

*In this
issue*

GOLDEN JUBILEE SECTION—A TESTIMONIAL TO THE
INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

What Fairs Mean to 60,000,000 Americans . . . to National Advertisers . . . to Amusement Interests

NOVEMBER 30, 1940

PRICE 15 CENTS

The Billboard



Christmas Number

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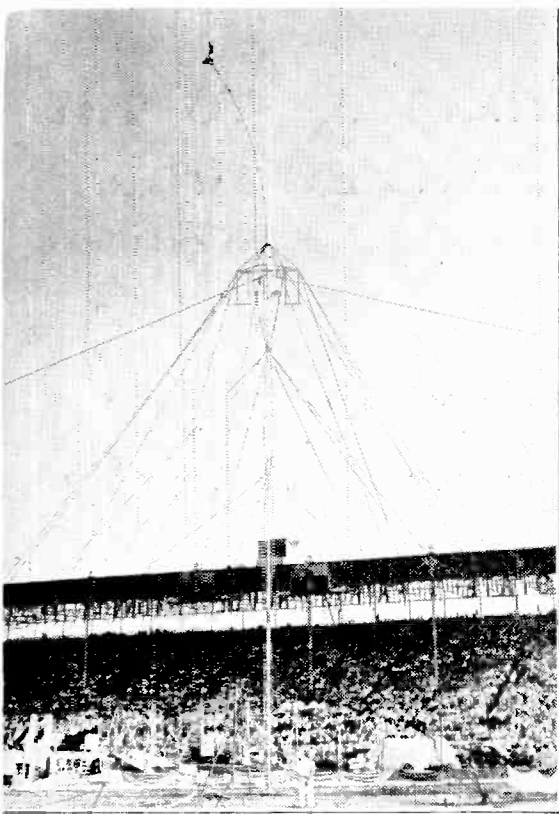
WILL BE AT THE CHICAGO
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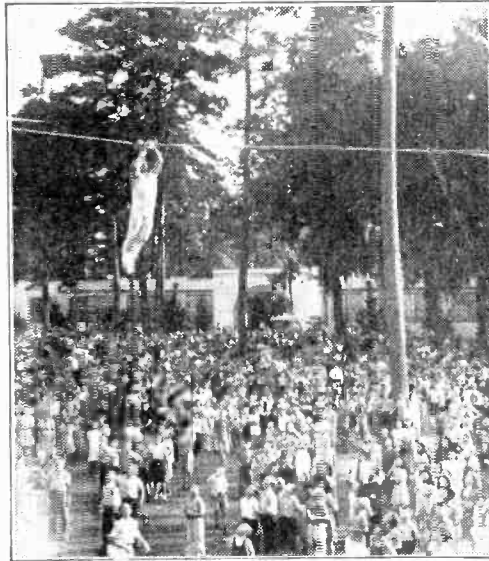
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SOME OTHER EVENTS PLAYED IN 1939 AND 1940

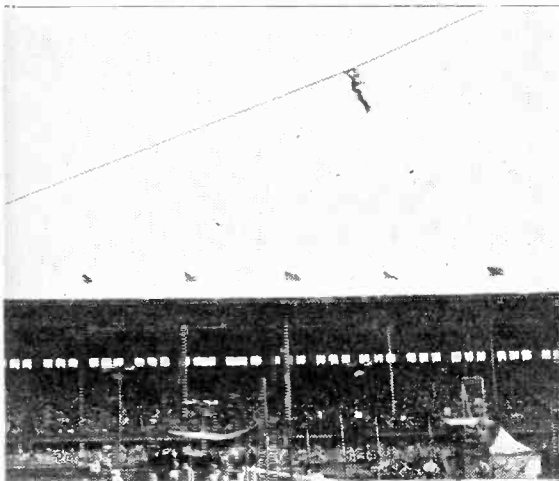
State Fair of Texas,	Ozarks Empire Dist. Fair,
Dallas	Springfield, Mo.
Inter-State Fair,	Houston Fall Fair,
La Crosse, Wis.	Houston, Texas
All-Iowa Fair,	Richland Co. Fair,
Cedar Rapids	Richland Center, Wis.
Dunn Co. Free Fair,	Martin Co. Fair,
Menomonie, Wis.	Fairmont, Minn.
Jersey Co. Fair,	Champaign Co. Fair,
Jerseyville, Ill.	Urbana, Ill.
East Ala. Fair,	Ouachita Valley Fair,
Alexander City, Ala.	Monroe, La.
Janzen Park,	Nat'l Rice Festival,
Portland, Ore.	Crowley, La.



ST. PAUL, MINN.—Capacity crowds and front page publicity accorded the act during the State Fair.



BEAUMONT, TEX.—Overflow crowds watched in amazement at the end of the slide at the S. Texas State Fair.



DES MOINES, IA.—Packed grandstands witnessed afternoon and evening performances at the State Fair.



EVANSVILLE, IND.—All traffic was completely blocked during the Merchants-Newspaper Promotion Days.



MILWAUKEE, WIS.—They crowded right up under the rigging at the State Fair Park.

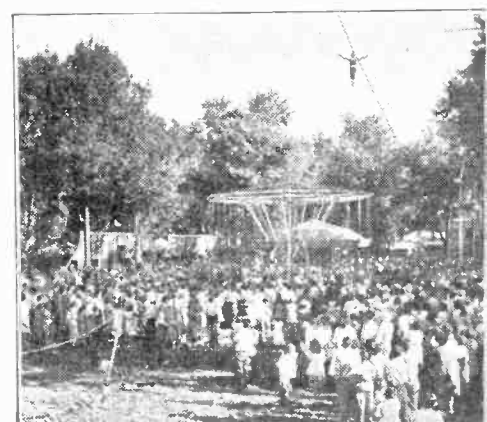
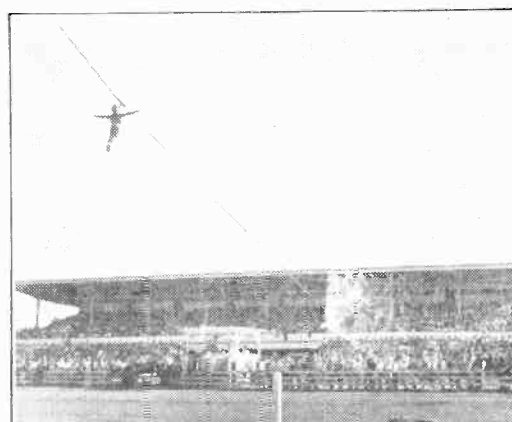


LOUISVILLE, KY.—Autograph collectors crowded around at the Kentucky State Fair.

SAN FRANCISCO, CALIF.—Act was selected from more than 1,000 submitted for opening attraction and spectators jammed every available foot of standing room at the Golden Gate International Exposition.

DELAWARE, O.—Biggest crowds in history watch the slide into the grandstand at the Delaware County Fair

BOSWELL, IND.—In a town of only 80 people, 10,000 stand breathless during the July 4 Celebration.



Magic Burlesque Notes

By BILL SACHS

(Communications to New York Office)

RUSSELL SWANN returned last week to Detroit to headline the show at Club Royale, where he's an old fave. . . . **WHEN THE 500 Club**, Atlantic City, reopened for a week recently, it had two magi on the bill—Joan Brandon and Howard Brooks, the latter also emceeing. Both had played the spot before. . . . **CASSANDRA**, mentalist, is back in New York and did a quiz show Sunday midnight (17) over Station WBNX. . . . **JACK HERBERT**, after a week at the Mainliner Club, Des Moines, Ia., journeyed to Oklahoma City to do his emcee and magic stint at the Food Show, from whence he hit out for Chicago. . . . **PLATO AND JEWEL** are currently fooling 'em in the Continental Room of the Hotel Jefferson, St. Louis. . . . **ROY BENSON** has a West Coast date awaiting him when he finishes his engagement at the Hotel Walton Roof, Philadelphia, being slated to report at Universal studios January 1. . . . **DANTE** reveals that he has completed arrangements with a New York publisher to market his autobiography at the conclusion of his present tour. The book, which deals with Dante's 40 years of fooling his way around the world, is appropriately titled *It's Fun To Be Fooled*. . . . **LADY BONNAFFON**, mentalist, has just concluded an added-attraction stint at the Dog House, Reno, Nev. . . . **HARRY SCHILLING** is featured with his magic in the new show at the Evergreen Casino, Philadelphia. . . . **JOHNNY BAUER**, magical emcee, postals from Timmins, Ont.: "Working the Cartier Theater here, 800 miles north of Detroit. Cold and snow, but roads good. Followed Al DeLage and Company here. Fortunately, got in a day early and caught and enjoyed Al's act. Will probably go to Montreal from here if the U. S. draft board doesn't decide differently." . . . **MAURICE** and his magic bar are in the new revue at Philadelphia's Yacht Club. . . . **LINDEN COWARD**, magician-ventriloquist, infos that he's doing fair business in Georgia schools despite much competition. There are a raft of small tent and school-house shows in the territory, Coward reports.

NEW YORK:

TIRZA, wine-bath dancer, and Jeanne Rochelle, halfman-halfwoman dancer, are now being booked by Allan Rupert. . . . **HOWARD MONTGOMERY**, producer at the Triboro, has unearthed a new strip-teaser in Etta Donalds, now Brenda Wilson, an ex-Allen Gilbert show girl who is doubling as a principal and in the line. . . . **CHARLES ABBOTT**, comic and husband of Ruth Mason, now at the Ettinge, was gratified to learn that his cousin, Edward Green, was among the 37 out of 38 of the crew saved when the City of Rayville went to the bottom recently. . . . **BOB FERGUSON**, comic, on the Hirst wheel, introduces a new bit this season, *Hi Ho Sulphur*, and co-principals to assist him in the comedy are Max Coleman, Mary Murray, Jack LaMont, Irving Karo, and Winnie Garfett. . . . **JANESE**, dancer, left the Republic November 16 and opened November 20 at the Rainbow Inn for five weeks. . . . **MURRAY LEWIS**, comic, replaced Herbie Fay at the Gaiety November 15. Fay moved to the Star, Brooklyn. . . . **ANN CORIO** celebrated her birthday November 18 by getting herself a \$25,000 annuity.

STELLA MILLS, stripper, is new here this season. Debuted at the Gaiety after three consecutive seasons on the Midwest Circuit. Goes next to the Star, Brooklyn, thru Dave Cohn. . . . **LELEE SORRELL**, new acro stripper in the East, opened at the Casino, Boston, last week, where Joe Freed, comic was in his seventh week. . . . **BOZO SNYDER'S** show on the Midwest Circuit includes Joan Dare, Arlen Stewart, and Fields and George. . . . **MAGDA LOY**, dancer, formerly of *Why Do* at the Flushing Fair, opened at the Star, Brooklyn, November 8, as did Madge Carmyle. Both last-minute bookings by Dave Cohn. . . . **TERRY KING**, who became Mrs. Joe Babbitt November 2 in Elkhart, Md., celebrated a birthday at the Triboro November 12. . . . **MARIE FOSTER**, former burly ace soubrette, now has charge of the chorus in the Billy Hagan Hirst show.

VALERIE PARKS is raved over by Republic's management to the effect "she has everything to make the audience yell and applaud for more." . . . **DIANE KING** was followed by Gladys Fox as the extra attraction feature at the Casino, Boston. . . . **STAR, BROOKLYN**, stagehands are now all back from the Flushing Fair. These include Jack Cronin, who was with the Aquacade; Charles Zubler, from the Ford exhibit; Johnny Fay, from *Railroads on Parade*; and Jimmy Burge, from *Jubilee*. . . . **ELECTION WEEK** the Howard in Boston reinforced the Lois DeFee show of the Hirst Circuit with Peaches, Seven Demnat Arabas, Mia Miles and Company, Sandy Derson and Company, and Doris and Nan Walsh. . . . **PAT PAIGE** sporting a new two-and-a-half carat diamond ring at the Republic, a gift from a Philadelphia friend. . . . **BILLIE (HOLBERT) GERMAINE**, ex-burly dancer, entirely recovered from a recent nose-straightening operation, opened last week at the Penthouse Club here.

UNO.

CHICAGO:

MRS. J. F. NIGHTINGALE, professionally known as Margie France, expects to return to the business in three months, after she becomes a mother. . . . **TERRI KING** opened on the Midwest Circuit in Buffalo last week. . . . **SHERRY BRITTON** began her round trip on Midwest at Cleveland Friday (22). . . . **WYNN** and **WYNNETTE** has opened in stock at the Empress, Milwaukee. . . . **MAXINE DE SHON** is doubling this week, between the Rialto and 606 Club. . . . **CHARLEY COUNTRY** is being held over in stock at the Rialto. . . . **LEW FINE**, just returned from Australia, has opened in stock at the Follies, Los Angeles. . . . **COLONIAL**, Wheeling, W. Va., new spoke in the Midwest wheel, had a good opening Thanksgiving Day. . . . **LOU APPLEBY**, of the Casino, Toronto, was in Chicago last week, lining up a new chorus for his house. . . . **MAE BROWN** closed the circuit at Boston Thursday (21). . . . **BENNY (WOP) MOORE** enjoyed his lay-off from the Hirst Circuit by visiting his wife in this city. He opened at the National, Detroit, Friday (22). . . . **PEACHES STRANGE**, booked by Milt Schuster, will be featured attraction at the Palace, Buffalo, week of November 29.

FROM ALL AROUND:

DUDE KIMBALL, on his engagement last week at the Mayfair, Dayton, O., had the distinction of getting a Thanksgiving dinner by wire. It happened when Scotty, well-known Dayton scenic artist, wired a Dayton restaurant to deliver a turkey feed with all the trimmings to Kimball's dressing room. Kimball opened Monday at the Covered Wagon, Fort Wayne, Ind., for a two-week stand, booked by Max Landau, Chicago.

CHARLIE KEMPER and George Hagerty, for many summers end men with the Steel Pier Minstrels, Atlantic City, making their burly bow this week with Jeryl Dean's unit at the Orpheum, Reading, Pa. . . . **HARRY BIBEN**, Philadelphia booker, set the Rexfords, male acro duo, with Hirst's *Hindu Buds* unit. . . . **PATSY JOHNSON** continues at Club Nomad, Atlantic City.

Bridgeport Vaude Clicks

BRIDGEPORT, Conn., Nov. 23.—Sunday vaude is going over so well at the Loew-Poli-Lyric Theater, which plays Hirst burlesque during the week, that admission prices have been upped from 44 cents to 55 cents top. Policy is name bands plus five acts, four shows during the day. House manager is Eddie Madden, with Fred Perry of the Al and Belle Dow office, booking. Perry was formerly with the Mike Comerford Circuit.

Corio Sets Pitt Record

PITTSBURGH, Nov. 23.—Casino grossed best gate in its five-year history, \$11,000, last week with bill starring Ann Corio. Take was top in George Jaffe's past 14-years of burly biz. Almost 40 per cent of patronage was women, most of that in the evening.

Reviews

Casino, Boston

(Reviewed Tuesday Evening, Nov. 19)

A swiftly paced entertainment-filled unit has been whipped together this week by Chuck Gregory, Casino producer.

Production numbers, with the 30 Casino dancing dolls, reach a new peak for burlesque entertainment, with an "Inferno" number, a real standout.

Plenty of comic material is on hand, altho some of it could be easily eliminated. Some of the routines have a musty flavor, but for the most part are sure-fire. Heading the comic department is Charlie (Tramp) McNally, ably aided by Freddie Walker, Jimmy Pinto, and George Kaye. Bobby Goodman handles the vocals, with comics and specialties by Elinor Walent and Ben Hamilton.

Featured strip is Margie Carmyle, whose dancing gets attention. Giving her a battle for top honors is Gladys Fox, always a Hub favorite, whose singing strips are standouts. Others doing undress routines are Carol Lord and

Sandra Scott, both good.

Casino has in Bill Green one of the best house orks heard in some time. Six-man crew beats it out and provides really solid backing for Gregory's swell productions.

Business fair when caught.

Mike Kaplan.

"Hindu Buds"

(HIRST)

(Reviewed at Troc, Philadelphia, Sunday Midnight, November 17)

There's plenty here to make a fast and funny show. But as caught on its first showing there's still plenty to do in whipping it into shape, especially in pacing the comic sketches and in giving more body to the ballet productions. Max Furman, lead comic, who does not depend on get-ups or mugging to make laughs, has plenty on the ball. But, weighted down by ancient material, the ball does very little bouncing.

Dick Richards, in the usual tramp ha-bitment, displays youthful enthusi-

asm. But his exuberance in getting the stuff across slows the proceedings.

It can't be said that the boys don't work hard—and often. Richards and Furman join efforts for *Familiar Gags*, which is the familiar *Flugel Street* skit, their best.

Strippers are sock. Hinda Wassau, a fave in these parts, is ever the impetuous disrober. Aloha, Polynesian-tinted miss, is first in the undress parade, devoting her doings to hip-swaying. Helen Colby, blond beauty, is more restrained in her disrobing. An attractive tease.

Murry Briscoe and Jimmy Cavanaugh give able straight support, with Cavanaugh adding a nice tenor voice off-stage for the production numbers. Alma Maiben is the saucy fem foil.

The real showstopper is again the vaude specialty, an acro male team, The Rexfords. Boys spice their hand-to-hand balancing with head-to-head formations, with a sock finish in one member's lifting the other from a flat-on-the-back position with only one hand.

Chorus of 14, with five of them used for show, have plenty on the hoof. Lee Curdy adds nice heel-and-toe taps to the *Slumming in Park Avenue* ballet, with the chorus outstanding in the *Farmettes* ensemble.

Maxie Furman produced the unit; Merrick Valinote is the musical director. Business fair when caught.

Ann Corio heads the next unit in.

M. H. Orodener.

Gaiety, New York

(Reviewed Saturday Evening, Nov. 16)

"Broadway's Only Girlie Show" is the boast here and this, of course, is correct if we substitute "burlesque" for "girlie."

The show, staged by Billy Koud, is okeh, but not outstanding in any way except that its four strippers are young and beautiful. The chorus troupe is okeh but short on pep, training, and novelty ideas. The comedians are good enough, doing a mildly amusing job on old, cleaned-up material. A couple of singers are more than adequate. Sets and costumes are clean, tasteful.

The strippers are topped by Sherry Britton, a young and beautifully formed brunette, who apparently has a following here and who does a parade strip. She's got oomph. Then there's Stella Mills, in from the Midwest, who sings *Ain't You Ashamed?* in passable fashion and then shows a very fancy figure. Irma Vogelee, small and blonde, does a vigorous bumpy strip, works in some of the scenes, and does an interesting dance in the vice den number. Good performer. Louise Stewart, introed as "The Glamour Girl of 1940," is stately and does an interest-holding parade strip plus bumps. Beauty, too.

The comedians try hard, but the audience apparently was interested in the girls; the comics just filled in. Eddie "Nuts" Kaplan and Murray "Looney" Lewis, who handled most of the comedy, were all right. The boxing scene here was dragged out and not too funny, for example, whereas Bobby Morris does the same scene in the vaude unit, *Hollywood Hotel*, and makes it hilarious. Richard Dana is a competent straight; Marjorie Royce, brunette, is a good talker; and Chet Atlanti, tenor, reveals a nice voice. Murray Friedman leads the six-man pit combo, which is adequate. Seven dancers and eight paraders make up the girl ensemble.

Admission is 55 cents top. Shows changed Fridays.

Paul Denis.

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NELMAR, 2851 Milwaukee, Chicago

Backer Ends Tour; Will Make Sticks

MOBILE, Ala., Nov. 23.—Earl D. Backer and his Famous Negro Minstrels opened their final stand of the 1940 season at Prichard, Mobile suburb, November 18. Backer said that after a week's stand here he would take a small unit of the show to various sawmill towns in Alabama and Mississippi and then go into winter quarters in or near this city.

Backer reports a spotty season and says he had a \$2,100 loss in Tennessee on two Negro fairs when he got a bad break in the weather. Before opening at Prichard the show played two spots in Mobile proper and did fair business. Weather hereabouts has been too cold for tent-show comfort.

Show has new front and two weeks ago Backer added a new marquee. Eight trucks and three trailers are used to transport the outfit, consisting of 38 people, all Negroes except Backer. Twelve-piece band is led by Otis Jordan, trumpet player, who recently succeeded Fat James, who returned to New York. Backer said that James will rejoin the show soon. Many white people attended the opening at Prichard.

The Backer show this season has toured Kentucky, Tennessee, the Carolinas, Mississippi, and Alabama.

Wisner's Letter Reminds Duple of Old-Time Shows

Jefferson, Ind.

Editors *The Billboard*:

In November 2 issue of *The Billboard*, J. N. Wisner from Plainview, Tex., writes that good flesh shows are on the way back; that a combination of musical revue, vaudeville, and dramatic shows, either indoors or under canvas, is at last approaching, if not at hand. This recalls to mind the many tent shows that found profitable business in Texas years ago. One of these was the Roy E. Fox Lone Star Minstrels, an all-white organization playing one-night stands under canvas.

Just 30 years ago the writer was for 10 weeks in every section of Texas with the good old Dode Fisk Circus and recalls seeing paper on minstrels in various parts of the Lone Star State. We used to hear at that time that the Roy E. Fox troupe played the entire season without ever leaving the borders of Texas (like Mollie Bailey's two-car show). If there were a minstrel organization today like Roy E. Fox's Lone Star Minstrels, it's likely, with the scarcity of flesh shows, they could enjoy profitable business down Texas way. But there does not seem to be one showman or minstrel man willing to take chances operating an all-white organization indoors or under canvas, tho the half dozen or less all-colored troupes still draw the natives year after year in the Old South. Silas Green from New Orleans Company still carries on and has been delighting countless thousands these many years.

The big one of the all colored troupes 30 years ago was the A. G. Allen's New Orleans Minstrels. I saw this troupe play to capacity business in Greenwood, Miss., in opposition to Sun Bros.' Circus in the fall of 1909.

The many famous names in grand old minstrelsy (speaking of the all-white companies) and the sound of the bones and tambo, with that familiar salutation, "Gentlemen, be seated!" are just a pleasant memory now. Sad but true, those good old minstrel days have gone with the wind. C. E. DUBLE.

Al H. Miller Show Winds Up 36-Week Season in Georgia

DAWSON, Ga., Nov. 23.—Al H. Miller Show, after a season of 36 week stands in Georgia under canvas, called it quits last Saturday night (16) and moved into winter quarters here.

According to Manager Miller, the season just ended was one of the most pleasant ones he has had in his 20 years on the road, with business normal and without a marring feature from the elements.

CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES
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CONTINENTAL, O.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in *The Billboard* free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, *The Billboard*, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Aulger Sees Rep Revival When Public Feels Secure

Louisville, Ky.

Editors, *The Billboard*:

For the last seven years about the only news performers and rep show managers could offer was bad news. As a result we have kept our grief to ourselves. However, I believe we have something in our old-style play, *Adrift in New York* or *Her First False Step*, now in its 10th week at Hotel Seelbach here, which my brother, Addison M. Aulger, wrote for hisses, boos, and cheers exclusively. It is far superior to an authentic old melodrama in pleasing qualities, as there are no long or draggy scenes—scenes that were far from draggy in the days for which they were written but that seem stale from today's viewpoint.

This depression seems to have taken something out of people that was necessary to the successful operation of a repertoire company. It could be lack of desire for our kind of entertainment, due to so many counterattractions—radio, pictures, and the like. But I rather believe that once the people start making money again and feel security in their businesses, farms, or whatever may be their vocation, the repertoire show will again come into its own. But it will most certainly have to be a good show. If money is flowing freely there may be business for a bad show. How many times have we seen a bad play put on by bad actors to a bad audience that thoroughly enjoyed it?

HARRISON AULGER.

Whetten Warns School Dates Will Die If Smut Persists

Union, W. Va.

Editors *The Billboard*:

One by one schools are being closed to outside entertainment. Why?...Smut-kack-fifth—and outfits with no equipment, no paraphernalia, a \$3 guitar, and

a cowboy hat. Not actors or entertainers; just a bunch that work a racket in schools, burn up the kids to get a dime, and spring smutty gags to get laughs. Then the school principal blushes and says "never again." He passes the buck to the county superintendent and he hands it to the county school board, and then if you want to play you appear at the board meeting once a month to get an okeh. If you get it, you have a possible 25 schools in the county that you may land. Nine out of 10 times you'll find the county closed tight.

Try Virginia and the Carolinas and see how many daytime plays you get—just enough to get cakes. The game must be cleaned up or we'll all stop eating.

F. D. WHETTEN.

Rep Ripples

RUSSELL MURDOCK, of the Murdock Play Bureau, New York, has been added to the editorial staff of the Jam Handy Picture Corporation, maker of commercial films, and will turn out national convention material for industrial corporations. . . . J. L. TWOMBLY has a vaude-mystery-picture combo playing halls and schools in Houghton County, Mich., to reported satisfactory business. He recently concluded a successful season at Michigan and Wisconsin fairs with his crime show. . . . BIMM'S SHOW, vaude and small animal trick, after winding up on the fairs is reported getting satisfactory play in halls and schools thru Central Idaho. . . . M. E. (SKIP) DEAN, who recently concluded his 21st season with the Mitchell & Mitchell Tent Show in the Dakotas, is resting at his home in Lincoln, Neb., before taking up his Santa Claus role in one of the local department stores. . . . AL S. PITCAITHLEY, of Billroy's Comedians, was entertained by Shirley (Plute) Carter and wife at Montgomery, Ala., recently. The Carters and Pitcaithley trouped together on the Hazel M. Cass Show back in 1927 and hadn't seen each other since. "Plute" is now traffic manager at Maxwell Field, Montgomery. . . . FOLLOWING THE closing of the Jack Hart Show in Oklahoma (See REP RIPPLES on page 88)

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Weinman Derby Pulls Good Attendance; 10 & 2 Remain

MORTON GROVE, Ill., Nov. 23.—Colonel Weinman's walkie continues to play to okeh business, and with 360 hours clocked off 10 teams and 2 solos are carrying on.

Remaining are Eddie and Tony McBride, Pete Carrillo and Harriet Blurton, Lee Sullivan and Margie Clark, Johnnie Reed and Jennie Busch, Buddy and Doris Jeffries, Bill and Betty Fort, Buddy Marino and Phyllis Citra, George Bernstein and Leona Barton, Jack Murray and Alice Sims, and Jack Stanley and Babe Perry. Russell Hodges and George Mitchell are solos.

Lou Jarvis is head floor judge, assisted by Ernie Steele. Eddie Begley, Eddie Leonard, and Jimmy Hoffman are emcees, and Wiggles Royce and Jack (Dead Pan) Kelly hold down the comic end. Jerry Martone is trainer, and Bill Harris, Eddie Blessing, and Junior Jack Kelley are also with the show.

End Nears for Waterloo

WATERLOO, Ia., Nov. 23.—Cold weather has nipped activity somewhat at the Carroll-Fox Derbyshow here, altho seven teams are still pounding the boards. Still going are Charlie Smalley and Vivian Branch, Stanley West and Margie Bright, Mickey and Eileen Thayer, Louis Meredith and Chad Alviso, Jack Glenn and Helen Caldwell, Eddie Tompkins and Bernice Pike, and Billy Ryan

and Jo Jo Hitt. King Brady, Hal Brown, and Lenny Paige emcee the show, which is aired over Station WMT.

LAST REPORT the column had on Frankie and Alice Donato had them on the road with their ice act. At that time they were appearing with a carnival.

REMEMBER TO PUT that John Henry on your notes, folks. Several more unsigned communications were received the past week and were relegated to the waste basket.

DALE THORPE was of the opinion that he was definitely out of the endurance show biz, but like so many others who have said that, he finds himself itching to get back into another contest. Dale wonders what's happened to Adele Balias.

PAT O'DAY finally breaks a long period of silence with the announcement from Chicago that he is now married but doesn't let us in on who the gal is. "Dropped in on the Morton Grove, Ill., contest recently," says Pat, "and saw a nice set-up and a fine-looking bunch of kids on the floor. Eddie Begley and Eddie Leonard handled the mike in their usual fine manner, and Wiggles Royce worked good comedy. Frank Weinman, with whom I was formerly associated in the Maywood, Ill., show, is at the helm, with his able assistant, Miss McKay, taking care of the lucre. The seating is nicely arranged and, all in all, I see no

46th YEAR

The Billboard

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R. S. LITTLEFORD JR., Vice-President.
W. D. LITTLEFORD, Secretary.
A. O. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works: The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Bilbyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, ME 6-1111, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Laurel Road, Upper Darby, Pa. Phone, Madison 6805. LONDON—Edvard Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 52 NOVEMBER 30, 1940 No. 48

reason why the show shouldn't be a success. Chicago has really become a headquarters for walkathon people. I think I've met at least 200 of the old-timers here in the last month. I had a tab show out from February to May, closing in Evansville, Ind. We played nothing but the sticks and did very well."

JIMMY GABLE cards that he recently appeared at the Club Ball in Miami on the same bill with the Ink Spots and Dixie Dunbar.

ARTIE GETZ is back home in Chicago from the George Pugh Dallas contest. He will rest up a while, then try to make the Windy City contest. "However, I will have to find another partner, as the girl who was to go with me recently died," he adds.

GEORGE MILLER inks that several contestants are already in Chicago waiting for the opening of Sid Cohen's Coliseum walkie. George adds an inquiry as to the whereabouts of Jim Coffee, saying he hasn't heard of him since he left the Coliseum contest last winter.

SEVERAL WELL-KNOWN walkathon people were with the Roller Derby which closed recently in Chicago. Moon Mullins, Jimmy Farrell, and Kenny Neidel were on the staff.

TUCSON, ARIZ. DERBY SHOW

24 hours daily, starts
THURS., DEC. 5
Riverside Stadium

Tucson is expecting 50,000 winter visitors this year and has 60,000 permanent residents and is noted for the finest winter climate in U. S. A.

CONTESTANTS, NOTICE! We want new faces. Can use 12 high-class couples who wish to co-operate. Why lay off? We have 4 big winning contests booked for 1941. In 1940 we paid over \$12,000 in prize money and bonuses. Can also use top floor judge, trainer and nurse. Write Air Mail Letters to

HAL J. ROSS
Santa Rita Hotel, Tucson, Arizona

The Final Curtain

ASHTON—Mrs. Sylvia, 60, pioneer character actress, in Hollywood November 18. Born in Denver, deceased had been on the stage before entering the movies in 1911. Services in Hollywood November 22.

BENNETT—William, 43, formerly connected with the Associated Theaters Circuit as manager of the Union Square Theater, Cleveland, and prior to that with Akron movie houses, recently at the home of his mother in Akron. Burial in the latter city.

CARR—Sade, 51, known to Broadway years ago as one of the first *Ziegfeld Follies* beauties and as a screen actress in the early days of movies, in Carmel, Calif., November 17.

CASE—Daniel Louis, 13 days, in Natchez Sanitarium, Natchez, Miss., November 18. Father is *The Billboard's* correspondent in Natchez.

COHEN—Mrs. Lena, mother of Harold D. Cohen, manager of the Embassy Theater, Lewistown, Pa., November 13 at Lewistown Memorial Hospital after a long illness.

De CATURLA—Judge Alejandro Garcia, prominent composer of Remedios, Santa Clara Province, Cuba, in Remedios November 12 of gunshot wounds. His music is known in this country and Europe.

DRAPER—Colonel Sammy, 78, midget and concessionaire at county fairs for many years, November 17 in a Lancaster, Wis., hospital. Draper was at one time with a circus. Survived by a sister.

ENNIS—William (Do Belly), 66, former circus troupier, in Santa Barbara County Hospital November 15. Born in Columbus, O., Ennis was first with the old Sells Bros.' Circus. He had also been with the John Robinson and Sells-Floto circuses.

ENTENMAN—John J., 47, well known to many showmen playing Norristown, Pa., and vicinity, of a heart attack in that city November 16.

ERVIN—Harry, 66, for 42 years a stage reviewer for *St. John, N. B.*, dailies, recently in that city after an illness of five weeks. He had been in failing health for several years. Survived by his widow and a son by his first wife.

EZERMAN—Mrs. M. Sophia, 62, managing director of the Philadelphia Conservatory of Music, founded by her late husband, Dirk Hendrik Ezerman, November 10 at University Hospital, Philadelphia, after an illness of 10 days. She was also a member of the Philadelphia Orchestra Club. A son and a daughter survive.

FAUSSETT—Jimmy Jr., 62, former stock actor and associated with Thomas Ince in the early days of silent pictures, in Los Angeles November 13 of apoplexy. After retiring from the road Faussett engaged in the hardware business in Norwood, O., until his retirement several years ago to go to the Coast. A native Cincinnati, his ashes were returned there for interment in Spring Grove Cemetery. His only survivor is a cousin, Mrs. Norma Schawe, of Cincinnati.

FREEMAN—Miner, 66, former tent showman of Neligh, Neb., of a heart attack at the home of his brother, Jess, in Los Angeles November 2. In 1896 the brothers exhibited the then new Gramophone at schools and churches. The following year they bought a Motograph, an early-day motion picture projector, which they exhibited as the first moving picture show under canvas in the State of Nebraska, and the partnership was not dissolved until Jess and his family left Neligh several years ago. Survived by his widow; three children, Jessabel, Bruce, and Lee, and a sister, Mrs. L. C. Hewitt. Services in Neligh November 7, with interment in Laurel Hill Cemetery there.

FULLEN—Charles, 30, carnival worker, in General Hospital, Spartanburg, S. C., November 17 of injuries sustained October 9 while working with a show which was playing the Spartanburg County Fair. Interment in Ronceverte, W. V., his home.

terment in Spring Grove Cemetery, Cincinnati. A daughter, Rose, also survives.

GOSLIN—Thomas Stratton, 71, who originally erected Ocean Pier on the Boardwalk in Wildwood, N. J., November 11 at his home in Wildwood Gables, N. J., after being stricken with paralysis. He leaves his wife, Harriet; two sons, and two daughters.

HALVERSON—Mrs. Frances W., 34, who with her husband, Oscar T. Halverson, operated the Funhouse on Hennies Bros.' Shows this season, November 13 at the Tri-State Sanitarium, Shreveport, La., after a long illness. Besides her husband, she leaves a brother, Harry K. Wiggins, of Birmingham. Services in Shreveport November 15, with interment in Jewella Cemetery there.

HAMILTON—Harry Lud, 65, former showman and business manager for prominent vaudeville personages and outdoor shows, drowned in Eden Park reservoir, Cincinnati, November 18. A native of Maysville, Ky., Hamilton began his career there in the '90s as manager of the Washington Opera House, soon afterwards joining the Bronson Stock Company as advance man. During his 40 years in theatrical work Hamilton served as business manager for Howard Thurston and Blackstone, magicians; was manager of Gus Sun's vaude houses in Canton, Newark, and Portsmouth, O., and for seven years co-starred with Nancy Boyer on the B. F. Keith vaude circuit. At one time he was business manager of Bob Fitzsimmons, former heavyweight boxing champion. Services in Maysville November 20, with burial in Maysville Cemetery.

HANN—Charles A., 60, formerly in the motion picture theater business in Bridgeton, N. J., November 10 at his home in that city after a year's illness. He leaves his wife, Ellie May; a son, a daughter, and a brother.

HERBST—Louis A., 46, musician, November 3 when struck by an automobile at the Camden, N. J., airport. He was a member of the Philadelphia Musicians' Union, Local 77. He leaves his wife, Ella M.; two daughters, a son, his parents, a brother, and a sister.

HUBBELL—J. Wesley, 65, former singer and member of the faculty of the College of Music, Cincinnati, recently in Dallas. A native of Cincinnati, Hubbell had sang in opera in Europe. In late years he was head of the vocal department at the Southern Methodist University, Dallas. Before going to Dallas Hubbell made a road tour with a company organized by Henry W. Savage to sing the first English version of *Madame Butterfly*.

HUDSON—H. T., 48, former stage actor and member of the Actors' Guild, November 16 at Shelby, N. C., of a heart attack. Hudson toured with Al Jolson in *Sinbad, the Sailor* and *Irene*. Services and burial in Shelby November 19.

JACKSON—Clarence, 75, veteran actor and one of the leading interpreters of the role of Simon Legree in *Uncle Tom's Cabin*, in Franklin, Ind., November 14 at the home of his sister, Mrs. A. G. Hicks, his sole survivor. Born in Louisville, Ky., Jackson moved to Franklin with his family at an early age. Jackson's first show experience was with the W. H. Riley Company. Later he joined Reno & Ford Rural Comedies. During his career he was stage manager and producer for the John F. Stowe, Leon Washburn, C. E. Beyerle, Dickey & Terry's, and Sterling's *Uncle Tom's Cabin* companies. Services November 16, with burial in Greenlawn Cemetery, Franklin.

KASTOR—E. H., 72, secretary-treasurer of H. W. Kastor & Sons, advertising agency, in Mercy Hospital, Chicago, November 18. He leaves his wife.

KLOTZ—Joseph A., 60, former concessionaire, at his home in South Houston, Tex., November 9 after a brief illness. Klotz had been on the road about 36 years and had been with the Tubby Snyder, Tom Allen, Gold Medal, Barlow's Big City, J. George Loos, Hammond, and Texas Wonder shows. He was last with the Western States Shows. At one time Klotz operated a roadside tavern in South Houston and worked one season at Galveston Beach, Corpus Christi Beach, and Lake Worth, Fort Worth, Tex. Survived by his widow, Luella; a son, Paul; three brothers, Anthony, Clement, and Sylvester, and four sisters, Katherine, Mrs. Joseph Beck, Mrs. Clarence Frieberger, and Mrs. George Miller, all of Fort Wayne, Ind. Interment in Garden of Gethsemane Cemetery, Houston, November 14.

LORRAINE—Charles Fontaine, 100, noted English actor of the 19th century,

at his home in Hamilton, Bermuda, November 14. Deceased, who had lived in Bermuda the past 40 years, toured the United States with his wife as the team of Lorraine and Hussey.

MCKENZIE—J. A. (Jack), 54, manager of the Orpheum Theater, Estevan, Sask., in Winnipeg, Man., November 5 after a long illness. Survived by his widow and two sons, Dr. Francis McKenzie, Winnipeg, and Duane, who has been managing the Orpheum the past eight months. Burial was in the family plot at White-wood, Sask.

MacEvoy—J. Louis, 75, who once managed Ignace Jan Paderewski, in Spokane, Wash., November 16. Deceased was a newspaper man in New York during his youth and for many years manager and producer for the Imperial Opera Company in Canada. Survived by his widow, the former Angele May, operatic contralto.

MARTIN—George (Abe), 60, vet trouper and member of World of Mirth Shows, in Memorial Hospital, Richmond, Va., November 18 of injuries sustained when mauled by two lions in shows' Richmond quarters. A sister, of Piedmont, Mo., survives. Following funeral services in Richmond November 20, body was shipped to Piedmont for burial.

METZLER—Roy, veteran orchestra leader and instrumentalist, recently in Montreal. Recently he had been a musical director and producer of entertainments for Canadian forces. Survived by his widow, a son, and a daughter. Interment at Moncton, N. B.

MOORE—Raymond, 34, staff musician at Station WKRC, Cincinnati, in Good Samaritan Hospital, that city, November 17 after two weeks' illness with an internal ailment. Several years ago Moore played with Jack Sprigg's orchestra at the Shubert Theater, Cincinnati. He played bass fiddle with Chick Mauthe's unit at WKRC. He also had traveled with Paul Sabin's band and had played with the Henry Theis and Mel Snyder orks in Cincinnati. Services in Cincinnati November 20, with interment in Spring Grove Cemetery there.

MORGAN—Eleazer, father of Russ Morgan, orchestra leader, November 8 at Scranton, Pa. He leaves his wife; another son, Thomas, Nanticoke, Pa.; two daughters, Mrs. May Gross, Philadelphia, and Mrs. Ethel Judge, New York; two stepsons and a sister. Interment in Nanticoke November 12.

MORRISON—Adrienne, actress and actors' agent and mother of Joan, Barbara, and Constance Bennett, actresses, suddenly November 20 at her home in New York. Among the shows in which she had appeared was *The Squaw Man*. The former wife of Richard Bennett, Miss Morrison had recently been a member of the theatrical agency Morrison & Pritchett. Formerly she had been connected with the firm of Eric S. Pinker & Adrienne Morrison, literary agents.

MURPHY—John T., 85, one time widely known orchestra violinist and an official of the Mount Holly (N. J.) Fair when it was an annual institution, November 10 in Philadelphia at the home of his cousin after an illness of several days.

ONNOU—Alphonse, 46, organizer-director of the Pro Arte String Quartet, musical unit of the Royal Court of Belgium, in Madison, Wis., November 19. The University of Wisconsin brought the quartet to Madison for the academic year 1940-'41.

PAOLINO—Nicola, member of P. F. Samony's band, at Old Forge, Pa., November 16. Funeral November 20 at Moosic, Pa.

RAPPOLD—John, 54, co-owner with his brother George of the Innis and Ideal theaters, Columbus, O., November 6 at the home of his sister, Mrs. Josephine M. Gaines, in Columbus. A native of Pomeroy, O., he had been identified with the theater business in Central Ohio for many years. He leaves four brothers and four sisters. Services in Corpus Christi Church, Columbus, with burial in St. Joseph's Cemetery there.

REID—Percy D., 52, of St. John, N. B., formerly of Barbados, British West Indies, recently at his home in St. John after three weeks' illness. A banjoist and guitarist, he had toured the islands in the Indies groups before settling at St. John about 26 years ago. He had toured in vaudeville and also appeared on the radio. Survived by his widow and five children.

RILE—LeRoy Mitchell, 57, music and voice teacher, organist, and composer, November 11 at Jewish Hospital, Philadelphia, after a short illness. He was also

an associate in the American Guild of Organists. He leaves his wife, Edna.

RILEY—Charles B., 75, former stage-hand at the old Apollo Theater, Atlantic City, in City Hospital there November 19. He was a member of Stagehands' Union, No. 77. Survived by a daughter, Mrs. Mabel Nettell, and two sons, Jesse and William, of Atlantic City; a sister, Mrs. Ella Braidwood, and a brother, Jacob. Services in Atlantic City November 22, with interment in Pleasantville Cemetery.

ROBERTS—Kline L., 54, former business manager of the Cincinnati Symphony Orchestra Association, and his wife killed in an auto accident at Antigo, Wis., November 21. Survivors include a son, Daniel.

ROSSI—Donato, 61, father of Pat Rossi, radio singer, November 16 at home in Yonkers, N. Y., after a brief illness. He also leaves his wife and another son. Burial in St. Mary's Cemetery, Yonkers.

RUDD—Rudy A., 40, staff pianist at Station WDAY, Fargo, N. D., October 9 in that city of meningitis after a brief illness. Rudd played the RKO Circuit seasons of 1929-'30. Survived by his parents and a brother. Interment in Riverside Cemetery, Fargo.

SHELLY—Frank G., 59, one of the organizers of the Bucks County Fair, November 15 at his home in Quakertown, Pa., of a heart attack. He was a former president of the Bucks County Agricultural Society, which annually sponsors the fair at Quakertown. Two sons, five daughters, three sisters, and two brothers survive.

SMITH—John L., 78 (John Lemuels), vaudeville troupier for 60 years, November 14 at Hahnemann Hospital, Philadelphia, after a short illness. He had appeared with the Emmet Welsh Minstrels, the Dumonts, McIntyre and Heath, and Lew Dockstader shows, and had been with vaudeville teams of Lemuels and Lemuels and Monahan and Lemuels. Survived by three sons and two daughters. Services in Philadelphia November 18, with burial in North Mount Moriah Cemetery there.

STULL—William Mason, 59, outdoor showman, in St. Francis Sanitarium, Monroe, La., November 18. Stull was struck by a hit-and-run driver on a highway near Columbia, La., November 13. Survivors include a son, Cecil, of Fulton, Mo.

VANDERHEYDEN—John R., theater property man and direct descendant of Grant Vanderheyden, early Dutch settler of Rensselaer County, New York, recently at his home in Green Island, N. Y. His theatrical career began at the Grand Central Theater, Albany, N. Y., and he was employed as property man at the old Gaiety Theater and the Griswold Opera House, Troy, N. Y. He retired in 1935. Survived by his widow, two daughters, two sons, and a brother. Services in Troy November 20.

WAHL—Elmer H., 48, secretary and treasurer of Local 4, Musicians' Union, Cleveland, found dead at the wheel of his automobile November 16. Death was attributed to natural causes. Survived by his widow, Helen, and a son, Elmer Jr. Interment in Cleveland.

WALL—Henry C., 58, Rockingham, N. C., theater man, October 27 of a heart attack at his home in that city. He owned two theaters at Rockingham.

WEAVER—Affie (Mrs. Horace McVicker), 85, actress, November 18 at home in New York after a long illness. Miss Weaver started her theatrical career as a child in her father's company, touring Kentucky and Ohio during the Civil War, appearing in *Uncle Tom's Cabin* and others. For two years she performed with the McDowell Company in Montreal and then returned to the United States and became the leading woman at Colonel Simm's Brooklyn Theater. After this she went to Chicago for an engagement in the company of J. H. McVicker. During this period she appeared with Frank Mayo and John T. Raymond and became leading woman for Edwin Booth for a year. On her several tours of the United States she appeared in *Davy Crockett*, *King Lear*, *The Taming of the Shrew*, *Twelfth Night*, *The Lady of Lyons*, and *The Two Orphans*. In 1898 she toured the country with the McKee Rankin Company, and in 1899 went to Honolulu with them. Her husband, the late Horace McVicker, was the manager for Booth, Barrett, and Minnie Maddern Fiske. She leaves two daughters.

WEISS—Alfred, 67, motion picture exhibitor and producer, of a heart attack November 20 at his home in New York. Weiss was one of the early film producers and an organizer of Goldwyn Pictures. He leaves his wife and two daughters.

GUARNERI—Germando, 52, operatic and concert singer and teacher, November 18 in Polyclinic Hospital, New York, (See *FINAL CURTAIN* on page 87)

MAX GRUBER

In Memory of My Beloved Husband.
Died in Muskegon, Mich., Nov. 30, 1939.

ADELE GRUBER

GOLDEN—Mrs. Forest Rose, 78, mother of Frank (Happy) Golden, former vaude and minstrel performer and in the last two summers associated with Lou Greiner at Indian Lake, Russell's Point, O., suddenly November 12 at her home in Norwood, O., of a ruptured blood vessel. Funeral from the Tredway Funeral Home, Norwood, November 14, with in-

Houston Shrine Circus Has Very Successful Engagement; 30,000 Attend the 9 Shows

HOUSTON, Tex., Nov. 23.—Arabia Temple's fifth annual Shrine Circus concluded a very successful engagement last Saturday night, and while box-office figures are unannounced, pending check on advance sale by lodge members, Roy A. Stamps, manager of the Gainesville Community Circus, which participated in the show, was advised by box-office officials that their ticket sales were greatest in the five years' history of the show.

Especially well received were the feature acts, Terrell Jacobs and his lions and tigers; Peejay Ringens, bicycle high diving act, and Dollie Jacobs' horse-riding lion and menage number.

Other professional acts included the Henrys, Arthur and Marie, doing rolling globe, tight wire and single trapeze and contortion; the Flying Romas, flying return act, and the former Downie Bros.' herd of five elephants, owned by Ray Rogers and worked by Frank Whalen.

Rogers had the concert featuring Baron Novak, midget, assisted by Texas Ted Lewis, whip manipulator.

Stamps was equestrian director; A. Morton Smith, announcer, and Carey C.

Shell, of Corpus Christi, Tex., directed the 12-piece Houston band.

Production staff was headed by John Dreaper, assisted by John Andrew and Porter Germany. Russell Nix was general circus chairman, and W. Cecil Sisson, illustrious potentate of Arabia Temple.

Show was presented in Houston's 5,700-seat Municipal Coliseum, and some 30,000 persons were estimated to have attended the nine performances.

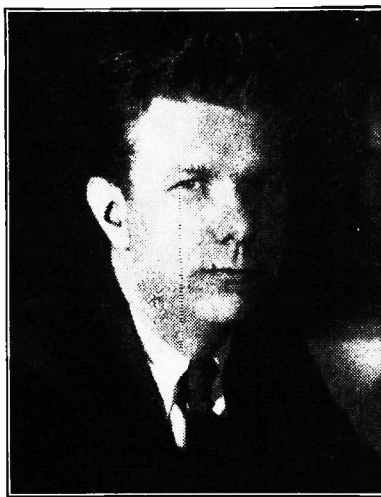
Among the back-yard visitors were George and Harold Christy, Al Connors and family, Walter Powell; Circus Fans Joe Heiser, of Houston, and Cecil Crow, of Waco; a party from Alzarar Temple, San Antonio, and Rev. James W. E. Airey, of Houston.

The Program

No. 1—Spec, *In Old Mexico*, using six head of horses, three small tableau wagons, the elephant herd, and 65 persons in charro, Tehuana, China Poblano, and Indian peasant costumes; 2—Rolling globe, the Henrys; fancy skating, George McCutcheon and Juanita Hall; 3—Horse riding lion, presented by Dollie Jacobs; 4—Pony drills, Gerry Murrell and Portis Sims; 5—Clowns' big head walkaround, with 21 joeys headed by Benny Saylor; 6—Terrell Jacobs' 24 lions and tigers, featuring King, high wire walking lion; 7—Spanish web, Mary Valentine; upside-down loops, Dorothea Cox; silver whirl, Catherine Fischer; teeth slide, Kaps sisters; 8—High-wire dog, Portis Sims; high-diving dog, Alex Murrell; concert announcement; 9—Single trapeze, Arthur Henry, Doris Marie Norman, and Darline Hatfield; 10—Clown walkaround; 11—Liberty horses, Verne Brewer; 12—Single elephants, worked by Vivian Proctor and Gwen Marshall; 13—Contortion, Arthur (See *Houston Shrine Circus* on page 85)

Bel Geddes To Redesign RB For '41 Season

NEW YORK, Nov. 21.—With the engagement of Norman Bel Geddes to streamline Ringling-Barnum for 1941 the circus gets closer and closer to Broadway. In 1938 the white-haired boy on the trick and fancy end was Charles LeMaire, legit designer, who created, designed, supervised, and lighted the entire production, including the spec, *Nepal*, costumes for which were made under personal supervision of Madame Andre Sherri, with execution by Brooks. LeMaire was repeated in 1939, his spec for that season being *The World Comes to the World's Fair*. This year there was a completely new deal in the beauty department, the decor being handled by (See *REDESIGN RB* on opposite page)



NORMEN BEL GEDDES, famous designer, has been engaged by the Ringling-Barnum circus to redesign the show for the 1941 season. He has designed many Broadway shows and created the Futurama ride-panorama for General Motors. top exhibit at the New York World's Fair. Bel Geddes and a group of technicians traveled with the Big One the closing weeks of the season. Show will have new seating arrangement, big top, new lighting, etc.

Tom Mix's Widow Awarded \$500 a Month

LOS ANGELES, Nov. 23.—Mrs. Mabel Mix, widow of Tom Mix, on November 18 was awarded \$500 a month from the Mix estate for her temporary support. On the petition of Attorney Ralph W. Smith, Superior Judge Jess E. Stephens ordered the money paid to her.

The will of Mix named his widow and a daughter, Mrs. Thomasina Mix Matthews, as equal beneficiaries of the estate. It is estimated that Mix left property valued at only \$115,000.

Former Wife Sues for 50G

HOLLYWOOD, Nov. 23.—Mrs. Victoria de Olazabal, one of the ex-wives of the late Tom Mix, today filed suit for collection of \$50,000 worth of promissory notes which she charged that Mix never paid. She said Mix had given her five \$10,000 notes in 1928 and 1929 for the support of herself and their daughter, Thomasina.

Rosaires Still on Road

LONDON, Eng., Oct. 26.—Rosaires are still on the road, the last of the British circuses to be tenting this year. Meanwhile afternoon shows are being given in the circus enclosure at Primley Zoo, Paignton, Devon, with public admission to morning practice.

Elephants' Trunks Down Bad Luck? It's All "Bosh," Says Zack Terrell

Should elephants' trunks be "up" or "down" in drawings or in the making of bric-a-brac and statuettes? That is a question often asked, and up to now it seems no one has come forward with a logical reason why some models have their trunks "up" and others "down."

It has long been a belief among the more rabid circus folk that a statue of an elephant with its trunk hanging down is an omen of bad luck, while one showing the trunk raised signifies good luck to the person owning it. Many persons even go so far as bar from their collection those with the trunks hanging down.

Probably no other person in present-day show business is better qualified to answer the age-old question than Zack Terrell, owner of Cole Bros.' Circus. He avers with detestation that it is all "bosh"—that a statue of an elephant with its trunk hanging down is first, last, and always the correct posture in the making of elephantine statuettes, and that those showing the trunks raised are intended only as a form of "salute," the same as is demonstrated in the elephant displays. Too, those with the trunks raised are conceded to be more

picturesque for display purposes as they denote action.

Terrell is also of the opinion that the "superstition," which after all is just that, will continue in the minds of circus folk until the end of time, the same as several other superstitions which have been, and still are, practiced daily on the circus lot. Whistling in the dressing room is a forbidden pleasure, as is walking into the big top under an umbrella. And the fellow who without noticing dons his tights wrong-side-out and does not wear them that way for that performance is doomed, as well as his fellow performers.

Of the many collectors of elephantine statuary throughout the country, only a very few are sensitive regarding the position of the trunks, most of them preferring number instead of style. Only the circus folk themselves seem to adhere to the superstitious angle.

Dr. Agate, of Elvira, O., who has an unusually fine collection, and Bert Wilson, of Chicago, prefer their models in "salute." Their motto is: "Get all the elephants you can—the more the better—trunks up or down, it makes no difference."

Sunbrock's Combo Opens to Two Big Houses in Detroit

DETROIT, Nov. 23.—A combination of several branches of show business opened Sunday to exceptionally good business when Larry Sunbrock's Wild West Rodeo and Hollywood Thrill Circus opened an eight-day stand at the Coliseum at the Michigan State fairgrounds. Reversing the almost unanimous record of all types of shows which have played the Coliseum over many years, the Sunbrock show opened to two capacity houses, with turnaways estimated at several thousand. As arranged for the rodeo, the house seats 6,108. Paid attendance for Sunday was 15,560, with a high of 8,410 for the evening show—a crowd of standees so large that the management was cited by police for crowding the aisles. Admission is 60 cents for adults and 25 cents for children.

Monday attendance showed the normal drop for Detroit to about 3,000 for the night show. Publicity campaign, directed by Bill Green, was exceptionally heavy, with pictures making the rotogravure section of all Sunday papers, with good follow-up, with indications that total attendance would exceed 75,000.

Show is a combination of three departments—rodeo, circus acts, and thrill show. This is the second time a thrill show has ever been produced indoors, according to Sunbrock. The tempo is fast, with an act going on every minute, rapidly alternating among the three departments to give a type of attraction new to this territory. (Rodeo department is separately reported under the Corral.)

Four Bands Used

Order of each show is varied, with the schedule determined by Sunbrock for each performance, to run two hours and a half. Four bands are used, Will Finzel's band providing straight circus music thruout. Other bands are the Texas Rangers, Mountain Pete and His Mountaineers, and Tim Doolittle's WJR band.

Opening is a combination of a rodeo grand entry and circus spec, with three specialties—Marilyn Pope, Columbia Pictures star, as queen; *Empty Saddles*, a tribute to Will Rogers, and a cowboy quadrille.

Romig & Rooney Circus, directed by Karl Romig, gives a variety of standard well-produced circus acts, including six-person riding act, bucking mules, January mule, football mule, and menage horse numbers.

Jorgen Christiansen produces three animal numbers that drew outstanding audience reaction—Liberty horse (10), dancing horse, and troupe of six Great Danes, plus a novelty pony number.

Other Acts

Three Reddingtons, trampoline act, emphasize the comic style of their routine, and get youngsters from the audience to try it, without success. Whip-cracking number is by Polly Insley, Allen Jones, and Jelly Bean Duke, assisted by Midge Sloan.

Drigo Gregoresko opens with a high cloud swing number, and climaxes his act with a sensational 35-foot jump, re- (See *SUNBROCK'S COMBO* on page 85)

Mills Bros. Have Some Indoor Dates

BEREA, O., Nov. 23.—Jack and Jake Mills, owners-managers of Mills Bros.' Circus, in quarters here, have been scouting for work and it appears that there will be a few indoor dates of their own plus a few other dates for their elephants, "Fritzi" and "Mitzi," recent additions to the show. The elephants led the no-third-term parade in Cleveland, and again when Thomas Dewey talked at the Public Auditorium there the elephants led a big parade.

Jack Mills reports that things are going nicely at quarters and that visitors are numerous. Recent visitors included Al Beck, who is now in Miami for the winter, and Ben Jones, who stopped to chat with Johnny Wall, superintendent of the Mills show.

The weather has been exceptionally good, and the elephants have been out to pasture on the fairgrounds here. Jack and Jake Mills met with officials of the Berea Fair board November 17 and plans were made to open the show here under auspices of the Cuyahoga County Fair next spring.

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

EDDIE JACKSON is visiting relatives in Akron, O.

LILLIAN STROCK, aerialist, appeared at the Elks' sponsored circus and rodeo at Goodyear Hall, Akron, O., recently.

HARLAN (BUTCH) BURKHART, of Cole Bros.' Circus, will spend the winter in Dayton, O.

GEORGE FICKETT and Rube Simonds, clown with Frank Wirth's Elks' Circus in Portland, Me., last week.

CAPT. ROLAND TIEBOR'S seal act recently appeared at the Hamid-Morton Circus in Toronto and Baltimore.

ROSS NOBLE, well-known circus man, is now connected with the Baker-Lockwood Company.

Write to the home folks once in a while. They are anxious to hear from you.

BERT TURNER, clown juggler, is working the holiday season at the Kaufman Department Store, Richmond, Va.

J. E. HILL, circus agent, recently visited with friends in Canton, O., en route to Florida, where he and Mrs. Hill will spend the next several weeks.

KEITH BUCKINGHAM will be in Elmira, N. Y., for the winter. His wife, Louise, has entered the St. Joseph Hospital there for a thyroid operation.

DONALD M. CAMPBELL, manager of Campbell's One-Ring Circus, in quarters at Kansas City, Mo., informs that he is building for the 1941 season.

WALTER L. MAIN, of Geneva, O., writes: "There will be a Main Circus in 1941. It has not been decided whether we will travel by train or motor."

CHARLES SCHAFFER, Springfield, O., is handling details for the annual Moose Charity Circus there. Jack Mills, of Mills Bros.' Circus, has contracted his bulls for the date.

HORACE LAIRD, clown, who was with Cole Bros.' Circus, is now in the Toyland Circus in the Snellenberg Department Store, Philadelphia. Show is managed by George Roberts.

NEIL (YOO-HOO) MAC FAYDEN, come-in clown for Russell Bros.' Circus, visited folks on the West Coast while en route for E. K. Fernandez Circus in Honolulu.

BRUCE HEATON, showman, attended the Ringling-Barnum show at Greenville, S. C., November 2, reporting an excellent program. He visited Truzzi, Maruja Yacopi, Paul Horompo, and Tex Elmlund.

FRED DUPILE, cornet player, who had a heart attack, is in the hospital at Roanoke Rapids, N. C. He asks that friends write. His address is 924 Henry Street.

