Sterling, Colorado

CONTACT DOWIS SKY WHEELS, INC.

NOW BOOKING FOR 1955...

See us at the Sherman Hotel, Chicago.
J. P. "Jimmy" SULLIVAN

proudly presents

THE
WORLD'S FINEST
SHOWS

CANADA'S LARGEST and BEST RAILROAD SHOW

BUILT on PERFORMANCE

FOR CANADA'S BEST FAIRS—
WE FURNISH Modern Riding Devices—Entertaining Shows and legitimate Concessions. Put together with Showmanship they make a top performing Midway to provide Happiness and Relaxation for our Patrons who deserve the best.

A
Merry Christmas

A
Happy New Year

THANKS—
To all Committees and Fairs for their splendid co-operation which made 1954 a real success.
To J. W. "Patty" and Frank R. Conklin for the pleasant association at Quebec and Ontario Fairs.

A SPECIAL ACCOLADE

To Western Canada Class "B" Circuit of Fairs—It's going to be great to be with you again in 1955!! The 14 years together in the past were indeed pleasant. We hope to merit your confidence by bringing to you The World's Finest Attractions.

If interested in booking Modern Rides or Outstanding Shows contact J. P. SULLIVAN at the Chicago Convention

WALLACE BROS. SHOWS OF CANADA
J.P. SULLIVAN General Manager P.O. Box 442, Toronto Ontario, Canada
In Novelties—Here’s the Man

FIRST With the LATEST . . .

M. “WHITEY” MONETTE

Just Concluded A SMASH SEASON on the Canadian A and B Circuits
Serving More Than 40 Canadian Exhibitions in 1954

Thanks to Exhibitions and Fair Managers for a Successful Year at the Southern California Exposition, Del Mar, Calif.; Utah State Fair, Salt Lake City; Western Washington Fair, Puyallup (23rd year), and for co-operation from Patty Conklin, of the Conklin Shows, and Jerry Crawshaw, of the Royal Canadian Shows.

Get the Latest in Novelties
GET THE BEST!

West Coast Concessions & Supply, Ltd.
675 W. Hastings St., Room 1405
Vancouver, B. C., Canada

M. “WHITEY” MONETTE
145 7th St., San Francisco, Calif.
FAIRMEN

ARE YOU LOSING PATRONS AND GATE RECEIPTS BECAUSE OF IMPROPER CROWD MANAGEMENT?

LET THE BRANTLEY Usher Service

provide you with a low-cost experienced staff of attendants for all phases of your crowd-management problems . . .

YOU GET:

**USHERS**
Selected, trained men wearing gold and blue uniforms proudly and with dignity. They are courteous, tactful and intelligent.

**PARKING ATTENDANTS**
Brantley men skilled in handling parking with ease and efficiency. They can handle tickets for either paid or free lots, with courtesy and speed.

**CASHIERS**
All schooled in everything connected with the box office, such as ticket sales, cash reports, passes, reduced prices, etc. You get guaranteed ticket counts, accurate cash returns, precise reports and stacking of unused tickets.

**SUPERVISORS**
We recommend at least one thoroughly trained supervisor for each ten men. They control specified posts and fill in under unusual conditions. Each supervisor has a long record of top service with Brantley.

**DOORMEN**
A vitally important spot, door traffic control can mean the difference between pleased or dissatisfied patrons. Brantley men are trained to spot counterfeit tickets, recognize recalcitrant individuals and deter deadbeats . . . with tact, delicacy and diplomacy.

**GUARDS**
You can decrease your losses with highly trained guards who know what to look for and how to spot potential thieves and pick-pockets. Be secure . . . protect your patrons with Brantley Guards.

**ALL THIS PLUS OUR 22 YEARS OF SERVICE IN CROWD MANAGEMENT**
Here's Just One of Our 'Extras' . . .

We furnish Portable Sound Equipment to help move and control large moving groups. No extra cost for this.

SEE US AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTIONS

WRITE TODAY FOR LIST OF REFERENCES AND EVENTS WE HAVE SUCCESSFULLY HANDLED

B. K. "RED" BRANTLEY Usher Service
525 W. Walnut
Louisville, Ky.
Arlington 2287 • WAbash 6471

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

THE SHOW THAT SETS NEW SHOWMANSHIP STANDARDS THROUGHOUT THE SOUTHEAST

Assure yourself of a successful, profitable midway in 1955 . . . contact us at our permanent address below or see us at your State meetings.

Our Grateful Thanks to the fairs and celebrations we played during 1954. We sincerely hope we may be able to play many more repeat dates with you.

PLAYING SUCCESSFULLY THROUGHOUT THE SOUTHEASTER STATES OF GEORGIA, TENNESSEE, ALABAMA, NORTH CAROLINA AND SOUTH CAROLINA.

JOHNNY T. TINSLEY Manager
Winterquarters: 1209 New Bunkum Road, Greenville, South Carolina
Phone 2-3541

FAIR SECRETARIES • COMMITTEES • CELEBRATIONS
You pay no more for quality or showmanship . . . so why get less? We will be looking forward to hearing from you about your 1955 Midway.

DOBSON'S United Shows

QUALITY and SHOWMANSHIP

Combined To Bring You a Show of Merit

10 NEW RIDES
FINE SHOWS
QUALITY CONCESSIONS
LATE MODEL TRUCKS

NOW CONTRACTING FOR 1955...
Due to the many renewals with our 1954 events, we are completing our bookings early for 1955. If you would be interested in the BEST . . . may we suggest you get in touch with us NOW?