CHARLIE CAMPBELL, CFA and CHS of Sylva, N. C., drove to Atlanta, Ga., to catch the Ringling-Barnum circus, and says that it is a fine show. He met Charles Sparks there for the first time.

SIX CARDOVAS, teeterboard act, which played several weeks of fairs for the Gus Sun Agency the past season, are

with Joe Karston's new unit musical *Studio Scandals*. Act will be under the Sun banner again next season.

Well, the season is over. Did you make the best of it?

CAPTAIN JIM STUTZ, animal trainer on the W. C. Kaus Shows, finished his second season with that show at Charleston, S. C., and joined the Ringling-Barnum circus for the remainder of the season.

AFTER making the long home-run move to Louisville with Cole Bros.' Circus, Mr. and Mrs. Joseph Haworth left for Wilkesboro, N. C., where they will spend the holidays with relatives and their daughter, Betty, who is attending school in that city.

THE YOUNG NELSONS, the fifth generation of the Nelson Family, who were with Hunt Bros.' Circus for 15 weeks, then played seven weeks of fairs for Hamid-Morton and seven weeks in vaudeville, are now with unit, *Modes and Models*.

ROBERT AND LOIS STANLEY are working night clubs in Ohio. Week before last they played the Greystone Club, Mansfield, O., and met several persons from the Cole show. Last week the Stanleys were at the Half Moon night club, Steubenville, O.

ROBERTA'S CIRCUS (trained dogs, monkeys, pony drill, and bucking mule) is entertaining juvenile visitors to the toy department of the May Company Department Store, Cleveland. Troupe will remain there until Christmas eve. Ed Raymond, clown, is again at the same store.

DOC CANDLER met Doc Waddell at the Masonic Home, Springfield, O., while playing fairs. Candler says he is going to play at a department store, doing clown specialties, for five weeks. Will be known as Scotty, the clown. Candler played fairs in Ohio, Pennsylvania, and Michigan.

POODLES HANNEFORD and his family and equestrian acts were scheduled to leave their training quarters at Kattskill Bay, N. Y., the first part of last week for a short tour. They will lead the annual Christmas festival parade at Canton, O., then will appear for seven days at Stamford, Conn., returning from there to their quarters at Kattskill Bay about December 1. George Hanneford and his troupe returned November 12 from a tour. They have joined the Hanneford colony in Kattskill Bay.

Some circuses feature the same acts year after year. This should not be. Have something different each season.

HERMAN JOSEPH, formerly a clown with the Ringling-Barnum circus, recently visited that show and was extended every courtesy from John and Henry North, Pat Valdo, Fred Bradna, and everyone from in the front end of the show to the back. He also had a great time in the dressing room visiting his old buddies, Paul Jerome, Paul Jung, Cyalton Chase, Bluch Landolf, John Foley and Billy Moser. At Greensboro, N. C., R. B. Lloyd entertained Jerome, Chase, Landolf, Joseph and others at his home with a turkey dinner.

JOE REYNOLDS, brother of Jim Reynolds, of the Ringling-Barnum show, is ill in St. Anthony's Hospital, Woodhaven, L. I., N. Y., and would like to hear from friends. Frank Joyce, of Lowell, Mass., writes that Reynolds has been in the hospital since July, suffering from a nervous breakdown, and will be confined there for some time.

If you have knockers around your show, better get rid of them. They just don't belong.

CLAUDE H. LONG, formerly with the Sells-Floto Circus and who is now general booking agent for Will Rock, magician; Verne Williams, of Cole Bros.' Circus, and William Gilman, formerly with the John Robinson Circus, met November 17 at the home of Williams in Los Angeles. All are making their homes in Los Angeles county. The confab went back as far as the Miles Orton Circus.

RB REDESIGN

(Continued from opposite page)
Max Weldy, designer of original Folies Bergere, Casino de Paris, and other Parisian productions. Spec was Marco Polo.

Bel Geddes is the most famous of them all. He has designed hundreds of Broadway shows and has also made a fortune in commercial endeavors. He came to the World's Fair with a big rep and improved it by his creation of the *Futurama* ride-panorama for General Motors, top expo exhibit, which drew millions—estimates say 20,000,000 in two seasons out of a total net attendance for the fair of 45,000,000.

Geddes and a group of technicians joined the show in the closing weeks and studied the situation. According to Bel Geddes, the menagerie and big tops will go "scientific," with "inner poles" to be removed. Also in view is a new seating arrangement, new-type big top, generally faster tempo, improved visibility, and new lighting.

Evans To Direct Band

Merle Evans will direct an augmented WPA band in a series of concerts in St. Petersburg, Fla., beginning January 1. He will augment the St. Petersburg 26-piece band partly from a list of musicians supplied by the State WPA music project and partly from bandmen of his own choosing. It is expected that several of the musicians will be chosen from the Ringling band.

The St. Petersburg band and a symphony will be financed from a \$27,000 fund to which the government, thru WPA, will contribute \$18,000 and the city of St. Petersburg \$9,000. It was not revealed how much Evans will receive.

The contract with Evans calls for 65 park concerts during the season ending April 1, according to City Manager Glenn V. Leland. This will provide four concerts a week, with appearance of the band in the Festival of the States parade and other major civic events.

Best Season Since 1929

SARASOTA, Fla., Nov. 23.—The Ringling Bros. and Barnum & Bailey Circus has been stowed away in quarters here after what General Manager John Ringling North described as "the best season since 1929."

The final performance was given here November 18 before a night crowd estimated at 10,000. About 5,000, including many school children who had been given a half holiday, witnessed the afternoon performance.

Quarters buzzed with activity this week and will be opened to the public within a short time.

Many of the performers and officials will remain in Sarasota this winter, while others already have left to fill engagements elsewhere.

Fred Bradna is taking several acts with him to Cuba on a six weeks' tour with the Santos & Artigas Circus.

Among those remaining here are Alfred Court, whose wild animal act will be featured at the quarters during the winter; Flying Concellos; the Riding Christians; Roberto de Vasconcellos, Portuguese horseman; Los Asveras-Konyot troupe, the Doll family, Major Mite, the giant Fischers, Tex Elmlund, the Hunt twins, the Rooneys, and Albert Powell.

Adrianna and Charley will leave for Indianapolis soon and the Iwanows will go to New York City.

Accompanying Bradna on the Cuban tour will be Elly Ardely, trapeze; the Lopez, Ritter, and Rolo-Rola balancing sets; Arthur Concello, Polidor, and Yong Kam.



With the
Circus Fans

By THE RINGMASTER

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.

Secretary
W. M. BUCKINGHAM
P. O. Box 4,
Gales Ferry, Conn.

(Conducted by **WALTER HOENADEL**, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 23.—Twelve members of the CFA gathered at the home of George H. Barlow III at Binghamton, N. Y., evening of November 14. In a circus ring in center of large round table, 12 Liberty horses were put thru their paces by a miniature model of Rudy Rudynoff. Business meeting was held followed by serving of refreshments. It was decided to have the annual regional meet November 30. Meeting will be held in the Binghamton Recreational Hippodrome as usual, in honor of Pat Valdo, after whom the tent is named. Fans from up-State New York and New England will be present, including the guest of honor, President William H. Judd, of New Britain, Conn.

Program will feature band music, baton spinners, and stage setting showing the interior view of Ringling-Barnum blue big top for 1940. Bowling alleys, billiard tables, and ping pong tables will be turned over for the free use of Fans and guests. The Barnum Circus Bar will be in operation with many red and gold-starred tables setting in front. Peanuts, popcorn, and red lemonade will be the order of the day. Hotel Bingham will be the headquarters. Dinner will be served in the Hotel Bingham Circus Ballroom following the meeting.

The regular November meeting night of the Bluch Landolf Tent No. 24, of Hartford, Conn., was election night, so the meeting was postponed until the evening of the 12th, when it was held in New Britain, about 10 miles away, at the home of member Bill Day and Mrs. Day. The Fans were greeted at the "front door" by Bill and his wife. When Gil Conlinn, president of the Tent arrived, he presented to Mrs. Day, as a token from the members, a box of red roses. The members enjoying the hospitality of the Days were Brinley, Conlinn, Davis, Hatsing, Hoyer, Judd, Lindquist, Martin, and Montague; also Norman Wild, of New Britain, a guest who came in for part of the evening. The next regular meeting of the Tent will be held in Hartford on evening of December 3.

Judd showed his circus movies along with his talk on the circus at the following gatherings during November: November 14, Dartmouth Club, New Britain; November 18, Mr. and Mrs. Group, South Methodist Church, Middletown; November 20, Clan Douglas Lodge, New Britain.

CFA Joe Beach and grandson, Wally, of Springfield, Mass., enjoyed a visit with Mr. and Mrs. Maximo when they played the Court Square Theater in that city. Also they visited with the Emerald Sisters when they appeared at the State Theater, Hartford. Also visiting and entertaining this team during the Hartford engagement was Jim Hoyer, of Hartford.

Capt. George C. Schafer, CFA, of San Francisco, has been transferred by the United States Navy to New York City.

Walter Fox, of Gloucester City, N. J., who was visiting in Willimantic, called up and extended greetings to the Buckinghams from John R. Shepard, of Chicago.

A daughter was born to CFA and Mrs. Jean Kleffer at the W. W. Backus Hospital, Norwich, Conn., on November 1.

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The Circus's Turning Point

FIFTY or a hundred years from now when some fellow is writing the history of the circus in America, he will devote a special chapter to 1938, '39, and '40. And these years will deserve a special place in any history of the circus, for they mark a real turning point, which may be the beginning of a great revival in circus business.

Of the many things which happened in these three seasons, I think the change in emphasis is most important of all. Ever since there have been railroad shows, we have talked about circuses in terms of the number of cars. Thus, a circus was a 30-car show, a 10-car show, a 50-car show, or, to go back a few years, a two-car show. What we have been doing was gauging a circus by the amount of lumber it hauled around the country. The fact that one 30-car show might offer a performance which put people to sleep, while another had an exciting performance packed with thrills, made no difference. Both were 30-car shows.

Now, since the North brothers have

Great Revival in Business Seen If New Presentation Ideas Spread

By EUGENE WHITMORE

assumed control of the circus made great by their uncles, the emphasis is no longer on the amount of lumber the show carries, but on the performance itself, which is, it seems to me, where it should be. The paying customers are not particularly bothered whether a show has 70 or 100 cars of plunder. What the customer—the cash customer—wants is a show that will keep his heart pounding a little faster, and which will, at least a few times during an evening, give him a good big belly laugh. The North brothers aim to offer just such a show, and if, when the trains pull out of Sarasota, there happen to be two or four or six or even 10 cars more or less, I do not believe they care.

The old-time circus man—the kind of fellow who hasn't worked for a major circus in 10 years, but still expects passes for all his friends and relatives—wants to know how many cars there are in the train and how many middle-pieces in the big top. I heard one of them at the opening in the New York Garden last spring almost burst into tears, and declare at least 50 times that the Ringling brothers were turning over in their graves because some of the Wallendas were missing, and because a juggler had the show all to himself for a few minutes. What he failed to hear was the wild and enthusiastic applause of the paying customers. He came in on a pass and beefed, but the cash customers forgot to look for nine fill-in acts which he thought should surround the juggler.

High Time for Action

When we begin to analyze all the things the North brothers have done, we realize that it was high time for action. Of course, on the mechanical side they have brought the show up to date by adding tractors to replace horses which eat 12 months a year. They have changed the size of the tents, added

modern lighting for the performance, and included air-conditioning for the cash customers. All of these things are important and helpful, but their greatest contribution is their emphasis on a better performance instead of a bigger one.

Your old-timer who comes in on a pass and asks the manager if he can spare a book of mileage walls that the show "ain't what it was in my day," and is likely to forget, for example, that a few years back the show had become a mechanical, routine affair, much the same year after year, and so familiar to all of us that we knew what acts were working when we stood in the backyard and heard the band. For example, take the elephant department. There were 30-car shows which had fewer elephants but better elephant acts than the Ringling show had a few years ago. There were, in that show, three rings with five performing elephants in each ring. Fifteen performing elephants working. Today the center ring is occupied by eight elephants and the end rings by five each, and they really go to town. Of course, I know that more elephants were brought in for the long mount. The day may come when the elephants not only work in the rings and do the long mount, but are brought on the track for a whole new routine of numbers, close up where the customers really will get a kick out of them.

Now, remember the Liberty horses. The Ringling Liberty horse acts once reached a pretty low ebb. There were seasons when there were but eight to a ring, I believe. Now there are 12 or 16—and boy! what horses!

Hauling Method Immaterial

Your old-timer—that same old fellow who wants 12 ducats, one for his landlady and 11 for bartender friends—bemoans the fact that there is but one work horse on the show today. He will tell you that it takes the clatter of horses' hoofs on pavement to make the town guys realize that a circus is in town. What he is thinking of are the good old days when a circus could get \$12,000 in a whistle-stop town—when it unloaded "down by the deppo" and hauled right around Court House Square. Today the show unloads on some gravel quarry siding miles from downtown and the cash customers do not know whether the show is hauled by horses or trucks—and what is more, they don't care much. Anyway, for the dyed-in-the-wool horse lovers, there are horses aplenty in the horse fair tent.

There is showmanship on the Ringling show today that there never was in my time, and I haven't missed a Ringling or a Barnum show, or the combined show, since the big feature was a horse that went up in a balloon. Once more to cite a case. Take the swinging ladder acts. They were just another routine number, time-hallowed and slightly moth-eaten until the North brothers put the swinging ladder girls in burlesque costumes, wearing great comedy blond wigs. Then before they begin working the lights go out and the spotlights are focused on the star performer for this number as she makes her entrance. After her announcement, the lights go up to reveal the swinging ladder girls divested—stripped, if you prefer—of their burlesque costumes, but with glittering modern costumes, and ready for their routine.

More Time for Performers

For too many years now two ideas have dominated the circus performance. One is that the show must be fast. The other is that it must be big. Even the 10-truck show advertises itself as Joe

Doakes' Big Circus. Nothing about it, except the bills it left behind at winter quarters, is really "big." But that is what it claims, nevertheless. We believe that the North brothers have broken forever with this tradition that all that matters in a circus is the speed with which the performance is rushed thru, and that the whole thing be big. Without sacrificing anything in needed speed, the North brothers have given performers time to complete their acts and have spotlighted and placed them so that people can see them. Now, instead of forcing performers to race thru a simple, easy routine, they are given a chance to perform difficult feats which really give the cash customers something to talk to the neighbors about when they get home.

This year I have heard at least a dozen times that the riding was the best ever seen in the Ringling show. Yet the Cristiani family has been around for several years. The truth is that many people are really seeing the superlative riding of that great circus family for the first time—they have had too many things to divert their attention. Now that they have the Cristianis to watch, they really watch them and enjoy them. And we submit that the Cristianis are enough for anybody to watch at one time.

The old "fill-up-the-tent" idea of scheduling a circus performance has been kicked down the back stairs by the North brothers. While at first glance it may appear to work a hardship on some performers, it seems to me that it will be good for performers in the long run. It will give them a chance to develop acts which are worthy of stellar billing. What could be more deadly to a great performer's tradition than being sentenced to a lifetime of routine performing as an end-ring or end-stage act hired just to "fill up the tent."

Way Open for Other Showmen

It may be too early to predict that we are facing a new era when there can once more be half a dozen thoroughly meritorious circuses, framed so that they can get the nut off in smaller towns and cities, yet offer the public a reasonable degree of comfort, good lighting, and a performance which will not send them home declaring that all circuses are alike. The North brothers have broken with tradition, have cut across lots to plow new fields. They have proved that there is something to a circus besides the number of middle-pieces in the top or the number of cars in the train. The way is open for other showmen to pick up the cue they have thrown out and begin the development of smaller shows where the emphasis is on the merit of the performance and not on the quantity of lumber hauled. Perhaps we have seen the end of circus ads which read, "1,006 people—40 double-length cars—802 horses—a tented city," and will be allowed to read ads which describe the performance instead of giving an inventory of property.

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CIRCUS PHOTOS

12 Sells-Floto, 1924; 9 Mighty Haag, 1927; 1916 Ringling Bros. advance car and crew; all \$1.75. List and two samples 25¢. 8mm 50 ft. Circus Day, \$1.50; 16mm 100 ft., \$2.50; 400 ft. 16mm Circus Holiday, \$12.00. Photos exchanged for heralds. ART DOO MILLER, 448 Phoenix Ave., Elmira, N. Y.

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Original 42x14" complete parade panorama Campbell Show, 1908, \$5.00; Yankee Robinson special 1/4-sh. herald 1915, \$1.00; reprint of original Sells Bros. route book of 1879, red and gold cover, \$1.50; 3 fine 5x7 old advance car pix, \$1.00; set of 8 1899 Robinson parade and lot scenes, 5x7, \$2.50; 20 SBB European tour, parade lot and train scenes, 5x7.5; 12 Gollmar 1908 postals, \$3.00. P. M. MCCLINTOCK, Box 891, Franklin, Pa. Wanted: Old-Time Circus Pix, Routes, Programs, Heralds.

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Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Nov. 23.—Dante, the Magician, who was quite prominent in the last CSSCA convention, is written up in the November 23 issue of *Liberty*. For the benefit of those who have asked us the name of this magi, it is Harry A. Jansen, and he is a Dane. . . . The same issue carries an advertisement in which Fred Bradna is featured smoking a cigar and making the smoke come out of his high hat. . . . We learn that Bill Waite, of the Australian Waiters, is in the Pilgrim State Hospital, Brentwood, L. I., N. Y. He would like to hear from friends. . . . Sinner H. Spencer Auguste is always the life of the party wherever he happens to be. We don't see half enough of him.

The national officers elected at the last CSSCA convention, for the fiscal year 1940-'41, are the following: Harold G. Hoffman, president; Judge Harry Cuthrell, vice-president; Joe Kass, treasurer; Fred P. Pitzer, secretary; William S. Moffatt, counsellor; Charles A. Somma, national director; James Schonblom, librarian; Rennie L. Arnold, Charles A. Somma, F. E. Rose, John New, Tex O'Rourke, trustees. Each Tent has fine representation among these officers.

The executive committee authorized another 12-page issue of *Short Hauls* for (See *Circus Saints-Sinners* on page 49)

15 Years Ago

(From The Billboard Dated
November 28, 1925)

The Walter L. Main Circus ended its 47th annual tour at Piedmont, Ala., November 21. Season's business was satisfactory. L. C. Gillette, local contractor, went to his home near Pensacola, Fla. Al Clarkson, manager of the No. 1 car, returned to winter quarters in Louisville. Howard Y. Bary, legal adjuster, went to his home in Philadelphia. . . . Maru Tokey, Japanese foot juggler, who accidentally shot himself thru the left side of the abdomen at Isola, Miss., October 20, was in Alexandria, La., undergoing treatment. . . . Press staff for the 101 Ranch Wild West Show was named for 1926, with Frank Braden, general press; Allen J. Lester, contracting press; Ora Parks, special press; Jerome T. Harriman, press on the show. . . . H. M. Tallent, 24-hour agent, closed with Sells-Floto Circus and went to Chicago for the winter. (See 15 YEARS AGO on page 41)

Steffen's Wild West Circus Has Blowdown

SPRING VALLEY, N. Y., Nov. 23.—California Bill Steffen's Wild West Circus had a blowdown here November 9, its last date in the East. First to go was the cookhouse, then the sleeping tent. California Bill had just returned from advance work and saw it happen. He managed to drop the horse and dog tent before the wind struck it.

California Bill will play indoor dates and schools until he gets his show fixed. His first date is Brooklyn, after which he will return to the West Coast.

Gladwin A. Hill Joins RB Show for Two Weeks

MIAMI, Nov. 23.—One of newspaperdom's bylined figures, Gladwin A. Hill, of Associated Press, joined the ranks of those who prowl around the Big Show while it was still on tour. Hill, on two weeks' vacation from his copy desk, joined the RB circus at Charleston, S. C., after flying to that point from New York. Since then he had been living with the troupe until it played here. He is back to his typewriter, but swears he'll join the show again next year.

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B. T. CARSEY, who joined Polack Bros.' Circus as bandmaster at Port Arthur, Tex. He led the band on Downie Bros.' Circus, seasons of 1938-'39.

Performers' Club

By CHRIS CORNALLA

CHICAGO, Nov. 23.—Bert Clinton, secretary of the club, has left the Veterans' Hospital and is on the road to recovery. The De Waldos, well known in the outdoor field, were visitors at the club-rooms this week.

The Spartan Duo has opened a four-week engagement at a local hotel.

Flo Merit, formerly of the team of Talent and Merit, has fully recovered from the illness from which she had been suffering for two years.

Richard Tally, bar performer, is putting a new act together for next season, as his partner has enlisted in the Canadian Army.

Jackie and Jean Teeter have returned to Chicago.

Herbert Dyer and company will soon leave for the West Coast.

Walter Matz, clown, is playing an engagement in Grand Rapids, Mich.

Keller Uses Psychology In Training Wild Animals

BLOOMSBURG, Pa., Nov. 23.—"Teaching students or cats—use the same psychology," is the advice of Prof. George R. Keller, who teaches art to Bloomsburg State Teachers' College students here in the winter and trains his own wild animal show for summer performances at circuses, carnivals, and fairs.

"A wild animal trainer needs a special brand of psychology, both to teach the animals and to expect their obedience," said Keller. "In fact, I use the same psychology I've been applying for years to my college students." An art instructor for 20 years, Keller has just closed his outdoor season with his animal act, consisting of two African lions, seven pumas, panthers, and leopards.

Starting his show in 1937 after several years of private rehearsals in his private 30-foot arena, the professor has drawn on the college for his outdoor show assistants. S. Irving Shortess, physics professor, takes care of finances, while six college students perform the necessary odd jobs. Keller, who is his own barker and a professional clown as well, completes the company.

As a boy the professor exhibited rattlesnakes as a feature of a carnival midway act, but people apparently weren't too much interested, so he switched to raccoons and small animals. He trained dogs for one of Richard E. Byrd's antarctic expeditions several years ago, but now lions are his main interest.

JERRY P. BOOKER, regional manager of the Circus Model Builders and Owners' Association No. 1, Buffalo, says that outside of a few teamsters the only circus man in that city is John M. Mead, who was a member of the Flying Wards. Mead has trouped with Sells-Floto, John Robinson, and Christy Bros.' circuses. He is recuperating from an appendicitis operation at his home, 181 Hughes Street, and would like to hear from friends. His work now is as a department head in the Sears, Roebuck Company store in Buffalo.

Fort Worth Rodeo Folds After 6 Shows; Turtles Do Walkout

FORT WORTH, Tex., Nov. 23.—All-American Rodeo and Horse Show at Will Rogers Memorial Coliseum here closed after six performances when the Cowboys' Turtle Association called a strike on November 19 just before the performance was to start. Strike was called because only part of the prize money had been posted by rodeo officials before the opening. It was reported that the association knew only part of the money had been posted at opening, but the walkout was postponed until Tuesday night, the best money night and the night when the first money posted was exhausted. Amount needed for posting was \$4,960. T. E. Robertson, producer, pleaded with the cowboys to give a "payless" show in an effort to get in enough gate receipts to pay expenses. However, admissions for that night were refunded.

Show already had about \$2,000 reservations for Wednesday night and prospects for a sellout over the final week-end, with several thousand reservations from school teachers attending a convention in Fort Worth. It was said that about 75 per cent of the contestants desired to continue with the free show to keep rodeo going, but the minority held out. The difficulties with the Turtles were ironed out by Wednesday afternoon, when Chamber of Commerce officials were going to help Robertson promote the necessary cash to pay the day moneys and expenses until the gate receipts came in and the rodeo was to have gone on Wednesday night. However, when horse-show officials demanded a \$5,000 guarantee for their prizes and take for the remainder of the week, rodeo officials decided to call the whole thing off, because they felt the last demand was slightly unreasonable in the face of other events in connection with the show.

The producers had one disappointment after another with the rodeo. Local papers, it was reported, had promised to co-operate, but after dedication of the building on opening night the event didn't make the front page again until the strike was called. There also was much local resentment because outsiders brought in an outside rodeo enterprise to compete with the home-town rodeo, which is four months away. It is believed this resentment was a factor in causing the strike to be called, as rodeo officials were under the impression that the cowboys' association rules say that a strike can't be called after a rodeo is under way.

Rodeo was sponsored by the Southwestern Rodeo Association and the Cowboys' Turtle Association and was to be an annual affair, to be held in a different city each year to determine the national champions.

All but one of the officials stayed here when the show folded. Robertson; Jim Golding, business manager; Nat Rodgers, in charge of tickets, and Pat H. Flynn, publicist, remained to see the thing thru. Robertson has promised that all bills will be paid. Hardest hit were the contracted performers and judges and other help needed to run the rodeo. They received no pay. The cowboys' entry fees were held by Fred Alvord, arena director, and C. A. Studer, rodeo secretary, and this was returned to the contestants.

Several Suits Filed

As a result of the closing several suits have been filed against Robertson and his associates. L. C. Meadows, individually and as representative of the Fort Worth Local 72, American Federation of Musicians, has sued in 96th District Court for \$2,276 for band concerts. Also Don Gillis, as representative

of the Texas Christian University Band, has sued for \$500 for three band concerts. Both suits are against Robertson. Pauline Sternberg, who had charge of the horse show, filed suit against Robertson, E. L. Fausett, and Raymond Rebsamen, of Little Rock, Ark., for \$900, said to be due her as fees for helping promote the rodeo and horse show. This suit was filed in 48th District Court, as was the one by the Citizens Hotel Company against E. L. Fausett for \$638.43 for hotel bills at the Texas Hotel, where the rodeo had offices and rooms for Fausett, Golding, and Pat Flynn. In County Court at Law No. 2 the United Advertising Corporation has filed suit against Robertson for \$224.60 for poster advertising.

The Corral

(Communications to 25-27 Opera Place,
Cincinnati, O.)

BEVERLY AND BILLY HARNETT, rodeo performers, and with their company of cowboy entertainers were a feature of the recent annual round-up of the Charles Siegrist Showmen's Club, Hotel Beiden, Canton, O. The Harnetts are currently appearing in Eastern Ohio night clubs.

BILL BLOMBERG, whose rodeo recently completed a string of Southern fairs, is furnishing Larry Sunbrock with a herd of bronks and other stock for his Detroit rodeo and thrill circus. Blomberg reports from Springfield, O., that he has several Christmas parades contracted in Illinois and Iowa. Red Lunsford is in charge of the stock for the Detroit date.

ED McCARTHY, Chugwater, Wyo., rancher and former champion cowboy, has sold his interests in the McCarty-Elliott string of bucking horses and other rodeo livestock to his partner, Verne Elliott, of Platteville, Colo. The string of bucking horses is headed by "Five Minutes to Midnight" and a score of other noted horses in rodeo arenas. McCarty will continue his ranching activities at Chugwater, and Elliott has formed a partnership with Don Nesbitt, of Snowflake, Ariz., cowboy and rodeo judge.

LARRY SUNBROCK'S RODEO, playing at the Coliseum at Michigan State Fairgrounds, Detroit, opened its eight-day stand November 17 to over 15,000, an opening-day rodeo record for the Motor City. Tom Aumann is arena director, with Lyle Van Patter, chief of cowboys, and Bill Crosby, arena secretary. Rodeo was produced in exhibition style, with mount money paid on daily points. Among features were the Three Kuban Cossacks and Juanita Van Patter. Rodeo entrants included Jerry Lee, Bob Musser, Fred Campbell, Jack Fucha, Stan Insley. (See CORRAL on page 49)

The "BETTER BOOT"

Write for
Catalog B-B
**NOCONA
BOOT CO.**
Nocona, Texas



Cupid "Ropes" Midgets

WAVERLY, N. Y., Nov. 23.—A romance which began at Col. Jim Eskew's JE Ranch headquarters here last July 4 will be culminated in the marriage of John Wilbur (Spike) Tinley, midget rodeo clown of Melrose Park, Pa., and Beatrice Brown, of Tioga County, New York, also a midget, next Thursday (28). Spike, who is 34 years old, stands a trifle over 4 feet and weighs 101 pounds, while Beatrice admits to being 22 years old, and is under four feet. The couple met at the Independence Day rodeo, staged on the Eskew ranch this year, and immediately fell in love.

YIP-E-E-E-E MORE CALVES BETTER STEERS FATTER PURSES MORE CHEERS

Best Wishes With Christmas Near,
For a Happy Holiday and Prosperous
New Year.
To All My Customers and Friends,
From
The Creator of the Most Exclusive
in Western Finery,
Ben the Rodeo Tailor
3209 West Columbia Ave.,
PHILADELPHIA, PA.

TRADE SHOW IS SOLD OUT

NAAPPB Signs New Exhibitors

Reservations indicate record conclave, says Hodge—banquet curtain dropper

CHICAGO, Nov. 23.—A sellout of exhibition space and more new exhibitors than have been booked for any previous convention is reported by Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches, from his offices here, for the 22d annual meeting and trade show, in conjunction with the American Recreational Equipment Association, to be held in the Hotel La Salle on December 2-6.

Reservations from all over the country have been pouring into his offices for several weeks and he predicts a record convention in attendance and discussions of business-getting subjects. Numerous delegates from the Pacific Coast and the far Southwest and Northeast are already on their way. Secretary Hodge is being credited with an effective job in overcoming obstacles, and declares he has been efficiently supported by the exhibits arrangements committee and all officers and board members.

Programers Have Delivered

Upon instruction of the board of directors, the secretary's office has issued invitations to all members of the fair and carnival industries to visit, without charge, the exhibition halls which will be open starting on Tuesday, December 3, and continuing until the curtain rolls down on Friday, December 6. "It is, of course, realized that the fair and carnival men will be in Chicago for the sessions of their own organizations at the Hotel Sherman and it is hoped that they will visit the 100 exhibits many times," said Secretary Hodge.

Program committee, Edward L. Schott, chairman; John L. Coleman, vice-chairman; A. R. Hodge, Paul H. Huedepohl and Theo M. Toll, and the beach and pool section of the program committee, Paul H. Huedepohl, chairman; Arthur E. French, vice-chairman; Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss, and Chauncey A. Hyatt, have, in the judgment of the officers and directors of NAAPPB, done an outstanding job.

Stress on Social Side

More stress has been laid upon the social side of the convention than ever before. (See **TRADE SHOW SELLOUT** on page 40)

Pool Suit Filed in Cincy

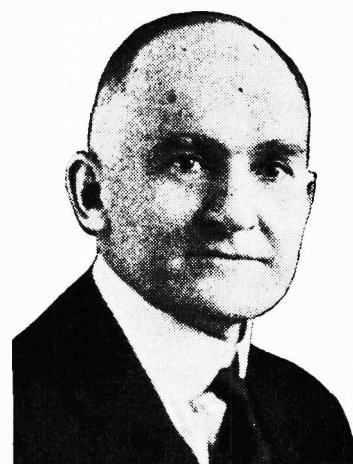
CINCINNATI, Nov. 23.—Dissolution of a partnership allegedly entered into to operate swimming pools in Cincinnati was asked in a suit against Mrs. Louise M. Philipps, filed Monday in Common Pleas Court. Mrs. Clara Louise Munz, as executrix of the estate of her husband, William George Munz, also asked an accounting of money and property held by the partnership. She said her husband and Mrs. Philipps formed the partnership January 1, 1925. Walter Schmitt, attorney for Mrs. Philipps, said that Munz was merely an employee and not a partner of Mrs. Philipps.

Danahey Joins Kennywood

PITTSBURGH, Nov. 23.—Appointment of Frank L. Danahey to be in charge of public relations of Kennywood Park here was announced last week by President A. Brady McSwigan, shortly after news that Carl E. Henninger, former assistant park manager, had succeeded Manager A. J. Wyant, who resigned to join a transportation company.

Detroit Zoo Has 2,000,000

DETROIT, Nov. 23.—Detroit Zoological Park, which has been closed for the winter, had total admissions during the season of about 2,000,000, according to Director John T. Millen. Revenue from concessions, including lunch stands, miniature railway, chimpanzee show, and the elephant ride, totaled \$109,971, he reported.



THEIR REPORTS AND ADDRESSES will carry much interest on programs of the annual meetings of the National Association of Amusement Parks, Pools, and Beaches, and the American Recreational Equipment Association in the Hotel La Salle, Chicago, next week. Chairman Norman S. Alexander, Philadelphia (left), will present the annual report and recommendations of the NAAPPB public liability insurance committee, and will preside at one session of the beach and pool round-table. A. R. Hodge, Chicago, NAAPPB secretary (center), who had charge of trade show arrangements, will give NAAPPB reports and talk on "War Demands on Our Industry" at the AREA powwow. Secretary R. S. Uzzell, New York (right), will report to the AREA for the 1940 convention exhibit committee, give the invocation at the NAAPPB initial session, and offer historical data.

Complete AREA Program in Chicago

SIXTEENTH annual meeting and second annual dinner, East Room, Hotel LaSalle, Monday, December 2, 7:30 p.m.

Meeting called to order by President C. V. Starkweather.

Address of welcome, President Arnold B. Gurtler, National Association of Amusement Parks, Pools, and Beaches.

War Demands on Our Industry, Secretary A. R. Hodge, NAAPPB.

President's Annual Address, President Starkweather.

9:30 p.m.

CLOSED SESSION TO MEMBERS OF AREA ONLY (whose 1940 dues have been paid).

9:35—Report of Membership Committee, R. E. Chambers.

9:40—Report of Fire Insurance Committee, J. L. Campbell.

9:45—Report of Finance Committee, Fred L. Markey.

9:50—Report of 1940 Convention Exhibit Committee, R. S. Uzzell.

9:55—Report of Nominating Committee, W. F. Mangels.

10:00—Report of Treasurer, W. F. Mangels.

10:10—The Improvement of Our Annual Exhibit, chairman of discussion, C. D. Bond.

Complete Program of NAAPPB in Chi

SESSIONS IN THE HOTEL LA SALLE

BEACH AND POOL, round-table discussions, arranged by special beach and pool committee, C. A. Hyatt, Harry A. Ackley, Bert Nevins, Vernon D. Platt, Leonard B. Schloss; Arthur E. French, vice-chairman; Paul H. Huedepohl, chairman.

Wednesday, December 4

Arthur E. French, chairman.

Introduction. Roll call.

What's New in Pools? Construction—(a) The bench-type overflow gutter, (b) improved cleaning tools, (c) automatic filter control, (d) open and closed systems. Maintenance—(a) New copper-bearing pool paint, (b) shower equipment—new heads. Operation—Improvements to make rules easy to enforce. (Safety rules, sanitary rules.)

Half-Cocked Explosions—Earl K. Collins, editor Beach & Pool magazine, New York.

Winter Care of Pools—(a) Kept filled or drained?, (b) winter care of filter plant, (c) crack filler for all exposed joints, (d) diving equipment; play apparatus.

Rehabilitate the Old Pools in Parks—(a) To meet the new competition, (b) to attract new patronage, (c) some examples: Junction Park, New Brighton, Pa.; Rolling Green Park, Sunbury, Pa.; Lagoon Resort, Salt Lake City; (d) tear down old sheds; add the "side shows."

Thursday, December 5

Vernon D. Platt, chairman.

Chlorination—(a) Does this process solve all our sterilizing problems?, (b) are present methods effective?, (c) ammonia-chlorine process—its advantages and dangers, (d) other methods, (e) super chlorination; good and bad results.

Promotions and Stunts—(a) Some 1940 successes, (b) feature the side shows at the pool.

Proper Size and Depth of Pools—(a) To comply with AAU rules, (b) to please patron majority.

Spread of Disease—(a) Do swimming pools contribute?, (b) how do you meet adverse publicity and doctor prejudice?, (c) privately owned suits; the problem of disinfecting them.

Friday, December 6

Norman S. Alexander, chairman.

Have We Reached Saturation Point in Municipal Construction and Competition?—(a) New municipal pools—are they better than yours?, (b) price competition.

Algae—The Perennial Pest—1940 developments on algae control, C. A. Hyatt.

Sanitation—No longer an "if" matter; "HOW" is our problem; (a) fill and draw pools—not approved, (b) flow thru pools—not approved, (c) bathroom floor to toilet seat, (d) sand beach to sanitary trash can, (e) eating and smoking area made pleasant, (f) warm water for showers.

Looking Ahead—(a) Wave machine to have test run in 1941 (Ackley). Report to next convention, (b) better showmanship, (c) feature the pool in the park (it is your greatest publicity subject). Appoint committees of one to report results of

(See **COMPLETE PROGRAM OF NAAPPB IN CHI** on page 41)

New Riverside Coaster Part of \$50,000 Outlay

SPRINGFIELD, Mass., Nov. 23.—As part of a \$50,000 expansion program Edward J. Carroll, owner-manager of Riverside Park, announced plans for erecting a new Coaster under supervision of Joseph E. Drambour, marking first construction contract for the latter under his own banner after years of association with Harry C. Baker interests, for which he superintended the ride string at the World's Fair.

Foundations are already in and structural work for inclines on the way in an effort to complete a major part of erection before winter sets in. Ride will be 3,000 feet, with top inclines rising to about 75 feet. A modernized entrance, lighting effects, and special safety features are called for in the contract. Device will be sited afront the office building.

Manager Carroll said that he hoped to make at least one outstanding announcement at close of each season. "A year ago I was a novice in the park business," he said, "but I have learned that if you give the people something good at a price they can afford to pay, play fair with the public and keep them interested, they will maintain constant support of 'their' park." New Northeast (See **RIVERSIDE COASTER** on page 40)

Revere Beach Spots Open

BOSTON, Nov. 23.—At Revere Beach snow barricades have been erected and temporary seawall erected to guard against drifts on the boulevard. Only a few places remain open, among these Kelley's Alleys, Nautical Bowling Alleys, and Red Millar's Alleys, all doing good business. Frozen custard places of Mary Aherns and Kohn Bros. are open and Rotherham's popcorn and nut stand will operate during winter. One or two cafes remain open but the boards are up in front of amusement places. Opening of the 1941 season will see at least half a dozen new amusement devices. The pavilion, which burned last year, will be rebuilt, with bowling alleys, summer theater, billiards, and side shows.

Changes for Des Moines

DES MOINES, Nov. 23.—Riverview Park here will be given an extensive remodeling next season and some new rides may be installed. Owners spent \$35,000 building the New Riviera ballroom last winter in the first step towards park rebuilding. Business during 1940 was below the previous season by more than 10 per cent.

Jax Ups Gate With a Tilt to About 150,000

JACKSONVILLE, Fla., Nov. 23.—Attendance at seventh annual Duval County Fair and Exposition here on November 7-17 was about 150,000, slightly more than last year's figure. Weather was unusually good most of the time. Misty rain on the last Thursday night, followed by a new November low with the mercury sagging to 30 on Friday and Saturday, put a crimp in the gate for those two days. However, the temperature moderated considerably on Sunday and thousands came out during the afternoon.

Admission was raised from 25 to 30 cents, including tax, and passes carried a service charge. Two days for school children, one each for white and colored students, brought out crowds.

For the first time in years the fair booked a free act, presenting Emanuel Zacchini's cannon act daily. It drew much favorable comment and pulled crowds, as did two furnished by Dodson's World's Fair Shows, Lionel Legare, who appeared twice daily on a spiral tower, and Speedy Phoenix, who did high net dives in the afternoons.

Dodson's World's Fair Shows, here for the first time, were well patronized. Gross business running far ahead of that recorded last year, according to E. Ross Jordan, fair general manager. Several rides got heavy play, especially the Rocket, and show officials said they were pleased with business. Much favorable comment was reported on appearance of the midway and lack of objectionable attractions. Joe Redding was in charge of the concession midway for the fair management, which put a ban on all off-color games.

Appearance of the plant was best in years. Exhibit buildings were repainted white and cattle and swine stalls were in excellent shape. Exhibits were more numerous and of better quality than in 1939, particularly in the livestock show, which included herds of cattle in the second State-accredited dairy show here. Swine and poultry shows were outstanding in point of quality and number of exhibits.

Despite recent illness, President R. L. (Bob) Millican was on hand daily to help direct the fair. General Manager Jordan said that the recent Georgia State Fair, Macon, which he also directs, was successful.

PERCY, clown with Jimmie Lynch and his Death Dodgers the past two seasons, reported he has returned to Sheboygan, Wis., from Texarkana, Tex., to play his fifth season as Santa Claus at a store. RKO Pathe newsreel, showing the Death Dodgers and Percy at 1940 Sioux Falls (S. D.) Fair, appeared recently at the Majestic Theater, Sheboygan.

ACTS WANTED FOR 1940 FAIRS

Animal Acts, High Acts, Family Troupes, Novelty Acts of all kinds. Long season in Kansas, Oklahoma, Texas, Nebraska, Missouri. Rush full details and lowest salary first letter.

Truex-Allen Enterprises

BEN TRUEX VIC ALLEN
205 SOUTH RUTAN 714 MIDLAND BLDG.
WICHITA, KANSAS KANSAS CITY, MO.

POSTERS FOR ALL OCCASIONS

FAIR & CARNIVAL

WRITE — PHONE — WIRE
For Complete Prices and Details

THE ENQUIRER JOB PRINTING CO.

Anderson Bldg., 412 East Sixth Street,
Cincinnati, Ohio. Phone CHerry 1956
SEE—Our Display at the Showmen's Convention
in the Sherman Hotel.

Around the Grounds

WAUSAU, Wis.—Secretary Harry A. Kiefer, Marathon County Agricultural Society, reported a loss at the end of the fiscal year of \$1,590.25, of which \$1,500 represents a note which has been carried over from the 1939 Wisconsin Valley Fair and Exposition of the society. The 1940 fair showed a loss of \$994.74, he said.

SASKATOON, Sask.—Sid W. Johns, secretary-manager of Saskatoon Industrial Exhibition, was presented with an inscribed plaque at the annual banquet of the Oldtimers' Association as a token of gratitude for his efforts on behalf of the association.

LARGO, Fla.—Pinellas County's 24th consecutive midwinter fair, said Manager John H. Logan, will have a rodeo, free acts, and an enlarged midway. Space for exhibits and concessions is in such demand that a large tent may have to be used for some displays. Premium money is \$500 more than in previous years, a total of \$4,200.

ODEBOLT, Ia.—A proposal as to whether Sac County should take over the fairgrounds owned by Sac City was defeated in the general election by a vote of 3,729 to 2,399.

OSHKOSH, Wis.—Winnebago County board of supervisors appropriated \$2,000 for 1941 maintenance of Winnebago County Fairgrounds and granted an additional \$3,000 for erection of 4-H Club barracks.

FOND DU LAC, Wis.—County board of supervisors has authorized the fairgrounds committee to continue to retain funds collected in rentals and devote them toward additional improvements so that the grounds may be used for as many public activities as possible.

DAUPHIN, Man.—Because of the war, directors of Dauphin Agricultural Society at the annual meeting decided against any 1941 plans. They will meet again in January, when they hope to have definite word of the policy of the Dominion and provincial governments regarding grants to fairs.

LLOYDMINSTER, Sask.—Despite difficult conditions and drastic reduction of government grants, 1940 Lloydminster Exhibition was a decided success, it was reported at the annual association meeting. Secretary-manager G. M. Cook said an all-time high for paid attendance was set and Treasurer J. D. Hamilton reported a favorable balance on hand.

Hoosier Body To Change Indianapolis Meeting Place

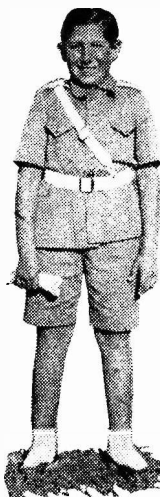
INDIANAPOLIS, Nov. 23.—After meeting for many years in the Hotel Claypool here, Indiana Association of County and District Fairs will hold its 1941 annual session on January 6-8 in the Hotel Lincoln here. Announcement came from Secretary William H. Clark, Franklin, who notified members that "due to a conflicting convention, we find it necessary and advisable to make this change in convention headquarters."

A spat with the hotel management over removal of attractionists' signs and banners in the lobby marked the 1940 meeting on January 2 and 3. A resolution by James A. Terry, La Porte, that the arrangements committee select a hotel "that will more cheerfully and helpfully co-operate" was unanimously adopted. It was said after the meeting that the hotel management declared removal of signs had been thru a misunderstanding and that a bulletin for attractionists would be provided at any future sessions there.

Monday night, January 6, there will be a meeting and smoker in the Lincoln for concessionaires and attractions people. Annual banquet and floorshow will be Tuesday night.

RUDY CAFFEY, for the past two years vocalist at fairs booked by George A. Hamid, opens this week for an indefinite engagement at Leghorn Farms, Trenton, N. J., night club.

MANUEL KING



The World's Youngest Wild Animal Trainer

and His Performing and Fighting African Lions. Without an iota of Doubt, the Most Sensational Act in the World.

APPRAISED AS SUCH BY PUBLIC AND PRESS EVERYWHERE
UNPRECEDENTED IN THE ANNALS OF THE AMUSEMENT WORLD

Several Acts for sale and lease—Lions, Mixed Group, Elephants, Ponies, Monkeys and Dogs.

Permanent address:

MANUEL KING
CARE OF SNAKE KING, BROWNSVILLE, TEXAS



JAYDEE the GREAT

Amazing High Trapeze

COMEDY — STAR — THRILLS

World's Highest and Only Act of its Type Aping the Apes atop trapezes on rigging 100 ft. high. No nets or safety devices.

★ ★ ★ WISHES A MERRY XMAS TO ALL ★ ★ ★

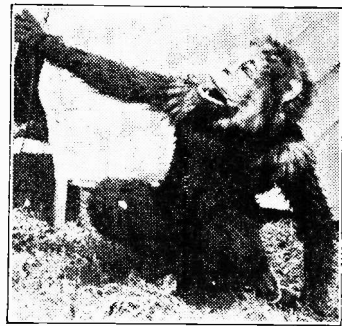
WANTED: Season 1941, Girl Aerialist and Gent that can do outstanding Perch Tricks. 20 weeks guaranteed. No disorganizers need apply. State all in first letter.

JERRY D. MARTIN

New England Address:
231 Pearl Street
Somerville, Mass.

Home Address:
P. O. Box 64,
Rochelle Park, N. J.

P. S.: This act can also be booked through Times Square Amusement Ent., 1560 Broadway, New York, N. Y.



OFTEN SEEN ★ ★ ★ NEVER SURPASSED

INTERNATIONAL FIREWORKS CO.

1939 — CONTRACTORS TO THE NEW YORK WORLD'S FAIR — 1940

Manufacturers and Producers of
FIREWORKS DISPLAYS PAR EXCELLENCE

Office
NEW YORK CITY, N. Y.

Factory
FAIRVIEW, N. J.

Office
JERSEY CITY, N. J.

AT YOUR SERVICE ALWAYS

JOHN SERPICO, President.

FRED C. MURRAY, Manager.

ALL ACTS ATTENTION

WRITE OR WIRE
Sew Posenthal's
AMUSEMENT ENTERPRISES INC.

WANTED

STANDARD OUTDOOR ACTS
For Our 1941 Circuit of Fairs.
Quote Lowest

Mail Photos and Information.
529 1/2 Commercial Street, WATERLOO, IA.

Advertising Ideas for Fairs



JAMES K. HUTSELL

A Business Where Printing, Lithographing, and Advertising Cost a Tidy \$5,000,000 a Year

By JAMES K. HUTSELL

Director of Publicity, Missouri State Fair

year. Twelve of the larger fairs in the country are each spending from \$30,000 to \$40,000 annually. About 40 are spending at least \$10,000, and 100 more are spending about \$7,500 each. But year in and year out we go on laying out, setting up, and printing the same old story in the old, identical way.

Crowds can sit in a grandstand and grumble because they get a week of harness races when most of them would a whole lot rather be seeing auto races or a rodeo. (Oh, they'll come back the

and taxed facilities of the fair's 236-acre plant. This year, with a Saturday Thrill Day program designed to offset the effects of a poor-pulling program in a previous year, sound trucks and extensive use of radio spots on a single local station changed the Missouri institution's traditionally light day into a day that saw the greatest Saturday crowd in the 40 years of the fair's history.

The thing to remember is that advertising thus directed to build the program for a special day does not, apparently, merely gain that day's crowd at the expense of attendance on other days. Analysis seems to indicate that it mostly represents that much additional money in the pocket.

Refreshing Book and Copy

Let us consider for a little while the major media that almost every established fair, big and little, State or county or regional, has around which to build the promotion of its annual show.

There is the old stand-by, the premium list. It may run from 32 pages to a bulky catalog of several hundred pages. It costs us approximately 12½ cents apiece to produce our book. We might put it out for 11 cents and have all the premium information, all the rules and regulations to meet the average fair patron's or exhibitor's demands. But we're paying several additional cents before that book reaches him by mail. Why not invest another penny and have a book attractive enough to convince him that the fair ahead is a fair of high quality, a well-rounded fair, a fair with a program built to meet modern standards of entertainment?

Look at the cover of your book. Is it the same cover you had last year and the year before and the year before? Oh, I know: It is your trademark. People have seen it so long they will recognize it easily as the book they have been awaiting. But why do you need a trademark? Are you selling Old Dutch Cleanser, or are you selling the appeal of a newer midway, a brighter grandstand show, and a fair with newer and larger exhibits? Have you considered what the use of sections printed on colored inserts might do toward selling that newer midway, that brighter grandstand show? Have you considered how glad your Regular, Yearly Visitor might be to turn inside his premium list and read an opening section that hadn't been standing in type for the last 10 years?

You have a mimeograph and you feel that it is your sacred duty to bombard every editor's desk in your territory and as often as possible with a story—any kind of a story. There's your old friend Any-Kind-of-Publicity-Is-Good-Publicity creeping up again. Sure, it may be good publicity to you. Now what about the editor? Is it publicity of high enough quality to rate space in his news columns, or does what little editorial pride the man has left compel him to get your stuff into a wastebasket and away from his own paying customers as quickly as possible?

Last year the Missouri State Fair cut its number of general mimeographed news releases to editors 50 per cent. A safe and conservative calculation would be that the amount of such copy carried by the newspapers nevertheless increased 75 per cent. Not every story that reached an editor's desk may have come under the classification of front-page 12-point bold-face indent news. Not every story may have been real news. But there was an attempt made to make it readable news, or at least copy written in fairly readable English.

JAMES K. HUTSELL came to his real publicity and advertising job when, in 1939, the Missouri State Fair, Sedalia, called upon the technical knowledge of the Missouri Press Association to help the fair solve its publicity tangles. The State press group sent Hutsell, a young writer on its editorial staff, to suggest and direct innovations. Behind his present work as director of publicity at the Missouri State Fair lies experience as a columnist for more than 150 Missouri newspapers, terms in the metropolitan news field with *The Des Moines (Ia.) Register and Tribune* and Hearst's now deceased *Omaha (Nebr.) Bee-News*. He has edited a group of three Midwestern weeklies; been managing editor of the alumni magazine of the University of Missouri, from whose world-famous School of Journalism he was graduated, and has free-lanced in the feature field for virtually every large feature syndicate in America. Now he's fallen hard for fairs. "I got along fine with just plain printers' ink in my blood until it got mixed with pink lemonade," he smiles.

Show Individuality to Editors

Publicity men from shows and carnivals actually try to help build you a good crowd. At least, one cannot complain of their fervor. But they do not know local conditions; they do not know the editors with whom your fair has to deal. And, one is sorry to say, there is more than one show in this country with publicity men who cannot spell all the simple three-syllable words they use. That, I realize, is a terrible indictment, but so's some of the spelling. We used to keep a vertical-index file headed, "Examples—Horrible." We destroyed it when we needed the space in the files for something else.

Try rewriting that copy to meet your own requirements; it may come a little nearer meeting an editor's. If you have (See ADVERTISING IDEAS on page 84)



IN DESIGNING covers for its publications the Missouri State Fair turns from the standardized horns-of-plenty and bulls-heads to the use of modern advertising's best art techniques. Here is the cover of its 1940 premium book, stressing the fair's 40th anniversary by use of a typical Missouri Colonel and his Lady. The original of this cover is in blue and yellow.

next year, grumble again, and come again.) Forty years ago the fair's clientele had a majority who liked harness races. It's probably a decided minority now, but a decidedly vocal one. With an ear attuned to public sentiment, managements catch the vocal refrain and schedule another week of trots and paces. "People keep coming, don't they? What are you complaining about?"

Stop Selling Tradition

Well, the truth is that one of these days we may awaken and discover that somebody else has built a better mouse trap. Our State and county fairs, whether they are willing to admit it or not, subtly emphasize and sell tradition. The same thing has been running thru our publicity and our advertising. But for the last two years the Missouri State Fair has been making an honest and conscientious effort to analyze what it could do to its advertising and what its advertising could do for it.

It hasn't doubled any annual attendance figures; it hasn't set out on anything as ambitious as that. But by placing its emphasis on drawing its crowds from the radius where its largest crowds could be expected to come from and by placing its publicity emphasis on its particular attraction programs with the broadest appeal, some pretty definite things have resulted. Last year, with an appeal directed to auto-race fans in the fair's easy-driving-distance territory, plugging Sunday as the ideal day to bring the family, Sunday crowds jammed, very literally, all highways into Sedalia



Close Down Front Close to the Thrills, the Shows, the Whiz of Speeding Cars, the Roar of Planes Down Where the Plaudits of the Crowds Drown the Thunder of Flying Hoofbeats. Pack Up the Family Head for the Greatest of Missouri's Expositions in 40 Years!

Those Two Grand Sundays of National Championship Auto Races ★ Five Days of Harness Races ★ Six Nights of Horse Shows ★ The All-New State Fair Revue—Set on a Mammoth Outdoor Stage Under a Canopy of August Stars ★ Thrill Day—August 24—with Capt. Bob Ward and His Hollywood Daredevil Aces ★ Bands, Fireworks, Acres of Midways

1940 \$54,000.00 in Cash Premiums.
15,000 Farm, Home, Stock, Machinery and Educational Exhibits.
Kiddies Free Monday, August 19
Write for Your 40th Year Program CHAS. W. GREEN, Secretary
SEDALIA
SUNDAY TO SUNDAY
AUG. 18-25
THE FAIR WITH A TRADITION OF FUN THROUGH FORTY YEARS...

THERE'S a lighter, quicker, modern touch to fair advertising as it is laid out in the publicity offices of the Missouri State Fair. Note the use of the lightface sans-serif body type in the ad that is illustrated entirely with line copy.

Jeeps, But the Fair's Fun!
THERE'S SOMETHING TO INTEREST EVERYONE AT THIS YEAR'S GREAT VACATION-EXPOSITION
MISSOURI'S 1940 STATE FAIR

That Gorgeous STATE FAIR REVUE, Set on a Mammoth Outdoor Stage Under the August Stars. Those Two Grand Sundays of National Championship AUTO RACES with Gus Schrader, World's Dirt-Track Champion. Five Afternoons Chucked Full of HARNESS RACES.

THRILL DAY, and CAPT. BOB WARD and His Hollywood Daredevil Aces Zooming Down the Skyways, Hurling Cars Into the State Fair Lake, Racing Through Brick Walls and Fire.

Six Nights of HORSE SHOWS in the Air-Cooled Coliseum. 15,000 Farm, Home, Stock, Machinery and Educational Exhibits. Acres of Clean Carnival MIDWAYS.

AUTO RACES: Aug. 18 and 25. HORSE RACING: Aug. 19 to 23. HORSE SHOWS: Aug. 18 to 23. CHILDREN'S FREE DAY: Aug. 19. STATE FAIR REVUE: Aug. 18-24. LEGION DAY: Aug. 18.

\$51,000 in Cash Premiums. Write for Program. Chas. W. Green, Sec'y.
EIGHT GREAT DAYS
EIGHT BIG NIGHTS
SEDALIA
AUG. 18-25

IN THIS ad note the small pen and ink sketches incorporated in the lines of body text. Use of a new screen-print process enabled the engraver to shoot with one operation the entire advertisement as a zinc etching.

Pepped Up Program Ready for Iowa Meet

DES MOINES, Ia., Nov. 23.—Suggestions made by those who have attended conventions of the Fair Managers' Association of Iowa in past years will be incorporated in the program of this year's meeting on December 9 and 10 in the Hotel Savery here, reported President W. J. Campbell, Jessup, and Secretary-Treasurer E. W. (Deak) Williams, Manchester. State Agricultural Association will convene on December 11.

New to the program will be a meeting and banquet starting at 6 p.m. on opening night to which attractionists will be guests of the association. It is believed the meeting will offer attractionists an opportunity to become better acquainted with fair men and to iron out any differences. Each guest will be introduced and invited to offer criticisms or suggestions for betterment of Iowa fairs.

Decision to make only one charge of \$5 to all for advertising cards and banners, with no refund to those furnishing program talent, is another change. Proceeds will be used to assist the association in continuing its legislative work affecting outdoor show business.

Banquet and entertainment program will be held on Tuesday. Names of agencies furnishing talent will be announced during the show.

Robertson Named Treasurer Of Me. Assn.; Meeting Set

LEWISTON, Me., Nov. 23.—In a vote taken by mail recently W. L. Robertson, Gardiner, was appointed treasurer of the Maine Association of Agricultural Fairs to fill the unexpired term of the late Francis W. Hill, who died after serving 15 years, reported Secretary James S. Butler.

Annual association meeting will be held January 17 and 18 in the Augusta House, Augusta, home city of President George S. Williams, also head of the Windsor Fair there. Legislature will adjourn for the week on Thursday and the banquet will be held Friday in the Maine Room. Meetings will be in the Music Room.

New Grounds for Ill. Annual

FARMER CITY, Ill., Nov. 23.—Dewitt County Free Fair Association here has voted to return the 1941 annual to a location used years ago north of the city. Ten-year lease has been agreed upon to permit the association to make improvements, and a general meeting will be held in January to perfect plans for development, including revival of a half-mile track within the next year or two and planting of trees. Committees were named to start moving buildings from the present location. Record attendance of 35,000 was reported for the 1940 annual. Officers are W. F. Peterson, president; Bud McConkey, vice-president; E. S. Wightman, secretary, and E. R. Rinehart, treasurer.

Grandstand Shows

REPORTING from Wausau, Wis., Mr. and Mrs. Walter Clingman, known professionally as Mr. and Mrs. Walter Mills, owners and managers of the Mills Troupe, high-wire act booked by Barnes-Carruthers in 1940, say new equipment is being added for their 1941 tour, to start in early spring. Other members are Warren Overfield, wintering in Leavenworth, Kan., and Louis Johnson, studying auto mechanics in Wausau. Mills, who is a partner in construction business in Wausau with his father-in-law, reports business excellent. He and Mrs. Mills are also operating a bingo game there and drawing large crowds.

ANDY MAYO played Barnes-Carruthers Midwestern fairs the past season with his Daisy, the Horse act, returned to Philadelphia to resume his duties as representative for Theater Authority, regulating benefit shows.

A. E. SELDEN, "The Stratosphere Man," a caller at Cincinnati offices of *The Billboard* on November 22, reported an excellent season of 30 weeks during which he traveled over 15,000 miles, crossing the Continent twice. Among new dates in his 1940 itinerary were those at Golden Gate International Exposition, San Francisco; Minnesota State Fair, St. Paul; Ozark Empire Fair, Springfield, Mo.; Interstate Fair, La Crosse, Wis.; All-Iowa Fair, Cedar Rapids, and Houston (Tex.) Fall Fair.

WIRTH BOOKS TAMPA

(Continued from page 42)

fair, General Manager P. T. Strieder announced.

A dozen vaudeville, circus, and hippodrome attractions will augment afternoon programs which will include auto racing, thrill shows, and other features, and at night Wirth will present his spectacular revue, *The Salute to Freedom*, which synchronizes with the fair's patriotic theme to be featured this session.

An exploitation program, surpassing efforts of past years to increase grandstand attendance, has been promised by Wirth and State-wide billing by Ringling Bros.-Barnum & Bailey Circus posting crews will be launched in the next few weeks. Southern Alabama and Georgia will also be posted. With many thousands of soldiers at Tampa's new air base, McDill Field, prospects loom particularly bright for a banner fair and expansions are scheduled in practically every department, General Manager Strieder said.

Given \$100,000 Dressing

TAMPA, Nov. 23.—Completing a \$100,000 improvement program, including a new reinforced concrete exhibit hall, 320 feet long with 16,000 square feet of floor space, management of the 26th annual Florida State Fair and Gasparilla Carnival, first of the 1941 IAFE major fairs, reports excellent prospects. Space reservations exceed those of any previous

Congratulations IAFE

Best Wishes for Continued Success

MISSISSIPPI STATE FAIR

Member of IAFE Since 1913

JACKSON, MISS.

OCT. 6 to 11, 1941

WALTER A. SCOTT
MAYOR and CHAIRMAN

MABEL L. STIRE
SECRETARY-MANAGER

A. F. HAWKINS — R. M. TAYLOR
City Commissioners

Greetings, IAFE—50th Anniversary Holiday Greetings To All My Friends



THANKS FOR A VERY SUCCESSFUL 1940 SEASON.
I PLEDGE MY CO-OPERATION FOR 1941. SEE
YOU AT THE CONVENTION AT THE SHERMAN
HOTEL, ROOM 604-605.

THEATRICAL MART...

162 N. STATE STREET

CHICAGO, ILL.

DISPLAY FIREWORKS

FOR FAIRS AND CELEBRATIONS OF ALL KINDS
Shipped Anywhere From Our Factory to You.

WE SPECIALIZE IN MECHANICAL FEATURES THAT ARE NEW AND
DIFFERENT TO SUIT YOUR SPECIFICATIONS. Write—Phone—Wire

EAGLE FIREWORKS MFG. & DISPLAY CO.

2415 MACKLIND AVENUE,

ST. LOUIS, MO.

"Aerial and Ground Displays That Satisfy"

LIMITED NUMBER

Of Shows, Rides, Etc., Will Be Booked Now for
GRAND RAPIDS, MICHIGAN, FAIR

In September on Commission.

ERNEST B. BLET

23 Sunnyside, S. E., Grand Rapids, Mich.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



EXAMPLE of an efficient advance ticket sale promotion: Downtown headquarters of New Jersey State Fair, Trenton, established three weeks prior to the event in the heart of the city. It was used during the pre-fair period for the sale of cut-rate tickets and dissemination of information. During fair week it functioned as a principal point for spurring reserved grandstand seat grosses. The advance was handled by George J. Dieffenbach.

year, with a sellout expected well in advance of opening, said General Manager P. T. Strieder. County exhibits will again be featured, with a livestock show, Future Farmers of America activities, the big flower exposition and poultry exhibition to be outstanding.

Every frame building on the 50-acre tract in the heart of Tampa has been replaced by reinforced concrete halls that provide 272,850 square feet of space. Other improvements include installation of 2,000 feet of underground sprinkling system and addition of over 10,000 floral plants to the thousands of shrubs which are part of the landscaping. Buildings have been faced with cast stone. Full-grown Washingtonian palms that have been added form an attractive avenue between exhibit buildings. Each hall has been painted a different color and a floodlighting system will add to their night brilliance. Entrances have been modernized and main gates made attractive with fluorescent lighting and a mammoth electric water fountain.

On Gasparilla Day, which draws thousands of tourists to Tampa, the big parade, miles long, will pass in review in front of the grandstand. No changes

in operating staff are contemplated. Carl D. Brorein, civic leader, is president; P. T. Strieder, general manager; Beatrix James, office manager; Jim Malone, assistant to Mr. Strieder and director of publicity, and Lovett Blitch, grounds superintendent. Biggest advertising and publicity campaign in the fair's history is being launched with nationwide distribution of 100,000 pictorial booklets and a similar number of tabloids.

"Greatest" Tag For 1940 Ionia

IONIA, Mich., Nov. 23.—President Howard C. Lawrence told those attending the annual meeting of Iona Free Fair Association on November 13 that the 1940 annual was greatest in history from the standpoint of attendance and receipts, the latter totaling \$69,068.22.

Premiums totaling \$9,711.72, of which \$4,621.80 was furnished by the State, were distributed to 1,649 exhibitors, and increased interest by 4-H Clubs and FFA organizations was reported. President Lawrence said much of this year's attendance boost was due to high-caliber entertainment. Grandstand attractions represented expenditure of \$19,579.15. Harness race purses were boosted to \$5,786.55, with an additional \$600 contributed thru premiums for race events limited to Michigan colts.

Maintenance in 1940 necessitated outlay of \$12,625.44, but President Lawrence said that the association's vigilance in maintaining property brought from \$12,000 to \$15,000 in community benefits. Plant is always available for public use and much of the area is maintained as a free park. Automobile building in winter becomes a municipal skating rink. Another item of expense was purchase of 20-acre and eight-acre tracts for parking lots. The latter plot is being filled and will be completed for the 1941 annual. Other expenses were policing, \$521.50; ticket takers, \$852.15; insurance, \$3,325.25; electricity, \$1,016.56; miscellaneous, \$2,540.30, and advertising, \$4,980.22. From receipts were deducted \$5,355.63 for replacements and depreciation, and \$289.75 was added to the working balance, making \$12,419.38 available for 1941.

President and Mrs. Lawrence, Secretary Rose Sarlo, and her sister, Mary, plan to attend the annual convention of the International Association of Fairs and Expositions in Chicago on December 2-4. They also expect to be present at the annual meeting of the Michigan Association of Fairs at Detroit in January.



JOHN H. LOGAN, in his second year as manager of Pinellas County Fair, Largo, Fla., predicts the 24th annual will break records for exhibits and entertainment. He has been county agricultural agent three years and held a similar post seven years in Manatee County. A native of the State, he is a graduate of the University of Florida.

County Fair, has been succeeded by Leon Brown, Decorah, Sevaton moving to Waukon, Ia.

TRUMANN, Ark.—E. B. Glasgow was elected president of Poinsett County Fair Association; W. R. Melton, vice-president; Fred Ellison, secretary-treasurer.

DAUPHIN, Man.—Dauphin Agricultural Society re-elected W. D. Strang, president; J. E. Ramsden, vice-president, and Mrs. O. McGuirk was named secretary to replace her husband, Major McGuirk, now in the army.

BRANDON, Man.—W. A. Cameron was elected president of the Provincial Exhibition of Manitoba here, and W. Davison and A. G. Buckingham, vice-presidents. President Cameron has had 24 consecutive years of service on the board.

RUSSELL, Man.—James Rea was re-elected president of Russell Agricultural Society for the 11th term. Vice-presidents are John Peddie and M. S. Coulter. Secretary-Treasurer is H. R. Barry.

IAFE 50—STILL GROWING

(Continued from page 3)

among smaller fairs, and to aid smaller boards in legislative matters. About 15 representatives were in on the initial session last year and a much larger roster will be reported when all returns are in after the 1940 session. Charles W. Green, Missouri State Fair, Sedalia, is chairman; E. W. Williams, secretary of Iowa Fair Managers' Association, Manchester, vice-chairman, and Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association, Bellefontaine, secretary.

Exhibit of Advertising

A new group meeting will be an advertising clinic, open only to fair secretaries and publicity directors. Their deliberations will be reported back to the main IAFE body at the December 4 session. Henry Lund, Minnesota State Fair, will be clinic chairman; Paul Jones, State Fair of Texas, Dallas, vice-chairman, and L. R. Fairall, Iowa State Fair, Des Moines, secretary.

Following a meeting of IAFE directors on Sunday, December 1, at 11 a.m., there will be an exhibit at 4 p.m. of printed matter and advertising material. Judges will be taken from the ranks of advertising managers of nationally known Chicago business concerns.

Again the recently inaugurated reception and buffet supper will be held, this time with the Golden Jubilee touch. This get-together for introduction of new members and social exchange will be at 6 p.m. on December 2 with President and General Manager Samuel S. Lewis, York (Pa.) Interstate Fair, chairman, and Manager Harry G. Templeton, Indiana State Fair, vice-chairman. A special feature will be motion pictures in color of Los Angeles County Fair, Pomona, Calif., and State Fair of Texas, Dallas.

Awaited with considerable interest at the December 2 IAFE session will be a

report by a special bylaws committee, headed by Ralph E. Ammon, manager of Wisconsin State Fair, who suggested some changes in the bylaws in his address as retiring president two years ago.

Activities in Hotel Sherman

In addition to all the biggies in the fair world, these past presidents are expected to be in attendance: Charles A. Nash, Eastern States Exposition, Springfield, Mass.; William R. Hirsch, State Fair of Louisiana, Shreveport; Percy W. Abbott, Edmonton (Alta.) Exhibition; A. R. Corey, Iowa State Fair, Des Moines; Elwood A. Hughes, Canadian National Exhibition, Toronto; Raymond A. Lee, Minnesota State Fair, St. Paul; Maurice W. Jencks, Kansas Free Fair, Topeka; Ralph E. Ammon, Wisconsin State Fair, Milwaukee, and Sid W. Johns, Saskatoon (Sask.) Exhibition. Lewis B. Herring Jr., South Texas State Fair, as president of the IAFE, will preside at the business sessions. Charles W. Green, Missouri State Fair, Sedalia, is vice-president and next in line for the presidency.

"Under the same tent," the Hotel Sherman, in conjunction with the IAFE will be:

The seventh annual meeting of the American Carnivals Association, Inc., starting on December 2 at 11 p.m., Chicago time.

Exhibition of amusement equipment, sponsored by the Showmen's Exhibit Association, a non-profit organization, in the exhibition hall, on the mezzanine floor, and in the lobby.

Annual meeting of International Motor Contest Association on December 2 at 2 p.m.

Annual meeting of Middle West Fair Circuit on December 2 at 4 p.m.

Meeting of American Trotting Association.

From its clubrooms in the Hotel Sherman the Showmen's League of America has scheduled:

President's Annual Party, Saturday, November 30.

Annual memorial services of SLA at 1 p.m. on Sunday, December 1, Bal Tabarin, Hotel Sherman.

Annual election of officers of SLA, 1 to 6 p.m. on December 2 in clubrooms.

Annual SLA banquet and ball Wednesday, December 4, Grand Ballroom, Hotel Sherman, at which a gold theme will predominate in honor of the IAFE.

Installation of officers of SLA on Thursday, December 5.

Ladies' Auxiliary of the Showmen's League will hold open house all week.

Park Men in Hotel La Salle

In the Hotel La Salle, December 2-6, will be held the 22d annual convention and trade show of the National Association of Amusement Parks, Pools, and Beaches in conjunction with the American recreational Equipment Association.

NAAPPB Executive Secretary A. R. Hodge reports a sellout of space for the annual exhibit of equipment and supplies, which will occupy the entire 19th floor of the La Salle. Registration will be free to all fair and carnival people on the four days of the exhibit, December 3-6.

The 16th annual meeting and second annual dinner of the AREA will be held in the East Room of the La Salle on December 2 at 7:30 p.m.

Program and executive sessions of the NAAPPB will be held in the Illinois Room, mezzanine floor of the La Salle, on December 4-6.

Beach and pool round-table discussions will be held on December 4-6.

Annual meeting of trustees of the American Museum of Public Recreation will be held on the afternoon of December 4.

Annual banquet of NAAPPB will be held in the La Salle on the night of December 6.

Dates of the International Livestock Exposition in Chicago are November 30-December 7.

At The Billboard's booth on the mezzanine floor of the Hotel Sherman visitors will find a complete list of the better shows and spots.

INFLUX HEAVY

(Continued from page 3)

Sheesley, A. L. (Dinty) Moore, Saturday, November 30, T. M. Allen, Max Cohen, A. R. Corey, H. A. Derenthal, William (Billy) Exton, Mr. and Mrs. Charles F. Goss, Max Gruberg, Mr. and Mrs. Ralph T. Hemphill, Mr. and Mrs. Maurice W. Jencks, Mrs. Johnny J. Jones, Mr. and Mrs. Abner K. Kline, G. E. (Jerry) Kohn, Mr. and Mrs. Dee Lang, Jimmie Lynch, Levi P. Moore, Jimmy Morrissey, J. P. Mullen, Tom E. Murray, Mr. and Mrs. Harold Paddock, E. Lawrence Phillips, Clem Schmitz, Gus Schroeder, Mr. and Mrs. P. T. Strieder, Lee A. Sullivan, J. C. (Tommy) Thomas, Louis and Ned Torti, Capt. Bob Ward, John F. White, Flash



Fair Meetings

International Association of Fairs and Expositions, December 2-4, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle-West Fair Circuit, December 2, Hotel Sherman, Chicago. Charles W. Green, president, Sedalia, Mo.

Fair Managers' Association of Iowa, December 9-11, Savary Hotel, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 11-14, Palace Hotel, San Francisco. Tevis Paine, secretary, Sacramento, Calif.

Iowa State Fair Board, December 11 and 12, Savary Hotel, Des Moines. A. R. Corey, secretary, Des Moines.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Rocky Mountain Association of Fairs, January (dates to be set), Rainbow Hotel, Great Falls, Mont. Jack M. Suckstroff, secretary, Sidney, Mont.

Indiana Association of County and District Fairs, January 6-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 7 and 8, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Maine Association of Agricultural Fairs, January 17 and 18, Augusta House, Augusta. J. S. Butler, secretary, Lewiston.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitions, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

Williams, Sunday, December 1, Tom Archer, M. H. Barnes, Sidney Belmont, Edgar I. Schooley, Elmer I. Brown, T. Gordon Dalglish, Dave Endy, Mrs. Emma Fink, Mr. and Mrs. H. L. Fitton, J. S. Fleming, E. E. Frizell, B. S. Gerety, F. E. Gooding, Max Goodman, Charles W. Green, Mr. and Mrs. George A. Hamid, Ralph A. Hankinson, C. B. Hansen, W. L. Hartzer, W. R. Hirsch, Carl E. Hoffman, Mrs. Mae Howe, H. G. Inglish, Mr. and Mrs. E. E. Irwin, S. T. Jessop, George W. Johnson, Art Lewis, Phil Little, George H. Lux, S. M. Mitchell, H. H. McElroy, Mr. and Mrs. C. D. Moore, J. F. Murphy, Dorothy Packman, Henry L. Rapp, Charles W. Ross, Mrs. H. W. Sellner, F. E. Sheldon, J. A. Sloan, Jack Story, C. W. Taylor, C. A. Tinscher, Mr. and Mrs. Phil C. Travis, Frank R. Winkley.

Additional reservations are coming in daily, and there are numerous reservations for December 2, 3, and 4.

Boyle Woolfolk Leaves Sun To Enter Fair Booking Field

CHICAGO, Nov. 23.—Boyle Woolfolk has dissolved his partnership with the Chicago office of the Gus Sun Agency, with which he has been affiliated for several years.

Woolfolk is entering the fair-booking field himself and will have with him George Flint, who has been with the Sun Chicago office for several years. The Butterfield theaters in Michigan will continue to be booked by Woolfolk, as in the past.

Mass. To Hear Good Reports

BOSTON, Nov. 23.—A. W. Lombard, secretary of Massachusetts Agricultural Fairs' Association, said the annual meeting here in the Hotel Bradford on January 21 and 22 will bring more fair managers and others interested in fairs than any meeting in many years. Maine and Vermont fair managers will attend. Stageshows and other grandstand presentations will come in for considerable discussion, as will a proposal to ask for more pari-mutuel dates for some fairs. Massachusetts fairs are in good condition and, according to their reports to the secretary, they had a better season in 1940 than for many years.

Fair Elections

GREEN BAY, Wis.—Brown County Agricultural and Fair Association re-elected Frank Zimonick, president; Ralph Soquet, vice-president; F. H. Bogda, treasurer; William S. Klaus, secretary. Renamed for three year terms on the board were Klaus, J. A. Whalen, and Henry Wishart.

LISBON, O.—Columbiana County Agricultural Society elected Walter B. Stratton, president; L. R. Coobs, vice-president, and re-elected J. H. Sinclair, secretary, and I. C. Bean, treasurer.

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair elected L. J. Vaudreuil, president; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager.

DECORAH, Ia.—William Sevaton, who resigned as secretary of Winneshiek

worry over every Tom, Dick, and Harry laying claim to his title.

And what does this mean to an operator? Just this: It means classes in his establishment—a new field for the skater who does not have ability nor interest in dancing or figures, giving the operator an opportunity to interest the non-competitive skaters in becoming official judges for tests. This is box office.

A point in favor of a promising future for the speed skater is the systematic manner in which the classes are conducted. Gone forever is the old method of merely turning speed skaters loose on the floor to skate until they become exhausted. Today the class supervisor will first group skaters into their proper divisions; that is, juvenile, junior, and senior, and each group must skate a fairly long, slow conditioning pace with the leader dropping to the rear after setting two or three laps of the pace. Some professionals have found it a good idea to skate the senior women along with the junior boys' group and, as they improve, allow them to skate along with the senior men. After each group has had its turn at pacing, a series of short races is held for each division and, as the time draws near for an important speed meet, these races are made to conform to the distances to be skated in the meet. While one group is skating, the others are schooled in the fundamentals of speed skating, such as how to conserve their speed, how to make a good corner, how to pass, the correct way to start, and each and every way in which a foul can be committed. The futility of committing a foul is stressed and, above all, skaters are personally told that the rink they represent expects them at all times to conduct themselves as true amateur sportsmen.

Notables Comment Favorably

At intervals during the season members of the school are given the opportunity to take tests up to the silver-medal class. These tests not only create a tremendous amount of interest for the competitive skater but open up a field for the non-competitive skater who may pass an examination set up for officials. And while the purpose of these tests is primarily to set up a medium for entering national competition, and any skater who has the ability to make a silver medal is automatically qualified to compete in the national amateur championships, they also serve to bring the management and the patron into a closer relationship and establish a deep feeling of respect and affection for his or her home rink on the part of the skater.

In a short time a new book of competitive rules governing speed skating will be available to all rink owners. It not only covers the official rules for speed skating but contains a great deal of information on the promoting of schools, race meets, a chart of an official track layout, and a description of various kinds of races that have proved attractive. In fact, there is a wealth of material which undoubtedly will prove valuable to anyone with an inclination to give racing a trial. Another innovation in connection with the promotion of speed skating is the interchange of speed skaters between RSROA rinks. William Sefferino, of the Roller-drome, has expressed his willingness to loan to other RSROA rinks, for exhibition purposes, any of the Roller-drome's well-known speed skaters, including George Moore, national speed champion, such arrangements, of course, to be on the basis of expenses, the amount of which must conform to the rules governing amateur skaters.

As an indication of the progress we are making in speed skating and how promising its future is, I have in mind the encouraging comments made upon the occasion of the last national championships by such persons as Joseph K. Savage, nationally known ice skating authority; Ted Young, president of the Amateur Skating Union, and Perry E. Rawson, of the RSROA. Under all of these favorable conditions, I am positive that

there is a brilliant future for speed skating, and I am sure that the next few years will bear me out on this point.

RINKS

(Continued from page 47)

the 1938 tour of Joan and Jimmy Lidstone and Billy Watson, British amateur skaters. It was illustrated with a picture of Secretary Martin, Robert Martin; Melva Block and Hugo Laine, Detroit skaters, and a diagram of the Mohawk Waltz.

OPERATING since October 10, Campus Roller Palace, Akron, O., has been converting many to the sport, reported Manager Peter J. Shea. Recent party staged at the rink by society people was covered by photographers from a local newspaper, the rink getting much publicity on the event in the paper's Sunday edition.

MEMBERS of Arrow Roller Club, Scranton (Pa.) Rollercade, recently purchased new uniforms and had a group picture taken for publication in the rotogravure section of *The Sunday Scrantonian*.

SPECIAL attractions on November 22 after the regular session at Fred H. Freeman's Winter Garden Roller Rink, Boston, were 16mm. talking pictures, furnished by a cigarette company. Over 100 new members were admitted to the Monday night novice dance class on November 11.

RECORD crowd of 1,800 attended a Halloween party at Mineola (L. I.) Roller Rink on October 31, when General Manager Earl Van Horn distributed six watches valued at \$250 to winners of a costume contest. Door prizes of 15 turkeys were awarded on November 18, turkey night.

CIRCUS SAINTS-SINNERS

(Continued from page 35)

November . . . congratulations to Prexy Hoffman for the clever pictorialized notice for the November 27 luncheon, when Irving Berlin will be the Fall Guy . . . as there are already 820 reservations for this luncheon, the Hotel Astor is going to tighten up to keep out curiosity-seekers. All members will have to show their luncheon tickets before being admitted . . . we have just scanned a copy of *Signal*, an illustrated monthly paper published in Germany, for month of September, printed in the German language. Much to our surprise we see therein an article about a film being made depicting the life of the Three Codonas. It shows plenty of pictures, too, and some of them bring back pleasant recollections of these great aerialists.

Nice letter from Dick Ellsworth in which he writes, among other things: "Around 1900 I was a reporter for *The Brooklyn Eagle*. Those were the days of the Forepaugh-Sells Bros.' Circus. Whenever this great combination played Brooklyn, my city editor, knowing I was a fan, assigned me to the show for the Brooklyn week. The first thing I did was to sit down with Lewis Sells for a conversation, all the staff waiting to see me come out on my ear. But nothing happened. Mr. Sells and I got on fine together and before the show left town he invited me to visit him on the road. Well, I didn't know him quite so well then as I did later, and I didn't go. The first thing he said to me the next year was, 'Why didn't you come out to see me?' That was a good tip. The result was that for several seasons I spent all the time I could get with him. He always had a stateroom for me on his car and he worked me to death almost. But I had many visits varying from a week-end to two weeks with him in the East, Middle West, and the South. The Forepaugh-Sells Bros. was a real show and my acquaintanceships with Forepaugh-Sells Bros. people broadened until I knew many a troupier all over the country." Thanks, Dick. Whatever became of my other prolific correspondent, Baraboo Bill Kasiska?

Jim Schonblom, press agent for the Lillian Leitzel Tent, Bradford, Pa., writes about some of the members of that Tent as follows: "The fellows down here were sorry they couldn't get to the convention. Sixty Watson thinks that New York is just one big night club. That's all he saw on his last trip. Dick Camp is getting settled in his new home. Meigs Beam and Mayor Coit are recovering

from the affects of the Steamburg Lodge initiation the other night. Tim Eyssen insists he has nothing to do with his wife's stories in *The Post*. Juny Lowe is being beselged by foreign performers who wish to work for the Mighty Watson Shows next season. Fred Heckel followed the Elks' street parade. Tom McDowell was the first one called in the draft from the Saints and Sinners. Jim Casey is sprucing up the winter quarters for the coming season."

CORRAL

(Continued from page 35)

Polly Insley, Gale Thomas, Ralph Johnson, Mary Cardinal, Dick Arvin, Lyle and Juanita Van Patter, Al Jones, Ray and Anne Doering, Bob Jones, Orval Gilliam, Georgia Sweet, Gordy Smith, Jack Nelson, Soapy Williams, and Billy and Beverly Harnett. Mary Cardinal was injured Monday night in a fall from her horse and several stitches had to be taken in her head at Highland Park General Hospital.

RODEO in the Coliseum on exhibition grounds, Toronto, Ont., November 14-16, staged by Gene Autry, Western screen and radio star, and Col. Jim Eskew, of the JE Ranch Rodeo, with Charles Mavety, of Toronto, as producer, proved highly successful. Mavety represented the moving picture industry's war service committee, sponsors, and the profits were used to augment the Lord Mayor of London's Fund to aid those who suffered in the recent German air raids. Total

receipts were \$32,100. First matinee Thursday was free to 4,000 Canadians in military training on the exhibition grounds. Autry donated his services and went from the Boston Garden Rodeo to Toronto. He received numerous ovations and was an honor guest at a banquet at the Royal York Hotel, Toronto, on Thursday night. Colonel Eskew made his price for stock and features to cover only his expense. The movie men, just before the rodeo started, made up a fund of \$500 out of their pockets, which was divided into final purses for the more than 80 contestants, many of them being Canadians. Features included Chief Oneida's Indian Band, Roscoe Armstrong and bucking Ford act; Jimmy Risk, champion horseshoe pitcher; Junior Eskew, Arvil Gilliam, and Gene and Don McLaughlin, fancy ropers; Curley McCall and his Roman auto jumping team and mounted basket ball, and a group of trick and fancy riders headed by Georgia (Sweet) Gilliam, of Waco, Tex. Harvey Tier and Bill Hall, of Toronto; Tommy Horner, Brady, Tex., and Bill Parks, Nebraska, were judges. Lou Rudolph was the announcer and timer, and Bob Matthews, arena secretary. Final winners were: Bronk Riding—Harley Walsh, George Ward, Alvin Parshall, and Dewey Fox. Bull Riding—Curley Hatchell, Rabbit Quirk, Buck Dowell, and Mexico Slim. Steer Decorating—Curley Hatchell, Bill Parks, Buck Dowell, and Slim Walsh. Wild-Cow Milking—Teams captained by Bill Parks, Junior Eskew, Tom Mix Eskew, and Buck Dowell, Mildred Mix Horner and Mary Parks rodeo exhibition bronks.



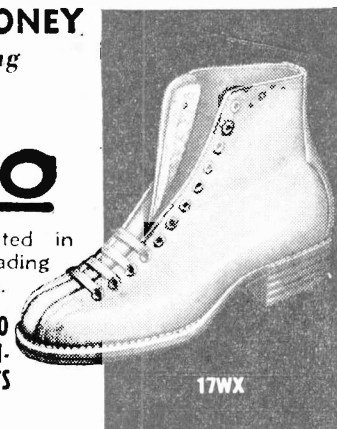
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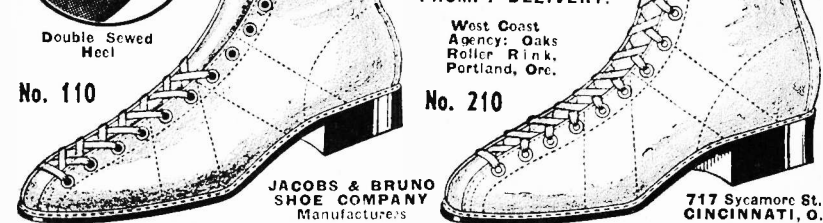
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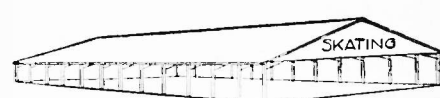
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Railers Go to Barn in Black

Lewis Climaxes Tour in Norfolk

Click home-coming celebration marks end of org's first season as rail show

NORFOLK, Va., Nov. 23.—With streets bedecked in bunting, this city welcomed home the Art Lewis Shows at a click seven-day Home-Coming Celebration. Stand was a fitting climax to shows' first annual tour as a railroad show, a trek which carried the organization as far East as Plymouth, Mass.; as far North as the Canadian border, thru Pennsylvania, and as far south as the tobacco belt of the Carolinas.

Opening night here Mayor Wood, City Manager Charles Borland, City Clerk John Corbell, Chief of Police Woods, Inspector Petty, Captain Miller, Leon Nowitzky, George S. Thompson, U. S. Marine Commission, and members of the Association of Commerce, and a delegation of the Norfolk tent of the Circus Saints and Sinners' Club of America were on hand to officially welcome Manager Lewis and the show back to quarters at the army base here. Altho the weather was cool, thousands crowded the showgrounds during the engagement. At 12 midnight November 11 the midway lights were dimmed twice as a signal that the season had officially come to a close, and the work of dismantling and storing the shows started. ((See LEWIS IN NORFOLK on page 58))

Big Top Theme For PCSA Ball

Name bands, talent array lined up for Coast club's 19th annual gathering

LOS ANGELES, Nov. 23.—In line with its plan to carry out a "big top" theme for the Pacific Coast Showmen's Association's 19th annual banquet and ball in the Hotel Biltmore on December 17, committee in charge of arrangements, headed by Chairman William (Bill) Hobday, announced this week that the Gilmore Circus Band has been contracted for the event. In an effort to carry out the circus theme the lobby entrance of the Biltmore's Gold Room will be made ((See PCSA BALL THEME on page 58))

Gooding Will Take Out Two Shows and Five Units in 1941

COLUMBUS, O., Nov. 23.—Indicating his declared confidence in the outlook for next season, Floyd E. Gooding, head of the F. E. Gooding Amusement Company here, announced that in 1941 the company will operate two carnivals, Gooding Greater Shows and American Exposition Shows, and five units of independent rides.

General Manager Gooding said that at close of a successful season this year he had found highly satisfactory his policy of keeping equipment as new and up to date as possible and that numerous new rides will be added in 1941. In October a modern daylight building was added to the winter quarters, 1300 Norton Road, Columbus, where facilities are ample for rebuilding and reconditioning company equipment and for work in its new line of buying and selling used amusement equipment.

Having contracted to furnish riding devices in conjunction with big-city presentations of Almon R. Shaffer's *World's Fair Highlights*, the Gooding company for the first time in many years will operate a unit during the winter season.



NOBLE C. FAIRLY, who sold his interest in the Fairly & Little Shows recently and who has been signed by Max Goodman, owner-operator of Goodman Wonder Shows, to serve as business manager for that organization in 1941. Manager Fairly, who had been part owner and manager of Fairly & Little combo for the past two years, will attend the Chicago meetings with Owner Goodman.

Hector-Barker Form Combine; To Launch New Show Next Year

ROCHESTER, N. Y., Nov. 23.—Thomas J. Hector and Gerald Barker pooled their interests here recently and will take out a carnival in 1941 to be known as the Sunburst Exposition Shows. It was revealed this week by William Schoen, Hector, a resident of this city, has owned and operated the Great Lakes Amusement Company since 1928, while Barker has operated cookhouses, rides, and penny arcades on various shows for the last 15 years.

Management arranged to store equipment on the fairgrounds in Little Valley, N. Y., and as fast as the various units ((See Hector-Barker Join on page 58))

Wyse Greater Finishes Well; To Winter in Wayland, Ia.

WAYLAND, Ia., Nov. 23.—Wyse Greater Shows were put in storage here recently, after coming from Washington, Ia., where they successfully ended the season at the Festicorn Celebration. Work of removing old paint is under way. Owner-Manager H. L. Wyse returned this

Goodman Jaunt Is Best in Years

Several records chalked up—Little Rock quarters work already under way

LITTLE ROCK, Ark., Nov. 23.—After a highly successful wind-up stand at Brazos Valley Fair, Waco, Tex., where they eclipsed attendance records for the last five years, Goodman Wonder Shows called it a season and stored equipment in quarters at City Zoo Park here.

Owner Max Goodman said the season was by far the most successful for the shows since their inception five years ago. Shows also lay claim to shattering attendance marks at Tulsa (Okla.) Fair, Kansas State Fair, Hutchinson, and Nebraska State Fair, Lincoln.

Goodman added that he planned to add three new rides for 1941. In quarters here designers and builders are preparing for next year's tour. Present plans call for addition to two more coaches to the 1941 show train.

Great Sutton in Arkansas Quarters; Season Is Fair

OSCEOLA, Ark., Nov. 23.—Great Sutton Shows' 1940 trek, which came to a close in DeWitt, Ark., recently, was fair, Manager F. M. Sutton announced this week. He added, however, he has much better hopes for next year's tour. Work in local quarters is expected to get under way about January 1. Among those wintering here are Mr. and Mrs. L. H. Butler, Mr. and Mrs. Red Graham, Mr. and Mrs. Bill Norwood, F. M. Sutton Jr., and Babe Farrell.

Mr. and Mrs. George Campbell will spend some time in Memphis, but will return here after Christmas. Mrs. Sutton celebrated her birthday with a party recently. Sutton reports he has a number of fairs contracted for 1941.

week from an extensive buying trip and reported he plans to increase the line-up to eight rides and shows for next year.

Ward Hixson and Billie Clark returned recently from Tennessee, where they went to purchase a new Bullet ride. Mirror Show has been purchased from M. L. Van Buskirk, as have three shows from W. M. Warner. A new house trailer arrived this week and a number of new tractors and trailers have been ordered. Ward Hixson will leave soon with the new transformer truck to pick up transformers, recently constructed. Much winter work is planned.

Complete Program of ACA in Chicago

ALL SESSIONS of the seventh annual meeting of the American Carnivals Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning on Monday, December 2, at 11 p.m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting by President Floyd E. Gooding.
Roll call of member shows.
Proof of notice of meeting.
Reading of minutes of 1939 Chicago meeting and approval thereof.
Annual reports of general counsel, Secretary-Treasurer Max Cohen and of associate counsel and approval thereof.
Reports of committees, reports of officers.
Communications.
Discussion of activities of the association for the past year.
Applications for membership and action thereon.
Unfinished business.
New business.
Election of directors until the next annual meeting.
Directors' meeting combined with membership meeting.
Election of officers.
Discussion of association's policies for 1941.
Selection of next meeting place.
Presentation of bills.
Financial report of meeting.
Miscellaneous business.
Addresses by members present on subjects to be announced at the time of the meeting.
General conference on matters affecting the carnival industry.
Adoption of policies and legislative program for 1941.
Open forum.
Adjournment.
NOTE: At the second session to be held Tuesday evening, December 3, Ralph Whitehead, president of the Circus, Carnival, Fairs, and Rodeo International Union (AFL), will address the membership present on labor matters.

PCSA Aux Parties On 10th Anniversary

LOS ANGELES, Nov. 23.—Ladies' Auxiliary of the Pacific Coast Showmen's Association celebrated the 10th anniversary of the organization's inception with a combined meeting and dinner in the clubrooms on November 18. Event drew a large crowd and, after a brief business session, presided over by President Nina Rodgers, activities got under way. House Committee Chairman Rose Rossard and aids arranged long tables, which were decorated in holiday motif. Turkey was the piece de resistance. Lucille King emceed and members present were regaled with stories and incidents of the club's 10-year history.

Telegrams from several members who ((See PCSA AUX PARTIES on page 58))

15th Annual Jaunt Winner for Krekos; Shows to Old Barn

PORTERVILLE, Calif., Nov. 23.—For the 15th time in as many years, Mike Krekos' West Coast Amusement Company closed the season here on November 12. Business this year was better than it had been for a number of years. Results from the beginning of the 1940 tour showed a remarkable and substantial increase over other years, which continued in every town played until the last five, when the bottom seemed to drop out, W. T. Jessup, general agent, reported.

Town after town of the last five revealed a loss, some of them as much as 50 per cent. This trend held good until the closer here. Opening in Oakland the last week in March, shows toured California, Oregon, and Washington, and staff and personnel remained intact thruout. At conclusion here, shows were shipped back to quarters at 512 Alice Street, Oakland, Calif. During the season shows changed over from a railroad to a motorized organization. This was accomplished at Stockton, Calif., when management purchased 15 trucks and trailers.

Jack and Martha Joyce, Doc Cunningham, the Three Meteors, and Don Celesto provided the free attractions. Some of the members of the staff and personnel gave the following destinations: Bob Schoonover and family, Mr. and Mrs. Harry Meyers, Mr. and Mrs. Joe Zotter, Ralph Deering, and Fussy Brown went to Oakland, Calif.; Mr. and Mrs. Ed Helwig, Bellingham, Wash.; Shorty Cocan, Weed, Calif.; Louie Leos, Los Banos, Calif., and Owner Mike Krekos, W. T. Jessup, Mr. and Mrs. Charles Walpert, Mr. and Mrs. Hunter Farmer, Mr. and Mrs. John Weiss, Mr. and Mrs. Les Dobbs, and Mr. and Mrs. Frank Forest, Los Angeles.

Fairly Signs With Goodman In Business Manager's Post

ST. LOUIS, Nov. 23.—Noble C. Fairly, for the past two years part owner and manager of the Fairly & Little Shows, upon arrival here on Monday from Hot Springs, Ark., announced he had signed contracts with Max Goodman, owner-operator of Goodman Wonder Shows, to serve as business manager of the shows for 1941. Fairly is now on a booking trip but will be at the Chicago meetings with Goodman. Goodman said that Sam Gluskin, last year's general agent, is no longer with the organization. Anent the signing of Fairly, Goodman said: "Noble is now back to his old love—the railroad show."

Brydon's Oddities Win At 10-Day Kaycee Date

KANSAS CITY, Mo., Nov. 23.—International Congress of Oddities, aided by a good publicity campaign, garnered one of its best weeks of the season so far at its 1120 Grand Avenue location here, in the heart of the shopping district. Good crowds were on hand from opening at 10 a.m. until closing at 11 p.m. Stations KCKM and WHB carried broadcasts from the museum floor by remote control twice daily and much newspaper advertising was used, with the result that the 10-day stand put the unit well on the right side. Snow and cold weather during part of the engagement failed to hurt attendance. Starr De Belle joined during the local engagement and assumed duties of publicity representative.

Additional Draft Serial Numbers; Delinquent List

CINCINNATI, Nov. 23.—Following are additional serial numbers of showmen who gave *The Billboard* Cincinnati office as their permanent address. Their registration cards are on file at Hamilton County Draft Board No. 7, Room 201, Havlin Hotel, Cincinnati:

Moore, Donald.....3886
Oakleaf, Orlen Garnet.....2723
Oliver, James.....3887

Delinquents

Draft Board No. 7 announces that the following men are considered delinquents, having failed to respond at the proper time:

Allen, Billy
Arbogen, George C.
Breece, Dale V.
Broda, Joseph J.
Brown, Jim J.
Chandler, Ray
Crus, Duyo
Davis, Arthur
Demetro, Tom
Eckhart, Harry A.
Endicott, Roy
Farlosse, Paul E.
Gaverson, Steve J.
Gibson, Howard C.
Goudie, Frank C.
Grant, Harry L.
Harper, Marshall
Theodore
Harthan, Henry
Hogg, Mack
Hooper, Harry J.
Jensen, Ralph P.
Jeter, Van L.
Jones, Harold H.
King, Henry
Lento, Tony
Lewis, LaVerne P.
McGuire, Edward L.
Marks, Frank

Mills, Madison E.
Myers, Lucky V.
Osterberg, William
Satterfield, Thomas M.
Stewart, Jack A.
H. Wells, Albert
Wilst, Richard L.
Womack, Carmack D.
Richards, John W.
Woodard, Russey W.
Roberts, Steve
Spillman, Don F.
Yost, Arthur M.

Draft Order Nos. Assigned in Chi

CHICAGO, Nov. 23.—Herewith are given the names and order numbers of showmen who registered under the Selective Service Act and gave *The Billboard's* Chicago office as their permanent address. The numbers were obtained from Chicago Draft Board No. 1, 35 South Dearborn Street:

Anderson, Elmer Eugene.....1105
Averill, William George.....366
Baldi, Francis James.....2123
Carter, Thomas J.....702
Cox, John A.....1251
Davis, Kenneth LeRoy.....2155
Decco, Fred Lee.....686
Donahue, John P.....1857
Hallett, Robert Francis.....1166
Hassen, Ollie.....1112
Johnston, Don.....673
Laycock, Walter Lewis.....150
Long, Maurice.....1261
Mathison, Charles Allen.....2191
Overland, Leo Eugene.....1466
Rhodes, James Alden.....1013
Teeter, Virgil Leroy.....2235
Warner, Arthur G.....1897

George Martin, of WM, Dies After Mauling From Lions

RICHMOND, Va., Nov. 28.—George (Abe) Martin, 60, vet trouper and employee of the World of Mirth Shows, died in Memorial Hospital here at 9:30 p.m. last Monday from injuries sustained a few hours earlier when he was attacked by two lions owned by Fred Delmar at the shows' quarters in the old locomotive plant grounds. Martin succumbed to the injuries despite physicians' efforts to save his life by amputating his left arm.

Accident occurred about 5 p.m. as Martin, who was a train hand with the shows, was placing a heavy wooden shutter over the cage den, and one of the lions thrust a paw thru the bars, pulling Martin close to the cage and severely lacerating his arm. While attempting to beat off the attack, Martin's other arm was gripped by another lioness and both savagely clawed and mutilated him. Show employees, attracted by his cries, found him with each of his arms in the grip of the big cats and his back badly torn. They beat off the animals with clubs.

Funeral services for Martin at the L. T. Christian Funeral Home were well attended, a delegation of the members of the local W. W. Workman Tent of the Circus Saints and Sinners' Club of America acting as pallbearers. Floral tributes were many.

Smith, Willis C.....3790
Spillman, Don F.....196.....3790
Stacey, Michael J.....288.....3064
Stanley, Frank.....330.....3873
Stewart, Blakey W.....74.....3151
Stewart, Jack A.....88.....3039
Thomas, Arthur.....182.....3482
Thomas, Tommy.....3787
Thompson, John J.....183.....3658
Van Camp, Arthur J.....219.....3446
Vaughn, John Clifford.....344.....3682
Wade, Harper F.....153.....3046
Wall, Otis L.....300.....3462
Washburn Jr., Nelson.....118.....3041
White, Richard.....252.....2924
Wilst, Richard L.....199.....3485
Willman, Oscar H.....266.....3479
Womack, Carmack D.....130.....3065
Yonko, Spero L.....212.....3339
Yost, Arthur M.....146.....1428
Young, Howard A.....130.....2544
Beaudreaux, Carlyle Albert.....177.....5840
Benjamin, Chester Everett.....
Kirkwood, Eugene.....
Langmo, Harvey Loomis.....

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlyle Albert.....146.....1428
Benjamin, Chester Everett.....130.....2544
Kirkwood, Eugene.....177.....5840
Langmo, Harvey Loomis.....

NEW YORK OFFICE, 1564 BROADWAY

Garruso, John.....
Harris, William A.....
McCoy, Michael James.....
McKernan, Patrick.....

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Nov. 23.—Following are the order and serial numbers of men who have Selective Service mail at *The Billboard's* various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately.

CINCINNATI OFFICE, 25-27 OPERA PLACE

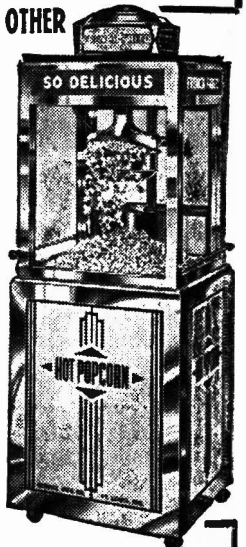
Name	Order No.	Serial No.
Adams, Walter W.	323	3553
Allen, Claude W.	295	3222
Anderson, James	320	3219
Arbogen, Geo. C.	94	3843
Ashworth, Richard L.	256	3217
Babbs, Louis W.	234	3549
Barfield, Carl C.	178	3132
Baumgardner, Lee		
Bealrd, Elbert Loyd		
Bickford, Amos L.	271	3472
Borsvold, Arthur E.	369	3571
Bowen, Perl J.	248	3029
Bowman, Chas. R.	154	2970
Breece, Dale V.	83	3783
Bright, James H.	339	3671
Broda, Jos. J.	143	3322
Brown, Jim J.	115	3504
Cahill, Jos. L.	231	3605
Chandler, Ray	107	3016
Conroy, Harry T.	242	3018
Costello, Tom	297	2973
Crowe, Chas. H.	331	3537
Crow, Richard D.	368	3258
Crus, Duyo	121	3634
De Criscio, Anthony	38	3252
Eckhart, Harry A.	142	3842
Escalante, Filomeno Acevado		
Eysted, Benjamin A.	267	3935
Ferguson, Walter Leon Jr.	221	4945
Ford, John W.	125	3107
Foster, Jack Mitchell		
Fricano, Frank		
Gaverson, Steve J.	132	3530
Gawle, Walter Peter		
Gibson, Howard C.	140	3445
Gouldie, Frank C.	131	2928
Grant, Harry L.	190	3664
Greaves, Wm. F.	257	3673
Hanson, Harry Laverne		
Harper, Marshall T.	4	3508
Harvilla, Albert	262	3043
Heisler, Raymond A.	1536	2473
Hooper, Harry J.		3644
Hughes, Howard Harold		
Jackson, Fred R.	282	3040
Jensen, Ralph P.	166	3254
Jeter, Van Lee	63	3663
Johnson, Mike F.	134	3689
Jones, James Earl		1125
Kealey, Edwin M.	215	3566
Kelly, John L.	171	3187
Kelson, Charles E.	151	3183
Killebrew, Raymond O.	296	3696
King, Henry	90	3746
Knight, Joseph P.	280	8006
Lamb, Buddy	340	3498
Leatherman, Fred L.	220	8707
Lee, Arthur W.	237	3033
Lento, Tony	137	3182
McGuire, Edward L.	180	3521
Mallery, Richard	184	3187
Marks, Frank	66	2974
Miller, John L.	162	3795
Miller, Orson Augustine		
Mills, Madison E.	96	3655
Moore, Thomas		
Morley, Donald V.	292	3104
Morse, David S.	240	3057
Mullen, Harry J.	357	3052
Myers, Lucky V.	128	3034
Nicholas, Green J.	161	3320
Noller, William H.		
O'Neill, Patrick J.	263	3758
Oakleaf, Orlen Garnet	100	2723
Owen, Geo.	69	3681
Politte, Leo	157	3173
Polk, Milton L.		
Redinger, George B.	114	3469
Richards, John W.	164	3625
Richardson, Raymond J.	362	3317
Robinson, Ralph J.	803	3517
Rutherford, Claude R.	337	3289
Satterfield, Thomas M.	129	3674
Soofield, Clifford M.	354	3557
Shaw, Wm. M.	315	3661
Sheldon, Samuel Marshall		
Smith Jr., Geo. Edward		

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"STRIKE IT"

THE MINIATURE "HIGH STRIKER"

Patented Vibrating Riser Rod
Now a 1¢ Slot Machine—electrically controlled. In-take over \$6.00 for each hour operated. For arcades or locations. Distributors, please write for territory. Sample Machine, \$50 each.

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DO YOU NEED MONEY?

Indoor Bazaars, Monte Carlo Nights, Days of '49, Winter Frolics, etc., promoted for money raising campaigns. Rental service for Wheels, Booths, Decorations, etc.

JERE SHAW

*524 Chestnut St., PHILADELPHIA, PA.
Phone: Locust 1124

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

En Route East.
Week ended November 23, 1940.
Dear Editor:

Word reached the press wagon that the show would positively play Florida dates this winter. Having an open week, the office decided to route the show toward the Citrus State and to take its time in making the run. All rides, stages, seats, etc., were loaded Saturday night. The canvas was left in the air to dry out before loading. This found the train loaded by Sunday night and the move ordered for Monday. Arrived

in Galveston early Tuesday. Laid over there to let the folks have some good fishing and basket parties on the beach. Train got under way late Tuesday night and made a record run of 200 miles in 36 hours, putting us in Bloomer-on-the-Gulf, Ala., early Thursday morning. Here our Healthy Home Cookhouse was unloaded and erected and all hands enjoyed a turkey dinner, which was cut short due to the local market running out of hamburger. All were enjoying themselves until the dining-car (See BALLYHOO BROS. on page 62)

Charles T. Goss Optimistic Over '41; Predicts Big Biz

ST. LOUIS, Nov. 23.—Charles T. Goss, of Standard Chevrolet Company, of East St. Louis, Ill., looks forward to a big year for outdoor show business in 1941. His reason for the optimistic outlook is because of his many unfilled orders for 1941 Chevrolet trucks and passenger cars. He already has some orders calling for delivery after January 1. During a visit to *The Billboard* office here this week he was himself surprised when on checking over his fall deliveries he found that he had delivered 71 pieces of motor equipment to show people in 33 different States, the longest trip being to Salem, Ore.; while the company delivered north-east as far as North Tonawanda, N. Y.; southeast to Tampa, Fla., and southwest to El Paso, Tex. And as he put it, "this in the face of poor weather, national election, a jittering public, and most shows reporting business far below par."

Among the outdoor showfolk to whom Goss delivered equipment this fall were H. D. (Doc) Hartwick and C. Johnson, Beckmann & Gerety Shows; Dee Lang, Dee Lang Famous Shows; Marion Harris, Hardin & Rowe Circus; Conrad Haney, Great Sutton Shows; Jay Barton, Prince Dennis, and Phil Little, Fairly & Little Shows; Charles Oliver and Frank Hana-saki, Oliver Amusement Company; M. M. (Matt) Dawson, Acme Premium Supply Company; Jack Dondlinger and Lew Gordon, Hennies Bros.' Shows; W. H. (Bill) Williams; Walter (Mills) Cling-man, Mills Troupe; C. H. (Charles) Reed, Zimdars Greater Shows; A. Floyd Carver, Carver's Diving Horses; Tex Stuart, Dod-son's World's Fair Shows; C. J. (Charley) Tennyson, Parade Day Advertising Com-pany; Ernie Campbell, Campbell Tent & Awning Company; Ralph Anderson, Beckmann & Gerety Shows, and Art Riley, Sol's Liberty Shows.

Charles McNabb; Buck Owens; Gus Litts, Dixie Belle Shows; Tony Robinson; W. L. Bostwick, Great Sutton Shows; A. (Booby) Obadal, Texas Exposition Shows; George Nelson and (Whitey) Miller, Hennies Bros.' Shows; Morris (Jimmie Fingers) Rosenberg, Texas Ex-position Shows; John R. Ward, John R. Ward Shows; C. H. Pounds, Mighty Sheesley Midway; H. (Foots) Reeves, Skeeter and Snokey Lorow, and B. O. (Butch) Grantham, Hennies Bros.' Shows; Earl Montford, Montford Riding Device Company; J. J. (Jackie) Stevens, International Congress of Oddities; Donald Gibson, Sol's Liberty Shows; Mil-ton Cohen, Bud Anderson Circus; Orville and Ruth White, cookhouse operators, and the following concessionaires: Charles Peyla, A. R. (Andy) Bartek, E. R. (Ray) Meyer, Sam R. Brooks, E. D. (Eddie) Grimm, Robert (Bob) Gorley, Charles Grinner, William (Bill) Duhr, Hal Woolley, Henry (Hy) Younst, Sidney Goodman, Everett Wafier, C. M. (Ches-ter) Harris, W. R. Huggins, B. Johnston, A. J. Simmons, R. A. (Ralph) Schoff-hauser, and Ernest (Ernie) Hiob.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Nov. 23.—Inas-much as this "column" will be the last to appear prior to start of the seventh annual meeting of our association in Chicago, we extend a cordial invitation to all owners, managers, executives, and others affiliated with or interested in the carnival industry and our association to attend sessions of our annual meeting commencing on Monday, December 2, at 11 p.m., Chicago time, in Room 118, Hotel Sherman, and continuing nightly at the same time and place until busi-ness is completed, subject to action of the membership at the meeting.

There will be a review of association activities for the past year and formula-tion of a legislative program and of other activities, as well as full discussion of matters pertaining to rail and motor transportation, federal and State social security laws, tax laws, and other mat-ters of interest. This year we are going a step further in proposing for discus-sion several subjects of vital concern to members and to the industry which ap-pear to be imminent for the coming year. These problems are of great im-portance, in our opinion, and should elicit much discussion and consideration.

As in past years, our sessions will be in conjunction with annual meetings of the Showmen's League of America and In-ternational Association of Fairs and Ex-position. This year, as is generally known, the National Association of Amusement Parks, Pools, and Beaches will be meeting separately in Chicago during the same week. We desire to ex-press the congratulations and good wishes of this association to the Interna-tional Association of Fairs and Exposi-tions upon its attainment of a notable record of 50 years of service in that por-tion of the outdoor amusement industry which it serves.

From the volume of mail being re-ceived at ACA offices, it appears that many, if not most, of our members will be in attendance, and indications are that there is a generally enthusiastic ap-proval of the activities of the associa-tion. We plan to arrive in Chicago on Saturday, November 30, and shall be available thenceforth, but we would ap-preciate it greatly if members desiring to discuss specific problems would contact us as early after our arrival as possible.

MIGHTY SHEESLEY MIDWAY

"The Most Beautiful Midway on Tour"

NOW

CONTRACTING ATTRACTIONS FOR SEASON 1941

WANT

A-1 Circus Side Show with real attractions; Hawaiian Show with talent and entertainers; Musical Revue, Motordrome, Midget Show, Snake Show with feature; Mechanical or Plat-form Shows; any NEW or NOVEL Ride; Legitimate Conces-sions ONLY; Foremen for all Rides; Trainmaster (Jack Biggars, write).

All address J. M. SHEESLEY, Sherman Hotel, Chicago, or See Me in Person During the Convention.

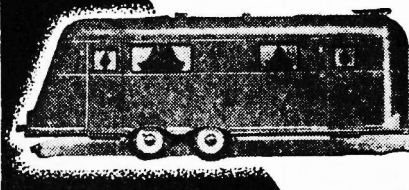
Fair Secretaries, Celebration or Special Events Committees, communicate with us. This is a thirty-car RAILROAD SHOW with the finest collective amusements ever assembled under one single title.

A TRAILER YOU'D BE PROUD TO OWN

There's nothing quite so satisfying as the pride of know-ing you have the best, whether it's your act or the trailer in which you live. Schult owners are justly proud of their trailers. They know that Schult is the standard by which other trailers are compared.

Because Schult sells far more trailers than any other maker, quality is high and prices are low. Many exclusive Schult features increase comfort and livability. Beds are the finest the industry has ever produced. Plenty of ward-robe, drawer and storage space for two to four persons. Write for new FREE CATALOG and name of your nearest Schult dealer.

8 Models
and 28
Interiors
to choose
from



SCHULT TRAILERS, INC.
Dept. 211, Elkhart, Indiana
Write For Free Catalog

Evangeline Shows Want

Athletic Show Manager carrying talent. Furnish Tent, Banners, Mat and Ring. Nula Show Manager that will work like told. Furnish 20x30 Tent, Banner, Poles. No Banners. Concessions open. Stock Joints and Percentage. No exclusive. Positively no Concessions working for over ten cents. Show will be out all winter. Route: Olla, La., week Nov. 25-30; Jena, La., week Dec. 2-7; Winnfield, La., week Dec. 8-14. C. R. LEGGETTE, MGR.

N. Y. World's Fair Museum In Click Start at Hartford

HARTFORD, Conn., Nov. 23.—New York World's Fair Museum opened its second week at 155 Asylum Street here on November 16 to good results. Armis-tice Day crowds the first week caused a clicking of turnstiles after an extensive advertising campaign a week in advance heralded the unit's local opening. Unit is said to be the first to appear here in several years. A modernistic front lends much flash to the exterior of the build-ing and the interior is replete with new stage settings and presents a new deco-rative idea in ceiling banners, Justis Ed-wards reports.

Opening was broadcast by remote con-trol from the floor of the museum. Line-up includes Floyd King, manager; John D. Foss, general agent; Justis Edwards, press representative; Cliff Patton, and James Carlton, lecturers; Tom Hart and Howard King, ticket sellers; Edna Price, sword and Neon swallow; Pedro Lopez, blow-torch artist; Gertie Aztec, pinhead; Prince Ramichandie, Hindu quarter boy; Freddie, armless wonder; Wendel Kuntz and flea circus; Lady Marie, tattooed girl; Richard Wolwender, tattooed boy; Tiny Cowan, fat boy; Princess Sylvia, torture cabinet; Rosemary, midget; Prof. George Burkhart, magician; Mae Patton, electric chair; Carmella, mystic; Chief Amos, Igarotte head hunter; Paul La Page, annex, and Mrs. Wendel Kuntz, superintendent of wardrobe.

Recent visitors were Blackstone, the magician; Paul Taulbee, and Fred Jan-SEN.



**NEW LOW PRICED
Electric
CORN POPPER**

BRINGS

\$5 to \$50 Daily Earnings

Does Work of a \$300 Machine

At About ONE TENTH the Price!

Here it is, men—the lowest priced Electric Corn Popper on the market. Does the work of a \$300 machine at a little more than ONE-TENTH the price. Fully guaranteed. Pops a batch wet or dry in three minutes. Sold on special liberal NO RISK PLAN! You can make PROFITS GALORE with this amazing low priced Machine, and if you order within 30 days we will send you FREE enough Pop Corn and Supplies so that when popped and sold IT WILL PAY FOR YOUR MA-CHINE! Don't delay—write today for full information.

**SALESMEN
WANTED!**

EXCEL MFG. CORP.
Dept. B-1240
MUNCIE, INDIANA

Great money-making opportunity for ambitious men. Write for full details!

"TENTS—BANNERS"

**NEW TENTS
USED TENTS
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MAY WE SERVE
"YOU"**

Write—Wire—Phone

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603 Hardesty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
152 W. 42d St., New York City, N. Y.

A SPECIAL SECTION OF

The Billboard

Section 2

November 30, 1940

Vol. 52, No. 48

Cincinnati, Ohio



IAFE GOLDEN JUBILEE

A TESTIMONIAL TO THE INTERNATIONAL ASSOCIATION OF FAIRS AND
EXPOSITIONS' CONTRIBUTION TO AMERICAN LIFE, AND A REVIEW OF
ITS GROWTH AND ACHIEVEMENTS

To the
**International Association of
Fairs and Expositions ★ ★ ★**
and all its members

George A. Hamid, Inc., has been serving Fairs and other outdoor amusement enterprises for the past 21 years. Today the George A. Hamid office supplies more Fairs with Talent of all kinds than any other agency in the world. The name George A. Hamid has become definitely associated with the greatest attractions in the world. It has stood for the last word in service. That is why leading Fairs look to George A. Hamid, Inc., for their entertainment programs year after year!

GEORGE A. HAMID, Director
NEW JERSEY STATE FAIR
MEMBER • IAFE

• You have the sincere and heartfelt appreciation of George A. Hamid, Inc., for the many valuable contributions you have made to Fairdom in America.

• The spirit of progressiveness which has always characterized the work of your fine organization should serve as an inspiration to every one of us who work with and for Fairs.

George Hamid

SERVING
AMERICAN AND
CANADIAN
FAIRS
FOR 21 YEARS

GEORGE A.

Congratulations

ON YOUR

★ **GOLDEN JUBILEE**

YOU'VE THRILLED US, FAIR MEN

by your many kind offers this past season and for 1941

We've worked hard to bring your Fair's patrons the greatest thrill show in the world. But everything we've put into our attraction has been worthwhile because this past season we've played to more over-flow grandstands than ever. We're already booked practically solid for the

1941 season. To all Fair Secretaries and Boards we want to express our thanks and gratitude. To those Fairs whom we had to turn down because of previous commitments, we want to express our sincere regrets and the hope that we'll be able to play their Fairs another time.

To George A. Hamid and to scores of friends who have worked untiringly in our behalf, we want to say thanks, fellows, we appreciate it.

Lucky



TETER

**THE WORLD'S LEADING AUTOMOBILE STUNT DRIVER
AND HIS HELL DRIVERS**

Personal Representative
J. HARRELL POWELL

HAMID

**10 ROCKEFELLER PLAZA
NEW YORK CITY**

**193 GROVE AVE.
OCEAN VIEW, VA.**

**260 TREMONT ST.
BOSTON, MASS.**

722 EMPIRE BUILDING, PITTSBURGH, PA.

Congratulations IAFE

To the Officers, Directors, and Members of
the International Association of
Fairs and Expositions:

Fifty years of existence! Fifty years of progress!
Fifty years in the promotion of better education thru fairs
and expositions! It's a record of which each and every one
of you should be proud—and we know you are.