THANKS to the events we played in 1954 . . . and thanks, too, to those who have renewed with us for 1955.

DOBSON'S UNITED SHOWS
Winterquarters: Willmar, Minnesota
The Billboard Cavalcade of Fairs

ONTARIO
Aylmer, Aylmer Fair
GRANDSTAND CAPACITY: 2,200. BLEACHER CAPACITY: None. Size of race track: Half mile. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. Plant is equipped for 200 horse races. 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ATTRACTIONS.

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Regent 935
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C. Music

MUSIC CORPORATION OF AMERICA
NEW YORK, NEW YORK

National Amusement Agency

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Hollywood, Calif.

Sunset 462
Hollywood, Calif.

Sunset 608
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Sunset 36
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Sunset 468
Hollywood, Calif.

Sunset 25
Hollywood, Calif.

Sunset 46
Hollywood, Calif.

Sunset 19
Hollywood, Calif.

Sunset 36
Hollywood, Calif.

Sunset 468
Hollywood, Calif.

Sunset 25
Hollywood, Calif.

Sunset 46
Hollywood, Calif.

Sunset 36
Hollywood, Calif.

Sunset 468
Hollywood, Calif.

Sunset 25
Hollywood, Calif.
Southern fairs—the Piedmont Interstate Fair at Spartanburg, S. C., and the Southern States Fair at Charlotte, C., delighted their patrons with ingenious, artistic touches. Spartanburg featured Carolina Carousel, shown in top photo, as the center piece of its 1954 House of Flowers. Fashioned by Margaret M. Moore, the six horses of flowers and plant material from as many counties, depicted the arts, amusements, beauties, education, industries and aspirations of those areas. At Charlotte, J. S. Dorton, veteran fair manager, long noted for his effective use of lights, served up a treat when he spotted a half dozen irrigation sprays in the lake inside of the fair's race track. Used both day and night, the sprays created a beautiful picture, particularly at night when they were enhanced by colored spots.

WORLD'S FOREMOST EMPALEMENT ARTISTS

“The Girl On The Spot”

TEX AND ALYCE ORTON

“The Most Unusual Act in Show Business”

- JACKIE GLEASON TV SHOW
- BIG TOP TV SHOW
- JOE E. BROWN TV SHOW
- SUPER CIRCUS TV
- 107 MOTION PICTURES
- PALACE IN NYC
- SPORT SHOWS
- STATE FAIR SHOWS
- CLUBS

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Phone 28987
On the Air...
or in Person

WLS
"Packs 'Em In"

2,411,510 people have paid to see the WLS National Barn Dance broadcast from the Eighth Street Theater in Chicago during the past twenty years. That's an average of well over two thousand people each and every Saturday night.

America also calls on these WLS favorites when it plans its county and state fairs or community celebrations. They have relied on this talent to spark their shows for more than three decades—so long that WLS is a "must" for wholesomeness, clean down-to-earth talent that will draw crowds and send them away happy.

This is another form of WLS results—the demand that has resulted in WLS providing the talent for more than 300 outdoor events this summer—that brought over 450,000 people to see WLS acts during the first part of 1954—that will cause WLS entertainers to travel a total of more than a quarter-million miles this year.

Here's a partial list of WLS favorites... on the air... or to pack a house for you:

- Bob Archer
- Dolph Howitt
- Captain Stubby & the Buccaneers
- Lulu Belle and Scotty
- Homer and Jethro
- Lola Dee
- Lou Prohut
- Grace Wilson
- Beaver Valley Sweethearts
- Donald "Red" Blanchard

Write, phone or wire for complete information.

\[Image of a billboard for WLS with details about the barn dances and entertainment.\]
COLONEL LEW ALTER

Thanks to—

L. T. Shows and Vivona Bros. for a top-notch season on my return to the East, playing to large crowds at the Great Danbury Fair, Danbury, Conn., and at the Mineola Fair and Ind. Exposition, Westbury, N. Y.

35 YEARS IN THE SIDE SHOW BUSINESS

Experience that comes from playing the major Fairs in every part of the country.

Featuring "SCHLITZY" the Pin-headed Wonder and other genuine freaks and attractions.

For 1955 Bookings contact:

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11404 South Wilton Place
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PETE KORTE$ SIDE SHOW

* Thrilling * Fascinating * Outstanding

AN AGGREGATION OF TOP-DRAWING, CROWD PLEASEING ATTRACTIONS

THANKS TO:
Patty and Frank Conklin for Toronto and London Exhibition Dates. Also thanks to Clif Wilson for State Fair of Texas, Dallas, and Mid-South Fair, Memphis, Tenn., engagements.

NOTICE
Now booking acts and attractions for 1955

WRITE TO: PETE KORTE$ 390 Arcade Bldg., St. Louis 1, Mo.

IRVIN C. MILLER'S

“Brown Skin Models”
A Fascinating Musical Rhythm Revue
20 GIRLS—FULL BAND

Thank You F. E. GOODING
FOR THREE WONDERFUL SEASONS

“HELL’S BELLES”
The Outstanding Midway Attraction of Midwestern Fairs for the Past 6 Years

Was this year the Sensation at the Pacific National Exhibition, Vancouver, B. C., Canada, and the Los Angeles County Fair, Pomona, Calif.

THANK YOU
Dave Daughtrey, Pacific National Exhibition (Vancouver); Harry Illions (Pomona); L. G. Chapman (Foley & Burk Shows), and Clif Wilson (Dallas) for a very pleasant and profitable season.

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