Without your association the fairs and expositions
which you represent could never have met with the
progress they have—and we are sure the progress of
your fairs has inspired other fairs to do bigger and better
things in educating and entertaining the 60,000,000 fair-
goers in the United States and Canada.

We, too, are proud of your record and happy over the
success with which your association has met during this
long period of time.

With the greatest degree of pleasure we congratulate
you on the Golden Jubilee of the founding of your associa-
tion which you are celebrating this year. The occasion
must be a mighty happy one for all of you.

May your association continue to grow and prosper
as it richly deserves.

The Billboard Publishing Co.



President.

SECTION 2
VOL. 52
NO. 48

**The
Billboard**

NOV.
30,
1940

The World's Foremost Amusement Weekly

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Holiday GREETINGS

To Our

**FRIENDS, EMPLOYEES, FAIR
ASSOCIATIONS, COMMITTEES,
AND BUSINESS ASSOCIATES**

We have enjoyed another pleasant and profitable season and we wish to take this opportunity to thank you all for your splendid co-operation which has made our progress possible. Our sincere wish is **HEALTH, HAPPINESS, and PROSPERITY** for 1941.

CONGRATULATIONS IAFE

50 years of progress filled with many commendable achievements is a great record . . . we hope and wish for your continued success

**GOODING GREATER SHOWS
AMERICAN EXPOSITION SHOWS
THE F. E. GOODING AMUSEMENT CO.**

1300 Norton Rd.,

Columbus, Ohio

*Managers
and
Officials*

Mr. & Mrs. F. E. Gooding
Blaine Gooding
Mr. & Mrs. E. C. Drumm
Mr. & Mrs. George Bouic
Mr. & Mrs. Chas. O'Brien
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Kathleen Holleran



F. E. GOODING

*Extend Heartiest Holiday
Greetings to all their Friends*

FAIRS, CELEBRATION COMMITTEES

We are now organizing and booking for next year. Investigate us before you contract. See us in Chicago or write. We supply complete midways for Fairs, Expositions, and Celebrations, or independent rides only without concessions. We are interested in booking rides from May 1st until August 1st with reliable parties operating in good territory with Free Gate, with only legitimate concessions. Prefer locations in large cities.

HIGHLIGHTS OF 1940 ACHIEVEMENTS

We furnished amusements at 100 Fairs, Expositions, and Celebrations. We played more repeat dates in 1940 than any other amusement organization on the North American Continent. Gooding Attractions broke many long standing records this year—our midways were constantly packed with pleasure seekers who returned again and again to enjoy the many entertaining and educational features.

WE BUY, SELL, AND REBUILD USED AMUSEMENT EQUIPMENT

HAVE FOR SALE:

One two abreast 32 ft. Jr. Spillman Merry-Go-Round.
Two No. 5 Big Eli Wheels.
Two 8 car Spillman Kiddie Auto Rides.
One 8 car Allan Herschell Kiddie Auto Ride.
One Smith & Smith Chairplane.
One 7 car Tilt-A-Whirl.
Good modern equipment—all repainted and reconditioned. Looks like new.

ALSO FOR SALE:

One 20 x 30 Tent including walls.
One 21 x 42 Marquee.
Several hundred feet of side wall.

Full particulars furnished to interested parties.

THE WHITE HOUSE
WASHINGTON

October 3, 1940

My dear Mr. Herring:

It has come to my attention that the International Association of Fairs and Expositions at its December meeting in Chicago will celebrate its fiftieth anniversary. I offer hearty congratulations.

Through exhibits at its member fairs and in other ways the Association has been a potent force for good will and for the advance of agriculture and industry in the United States and Canada. The heads of the various departments and agencies tell me that the counsel and cooperation of the Association have proved most helpful in arranging Government exhibits.

I hope that the International Association of Fairs and Expositions may grow and prosper in the next fifty years as it has in the last half century.

Very sincerely yours,

A handwritten signature in cursive script, reading "Franklin D. Roosevelt". The signature is written in dark ink and is positioned below the typed name of the sender.

Mr. L. B. Herring, Jr.,
President,
International Association of Fairs and Expositions,
c/o South Texas State Fair,
Beaumont, Texas.



CANADA

Ottawa, November 2, 1940

L. B. Herring, Esq., Jr.,
President,
International Association
of Fairs and Expositions,
c/o South Texas State Fair,
Beaumont, Texas.

Dear Mr. Herring:

I am pleased to send to the International Association of Fairs and Expositions cordial congratulations upon the celebration at Chicago, in December, of its fiftieth anniversary.

For a number of years, the meetings of your directors, the interchange of visits and the consideration of common problems provided many opportunities for Canadians and Americans to meet together in pleasant and profitable intercourse. The work of the Association thus affords yet another example of co-operation and goodwill between our two countries. It deserves the commendation of our two peoples.

I am also informed that the regular exhibition, both in Canada and the United States, of the industrial and agricultural achievements of our two countries have given a notable stimulus to the improvement of the standards of agricultural products.

Yours sincerely,

W. L. Mackenzie King

DODSON'S WORLD'S FAIR SHOWS

MEL DODSON Sr., Mgr.

PRESENTS

The Modern, Streamlined Midway for 1941

MODERN to the "nth" degree this past year, Dodson's World's Fair Shows proved that up-to-date midways are necessities in the successful operation of Fairs and Celebrations. For 1941 we have planned many more improvements and additions which will be another undreamed-of revelation in the show world. Over 40 paid attractions will offer patrons a wide variety of entertainment. Miles of "Neon" will draw them in. Rides, illuminated from top to bottom, will be almost irresistible. Dodson will again blaze a new path across the carnival world in 1941. Hitch your wagon to our star. Write today for full details.

SEE US AT THE CONVENTION

Congratulations
IAFE

SHOWMEN

We invite correspondence from reliable showmen with good, acceptable ideas and will be glad to finance if you have an attraction of merit.

ALL ADDRESS

DODSON'S WORLD'S FAIR SHOWS
JACKSONVILLE, FLORIDA

Program for IAFE Jubilee Sessions

The 50th Annual Meeting of the International Association of Fairs and Expositions, December 1-4, 1940, Hotel Sherman, Chicago

Sunday, December 1

11 a.m.—Meeting of the IAFE board of directors.
4 p.m.—Exhibit of printed matter and advertising material. Judges, M. Sekleman, advertising manager, Montgomery Ward & Company, Chicago; Charles Lilinfeld, advertising manager, National Tea Company, Chicago; W. H. Howell, Lord & Thomas, Inc., Chicago; Mel Hendricks, Outdoor Advertising, Inc., Chicago.

Monday, December 2

9:30 a.m.—Advertising Clinic, open only to fair secretaries and publicity directors. Henry Lund, Minnesota State Fair, chairman; Paul Jones, State Fair of Texas, vice-chairman; L. R. Fairall, Iowa State Fair, secretary.

1 p.m.—Association of County and District Fairs meeting. Charles W. Green, Missouri State Fair, chairman; E. W. Williams, Manchester, Ia., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary.

2 p.m.—Annual meeting of International Motor Contest Association. Charles W. Green, Missouri State Fair, president; Arthur R. Corey, Iowa State Fair, secretary.

4 p.m.—Annual meeting of Middle West Fair Circuit. Charles W. Green, Missouri State Fair, president.

6 p.m.—Golden Jubilee reception and buffet supper. Samuel S. Lewis, York (Pa.) Interstate Fair, chairman; Harry G. Templeton, Indiana State Fair, vice-chairman; special feature, motion pictures in color, Los Angeles County Fair, Pomona, Calif.; State Fair of Texas, Dallas.

Tuesday, December 3

10 a.m.—President L. B. Herring Jr. will call the meeting to order.

Welcome to Chicago, B. H. Heide, secretary-manager, International Livestock Exposition, Chicago.

Response, Vice-President Charles W. Green, secretary, Missouri State Fair, Sedalia.

Reading of minutes of 1939 annual meeting.

Introduction and acceptance of new members.

Report of classification committee, Arthur R. Corey, chairman, Iowa State Fair, Des Moines.

Report of board of appeals, Charles W. Green, chairman, Missouri State Fair, Sedalia.

Report of special bylaws committee, Ralph E. Ammon, chairman, Wisconsin State Fair, Milwaukee.

Report of board of directors, Frank H. Kingman, secretary. Appointment of committees—Resolution committee, nominating committee.

The secretary will call the roll.

12 noon—Past Presidents' Club luncheon.

1:30 p.m.—Annual address by the president, L. B. Herring Jr., South Texas State Fair, Beaumont.

Introduction of guests.

Greetings from the President of the United States and the Prime Minister of Canada.

Anniversary ceremonies.

Modernizing Creates New Business—Inexpensive Investments That Pay. Douglas K. Baldwin, Alabama State Fair, chairman; Elwood A. Hughes, Canadian National Exhibition; Dr. J. S. Dorton, North Carolina State Fair.

County and District Fairs—What They Mean to State Fairs. Mrs. Don A. Detrick, Bellefontaine, O.

Make Every Day a "Name" Day—Special Programs Bring Attendance. Roy Rupard, State Fair of Texas, chairman; C. B. Afflerbaugh, Los Angeles County Fair.

Wednesday, December 4

10 a.m.—President L. B. Herring Jr., presiding.

The Ohio State Junior Fair—Its Meaning to 31,000 Boys and Girls. B. P. Sandles, Ohio State Fair.

Night Horse Racing. A. H. Lea, Multnomah (Ore.) County Fair.

Mardi Gras. Frank H. Means, Colorado State Fair.

Concessions—Their Effect Upon the Fair. C. G. Baker, Oklahoma State Fair, chairman; Harry J. Frost, Minnesota State Fair.

1:30 p.m.—President L. B. Herring Jr., presiding.

The New York World's Fair—Experience the Best Teacher After All. Leonard Traube, The Billboard.

One Hundredth Anniversary of the New York State Fair—A Technicolor Movie. Paul Smith, New York State Fair.

Value of Attendance Prizes. Harold F. DePue, North Montana State Fair.

Advertising-Publicity-Promotion, Sales Plans That Spell Success. Paul Jones, State Fair of Texas, chairman; L. R. Fairall, Iowa State Fair.

Report of Advertising Clinic, Henry Lund, Minnesota State Fair.

Report of Association of County and District Fairs meeting, Charles W. Green, Missouri State Fair.

Report of resolution committee, Henry G. Templeton, Indiana State Fair.

Election of Officers.

6:30 p.m.—Showmen's League of America Banquet and Ball, Grand Ballroom, Hotel Sherman.



The Story of a Symbol!



*C*onceived in 1898, this W and M symbol of the William Morris Agency has represented the peak of entertainment quality and integrity to users of talent in every branch of show business.

In all great fields of showmanship—vaudeville, musical comedy, drama, concert, motion pictures, radio, fairs and expositions—this trade-mark has meant the service of an organization whose understanding of the buyer's problems and needs has been matched only by its unequalled record for creating box-office values.

Representing a majority of the reigning stars of the entertainment industry, an enlarged, comprehensive service is extended to THE OUTDOOR SHOWMAN. Whether it be a single act, a complete stage unit or a name orchestra—executives of Fairs and Expositions, with every confidence, can look to

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The Fair as an American Institution

... 60,000,000 Americans gather annually in 2,200 different groups to buy, to learn, and to be entertained . . .

By CLAUDE R. ELLIS

FAIRS are rooted as deeply into this continent as is that spirit of free men which has made it the beacon of hope in a world all but blacked out. State, district, and county agricultural fairs were developed from ancient foreign trade fairs in step with the Western pioneers and their offspring as they grew great after customs and curbs of the Old World had been left behind. The fair is among the most typical of American institutions, and there are 2,200 fairs and exhibitions in the States and Canada that are viewed annually by 60,000,000 people—the world's largest trade convention.

People go to fairs to learn and to be entertained. Well-balanced modern fairs have something to offer every sort of citizen. There are no types of educational institutions fulfilling a deeper or more fundamental purpose. Time was when it seemed the farmer alone benefited by the community fair. Today it is a strong magnet to the merchant, the banker, and the manufacturer, who depend largely upon the fair as a gauge of a community's tempo. Besides direct sales stimulated by exhibits, thru interest and encouragement of the fair, industries are led to establish themselves in and around urban localities.

Welding City and Country

More than a century a part of social and economic life and for the past 50 years forging ahead as valuable physical assets, the fairs thru their permanency have proved their essentiality. As necessities, not luxuries, they have been supported by the private citizen and the public official. Instances where they have not yielded permanent values, thru mismanagement or missing their function, and have ceased to exist are the exceptions which prove the rule.

The entertainment values have kept pace with educational appeals of well-planned fairs, the latter are so generally recognized that for many years immense sums have been forthcoming in federal, State, provincial, county, and city aid. Little of such aid, once granted, ever has been cut off except for spasmodic political sallies into generally false "economy." How great have been the returns from premiums totaling millions of dollars each year, appropriated for educational exhibits, is history familiar to the public official as well as to the breeder and the boy on the farm. Successful exhibitors have been assured because premiums not only have stimulated all branches of agricultural, stock raising, and domestic arts, but have rewarded those for their time and money spent who put efficiency into their work.

Progress in manufacturing and other businesses displayed annually by exhibits of farm machinery, home labor-saving devices, and myriad industrial products brings to the fairgoer a clear picture of his needs and a natural desire for acquisition that more often than not sends sales resistance to the winds. So long have city and country dwellers rubbed elbows at their fairs that the habits, problems, and

thinking processes of the two classes are now understood with more intelligence and tolerance than at any time since a landing was made at Plymouth Rock. Ruralites marvel at the skill of workers of the shop, and the handicraft in home work and results of boys' and girls' club activities convince city folks of the high efficiency of those on the farm.

Architects of Morale

As fairdom determinedly advances, less and less is heard from that direful contingent that has cried out, as against the wind, that the fair has outlived its usefulness and is doomed. They were, in fact, erstwhile scoffing preachers of the credo that the fair always has been without usefulness in education or entertainment. But what of the record? Each year fairs have been carried on by those indomitable leaders who defied adverse weather, industrial depressions, and often half-hearted or no support—and generally without desire or hope of recompense other than the satisfaction of something well done in a beloved field. Governments have glowingly acknowledged values of fairs in maintaining public morale in dark times of war and peace. During the World War the annuals, large and small, were encouraged. Except for curtailing grants of money vitally needed in Canada's war effort, the public figures in the Dominion upheld the hands of its men and women devoted to those marvelous exhibitions north of the border. Government use of a number of plants as training centers brought on cancellations of fairs, which were accepted by fair boards and the public as only part of the price to be paid by a people caught in the maw of war.

The 1940 Canadian National Exhibition, Toronto, went on to new heights of achievement in its plant, valued at \$20,000,000, which had been and is being largely used for training. The five major exhibitions of the Prairie Provinces again took the lead in social and economic summer life, rounded out by scores of less pretentious fairs which proceeded as usual. And in the States such an array of resplendent settings as has never been witnessed before brought again an outpouring of millions to the scenes, old but ever new, of grandstand stages, high-act riggings, freshly curried tracks, ornate structures bulging with displays, gaudy midway colors and golden-globed pumpkins among rows of shocked corn.

Upheld by Uncle Sam

Innate value of fairs to Uncle Sam has been evidenced in the past few years by allotment of millions of dollars in work projects which, with heavy local financial support, have transformed fairgrounds from Maine to Mexico and from Cape Cod to the Golden Gate. Plants given valuations of \$1,000,000 each and more are now the proverbial dime a dozen. Attractive metal fencing, permanent edifices, and artistic landscaping replace scabrous whitewashed boards, ramshackle buildings, and weedy patches that

once were more of a sign of the times than a reflection upon fair associations. In the post-1929 slump many an all-year, high-calibered business went somewhat seedy, too. That the national government is to use fairs on a huge scale to demonstrate progress of its defense program is the belief of many observing fair executives. A start was made at the 1940 Southeastern World's Fair, Atlanta, where one of the features was an exhibit by the U. S. Army of fighting equipment and men from Southern forts on a hitherto unheard-of scale. There were also defense exhibits, not nearly so large, at Indiana State Fair, Indianapolis, and elsewhere. Thus a greater and more sensational display for fairs apparently has been born, and a healthy effect upon fair attendances over the nation is foreseen.

Physical Strides Amazing

To add to the many hundreds of millions of dollars in valuation already represented in fair plants, the sums expended in the past five years have brought them to a possible value of more than \$500,000,000. Constant shifting of appraised values, depreciation, improvements, and enlargements have made practically impossible any recent tabulation of figures of reliable monetary import. Those who have pretended to follow the amazing development of properties devoted to fairs believe that in so short a period probably no other industry has seen such proportionate substantial progress. To mention a few, the augmentation and face-liftings of the following have been notable:

Wisconsin State Fair, Milwaukee; Missouri State Fair, Sedalia; Iowa State Fair, Des Moines; Calgary (Alta.) Exhibition and Stampede; Ohio State Fair, Columbus; Minnesota State Fair, St. Paul; Illinois State Fair, Springfield; Kansas State Fair, Hutchinson; New York State Fair, Syracuse; Brockton (Mass.) Fair; Michigan State Fair, Detroit; California State Fair, Sacramento; Indiana State Fair, Indianapolis; Kansas Free Fair, Topeka; Kentucky State Fair, Louisville; Eastern States Exposition, Springfield, Mass.; Western Washington Fair, Puyallup; New Mexico State Fair, Albuquerque; Southeastern World's Fair, Atlanta; Mississippi Free State Fair, Jackson; Oklahoma State Fair and Exposition, Oklahoma City; Tennessee State Fair, Nashville; Florida Fair, Tampa; State Fair of Texas, Dallas; Southern States Fair, Charlotte, N. C.; South Texas State Fair, Beaumont, and State Fair of Louisiana, Shreveport. Homes of hundreds of other fairs, State, district, and county, have been put in apple-pie order, to the special benefit of suppliers of materials and workers paid for their hire, a great lift to labor, and to the ever-lasting enjoyment of the fairgoers concerned.

Entertainment Keeps Pace

Entertainment at fairs evolved from naturally crude beginnings, from the mountebank and the busker, thru the dubious and unprofitable

(Continued on page 27)



L. B. HERRING JR.
Present President

The IAFE

Tracing the history and growth of the International Association of Fairs and Expositions . . . its functions, accomplishments, and leaders, past and present . . . and the progress of fairs in general.

By **LEONARD TRAUBE**

THE celebration of 50 years of uninterrupted achievement by the International Association of Fairs and Expositions is an event important enough to earn a congratulatory message from the President of the United States. The reason is not hard to find: Encouragement of agriculture and of community life has always been an integral part of the American program.

During its march from a comparatively tiny organization, established in 1891 as the American Association of Fairs, to its present unchallenged position in North American fairdom, the association has persevered while a dozen Chief Executives were occupying the White House. Since 1891, when the AAF was born, siring the IAFE 29 years later, America has passed thru her most vital and epoch-making years. In 1891 it was only a few years after the construction period which solidified an America torn by the strife of civil war and rabid sectional passions.

The year was the beginning and the end of a great era in American show business. It was in that year that a man who revolutionized the amusement business died following a great and adventurous life unmatched before or since. This was Phineas Taylor Barnum, the most famous Connecticut Yankee of them all. It was the end of possibly the most interesting period in the business of giving entertainment of a certain kind to the multitudes.

But as each end marks a beginning, it was the inauguration of what may be termed the turning point in show business, at least as far as the agricultural annuals are concerned.

Consider the period by reflection. It was before the Spanish-American War, wireless, the Brothers Wright, "After the Ball Was Over," "Nelly the Sewing Machine Girl," Teddy Roosevelt and the Rough Riders, Admiral Dewey, the Maine in Havana Harbor, the pre-World War panic, the Titanic, the Lusitania, AEF and Liberty Bonds, Make America Safe for Democracy, post-war didos, League of Nations, Wilson and Clemenceau, the flapper, the Jazz Age, ragtime, woman suffrage, "Yes, We Have No Bananas," prohibition, a newspaper man in the White House, Lindbergh, Teapot Dome, Silent Cal, I Do Not Choose To Run, Wall Street crash, depression, RFC, WPA, bank holiday, alphabet soup, New Deal, repeal, social security, Townsend, Upton Sinclair, Huey Long, unemployment insurance, alien registration, peace-time conscription, and a man called Willkie.

While all this was going on a great trade organization was planting the seed so that future generations might grow the better and profit by example.

It was no mere coincidence that 1891 was the year in which the American Association of Fairs originated, for organizations are born of necessity. What of the preceding era? What of the Golden Age in American fairdom? To answer these questions we have to go back to beginnings.

The fair, like many another segment of "popular culture," came from Europe, but it

was in America that it flowered as a necessary part of rural and semi-rural life, ultimately reaching the dignity of big business in a cumulative way. Its significance was social as well as commercial, spiritual as well as practical. Its success has been the miracle of its almost immediate adaptation to the times. But all this is superfluous, because if the American fair were not flexible and readily adaptable, it would have long since been obliterated from the picturesque American pastoral.

As Professor Wayne Caldwell Neely said in his great book, "The Agricultural Fair," "Here's an unwritten chapter in the expansion of the American people," as the historian might view it. We are not a historian and it would not be written here if we were, because a whole shelf in the biggest library would not be sufficient to trace the miraculous development of what was once a peculiarly rural institution.

We can skip, too, the Old World influence, because while it furnished the seed and the inspiration, it was the American fair pioneer who furnished the three V's—vim, vigor, and vitality. Commercialism may be vulgar in speaking of institutions, but the original fair, wherever it was held—allegedly in Biblical times—sprang from a desire to show, to exhibit, to sell. And the festival, whatever its original intention, thought, or conception, was one of reunion wherein people gathered to see and to enjoy.

In general, the American agricultural fair emerged in the 18th century, in the Washington or Revolutionary period, in the halcyon days of the "gentleman farmer." It got its chief inspiration from England, but developed separately and into different channels and spheres. It was a day of "agricultural societies"—a kind of stuffed-shirt series of organizations, the first of which is said to have started in Philadelphia in 1775. Among its members were George Washington and Ben Franklin. Models started in Kennebec, Me.; in Boston, and, surprisingly enough, in New York City. Just after the turn of the century, around 1804, Dr. William Thornton, first Commissioner of Patents, suggested for staging in Washington a market fair for the sale of livestock and domestic products. Semi-annual fairs were established. Maryland and Virginia got the fair bug in quick succession, with President Madison an advocate and distinguished visitor. These were among the forerunners.

It wasn't until a practical gentleman farmer with great vision and organizational skill came along to revolutionize the conception of what a fair should be that the Golden Age rushed in with a sweep. As a result of his pioneering he could be held directly responsible for the American Association and, of course, the International. This was Elkanah Watson.

Most authorities credit Watson with being the Father of the American Agricultural Fair. He was a wealthy business man and banker out of Albany, N. Y., who became engaged in farming on a gentleman's scale after having apparently exhausted prospects for other ven-

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tures, the authoritative Professor Neely declares. In 1807 his anxiety to attach himself to new adventures caused him to buy an estate near Pittsfield, Mass. Important to remember is that he was no youngster, especially for his day, having reached the rather ripe age of 50.

Much has been written about Elkanah Watson and much will be written in the years to come, probably, one hopes, by Milton Danziger, for 10 years chairman of the International's important Government Relations Committee, of which more later. In 1810 Watson and his associates organized the Berkshire Cattle Show and with that started the American agricultural fair on its way. Virtually every society for the next half century was based on the "Berkshire Plan," with its accent on the promotion of agriculture.

It follows that should fairs disregard this basic accent, the reasons for annuals will have ceased to exist in logic. Even the most ardent and partial promoters of amusements realize this, and the stressing entertainment where necessary, must and do consider agriculture and kindred departments as prime and fundamental. It is to the everlasting credit of the IAFE and of its predecessor that it has never deviated from this principle in the 50 years of its spreading of the gospel.

As Father of the Fair, Watson was responsible for developing the competitive display, but, as happens in medicine, map making, and even entertainment, between his death and the real flowering of the fair in this country the technique was lost or temporarily abandoned, and it wasn't until about 1840 that it emerged again.

In that year began a period of agricultural expansion which made the American fair come of age. Between 1840 and 1890 development was taking place on such a scale that description of it as the Golden Age of fairdom seems singularly apt. It was around this time that John Deere made the first steel plow. William Manning patented the mowing machine, Obed Hussey and Cyrus H. McCormick took patents on reapers. By 1845 threshing machines were in general use, then came corn planters and cultivators, and important steps were made in the direction of livestock breeding and improvement. An age was in the making. America was at work.

It is impossible to divorce the background from the present. It will recur again and again. The AAF and the IAFE did not merely happen. It had to happen and did happen. Organizations were to start which became the nucleus of the parent AAF and its son, the International. Along the Eastern Seaboard, in Massachusetts and Maine, aid is given for crops. New York encourages agricultural societies, with 32 corralled by the end of '41. The federal government offers the first funds for promotion. New Jersey holds its virgin State fair, New Brunswick, 1841. By 1857 societies have formed in Alabama, California, Connecticut, Georgia, Illinois, Iowa, Kentucky, New Hampshire, Maine, Maryland, Michigan, Minnesota, Mississippi, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, and Wisconsin, and agricultural boards in Indiana, Massachusetts, Ohio, and Tennessee. In 1858 there are more than 912 State and county societies for the promotion of agriculture—95 in New England, 184 in the Middle Atlantic States, 308 in the East North Central sector, 135 in Iowa, Missouri, and Minnesota, 165 in the South, 12 in the Pacific territory, and 13 in other regions. Ten years later the list has swelled to 1,367. The fair gets closer and closer to its descendants.

Michigan holds its first State fair at Detroit, 1849. Fairs of State character spring up around Ohio and Wisconsin, Cincinnati and Janesville

respectively, about 1851. Indiana comes thru in Indianapolis, 1852; Springfield at Illinois, 1853; Iowa at Fairfield, 1854, and the "official California State Fair" in the same year. State fairs follow in Alabama, Georgia, Kentucky, Maryland, North Carolina, Virginia, and Tennessee. The International is only as good as its members by accumulation. Note how many IAFE fairs are represented in the Golden Age of the last century. The history of the association is measured in its fairs.

It was not all coincidence. America was girding its loins to attain pre-eminence. The greatest flight of population the world had ever seen was taking place—from the oppressions of Europe to the storied freedom of the New World. The nation was building at an unprecedented rate. America found room for its new Americans in its unnumbered hamlets and villages, towns and cities, valleys and peaks. While America was finding room, the fairs were primping and preening so that the admixture of bloods might find pleasure and comfort, recreation and education within their spacious acreages. It was a Golden Age for a golden country whose story is not yet finished.

When the American Association of Fairs started it had only a handful of members, who had become conscious of the need for planned management. Subsequent years were to find the association more and more intent on management, legislation, circuits, date schedules, and a thousand other pressing subjects. Less than five years after the historic merger in 1920 the IAFE pulled an unrivaled rabbit out of the hat with the inauguration of a School of Fair Management, and not long after it created what many regard as its most important committee, the Committee on Government Relations. This was management and propaganda on a rich and overwhelming scale. For about 15 years the association's permanent secretary, the man under whom many of the big programs of accomplishment were started, was Ralph T. Hemphill, of Oklahoma City. He had been at it long and well, but it was mutually agreed to make a change in behalf of the East, and at the 1938 convention Frank Kingman, of Brockton, Mass., was selected for the job.

In 1907 a roster of 21 memberships was considered quite a figure. Today there are some 71 U. S.-Canadian members, in addition to a score of county and district fair affiliations, for a total of nearly 100. Thirty-three years ago F. L. Eaton, Sioux City, Ia., was president and Charles Downing, of Indianapolis, secretary. J. W. Russwurm, of Nashville, Tenn., who was later association head, was then a member of the key committee on classification, rules, and entry forms. In that year the American Association of Fairs was surely feeling its strength, for it voted to raise annual dues from \$10 to \$25. An important subject of the time was circuiting of dates.

By 1910 the roster had swelled to 33 member units under the presidency of Thomas J. Wornall, of Liberty, Mo., followed by Charles E. Cameron, of Alta, Ia. There were about 25 State fairs held in this immediate period, and President Wornall, referring to 15 on which he had information, showed that in 1906 total attendance was 1,662,861. Four years later it had grown to 2,580,988 for the identical 15. The nation's population was soaring—the attendance at fairs with it. President Wornall had depth and imagination. "What of the fair of the future?" he asked. "The age of electricity, with its wisdom teeth uncut, staggers our mind as to the future." A prophecy?

As a proof that publicity and advertising were even then occupying the best minds in

(Continued on page 44)

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THE "CLICK" SPIRIT

It is no mere coincidence that the IAFE can say to the world, "this is our 50th anniversary." It takes Spirit, Courage, and a lot of other old-fashioned virtues to make the wheels go 'round . . . to make 'em click. This same spirit has enabled World of Mirth Shows to click season after season. But it could not have been done without the splendid co-operation of Fair Officials. They gave us one of those old-fashioned (old to us) Banner Seasons. Their confidence must result in our offering them for 1941 the absolute tops in Carnival Congresses. . . . See you in Chicago.

WORLD OF MIRTH'S "International" Fairs

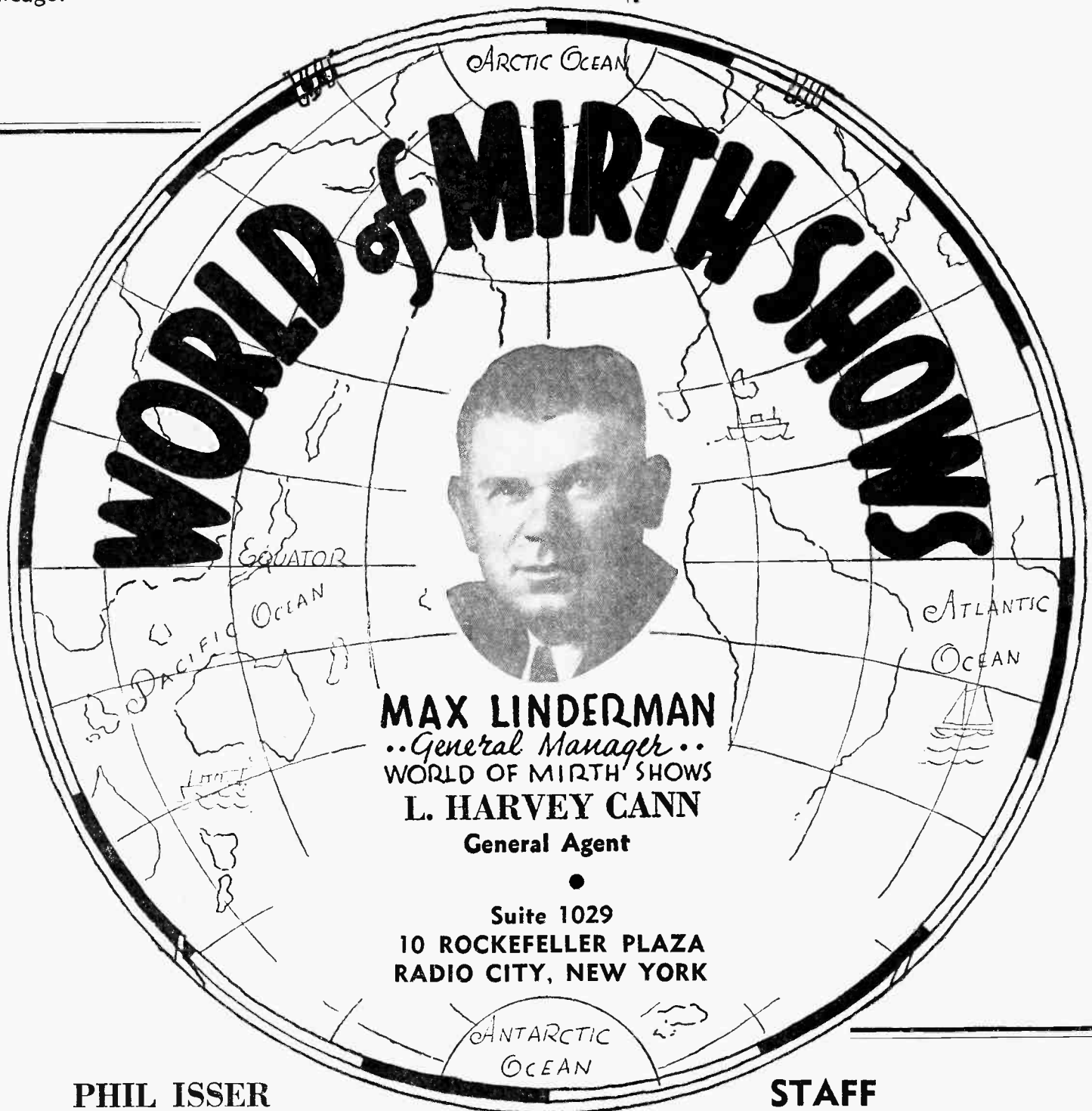
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Raleigh, N. C., State Fair

Richmond, Va., State Fair

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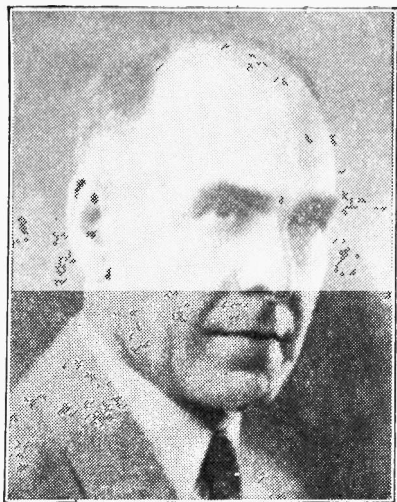
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"Mr. Secretary"



Ralph Hemphill

Ralph T. Hemphill

His successful experience as secretary-manager of a major State fair and a wide acquaintance among the fair men and showmen of the country stood Ralph T. Hemphill in good stead when, on the retirement of Don V. Moore, he took over the duties of secretary of the IAFE. Coming in at a time when fairs were entering a new era of expansion, Hemphill found the secretary's job one that required a tremendous amount of work, as new problems were constantly arising and secretaries were calling for information on many phases of their business.

Hemphill's connection with fairs dates back to 1904, when he went to work for the Louisiana Purchase Company prior to the opening of the St. Louis World's Fair. He worked as ticket taker, was transferred to the ticket-selling department and sold tickets at the main gate and made change until the middle of summer, when he was promoted to cashier in the office of superintendent of tickets, where he remained until the fair closed. He then went back to Illinois and taught school for a couple of years and farmed for two years. He next went to Texas, where he worked for a land company, looking after its farming interests. After two years there he went to work for the United States Department of Agriculture and while with it was transferred to the A. & M. College at Stillwater, Okla., as assistant director of extension. In 1917 he started working for the Oklahoma State Fair. In 1919 he was made secretary and in 1923, following the death of I. S. Mahan, he became secretary-general manager, which job he has since held.

Hemphill is married, and his wife, Ada, and daughter, Betty, are well known and liked among the fair and show people. For years they have taken an active part in the social activities of the annual convention in Chicago and Toronto. Hemphill has not missed a convention of the IAFE since he entered the fair business.

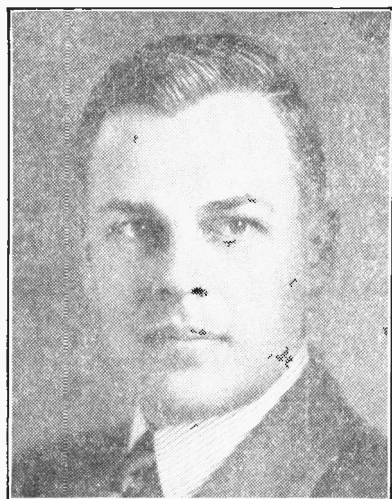
Even in the early 1920s the Oklahoma State Fair, as the representative exposition of one of the youngest States, had made enviable progress. Under Hemphill's energetic management it made rapid growth. Obtaining the co-operation of civic leaders, Hemphill secured additional appropriations for the fair, aroused greater interest among the agricultural and livestock interests thru an aggressive publicity campaign and by offering substantial premium awards. Exhibits grew to large proportions. Recognizing the importance of entertainment as an attendance stimulant, Hemphill sought outstanding grandstand attractions and was one of the early users of musical revues. His fair has continued an uninterrupted growth to the present day. In 1926 he was one of a group of leading fair managers called to Philadelphia to advise with officials of the Sesquicentennial Exposition.

Prior to the 1920s there was little or no collated material pertaining to fair management. One of Hemphill's first jobs as secretary of the International was to assemble data collected during the sessions of the School in Fair Management, held in Chicago in 1924. Hemphill was one of the active promoters of the school and did much of the preliminary work of getting it under way. At the sessions he took an active part in the discussions and work of the school. He was heartily in favor of continuing the school as a yearly event which would serve as a medium for the exchange of ideas that would be helpful to all fair managers. But insufficient interest was manifested and the school was not continued.

In 1925 Hemphill edited the School in Fair Management material and had it published in book form, making it available to all members. Later he collected from the minutes of the IAFE over a period of years the best papers on advertising that had been read at the annual

IN MOST organizations it is the secretary upon whose shoulders falls the greater part of the work. The International Association of Fairs and Expositions has been no exception. All of its officers and directors have done yeoman service for the fairs, giving generously of their time, service, and oftentimes money. But, year in and year out, it is the secretary upon whom devolve the numerous details of gathering, collating, and disseminating information vital to the interest of the fairs.

With fair men widely scattered thruout the United States and Canada and getting together but once a year when the annual convention is held in Chicago or Toronto, the only means of keeping generally informed on matters affecting the members is thru the IAFE secretary. Legislative data, fair policies, and other matters of importance are cleared thru his office. He must gather and make available to members material that will enable them to better conduct their respective fairs, answer hundreds of inquiries, attend legislative and other meetings, advise on matters pertaining to entertainment, exhibits, premium lists, budgets, and so forth. For his work he receives only a nominal salary.



Frank Kingman

Frank Kingman

BECAUSE only a few short years ago he would have been eligible for the draft and because, on the other hand, half his life has been spent in the business of making fairs pay, Frank H. Kingman is a happy combination of youth and its enthusiasm and age and its experience.

The fact is that few, if any, fair officials have worked on the administrative end of as many fairs.

For Kingman's life is a saga of strength thru statistics.

That is perhaps natural because his first job in the trade was on bookkeeping and office detail at the Eastern States Exposition, Springfield, Mass., the town of his birth. In a six-year span he had learned enough at Eastern States to fit him for the top job at the old Connecticut State Fair in Hartford, where he put in two years. From there it seemed a natural step, tho a titular comedown, to an assistant secretarial post at the Iowa State Fair in Des Moines. That's the spot reigned over by Art Corey, and Corey to this day is, and probably will be forevermore, the object of Kingman's unqualified admiration and devotion. Having previous to this come under the influence of Springfield's Charlie Nash, Kingman's regard for him is on an equally high level.

In 1930 an opening occurred at the old New England Fair in Worcester, which became part of the so-called Worcester-Brockton-Springfield circuit, but somehow Worcester managed to insert itself smack into three of the big depression years and after the 1932 renewal it renewed no more.

During the sweeping reorganization which took place at the Brockton Fair that year Kingman was offered the secretary's post and accepted it as a year-round administrator. In the interim period, while cleaning up his affairs in Worcester, he officiated at White City Park there until fair week of his baptism in Brockton neared.

One of his early pet creations at Brockton was the promulgation of Days—every day a different sock feature. He reasoned that he could not expect natives to make repeat visits merely because Monday night be Farmers' Day, Tuesday Shoe Day, Wednesday Joe Zilch Day, and so forth. So he offered half a dozen distinctly separate attractions of a tangible nature, and when the Secretary of the Weather provided

gatherings, had them edited, and published them in a volume entitled *Advertising of Fairs*. He did the same on the subject of budgeting and accounting. These three volumes contain sufficient material to give any newcomer in the fair game a good working knowledge of the many problems of fair management, taken from the experiences of the outstanding fair men of the last 50 years. These volumes were a valuable contribution to the literature of fairs.

An idea of Hemphill's which never came to fruition but which undoubtedly would have been a great thing for the fairs was the establishment of a central clearing house in Chicago or in Oklahoma City thru which the activities of fairs thruout the country could be co-ordinated. Such an agency, he believed, could render valuable service to the fairs. With a man working full time the year round, the agency could become a storehouse of information for all fairs, to which secretaries and managers could come for advice, ideas, and suggestions. Thru it the fair men could be kept informed on legislative matters affecting fairs, successful methods of handling commercial exhibits, budgeting, best means of advertising, handling concessions, new ideas that were proven successes, and a thousand and one other angles.

the proper atmosphere, the Secretary of Brockton provided the proper box-office essentials.

Kingman worked his way into even more tangible assets. His fair maintains the only known "International Zone." This is a series of attractive cottages on a wide, sweeping thoroughfare leading in from the main entrance. At present there are four buildings, catering to Italians, Lithuanians, Irish, and French. These make up the bulk of Brockton's foreign population.

Another innovation is an outdoor garden show made up of about 30 individual layouts which are practical for back yards. This is free and one of the more popular features.

Kingman has more often than not "experimented" with his grandstand program. He won't sit motionless and book "the same old stuff." He was one of the first to see the value in name dance orchestras, one of the first to put on a water show, one of the first to snap the program into an integrated and coherent whole, mobilizing "old" and "new" talent and performances into some semblance of production which the spectators could feel was distinctly a product of the Brockton Fair.

It has not all been the proverbial bed of roses. If it wasn't a St. Swithin series of downpours it was bad conditions; and if it wasn't bad conditions it was a fire which just about ruined the grandstand and equipment.

This year's grandstand bill at Brockton found Kingman presenting a show confined exclusively to George White's *Scandals*. To ease technical hurdles on the stage for this and subsequent productions and talent parades, Kingman introduced a superstructure of sturdy fabricated steel, set up to be operated as in a theater, complete with grid work overhead for curtains and lights. It is 70 feet wide and 35 feet above the stage, the stage itself being five feet above ground. It is a highly flexible framework, adaptable to almost any reasonable technical purpose. The point is that the steel structure gives an outdoor show the appearance of being put on in a theater.

A season or so ago he decided he didn't like the tobacco juice appearance of livestock exhibit buildings. Result: A few of them are decorated in baby-like blue which gives the interior a refreshingly new and different appearance.

Kingman has always been interested in trade association work. He is a veritable human compendium of information on county and State fairs and international and nationwide expositions. One year he headed the Massachusetts Agricultural Fairs Association. So when the IAFE convention of 1938 came along in Chicago and Frank Kingman was elected as its secretary, succeeding Ralph Hemphill, Kingman took to it like a duck to the pond.

It would be unfair to measure the success of Kingman as IAFE secretary by the two years he has been in office. Yet certain achievements stand out with telling clarity. He hustled around and expanded the convention program of 1939 so that instead of a session highlighted by four or five addresses he built a program technique calling for a multitude of speakers expounding on a wide variety of important subjects.

He began a campaign to embrace more State associations of fairs under the IAFE shelter and today the membership is 20. Last year the State members held a separate meeting in Chicago and will follow the same practice this year.

Kingman's IAFE aim—one of a horde of them—is to set up a special subgroup composed exclusively of publicity and advertising men attached to member fairs. He also has a similar group in mind for concession superintendents. But his chief objective is the formation and maintenance of a central office which would act as a clearing house for information, national and State propaganda, uniformity in contracts, insurance, and the like.

Fairs Are Big Business

...51 weeks of preparation for a one week show... But fairs are more than just a show. They represent an investment of millions and the talent and energy of big business.

By NAT GREEN

FIFTY-ONE weeks of preparation for a one-week show! But what a show!

When we look at it today, we marvel at the revolutionary changes that have taken place in American fairs in the last 40 years. Yet, considering the startling evolution in every other phase of American life during that period, the fairs have merely kept pace with the march of progress. At the turn of the century we were slowly emerging from the horse-and-buggy age. For decades the fairs had followed the leisurely tempo of the times and were, for the most part, largely local in their appeal. Gradually their sphere widened as transportation facilities grew, and with the coming of the automobile the fairs were given a great impetus. Night fairs, which had been few in number, multiplied as the automobile came into general use. Increased attendance was the natural result, and it, in turn, led to increased exhibits and more elaborate entertainment programs. Nationally known firms whose products appealed to the rural population began to take notice of the fairs as a stepping stone to bigger markets, but it was not until the middle '20s that they began to develop the market on a large scale. The development has continued unabated along with the phenomenal growth of every department of the fair. Today we find at the fairs acres of buildings housing thousands of exhibits appealing to every conceivable taste. Thousands of sleek cattle, blooded horses, halls filled with home handicraft; magnificent displays of fruits, flowers, and agricultural products; walls hung with the work of ambitious young artists. Home appliance and farm machinery displays worth hundreds of thousands. Horse races, auto races, thrill shows, musical revues featuring famous names; bands of national reputation; midways ablaze with lights and life. An endless array of attractions that educate and entertain.

That, in brief, is the Big Business State Fair of today, and on a smaller scale it is duplicated by hundreds of county and district fairs which

annually attract huge throngs. Small wonder, then, that the fair man must be something of a financier, salesman, politician, promoter, showman, and something of a gambler to successfully conduct the many-sided institution that is so important a part of American life. To handle an attendance of anywhere from a quarter million to more than a million people in a week or 10 days, as the leading fairs do, requires marked executive ability and a carefully planned organization which functions the year round. Co-operation of business men and civic groups must be assured; exhibits and commercial displays arranged for months ahead. Budgets must be worked out; improvement of grounds and buildings arranged for; entertainment programs set and talent contracted. There are literally hundreds of details of which the thousands who come to the fair have no realization. Hence the importance of having men of sound judgment at the helm.

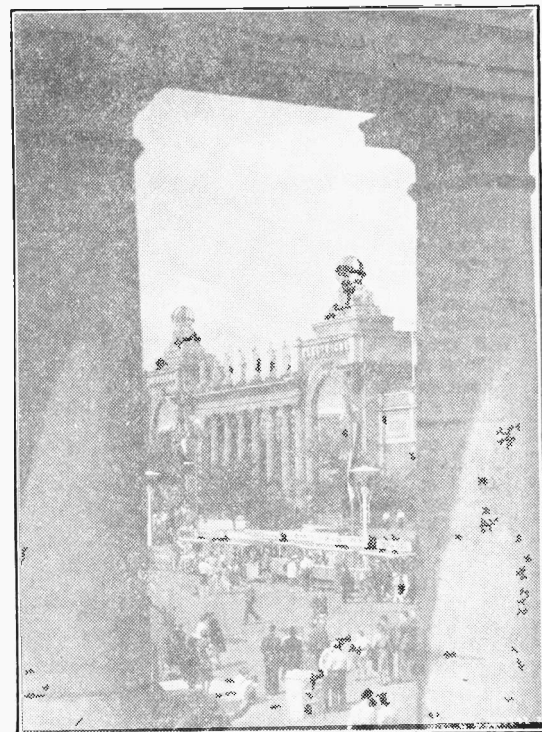
Huge Investments

The huge investments represented in leading fair plants are an eloquent indication of the fair's importance in the fields of education, entertainment, and marketing. These investments have shown a marked increase during the last few years. Huge new coliseums, machinery halls, 4-H Club buildings, large-capacity grandstands have been built to take care of the expanding exhibits and increasing attendance. Education and business go hand in hand, and the splendid work the fairs are doing in co-operation with State agricultural colleges in championing improved methods of farming and livestock raising and a higher standard of rural living has created a new market of vast proportions in rural America.

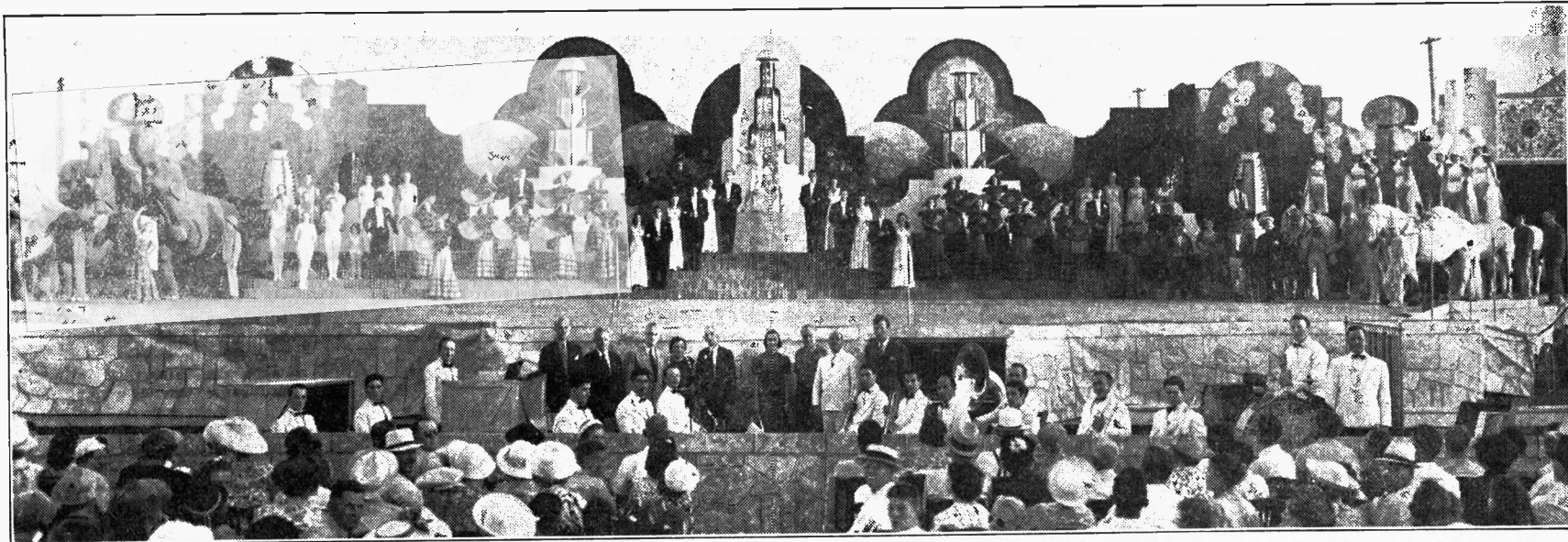
Most of the men behind the fairs are substantial, successful business men who have the interest of the community at heart and look upon the fairs as a powerful factor in civic betterment. To them the fairs, in spite of the

tremendous amount of work involved, are a pleasant avocation that pays satisfactory dividends in building the community and countryside.

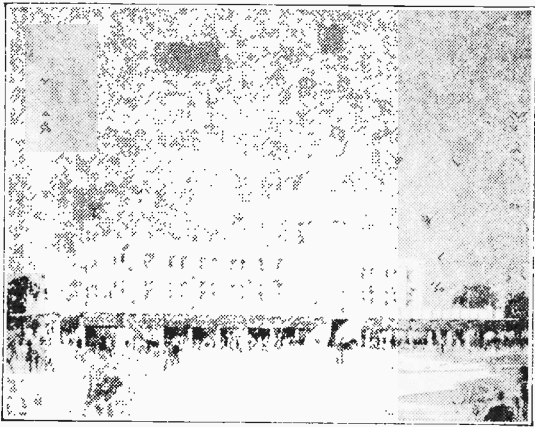
A field in which the fairs have done a job of immense value to the country is that of boys and girls' 4-H Club work. The 4-H Club movement has been fostered by the fairs since its inception. Today there are more than 1,500,000 members thruout the country, and thru the incentive offered by the fairs they have been



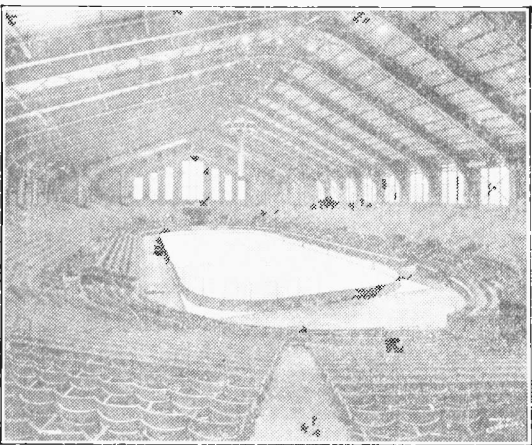
Thru the massive pillars of the Prince's Gate may be seen the Electrical and Engineering Building, one of the largest on the \$20,000,000 grounds of the Canadian National Exhibition, Toronto. This building houses a great variety of electrical displays as well as many other interesting exhibits.



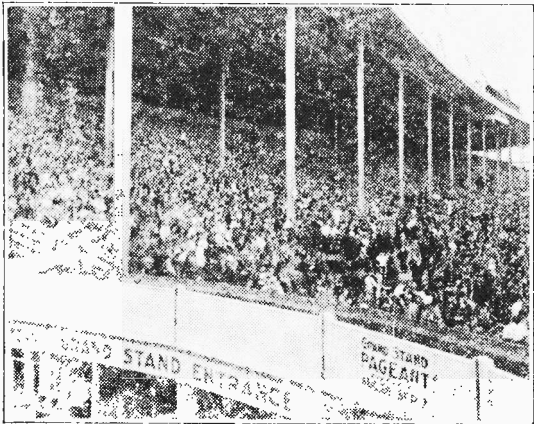
Some idea of the immensity of the shows presented in front of fair grandstands may be gleaned from this photograph of one of the big revues which played many of the leading State fairs in 1939. The massive scenic set forms a 250-foot background of variegated light, color, and design, and 75 people appear in the production, which is an extravagantly costumed and colorful musical, supplemented by standard novelty acts. In the foreground may be seen a small part of the overflow audience seated on chairs on the race track.



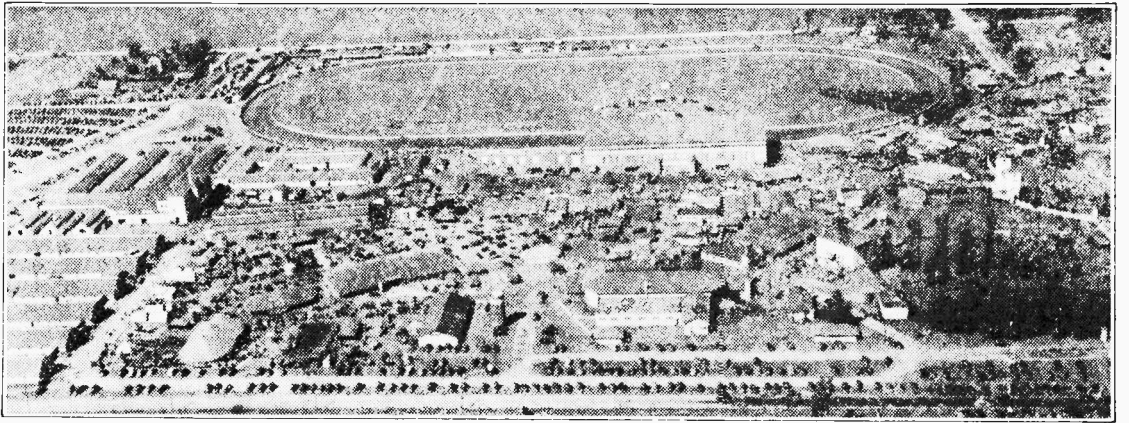
The 4-H Club building on the Minnesota State Fair grounds. Erected at a cost of more than half a million dollars, it is regarded as the finest structure of its type on the American continent. Measuring 357 by 150 feet, it is a three-story, fireproof monolithic concrete structure which provides an adequate setting for an impressive showing of the 2,000 of Minnesota's 50,000 4-H Club boys and girls who annually go to the fair.



Interior of the Coliseum on Indiana State Fair grounds, Indianapolis. This magnificent auditorium normally seats 8,000, but for shows not requiring the arena the capacity can be increased to 11,000 by placing 3,000 chairs in the arena. There is not a post in the building, and every spectator has a full and unobstructed view.



Crowds! This view of the grandstand at the Canadian National Exhibition, Toronto, gives some idea of the thousands who flock to see the grandstand shows.



Aerial view of a portion of the Clay County Fair grounds at Spencer, Ia. One of the most noted county fairs in the United States. Located in a town of 5,000, it draws an annual attendance of 140,000.



Massive front of the Agricultural Building at the Los Angeles County Fair, Pomona, Calif. This is but one of several huge buildings housing thousands of exhibits from Southern California.

showing of the achievements of Minnesota's 50,000 4-H Club boys and girls. At front center of the building there rises, to a point 25 feet above the roof-line, a 36-foot tower three faces of which are inlaid with glass bricks. These panels, illuminated from within with varicolored lights, blazon forth at night the majesty of the edifice. The ground floor is the main exhibition and demonstration room. Here are booths and platforms, hot and cold running water, electricity for light and power, gas, and other necessary facilities. The second floor is used for assembly. There is an excellently appointed stage on which dramatic, musical, and other cultural programs are presented. There also is a completely equipped kitchen and cafeteria, with accommodations for serving 6,000 meals daily. The third floor is divided into two large dormitories, one for boys, the other for girls, and commodious rooms for the supervisors of each of the sleeping sections. There are excellent shower bath and lavatory accommodations, and two hospital rooms, each with 12 beds. The structure is the symbol of 23 years' growth and progress of 4-H Club work in Minnesota. Other State fairs have comparable accommodations for their 4-H Club boys and girls and are constantly extending their work in behalf of the clubs.

Outstanding example of a fair conducted by a private corporation, run not for profit but to assist the progress of agriculture, industry, and commerce, is the Eastern States Exposition at Springfield, Mass. It was chartered in 1914 as the Eastern States Agricultural and Industrial Exposition, Inc., and in 1923 was reorganized under the educational status of the Commonwealth as the Eastern States Exposition. First fair was held in 1916 and it has been held continuously ever since with the exception of 1918, when the government took over the grounds as a military storage depot. Today the exposition covers 175 acres. There are 14 permanent brick, steel, and concrete buildings and 30 other build-

ings, representing an investment of more than \$3,000,000. A complete water and sewer system has been installed, as well as a sprinkler system in all major exhibition buildings. Light and power plants have been erected, and thousands of dollars have been spent in landscaping, construction of roads and walks, and sanitary conveniences.

While there has been no cessation of agricultural activity or the display of agricultural achievement, progress has been marked in other lines. Chief growth has been in the development of an industrial exhibition that is among the largest in the country. Attendance has shown a steady growth and now averages 300,000 annually. Entertainment has kept pace with other features of the fair. The horse show is the principal event, but the grandstand show occupies a prominent place in the entertainment program, and many noted musical organizations have appeared at the fair. The Eastern States Exposition is the only large and successful fair in the country operating without a midway. There are no concessions or shows, but special attractions in the form of mechanical and animal rides are provided, especially for young people. Attendance during the 24 years the fair has operated totaled more than 6,400,000, an average annual attendance of about 240,000.

Big Fairs in Small Towns

It is not alone in the larger cities that successful fairs have been developed. In fact, some of the most phenomenal successes have been in small towns. Probably the outstanding example is the Clay County Fair, Spencer, Ia. Some 3 or 10 years ago the town of Spencer was practically wiped out by fire. Fortunately, its business men were of the solid, progressive type who did not let disaster get them down. Plans were at once made to rebuild the town and along with it the county fair, Leo C. Dailey, an aggressive young man in his thirties, was secretary-manager of the fair. He had a co-operative board of directors and they set to work to make the Clay County Fair a leader. Largely thru Dailey's efforts it grew and prospered. Its exhibits and entertainment attractions soon were rivaling those of many State fairs, and for several years past Spencer, a town of 5,000, has annually played host to around 140,000 people during its six-day fair.

The Ionia Free Fair, Ionia, Mich., is another shining example. It is privately owned and receives no subsidies. Nevertheless it more than pays its way and has been a great force for public good. Built up largely thru the efforts of the late Fred A. Chapman, successful furniture manufacturer, it puts on an exhibition of State fair caliber and in a town of less than 10,000 population annually attracts an attendance of more than 300,000. Since the death of Secretary Chapman the work has been admirably carried on by Rose Sarlo, who had been

(Continued on next page)

★ *Greetings* ★
FROM

John H. Marks Shows

★ **Fair**

★ **Thrills**

★ **Education**

★ **Entertainment**



To Fair Men and
Celebration Committees:

We wish to take this opportunity of expressing our thanks and appreciation of your co-operation this past season -- your courteous treatment and friendly assistance helped us to score another great year, one of the best in our long history.

During the winter season, we firmly intend to carry out the plans and ideas which we have been studying and carefully considering from the viewpoint of our experiences in 1940. As a matter of fact, some of the new innovations are already in work and when the 1941 season opens next year, you will see an entirely new comprehension of carnival midway offerings materialized -- destined to attract larger crowds and produce greater profits for the Fairs and Sponsoring Groups.

We urgently request that each and every one of you give us an opportunity to present the complete picture of the John H. Marks Shows before you contract for your carnival. See us during the Chicago Conventions or write to the above address today.

Sincerely yours,
MARKS SHOWS INC.

John H. Marks
JOHN H. MARKS
President.

JHM:b

WINTER QUARTERS—Richmond, Va. P. O. Box 771

SHOWMEN

Good attractions of all kinds will be welcomed. New and different presentations not ordinarily found on carnivals will be given preference. Send complete details of what you have to offer.

Happy Birthday **IAFE** and many more

Fairs Are Big Business

(Continued from page 17)

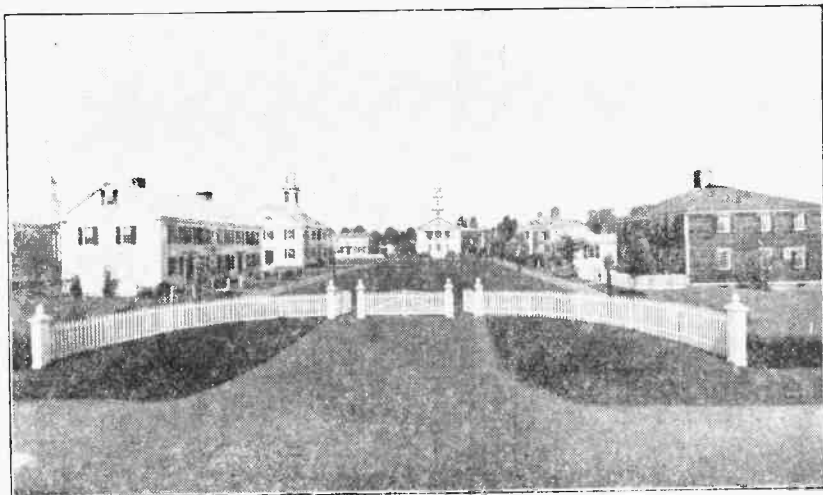
assistant secretary. Writing of this year's fair, Miss Sarlo says: "We had the best fair on record this year and broke three records. We had the largest grandstand attendance on record on Friday evening with 9,800 people in the stand; the largest afternoon attendance on Saturday with 8,725 paid admissions, and also the largest paid grandstand attendance for the week, with paid admissions of 76,835."

On the West Coast the Los Angeles County Fair, Pomona, Calif., has shown remarkable growth. Organized in 1922 by a group of business men who sold \$10,000 worth of stock and borrowed \$15,000 from the banks, it started from scratch and in 18 years has progressed to the point where it is a \$2,500,000 institution with huge buildings and thousands of exhibits. Its first fair was held on a five-acre plot over a period of five days, and \$19,315 was offered in premiums and purses. Today the fair occupies 300 acres, draws an attendance of more than half a million in its 17-day session, and in 1939 had 15,181 exhibitors and paid out in premiums and purses nearly \$200,000. In its machinery hall there are 40,000 square feet of floor space. Its commercial building is 100 by 350 feet. Other buildings are in proportion. At the time the fair was started C. B. Afflerbaugh, then operating a drug store in Pomona, was one of the chief promoters. For years he had been interested in civic projects and he took a leading part in establishing the fair. He was its first manager. Two years later he became secretary and gave up his drug business to devote his entire time to the fair. He has been largely responsible for its unprecedented growth.

Biggest Fair

The biggest fair on the North American continent, both in point of attendance and investment, is the Canadian National Exhibition at Toronto, Canada. Value of its plant is placed at \$20,000,000, and annual attendance passes the million and a half mark. Annual cost of staging the exhibition is \$1,225,000, exclusive of the thousands spent by exhibitors. Exhibition Park covers an area of 350 acres, entirely surrounded by the city of Toronto except on the south, where it is bounded by Lake Ontario and has a shore line of approximately one and a half miles.

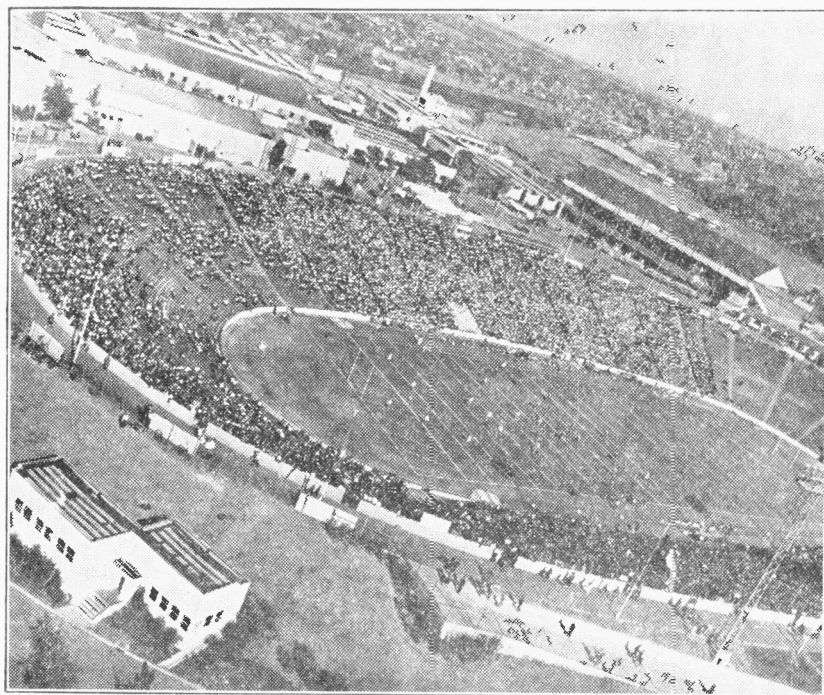
In the States there is no fair approaching the CNE in attendance, but the State fairs, especially in the Midwest, are tremendous expositions with millions invested in grounds and buildings and attracting attendance of from 300,000 to 1,000,000. Published attendance figures do not always give an entirely true picture of the importance of a fair, as many other factors have to be considered. Nevertheless, the figures quoted in the annual reports of the IAFE may be taken as authoritative and the fairs listed are the country's leaders. In the 1939 report five State fairs—Texas, California, Minnesota, Wisconsin, and Illinois—are listed as having an attendance of more than half a million each. Texas passed the million mark. Seven—Michigan, Mississippi, Oklahoma, Georgia, Indiana, Ohio, and Iowa—are given from 300,000 to 425,000 each. Kansas Free Fair, Topeka, rates 400,000; Eastern States Exposition, Springfield, Mass., 308,000; Central Canada Exhibition, Ottawa, 379,000; State Fair of Louisiana, Shreveport, 285,000; New York State Fair, Syra-



UNIQUE FEATURE of the Eastern States Exposition, Springfield, Mass. Authentic Colonial village, known as Storowton, in honor of its donor, Mrs. James J. Storow, of Boston. Thirteen colonial and post-Revolutionary structures were torn down and re-erected in their original form on the fairgrounds. They house the fair's home department exhibits and demonstrations in a setting of beauty and distinction. Visitors during exposition week are treated to old-fashioned square dances on the green every afternoon by trained groups in costume. Part of the village exhibit is a collection of Early American horse-drawn vehicles.



ON the last day of the 1940 North Montana Fair, Great Falls, crowds totaled 49,507. Attendance was 274,009, Secretary-Manager Harold F. DePue reported.



THE FAMOUS COTTON BOWL, where major football games are staged, is located on the grounds of the State Fair of Texas, Dallas.

cuse, 271,000; York (Pa.) Fair, 244,000, and a number pass the 250,000 mark.

Plant of the New York State Fair is valued at more than \$5,000,000. "We believe," says Paul Smith, director, "that our cattle exhibit this year was larger than that of any other fair. The value of this and other livestock exhibits, I would say, would approximate a million dollars. This would include race horses, show horses, sheep, swine, poultry, and pet stock. As to the value of commercial exhibits, domestic art, fruits, vegetables, etc., I would say another half million."

The Indiana State Fair at Indianapolis has a new coliseum that cost \$1,200,000. It is used not only during the fair but also thru a large part of the year for exhibitions of various sorts. The Minnesota State Fair's half-million-dollar 4-H Club building is the finest in the country. The Iowa State Fair at Des Moines, one of the country's leaders, has a grandstand 615 feet long and seats 12,250, with bleacher seats accommodating

as many more. Frequently the entire space is needed to accommodate the crowds that flock to see the grandstand shows.

In Montana, which has a total population of slightly more than 500,000, the Northern Montana State Fair, Great Falls (population 28,822), in 1939 drew an attendance of 263,940 paid customers, or more than half the State's population.

From the foregoing may be gleaned some idea of the strong appeal of fairs to the public. They have taken their place among the country's most influential educational and business institutions. It has not been a haphazard growth. Several decades ago leading fair men recognized the need of some central directing force and the result was the organization that eventually became the International Association of Fairs and Expositions. The work of its members has done much toward building up an enviable prestige and firmly establishing fairs in the Big Business class.

THE END

CONGRATULATIONS to the

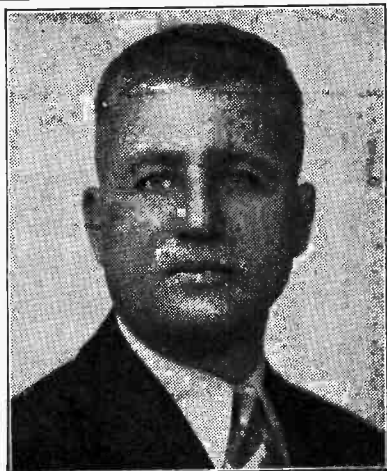
IAFE on its 50th Anniversary

From America's No. 1 Rural Radio Show . . .

The WLW Boone County Jamboree

Played to 111,200 People at 39 Fairs
from July 4 to October 9. Book the 1941
BOONE COUNTY JAMBOREE and
Break Your Attendance Records.

WRITE
WIRE OR PHONE
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WLW PROMOTIONS, INC.
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JAMES E. STRATES
General Manager

SEASON 1940 NOW OVER
A PHENOMENAL SUCCESS

NOW IN PREPARATION THE
1941

PRESENTATION

AMERICA'S MOST PROGRESSIVE OUTDOOR
AMUSEMENT ORGANIZATION

BIGGER and BETTER



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20
HIGH CLASS
ENTERTAINING
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MODERNIZED
ATTRACTIONS

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18
JOY GIVING
MASSIVE
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SAFETY FIRST
RIDING DEVICES

"AMERICA'S BEST MIDWAY"

CHROMIUM NEON FRONTS—ARTISTIC ORIGINAL IDEAS—SUPERB IN CREATION
SUPREME IN AMUSEMENT—UNSURPASSED BRILLIANT ILLUMINATION
MAMMOTH NEON TRIMMED LIGHT TOWERS—FINEST RAILROAD EQUIPMENT.

Knowing that our phenomenal 1940 SEASON is the absorbing topic of the Outdoor Show World, I wish to personally thank the Fair Officials, Officers of the Organizations we have played under, and the entire Personnel of our Organization who by their co-operation made this Successful Season possible.—James E. Strates

Our Staff re-engaged for the 1941 Season: Dick O'Brien, Assistant Manager; Mrs. Gertrude Putman, Secretary; Keith Buckingham, Special Agent; James Yotas, Master Mechanic and Builder; Elmer Olsen, Supt. of Transportation; "Sky" Putman, Billboard Agent and Mailman.

WANTED FOR SEASON 1941—Workingmen in all departments. Billposter who can and will make Country Routes and keep two weeks ahead of Show. Live wire Promoter and Press Agent. Want Trainmaster, Chief Electrician, Scenic Artist, Builders, Blacksmith and useful people in all departments. **WANTED —** Man capable of operating Neon Plant and turning out the finished product. **HAVE LION MOTOR DROME**, complete with three Lions, will turn over to Capable Manager. A Beautiful Outfit. **HAVE COMPLETE OUTFIT FOR MIDGET SHOW.** Want Capable Manager with Midgets for same.

TO RECOGNIZED SHOWMEN: Will book and finance any New and Novel Attraction that does not conflict with what we have and furnish wagons for same. No Attraction too big for us to handle. Want to hear from Geo. Volgstad.

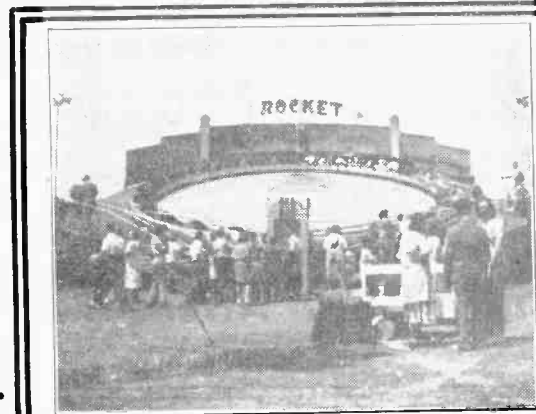
FLASH — RE-ENGAGED FOR SEASON 1941, EMANUEL ZACCHINI, "Human Cannon Ball," over the Two Ferris Wheels Daily on the Big Midway.

Season 1940—29 Weeks, 2 Celebrations, 12 Outstanding Fairs

SEASON'S BEST WISHES TO ALL OUR FRIENDS



NOW BOOKING
SEASON 1941
FAIRS-EXPOSITIONS-HOME WEEKS
CELEBRATIONS-FRATERNAL BENEFITS
CARNIVALS AND CONVENTIONS
JAMES E. STRATES SHOWS, INC.
WINTERQUARTERS, SAVANNAH, GA.

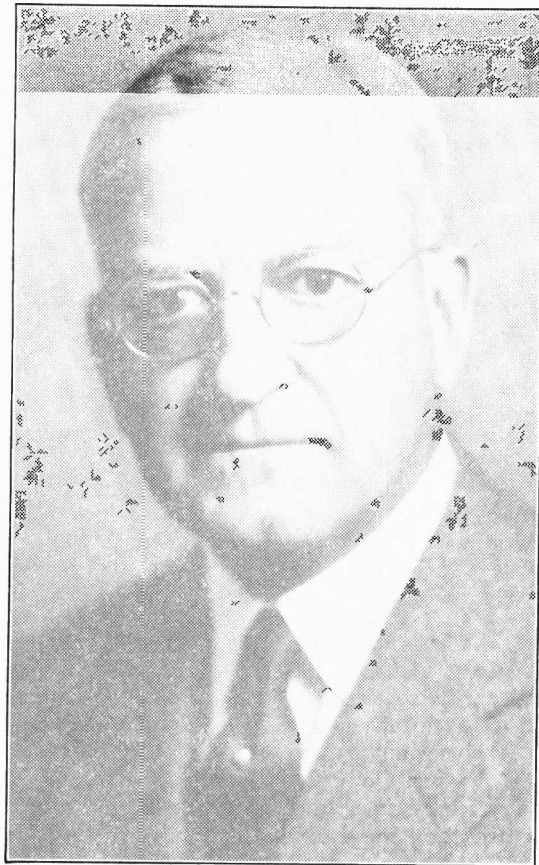


The Perpetual World's Fair

A prominent banker, business man, and exposition head tells why World's Fairs are important to the nation, but not nearly so vital as the 2,000-odd annual fairs thruout the country

By HARVEY D. GIBSON

Chairman, World's Fair of 1940 in New York



HARVEY D. GIBSON

"THE Perpetual World's Fair" is at first glance a phrase to give mild nightmares to anyone who has been thru the mill in even one World's Fair.

Toward the end of the season an amateur comes to feel that a World's Fair is a good deal like growing pains or the measles . . . something you may have to go thru once but which in the normal course of events can't hit you twice in a lifetime.

And just when that thought is most comforting, you are asked by The Billboard to consider the perpetual World's Fair! A flat contradiction in terms, you tell yourself. Even a Merry-Go-Round has to stop, doesn't it?

My reaction, I suspect, is typical. I have mentioned it here as something in the nature of a confession—and an apology on behalf of

the whole clan of World's Fair officials to the members of the IAFE.

It is easy to fall into a very simple error in the midst of the pressure and confusion of an international exposition. It is easy to get into the habit of thinking of fairs in terms of world's fairs or some World's Fair in particular, and lose sight of the fact that a huge exposition is merely one of an endless series of fairs which are, year in and year out, far more important to the people of the nation than any one of the big periodic episodes.

Except for size, I am convinced that there is not the least difference between the World's Fair of 1940 and any county or State fair in the country. And while many of us would like to believe it, I am not at all sure that the mere element of size is in itself an asset.

The basic problems of financing, administration, publicity, ticket sale, special events, exhibitor relations, and all the rest are the same, however small or large the undertaking be. Fundamentally people determine the success or failure of any fair, and people are the same no matter where you find them.

What do people want at a fair—any fair?

On the basis of our experience at the World's Fair of 1940, I should say that the first thing people want is to feel at home. Yet, paradoxically, they want something new and different on every side. That seems to define the one main problem every fair must face.

If the atmosphere and general tone of the grounds and events are too formal, unusual, and unlike his normal surroundings, the average visitor is not going to feel at ease. If he doesn't feel at ease he's not going to talk about the fair with enthusiasm. And anybody knows that word-of-mouth advertising is the backbone of any fair's publicity program.

On the other hand, unless there are a great many things completely strange and baffling, that same visitor is not going to feel that he got his money's worth. To be successful a fair must combine something of the casual familiarity of the corner grocery with a Buck Rogers trip to the moon.

We were very well aware of this problem at the 1940 Fair and we felt that the answer lay to a large extent in the tried and proven techniques of annual fairs. Therefore we did our best to secure a mixture of the neighborly feeling and familiar substance of the county and State fairs with the Tiffany setting that everybody expects in an international exposition.

It was this conviction, plus the desire to give the Forty Fair an outstanding patriotic tone, that prompted the staging of American Jubilee. We wanted an extravaganza that would make audiences gasp, and yet we knew that it would have to be fairly simple in conception and use a theme that would be familiar to everybody.

American history supplied the theme, and a grand crew composed of Albert Johnson, Leon Leonidoff, Oscar Hammerstein II, Arthur Schwartz, Catherine Littlefield, and a hundred other loyal hard workers supplied the novelty. The result was a spectacle that had literally something for every visitor from 8 to 80 and from Coney to Calgary.

The basic material of American Jubilee—Washington's Inaugural, P. T. Barnum, Jenny Lind, Lincoln's Gettysburg Address, and the rest—was as comfortable and familiar as a kitchen range. But such things as the bicycle ballet, the magnitude of the revolving stage, the cheer-meter election scene, and other items were new and exciting enough to make every visitor feel he had seen something at the Fair he could not have seen at home.

I spoke earlier of our desire to give the Forty Fair an outstanding patriotic tone. I believe we could have done much more than we did without exhausting this vein. The Nazi invasion of the Low Countries—which occurred 24 hours before our Fair opened its gates last May—marked a very definite turning point in American public opinion and patriotic fervor.

Americans for the most part have always taken their country for granted and have not been given to emotional demonstrations of their loyalty to a flag or a song. This past summer changed that. People the country over have suddenly become acutely aware of the fact that they are Americans. They're proud of it and want every possible chance to show the world they're proud of it.

I have only one summer's experience to speak from—it seems like at least 20 years—but I suspect that this tendency on the part of the American public is something all fair officials might well examine, with an eye to satisfying a demand that is not likely to lessen over the next four or five years. And at the same time a great deal of care must be taken to avoid over-exploitation and cheapening of this profoundly important element in our national life. This is something the IAFE perhaps should consider.

One thing I discovered (which every fair
(Continued on page 43)

HARVEY D. GIBSON

Up to August 30, 1939, that part of the world which followed the New York World's Fair knew Harvey Dow Gibson as chairman of the fair's important finance committee. The next day the orbit of his influence became greater when it was disclosed that he had become chairman of the board. In that position he became active head of the exposition, ushering in a new deal and taking over the key functions of Grover Whalen, president.

These functions were in connection with fiscal and financial matters, but Gibson went beyond the officially prescribed domain by drafting himself, in behalf of the fair, for all the important work relating to good will. In short, he became the fair's No. 1 front man, and in 1940, following a horde of new plans and revisions during "winterizing," continued the march in an attempt to make the second edition compare more than favorably with the first.

Gibson was not new to big things and the accomplishment thereof. About 38 years ago he received his first lessons in industry when he became attached to the American Express Company. Not long after he got a connection as a principal partner in the travel firm of Raymond & Whitcomb. In 1912 he joined the Liberty National Bank and in 1917 reached the very top—president. Four years later he was named president of the New York Trust Company and 10 years after that (1931) chairman of the board of the Manufacturers Trust Company, one of the solidest banking houses in the world.

During the World War he was active in the American Red Cross, performing what was described at the time and subsequently as a great job of organization. During 1931 and 1932 he was chairman of the New York City Emergency Unemployment Relief Committee.

As board chairman of the Manufacturers Trust Company and as private operator he is a director of many corporations, several of them in the show business.

On August 13, 1940, the Concessionaires' Association of the fair staged a testimonial dinner for him, and similar honors have been heaped upon him by other brackets of operation.

Harvey D. Gibson can "walk with kings" and yet not lose the "common touch"—for one of his pet stories is reminding all and sundry that he once played the fiddle in a burlesque house.

Fairs Are the Show Windows of the Nation

Six famous fair exhibitors tell how they have capitalized on the exclusive advantages of fair advertising . . . The old theory, "sell them while they're in the mood," works to perfection at fairs

By NAT GREEN

AT LEAST ten million dollars' worth of merchandise—ranging from automobiles to apples, tractors to turtles, pianos to peelers, refrigerators to radios, and just about everything else in between—is sold every year at the State and county fairs.

Sounds impressive—and it is!

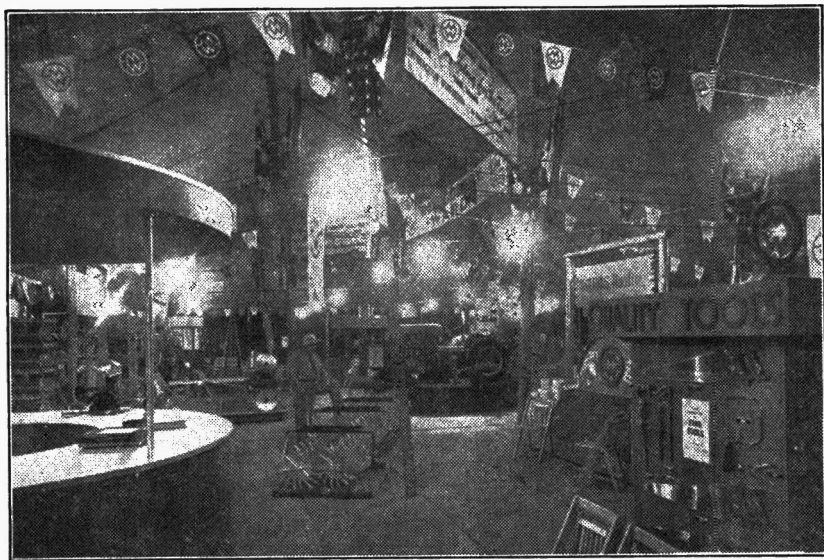
In a stroll about the grounds of any large fair the visitor is struck by the large number of nationally known firms represented among the exhibitors. These firms are not in the habit of spending large sums of money unless they are reasonably assured of adequate returns on the investment, and the fact that they exhibit at the fairs year after year, spending increasingly large sums, indicates that the exhibits pay them well, either in direct sales or live prospects and good will. That this is true is borne out by the statements of executives of large exhibitors, quoted further along in this article.

From their inception fairs have been a market place, but the extent to which they have advanced in this direction is truly astonishing. It

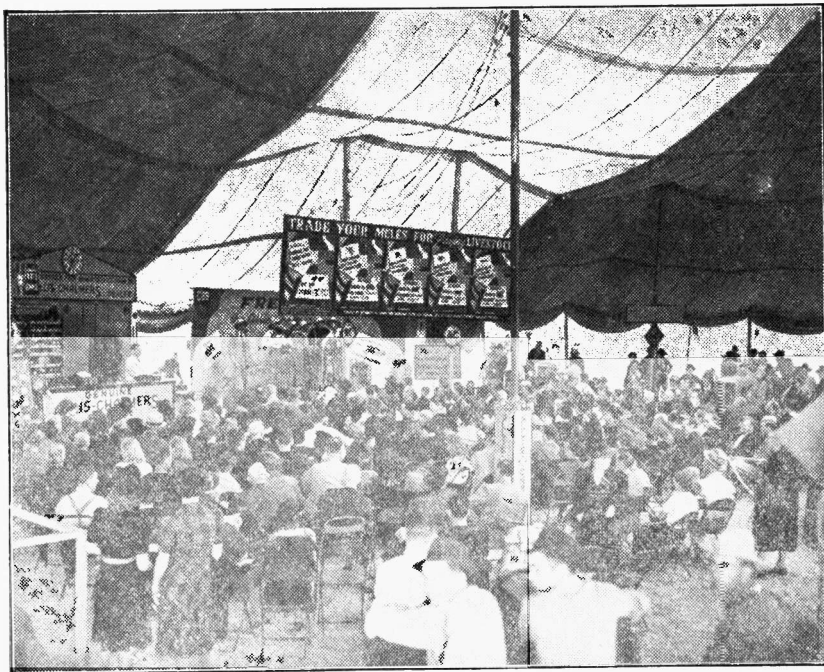
is a far cry from the minor barter and sale of the early fairs to the huge marketing traffic of today's leading expositions. Sales by a single firm of from \$50,000 to \$100,000 worth of goods at a large State fair are not uncommon, and in the aggregate sales made by the hundreds of exhibitors run into tremendous figures. At one of the larger Midwestern fairs last year there were 216 commercial exhibitors. These included only recognized firms, not the scores of independent salespeople found on every fairground. Names known the country over were represented. The Pillsbury Flour Co., Singer Sewing Machine Co.; Encyclopaedia Britannica, Inc.; General Electric, National Battery Co., Chevrolet Motor Co., Dodge Bros. Corp., American Stove Co., to mention a few at random. Repeat these exhibits many times over and the fairs truly become the Show Windows of the Nation.

Some of the advantages of an exhibit at fairs, as given by a man who has handled such exhibits for years, are: (a) An exhibit advertised sells goods. It is an actual visualization of the product. (b) It is seen by large numbers of people who are in a buying mood. (c) Increases sales for manufacturers because it puts them in touch with reliable dealers, jobbers, and retailers. (d) Affords education to the manufacturer, jobber, and dealer in getting public reaction to his product. (e) Gives the public opportunity for comparison. (f) Brings the prospect to the seller at a minimum cost. (g) Affords the exhibitor an opportunity to compile valuable and timely lists of prospects for immediate or future follow-up. (h) Increases sales of established products, and is an excellent medium of introduction of new products.

In search of information as to the value of fair exhibits, The Billboard asked several large manufacturers to give their views. M. C. Miller, of the Maytag Company, wrote: "State fairs proved to be a very good investment for us this year. Since the introduction of the Maytag Aluminum Washer in 1922, mechanical changes have been frequent, but the over-all appearance of the washer remained much the same. Early this year we introduced a radically new model—a model completely new both in appearance and design. Then, just as we went into the fair season this fall, we introduced another new model. Both were instantly popular with dealers and public alike. Dealers and their salesmen who manned the fair booths were enthusiastic and eagerly presented the new models to fair visitors. Thousands (literally) of Maytag owners whose washers were 10 years old or older and who had considered trading them in just as soon as Maytag had "something different" told us how much they liked the new models. As a result of all this a large number of new Maytag washers were sold direct from fair booths and long lists



In its displays at fairs Montgomery Ward concentrates principally on farm tools, machinery, and supplies and uses a tremendous amount of building and tent space. Accompanying picture shows the Montgomery Ward tent at a 1940 State fair.



A typical scene at an Allis-Chalmers State fair exhibit. Farm people relax and rest as they are entertained in the shade of Allis-Chalmers big top.



Shell Petroleum Corporation in its State fair exhibits demonstrates the many household and industrial uses of its numerous products.

of prospects developed which salesmen had little difficulty closing in the weeks following the fairs.

"All in all, we would say that our experience at State fairs in 1940 was more than satisfactory. Dealers and salesmen enthusiastically presenting new Maytag washers to a public eager to see them is certainly a happy state for any manufacturer to be in, and we feel that we received an immediate return on the investment we made in space and decorations."

The Allis-Chalmers Manufacturing Company, of Milwaukee, is a large and consistent exhibitor. "The tractor division of the company has had exhibits at more than 40 State and regional fairs during 1940," says R. A. Crosby. "These exhibits were designed first to attract farmers and then to interest them in modern power farm equipment. To accomplish these purposes (1) the exhibit had to be made inviting in a manner and to a degree that the entire farm family would regard it as a place to meet their friends, rest, and relax, and (2) wherever possible actual demonstrations of the various units, operating under their own power, were given in an open-air arena.

"Large space was necessary, usually a lot approximating 150 by 250 feet, and a large tent, usually 60 to 80 feet wide by 120 to 150 feet long, was placed at one end of the lot. Very little, if any, equipment was displayed under the tent, which was used almost entirely for rest, shelter, and entertainment. Running ice water, picnic tables where families could eat their lunches, plenty of chairs, and a stage from which musical entertainment was provided at frequent intervals made the tent a popular place for every member of the family, while the men took all the time they needed to inspect the machinery display.

"Outside the tent attractively arranged displays of every size and type of equipment met the eye. At regular intervals a 'tractor rodeo' would take place in the big arena. The noise and action never failed to attract capacity crowds to these demonstrations, which were announced and explained over a p.-a. system.

"The advantage of the plan as outlined is that large crowds are attracted and held for longer periods on the exhibit; a friendly, informal attitude is created toward the exhibitor and his product; the potential purchaser voluntarily remains long enough to get more than a passing impression of the product on display, and finally, thru the use of a p.-a. system, the exhibitor's message is heard by thousands of potential purchasers instead of a few hundred, as is the case where only individual contacts are made. As a result, more contacts are made with intending purchasers, and more sales are closed at the exhibit."

Montgomery Ward has found fair exhibits well worth while. Says John A. Martin: "For several years Montgomery Ward has maintained exhibits at the Iowa State Fair, Des Moines; the Minnesota State Fair at St. Paul; the Illinois State Fair at Springfield, and the Ohio State Fair at Columbus. We have found these exhibits capable of producing good will, and they enable those people interested in farm equipment to see our complete line of merchandise on their visit to the State fair when they are interested in looking at the new things the industry has developed to make work on the farm easier, more profitable, and at the same time do a better job."

The International Harvester Company is one of the largest and most consistent exhibitors at fairs, spending thousands of dollars yearly on each of its State fair displays, which are made exceptionally attractive. Combined attendance at these exhibits, many of which occupy tents big

(Continued on next page)



Booth of the Maytag Company at the Greater Lansing Exposition, Lansing, Mich., spring of 1940. M. C. Miller, of the Maytag Company, states that the firm's experience with fair exhibits has been highly satisfactory.



Looking down a portion of the farm tractor and machinery display of the International Harvester Company exhibit at a 1940 State fair. Notice the depth of the tent, which gives some idea of the immensity of the exhibit.



Northwestern Yeast Company finds that fair exhibits pay. Above is shown the company's booth at a leading State fair. Demonstrators conduct bread-baking demonstrations in the fair's food show.



A corner of the Varied Industries Building at the Iowa State Fair, Des Moines. Here are housed hundreds of exhibits of household furnishings and appliances, food products, travel agencies, educational projects, etc. Station WHO has a large studio from which broadcasts are made daily.

FAITH . . .

It was FAITH . . . that permits the International Association of Fairs and Expositions to celebrate its 50th Anniversary this year. Without FAITH this great organization could not have achieved its purpose . . . FAITH in its broad objectives and in the knowledge that common problems would eventually be solved.

Congratulations to the I. A. F. E. and to the individual members on the Golden Jubilee!!

IT WAS FAITH . . .

That brought about the unrivalled "FROL-EX-LAND" at the Canadian National Exhibition, Toronto. . . FAITH in J. W. Conklin that rewards him with his fifth consecutive contract to assemble and produce "FROL-EX-LAND" at the C. N. E. in 1941.

We thank the Exhibition and their General Manager, Elwood A. Hughes, for unswerving FAITH in the scope of our methods and in the principles behind them . . . And, we take it, from their continued retention—that the required results have been achieved.

IT WAS FAITH . . .

That finds the Conklin Shows ready to embark on their 18th season in the Carnival Industry. We thank our past sponsors and auspices . . . they are always PRESENT AND EXPECTANT auspices because of . . . FAITH.

IN RETURN FOR FAITH . . .

Nothing better can be promised that PERFORMANCE . . . "PERFORMANCE" is what counts. . . . "PERFORMANCE" to which the name Conklin dedicates itself in building. . . .

"Better Midways for Better Fairs"

"Individualized Midways for Individualistic Fairs"

"Resourceful Midways for Resourceful Fairs"

TO THOSE WHO HAVE FAITH..

In Conklin Shows . . . we are now booking Attractions for 1941.

TO our Personnel . . . In whom we have had FAITH . . . we extend our heartfelt thanks and sincere appreciation—in making. . . .

CONKLIN SHOWS -- The WORLD'S FINEST

J. W. CONKLIN
President

F. R. CONKLIN
Vice-President

Permanent Address:

P. O. Box 31, Hamilton, Ontario, Canada



CORNER OF EXHIBITS of refrigerators, washing machines, ranges and other household equipment at one of the larger fairs. Exhibitors state that these displays not only result in many direct sales at the fair, but also give them hundreds of prospects who are sold later thru dealers and salesmen.

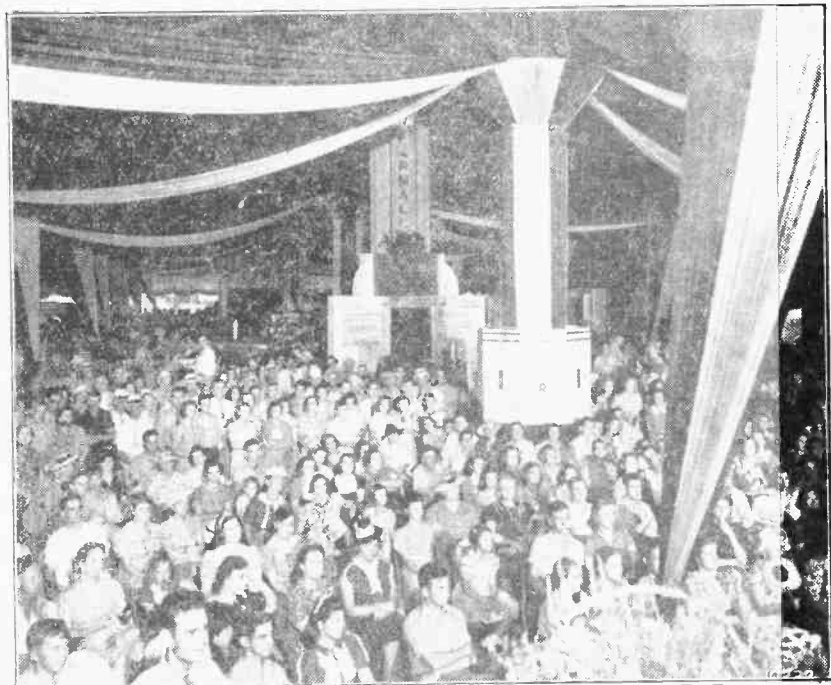
Fairs Are the Show Windows of the Nation

(Continued from page 23)

enough for a three-ring circus, runs into the hundreds of thousands, with much of the total accounted for by farmers and their families who attend year after year.

Planned and conducted in each instance by the company's branch house organization located in or near the city where the fair is held, the Harvester Company showing of its products is so impressively laid out and co-ordinated, and so spectacularly staged as to be widely termed "the fair within the fair." Here the company's customers and prospective customers see dramatic presentations of farm tractors and machines, motor trucks, industrial tractors and power units, and farm and industrial refrigerating equipment, while, thrown in for good measure, are entertainment features, often broadcast by radio over a wide territory.

The crowds are made to feel comfortable and at home. Chairs are provided for resting and group visiting, and there are plenty of drinking fountains. Usually there is an electric organ and player or an orchestra to oblige with requested numbers. "Comprehensive State fair exhibits form an important phase of the company's advertising campaign," says



A TYPICAL AUDIENCE at entertainment features of the State fair exhibits of International Harvester Company. This picture was taken at the Illinois State Fair, Springfield.



TRUCK MANUFACTURERS recognize the growing demand for attractive delivery trucks among rural merchants, and they find that exhibiting at fairs is one of the most effective ways of reaching a large number of prospects.

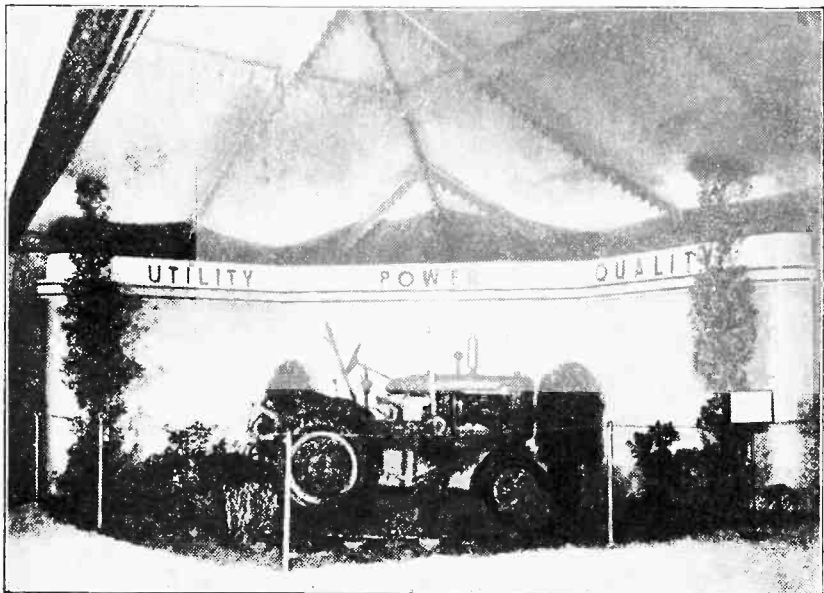
Edwin A. Hunger, of the International's Chicago office. "A variety of display equipment and machines specially prepared for exhibit are utilized. 'Seeing is believing' very aptly applies to the advertising obtained by the Harvester Company from these fair exhibits. The effect of the exhibits is greatly enhanced when motion is introduced wherever possible. Accordingly, by jacking up such machines as mowers, hayloaders, etc., and operating them by motors properly geared to reduce the speed, exhibit visitors can get a pretty good idea of how the machines actually operate in the field.

"The displays of the company's products are themselves both entertaining and instructive. Typical of these are: cutaway parts of machines in motion; a tractor showing its parts in operation under water for the entire fair week; Harvey Harvester, the robot; a tractor pushing up the lids and rising out of a box; a merry-go-round of motor trucks; talking and sound pictures; landscaped pool with a fountain that geysers to the tent top in constantly shifting patterns and changing colors; motor trucks in spring, summer, and winter settings; farm home settings showing the evolution of cream separating methods; milkers and milk cooling equipment in operation, and various action displays with lighting effects.

"Frequently dealers bring likely prospects to the fair exhibits because they can show these prospects more kinds of equipment more advantageously displayed than is possible in the average dealer's store. Also, the dealer can have his sales talk fortified by those of the well-informed men who are in charge of the exhibits. Thus the customer can be shown the equipment under best possible conditions and given adequate information about the machines which especially interest him.

"State fair exhibits have been a Harvester Company activity thru all the 38 years of its corporate existence, with the precedent established by its predecessor companies long before the turn of the century. Wholly aside from their advertising and good-will value, the company's exhibits have definitely proved their value in sales made and in paving the way to other sales for the company's dealers in the territories from which the crowds are drawn."

(Continued on next page)



DISPLAYS LIKE THIS lend beauty and attractiveness that focus attention of visitors on the product.

51st ANNIVERSARY 51st

GUS SUN

BOOKING AGENCY

EXECUTIVE OFFICES

ENTIRE SECOND FLOOR
SUN'S REGENT THEATRE BLDG.
SPRINGFIELD, OHIO

STATE
FAIR
ACTS
AT
COUNTY
FAIR
PRICES

SAVE
WITH
SUN

TOMMY BURCHILL
CHICAGO
REPRESENTATIVE
STATE LAKE BLDG.

NEARLY 200 FAIRS PLAYED
GUS SUN ACTS IN 1940

FAIR SECRETARIES

SEE OUR DISPLAY
OF DISTINCTIVE
ACTS FOR 1941

—ON EXHIBITION—
DECEMBER 1-2-3-4-5

SUITE 700-701

SHERMAN HOTEL
CHICAGO, ILL.

DURING I.A.F.E. CONVENTION

MAIN OFFICE
REGENT THEATER
BUILDING
SPRINGFIELD, OHIO

WESTERN REP
IRVING GROSSMAN
PLYMOUTH BUILDING
DES MOINES, IOWA



Al Wagner
GREAT LAKES
EXPOSITION
SHOWS, INC.
Extends a
Merry Xmas
and a
Happy New Year

OURS has been another great year . . . thanks to our many friends . . . the fair secretaries, celebration committeemen, sponsoring groups, showmen and employees. We hope to meet many of you in Chicago to thank you personally.

Next year we plan to bring out a bigger and even better show—see what we have to offer before you contract.

CAN PLACE the following Rides, Shows and Concessions: We have opening for High-Class Cookhouse, one who can and will cater to showfolks. To that party we can assure you of one hundred per cent co-operation and privilege in meal tickets. Must be in keeping with the standards of the show. Concessions of all kinds. Will especially want Long Range Gallery, Custard, Pan Game, Rat Game, and Slum Stores of all kinds.

We can assure you of a long season of fairs and celebrations commencing in June and closing in November. Wide awake concessionaires, here is an opportunity for those who now will appreciate a long season.

SHOWS OF ALL KINDS—Will furnish equipment for same. Have practically new Side Show for operator who has something to put inside of it. Girl Show Operators for two shows will furnish equipment for them. Have several Grind Shows open. Showmen, write us. Will place any Ride not conflicting with what we have. Good opening for Ridee-O. Can also place several Kiddie Rides.

Have Five Flying Fishers contracted for one of our Free Attractions. Can use one more sensational Free Act. Showmen with new ideas, write us. Will frame any worth-while attractions. This Show will positively be enlarged for 1941 tour. Fair Secretaries in the South, write us for open time. Have some time open for late dates in 1941. Show will positively open in the South latter part of March.

Everybody Address: AL WAGNER, Manager

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS

2647 Cheltenham Rd., TOLEDO, OHIO

Best
Wishes
TO THE
IAFE
Many More
Years of
SUCCESS

Congratulations

on the 50th Anniversary of the

International Association of Fairs and Expositions

from



The Prairie Farmer Station

and

WLS Artists, Inc., Chicago

WLS National Barn Dance

Now in its 17th year on the air

in its 9th year in Chicago's Eighth Street Theater

it has played to more than

900,000 People (and they paid to see it).

For six years it has been the

Biggest Box Office Magnet at

State and County Fairs.

For information on

1941 DELUXE SHOWS

contact

WLS ARTISTS, INC.

1230 Washington Boulevard

CHICAGO, ILLINOIS

TEXAS EXPOSITION SHOWS

SECOND ANNUAL TOUR

WILL AGAIN PRESENT TWO OF THE WORLD'S
GREATEST DAREDEVILS AS FREE ATTRACTIONS

NOW BOOKING FOR 1941 SEASON

OPENING IN FEBRUARY IN DOWN-TOWN

SAN ANTONIO, TEXAS

THIS SHOW WILL BE BIGGER AND BETTER

FEATURING

15	SHOWS	15
15	RIDES	15
30	CONCESSIONS	30

FAIR SECRETARIES:

Will consider Fairs in Indiana,
Illinois, Missouri, Michigan,
Arkansas, Louisiana and Texas.

SHOWMEN:

Will book any Show of Merit not
conflicting. Will finance new
Ideas for Capable Showmen.

Congratulations **IAFE**

Season's Greetings To Our Friends Everywhere

CONTACT US AT THE SHERMAN HOTEL, CHICAGO, DURING THE
CONVENTION. AFTER THAT ADDRESS

WINTERQUARTERS:

201 AUSTIN ST., SAN ANTONIO, TEXAS

A. OBADAL
(Owner)

H. P. HILL
(Manager)

Fairs Are the Show Windows of the Nation

(Continued from page 25)

Another large farm machinery manufacturer that finds it profitable to exhibit at a large number of fairs is the Oliver company. W. E. Fulton, sales promotion manager of the Oliver Farm Equipment Sales Company, believes wholeheartedly in the effectiveness of these exhibits. "It is to the exhibits at his State fair each year that the farmer looks for the latest in farm machinery and the newest trends in power farming," says Fulton. "Likewise, the farm equipment manufacturer uses the State fair as a medium thru which he can tell and graphically explain to the farming public all that's outstanding and up-to-the-minute in the tools and equipment in his particular line.

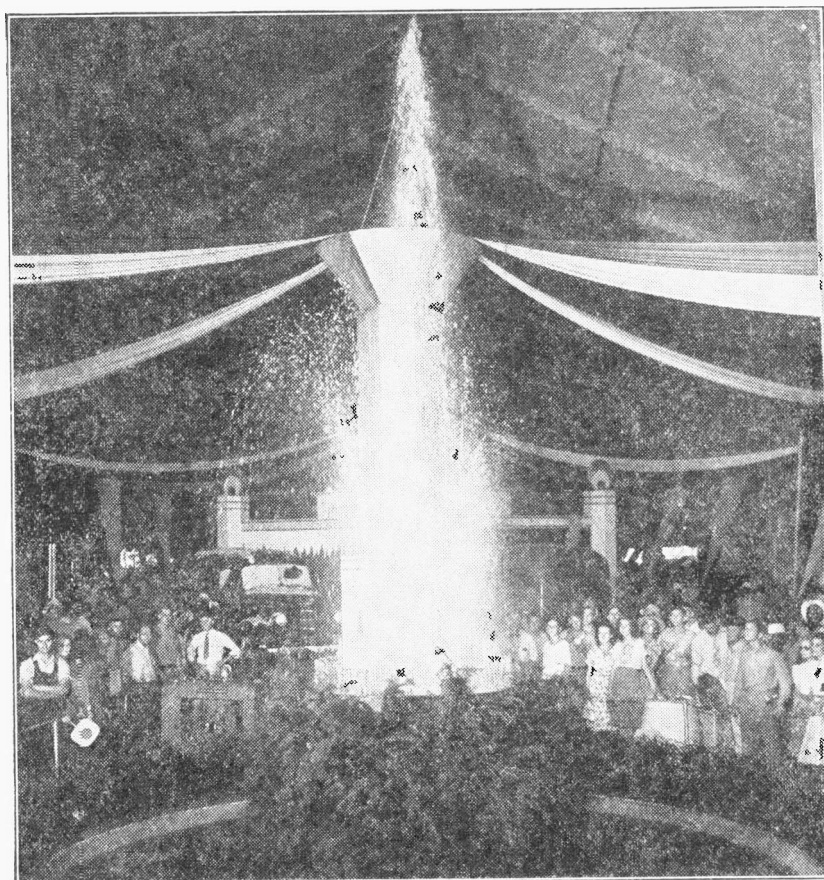
The Oliver Farm Equipment Sales Company exhibits at all the larger and better known State fairs in the country. The Oliver branch office covering any one fair has complete charge of leasing display space, setting up the exhibit, manning it, and handling all details pertinent to the exhibit. Letters are sent out to all Oliver dealers within a reasonable distance from the fairgrounds inviting them to attend and bring along their families, friends, customers, and prospects. In many cases this gives the dealer a chance to show a more complete set-up of Oliver implements than he could possibly display in his own store.

The exhibit as a whole is in charge of the branch manager. He appoints various salesmen from his territory to man the display for the fair period and talk, explain, and demonstrate the equipment to spectators passing thru. Each machine carries a placard describing it and outlining the main selling features. A central booth is stocked with sales literature covering all implements. Usually a few novelties carrying the Oliver name are on hand to be given away. A public-address system is used to direct attention to various displays, particularly when people gather around them in fairly large groups. This maintains the carnival atmosphere that the event seems to demand and at the same time keeps up a running fire of selling information coming forth in practically continuous fashion.

Oliver sticks to a few basic fundamentals at State fair exhibits in making them as effectively successful as possible.

First—sufficient space located if possible on a plot that commands good traffic flow of the crowds. Second—pylon signs or other attention getters that quickly identify the Oliver exhibit. Third—enough units of each machine or tool used in the particular farming area, but not so many as to jam up the exhibit and consume the space around each implement display, thereby blocking the public away and making it inconvenient to get near or walk around it. Fourth—properly manned by people who know the machinery from A to Z, can explain and answer questions courteously and intelligently, and know how to choose and talk to the more interested prospects, thus making the most of their time. Fifth—plenty of new sales literature. Sixth—a bright clean exhibit at all times.

THE END



SHOWMANSHIP has an important part in the exhibits of utility products at fairs. No longer is the mere showing of a radio, refrigerator, or other product regarded as sufficient. Manufacturers vie with each other to make their displays attractive. The above fountain, illuminated with varicolored lights, is an excellent example of the ingenuity exercised in attracting possible customers.

The Fair as an American Institution

(Continued from page 11)

home-talent era to the present-day professional attractions which provide colorful spectacles and in-the-flesh productions that cannot be seen in any other setting. The modern grandstand show of automotive ground and airplane thrillers, high acts and platform numbers, horse and elephant troupes on race tracks, auto and harness speed heats, and events of the bangtails belongs only to fairdom—and how well Mr. and Mrs. John Q. Public and the kiddies know it and love it! And the night shows! Backgrounded by packed grandstands, only blobs of white showing in studied darkness, across the track is the huge infield revue stage upon which appear stellar dancing and vocal ensembles and numbers, lighted and enhanced with effects and scenic settings never dreamed of by a Belasco. And over all a darkly diademed night sky and an autumnal moon, contrast enough for the explosively brilliant pyrotechnic masterpieces to mark the finale. Truly a sight and an experience never to be forgotten and characteristic only of the North American continent!

How can the average daily amusement menu of thousands of cities and towns hope to compete with such as this? It cannot. So when fair time is in the offing Paterfamilias Americanus and his retinue always await expectantly. In fact, they anticipate it by weeks and months in many localities. And there is where the fairs of today are in a stronger position than ever before, because they present a combination of exhibits and attractions of a once-a-year gripping appeal that has long since generously defied competition from other forms of entertainment.

Grounded in Local Pride

Not only that, but it has long been the knowledge of fair managers and board members that widespread community interest and angles which assure strong local support are present in the field of fairs in much greater degree than it is possible to attract in any other branch of outdoor amusements. Exhibits of industries, breeders, schools, 4-H Clubs, Future Farmers of America, and a dozen other interests make for a personal enthusiasm on the part of residents of any community in their fair. For instance, some fairs are the year-round center of most of the social life of their localities. As soon as one annual has ended the ways are greased for its successor. The fair manager and county agent become missionaries over a dozen or more counties and in some instances in nearly a whole State. Gatherings of young people—the fair workers of tomorrow—are held on an average of once a month or more often. Plans for the next fair are considered, new ideas are developed, errors

of the past are rectified, and the text for the preaching is, "Fair, fair, fair." Small wonder then that fairs have become so strong and their entertainment and educational competition so weak. They are grounded in the soil of local pride in achievement and, manned by leaders outstanding in their environs, deserve and get a volume of support no other branch of entertainment activity can hope to acquire.

Fun Zones Feed Coffers

The old truism about Jack being a dull boy without his play quotient is exemplified as never before in the modern, balanced fairs. "No fair without a midway" is as established a thought as is "No circus without peanuts." And the glittering, noisy amusement zone is recognized as being as essential to the pulling power of the gates as is any other major feature. The tented amusement organizations, with their swirling, eye-appealing riding devices, magnificent neon-lighted and chromium-trimmed show fronts, immaculate concession booths, and spick and span transportation equipment, represent millions of dollars in investments and they not only traffic in surcease from dull care, bringing joy to young and old, but are healthy feeders into the fair associations' coffers. The organized carnivals and so-called independent rides and shows of today have made progress in line with other developments for the betterment of fairs, and scores of them represent the last word in appearance, magnitude, entertainment merit, and earning power in portable amusements. Clean eat and drink concessions now are assured on practically all fairgrounds, on midways, other locations, and in grandstands, and concessionaires are co-operating as never before in intelligent effort to give fair patrons good food, wholesome refreshments, dairy products, and beverages in sanitary surroundings at reasonable prices.

Drum Beaters Serve Well

Long potent instruments in community building, fairs are more and more dovetailing into campaigns for bringing out the advantages of their respective localities. Some of the best planned, breeziest, and most telling publicity and advertising is being turned out by publicity directors of fair associations. While the larger fairs have no monopoly on this ace drum beating, a number of the State fairs have made it a point to encourage and expand their departments which use as media the press, radio, billboards, sound trucks, and other channels for disseminating real fair news. Among these departments the releases from Minnesota State Fair, Eastern States Exposition, Wisconsin State Fair, Brockton (Mass.) Fair, Western Washington Fair, Iowa State Fair, State Fair of Texas, Ohio State Fair, Kansas State Fair, Missouri State Fair, Kansas Free Fair, Canadian National Exhibition, Calgary Exhibition and Stampede, California State Fair, Los Angeles County Fair, Indiana State Fair, New Jersey State Fair, Virginia State Fair, Southeastern World's Fair, and State Fair of Louisiana are perhaps most notable.

No one can conceive what measure of triumph is still ahead for
(Continued on page 43)

INTERNATIONALLY FAMOUS TRAPEZE ARTISTS

FLYING BEHEES

Presenting a routine of principal leaps positively never before attempted on an outdoor rigging, including passing, doubletwisting, triple and two-and-a-half blindfolded somersaults, with the consistency and dependability that only these champions can perform them.

Featured at
MILLS OLYMPIA CIRCUS
LONDON, ENGLAND
TOWER CIRCUS
BLACKPOOL, ENGLAND
SCHUMANN CIRCUS
STOCKHOLM, SWEDEN
CIRCO WAITE
LIMA, PERU
FERNANDEZ CIRCUS
HONOLULU, HAWAII



Featured at
WINTERGARTEN
BERLIN, GERMANY
CIRQUE MEDRANO
PARIS, FRANCE
CIRCUS KRONE
MUNICH, GERMANY
RONACHER THEATRE
VIENNA, GERMANY
CIRCUS SCHUMANN
COPENHAGEN, DENMARK

Voted the Premier Flying Act
in the Circus Division in The
Billboard's Performer Contest.

Booked by
GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA

NEW YORK, N. Y.

PERMANENT ADDRESS: 576 E. MAIN ST., PERU, INDIANA

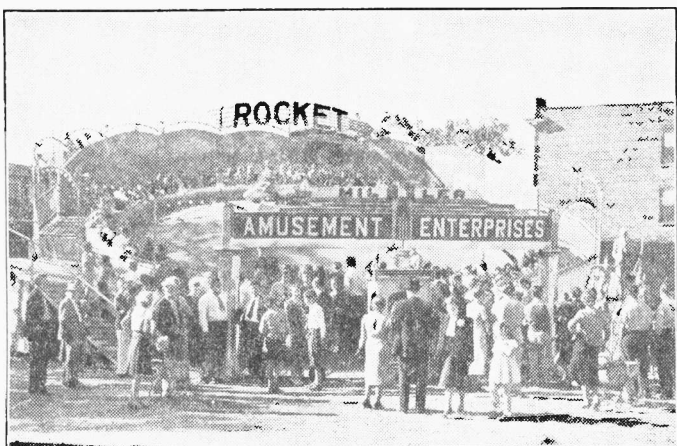
ROSE BEHEE—the only lady in
the world performing a two-and-
a-half somersault to catch by the
feet while blindfolded.

*Holiday
Greetings*

TO OUR MANY FRIENDS,
FAIR and CELEBRATION
SECRETARIES and
ASSOCIATES:—

WE THANK you all for your
very fine co-operation and
assistance in making 1940 one of
our best years.

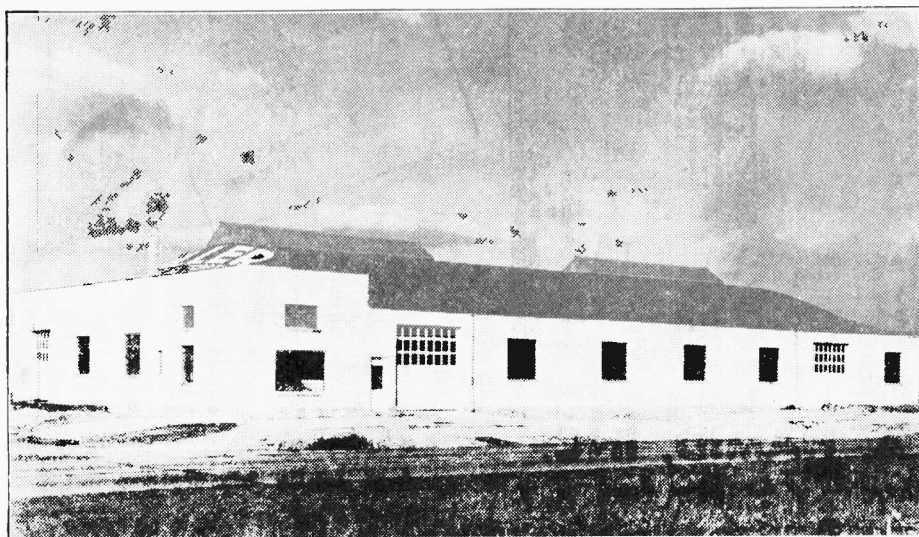
and Congratulations, **IAFE**



Featuring "THE ROCKET," the only
ride of its kind—a real attraction
and money-getter.

**NOW BOOKING
THE
1941 SEASON**

Photo of Miller's new headquarters in
LaGrange, Ill.



WE HAVE available the largest selection
of rides in the country. Anything you
want from "go-cart" on up! Every piece of
equipment is in first-class condition and
includes all the latest and most modern
devices.

Special lighting effects and arrangements
attract the customers from all parts of the
grounds.

54 Modern Riding Devices

BOOK a variety of rides for your 1941 event
---be sure you have something for the
young, middle-aged and even the older ones.
Thrills for all who want them. And safety,
too! Be sure of the best with Miller. Write
us today for a complete list or visit our newly
completed quarters in LaGrange, Ill., during
the Convention.

A QUARTER OF A CENTURY OF PROGRESS

MILLER
AMUSEMENT ENTERPRISES

CHAS. MILLER, Mgr.

MAIN OFFICE:

55th St. and 5th Ave., LaGrange, Ill.

CHICAGO OFFICE:

524 W. 59th St.

CHICAGO, ILLINOIS

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MILTON DANZIGER

THE history of the relationship of the International Association of Fairs and Expositions, the American Association of Fairs and Expositions, and its predecessors in the United States covers a period of 50 years. From the beginning to 1911 there were many discussions on the matter of federal government exhibits on the part of members, as well as representatives of the United States Government.

Federal Buildings

The first concrete action on the part of the International for federal exhibits was in 1911 during the presidency of Charles E. Cameron, president of the Iowa State Fair, when W. R. Mellor, of Lincoln, Neb., addressed the convention at its December session.

The draft of a bill as proposed by Mr. Mellor was entitled, "An Act To Provide for the Encouragement of Agriculture, Horticulture, and Industrial Exhibits in the Various States," and in substance there was to be appropriated out of any money in the United States Treasury, not otherwise appropriated, the sum of \$100,000 to each State for the purpose of promoting and encouraging the agricultural, horticultural, and industrial interests therein by means of construction and erection of a suitable building to be used solely for the display of agricultural, horticultural, machinery, or industrial exhibits.

Introduced in Congress

Mr. Mellor, chairman of the special committee on the National Fair Appropriation Bill, reported that the bill was introduced in Congress on January 15, 1912. President Cameron appointed a special committee in charge, consisting of W. R. Mellor, Lincoln, Neb.; J. R. Russwurm, Nashville, Tenn., and R. A. Pearson, Syracuse, N. Y. Because of Mr. Pearson's severance with the New York State Fair he was unable to serve, and Mr. Mellor and Mr. Russwurm opened a campaign with the support and assistance of each member of this association in lining up the senators and representatives of their commonwealths in favor of the measure. Mr. Mellor had received personally 285 communications favoring the bill.

On April 10, 1912, Mr. Mellor, Mr. Russwurm, and Joseph E. Pogue, of Raleigh, N. C., met before the committee on agriculture of the House and presented claims for favorable consideration of the measure. The bill was referred to a subcommittee for further study.

History of IAFE Government Relations

The following article is from the author's exhaustive history on the subject, prepared especially for this Special IAFE Golden Jubilee Section.

By **MILTON DANZIGER**

MILTON DANZIGER

Assistant General Manager Eastern States Exposition, Springfield, Mass.; chairman IAFE Government Relations Committee 1929-'40; is a leading force in the organization, and an authority on exhibits and expositions with relation to government.

At the 1913 convention Mr. Mellor further reported that on January 20, 1913, Honorable John A. Maguire, endorser of the bill in the House, advised him that the committee on agriculture had reported adversely, having recommended indefinite postponement.

Thinking that this bill should be reintroduced, the committee again took up the matter of its introduction with Mr. Maguire early in the fall of 1913, and he replied that he thought that there was slight chance of legislation on matters of this kind in this Congress. Even tho the bill may not become a law, he felt that it served its purpose in educating Congress and the country in the proposed legislation.

Endorsement by Association

At this same session President John C. Simpson, of the Minnesota State Fair, in his presidential address stated:

"I desire to commend the movement for a closer relationship between the United States Government and the State fairs, for in our opinion the government can well afford to recognize our fairs and their importance in the broader field of education to the extent that they will eventually create a division of fairs within the Department of Agriculture whose sole duties will be to co-operate and work with us in our efforts to make our present institutions more efficient."

At the 1914 convention Mr. Mellor again reported that the National State Fair Bill was again introduced in the House of Representatives. Mr. Mellor was elected president of the association and thereupon appointed J. W. Newman, Kentucky State Fair, Louisville, chairman of the special committee.

During 1916 Mr. Newman made three trips to Washington and consulted numerous members of the House and Senate in regard to the bill. Mr. Mellor and Mr. Russwurm had also been to Washington. Mr. Newman recommended that a subcommittee be appointed by the president to secure the co-operation of the United States Department of Agriculture and the various forces operating under the Smith-Lever Co-Operative Extension Act in bringing the National Fair Bill measure properly before

the Congress. This recommendation was passed by unanimous vote.

Funds Appropriated

At the 1916 convention President Mellor suggested that the association appropriate a sum of \$500 to be used by a subcommittee in furthering the purposes of the National Fair Bill and in his presidential address again urged continued interest in behalf of the bill. There were a number of addresses by various speakers, especially by Ivanhoe Whitted, publicity manager of the Iowa State Fair, and A. L. Sponsler, secretary of the Kansas State Fair, Hutchinson, newly appointed chairman of the National Fair Bill Committee.

Mr. Sponsler stated that he had spent about 10 days in Washington the previous winter and while there talked with Secretary of Agriculture David Franklin Houston; George M. Rommel, chief of the Division of Animal Husbandry of the Bureau of Animal Industry, and various other officials of the Department of Agriculture.

A "War" Meeting

One of the most important incidents which have occurred in connection with the relationships with the United States Government, and undoubtedly the beginning of our present co-operation with the federal government, relates to the special meeting of the entire membership called to convene at Washington, D. C., on July 3, 1917.

On information received from John C. Simpson, then general manager of the Eastern States Exposition, Springfield, Mass., President Sponsler wired the secretaries and managers of the various members of the association to convene in Washington on the aforesaid date. Mr. Simpson informed the president that there was a movement on foot in Washington to call off the fairs and expositions of the United States because of our entry into the World War. It was based upon the supposition that during the months the fairs were to be held mobilization of troops would occur, as well as a movement for vast supplies for military purposes, and for various other similar reasons the fairs would be an interference. Some newspapers had inadvertently published what appeared to the publishers as harmless news items that there would probably be no fairs held in the country that year. President Sponsler was impressed with the fact that if anything of that sort was being seriously considered by important officials of the federal government it was his duty to call in council the managers of the fairs of

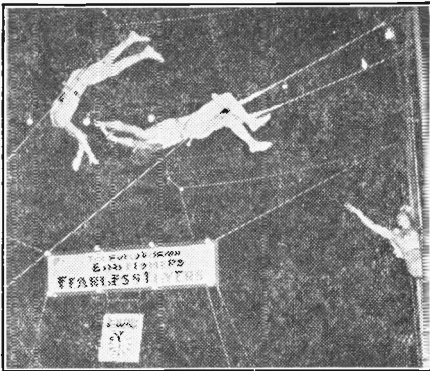
(Continued on next page)

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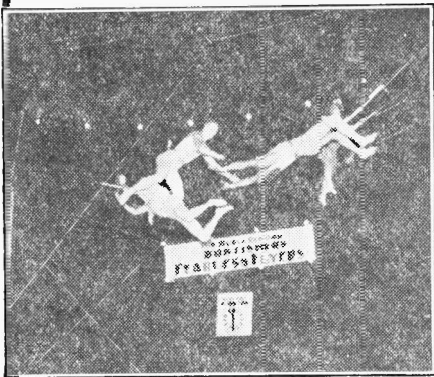
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History of IAFE Government Relations

(Continued From Page 29)

our association. He decided to set the meeting for Washington because he could there best place the source and purpose of the reported trouble and probably succeed in turning the whole matter to the mutual advantage of the fairs and the federal government. He also felt that it was possible that such a meeting, called for the purpose of investigating such a rumor, even tho entirely unfounded and impossible under the law, might lead the members into channels whereby such insight might be gained as to how best to proceed, and what ways and means might be adopted to accomplish our much-desired governmental co-operation.

Meet With Herbert Hoover

The meeting assembled at the Willard Hotel on July 3 with 23 association fairs represented with from one to two managers each. The purpose of the meeting was stated and discussed. Shortly the visit to Washington resulted largely in a policy of co-operation of the fairs and expositions in doing their share in helping to win the war. On that very day the members were invited to call upon Herbert Hoover, United States Food Administrator, who at that time had not been clothed with the power of the law, which shortly after was enacted. The United States Food Administration was in its formative period and Mr. Hoover welcomed the advent of the State fairs of America into his fold and unhesitantly embraced the opportunity, not only to popularize, but to render more efficiently his department upon which so much depended in winning the war. Mr. Hoover asked Mr. Sponsler if he could leave a committee in Washington to go over the details with him of the work the association could do and the service we could perform. He told of the shortage of food supplies and many other war essentials, which impressed the members with the fact that they owed it as a patriotic duty to do all they could to help in the trying period of the nation's peril.

Departmental Co-Operation

The Secretary of Agriculture, David Franklin Houston, was out of the city, but the members were invited in consultation with his assistants and personal representatives and they expressed keen interest in the possible co-operation of the fairs with the department. Dr. F. Lamson Scribner, expert on exhibits for the department, was called in to the meeting and interrogated by Mr. Houston's assistants as to what his office might do in co-operation with the fairs. Mr. Sponsler was again asked to leave a committee in Washington to consider in detail how the government could best use the State fairs and expositions for the advancement of agriculture, the conservation of food, and impressing upon the public the importance of breeding more livestock and efforts pertinent and vital incident to war demands.

The Wilson Era

The members were received by President Wilson, who was apprised of who the members were and what they represented. The members tendered to him their services and pledged to him the help of the fairs to win the war. President Wilson responded in well-chosen remarks and stated he hoped the association would be successful in meeting the proper parties in Washington. The members also met the Secretary of War, Newton D. Baker, who was impressed with the fact that the members could perform valuable service to the government. It was felt that the meeting in Washington had opened up avenues leading to valuable co-operative service, and that the first definite impression had been made on official Washington as to the character and influence of the Association of Fairs and Expositions.

Representative in Washington

After much discussion and deliberation it was decided to accept the invitations given by both Mr. Houston's and Mr. Hoover's departments to leave a committee in Washington to represent the association. After casting about and canvassing the available possibilities in Washington, it was then that the committee, having the matter placed in its charge by the body of the delegates present, succeeded in extracting a promise from Ray P. Speer, publicity manager of the Minnesota State Fair and manager of publicity for the association, to accept the place and carry on the work with Mr. Houston, Mr. Hoover, and the Council

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of National Defense. It was decided to spend as much of \$1,000 as was necessary to defray the expenses of Mr. Speer.

The following resolution was also passed unanimously at this meeting in Washington:

"Whereas, the American Association of Fairs and Expositions in special meeting assembled, recognizing the great necessity of the conservation of foods, feeds, and the encouragement of the raising of agricultural products and livestock, and, Whereas, we consider that all agricultural fairs are allies of our government in its laudable efforts to increase the raising of food supplies in the United States, as we are co-operating with the government and its officials by working with and along the lines laid out by them, Therefore Be It Resolved, that we do extend to the United States Government the hearty co-operation of our fairs and expositions, both collectively and individually, and our undivided and individual efforts to aid it and its officers in securing desirable results."

William K. Stratton, of Texas, moved that the chair appoint a committee of seven to work out details for exhibit and co-operative work to be carried out by the association and the various departments of the United States Government, and that the committee be empowered to employ and pay a representative of the association to remain in Washington for the purpose of working up exhibits to be put on at the various State fairs by the federal government. Mr. Sponsler appointed the following committee: Messrs. Sponsler, chairman; Brown, New York; Cameron, Iowa; Simpson, Massachusetts; Hirsch, Louisiana; Speer, Minnesota, and Robert, Georgia. The committee also met with Dr. Wilbur and J. O. Cosgrove, of the United States Food Administration, and also with R. A. Pearson, who had become assistant to the Secretary of Agriculture, and discussed the possible exhibits that might be put on by the United States Government at the various State fairs.

Mr. Speer set about his task with full knowledge of its difficulties. He kept the members well informed of his progress. He met with the National Council of Defense in the city of New York, and that body discussed his proposals for more than five hours and decided to adopt them with the exception that they enlarged upon them to a great extent. The council submitted it to Secretary Baker and got his approval.

Report on War Activities

Dr. F. Lamson Scribner, government expert on exhibits, in an address before the regular convention of the association December, 1917, spoke at length on food production and conservation exhibits as related to the war emergency program. Further resolutions of co-operation with the federal government were passed at this session and are a matter of record in our proceedings.

Dr. Scribner again spoke before our body at the December, 1918, convention. He reported that during the winter and spring months in 1918 a joint committee on government exhibits was formed, consisting of representatives from the War, Navy, Commerce, and Agricultural Departments and other branches of the federal service and that plans were worked out for an extensive series of war exhibitions made in co-operation with the fair associations during the summer and fall months of 1917, and also an extensive exhibit campaign in 1916. During 1918 the Department of Agriculture made exhibits at 39 fairs and expositions in six circuits, the fairs and expositions themselves depositing with the disbursing officer of the Department of Agriculture \$38,847 for the transportation and handling of these exhibits. Only \$18,405.13 of this deposit was expended. The unexpended balance of \$20,441.87 was returned. Each fair or exposition in the circuit received a like amount according to the original plan of prorating expenses. Six of the fairs were called off on account of the epidemic of influenza, and to these the full amount of their deposits was returned.

The greater part of the saving was due to the liberal concessions secured from the United States Railroad Administration giving free return of all the exhibits from their last point of display to Washington, D. C., or to Alexandria, Va. There was a further saving thru being relieved of all demurrage charges on the freight cars at stopover points. Many of the freight shipments were carried by baggage car on passenger trains without additional cost. The cost to the government of transportation to the fairs and expositions was approximately \$20,000. In round numbers the expense of making exhibitions at 33 fairs was \$40,000, the unit cost being approximately \$1,211. More than 23,000 miles were

(Continued on page 33)

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The Showmen's League of America

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History of IAFE Government Relations

(Continued From Page 31)

covered by railroad by these exhibits utilizing an area of 264,000 square feet of floor space.

President Sponsler's Work

President Sponsler in his presidential address for this year dwelled at length upon the work of the association in the war program and its co-operation with the federal government. He stated that he had spent seven weeks in Washington meeting with the various high officials of the government, senators and congressmen, and also visited the British and French high commissions upon several occasions. He also gave credit for valuable and timely service rendered by Messrs. Stratton, Simpson, Mahan, Striplin, Dickinson, McIlvaine, Davison, Gocher, Danielson, Russwurm, and others, each of whom spent from one to 10 days in Washington while part or all of the committee was there. He also stated that all secretaries stood ready to help upon call and acted promptly on each and every suggestion for assistance.

At the February, 1919, meeting of the association Thomas H. Canfield, of Minnesota, moved that the directors of the association be instructed to take up the matter of securing government co-operation and joint exhibits with unlimited authority to do everything necessary to secure same for the fairs and expositions thruout the United States.

I. S. Mahan, of the Oklahoma State Fair, reported that Senator Gore of his State had secured the adoption in the Senate Agricultural Committee of the amendment appropriating \$100,000 for the purpose of enabling the joint committee of exhibits to defray expenses necessary to make exhibits at State fairs and expositions. A motion was made by Mr. Mahan and approved by the body to send a letter of thanks to Senator Gore.

Appropriation of \$70,000 Made

Association president W. H. Stratton, of the Texas State Fair, and George W. Dickinson, of the Michigan State Fair, were authorized as a committee to go to Washington to represent the association and to do whatever they deemed necessary to further the interests of fairs and expositions.

On February 18, 1920, Dr. F. Lamson Scribner again appeared before the body and reviewed the exhibits presentation for the season of 1919, stating that he felt they were sufficiently different from those displayed at the fairs the year before to give them a new and fresh interest to visitors. He also hoped that those who had visited the fairs in the previous year would find in exhibits for 1920 sufficient new material to again secure their attention and interest. He reported that the agricultural bill before the House of Representatives carried an appropriation of \$70,000 for exhibits.

Sponsler Reviews Efforts

At the 1921 convention a considerable part of the program was devoted to a discussion of government exhibits, and Joseph W. Hiscox, chief, Office of Exhibits, United States Department of Agriculture, addressed the gathering. Mr. Sponsler told of the 10 years' efforts to have the government build fair buildings on the grounds of each of the State fairs of this country and stated that he felt for the present, because of the changed conditions, that the movement would be impracticable, and that the association should lend its efforts in the securing of annual appropriations for exhibits as conducted during the past few years. He felt the association should take a vigorous attitude in this matter because of its importance, not only to the member fairs, but of its value to the United States Department of Agriculture in disseminating information.

F. M. Lawrence, of the Midland Empire Exposition, stated his belief that the association should have a committee appointed to consult with Mr. Hiscox or his department as to the best way to secure government exhibits. This committee could be a co-operating committee of great assistance to the Department of Agriculture. President Russwurm, who was in the chair, said that he would refer the matter to the incoming officers and advise them to act upon that suggestion. At the 1922 con-

(Continued on next page)

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History of IAFE Government Relations

(Continued From Page 33)

vention, held in Toronto, Thomas H. Canfield, of Minnesota, in a memorable address entitled, "A Dream of the Present—A Reality of the Future," outlined the importance of continued and permanent co-operation with the Department of Agriculture in exhibits for the fairs of the United States. Further discussion of exhibits matters was made at the 1923 convention of the association.

Endorsement of Exhibits

Don V. Moore, secretary of the association, told of his visit in Washington during the previous summer and the opportunity which he had in inspecting the work of the Office of Exhibits, and introduced Mr. Hiscox as one of the speakers on the program. Mr. Hiscox, in an illuminating address, outlined in a comprehensive manner the work of the Office of Exhibits, giving many valuable facts and statistics and a review of his personal efforts in behalf of the exhibits work of the Department for the past four years.

President Fuller Inspects

B. H. Heide, general manager International Livestock Exposition, Chicago, stated in 1926 that he was fully impressed with the importance of these exhibits as they served to disseminate valuable information in regard to agriculture and that he was willing to serve on any committee that may be appointed by the president and do all that he could to assist in this fine work.

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President Fuller, in his presidential address, discussed at length the matter of government exhibits, and sent a report to all the members on February 5, 1927, stating that at a meeting of the directors of the association held in Chicago in December, 1926, Past President Canfield had called attention to the great number of interesting government exhibits displayed at the Sesquicentennial International Exposition held in Philadelphia and suggested that steps be taken to have the best of these exhibits preserved for exhibition later at fairs.

In response to Mr. Canfield's suggestion, Charles A. Nash, of Springfield, and Frank D. Fuller, of Memphis, were appointed a committee to go to Washington and confer with the Office of Exhibits relative to fair exhibits in general and the preservation of the Sesquicentennial exhibits in particular. Arrangements were made for the committee to meet with Mr. Hiscox in Washington on January 26. Mr. Nash was unable to go at this time, and Past President Fuller represented the committee. Mr. Fuller had a number of conferences with Mr. Hiscox and C. W. Warburton, Director of Extension Work, Department of Agriculture, relative to exhibits for the coming year and the future conduct of the Office of Exhibits. He also reported in more detail at the 1927 convention outlining the various contacts that he had made in Washington and the importance of continued co-operation with the Department.

The Nash Era

Association president Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass., reported at the 1928 convention that pursuant to a vote of the members at the 1926 convention a committee appointed by President E. L. Richardson, of Calgary, Can., met in Washington on May 8, 9, 10, and 11, 1928, with the following members present: President, Charles A. Nash, Springfield; vice-president, W. R. Hirsch, Shreveport, La.; secretary-treasurer, Ralph T. Hemphill, Oklahoma City, Okla.; past president, Frank D. Fuller, Memphis, Tenn.; past president, A. L. Sponsler, Hutchinson, Kan.; past president, Thomas H. Canfield, Hamline, Minn.; A. R. Corey, Des Moines, Ia.; W. W. Lindley, Springfield, Ill., and J. Fred Margerum, Trenton, N. J.

The committee visited and inspected the Office of Exhibits accompanied by C. W. Warburton, Director of Extension Work, and Joseph W. Hiscox and members of his staff. They also inspected the warehouse of the Office of Exhibits at Alexandria, Va., and were cordially received by Secretary of Agriculture Jardine, who assured the committee of his support toward increasing the appropriation and promised to include in his budget an estimate of \$225,000 for use of the Office of Exhibits at State, interstate, and international fairs in the United States against the existing appropriation of \$103,000.

The committee also met Director of the Budget Lord and his assistants. Members of the committee visited the Capitol and called upon as many of their representatives and senators as possible. Thru A. R. Corey the committee met the chairman of the sub-committee of agricultural appropriations, L. J. Dickinson, of Iowa, who gave an earnest hearing to the needs of the fairs and expositions. Representative John N. Sandlin, of Louisiana, assured the committee of his unqualified support.

Request for \$225,000

President Nash summed up his report as follows:
1. The Office of Exhibits was carefully inspected.

(Continued on page 39)

CORRECTION

**Amusement Corporation of America
OPERATES 210 RAILWAY CARS**

In the color spread of Amusement Corporation of America in this issue the number of cars was erroneously listed as 175. The correct number of Railway Cars is 210.

FAIRS OMITTED

Also thru an oversight the list of Fairs played by ACA units in 1940 did not contain the following:

**PINELLAS COUNTY FAIR
LARGO, FLORIDA**

**FLORIDA ORANGE FESTIVAL
WINTER HAVEN, FLORIDA**

**FLORIDA STATE FAIR AND GASPARILLA
TAMPA, FLORIDA**

**CENTRAL FLORIDA EXPOSITION
ORLANDO, FLORIDA**



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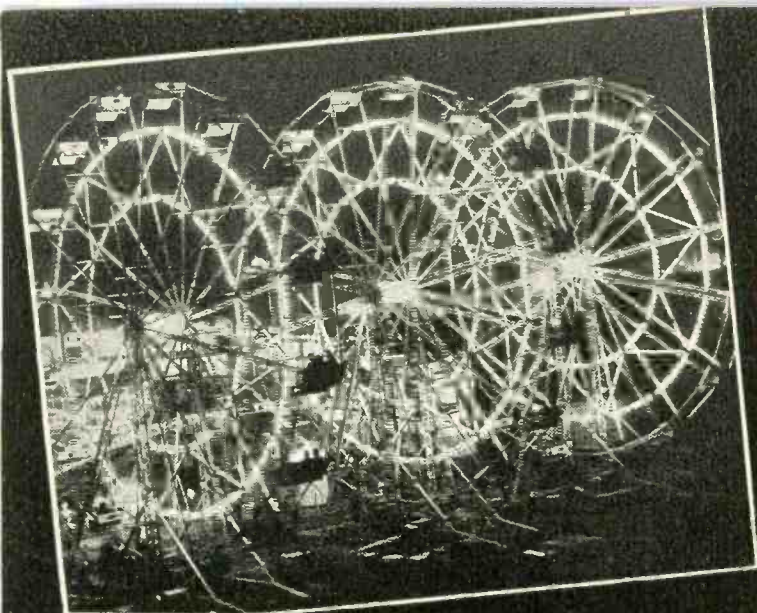
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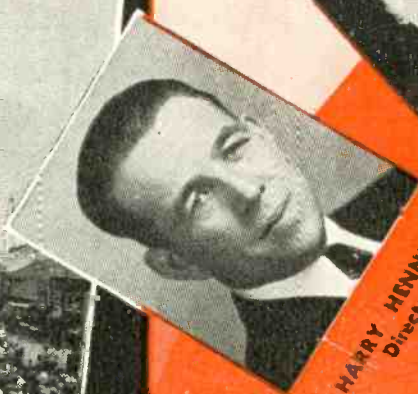
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CARL J. SEDLMAYR
President



BARNEY S. GERETY
Secretary



CURTIS J. VELARE
Director



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AMUSEMENT CORPORATION OF AMERICA

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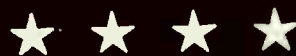
Not one or two, but every corner, every "avenue" is a sight to behold for spectators who visit the midways of the four Amusement Corporation of America Units.

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CONGRATULATIONS TO THE **IAFE**
...AND A VERY **MERRY CHRISTMAS**
AND MOST PROSPEROUS **NEW YEAR**
TO ALL FAIR MEN ON THE
NORTH AMERICAN CONTINENT

WE HOPE you all have had a successful season, one that has repaid for all the time and effort required to make the rapidly growing modern fair what it is today . . . a gathering place for young and old . . . country . . . suburban . . . city dwellers. Yes, the fair is a great American Institution and you men and ladies, too, are doing a remarkable job. We are proud to be associated with you and it is our desire that you have another successful convention of the International Association of Fairs and Expositions . . . may 1941 bring new and more outstanding achievements in your undertakings. To each of you . . . A Very Merry Christmas and a Happy Prosperous New Year.

★ ★ ★ ★
AMUSEMENT CORPORATION OF AMERICA
HEADQUARTERS
CHICAGO, ILL.



**Leading
Fairs
that used
the
World's 4
Largest Mid-
ways in
1940**

Northwest Fair of Minot —
Minot, N. D.
Greater Grand Forks State Fair—
Grand Forks, N. D.
Provincial Exhibition of Manitoba
—Brandon, Manitoba
Calgary Exhibition and Stampede
—Calgary, Alberta
Edmonton Exhibition — Edmon-
ton, Alberta
Saskatoon Industrial Exhibition—
Saskatoon, Saskatchewan
Regina Agricultural & Industrial
Exhibition—Regina, Sask.
Canadian Lakehead Exhibition—
Fort William, Port Arthur,
Ontario
Tri-State Fair—Superior, Wis.
Minnesota State Fair—St. Paul,
Minn.
Tennessee State Fair—Nashville,
Tenn.
Tennessee Industrial & Agricul-
tural Exposition—Knoxville,
Tenn.
Alabama State Fair — Birming-
ham, Ala.
Mississippi State Fair—Jackson,
Miss.
Greater Gulf Coast Fair—Mobile,
Ala.
Pensacola Interstate Fair—Pensa-
cola, Fla.
Anderson Free Fair — Anderson,
Ind.
Mid-Summer Festival — Milwau-
kee, Wis.
Soldiers and Sailors' Reunion—
Salem, Ill.
Ionia Free Fair—Ionia, Mich.
La Porte County Fair—La Porte,
Ind.
Michigan State Fair — Detroit,
Mich.
West Tennessee District Fair —
Jackson, Tenn.
Chattanooga Inter-State Fair —
Chattanooga, Tenn.
Mid-South Fair—Memphis, Tenn.
Miss.-Ala. Fair & Dairy Show—
Tupelo, Miss.
Chattahoochee Valley Exposition
—Columbus, Ga.
Louisiana State Fair—Shreveport,
La.
South Texas State Fair—Beau-
mont, Tex.
Battle of Flowers—San Antonio,
Tex.
North Montana State Fair —
Great Falls, Mont.
Midland Empire Fair — Billings,
Mont.
Iowa State Fair—Des Moines, Ia.
Nodaway County Fall Fair —
Maryville, Mo.
Kansas Free Fair—Topeka, Kan.
Amarillo Tri-State Fair — Ama-
rillo, Tex.
Oklahoma State Fair—Oklahoma
City, Okla.
State Fair of Texas—Dallas, Tex.
Houston Fall Fair—Houston, Tex.
Spring Fiesta—Joplin, Mo.
Cotton Carnival — Memphis,
Tenn.
Minneapolis Aquatennial — Min-
neapolis, Minn.
Northern Wisconsin District Fair
—Chippewa Falls, Wis.
Illinois State Fair — Springfield,
Ill.
Annual Fall Celebration—Keo-
kuk, Ia.
Ozark Empire District Fair—
Springfield, Mo.
Oklahoma Free State Fair —
Muskogee, Okla.
Arkansas Live Stock Show —
Little Rock, Ark.
Mississippi Fair and Dairy Show
—Meridian, Miss.



History of IAFE Government Relations

(Continued from page 34)

- 2. Secretary Jardine was called upon and assured the members of his support.
 - 3. Director of the Budget Lord received the committee, and the members felt that an impression was made, altho no direct promise could be secured.
 - 4. Many senators and representatives reacted favorably, amongst them the chairman and one other member of the sub-committee on agricultural appropriations of the House of Representatives.
 - 5. The request for a total appropriation of \$225,000 was included in the budget estimate of the Department of Agriculture for the Office of Exhibits when the estimate was transmitted to the budget director on June 15, 1928. If allowed, the appropriation would be available during the fiscal year beginning July 1, 1929.
- At this convention it was moved by Mr. Russwurm, of Tennessee, that the incoming president be authorized to appoint a committee which would keep in touch with the work relative to increased appropriations for the Office of Exhibits, also the appointment of a co-operating committee whose duty it would be to work with this office and assist in planning their exhibits and also the arrangement of circuits. Mr. Nash felt that it would be more desirable if this committee be one, instead of two, and that the incoming president be empowered to appoint such a committee with full power to act. These suggestions were approved by the members.

Report of 1929 Committee

Pursuant to the action of the 1928 convention, President W. R. Hirsch, of Louisiana, appointed the following committee on government co-operation: Vice-President E. G. Bylander, secretary of the Arkansas State Fair, chairman; President W. R. Hirsch, Shreveport, La.; Milton Danziger, Springfield, Mass.; E. J. Barker, Indianapolis, Ind.; P. T. Strieder, Tampa, Fla.; C. B. Ralston, Staunton, Va.; Mrs. Bert H. Swartz, Wheeling, W. Va.; and Simon Roswald, Montgomery, Ala., who was unable to be present.

Similar visits and discussions as were made by the 1928 committee were carried out by the 1929 committee, which visited Washington April 29 to May 3, 1929. As a result of the work of the 1929 committee in Washington important recommendations were made, including the following:

"Recommend to the directors of the International Association of Fairs and Expositions that the committee on government exhibits be made a standing committee, and it is further recommended that this committee, each year, consist of the incoming president, vice-president, secretary, and three other members, all to be appointed by the incoming president, and to serve for the concurrent period of his term of office."

Chairman Bylander reported at the 1929 convention in a comprehensive manner and gave a complete record of the visit and the various recommendations made.

Report of 1930 Committee

In conformity with the action of the members at the 1929 convention in making a permanent, standing committee on government exhibits of the association, President E. G. Bylander, of Arkansas, appointed the following permanent committee on government exhibits; Milton Danziger, Springfield, Mass., chairman; President E. G. Bylander, Little Rock, Ark.; Percy W. Abbott, Edmonton, Canada; Ralph T. Hemphill, Oklahoma City, Okla.; Wm. B. Boothby, Rochester, N. Y., and John L. McNamara, Detroit.

Messrs. Abbott and Hemphill were unable to be present at the meeting called in Washington in the spring of 1930, and Director A. R. Corey, Iowa State Fair, was asked to attend. A thoro study and inspection was made of the Office of Exhibits, including its business sections and studios, and also the warehouse at Alexandria. A meeting was held with W. A. Jump, budget officer of the Department, who showed a keen interest in the work of the fairs. The chairman called Mr. Jump's attention to the 1929 budgetary recommendation.

Increase of \$9,560 Allowed

This sum was for a total of \$225,000, or an increase of \$105,000, for since the 1928 committee in Washington had made the original request for this sum Secretary of Agriculture Jardine had included in his estimates this original sum which was cut by the Bureau of the Budget, which allowed a gross increase of \$16,700, of which \$7,140 was for what is known as the "Welch Act" increases for salaries, leaving a net increase of \$9,560 to permit the Department to extend its educational exhibits.

(Continued on next page)



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Name bands and entertainers in big-time spots work with Lafayette Sound. It's so easy to own, yet so far advanced, that show people who could pay more stay with Lafayette.

Lafayette Portable systems are light, compact, look like airplane luggage; permanent equipment is easy to rig and operate, is smartly streamlined to make you look and sound like a million! Terms are convenient.

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Top figures sway on 20 ft. perch poles from side to side and criss cross over girl in middle. Also sensational breakaways and double one arm handstands.

A sensational feature attraction full of thrills and suspense—guaranteed to satisfy or money refunded.

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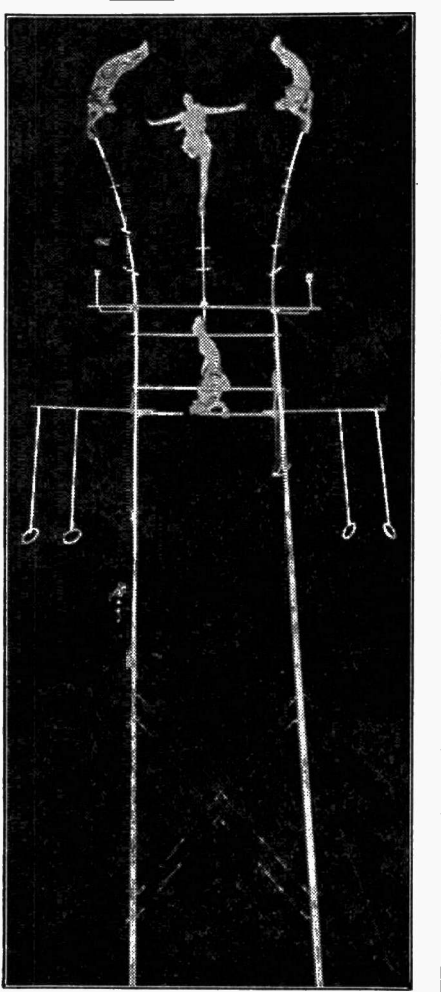
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SHOW
OF THE
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SEASON

A Bigger and Better Show, designed to attract Bigger and Better Crowds in 1941, and presenting new but proven Attractions.

FAIR MEN AND CELEBRATION OFFICIALS:
Contact us now by mail, or at the Sherman Hotel, Chicago, during the Conventions.

SHOWMEN

We will finance anything of merit—submit your ideas if they are new and worth trying.

WANT GOOD MAN FOR MOTOR DROME

**OPENING THE 1941 SEASON AT THE
Charro Days Celebration**

**BROWNSVILLE, TEXAS
FEBRUARY 15 TO 24 INCLUSIVE**

EXECUTIVE STAFF:

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LOUIS RINGOL General Agent	TOMMY STEVENS Advance and Publicity

WINTER QUARTERS:

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History of IAFE Government Relations

(Continued from page 39)

The present appropriation now stands at \$120,000. As far as the committee could ascertain the recommendations of the 1929 committee were not approved by the department officials, thereby not making it possible to have it passed upon by the Budget Bureau or the sub-committee on agricultural appropriations of the House of Representatives. Mr. Jump explained the difficulties in securing what might be considered large increases of this nature, but the committee impressed upon him the importance of the work.

"Government Relations"

At the 1929 meeting of the association Arthur E. Corey, Des Moines, was elected president and appointed Milton Danziger, of Springfield, Mass., chairman of the now permanent Committee on Government Relations. The committee comprised the president, vice-president, secretary-treasurer, and three appointive members, the last-named to serve for the concurrent term of the president. The committee, by vote of the members, was empowered to handle all matters pertaining to the United States Government.

During 1930 and 1931 the committee continued important contacts with the Department of Agriculture. In its enlarged activities the committee went into a thoro discussion of the contemplated revision of the Federal Copyright Act and went on record in favor of having the rights of agricultural fairs protected.

Hearings on Copyright Bill

In 1932 the committee again met in Washington and carried on discussions with officials of the Department of Agriculture. The chairman remained over for several days to appear before the House Committee on Patents and in the hearing on House Bill No. 10325, introduced by Congressman William I. Sirovich, of New York, made a strong plea for the inclusion of a provision exempting agricultural fairs for being subjected to restrictions in the use of copyrighted works.

Subsequently Congressman Sirovich introduced a new bill (H. R. 10976) and this included in its exemptions "agricultural" institutions, together with recognized charitable, religious, fraternal, and educational organizations. The new bill failed of agreement on the floor of the House and was recommitted to committee. We had, however, assurances that "agricultural" institutions would be included in any future copyright bills which might be enacted into law.

Revenue Act of 1932

There was some discussion in the Congress that in the revision of the Revenue Act of 1932 there was a possibility of the elimination of the exemption of the tax on admissions pertaining to agricultural fairs. The chairman made strong protestations to the House Committee on Ways and Means and received the following letter in reply:

"By direction of the acting chairman, I acknowledge receipt of your telegram relative to the exemption of agricultural fairs from the admissions tax. For your information, the same exemption that has always been granted to agricultural fairs in respect to this tax is continued by the new Revenue Bill."

Tax on Electrical Energy

The Revenue Act of 1932 provided for a tax on the amount paid for all electrical energy furnished for domestic or commercial consumption. Some of our fairs were requested to pay the tax and the subject needed clarification. The chairman received from the Bureau of Internal Revenue the following ruling:

"If the fair qualifies strictly as an agricultural fair conducted by a non-profit association, no part of the net earnings of which inure to the benefit of any private stockholder or other individual, it is held that the electrical energy consumed in the operation of the fair is not purchased for domestic or commercial consumption and that amounts paid for such electrical energy are not subject to the tax under Section 616 of the Revenue Act of 1932."

Appropriation Jeopardized

Most important of the committee's activities in 1933 was the restoration of the threatened elimination of funds for the Office of Exhibits of the United States Department of Agriculture. Thru a personal note from Chester H. Gray, legislative representative, American Farm Bureau Federation, and a reading of the Congressional Record of December 27, 1932, the chairman learned that the exhibits appropriation was reduced to \$10,000 by a vote of 25 to 13 on the floor of the House of Representatives.

Briefly stated, the appropriation for agricultural exhibits for the fiscal year 1932 was \$129,870. For the fiscal year 1933, in keeping with

the policy of the Congress to effect economies, it was reduced to \$120,000. For the fiscal year beginning July 1, 1933, the President's budget requested \$99,085. The House Committee on Agricultural Appropriations asked the Department to accept a further reduction of \$9,085, leaving the item as recommended by that committee, \$90,000. Representative M. C. Allgood, of Alabama, a former county agricultural agent and a former State commissioner of agriculture, led the attack on the appropriation and had it reduced to \$10,000.

The chairman hastened to Washington and spent more than a week seeking its restoration. Suffice to say the Senate Committee on Agricultural Appropriations restored the item to the budget figure of \$39,085, but in conference with the House the Congress finally agreed on a sum of \$85,000.

National Recovery Act

Soon after the passage of the National Industrial Recovery Act on June 16, 1933, there was considerable speculation as to the application of that act to agricultural fairs and expositions. While it was generally accepted that the Congress could not constitutionally pass any law transcending the authority of the sovereign State nor assume by legislative authority jurisdiction over State-owned or State-operated institutions, we had some members whose fairs were not State-owned or State-operated and hence their status under NRA was in doubt.

The chairman made several visits to Washington to discuss the matter with high officials, and as a result of these conferences General Hugh Johnson, national administrator, requested the chairman of the Committee on Government Relations "to formulate and prepare for submission a code of fair competition for exhibitions of whatever kind, nature, or description."

This was done, and the chairman was appointed "co-ordinator" for the entire exhibition profession, which included every form and type of exhibition, agricultural and otherwise, except amusements. The co-ordinator insisted that the code be operated on a purely voluntary basis by the adherents, but this met with opposition from the Washington administration. The co-ordinator refused to recede from this position and brought the matter to the attention of the members at the 1933 convention and they went on record as sustaining the chairman.

The administration of the code of fair competition for the exhibition profession created considerable work. The subsequent invalidation of the act by the Supreme Court was a source of relief to the association and its committee.

Social Security Act

During 1934 the committee was busy making interpretations of the exhibition code and matters relating to admissions. It seemed that the government was giving more active inspection of tax-exempt institutions

and some fairs which thought they were exempt found that they were not. Many suggestions and recommendations had to be made to the members in order that they would conform with the provisions of the law.

During 1935 much of the time of the committee was concerned with the study of the federal Social Security Act and its relationship with fairs. Upon passage of the act the Internal Revenue Bureau was reluctant to give any rulings on its application to our fairs and it was necessary to withhold official decisions. These studies continued during 1936 and also during that year much time of the chairman was spent compiling figures on allotments to fairs from the Works Progress Administration. At the 1936 convention the chairman reported that it was estimated that \$20,000,000 in the form of allotments and grants were made to agricultural fairs and expositions for improvements.

In 1937 the chairman appeared before officials of the Bureau of the Budget and requested an appropriation of \$250,000 for the Office of Exhibits of the United States Department of Agriculture.

While in Washington considerable time was spent with various officials discussing the possibility of a unified exhibits function for various government departments. It was apparent that the idea would be difficult to develop under the existing conditions and the uncertain tenure of many of the emergency agencies and bureaus. While the Bureau of the Budget was in sympathy with the idea, it did not offer much hope.

During the 1937 and 1938 conventions the members of the association went on record as favoring the exemption of agricultural fairs from the provisions of the federal Social Security Act when it was apparent that its provisions were applicable to exhibitions which were not directly instrumentalities of government.

The chairman made presentations to the proper committees of the Congress, but was informed that no separate amendments would be given consideration until a report of a special committee which was studying the entire act had been made. It was necessary to mark time.

On June 12, 1939, the chairman advised the members that H. R. 6635 (Report No. 728), a bill to amend the Social Security Act and for other purposes, had passed the House of Representatives. Section 1411 (adjustment of tax), paragraph 10 (b), indicated that "service performed in the employ of an agricultural or horticultural organization" would exempt non-profit agricultural fairs from paying the tax.

The bill as approved by the House had then gone to the Senate. We then advised the members to write their two senators immediately, asking their support of that section of the bill as above quoted.

As we all know, the various proposed amendments to the Social Security Act got into a parliamentary tangle and it was not until August 10, 1939, during the closing hours of the Congress, that the amendments were passed. Our exemption proposal remained intact.

If any fair now comes under the purview of the Social Security Act,

(Continued on next page)

DEE LANG'S FAMOUS SHOWS

"NOT THE LARGEST—BUT THE CLEANEST"

WE WILL AGAIN OFFER FOR THE 1941 SEASON "AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW" GREATLY ENLARGED

FAIR SECRETARIES AND CELEBRATION COMMITTEES:

We invite the most critical inspection of our show at any time, because you will find nothing but good, pleasant attractions of all kinds—attractions that give patrons their money's worth. The large earning capacity is the result of clean, first-class equipment, designed and maintained in perfect order—a beautiful show that INVITES the public and draws the people back again and again. Our repeat dates year after year is proof that Dee Lang's Famous Shows are wanted in the same localities by the fair secretaries, city officials and the paying customers. We offer as references any Fair, Celebration or City we have played for the past 11 years. Complete route list furnished on request.

Be sure of the show you book in 1941—get Dee Lang. We will again travel from Canada to the Gulf of Mexico, in the Middle West. Get all the facts now while we still have some open time.



*Merry Christmas
and a
HAPPY NEW YEAR
to all our friends*

*Congratulations
IAFE on your
50th Anniversary*

CAN PLACE FOR 1941 THE FOLLOWING:

- CONCESSIONS:** Any legitimate concessions that do not operate for over ten cents.
- SHOWS:** Will furnish complete outfits to showmen who have something worthwhile. Can place several good talkers and grinders. Harry Ansley, write me. Can place Fat Lady who entertains. Salary or percentage.
- GIRL REVUE:** Can place Electric Guitar Players. We will furnish Electric Guitars and Equipment. Can place young, good-looking Dancers. Salary paid out of office. Or we will turn this show over to responsible party with organized Girl or Hawaiian Revue if he can furnish good Show to put in same. Have beautiful set-up for same.
- RIDE HELP:** Can place good, sober and reliable Ride Men who can drive Big Eli Semi-Trailers.
- Can place Designer and Builder. Must be reliable and sober at all times.

OUR THANKS AND CONGRATULATIONS TO THESE FAIRS AND CELEBRATIONS, and All Others We Have Played in the Past Eleven Years:

Barnesville, Minn.
Hallowell, Minn.
Perham, Minn.
Kasson, Minn.
Trenton, Tenn.
McKinney, Texas
Center, Texas
Cuero, Texas

Fertile, Minn.
Ada, Minn.
Northwood, Iowa
Preston, Minn.
Hope, Ark.
Denton, Texas
Gilmer, Texas

Warren, Minn.
Detroit Lakes, Minn.
New Ulm, Minn.
Jackson, Mo.
Terrell, Texas
Lufkin, Texas
Conroe, Texas

NOW BOOKING FOR THE 1941 SEASON

ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., DECEMBER 26; THEN SINTON, TEXAS (WINTER QUARTERS).

**CONGRATULATIONS
AND BEST WISHES ON
YOUR 50TH ANNIVERSARY**

IAFE

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**YEARS MANUFACTURING
POPCORN MACHINES HAS
GIVEN DUNBAR AN
UNEQUALED REPUTATION**

**DUNBAR POPCORN MACHINES FOR • • •
DEPENDABILITY—DURABILITY—ECONOMY**

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**A MODEL FOR EVERY PURPOSE
A PRICE FOR EVERY PURSE**

**SEE OUR NEW ADVANCE MODELS
• WRITE FOR LITERATURE—NO OBLIGATION •**

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MANUFACTURERS — EST. 1900

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**IMPERIAL
SHOWS Inc.**

*Congratulate
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We are now engaged in extensive re-modeling and rebuilding operations which will make Imperial Shows a most desirable midway in 1941. New rides, new shows and attractions will give your patrons the thrill of their lives. Beautiful fronts, grand entertainment, and novel exhibits cannot help but give you a profitable attendance record.

NOW BOOKING FOR 1941

Permanent Address:
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THANKS

**TO ALL THE
FAIR MEN
CELEBRATION
COMMITTEES
AND ALL
SHOW PEOPLE**

E. A. HOCK, Mgr.

History of IAFE Government Relations

(Continued from page 41)

and if it is a tax-exempt institution and no profits inure to any stockholder or stockholders, it can claim exemption by writing to the Collector of Internal Revenue in its respective district.

Freight Rate Proposals

On February 4, 1939, the attention of the chairman was called to the fact that the Joint Conference Committee of Eastern Railroads was preparing to cancel reductions on rates of shipping material and equipment (Agent Jones's Tariff, 360-F ICC No. 2848) which were then effective.

This was one of the most important matters to affect the interest of our fairs since the association was formed 50 years ago. The cancellation of the free return shipment clause by the Eastern railroads would have meant that other railroads thruout the country would, naturally, have followed a similar procedure in due course.

On February 17, 1939, only 13 days after notices were sent to our members and interested parties, the chairman received a letter from H. Wilson, chairman of the Joint Conference Committee in New York, stating: "Upon further consideration of this matter by the carriers, it has been decided to withdraw this proposal and continue the present tariff in effect."

Not including innumerable form letters and telegrams, the chairman wrote over 500 personal letters and the file constitutes a good example of the splendid co-operation which exists between our members and allied interests. Mr. Wilson stated that he had seldom met such a strongly organized campaign against a rate change proposal.

During 1939 and the early months of 1940 there was considerable correspondence with the Western Trunk Line Committee on its proposals for an advance of charges in alteration to livestock shipping cars and demurrage charges. These differences of opinion were settled amicably. There was also correspondence with the Interstate Commerce Commission on the clarification of the clauses and rulings pertaining to the free return shipment of exhibits to agricultural fairs and expositions. The ICC in a far-reaching decision gave as its opinion that it was in the public interest that these free return provisions should be maintained.

Make Change in Wordng

Following the completion of the several railroad matters the chairman, in January of this year, requested that he be relieved from the chairmanship of the Committee on Government Relations. He had served continuously since the December, 1929, meeting of the association, having been reappointed chairman by the successive presidents since that time.

During the winter and early spring of 1940 the chairman was called to Washington to confer with officials of the agricultural extension service of the United States Department of Agriculture on the contemplated change in the wording of the appropriation item for exhibits. The language of the appropriation item had heretofore been substantially the same since the original appropriation in 1917, but was changed this year to include a general appropriation for extension information. The chairman received assurances that the work of the Office of Exhibits would in no wise be curtailed, and the chairman gave his assent to the change, feeling that it would meet with the approval of the members.

During his visits to Washington the chairman conferred on plans for the more extensive use of agricultural exhibits and the possibility of their being supplemented with motion pictures and other visual aids. He found Reuben Brigham, assistant director of the agricultural extension service, and Lester A. Schlup, acting chief of the office of extension information, sympathetic to the interest of agricultural fairs and educational exhibits in general.

Summary and Conclusions

It is apparent from the accomplishments of the Committee on Government Relations during the past 10 years that the idea of having a permanent continuing committee is sound. The work of the committee could not have been effective without the co-operation of Charles A. Nash, past president of the association. Mr. Nash, as general manager of the Eastern States Exposition, made available to the chairman the facilities of the exposition office without charge. While this imposed a burden on one member, Mr. Nash was glad to do it as a contribution to the association.

The activities of the committee during the past decade were carried on with comparatively little expense to the association and the chairman served without remuneration. It would be costly to the association to maintain a year-round representative in Washington, and if we did it is doubtful if we could secure someone with familiarity with the problems of agricultural fairs and of the members.

The strength of the work of the committee has been its voluntary efforts. It is well to keep in mind that with the larger number of supervisory agencies in Washington, government relationship activities will require as much if not more attention in the future than they have in the past.

We regret that it is impossible to mention each and every individual and the many organizations that contributed to the success of the various undertakings. Without their support the work of the committee could not have been successful.

We have also had fine support from the agricultural press, the trade press, and particularly The Billboard, the last-named at all times making available the pages of its valuable publication to keep the members informed of the progress and results of the committee's activities.

THE END

The Perpetual World's Fair

(Continued from page 21)

executive in the country has already discovered for himself) was the tremendous importance to the exposition as a whole of friendly co-operative relations with men of the amusement area. At the Forty Fair we were very fortunate indeed to have a committee headed by Frank Buck representing the shows and concessions, and I want to express here, as I have on other occasions, my admiration and gratitude for the work of that committee.

The endless problems of combination ticket adjustments, exhibitor competition, press contacts, special-day concessions, and all the rest that enter the field of corporation-concessionaire relations could easily pile up into a mountain of failures—and can as easily be avoided. If there is a Golden Rule for fair officials, that rule is: Play fair with your concessionaires.

I mentioned exhibitor competition as one of the difficulties confronting showmen and concessionaires. I suspect that this is a problem which has developed to its present degree fairly recently and that it will become even more acute as time goes on. The great strides made in commercial advertising and promotion during the past decade have blurred the traditional distinction between "exhibit area" and "midway." Nearly every exhibit had its show, and many of them were entertainment of the very highest order.

Jimmie Lynch and his crew, Railroads on Parade, the Futurama, the Ford Ballet, the Chrysler movies, Firestone's jungle, and the many others like them—these were all industrial exhibits, mind you. Contrast them with the traditional "exhibit" at World's Fairs only a short time ago. Here is an important tendency that every future fair official—and certainly every concessionaire—ought to study very carefully.

In this connection there is an interesting set of figures that I have never seen publicized and which I think deserve some attention. At the opening of A Century of Progress Exposition in 1933 there were, I am told, not more than half a dozen auditoriums in the exhibit area where audiences could sit down and watch something take place. During the second year at Chicago a great many more exhibitors put in theaters of some kind. But by the time the Forty Fair opened in New York no less than 54 auditoriums and little theaters were provided for visitors.

I do not know how visible this trend is in county and State fairs yet, but my guess is that it will soon be something for concessionaires to reckon with.

While it is true that no fair—World's Fair or county fair—can be a success without a lively amusement program, we should not lose sight of the fact that its substance must be educational and informational. The Forty Fair was especially fortunate in this regard, the exhibits in the industrial, State, and foreign areas being filled with displays of the finest informational content. In this connection I wish to pay my hearty respects to all the exhibitors for their sound and intelligent co-operation. There was a great deal of satisfaction in dealing with the Exhibitors' Association. The extraordinary balance between showmanship-in-exhibits and showmanship-in-amusements at the Forty Fair was due in large measure to their good sense and hard work.

What will the future of great fairs be?

It is safe to say that not for a long time will America have another on the lavish scale of the recent past. For one thing, whatever the outcome abroad, there will for many years be no money for the building and maintenance of huge foreign pavilions.

And then I suspect that the vein here in America has been worked a little too feverishly. In the past seven years we have had seven expositions: Chicago, San Diego, Dallas, Fort Worth, Cleveland, San Francisco, and New York. Every one of them has enjoyed a second season.

From a broad point of view they have all been worth while. They have helped sharpen our national consciousness and increased our stature in the eyes of the world. They have given millions of people a chance to have a grand time and rub elbows with their fellow citizens from every corner of the country. But the nation may be temporarily oversold on the product.

Fairs have always been a part of our national picture, and as long as Americans are Americans they will continue to be an important part of that picture. My own prediction is that as mammoth expositions go into partial eclipse for a time, the popularity of county, State, and regional fairs will increase.

Americans want more than ever before to be shown their country, its resources, products, and amusements. And except for the matter of size, which is a dubious asset, the established annual fairs can do this job for a good many years to come just as well as the \$155,000,000 enterprise on Flushing Meadow.

THE END

The Fair as an American Institution

(Continued from page 27)

fairs, but they will constantly go forward to greater appreciation of their aims and worth. They are getting what is needed for their highest attainments—intelligent thought, high ideals, and hard work. What else except success can attend the fair that plainly labels its exhibits, upholds its educational features, provides balanced entertainment, drafts the best citizens, brings the city and country together in displays, properly parades its entries, guards its sanitation, profits by its mistakes—and stays out of a rut?

THE END

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We Owe Our Success to Fair Dealing Both With the Public
and the Fair Officials. Here Are Our References—

The Fairs We Attended This Year.

Listed Alphabetically

ALLENTOWN, PA.
ATHENS, GA.
ARENDTSTVILLE, PA.
BLOOMSBURG, PA.
CORTLAND, N. Y.
CAMBRIDGE, N. Y.
EPHRATA, PA.
GAINESVILLE, GA.
GREENVILLE, N. C.
HAGERSTOWN, M.D.
JACKSONVILLE, FLA.
MACON (Georgia State Expo.)

NASSAU, N. Y.
ORANGEBURG, S. C.
POTTSVILLE, PA.
QUEBEC CITY, CANADA
READING, PA.
ROXBORO, N. C.
SYRACUSE (N. Y. State Fair)
SHERBROOKE, CANADA
TANEYTOWN, MD.
WASHINGTON, N. C.
WESTPORT, N. Y.
YORK, PA.

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The IAFE

(Continued from page 13)

fairdom, there was the address by J. C. Simpson, of Iowa State Fair, who delivered striking wordage on "State Fair Publicity" broken down into various classes. Then, in a departure from the subject, he made this statement, still good today:

"Sometimes the officials of associations are a little reluctant about printing statistical information for the reason that it appears in print and some of them think it makes an unfair comparison with some of the shows. I do not believe that any man or any board of managers should be afraid or should feel reluctant about publishing statistics and any other facts about their institutions. It is from these things that I try to improve conditions at our own fair." It was with this in mind that The Billboard prepared for this historic Golden Jubilee issue a "Directory of Fairs," but the "little reluctance" enunciated by Mr. Simpson still seems a phrase from but yesterday morning.

It was also 30 years ago that the association voted to accept its first "foreign" member, the Insular Fair of San Juan, Puerto Rico, and an important subject of prolonged discussion concerned the handling of the pass problem. It is as much of a problem today. Of wider scope was the problem of freight rates on livestock and classifications thereof. Many annual conventions were occupied mostly with a discussion of the situation, and eventually some system of uniformity and rate relief was worked out. This could not have been done without missionary work. A veteran chairman-member of the Transportation Committee was W. R. Mellor, of Lincoln, Neb., who was succeeded by J. W. Newman, of Frankfort, Ky. There was a job to be done, obstacles to be hurdled. The AAF did it.

By 1912 there were nearly 50 members, with many applications being received. Gate handling and turnstiles were important considerations, along with exhibit sales, advertising, and "Special Days." The body tackled the problems of concession prices and the sheetwriter, with a restrictive resolution on the latter in favor of bona fide publications. John C. Simpson was going thru a few terms as president, W. H. Stratton, Dallas, Tex., was on the Statistics Committee with E. L. Richardson, of Calgary, Alta., Can., and I. S. Mahan, of Oklahoma City. A. R. Corey, of Des Moines, was serving on the Premium List Committee with Thomas H. Canfield, then of Lake Park, Minn. A special committee had been created, that which had to do with national legislation, a kind of forerunner to the group on government relations established subsequently. It was estimated that one person of every 18 was attending State fairs, the ratio being reduced (that is, the attendance going up) when more figures became available.

The constitution and rules as finally adopted in this period confined membership, except those already affiliated, "to State fairs or livestock or agricultural expositions that have held two annual fairs and whose total receipts, exclusive of appropriations and subscriptions to capital stock, shall not be less than \$40,000." Five delegates from each fair were authorized and the dues fixed at \$35. The secretary's salary was \$100. There was talk of "baby" and "beauty" shows and similar trends of that era, and "strict constructionists" were asking that the newly adopted constitution of the association be adhered to to the letter.

In his presidential address at the 1914 convention John Simpson noted that the season was none too flourishing, ascribing it to international unrest. A national exposition was in the news, with D. O. Lively, superintendent of livestock, inviting the body to hold its 1915 conference at the Panama-Pacific Exposition in San Francisco, celebrating another great milestone in American achievement—completion of the Panama Canal. A comparative youngster, who was later to become association president and ranking official of a great exposition, was working at the fair in Fargo, N. D. This was Charles A. Nash, now of Springfield, Mass. Topical subjects were dissected in great detail.

In the next year, with W. R. Mellor, of Lincoln, Neb., in the chair, an interesting trend was being discussed. A large fair had initiated the trial of a free gate and it was said that "this new departure will demand attention in a new analysis of changed conditions." It was more than a prophecy, for the next few years were to find many big fairs in the vast Middle Western region experimenting with free gates and reaping results.

The second year of the European strife had a convention speaker discussing German economic colonization in almost the same terms as we do today: "The Germans are putting merchandise into South America, jewelry into Hindostan . . . Germany does it thru its consular system." It could not be said that the association was not aware of the world situation. Auto racing was talked about as "a comparative innovation." Tennessee's Mr. Russwurm was complaining of a lingering illness a quarter of a century ago, and today he is in a state of semi-retirement because of illness. The Grand Old Man of the AA and IA fathered many of the body's pet projects.

W. H. Stratton, of Dallas, Tex., was pointing out how to run a big exposition without horse racing and said the expenditure for attractions in 1915 was \$32,000. Another conferee, tracing the evolution of fairs, observed that "the persuasive power of the booking agent, added to the desire of fair managers to furnish new and pleasing entertainment, gave the free attractions feature of the fair added impetus until it has grown to be one of much importance." He also tackled an age-old topic: "While there may be some difference of opinion as to the relation of the carnival company to the fair, like poor relations, we all have them and will probably continue to do so as long as they meet the public demand which they now unquestionably do to a considerable extent. They are a source of revenue, help to fill space, and give an added amount of noise and excitement to the ensemble."

On the same program it was declared that "an attractive midway with clean shows is certainly an advantage. . . . The average full-blooded American citizen still has a curiosity to see what is behind the carefully screened tent entrance." The convention in that year was dominated

by a discussion of entertainment features with Joe Morton, of Sioux City, Ia., giving scholarly treatment to the subject.

The Automobile Racing Committee, led by I. S. Mahan, of Oklahoma City, recommended the incorporation of a governing body "with full and complete power to act in matters pertaining to automobile racing" within the purview of the association. On March 29, 1915, the organization of the International Motor Contest Association was perfected, with a charter secured in Illinois. The following were named officers: G. W. Dickinson, Detroit, president; J. C. Simpson, Hamline, Minn., vice-president; I. S. Mahan, Oklahoma City, secretary-treasurer.

W. R. Mellor's presidential talk at the 1916 conclave was featured by a striking survey in which it was found that 23 of 37 fairs reporting had broken attendance records. Three reported failures. Rain took 12 per cent of the total of 250 operating days. The survey also showed the following as leading attractions:

Aviation, 20 votes; Auto Races, 14; Horse Racing and Vaudeville, 13; Fireworks, 8; Music and Bands, 7; Auto Polo, 3; Balloons, Football, Hippodrome, and Motorcycle Races, 2. With one vote each stood Agriculture, Agricultural Horn of Plenty, Art Show, Carnival, Educational, Head-On Collision, Lectures, Livestock, Military Parade, Night Choir, Relay Races, Social Events, Stock Parade, War Trenches, Wild West. It would appear from the foregoing that the public appetite has undergone considerable change.

In those days 33 fairs estimated the value of their plants at \$32,311,599, or nearly \$1,000,000 each. Total attendance reached by 37 members in the year before America entered the war was 5,822,565.

New York's Outdoor Showmen of the World sent an invitation to the association to attend its Christmas dinner in the Astor Hotel on December 27. The invitation was signed by the following members of the executive committee: Frank P. Spellman, chairman; Oscar C. Jurney, Albert Kiralfy, John P. Martin, Albert K. Greenland, Sam W. Gumpertz, Louis Berni, Louis E. Cooke, Harry E. Tudor, Henry Meyerhoff, William Judkins Hewitt, George L. McFarlane, and Victor D. Levitt. Many of them have passed on.

Brig.-Gen. Mahlon R. Margerum, of Trenton, N. J., who outlived his son, Col. J. Fred, addressed the body in a brisk speech on methods of handling inside and outside gates, and Albert E. Brown, veteran of the New York State Fair, was telling how to keep the fair from being "the same old thing."

A. L. Sponsler, of Hutchinson, Kan., opened the 1917 convention as president. It was a significant throwing of the switch inasmuch as the United States had become involved in the European struggle in April of that year. Yet the season was prosperous. It was in that year, too, that the exposition in Springfield, Mass., started on its way, the maiden fair being described as "successful, tho handicapped by both weather and transportation interferences."

Minnesota drew 397,199; Beaumont, Tex., home of the IAFE's 1940 president, L. B. Herring Jr., reported that the city had voted \$100,000 for purchase of a permanent fair site; Iowa attracted 349,298; Kentucky reported a \$10,000 saddle horse stake—largest ever offered in America; merchants in Nashville, Tenn., had made a cash donation of \$10,000 for free attractions in 1917 and 1918; good records were turned in by Montana; Atlanta, Ga.; Jackson, Miss.; Illinois State Fair; Memphis, Tenn.; Meridian, Miss.; Denver; Danville, Ill.; Kansas State; Huron, S. D.; Syracuse, N. Y.; Wyoming State; Spokane, Wash.; Grand Forks, N. D. Oklahoma City turned in \$23,000 in net profits. State Fair of Texas profited by \$100,000. Indiana and Nebraska State fairs went way in the black. Successful events were reported by Rochester, N. Y.; Calgary, Alta.; Georgia State; Michigan State; Edmonton, Alta.; Idaho State; Louisiana State.

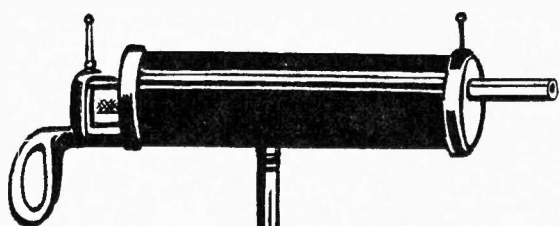
Despite these triumphs during a period when the nation was at war, the continuance of annuals was endangered. This phase of AAFE history is described in detail by Milton Danziger in his history of government relations in this section.

By this time association membership had reached the very sizable total of 63. It was before such a large gathering of fairs and their numerous delegates that Canada's Minister of Agriculture appeared—the Hon. Duncan Marshall—and he was given a rousing ovation. Virginia State Fair, Connecticut Fair of Hartford, and the National Implement and Vehicle Show of Peoria, Ill., were elected to membership. Others were taken in after their eligibility had been properly checked. The AA was nothing if not particular as to eligibility rules. Charles Downing, of Indianapolis, retiring as secretary because he had become identified with non-fair interests, said he had begun attending the conventions in 1893, when there were only about eight members. The oldest convention delegate he could remember in the room was C. E. Cameron, of Iowa. Downing was succeeded by C. N. McIlvaine, of Huron, S. D. The former was made a life member of the association.

By 1918 membership had grown to approximately 70, which is about the current strength save that there are some 20 State association members swelling the IAFE roster. A featured speaker of that year's gathering was Frank Albert, executive secretary National Outdoor Showmen's Association of Chicago, who made a bow to free-act agencies: "There used to be a time when Mr. Barnum and Mr. Bailey and the various men who owned large circuses controlled and exhibited the greatest of acts for outdoor exhibitions. That is not so any more. The men today who furnish the biggest attractions, and who make the biggest attractions possible, are the booking agents who handle outdoor amusement attractions."

Canadian National Exhibition (Toronto), Western Fair Association (London, Ont.), Florida State Fair (Jacksonville), Washington State Fair (Continued on next page)

SEASON'S GREETINGS TO OUR FRIENDS AND MEMBERS OF IAFE



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STEVENS POINT, WIS.
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RUSH CITY, MINN.
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GLENWOOD, MINN.
PLAINVIEW, MINN.

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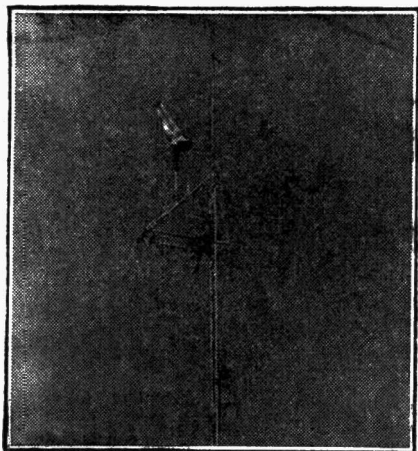
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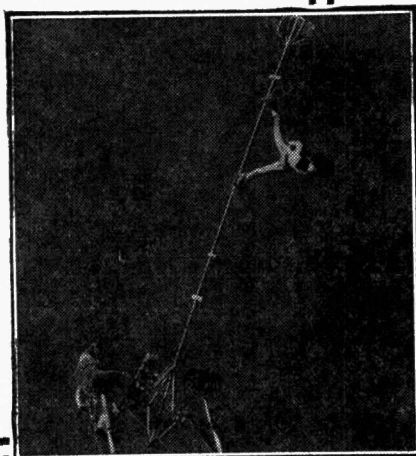
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The IAFE

(Continued from page 45)

(Yakima), and Chattanooga District Fair (Tennessee), were admitted to membership. Others were coming in. Dues were increased from \$35 to \$100, but it was understood to be a temporary measure to aid government relations and other missionary work.

On December 5 and 6, 1918, 15 State fairs and expositions met in the Auditorium Hotel, Chicago, and made the preliminary steps for organizing the International Association of Fairs and Expositions. The officers named were Thomas H. Canfield, St. Paul, Minn., president; A. R. Corey, Des Moines, Ia., vice-president, and I. S. Mahan, Oklahoma City, Okla., secretary-treasurer. It was decided to complete incorporation at another meeting, to be held in Chicago on February 19 and 20 of the following year, with the officers empowered to prepare articles of incorporation and bylaws. In the interim period, S. N. Mayfield, Waco, Tex., and George W. Dickinson, Detroit, were named with the officers as the board of directors. Incorporation was duly made under the laws of Illinois, with headquarters in Chicago. Messrs. Canfield, Mahan, Dickinson, and E. J. Curtin, of Iowa Board of Agriculture, signed the Articles of Incorporation. Charter members numbered 19.

At this point a word about the name "International Association of Fairs and Expositions" might be apt. The American Association dates historically and formally from 1891, but it, too, had its forerunners. On October 26, 1885, Robert W. Furnas, secretary Nebraska State Board of Agriculture, communicated with various presidents of State aggie boards outlining a plan to form a circuit of State fairs embracing mostly the Western portion of the country. Representatives of State boards favored a meeting in Chicago during the forthcoming American Fat Stock and Dairy Show, November 10-19, 1885. As a result, the Western Fair Circuit Association was organized with Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Illinois, and Missouri. Furnas was elected president and Charles F. Mills, of Illinois, secretary, on Tuesday, November 17, 1885, in the clubrooms of the Sherman House. The next meeting was held on November 16, 1886, and the same officers elected. On November 13 and 14, 1888, a meeting was held in Milwaukee by a society calling itself the International Association of Fairs and Expositions, hence the name itself would appear to be in its 53d year. In short, it is older than its "successor," the American Association of Fairs and Expositions.

However, the original IAFE underwent changes in nomenclature, as well as in its machinery. On November 19, 1888, we find that members of a Western Circuit of State Fairs met in Chicago for selection of dates. On November 24, 1894, New York made application for membership and, as Ohio had joined a few years before, it was decided to change the title to the Western and Eastern District Fair Association. On November 19, 1896, the name was again changed—this time to the American Association of Fair Managers, with Mr. Furnas continuing as president. The next year, 1897, the meeting was held in Milwaukee, and in 1898 (October 25-26) at Omaha, Neb., where formal adoption of the name "American Association of Fairs and Expositions" was put thru.

At the February, 1919, resumption Tom Canfield, the president during incorporation, resigned, and W. H. Stratton, Dallas, Tex., was elected president, thus becoming first head of the new corporation. Similarly, Vice-President Corey resigned and he was succeeded by George W. Dickinson, with Secretary-Treasurer Mahan succeeded by C. N. McIlvaine. Horace S. Ensign, Helena, Mont., and A. L. Sponsler Hutchinson, Kan., became directors.

During the session, February 19, 1919, word was received that the home of auto-race promoter J. Alex Sloan in Evanston, Ill., had undergone almost complete destruction by fire, and a resolution of sympathy was spread upon the records. Thus it is embodied in the archives that one of the first, if not the first business transacted by the new organization had to do with the show business. It was then, and is now, a definite indication of the interdependence of the fair business and the amusement business. And the knot has been and probably always will be a symbol of warm human relationship between two great component parts of the amusement industry.

R. A. Brown, head of the Alabama State Fair, was the 1919 president of the American Association and he was succeeded by R. M. Davison, Illinois State Fair. During his administration Davison informed delegates that "it is very gratifying to announce that the International Association of Fairs and Expositions has requested me to say that it has appointed a committee to confer with a like committee appointed by this body relative to an amalgamation of the interests of the two associations. I am happy to state that the boys are a bunch of dandy good fellows and we should all be together—and I will be delighted to see that day."

That simple statement sparked the merger. The newly formed IA was meeting in Chicago at another hotel. A committee of the AA met with a group of the International, "which resulted unanimously in a recommendation . . . that a committee . . . be appointed . . . with authority to unite these two associations, and that the actions of the two committees be binding."

It is significant that the recommendation was made by the head of the AA's committee, R. A. Brown, who had been association president when the "separation" of the IA from the mother group had taken place. At the banquet session of the convention of 1920 Mr. Brown made a historic statement: "Mr. President, Members of the Association, Ladies and Gentlemen: Your committee appointed for the purpose of amalgamating the two associations beg leave to report, and we have the honor and pleasure of conveying to you the welcome news that this union has been consummated."

The audience rose and applauded for what seemed minutes. The AA adopted the name of the International, along with the latter's constitution and bylaws. Dues were announced as \$100 for United States members, \$35 for Canadians.

The officers: J. W. Russwurm, Nashville, Tenn., president; Richard Mahan, Oklahoma City, vice-president; Don V. Moore, Sioux City, Ia.,

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secretary-treasurer; Russwurm, Mahan, Moore, McRoberts (North Dakota), and Saunders, Richmond, Va., board of directors. That the records may be complete, it should be noted that the retiring heads of each organization in 1920 were George Dickinson for the International and R. M. Davison for the American, who acted as toastmaster at the banquet.

Russwurm was therefore a symbol in association history, being the first head of the amalgamation. His first speech was characteristic:

"I am like my neighbor friend, Dr. Prince, who was the postmaster in our little town, and when informed by his son that he had gotten married, he said, 'really, my son, you have played hell.' I believe that was what the Amalgamated Associations did when they called me to the chair of their president. I never have a vacation. I am a farmer; I build silos, grain elevators, run a dairy, try to run a farm, and I take you all into my confidence—I am in love, and, consequently, you know I am a very busy man. I am not unmindful of the duties that have been assigned to me, but any man, or any set of men, who will give up their business and engage in these lines of production are worth more to humanity, worth more to mankind, and worth more to the country which they serve than all the heroism that ever was proclaimed."

The early years of the amalgamation found the International feeling its way, just as the nation itself, in the midst of post-war "reconstruction," had, in a manner of speaking, gone back to repeat history—the years following the War Between the States. The "new" organization had become acutely conscious of management—planned management—and thus, in 1924, created one of its greatest heritages—the School in Fair Management. This occurred during the administration of Thomas H. Canfield, Minnesota.

The project was first discussed at a meeting of the directors the previous December, but some time was lost in attempting an affiliation with Northwestern University, which finally decided that its facilities for such a purpose were limited. Eventually the University of Chicago approved the school, to be conducted under joint auspices—the university and the association. The dates set for the classes were May 12-17, 1924, with the School of Commerce and administration of the university co-operating. Representing Chicago U. were James Hayden Tufts, vice-president and dean of faculties; William Homer Spencer, dean of the School of Commerce and Administration, and Prof. Leon Carroll Marshall, chairman of the Department of Political Economy.

Of the 30 addresses made at the school sessions, half were delivered by fair officials, the balance by educators, technical men, practitioners, and the like.

At the convention at the end of that year President Canfield addressed the body and delivered a remarkably enthusiastic summary of the school and its accomplishments. But as a further indication of

the interwoven relationships between fairs and amusements, Tom Canfield featured the opening session by commenting on the death of Con T. Kennedy, the great carnival operator, which had occurred a week before the convention opened.

In his formal oration he pushed for a "Central Office for Fairs," with headquarters in Chicago. It is important to remark here that this is still the goal of the association secretary since 1938, Frank Kingman, of Brockton. And that goal is a holdover from the secretarial regime immediately preceding—that of Ralph T. Hemphill, Oklahoma City, Okla., International secretary 1925-'38.

An illuminating speech at the '24 powwow was made by Dr. H. W. Waters, for many years general manager of the Canadian National Exhibition. His subject was the British Empire Exposition, held in Wembley. A dozen years later, when Dr. Waters had left Toronto officialdom to engage in mining activities, he became author of an informative treatise on his pet field—"The History of Fairs and Expositions."

The membership in that year was a juicy 72. It named an Easterner as its president for the forthcoming year—Edgar F. Edwards, Rochester, N. Y. Don Moore, veteran secretary, made the nomination for his successor, Mr. Hemphill, who came in by acclaim. The secretary's salary was raised from \$300 to \$1,200 per year upon Mr. Moore's recommendation. When the list of members and their delegates was scanned it was noted that the fourth-in-rank delegate from Eastern States Exposition, Springfield, was "Frank H. Kingman, chief clerk." It was not long before Mr. Kingman became a manager in his own right and a reigning influence in the International.

Following the establishment of a School in Fair Management, the International maintained, for three years, a scholarship at the University of Chicago. As part of its work the association began publishing a series of books and bulletins to create a literature for the industry. The studies were prepared with the help of R. W. Morrish, research assistant at the university.

In 1925 a one-day meeting was held in February to discuss school business, including publication of a book dealing with the sessions. That detail out of the way, much talk and exhibition of correspondence were indulged in concerning proposed affiliation of the IA with a trade paper which shortly after that went out of existence. There was virtual unanimity of opinion which led to flat refusal of the publication's offer. A National Association of Fairs had sprung up with G. R. Lewis, of Columbus, O., as secretary—its function embracing county events. It was in this year, 15 years ago, that the Brockton Fair was admitted to membership.

(Continued on next page)

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THE TALK OF THE SHOW WORLD

NOW SHOWING SHRINE EXPOSITION AND
 FAIR IN MIAMI, FLORIDA, Dec. 4th to 15th

DAVID B. ENDY, President
 RALPH N. ENDY, Treasurer

The IAFE

(Continued from page 47)

A highly informative address by Charles A. Nash, Springfield, Mass., on "Fair Accounting" resulted in the inclusion, in the IA's annual proceedings literature for 1925, of a number of specimen forms used by the Eastern States Exposition—the first time that the year books had published such material.

The regular convention sessions were held in the following December of the same year. After serious study it was found that the Fair Management School could not continue owing to the fact that the University of Chicago could not supply suitable accommodations. Speakers delivered the addresses they had prepared, however, and the whole, along with other pertinent information, was published for the body at large. Prof. J. W. Thompson expounded lengthily on the history of fairs. It precipitated resumption of talk about the school sessions, but no hope was held out for revival.

F. L. Eaton, Sioux City, Ia., president of the association years before (1906 and 1907), had died in July of 1925 after serving his fair for 22 years.

Another one-day session was held in February, 1926, to discuss the fair school, but further action on resumption was postponed until the December convention. President Frank D. Fuller, Memphis, Tenn., opened the December proceedings with a tribute to Phil Eastman, Topeka, Kan., who had dropped dead the day before near the Sherman Hotel while waiting for his wife's arrival. It was in that year that Mahlon R. Margerum, dean of fair men and delegate from Trenton, N. J., celebrated his 50th wedding anniversary, preceding by 14 years the jubilee of the association. Philadelphia's Sesquicentennial fiasco, which had closed on the eve of the convention, came in for spirited discussion, R. J. Pearse describing the favorable phases of the exposition. A resolution on the death of R. M. Striplin, Southeastern States Exposition, Atlanta, was spread on the records.

In the next 13 years, spaced about three years apart, four Canadians ruled as IA heads—E. L. Richardson, Calgary; P. M. Abbott, Edmonton; Elwood A. Hughes, Toronto, and Sid Johns, Saskatoon. In between officials from the States—from widely separated regions—symbolized the far-flung character of the association: W. R. Hirsch, Shreveport, La.; Charles A. Nash, Springfield, Mass.; E. G. Bylander, Little Rock, Ark.; A. R. Corey, Des Moines, Ia.; Fred A. Chapman, Ionia, Mich.; Raymond A. Lee, St. Paul, Minn.; Maurice W. Jencks, Topeka, Kan.; Ralph E. Ammon, Madison, Wis., and L. B. Herring Jr., Beaumont, Tex., incumbent.

Talk during 1929 and thereafter turned toward the Chicago World's Fair projected for 1933. Charlie Nash worked up the machinery to formulate a Past Presidents' Club. The formal ritual took place at the next session. A recommendation was heard that circuits be created for the transportation of carnivals, thus "eliminating long, expensive railroad movements from fair to fair," an elimination which "would prove profitable both to the fairs and the owners of shows."

Up to the speakers' platform came the Hon. Len Small, of Kankakee, Ill., governor. He had been attending conventions before the IA was ever thought of, going back to American Association beginnings. "That was the first year" (1891), the governor declared, "I engaged free acts at the Kankakee State Fair, and we have engaged them ever since."

A tribute was paid to Edgar F. Edwards, Rochester (N. Y.) Exposition, who had died during the year. A new member admitted that year (1929) was the New England Fair, Worcester, Mass.—its general manager Frank Kingman. Charlie Nash described the event as "the oldest I know of in America . . . which has been running 111 years in Worcester."

An outstanding feature of the 1930 conference was the introduction of leaders in their fields, each of whom contributed powerful addresses about their chosen professions: R. S. Uzzell, for the National Association of Amusement Parks; Milt Morris, midways; Mike Barnes, free acts, and Wilfred J. Riley, then editor of The Billboard, his subject being the press. Readers will forgive a whim of the present "historian" to indulge in a quote from President Bylander in connection with Editor Riley's speech: "I think of all the papers we have had at our conventions, this one carries the most direct information on the subject under discussion. I have never found The Billboard made mistakes. (Editor's Note—Mr. Bylander was very kind, but The Billboard, while not admitting to grievous mistakes, admits that it is human.) But I did notice that Mr. Riley this morning made a little error in one matter. He mentioned Rockefeller giving away dimes. If you have read the morning paper, you will know he has gone down to nickels and that he is a little tight with them." (Editor's Note—Mr. Riley was only mistaken by 50 per cent!)

Any report for 1932 must state that the season was none too flourishing. The depression, as big as life, had taken its toll, and many IA events were forced by circumstances to curtail expenditures. Attractions and premiums were naturally in the line of slash. Some fairs had to ask the midways for a better percentage, but there were others, on the other hand, which voluntarily reduced this percentage "in their own interest." The disturbing effect of molasses revenues was felt in the sessions and subjects, which were not as sprightly as in former years.

As if in confirmation of conditions at the time, A. C. Hartmann, editor of The Billboard, gave his address at one of the sessions the following introduction:

"Said Sambo to Rastus: 'You knows, Rastus, dat thing dey calls de business depreshun is jest lock what we seen in de sky not so long ago—you know, de thing dat shut off de sun.' 'You means de eclipse?' asked

Rastus. 'Yes, dat's what it wuz,' answered Sambo. 'But how do you figger dat de eclipse was lock de business depreshun?' asked Rastus. 'Well,' said Sambo, 'didn't both of 'em make everything dark and gloomy?'

Dues were reduced from \$50 to \$30 for fairs in the States, from \$35 to \$20 for Canadian fairs, and \$10 for membership of State associations. D. D. McEachin, president Minnesota State Fair, had died during the year, and C. E. Cameron, of Iowa, and J. W. Russwurm, of Tennessee, were reported seriously ill. Only about 32 members, including those from State bodies, were represented and the entire atmosphere at the convention was "dark and gloomy."

In 1933 the picture was slightly improved, but still far away from the era of prosperity enjoyed up to 1930. The 1932 losses had amounted as a group (taking in only those reporting) to about \$560,000. In 1933 there was a surplus of \$137 for 21 reporting members. Attendance increased 17 per cent, the day grandstand 27½ per cent, and the night grandstand 65 per cent. The sizable increases only pointed to the sad state of things in 1932. Even tho 1933 was better, total receipts increased only 8 per cent, while operating expenses were being trimmed 19 per cent.

It was an almost perfect setting for the entry of pari-mutuel betting on a national scale and some fairs took advantage of the opportunity represented by diminishing receipts to adopt the p.-m.'s as a policy. It was also an opportunity for Raymond Lee, of Minnesota, soon to become president, to expound on an "Everybody Pays" policy. Minnesota had, for the first time in history, reduced its gate to a quarter. That implemented its demand that everyone be treated alike—that is, that everyone pay. It was a revival of a subject that had been lost in the shuffle during the flush years, and it still is today a problem that confounds many a fair, large and small, urban and rustic, tawdry and dignified. It is interesting to cite Minnesota State Fair figures for 1932-'33:

	Gate		Grandstand (Same Scale)	
	Attendance	Receipts	Attendance	Receipts
1932—(50c)	149,000	\$74,000	78,000	\$42,000
1933—(25c)	372,000	93,000	125,000	78,000

PWA was being applied to fairdom. So was CWA. Frank P. Duffield delivered a long and interesting dissertation on A Century of Progress. The fireworks impresario served up the priceless revenue figures with an intimate touch. NRA was changing industrial habits and Milton Danziger was named co-ordinator, Code of Fair Competition, for the exhibition profession. Chairman of the Committee on Government Relations and up to his neck in work, it merely meant that he was adding another quasi-government job to his long list. Fred Chapman, of Ionia, was named president for 1934, when the convention site was shifted to Toronto, but Chapman was not to live to help celebrate the golden jubilee of an association for which he did so much.

The National Association of Amusement Parks and the Showmen's League of America met under the same roof in Toronto, the former merg-

ing with the American Association of Pools and Beaches and thus becoming the familiar NAAPPB under a reorganization also involving other than the mere title.

President Chapman noted a considerable up in attendance and receipts for that year, with Toronto Fair again No. 1 in the Dominion and State Fair of Texas tops in the States. Mr. Chapman also paid tribute to The Billboard and its 40th anniversary, describing the publication as "of immeasurable value to every fair man and to every member of the outdoor show world."

Norman Bartlett spoke about midway rides and his European trip and Frank Duffield made a reappearance to discuss the second edition of the Chicago fair.

Elwood Hughes, of Toronto, led the 1935 convention. This was significant in that Secretary of State Cordell Hull had worked out a far-reaching reciprocal trade program in which Canada was beginning to play a leading part. President Hughes hinted that "that border line of ours should gradually disappear." It was a president turned prophet, for, beginning with Canada's entry into the European war (1939) and up to the establishment of a joint defense commission, the border line was to be almost imaginary except geographically, where its presence was merely a reminder of strangely common interests under separate flags. Again the IA was aware of its international assignment, its cosmopolitan purposes.

AAA had become a household word to agricultural interests and hence fairdom in general. J. W. Conklin, president Showmen's League of America, made a typically Conklinesque address. A conspicuous absentee was Edward F. Carruthers, of Barnes-Carruthers booking office, who had died shortly before. Another who had passed on was J. J. Clark, of Colorado.

Advent of the trailer home on a big-time basis had led fairs to give thought to their accommodation, and in 1936 Art Corey, of Des Moines, relieved many minds by describing the promotion of a trailer camp at the Iowa State fairgrounds. In the next few years the trailer industry was to become "bigger and better." At the second session in this year Harry C. Baker was scheduled to come to the rostrum to talk about the National Association of Amusement Parks, Pools, and Beaches, which he headed. He, like Fred Chapman, was to miss the IAFE's 50th annual meeting, having passed on in August of last year. It is pure coincidence that he also missed the session due to stress of park convention activities, George P. Smith Jr. substituting for him. Smith later became associated in the amusements department of the New York World's Fair.

On a subject that is never really exhaustible R. D. Molesworth, then publicity director Missouri State Fair, made a practically exhaustive study—"Importance of Real Attractions and Publicity for Growing Fairs." Milton Danziger's Government Relations report for the year showed, among other things, that 303 fairs had been allotted \$10,861,987 of federal

(Continued on next page)



Merry Christmas and a
Happy New Year to all our friends
From



MAX GOODMAN

Some of the Fairs
Played in 1940

- LA CROSSE INTERSTATE FAIR—La Crosse, Wis.
- STEELE COUNTY FREE FAIR—Owatonna, Minn.
- SIOUX EMPIRE FAIR — Sioux Falls, S. D.
- NEBRASKA STATE FAIR —Lincoln, Neb.
- TULSA STATE FAIR — Tulsa, Okla.
- KANSAS STATE FAIR— Hutchinson, Kan.
- PANHANDLE SO. PLAINS FAIR—Lubbock, Tex.
- WEST TEXAS FAIR — Abilene, Tex.
- BRAZOS VALLEY FAIR —Waco, Tex.

Congratulations
IAFE
on
your 50th Anniversary

Since the inception of The Goodman Wonder Shows 4 years ago, it has been the constant aim of the management to furnish the best in midway entertainment. Clean, wholesome shows, new and novel rides, and the finest concessions on any carnival midway. With this thought in mind, we welcome correspondence from capable showmen who have new and novel ideas.

Our promise to all fair secretaries and sponsors for the season of 1941—A Bigger and Better Goodman Wonder Show. One you can really be proud to present in your community.

Max Goodman AND HIS
GOODMAN WONDER SHOW
WINTER QUARTERS: LITTLE ROCK, ARK. ADDRESS: P. O. BOX 21, LITTLE ROCK, ARK.
An Organization Built and Growing on Integrity

The IAFE

(Continued from page 49)

funds for improvements under Works Progress Administration. The death of the year was that of Fred Green, Ionia, Mich.

At the end of the following year, 1937, President Maurice W. Jencks, Topeka, was able to report a banner season "for most of us." Major departments of revenue had shown increases: Attendance with 13.2 per cent; afternoon grandstand, 21.6 per cent; night grandstand, 25.2 per cent, and carnival grosses 21.2 per cent. The New Jersey State Fair, which had passed from the Margerums to George A. Hamid, was admitted to membership. Denver, Richmond, and York came back to the fold. Popular Alex Sloan had died, following his intimate friend and associate, Ed Carruthers, down the valley. George Hamid made a typically lively oration in which he said: "In just two years in the fair business I have learned more than I ever knew it was possible to learn in any profession."

The presidential address of Ralph E. Ammon, Madison, Wis., in 1938 was unprecedented in association annals. Even the speaker was aware of that fact, but he plunged right into what he described as a "bold subject," "Our Association." He asked himself a question: What is our association doing? Then he answered it:

1. It provides a common organization for the fairs of the United States and Canada.
2. It provides the machinery for a national convention.

3. It provides the mechanism for uniform classifications and rules thru the classification committee.

4. It provides a Washington representative in the person of the chairman of the Government Relations Committee—probably the most valuable service of the association and one worth to each association many times the dues paid.

5. It provides a means of co-operation with exhibitors, showmen, park officials, and others.

So far, so good. But President Ammon, director of agriculture in his State and chief of the State fair, was more concerned with what the organization did not do but could do. He thought there was a job to be done on selling the fair, on institutional publicity, on showmanship, national advertisers, research and dissemination of information, ad infinitum.

Mr. Ammon believed the association set-up was "too Midwestern," and, hence, undemocratic from that point of view. "I believe in the competency of democracy," he said, thus precipitating a discussion which was becoming paramount in world history as a result of Germany's invasion of sovereign territory. He called for "return of control to the membership, enlargement of the board of directors, rewriting and revitalization of the bylaws, promotional and publicity work, funds for important committees, research program for presentation to agricultural colleges."

"Many times during the past few months I have reached a compromise with myself in deciding to be a good fellow and offer you a glittering speech of generalities on the greatness of our fairs instead of this frank speech and proposed program for improvement. My conscience would not permit me to compromise. Were I not convinced that the greatest days of the American agricultural fair are ahead of us instead

BENNY FOX has spent years building this greatest of all thrill attractions. He is acclaimed the GREATEST CREATOR OF THRILLS. The entire amusement world salutes him for his great art. Something that will remain an everlasting memory in the entire nation. Today Benny Fox's SKY DANCERS are heralded by newspapers throughout the world and by the entire amusement industry as the greatest aerial spectacle of all times.

THE NUMBER ONE THRILL ATTRACTION OF ALL TIMES!

Think of it!

TWO HUMAN BEINGS ON A PLATFORM ONLY EIGHTEEN INCHES IN DIAMETER, 150 FEET UP OFF THE GROUND DOING THE MOST INTRICATE MODERN DANCE STEPS WITHOUT SAFETY DEVICES OF ANY KIND.

BETTY AND BENNY FOX perform the Waltz, Adagio, Charleston, Big Apple, and jitterbug dances on this world's smallest dance floor 150 feet off the ground with no protection whatsoever.

HERE IS A THRILL ATTRACTION THAT IS ALL THRILL.

IT WILL DRAW THOUSANDS OF PATRONS TO YOUR EVENT JUST AS IT HAS DRAWN HUNDREDS OF THOUSANDS ALL OVER THE COUNTRY.

IT WILL LEAVE YOUR PATRONS LIMP WITH EXCITEMENT.

ABSOLUTELY THE MOST BREATH-TAKING, HEART-STOPPING ACT EVER PERFORMED.

THE ONLY ACT OF ITS KIND IN THE WORLD.

Personal Representatives:

BILLY VAN

and

WILLIAM SCHILLING



BETTY and BENNY FOX

were booked into

THE NEW YORK WORLD'S FAIR

at the beginning

of the 1940 SEASON

and were

HELD OVER FOR

THE ENTIRE SEASON

They were selected from among several hundred thrill acts as THE feature attraction

There Must Be a Reason!

Tel.: Circle 7-5630

Write, Wire or Phone—

F & M Stageshows, Inc.

Roxy Theatre, Building, 50th St. and Seventh Ave., New York City

of behind us, I should not have risked your esteem with this speech. But I am convinced that not yet have we dreamed of the future possibilities of the American fair. My one and only motive in planning and delivering this has been and is the hope that our association will rise to the occasion and be ready for that promising future which awaits our fairs."

Up came Sam Lewis, of York, Pa., to make a thoroly workmanlike address on fair operations, complete with all the fixings, including a formula for success: "Take 51 weeks of hard work, mix in a lot of common sense, and, for the 52d week, add a big dash of good luck!" But this was merely interim stuff, for at the next session, which was unusually protracted, most of President Ammon's recommendations were carried out, including an amendment to the constitution and bylaws to provide for a president, vice-president, secretary-treasurer, each for one year, and six other directors—two for three years, two for two years, and two for one year.

While the machinery was being prepared for nominations, resolutions were brought in on the death of Fred Chapman, of Ionia, and H. D. Faust, of Knoxville, Tenn.

The nominating committee then brought in its report. Sid W. Johns, Saskatoon, Can., was on the slate for president, with the 1939 convention scheduled for Toronto; L. B. Herring Jr., Beaumont, Tex., vice-president. Then came an unprecedented action, nomination of an Easterner for secretary-treasurer, succeeding the veteran Ralph T. Hemphill. The Easterner was Frank H. Kingman, Brockton, Mass. But democracy was in action while precedents were being broken, for a nomination from the floor named Mr. Hemphill to succeed himself and nominations were closed. Ballots were passed, notated, and counted by three tellers, another unconventional procedure in association annals.

Mr. Kingman prevailed, 19 votes to Mr. Hemphill's 17. Nineteen votes marked a symbol, for 1938 was the new secretary's 19th consecutive year as a convention delegate.

Last year's convention in Chicago was featured by a "Battle of the Bookers" in which competitive talent interests were given a forum on the floor of the session room. Representation was large. The powwow had been scheduled for staging in Toronto, but Canada's declaration of war against Germany caused an eleventh hour switch in site. The park association and its affiliates, remembering that the joint convention with the fairs in Toronto in 1934 had been unsuccessful due to difficulties in transporting exhibit properties, had already announced its parley for New York, but when the IAFE and Showmen's League reverted back to Chicago could not change its plans owing to lack of suitable accommodations for its layout in the Windy City.

A report on proposed revision of constitution and bylaws, recommended by President Ammon the year before, was turned in, but a decision was reached to discuss adoption at the 1940 convention. A creation of the 1939 conference was the Association of County and District Fairs, with a separate meeting. It travels under the label of the County and District Fairs Section and is expected to develop into the voice of the medium-sized event while functioning under IA rules and principles.

The history is over. What of the future? Any theory on it could not conclude more worthily than in the words of the 1938 president, Ralph Ammon:

"Not yet have we dreamed of the future possibilities of the American Fair."


So . . . "Not yet have we dreamed of the future possibilities of the International Association of Fairs and Expositions." THE END

One page is not enough
to tell you about this
amazing attraction!

Fanchon and Marco
PRESENT


FOX

Betty and Benny



THE
SKY DANCERS

The greatest Aerial Sensation in the world



Congratulations

IAFE

On your golden Anniversary

AND

THANKS

**FOR YOUR CONTINUED CONFIDENCE
DURING OUR 35 YEARS OF SERVICE TO
FAIRS AND EXPOSITIONS**

**OUR APPRECIATION OF THIS CONFIDENCE WILL BE
REFLECTED IN A TRULY GREAT LINE OF ATTRAC-
TIONS FOR 1941.**

BARNES-CARRUTHERS

FAIR BOOKING ASSOCIATION

121 NORTH CLARK ST., CHICAGO

Statistical Directory of IAFE Fairs

... An alphabetical list of member fairs incorporating facts and figures on size, attendance, exhibit and entertainment policies, and personnel.

BIRMINGHAM, ALA.

Alabama State Fair.—Organized (?)
Attendance—1939, 342,511; 1940, 343,558.

Gate Admission—25c. **Operating Period**—6 days. **Cash Premiums Paid**—1940, \$27,000.

Grandstand—Price Scale—50c-75c. **Auto Racing**—2 days. **Fireworks**—6 nights. **Thrill Days**—2. **Organized Midway**. **Midway Receipts**—1940, \$76,068; 1939, \$62,502. **Music**—University bands.

G. T. Wofford, president; J. W. Leach, executive vice-president; Douglas K. Baldwin, secretary-manager.

LOS ANGELES, CALIF.

Great Western Livestock Show
.....Organized (?)
(Note—1940 was 15th annual)
Attendance—1940—Approximately 83,000.
Operating Period—7 days.
R. J. Welch, secretary.

POMONA, CALIF.

Los Angeles County Fair
.....Organized 1922
ATTENDANCE

1936568,383 1938637,670
1937635,572 1939532,023
1940726,252

Operating Period—17 days and nights (conducted over 24 days in 1939 account inclement weather. **State Aid**—1940, \$125,000; 1939, same. **Cash Premiums Paid**—1940, \$193,259; 1939, \$181,879.

Exhibitors—Commercial-Industrial—1940, 251; 1939, 181; 1938, 178; 1937, 168; 1936, 174. **Livestock**, 1940, 574; 1939, 499; 1938, 477; 1937, 413; 1936, 329. **Agricultural Products**—1940, 1,918; 1939, 2,060; 1938, 1,737; 1937, 1,248; 1936, 1,681. **4-H Club**—1940, 1,069; 1939, 1,077; 1938, 1,150; 1937, 863; 1936, 1,142. **Others**—1940, 11,541; 1939, 11,410; 1938, 10,170; 1937, 8,816; 1936, 7,812.

Grandstand—Price Scale—50c day; night, 50c-\$1. **Attendance**—1940 (day), 185,028; night, 82,247; 1939, 104,366 and 36,446; 1938, 159,976 and 66,189; 1937, 189,473 and 64,829; 1936, 156,546 and 62,296. **Fireworks**—8 nights. **Music**—High school and municipal bands. **Horse Racing**—17 days; ½-mile track. **Horse Show**—9 nights. **Organized Midway**.

Acreage—268. 2½ miles from city.
Annual Meeting—First Thursday in February.

1941 Dates—September 12-28.
C. E. Houston, president; C. B. Afflerbaugh, secretary and director of grandstand attractions; E. C. Middleton, superintendent of concessions; A. D. Thorburn, superintendent of building exhibits.

IAFE Member—1 year.

Delegate to IAFE—C. B. Afflerbaugh.

REMARKS.—Within the comparatively short space of 19 years the Los Angeles County Fair has grown from a mere idea to a big exposition, generally regarded as the largest county fair in America. Original site was a dusty 40-acre grain field, but today the plant stretches over 268 landscaped acres. First event in 1922 drew 40,000 people. Each succeeding year has been marked by permanent improvement. Tented enclosures which were used in early years have given way to permanent structures, of which there are about 50, many of them of steel and concrete. Statement from fair says the event "owes its existence to a realization on the part of a group of public-spirited men that the county, one of the richest in agriculture and horticulture, should have a place wherein to present its accomplishments, its possibilities, and its ideals."

SACRAMENTO, CALIF.

California State Fair.—Organized 1854
ATTENDANCE

1936622,048 1938637,682
1937600,941 1939522,058
1940713,625

Gate Admission—50 cents day and night. **Operating Period**—10 days. **State Aid**—1940, \$125,000; 1939, same. **Local Aid**—1940, \$10,000; 1939, same. **Cash Premiums Paid**—1940, \$103,820; 1939, \$95,872.

Exhibitors—Commercial-Industrial—1940, 135; 1939, 105; 1938, 120; 1937, 125; 1936, 118. **Livestock**—1940, 280; 1939, 260; 1938, 229; 1937, 215; 1936, 199. **Agricultural Products**—"By Counties." **4-H Club**—1940, 800; 1939, 685; 1938, 571; 1937, 510; 1936, 499. **Others**—1940, 2,441;

1939, 2,297; 1938, 2,133; 1937, 2,003; 1936, 1,935.

Grandstand—Price Scale—50 cents day and night. **Thrill Days**—Duration.

Fireworks—Duration. **Music**—Name bands for dancing after show; other music at Horse Show, Fiesta Bowl, concerts in buildings and on grounds. **Horse Show**—Duration, night. **Horse Racing**—8 day; mile track. **Organized Midway**.

Acreage—220; 3½ miles from city.
Annual Meeting—February, 1940.

1941 Dates—August 29-September 7. Stewart Meigs, president; Kenneth R. Hammaker, secretary; Tevis Paine, assistant secretary and superintendent of building exhibits.

IAFE Member—Not given.

Delegate to IAFE—Kenneth R. Hammaker.

REMARKS.—California State Fair, born in a tiny hall in San Francisco 86 years ago, has matured to a \$7,500,000 plant in the State's capital. In the midst of the gold rush 10 far-sighted men met in the Bay City to discuss agricultural possibilities. They saw in California not only certain mineral value but a vast agricultural empire whose soil would produce untold wealth. A State Agricultural Society was formed with F. W. Macondray, a ship broker and commission merchant, as president. Sacramento, San Jose, Stockton, and Marysville were successive hosts to the rapidly growing exposition, but Sacramento was made the permanent home in 1859. The founders suffered serious setbacks in the beginnings. One was the loss of records in the Sacramento flood of 1861. Another was the after effects of the Civil War. Early directors took advantage of the State's agricultural wealth to advertise the new State. The society became California's first accredited publicity agency when, in 1856, it adopted a policy of distributing exhaustive reports on State's resources. International repute came in 1867 when the society sent an exhibit to the World's Fair in Paris and captured seven awards. Four years later the State's products were on display in expositions of 12 other States. Blooded horses and cattle came into their own at the 1873 fair, when the premiums list totaled nearly \$25,000. Authorization for agricultural districts, each to work in building up the big brother, the State Fair, was granted by the legislature in 1880. Since that time the fair has enjoyed uninterrupted growth. In 1938 the premium list reached \$145,000 and attendance nearly 640,000. The 1940 fair reached an all-time high in attendance. Major development this year was completion of a \$500,000 Junior Division, with 15 buildings for exclusive use of the Future Farmers of America and 4-H Clubs. New lighting scheme, landscaping, and outdoor theater are among other improvements.

SAN FRANCISCO, CALIF

Number One-A District Agricultural Association

"We regret to advise that it is now found impossible to open our Grand National Livestock Exposition (October) as originally contemplated. However, since the horse barn units of our project are practically completed and funds in hand to equip them and the main Arena Building, it is now contemplated to open with a Grand National Horse Show in the summer of 1941 and hold in the fall of the following year a general livestock exhibition of national scope, at which time the information you desire will be gladly furnished."

Fred D. Parr is president, and C. D. Sooy, secretary-treasurer.

SAN FRANCISCO, CALIF.

Grand National Livestock Exposition
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

CALIFORNIA, STATE ASSN.

Western Fairs Association

Officers—Ed Vollmann, president; J. H. Chambers, vice president; Tevis Paine, secretary-treasurer. **Annual Meeting**—December 11, 12, 13, and 14, 1940. **Active Membership**—63 District and County Fairs, the National Orange Show, and the California State Fair. **Organized**—1920 (approx.)

(Continued on next page)

THE BILLBOARD has planned this "Statistical Directory of IAFE Fairs" not only as a documentary summary of the fairs themselves but as data of interest to showmen, concessionaires, caterers, advertising agencies, promoters and organizers, and the whole field representing either the buyer or the seller with relation to fairdom. The editors regard the directory as one of the most practical ever published; in fact, they believe it is the first of its kind ever compiled in the history of fairs and catering publications.

To seek completeness is one thing; to achieve it is another. This compendium of valuable information is complete as far as it goes, but it does not pretend to be exhaustive. Owing to transmission and mechanical problems, several member fairs are omitted from the compilation with full data. Another reason was vague response or no response at all to *The Billboard's* international survey, made over a period of months. According to experience, however, the representation in the directory is greater than for any similar survey in the 46-year history of this publication. From that point of view, it is virtually an exhaustive study of five-year operations up to the season just past.

Readers should bear in mind that in several instances, under the classification "Exhibitors," the filled-in data refer rather to "Exhibits" due to either a misinterpretation of the question or the unavailability of figures in "exhibitors" form. These cases are easily picked off in the compilations. Also, some of the attendance figures listed are apparently given in gross amounts including passes, etc., and should be considered when analyzing the different listings.

It is, of course, common knowledge that the fairs in the listing present the regular type of grandstand attractions selected from novelty and vaudeville acts, revues, units, rodeos, and the like. For this reason it has not been found necessary to specify the type shows save in cases where something out of the conventional character is presented.

Oldest of the fairs in the compilation are Mississippi State, 1840, and New York State, 1841, thus making them centenarians. It is significant that the first is in the South, the second in the East. Next in the "better-than-fifty" line are Ohio State Fair and Michigan State, 1850; Wisconsin State, 1851; Indiana State, 1852; Illinois State, 1853; Iowa and Minnesota, 1854; York (Pa.) Interstate Fair, 1855; Nebraska, 1858, and Brockton (Mass.) Fair in 1874. Canada is represented next with Toronto and Edmonton born in the same year, 1879. As was Maryland State. Note the 9-year gap between New York and Ohio, and the 18-year gap between Nebraska and Brockton. It indicates "periodicity" of establishment dates. The war between the States undoubtedly inveighed against progress in the second groupings.

Of more "modern" origin are Kansas State, 1881; Regina, Sask., and Huron, S. D., 1884; Saskatoon, Sask., Canada, 1885; Texas State and Calgary, Alta., 1886; Ottawa, Ont., 1887, and New Jersey State Fair, 1888.

Chippewa Falls, Wis., misses age 50 for the time being, dating from 1897.

Owing to changes in organization, shifting of events from one town to another, and lack of authoritative information, it is inevitable that a listing of dates and origin cannot hope to be the last word on the subject. Available figures, however, would point to the foregoing, at least with respect to current members of the association.

Acknowledgment of gratitude is made herewith to Frank H. Kingman, secretary of the IAFE; to certain State associations and State agricultural bodies, and to International members themselves for their support and co-operation in executing a task that all but exhausted physical man in the form of the editors. Yet the editors feel that the value of the results must and do outweigh any other consideration.

BROCKTON FAIR

BROCKTON, MASS.

Organized.....1874



Double Congratulations!

★★★ **To the I. A. F. E.** for reaching 50
years of successful endeavor.

★★★ **To The Billboard** for promulgating
and documenting that anniversary, and for its
support of the Fair Industry in general.

Harold G. Morse

President

Frank H. Kingman

Secretary

1941 DATES—SEPTEMBER 7 TO 13



**Member International Association of
Fairs and Expositions**

DENVER, COLO.

National Western Stock Show

.....Organized 1906

ATTENDANCE

1936125,000 1938125,000
1937125,000 1939125,000
1940125,000

Operating Period—8 days and nights.
State and Local Aid—Yes, but no figures given. *Cash Premiums Paid*—1940, \$45,000; 1939, same.

Exhibitors—Livestock—1940, 3,800; 1939, 3,800; 1938, 3,800; 1937, 3,500; 1936, 3,800. 4H Club—1939-'38-'37-'36, 500 each. *Grandstand—Horse Show*—8 days and nights. *Rodeo*. Plant 3½ miles from city.

1941 Dates—Third week in January. Roe Emery, president; Courtland R. Jones, general manager; Lee Rigg, superintendent of concessions and building exhibits.

IAFE Member—6 years.

PUEBLO, COLO.

Colorado State Fair

(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

TAMPA, FLA.

Florida State Fair

.....Organized (Not Given)

Attendance—2,493,525 from 1935 thru 1939.

Operating Period—11 days, except in 1939, when it ran for 17 days as the Hernando DeSoto Exposition, sponsored by the State Fair to commemorate the 400th anniversary of the landing of DeSoto.

Premiums—\$133,963 paid out from 1935 thru 1939.

Receipts—\$134,487 from 1935 thru 1939, privileges and space only.

Grandstand—Seating capacity, 8,500.

Acreage—50. Within walking distance of city. Adjoins campus of University of Tampa. *Permanent Buildings*—22; reinforced steel and concrete, with floor space of 272,850 square feet.

Permanent Improvements—Approximate value of \$2,500,000.

Annual Meeting (not given).

1941 Dates—February 4-15.

Carl D. Brorein, president; Russell Kay, secretary; P. T. Strieder, general manager.

IAFE Member—Not given.

Delegates to IAFE—Not given.

CHICAGO, ILL.

International Livestock Exposition

"The information desired is of such a nature that I am not able to fill. Our dates, as you will note, are November 30 to December 7, 1940, and, as in the past, we will again have cattle, horses, sheep, and swine, as well as a display of hay and grain. It is our intention again to stage our spectacular Horse Show, which has proved so popular in the past."

B. H. Helde is secretary-manager.

SPRINGFIELD, ILL.

Illinois State Fair...Organized 1853

ATTENDANCE

1936900,000 1938945,000
1937925,000 1939956,000
1940912,500

Gate Admission—25 cents, day; night, free. *Operating Period*—9 days. *State Aid*—Receipts deposited in State Treasury and all funds are appropriated by Legislature. *Cash Premiums Paid*—1940, \$164,939; 1939, \$170,000.

Exhibitors—No data given.

Grandstand—Price Scale—25c, 50c, 75c, \$1 day; night, 50c, 60c, \$1. *Auto Racing*—1 day. *Motorcycle Racing*—1 day. *Thrill Day*—1. *Fireworks*—8 nights. *Horse Racing*—5 days; mile track. *Music*—Institutional bands; dancing operated as concession. *Horse Show*—6 nights. *Organized Midway*.

Acreage—366. 2½ miles from city.

1941 Dates—August 16-24.

J. H. Lloyd, director Dept. of Agriculture; E. E. Irwin, general manager; O. R. Fleming, superintendent of concessions; William Ryan Jr., superintendent of building exhibits.

IAFE Member—Not given.

ILLINOIS, STATE ASSN.

Illinois Assn. of Agricultural Fairs

Officers—A. W. Grunz, Breese, secy.; J. H. Lloyd, Springfield, commissioner, Dept. of Agriculture. Averages 82 fairs annually.

Attendance—Estimated in 1939 was 1,091,377 adults and 343,865 children.

Receipts—Total of 1939 fairs amounted to \$698,077. Gate—\$224,234; Grandstand—\$91,138; Exhibit Fees—\$161,293; Concessions—\$93,426; State Aid (1938)—\$281,967; Loans—\$272,762.

Disbursements—Total for 1939 amounted to \$1,016,801. Premiums Paid—\$610,823; Attractions—\$107,328; Improvements—\$39,984; Repayment on Loans—\$20,319.

INDIANAPOLIS, IND.

Indiana State Fair...Organized 1852

ATTENDANCE

1936365,961 1938385,620
1937383,544 1939412,305
1940435,862

Operating Period—8 days and nights. *State Aid*—For building program only. *Cash Premiums Paid*—1940, \$159,349; 1939, \$154,248.

Exhibitors—Commercial-Industrial—1940, 485; 1939, 499; 1938, 525; 1937, 509; 1936, 466. Livestock—1940, 824; 1939, 881; 1938, 817; 1937, 766; 1936, 739. Agricultural Products—1940, 134; 1939, 200; 1938, 162; 1937, 160; 1936, 148. 4H Club—1940, 3,370; 1939, 2,849; 1938, 2,866; 1937, 2,431; 1936, 2,520. Others—1940—469; 1939, 485; 1938, 460; 1937, 438; 1936, 424.

Grandstand—Receipts: 1940, \$40,200 (\$21,191 from racing; \$19,009 from revue). Price Scale—50c to \$1 day; 25c-75c night.

Organized Midway. Thrill Day—1. *Fireworks*—7 nights. *Bands*—Local and State. *Horse Show*—2 days, 6 nights.

Horse Racing—6 days; mile track.

Acreage—216. 5 miles from city.

Annual Meeting—Tuesday-Wednesday after first Monday in January.

1941 Dates—August 29-September 5. Phares L. White, president; Harry G. Templeton, sec.-mgr.; U. C. Brouse, superintendent of concessions; Levi P. Moore, director of attractions, publicity, and amusements; E. Curtis White, superintendent of building exhibits.

IAFE Member—About 20 years.

Delegates to IAFE—Entire board.

REMARKS.—Indiana State Fair is on a partially self-sustaining basis, there being no appropriation as such with the exception of a grant for building program. The board is composed of members of both major political parties who are elected by the agricultural associations of the State, spread over 13 districts. Thirteen are elective and three are by gubernatorial appointment. Promotion emphasis is upon advance sale of tickets. This year 225,000 tickets were distributed and within 20 days the fair had the cash on hand for them. This year's gate was hampered by an infantile paralysis scare.

INDIANA, STATE ASSN.

Indiana Association of County and District Fairs

Officers—W. C. Manrow, Goshen, pres.; Robert C. Graham Jr., Washington, vice-pres.; William H. Clark, Franklin, secy-treas.; Henry F. Schriker (Lieut. Governor), commissioner Dept. of Agriculture; Harry G. Templeton, Indiana State Fair, Secretary to Commissioner. Fifty-five fairs conducted in 1940.

DAVENPORT, IA.

Mississippi Valley Fair and Exposition.....Organized 1920

ATTENDANCE*

193651,348 193853,308
193766,467 193960,042
194058,461

*Of which night attendance was as follows—1940, 10,203; 1939, 4,201; 1938, 10,000; 1937, 17,324; 1936, 11,242.

Gate Admission—25 cents day and night. *Operating Period*—7 days. *State Aid*—1940, \$2,000; 1939, same. *Local Aid*—1940, \$6,448; 1939, \$6,272. *Cash Premiums Paid*—1940, \$7,027; 1939, \$5,617.

Exhibitors—Commercial-Industrial—1940, 65; 1939, 70; 1938, 61; 1937, 66; 1936, 61. Livestock—1940, 309; 1939, 293; 1938, 283; 1937, 217; 1936, 232. Agricultural Products—1940, 100; 1939, 1938, 1937, 1936, 100 each. 4H Club—1940, 105; 1939, 109; 1938, 103; 1937, 102; 1936, 104. Others—1940, 62; 1939, 59; 1938, 70; 1937, 64; 1936, 71.

Grandstand—Operated day only. Price Scale—25c to \$1. ½-mile track. *Auto Racing*—2 days. *Thrill Days*—2. *Fireworks*—7 nights in the past. *Music*—

(Continued on page 56)

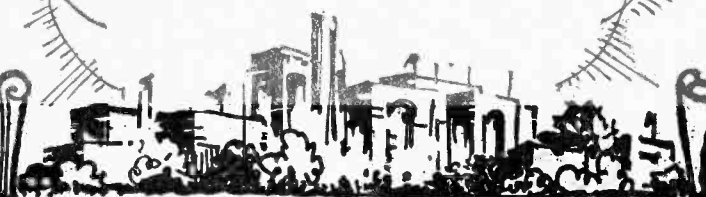


HARRY SEAY
President

PEOPLE
CAN'T BE
WRONG



ROY RUPARD
Secretary



**IT'S ANOTHER
ALL-TIME RECORD**

We Thank...

**The International Association
of Fairs and Expositions**
for its co-operation during these 50 years...

Mike Barnes and his "AMERICANA!"... Bob Lohmar and
the Rubin and Cherry Shows... Jack Duffield and Thearle-
Duffield Fireworks... Denny Pugh and his Concession-
aires... Phil Little and ALL EXHIBITORS
and CONCESSIONAIRES, and...

1,116,447 Visitors
For Our Most Successful Year

State Fair of Texas

DALLAS

SENIOR BOARD

O. S. Boggess	W. H. Hitzelberger, Jr.	J. M. Moroney	Hugo W. Schoellkopf
Ben E. Cabell, Jr.	Frank P. Holland, Jr.	Harry S. Moss	Harry L. Seay
John W. Carpenter	J. J. Kettle	C. F. O'Donnell	Clyde L. Stewart
T. M. Cullum	E. J. Kiest	R. J. O'Donnell	J. C. Tenison
E. L. Flippen	Arthur L. Kramer	W. F. Pendleton	R. L. Thornton
J. J. Foley	A. M. Matson	John G. Pew	T. M. Watson

JUNIOR BOARD

J. HOWARD HAYDEN, President	ALPHONSO RAGLAND, JR., Vice-President
ALVIN HEROLD, Secretary	
E. F. Anderson	J. Porter Holland, Jr.
W. J. Brown	Hayden Hudson
Andrew W. DeShong	Alex Keese
A. L. Exline	Geo. W. Martin, Jr.
Pat M. Greenwood	W. E. Mitchell
C. L. Oheim	Robt. M. Olmsted
Jordan Ownby	Julius Schepps
A. J. Staples	
Joe C. Thompson, Jr.	Maurice Thompson
J. Glenn Turner	Dan C. Williams
Geo. O. Wilson	Jas. K. Wilson

A BIGGER and BETTER FAIR in 1941



Statistical Directory of IAFE Fairs

(Continued From Page 54)

Jubilee Greetings from America's Greatest Agricultural and Livestock Fair

Attendance Over 400,000
1941 Dates—Aug. 20-29

IOWA STATE FAIR DES MOINES

J. P. MULLEN
Pres.

F. E. SHELDON
Vice-Pres.

A. R. COREY
Secy.

Dance bands, other bands. *Organized Midway.*

Acreage—82. 3 miles from city.
Annual Meeting—Des Moines, second week in December.

1941 Dates—August 10-16.
Ned B. Curtis, president; E. Kuhl, secretary; H. W. Power, superintendent of building exhibits. *IAFE Member.* Delegates to IAFE—"None."

DES MOINES, IA.

Iowa State Fair...Organized 1854
ATTENDANCE

1936320,339	1938430,907
1937381,279	1939400,477
1940360,599		

Gate Admission—Day, 50c; night, 25c.
Operating Period—8 days and nights.
State Aid—1940, \$100,000 (\$50,000 for building, \$40,000 for maintenance, and \$10,000 for premiums); 1939, \$105,890 (includes federal grant for building of \$55,890; \$40,000 maintenance, and \$10,000 for premiums). *Cash Premiums Paid*—1940, \$105,774; 1939, \$110,273.

Exhibitors—Commercial-Industrial, 1940, 197; 1939, 191; 1938, 204; 1937, 219; 1936, 195. *Livestock*—1940, 845; 1939, 1,001; 1938, 910; 1937, 742; 1936, 699. *Agricultural Products*—1940, 140; 1939, 148; 1938, 185; 1937, 158; 1936, 126. 4-H Club—1940, 1,633; 1939, 1,797; 1938, 1,668; 1937, 1,533; 1936, 1,496. All Other—1940, 1,733; 1939, 1,847; 1938, 1,639; 1937, 1,583; 1936, 1,627.

Grandstand—Price Scale, day, 50c, 75c, \$1; night, same. *Horse Racing*—4 days; ½-mile track. *Attendance*—1940, day, 47,250; night, 73,698; 1938, 91,194 and 97,543; 1938, 98,527 and 101,733; 1937, 95,297 and 96,617; 1936, 60,301 and 84,161. *Auto Racing*—3 days. *Thrill Day*—2. *Fireworks*—8 nights. *Music*—6 dance bands, 1940. Pavilion for "rain" dancing. 15 high school and Farm Bureau bands, orchestras, and drum corps. *Horse Show*—5 nights. *Organized Midway.*

Acreage—378. 3 miles from city.
Annual Meeting—December 9-11, 1940.
1941 Dates—August 20-29, 1941.

J. P. Mullen, president; A. R. Corey, secretary and superintendent of exhibits; Carl E. Hoffman, superintendent of concessions; M. H. Barnes, director of grandstand attractions.

IAFE Member—50 years.
Delegates to IAFE—J. P. Mullen, F. E. Sheldon, A. R. Corey, and several board members.

MASON CITY, IA.

North Iowa Fair
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

SPENCER, IA.

Clay County Fair...Organized 1918

ATTENDANCE

1936141,734	1938139,970
1937135,490	1939155,215
1940154,680		

Gate Admission—50c, day; 25c, night.
Operating Period—6 days and nights.
State Aid—1940, \$2,000; 1939, \$2,000.
Local Aid—1940, \$2,500; 1939, \$2,500.
Cash Premiums Paid—1940, \$13,000; 1939, \$12,805.

Exhibitors—Commercial-Industrial, 1940, 116; 1939, 199; 1938, 103; 1937, 98; 1936, 95. *Livestock*—1940, 226; 1939, 214; 1938, 203; 1937, 197; 1936, 205. 4-H Club—1940, 210; 1938, 198; 1938, 187; 1937, 176; 1936, 165.

Grandstand—Price Scale, 50c, day and night. *Organized Midway.* *Auto Racing*—2 days. *Dance Bands.* *Horse Racing*—4 days. ½-mile track.

Acreage—90. 2 miles from city.
Annual Meeting—Last Saturday in December.

1941 Date—September 8-13.
I. N. Kirby, president; J. H. Peterson, secretary and director of attractions; R. H. Miller, superintendent of concessions and building exhibits.

IAFE Member.
Delegates to IAFE—I. N. Kirby, J. H. Peterson.

IOWA, STATE ASSN.

Fair Managers' Association of Iowa

Officers—E. W. Williams, Manchester, secy.; Mark G. Thornburg, Des Moines, commissioner, Dept. of Agriculture. Annual average is better than 80 fairs, with 85 held in 1939.

Attendance—1939 (gross), 1,487,914
Paid Admissions—915,208; *Grandstand* (night) 229,777; (day) 237,658; *Exhibitors*—36,680; *Livestock*—14,648.

Receipts—1939 total was \$796,522.
Gate—\$278,483; *Grandstand*—\$153,097; *State Aid*—\$140,000.

Disbursements—1939 total was \$750,870. *Premiums*—\$267,612; *Music and Attractions*—\$189,406.

Value of Grounds and Buildings—\$3,490,972.

Figures for previous years follow:

Receipts (Major):	1938	1937	1936
(81 fairs)	(79)	(77)	(77)
Gate	\$283,522	\$278,423	\$265,266
Grandstand	155,907	143,572	141,070
Concessions	88,863	88,865	86,496
State Aid	138,324	126,883	125,723
Total (all sources)	\$795,494	\$756,575	\$729,008
Disbursements (Major)			
Attractions	\$177,163	\$177,759	\$158,945
Premiums	252,354	219,337	219,082
Speed Premiums	66,571	57,655	59,075
Total (all sources)	\$733,525	\$675,370	\$645,851
Paid Admissions	969,087	969,407	921,538

HUTCHINSON, KAN.

Kansas State Fair...Organized 1913

ATTENDANCE

1936250,000	1938250,000
1937275,000	1939250,000
1940225,000		

Gate Admission—35c, day and night.
Operating Period—7 days and nights.
State Aid—1940, \$18,500; 1939, \$26,500.
Cash Premiums Paid—1940, \$26,416; 1939, \$26,901.

Exhibitors—Livestock, 1940, 539; 1939, 530; 1938, 510; 1937, 418. *Agricultural Products*—1940, 272; 1939, 281; 1938, 273; 1937, 251. 4-H Club—1940, 1,667; 1939, 1,675; 1938, 1,227; 1937, 1,380. Others—1940, 1,745; 1939, 1,757; 1938, 1,631; 1937, 1,209.

Grandstand—Price Scale, 50c-\$1 day; 50c, 75c, and \$1 night. *Auto Racing*—3 days. *Thrill Day*—1. *Fireworks*—7 nights. *High School Bands.* *Organized Midway.* *Horse Racing*—3 days, ½-mile track.

Acreage—191. 2 miles from city.
Annual Meeting—About January 10, 1931, at Topeka.

1941 Dates—September 14-20, tentative.
E. E. Frizell, president; S. M. Mitchell, secretary and superintendent of building exhibits; E. Hutton, superintendent of concessions.

IAFE Member—17 years.
Delegates to IAFE—S. M. Mitchell, C. W. Taylor, O. O. Wolf, R. C. Beezley, F. H. Manning, E. E. Frizell.

KANSAS, STATE ASSN.

Kansas Fairs Association

Officers—R. M. Sawhill, secy.; J. C. Mohler, Topeka, secretary, Board of Agriculture. Following statistics based on 81 fairs in 1939, with some totals being approximate:

Attendance—909,990 for fairs reporting. (Does not include gate at two largest fairs in State and several "free" fair. Agricultural secretary estimates State-wide attendance of 2,000,000 for 1939).

Receipts—Concessions—\$93,790 (includes contributions); Entry Fees—\$18,276; Admissions—\$127,502; Public Funds—County, \$104,247; State, \$33,500; Other Sources—\$51,769.

Disbursements—Permanent Improvements—\$40,056; Current Expenses—\$178,607; Awards—\$162,847; Awards, Boys and Girls (included in previous figure)—\$26,898; Entertainment—\$48,511.

TOPEKA, KAN.

Kansas Free Fair...Organized 1881

ATTENDANCE

1936300,000	1938350,000
1937300,000	1939375,000
1940252,000		

*It is understood that Topeka and other fairs with a free gate compute attendance by multiplying the grandstand (Continued on page 58)

LOUISIANA STATE FAIR

"The Fair of Hospitality"

SHREVEPORT

WISHES TO YOU AND ALL
OUR FRIENDS
A MERRY CHRISTMAS and
A HAPPY NEW YEAR ★ ★ ★

Congratulations to the
Officers and Directors
of the IAFE

M. T. WALKER
(President)

W. R. HIRSCH
(Secretary-Manager)

"It's Your Fair—So Be There"

SOUTH TEXAS STATE FAIR

MEMBER OF THE IAFE

BEAUMONT, TEXAS



*Extends Best Wishes to the IAFE
and All Show People*



**Exhibits and Premiums
Set a New Top Mark in 1940**

**Harvest Club again a
Big Feature, Attracting Large Crowds Nightly**

Now planning a new large rodeo arena and larger grandstand for 1941

**The last big Fair on the Mid-West Fair
Circuit. A good place to exhibit.**

TENTATIVE DATES for 1941

NOVEMBER 1-11

H. W. GARDNER, President

L. B. HERRING, Jr., Manager

The NORTH MONTANA STATE FAIR

at Great Falls
Montana

CONGRATULATES

the IAFE on the occasion of its
50th Anniversary for the
splendid work it has done
for the fairs of the

country and APPRECIATES

The Billboard's co-operation in
honoring the golden jubilee
of the IAFE founding

Congratulations and Best Wishes
For Your Continued Success, IAFE

MIDLAND EMPIRE FAIR AND RODEO

MEMBER OF THE IAFE

BILLINGS, MONTANA

Our
Sincere Appreciation
and
Season's Greetings

to
THE BILLBOARD
and
STAFF

John W. Currie, Pres., Benj. E. Cardwell, Vice.-Pres.
Emmett Vaughn, John W. Foote, Ora F. Kemp, Directors
Harry L. Fitton, Manager

1941 DATES, AUGUST 11TH-16TH

Statistical Directory of IAFE Fairs

(Continued From Page 56)

draw by 3½ or 4. Using the figure 4, Topeka's grandstand attendance in 1940 was 63,000.

Gate Admission—Free. Operating Period—7 days and nights. State Aid—1940, \$7,500; 1939, same. Local Aid—1940, \$15,000; 1939, same. Cash Premiums Paid—1940, \$21,000; 1939, same.

Exhibitors—Individualized figures not given; total given is 15,420.

Grandstand—Price Scale—50c day and night. Horse Racing—2 days. ½-mile track. Auto Racing—2 days. Thrill Days—2. Music—Local bands. Organized Midway.

Acreage—88. About 4/5 of a mile from city.

1941 Dates—Second week in September. D. E. Ackers, president; Maurice W. Jencks, secretary-director of attractions; Hall Smith, superintendent of concessions; L. B. Brain, superintendent of building exhibits.

IAFE Member—15 years.

Delegate to IAFE—Maurice Jencks.

LOUISVILLE, KY.

Kentucky State Fair. Organized 1902

ATTENDANCE

1936132,525	1938157,753
1937140,575	1939163,794
1940180,592		

Gate Admission—25c, day and night. Operating Period—8 days and nights. State Aid—1940, \$45,000; 1939, \$45,000. Local Aid—Sponsor of stakes. Cash Premiums Paid—1940, \$55,000; 1939, \$45,000.

Exhibitors—Commercial-Industrial, 1940, 98; 1939, 96; 1938, 80; 1937, 72; 1936, 69. Livestock—1940, 40 per cent increase. Agricultural Products—1940, 40 per cent increase. 4-H Club—1940, 30 per cent increase.

Grandstand—Price Scale, 50c day; 35c night. Organized Midway. Auto Racing—1 day. Thrill Day—1. Fireworks—7 nights. Two Dance Bands—25c admission, 10c per dance. Horse Show—8 nights. Horse Racing—4 days; ½-mile track.

Acreage—225. 4 miles from city.

Annual Meeting—None held.

1941 Dates—September 11-15.

John W. Jones, president; Robert B. Jewell, general manager and director of attractions; J. C. Wehrley, superintendent of concessions; Engler, McPherson & Duffin, superintendent of exhibits.

IAFE Member—3 years.

Delegates to IAFE—Robert Jewell, J. C. Wehrley.

REMARKS.—Kentucky State Fair is in the midst of a \$450,000 WPA improvement program, namely, 4-H Club building housing 700 boys, new administration building, 6 large restaurants, concrete roads, new entrances, 12 new cattle barns, 5 new horse-show barns, 2 new trotting horse barns, new cattle pavilion, lighting equipment, remodeling of Merchants and Manufacturing Building, and Horse Show Pavilion.

SHREVEPORT, LA.

Louisiana State Fair...Organized (?)

(Note—1940 was 35th annual)

Attendance—1940, 314,862; 1939, 294,867.

Operating Period—10 days. Thrill Days—3. Fireworks. Motorcycle Racing—1 day. Auto Racing—2 days. Organized Midway.

H. D. Wilson, commissioner of agriculture; W. R. Hirsch, secretary-manager.

LOUISIANA, STATE ASSN.

Louisiana State Association of Fairs

Officers—P. O. Benjamin, Tallulah, secretary; Harry D. Wilson, Baton Rouge, commissioner Department of Agriculture and Immigration.

MAINE, STATE ASSN.

Maine Association of Agricultural Fairs

Officers—James S. Butler, Lewiston, secretary; Frank P. Washburn, Augusta, commissioner Department of Agriculture. 36 events conducted in 1940. Attendance—1937 (30 fairs), 335,574; 1938 (32), 261,284; 1939 (28), 397,474.

Receipts—1937, \$259,674; 1938, \$298,764; 1939, \$348,549. Disbursements—1937, \$225,668; 1938, \$305,293; 1939, \$348,669. Premiums—1937, \$44,009; 1938, \$52,134; 1939, \$53,177.

CUMBERLAND, MD.

Cumberland Fair...Incorporated 1918

"Questionnaire covers very little that we could answer intelligently. Our fair consists mainly of running races and pari-mutuel betting. As we have eliminated free acts and fireworks, we really have little information to offer of the nature you desire."

Harry A. Manley is president and general manager.

TIMONIUM, MD.

Maryland State Fair...Organized (?)

(Note—1940 was 62d annual)

Attendance—1939, 360,000; 1940, 400,000.

Operating Period—12 days. Gate Admission—50c day; night, 25c.

Grandstand—Attendance—1940, 110,000; 1939, 102,000. Pari-Mutuel Handle—1940, \$1,373,826; 1939, \$1,034,702. (10 days of racing.) Price Scale—50c. Musto

Institutional bands. Organized Midway. Laban Sparks, president; H. A. Parr, treasurer; George F. Derr, agricultural secretary; Matt L. Daiger, secretary; John T. McCaslin, midway manager.

1941 Plans—Widening of track and change in midway location.

BROCKTON, MASS.

Brockton Fair...Organized 1874

ATTENDANCE

1936108,795	1938193,252
1937187,350	1939186,864
1940171,685		

Operating Period—7 days. Cash Premiums Paid—1940, \$6,120; 1939, \$5,255.

Exhibitors—"No reason in the past to compile them."

Grandstand—Price Scale—50c to \$2 day; night, 50c to \$1.50. Auto Racing—2 days. Thrill Days—4. Fireworks—7 nights. Music—Name bands for 2 years; other music at Fashion Show. Horse Show—4 days. Horse Racing—None; ½-mile track. Organized Midway.

Acreage—85. 2 miles from city.

Annual Meeting—December 13, 1940.

1941 Dates—September 7-13.

Harold G. Morse, president; Frank H. Kingman, secretary, director of attractions, and superintendent of building exhibits; Harold MacNeill, superintendent of concessions.

IAFE Member—15 years.

Delegates to IAFE—Frank H. Kingman, J. H. Fifield, and Harold MacNeill.

SPRINGFIELD, MASS.

Eastern States Exposition

.....Organized 1916

ATTENDANCE

1936300,437	1938	...Hurricane
1937309,854	1939284,096
1940304,524		

Gate Admission—\$1 day; 50c night. Operating Period—7 days and nights. Cash Premiums Paid—1940, \$50,000; 1939, \$47,000.

Exhibitors—No figures available.

Grandstand—Price scale, 50c, \$1, \$1.25 day; 50c, 75c, \$1 night. Horse Racing—3 days; ½-mile track. Auto Racing—2 days. Fireworks—6 nights. Music—Concert, special Sunday opening feature. Midway—None.

Plant Valuation—Land, \$350,000; buildings, \$2,000,000; equipment, \$100,000.

Acreage—175. One mile from city.

Annual Meeting—First Monday in February.

1941 Dates—September 14-20.

Joshua L. Brooks, president; Charles A. Nash, general manager and director of attractions; Milton Danziger, assistant general manager, superintendent of concessions, and superintendent of building exhibits.

IAFE Member—Since 1917.

Delegates to IAFE—Charles A. Nash and Milton Danziger.

MASSACHUSETTS, STATE ASSN. IONIA, MICH.

Massachusetts Agricultural Fairs Association
Officers—A. W. Lombard, Boston, secretary. Averages about 25 events annually.
A. W. (Al) Lombard, of the Department of Agriculture in charge of fairs, reports that attendance for 1940 fairs totaled about 800,000 more than the gate of 20 years ago. In his annual analysis he finds that harness racing has given way to entertainment of a more sensational and modern nature—thrill shows, auto racing, revues, and the like. Four fairs conducted harness racing in 1940, with two of them on a pari-mutuel basis—Marshfield and Great Barrington. State aid in 1940 amounted to \$25,000, distributed in the form of prizes, as the State constitution forbids outright bounties to organizations.

DETROIT, MICH.

Michigan State Fair.. Organized 1850
ATTENDANCE
1936235,000* 1938726,000**
1937427,000* 1939427,000
1940475,000
* 10-day fair
**16-day fair
Gate Admission—25c. **Operating Period**—10 days. **Cash Premiums Paid**—1940, \$57,469; 1939, \$61,851.
Exhibitors—Commercial - Industrial—1940—30. **Livestock**—630. **Agricultural Products**—297. **4-H Club**—6,195. **All other**—525.
Grandstand—Price Scale—50c day and night. **Thrill Days**—3. **Fireworks**—10 nights. **Music**—Name bands, dancing (50c). Also institutional bands. **Horse Racing**—7 days; mile track. **Organized Midway**. 1940 **Midway Receipts**—\$59,233.
Acres—160. 7½ miles from city.
Annual Meeting—January, 1941.
1941 Dates—August 29-September 7.
Elmer A. Beamer, chairman of board; **Dr. Linwood W. Snow**, general manager; **Lester R. Schrader**, superintendent of concessions; **Andy Adams**, director of grandstand attractions; **L. M. German**, superintendent of building exhibits.
IAFE Member—50 years.
Delegate to IAFE—Dr. L. W. Snow.

Ionia Free Fair.... Organized 1915
ATTENDANCE
(Estimated)
1936273,042 1938290,448
1937276,485 1939296,960
1940325,757
Gate Admission—Free. **Operating Period**—6 days, 6 nights. **State Aid**—1940, \$4,621; 1939, \$4,621. **Cash Premiums Paid**—1940, \$9,594; 1939, \$9,786.
Exhibitors—No record.
Grandstand—Price scale—25c, 50c, 75c, day and night. **Attendance**—1940, day, 27,453; night, 49,382; 1939, day, 21,215; night, 44,776; 1938, day, 28,345; night, 32,199; 1937, day, 27,488; night, 29,953; 1936, day, 27,471; night, 33,205. **Auto Racing**—1 day. **Thrill Day**—1. **Fireworks**—6 nights, extra display Thursday. **Music**—Legion band and local talent. **Organized Midway**. **Horse Racing**—4 days; ½-mile track.
Acres—68. ½-mile from city.
Annual Meeting—Second Wednesday in November.
1941 Dates—August 11-16.
Howard C. Lawrence, president and director of attractions; **Rose Sarlo**, secretary and superintendent of concessions; **H. C. Lawrence** and **Rose Sarlo**, superintendents of building exhibits.
IAFE Member—26 years.
Delegates to IAFE—H. C. Lawrence and Rose Sarlo.

SAGINAW, MICH.

Saginaw Co. Agricultural Society
..... Organized 1914
ATTENDANCE
1936148,000 1938152,000
1937155,000 1939162,000
1940157,000
Gate Admission—35c day and night. **Operating Period**—7 days and 7 nights. **State Aid**—1940, \$6,611; 1939, \$6,750. **Cash Premiums Paid**—1940, \$13,534; 1939, \$13,222.
Exhibitors—Commercial - Industrial—1940, 141; 1939, 132; 1938, 126; 1937, 137; 1936, 131. **Livestock**—1940, 183; 1939, 173; 1938, 181; 1937, 163; 1936, 156. **Agricultural Products**—1940, 97; 1939, 104; 1938, 116; 1937, 86; 1936, 93. **4H Club**—1940, 211; 1939, 191; 1938, 197;

1937, 184; 1936, 162. **Others**—1940, 239; 1939, 249; 1938, 253; 1937, 219; 1936, 227. **Grandstand**—Price Scale—35c-50c day; 50c-75c night. **Thrill Day**—1. **Fireworks**—7 nights. **Organized Midway**. **Horse Racing**—4 days; ½-mile track.
Acres—78. 1 mile from city.
Annual Meeting—December 12, 1940.
1941 Dates—September 7-13.
John C. Rauchholz, president; **Clarence H. Harnden**, secretary and director of attractions; **B. B. Sawyer**, superintendent of concessions and building space.
IAFE Member—15 years.
Delegates to IAFE—C. H. Harnden and B. B. Sawyer.
REMARKS—Saginaw Fair Society is non-profit, non-political, with assets of \$236,000.

MICHIGAN, STATE ASSN.

Michigan Association of Fairs
Officers—Harry B. Kelley, Hillsdale, secretary; **Elmer A. Beamer**, Lansing, commissioner Department of Agriculture; **A. C. Carton**, Lansing, deputy commissioner in charge of fairs. 1931, 80 fairs; 1940, 170.
Annual Disbursements (for premiums)—From \$75,000 to \$115,000. (Represents State's half; other half matched locally on 50-50 basis.)

ST. PAUL, MINN.

Minnesota State Fair.. Organized 1854
ATTENDANCE
1936636,484 1938582,161
1937637,252 1939706,241
1940666,742
Gate Admission—25c, day and night. **Operating Period**—10 days and nights. **State Aid**—1940, \$35,000; 1939, \$35,000. **Cash Premiums Paid**—1940, \$105,000 (estimated); 1939, \$89,060.
Exhibitors—Commercial-Industrial—1940, 474; 1939, 496; 1938, 496; 1937, 496; 1936, 454. **Livestock**—1940, 586; 1939, 517; 1938, 506; 1936, 559. **Agricultural Products**—1940, 180; 1939, 126; 1938, 168; 1936, 109. **4H Club**—1940, 1,875; 1939, 1,840; 1938, 1,467; 1936, 1,530. **Others**—1940, 2,667; 1939, 2,541; 1938, 2,584; 1936, 2,480.
Grandstand—8 days and nights. Price Scale—50c-\$1, day and night. **Organized**

Midway. **Auto Racing**—4 days. **Thrill Day**—1. **Fireworks**—10 nights. **Bands**—4 from Minnesota cities, 4 from St. Paul. **Horse Show**, 6 nights. **Horse Racing**, 2 days; mile track until 1940 fair. **Rodeo**—2 days and nights.
Acres—262. 5 miles from city, midway between Minneapolis and St. Paul.
Annual Meeting—January 15-17, 1941.
1941 Dates—August 23-September 1.
William O. Johnson, president; **Raymond A. Lee**, secretary; **George E. Hanscom**, superintendent of concessions; **Al Sheehan**, director of grandstand attractions; **Harry J. Frost**, superintendent of building exhibits.
IAFE Member—Charter.
Delegates to IAFE—Executive officers.

MINNESOTA, STATE ASSN.

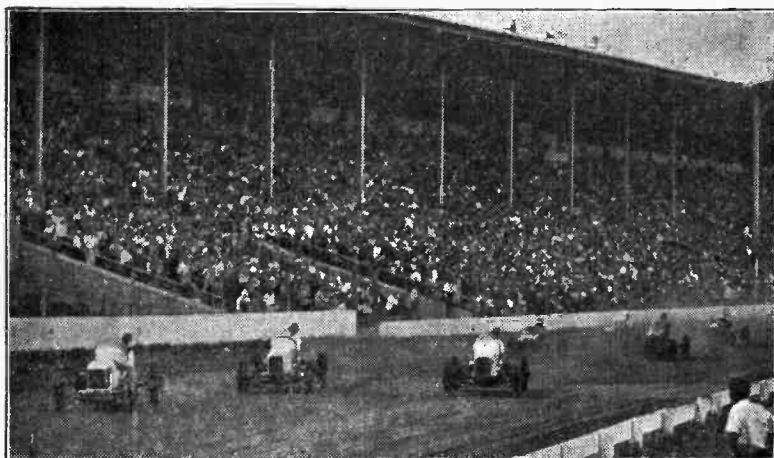
Minnesota Federation of County Fairs
Officers—Lewis Scofield, Zumbrota, secretary; **R. A. Trovatten**, St. Paul, commissioner Department of Agriculture.

JACKSON, MISS.

Mississippi State Fair.. Organized 1840
ATTENDANCE
Gate Admission—Free. Average 225,000 during each of the last five years. **Operating Period**—6 days and nights. **Cash Premiums Paid**—1940, \$3,200; 1939, \$7,100.
Exhibitors—Commercial-Industrial—About 50 each year. **Livestock**—No figures available. **4H Club**—Boys and Girls and FFA are represented from every one of the 82 counties.
Grandstand—Price Scale—60c; operating night only except for one matinee in 1940. **Horse Racing**—None; ½-mile track. **Auto Racing**—Four days before 1939. **Thrill Days**—2 in 1938 and 1937. **Music**—High School bands. **Organized Midway**.
Acres—53 in heart of city.
Mayor Walter A. Scott, president; **Mabel L. Stire**, secretary, superintendent of concessions, and director of attractions and exhibits.
Annual Meeting—Not given.
1941 Dates—Second week in October.
IAFE Member—27 years.
Delegate to IAFE—Mabel L. Stire.
REMARKS—Altho the Mississippi (Continued on next page)

WISCONSIN STATE FAIR

Wisconsin's
BIGGEST
ANNUAL
EVENT



Three Year
Average
Attendance
600,000

August 16-24

Back in 1851 the first Wisconsin State Fair was held and ever since then it has grown in popularity and importance among the people in the Northern Middlewest States. The hundreds of varied exhibits—Agricultural, Industrial, Commer-

cial—the wide scope of entertaining features—have made the State Fair a great consumer-contact point for national and local manufacturing companies and the annual meeting place of residents and visitors from many states.

Ralph E. Ammon, Manager
MILWAUKEE, WISCONSIN

Congratulations and Best Wishes, IAFE

GREETINGS, IAFE

Follow your Great Golden Jubilee Celebration with a visit to the next big gathering of **SHOWMEN AND FAIR EXECUTIVES AT THE GLAMOROUS**

26th ANNUAL

FLORIDA STATE FAIR AND GASPARILLA CARNIVAL

World's Greatest Winter Exposition

11
DAYS

TAMPA
GASPARILLA DAY, FEB. 10

11
NIGHTS

FEB. 4 TO FEB. 15

ROYAL
AMERICAN
SHOWS ON
MIDWAY

**THIS IS
YOUR
INVITATION**

22 MODERN
EXHIBITION
BUILDINGS
TO INSPECT

MORE THAN A HALF MILLION ATTENDANCE

OZARK EMPIRE DISTRICT FAIR

MEMBER
IAFE
3 YEARS

Springfield, Mo.

"In the Heart of the Ozarks"

OFFICERS

H. FRANK FELLOWS
President
W. P. Keltner
Vice-President
TOM WATKINS, SR.
Treasurer
G. B. BOYD
Secretary-Manager

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H. FRANK FELLOWS
LESTER E. COX
W. P. Keltner
DR. W. A. DELZELL
SUMNER GURLEY
JOHN T. WOODRUFF
TOM WATKINS, SR.
R. L. McDONALD
LAWRENCE RUSH
F. X. HEER
RALPH FOSTER
LOUIS W. REPS
JOEL H. BIXBY

★
**The Fastest Growing Fair
in the Middle West**

★
**The Show Place for All
Exhibitors**

★
1940 Attendance — 150,000

Presenting—

Deluxe Grandstand Shows
Popular Dance Bands
Floor Shows
Auto Racing
Horse Racing
Thrill Shows

**Commercial, Industrial, Agricultural
and Livestock Exhibits**

★
1941 Dates (Tentative) Aug. 24-30

State Fair was started in 1840, present event was established as a corporation in 1940 but had been purchased by the city of Jackson 25 years before (1915). In 1840 the fair took the form of a State Agricultural Convention, with an Agricultural Bureau established by law in 1857. In the following year the State Fair was held under the bureau's direction, with Mississippi contributing \$7,000.

TUPELO, MISS.

Mississippi-Alabama Fair & Dairy Show.....Organized 1907

ATTENDANCE
1936107,000 1938112,000
1937118,500 193993,000
1940104,000

Gate Admission—25c, day and night. Operating Period—5 days. State Aid—1940, \$15,000. Local Aid—1940, \$2,500; 1939, \$2,500. Cash Premiums Paid—1940, \$5,000; 1939, \$4,100.

Exhibitors — Commercial-Industrial — 1940, 14. Livestock—1940, 29. Agricultural Products—1940, 51. 4H Club—1940, 152. Others—1940, 91.

Grandstand—Day and night. Price Scale—10c and 25c day and night. Independent Midway. Thrill Days—5. Fireworks—5 nights. Dance Bands. Horse Show—1 day and night. Free Features—Rodeo and Circus 1940.

Acreage—50. Center of city.

Meetings—Monthly.

1941 Dates—First week in October.

James M. Savery, president-manager and director of attractions and concessions. W. A. Spight, secretary-treasurer.

IAFE Member—About 3 years.

Delegates to IAFE—Not given.

KANSAS CITY, MO.

American Royal Livestock Show

(After 4 requests fair has failed to furnish information as requested by The Billboard.)

SEDALIA, MO.

Missouri State Fair..Organized 1901

ATTENDANCE
1936148,352 1938273,174
1937270,903 1939253,307
1940218,724*

Gate Admission—25c, day and night. Operating Period—8 days and nights. State Aid—1939 and 1940, \$140,500. Cash Premiums Paid — 1940, \$50,226; 1939, \$55,565.

Exhibitors — Commercial-Industrial — 1940, 68; 1939, 70; 1938, 65; 1937, 57; 1936, 37. Livestock—1940, 315; 1939, 387; 1938, 270; 1937, 256; 1936, 246. Agricultural Products—1940, 429; 1939, 347; 1938, 265; 1937, 311; 1936, 298. 4H Club —1940, 454; 1939, 365; 1938, 280; 1937, 277; 1936, 247. Others—1940, 944; 1939, 1,203; 1938, 805; 1937, 799; 1936, 683.

Grandstand—Price Scale—50c day and night. Organized Midway. Auto Racing —2 days. Thrill Day—1. Fireworks—6 nights. Music—Visiting school bands, 4 to 12 daily, about 52 for duration. Horse Show—6 nights. Horse Racing—5 days; mile track.

Plant Valuation—Land, \$50,000; buildings, \$806,500; Equipment, \$177,900.

Acreage—236. 2 miles from city.

Annual Meeting—Not given.

1941 Dates—Third week in August.

Jewell Mayes, commissioner of agriculture; Chas. W. Green, secretary; Roy S. Kemper, superintendent of concessions and building exhibits.

IAFE Member—15 years.

Delegates to IAFE—Jewell Mayes, Chas. W. Green.

*Includes night attendance as follows —1940, 17,434; 1939, 21,108; 1938, 30,836; 1937, 32,360; 1936, 15,770.

REMARKS.—Missouri State Fair was first created by the 40th General Assembly in 1900. First fair was held in 1901 and drew 25,346. Fair is a division of Department of Agriculture, presided over by commissioner of agriculture, with secretary-manager of fair named by commissioner. There is no board of directors. Plant consists of 58 permanent buildings, 23 of which are brick, and a steel grandstand. First brick structures were built in 1903. Operated on a biennial legislative appropriation, plus earnings.

SPRINGFIELD, MO.

Ozark Empire District Fair

.....Organized 1937

ATTENDANCE
1937100,000 1939187,000
1938105,000 1940150,000

Gate Admission—15c day and night

1940; free previous to 1940. Operating Period—7 days and nights. Local Aid—1940, \$1,000; 1939, \$5,000. Cash Premiums Paid—1940, \$11,000; 1939, \$7,200.

Exhibitors — Commercial-Industrial — 1940, 57; 1939, 41; 1938, 40; 1937, 32. Livestock, 1940, 179; 1939, 137; 1938, 92; 1937, 78. Agricultural Products, 1940, 42; 1939, 31; 1938, 22; 1937, 17. 4H Club —1940, 102; 1939, 87; 1938, 73; 1937, 64. All other—1940, 1,026; 1939, 915; 1938, 879; 1937, 836.

Grandstand—Price Scale—Day, 50c 75c, \$1; night, same. Attendance—1940, day, 17,458; night, 5,827; 1939, 20,389 and 9,983; 1938, 21,412 and 9,540; 1937, 15,530 and 5,784. Auto Racing—2 days. Thrill Day—1. Horse Racing—4 days; ½-mile track. Music—Dance bands, floorshow in Coliseum; admission 50c; 25c extra at table. Other bands, school and professional. Independent Midway.

Plant Valuation—Land, \$30,000; buildings, \$575,000; equipment, \$18,000.

Acreage—80. 3½ miles from city.

Annual Meeting—January 15, 1941.

1941 Dates—Covered by IAFE, probably last week in August or first in September.

H. Frank Fellows, president; G. B. Boyd, secretary.

IAFE Member—3 years.

Delegates to IAFE—H. F. Fellows and G. B. Boyd.

REMARKS.—Ozark District Fair was started three years ago on a tract of land known as Dickerson Zoo Park with only a grandstand and a half-mile track, exhibits being housed under canvas. It was a free fair until this year with no aid other than donations. Last year three modern stone exhibit buildings were erected thru WPA, the Coliseum being exceptionally up to date. This year an "everybody pays" policy was inaugurated for the purpose of continuing the building program. It has grown rapidly, necessitating new buildings to house ever-increasing exhibits. Tho hit by cold and rain this year, the gate, small as it was, 15 cents, saved the day, the fee being well received by the public. Fair is under management of a board of directors of 13, with secretary-manager on a 12-month basis. It is incorporated as Greene County Agricultural and Mechanical Society. A new swine and sheep building is under construction by WPA.

BILLINGS, MONT.

Midland Empire Fair..Organized 1916

ATTENDANCE
1936100,427 1938100,198
1937109,136 1939102,933
1940109,180*

Gate Admission—50c or 12 tickets for \$2. day; 25c or 12 tickets for \$2 night. Operating Period—6 days and nights. Local Aid—For operation; for capital outlay—1940, \$36,085; 1939, \$22,133. Cash Premiums Paid—1940, \$14,893; 1939, \$14,905.

Exhibitors — Commercial-Industrial — 1940, 39; 1939, 38; 1938, 51; 1937, 51; 1936, 48. Livestock—1940, 162; 1939, 157; 1938, 175; 1937, 177; 1936, 142. Agricultural Products—1940, 541; 1939, 590; 1938, 501; 1937, 552; 1936, 527. 4H Club —1940, 816; 1939, 1,057; 1938, 946; 1937, 754; 1936, 717. Others—1940, 613; 1939, 589; 1938, 645; 1937, 831; 1936, 731.

Grandstand—Price Scale—40c, 50c, 75c, day and night. Thrill Day—1. Fireworks 6 nights. Music—Local bands. Organized and Independent Midway. Horse Show—1 night. Running Races—Daily. Horse Racing—6 days; ½-mile track.

Plant Valuation—\$500,000.

Acreage—120. 1½ miles from city.

Annual Meeting—"Not given."

1941 Dates—August 6-11.

John W. Currie, president; Harry L. Fitton, secretary; Charles F. Burton, superintendent of concessions; Fred H. Kressmann, director of grandstand attractions; A. W. Lutz, superintendent of building exhibits.

IAFE Member—13 years.

Delegates to IAFE—Harry L. Fitton.

*Of which night attendance was a follows: 1940, 46,985; 1939, 42,268; 1938, 43,850; 1937, 46,788; 1936, 43,391.

REMARKS.—When the Billings Fair was organized 50 acres of land were purchased and a bond issue of \$115,000 floated. Proceeds were used for purchase of the real estate, construction of exhibit buildings, a small grandstand, and a race track. No further bonded debt has been incurred and the old bonds have been redeemed, there being no current or other indebtedness at present.

GREAT FALLS, MONT.
North Montana State Fair
.....Organized 1931

ATTENDANCE*

1936208,972	1938233,440
1937211,112	1939263,940
1940274,009		

Gate Admission—50c day and night.
Operating Period—6 days. Cash Premiums Paid—1940, \$29,424; 1939, \$31,864.

Exhibitors — Commercial-Industrial—1940, 28; 1939, 25; 1938, 21; 1937, 24; 1936, 21. Livestock—1940, 242; 1939, 213; 1938, 225; 1937, 194; 1936, 179. Agricultural Products—1940, 1,101; 1939, 756; 1938, 814; 1937, 721; 1936, 888. 4-H Club—1940, 2,178; 1939, 2,056; 1938, 1,053; 1937, 1,204; 1936, 1,212. Others—1940, 1,474; 1939, 1,246; 1938, 894; 1937, 854; 1936, 823.

Grandstand—Price Scale—50c and 75c day; night, same. Thrill Day—1. Fireworks—6 nights. Horse Show—1 day. Horse Racing—6 days; ½-mile track. Organized Midway.

Acreage—94. ½ mile from city.
Annual Meeting—January.
1941 Dates—August 4-9.

O. S. Warden, president; Harold F. DePue, secretary, director of grandstand attractions and superintendent of building exhibits; Howard Stanley, superintendent of concessions.

IAFE Member—10 years.
Delegate to IAFE—Harold F. DePue.
*Divided as follows—1940, day, 145,734; night, 128,275; 1939, 144,528 and 119,412; 1938, 122,220 and 11,220; 1937, 110,930 and 100,182; 1936, 110,178 and 98,794.

REMARKS.—North Montana State Fair, altho a newcomer to fairdom, has grown to one of the best known six-day events. It has a modern plant with a value of \$750,000. Yearly attendance reaches a total of more than half the State population. It operates without State aid, has received none for building purposes.

MONTANA, STATE ASSN.
Rocky Mountain Association of Fairs

Officers—J. M. Suckstorff, Sidney, secretary; J. T. Kelly, Helena, commissioner Department of Agriculture.

LINCOLN, NEB.
Nebraska State Fair. Organized 1858

ATTENDANCE

193684,112	193877,419
193777,489	193995,875
1940125,000		

Gate Admission—50c day; night, same. Operating Period—Six days and nights. State Aid—1940, \$13,750; 1939, same. Cash Premiums Paid—1940, \$27,200; 1939, \$26,729.

Exhibitors — Commercial-Industrial—1940, 228; 1939, 236; 1938, 296; 1937, 279; 1936, 296. Livestock—1940, 265; 1939, 268; 1938, 228; 1937, 175; 1936, 222. Agricultural Products—1940, 120; 1939, 148; 1938, 126; 1937, 116; 1936, 106. 4H Club—Between 2,000 and 3,000 annually. Other—1940, 1,039; 1939, 1,043; 1938, 1,006; 1937, 796; 1936, 940.

Grandstand—Price Scale—25c, 50c, 75c day; night, same. Receipts—1940, day, \$13,187; night, \$6,349; 1939, \$10,013 and \$5,027; 1938, \$11,065 and \$3,025; 1937, \$10,744 and \$5,332; 1936, \$11,817 and \$1,593. Auto Racing—1 day. Dance Policy—Concession granted but no name bands engaged. Music — High-school bands from State, one local band. Horse Show—5 nights. Horse Racing—13 days (includes pre-fair meet); ½-mile track. Independent Midway.

Acreage—300. 1 mile from city.
Value of Plant—Land, \$47,600; buildings, \$1,475,000; equipment, \$80,000.

Annual Meeting—Fourth Tuesday and Wednesday in January.

1941 Dates—Labor Day week.
J. F. Shubert, president; Perry Reed, secretary and director of attractions; J. M. Calder, superintendent of concessions and building exhibits.

IAFE Member—"To our knowledge, since organization."
Delegates to IAFE—Not decided.

OMAHA, NEB.
Ak-Sar-Ben Live Stock and Horse Show
(After 4 requests fair has failed to furnish information as requested by The Billboard.)

NEW HAMPSHIRE, STATE ASSN.

New Hampshire Fairs Association
Officers—Dr. R. W. Smith, Concord, secretary; Andrew L. Felker, Concord, commissioner Department of Agriculture. 9 events conducted in 1940.

TRENTON, N. J.
New Jersey State Fair

.....Organized 1888
ATTENDANCE*

1936215,040	1938209,563
1937257,833	1939179,427
1940238,621		

Gate Admission—50c day, night 25c. Operating Period—8 days and 7 nights. State Aid—1940, \$2,200; 1939, same. Cash Premiums Paid — 1940, \$14,912; 1939, \$14,041.

Exhibitors — Commercial-Industrial—1940, 136; 1939, 128; 1938, 131; 1937, 144; 1936, 101. Livestock—1940, 1,449; 1939, 1,399; 1938, 1,361; 1937, 1,382; 1936, 1,267. Agricultural Products—1940, 288; 1939, 264; 1938, 231; 1937, 211; 1936, 187. 4-H Club—State-wide groups. Others—WPA, CCC, etc.

Grandstand—Price Scale—25c to \$1.50 day; night, 25c to 75c. Horse Racing—4 days; ½-mile track. Auto Racing—Big cars, 1 day; midjets, 1 day. Thrill Day—2 days, 1 night. Fireworks—7 nights. Music — Institutional bands. Organized Midway. Other Attractions—Permanent kiddie playground.

Acreage—134. 3 miles from city.
Value of Plant—Land, \$150,000; buildings, \$300,000; equipment, \$60,000.
Annual Meeting—January, 1941.
1941 Dates—September 28-October 5.
George A. Hamid, president and director of attractions; Harry E. LaBreaque,

secretary; John McCormock, superintendent of concessions and building exhibits.
IAFE Member—5 years.
Delegate to IAFE—George A. Hamid.
*Divided as follows—1940, 167,095, day; 71,523, night; 1939, 135,446 and 43,981; 1938, 146,695 and 62,868; 1937, 180,484 and 77,349; 1936, 150,528 and 64,512.

REMARKS.—By Colonial charter granted to the Township of Trenton on September 6, 1745, King George II authorized the establishment of a "market" on Mondays, Thursdays, and Saturdays in April and October. The periods were for the selling and buying of all manner of livestock and merchandise. The first fair was held in October, 1745, and continued until the surrender of the boro charter on April 7, 1750. The old-time selling fair was revived by the State Agricultural Society, and on September 14, 1858, a track was built and amusements projected. The last fair of the society was held in 1871. In 1888 the present type of fair was established, being conducted for many years as the Interstate Fair. In 1936 George A. Hamid leased the plant for three years, re-titled the event as the New Jersey State Fair, and after the 1938 season picked up on a purchase option.

ALBUQUERQUE, N. M.
New Mexico State Fair

.....Organized 1938
ATTENDANCE*

193875,000	1939100,000
1940125,000		

Gate Admission—25c day and night. Operating Period—8 days. State Aid—1940, \$20,000; 1939, same. Cash Premiums Paid—1940, \$10,000; 1939, \$6,000.

Exhibitors — Commercial-Industrial—1940, 56; 1939, 35; 1938, 20. Livestock—1940, 191; 1938, 160; 1937, 98. Agricultural Products—1940, 178; 1939, 132; 1938, 120. 4-H Club—1940, 275; 1939, 190. Others—1940, 920; 1939, 720; 1938, 420.

Grandstand — Price Scale—75c day; night, 50c. Horse Racing—8 days. Mile track. Thrill Days—2. Fireworks—1 night.
(Continued on next page)

Yes Sir! Son

EVERYONE GOES TO THE

YORK INTER STATE FAIR

Money Talks! Are You Listening?

1940 York Inter-State Fair had increased gate, grandstand and concession receipts . . . Management, attractions and concessionaires happy . . . 1941 promises to be better.

Have you anything to add to make it better?
If so, write to

YORK INTER STATE FAIR 141 W. MARKET ST. YORK, PENNA.



we extend

CONGRATULATIONS

to the

IAFE

On Its 50 Years of Valuable Service

OKLAHOMA State Fair & Exposition

Oklahoma City, Okla.

RALPH T. HEMPHILL, Sec.-Mgr.

INDIANA STATE FAIR

(Member of the IAFE 20 years)

will be held in 1941

AUGUST 29 to SEPTEMBER 5

This year the paid admissions at the Indiana State Fair were 435,862



The \$1,200,000 Coliseum was dedicated this year
It is the finest Coliseum on
any Fair Grounds in the world

HARRY G. TEMPLETON
Manager,
Rm. 332, State House,
Indianapolis, Indiana

Lieutenant-Governor
HENRY F. SCHRICKER
Commissioner of
Agriculture,
Indianapolis, Indiana

P. L. WHITE
President,
Oxford, Indiana

Music—17 school bands. *Independent Midway.*

Acreage—320. 3½ miles from city. *Value of Plant*—\$500,000.

1941 Dates—September 21-28.

F. D. Shuttlebarger, president; Leon H. Harms, secretary; W. E. Haines, superintendent of concessions; H. B. Henning, superintendent of building exhibits. *IAFE Member*—1 year.

Delegate to IAFE—Leon H. Harms.

*Of which night attendance was as follows—1940, 50,000; 1939, 40,000; 1938, 27,000.

SYRACUSE, N. Y.

New York State Fair. Organized 1841

ATTENDANCE

1936244,797	1938363,770
1937271,152	1939284,060
1940272,688*		

*251,948 during day.

Gate Admission—50c. *Operating Period*—9 days and nights. *State Aid*—Not reported, but previous official figures would indicate upward of \$600,000 annually, not including special appropriation for building. *Cash Premiums Paid*—Not reported.

Exhibitors (Fair changed questionnaire to read "exhibits")—Commercial-Industrial—1940, 153; 1939, 133; 1938, 156; 1937, 152; 1936, 158. *Livestock*—1940, 9,418; 1939, 8,823; 1938, 8,830; 1937, 8,205; 1936, 8,825. *Agricultural Products*—1940, 1,254; 1939, 2,468; 1938, 3,548; 1937, 3,093; 1936, 3,239. *4H Club*—1940, 5,174; 1939, 6,071; 1938, 5,251; 1937, 3,771; 1936, 3,852. *Others*—1940, 4,208; 1939, 4,425; 1938, 6,126; 1937, 4,638; 1936, 4,233.

Grandstand—*Price Scale*—50c to \$2. *Auto Racing*—2 days. *Thrill Days*—Yes. *Fireworks*—6 nights. *Music*—Dance Bands in past. *Horse Racing*—6 days. *Mile track*. *Horse Show*—3 days. *General Attractions*—Ice Revue. *Organized Midway.*

Acreage—267½. 5 miles from city.

Annual Meeting—No date set at time of response.

1941 Dates—August 24-September 1.

Holton V. Noyes, Commissioner of Agriculture and Markets; Paul Smith, director.

IAFE Member.

Delegate to IAFE—Paul Smith.

RALEIGH, N. C.

North Carolina State Fair

Attendance—1939, 200,000; 1940, 225,000.

Operating Period—5 days. *Cash Premiums Paid*—1940, \$17,500. *Auto Racing*—1 day. *Horse Racing*—3 days. *Motorcycle Racing*—1 day. *Thrill Day*—1. *Fireworks*—5 nights. *Organized Midway.*

Dr. J. S. Dorton, general manager.

NO. DAKOTA, STATE ASSN.

North Dakota Association of Fairs
Officers—Dr. G. A. Ottinger, Jamestown, secretary; Math Dahl, Bismarck, commissioner Department of Agriculture.

COLUMBUS, O.

Ohio State Fair Organized 1850

ATTENDANCE

1936230,629	1938221,611
1937210,000	1939259,448
1940231,902		

*"Does not include 117,000 school children and ladies admitted free, for gross total of about 400,000."

Operating Period—7 days and nights. *State Aid*—1940, \$180,000; 1939, same. *Cash Premiums Paid*—1940, \$119,341; 1939, \$116,785.

Exhibitors—Commercial-Industrial—1940, 300; 1939, 370. *Livestock*—1940, 841; 1939, 1,012. *Agricultural Products*—1940, 71; 1939, 72 (foregoing figures do not include entries in various specific departments). *4H Club*—1940, 33,000; 1939, 32,545; 1938, 31,187; 1937, 27,294; 1936, 24,561. (Obviously answered as "Number of Exhibits.")

Grandstand—*Price Scale*—25c to \$1 day; night, same. *Thrill Day*—1. *Fireworks*—5 nights. *Music*—Organ and choral concerts, other music in exhibit buildings; also 4H Club bands, 300-piece All-Ohio high school boys' bands, etc. *Horse Racing*—6 days and nights. *Independent Midway.*

Acreage—150 (plus about 100 leased for parking). 2 miles from city.

Annual Meeting—First Thursday after second Tuesday in January each year.

1941 Dates—August 23-29.

John T. Brown, director, and E. J.

Riggs, president State Department of Agriculture; W. H. Kinnan, manager, superintendent of concessions and building exhibits, and director of attractions.

IAFE Member—"Since its organization."

Delegates to IAFE—John T. Brown and W. H. Kinnan.

REMARKS—A plan was put thru to stage the first Ohio State Fair in Cincinnati, 1849, but an epidemic (cholera) broke out, the fair secretary being a victim, and the event was postponed until 1850. Part of the money to finance it was raised by public subscription. In those years it was an itinerant fair, being shifted around to Columbus, Cleveland, Dayton, Newark, Sandusky, Zanesville, Toledo, Springfield, and Mansfield before finally being located permanently in Columbus, 1874. In 1886 it was moved to the plant where it is held at present. In 1924 the Legislature appropriated \$300,000 for the purchase of additional land.

OHIO, STATE ASSN.

Ohio Fair Managers' Association

Officers—Mrs. Don A. Detrick, Bellefontaine, secretary. John T. Brown, commissioner, Department of Agriculture. Ohio's first fair was held in Youngstown, 1818. State Board of Agriculture was created in 1846. Annual average is 93 fairs, with total attendance close to 2,000,000.

MUSKOGEE, OKLA.

Oklahoma Free State Fair

..... Organized 1916

ATTENDANCE

(Free Gate—Estimated)

1940—300,000.

Has increased yearly from 1936 to present.

Gate Admissions—Free. *Operating Period*—7 days and nights. *Local Aid*—1940—\$13,000; 1939, \$13,000. *Cash Premiums Paid*—1940, \$16,563; 1939, \$16,107.

Exhibitors—Commercial-Industrial—1940, 50; 1939, 40; 1938, 48; 1937, 40; 1936, 35. *Livestock*—1940, 193; 1939, 222; 1938, 200; 1937, 178; 1936, 142. *Agricultural Products*—1940, 265; 1939, 164; 1938, 185; 1937, 188; 1936, 106. *4H Club*—1940, 1,689; 1939, 618; 1938, 1,460; 1937, 1,172; 1936, 468. *Others*—1940, 899; 1939, 871; 1938, 1,539; 1937, 1,033; 1936, 871.

Grandstand—*Price Scale*—50c, 75c, \$1 day and night. *Auto Racing*—2 days. *Thrill Day*—1. *Music*—Dance bands; visiting bands; also night club. *Organized Midway.*

Acreage—79. 1 mile from city.

Annual Meeting—"Not given."

1941 Dates—September 28-October 4.

W. F. Durnil, president; William S. Warner, executive vice-president; Ethel Murray Simonds, secretary; W. W. Simonds, superintendent of concessions; Joel H. Bixby, director grandstand attractions.

IAFE Member—Since inception.

Delegates to IAFE—Ethel Murray Simonds, W. W. Simonds, Joel H. Bixby, William S. Warner, Harry W. Gibson.

REMARKS—First exposition held in 1916. Official Oklahoma State Fair named by act of Legislature in 1917. Celebrated its silver anniversary 1940. Noted for agricultural, livestock, and educational features.

OKLAHOMA CITY, OKLA.

Oklahoma State Fair and Exposition

..... Organized 1907

ATTENDANCE

1936204,446	1938290,434
1937281,031	1939270,582
1940277,877		

Gate Admission—50c day; night, same. *Operating Period*—8 days and nights. *Cash Premiums Paid*—1940, \$27,493; 1939, \$26,733.

Exhibitors—No figures given. *Grandstand*—*Price Scale*—50c day; night, 75c. ½-mile track. *Auto Racing*—2 days. *Thrill Days*—2. *Fireworks*—7 nights. *Music*—Band on Plaza. *Organized Midway.*

Acreage—160. 2 miles from city.

Annual Meeting—Second Tuesday in November.

1941 Dates—September 20-27.

R. M. Rainey, president; Ralph T. Hemphill, secretary; C. G. Baker, superintendent of concessions and building exhibits; M. H. Barnes, director of grandstand attractions.

IAFE Member—Since 1914.

Delegate to IAFE—Ralph T. Hemphill.

TULSA, OKLA.

Tulsa State Fair
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

GRESHAM, ORE.

Multnomah County Fair
.....Organized 1906
ATTENDANCE
193622,000 193837,700
193725,600 193938,120
194048,554
Operating Period—7 days and nights.
State Aid—1940, \$4,689; 1939, \$4,728
County Aid—1940, \$14,012; 1939, \$14,194
Cash Premiums Paid—1940, \$8,834; 1939, \$8,246.
Exhibitors—Livestock—1940, 200. Agricultural Products—1940, 500. 4-H Club—1940, 2,000. Others—1940, 5,000.
Grandstand—Circus, day. Racing, night. Price Scale—50c day, 25c night.
Organized Midway. Thrill Days—7. **Music**—Federation of Music Clubs. **Horse Racing**—6 days; 5/8-mile track.
Acreage—60. 15 miles from Portland.
Annual Meeting—December 12, 1940.
1941 Dates—Last week in August.
T. J. Kreuder, president; A. H. Lea, secretary and director of attractions; J. J. Bennett, superintendent of concessions and building exhibits.
IAFE Member—1 year.
Delegate to IAFE—A. H. Lea.

Operating Period—7 days and nights.
State Aid—1940, \$4,689; 1939, \$4,728
County Aid—1940, \$14,012; 1939, \$14,194
Cash Premiums Paid—1940, \$8,834; 1939, \$8,246.
Exhibitors—Livestock—1940, 200. Agricultural Products—1940, 500. 4-H Club—1940, 2,000. Others—1940, 5,000.

Grandstand—Circus, day. Racing, night. Price Scale—50c day, 25c night.
Organized Midway. Thrill Days—7. **Music**—Federation of Music Clubs. **Horse Racing**—6 days; 5/8-mile track.
Acreage—60. 15 miles from Portland.
Annual Meeting—December 12, 1940.
1941 Dates—Last week in August.
T. J. Kreuder, president; A. H. Lea, secretary and director of attractions; J. J. Bennett, superintendent of concessions and building exhibits.
IAFE Member—1 year.
Delegate to IAFE—A. H. Lea.

Operating Period—7 days and nights.
State Aid—1940, \$4,689; 1939, \$4,728
County Aid—1940, \$14,012; 1939, \$14,194
Cash Premiums Paid—1940, \$8,834; 1939, \$8,246.
Exhibitors—Livestock—1940, 200. Agricultural Products—1940, 500. 4-H Club—1940, 2,000. Others—1940, 5,000.

PORTLAND, ORE.

Pacific International Livestock Expo.
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

OREGON, STATE ASSN.

Oregon Fairs Association
Officers—Mabel H. Chadwick, Eugene, secretary. Herman H. Chindgren, president; T. J. Kreuder, vice-president, 33 events conducted in 1940.

EBENSBURG, PA.

Cambria County Fair..Organized (?)
ATTENDANCE
1938.....37,750 (Gross)
36,217 (Paid)
1939.....27,050 (Gross)
26,599 (Paid)
Operating Period—6 days. **Gate Receipts**—1938, \$19,864; 1939, \$14,717. **Concession Receipts**—1938, \$19,912; 1939, \$19,735. **Receipts From All Sources**—1938, \$39,776; 1939, \$34,452. **Expenditures** (exclusive of premiums)—1938, \$36,510; 1939, \$31,300. **Premiums Covered by State Aid**—1938, \$2,433; 1939, \$1,000. **Cash Premiums Paid**—1938, \$2,738; 1939, \$2,696.
L. F. Crouse, general manager.
(After 4 requests fair has failed to furnish information as requested by *The Billboard*. Above data prepared from other sources.)

HARRISBURG, PA.

National Dairy Show
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

YORK, PA.

York Interstate Fair..Organized 1855
ATTENDANCE
1936220,853 1938222,361
1937244,100 1939225,464
1940238,610
Gate Admission—50c day and night.
Operating Period—5 days. **State Aid**—1939, \$1,000. **Local Aid**—1939, \$100. **Cash Premiums Paid**—1940, \$16,323; 1939, \$5,327.
Exhibitors—Commercial-Industrial—1940, 113; 1939, 105; 1938, 96; 1937, 102; 1936, 98. **Livestock**—1940, 248; 1939, 243; 1938, 227; 1937, 186; 1936, 208. **Agricultural Products**—Fair does not segregate; included under "Others" below. **4-H Club**—1940, 84; 1939, 112; 1938, 139; 1937, 63; 1936, 61. **Others**—1940, 3,965; 1939, 3,778; 1938, 2,498; 1937, 2,063; 1936, 1,105.
Grandstand—Price Scales—50c to \$1.50 day; night, 50c to \$1. **Attendance**—1940, 29,169; night, 21,880; 1939, 26,435; day, 18,947; 1938, 20,114 and 15,602; 1937, 15,501 and 14,084; 1936, 15,349 and 13,092.

Thrill Day—1. **Fireworks**—5 nights. **Horse Racing**—4 days; 1/2-mile track. **Organized Midway**.

Acreage—120; 1/2 mile from city.
Annual Meeting—January 13, 1941.
1941 Dates—October 7-11.

Samuel S. Lewis, president and director of attractions; John H. Hutter, secretary and co-superintendent of building exhibits; William O. Thompson, superintendent of concessions and co-superintendent of building space.

IAFE Member—4 years.
IAFE Delegate—Samuel S. Lewis.

REMARKS—The first York Fair was held on the Town Common in 1852, but it wasn't until three years later that the York County Agricultural Society was incorporated and the first plant, consisting of eight acres, procured. First record of receipts is that of 1888, when the event was first held on its present location, grossing \$7,980. In 1940 the figure was \$139,524. York Fair is a permanent plant with all modern facilities, including steel and concrete grandstand seating 8,000. Memorial gates, erected at a cost of about \$100,000, are in tribute to those who served in the nation's wars. It is a non-profit community enterprise with 250 life members, "whose only rights consist of free admittance of themselves and their families."

PENNSYLVANIA, STATE ASSN.

Pennsylvania State Association of County Fairs
Officers—Charles W. Swoyer, Reading, secretary; John H. Light, Harrisburg, Secretary of Agriculture.
Attendance—1939 (gross) 3,608,355.
Paid Gate—1,123,124.
Receipts—Total for 1939, \$974,373. **Gate**—\$375,660. **Concessions**—\$252,582.
Disbursements—Total for 1939, \$844,904; **State Aid Premiums Paid**—\$128,589. **Figures for previous years follow:**

	1938	1937	1936
Gross Gate...	3,502,981	3,260,390	2,178,094
Paid Gate...	1,141,323	1,269,130	1,192,108
Gate Receipts...	\$380,175	\$430,896	\$388,048
Concession Receipts...	\$240,835	\$251,963	\$237,207
Total Receipts...	\$940,132	\$1,017,622	\$893,301
Disbursements...	\$863,953	\$815,126	\$718,580

*Exclusive of State Aid Premiums paid as follows: 1938, \$129,842; 1937, \$114,652; 1936, \$107,728.

SPARTANBURG, S. C.

Greater Spartanburg Fair
.....Organized 1907
ATTENDANCE
1936125,000 1938140,000
1937135,000 1939155,000
1940145,000
Gate Admission—50c day, 25c night.
Operating Period—6 days and nights.
Cash Premiums Paid—1940, \$10,000; 1939, \$9,500.
Exhibitors—"Not available."
Grandstand—Price Scale—25c and 50c day; night, same. **Horse Racing**—6 days; 1/2-mile track. **Auto Racing**—1 day. **Fireworks**—6 nights. **Independent Midway**.
Acreage—30. 1 1/2 miles from city.
Annual Meeting—December, 1940.
1941 Dates—October 6-11.
T. W. Woodworth, president; D. C. Todd, general manager; E. E. Gentry, superintendent of concessions.
IAFE Member.
Delegates to IAFE—None.

HURON, S. D.

South Dakota State Fair
ATTENDANCE
1936105,000 193898,000
1937103,000 1939108,000
1940117,000
Gate Admission—25 cents day; free at night after 6 o'clock. **Operating Period**—6 days and nights. **State Aid**—1939, \$10,000; 1940, \$10,000. **Cash Premiums Paid**—1939, \$12,411.10; 1940, \$12,842.51.
Exhibitors—Commercial Industrial—1940, 73; 1939, 56; 1938, 59; 1937, 62; 1936, 48. **Livestock**—1940, 670; 1939, 541; 1938, 608; 1937, 516; 1936, 473. **Agricultural Products**—1940, 117; 1939, 98; 1938, 72; 1937, 87; 1936, 103. **4-H Club**—1940, 614; 1939, 573; 1938, 563; 1937, 482; 1936, 469. **All others**—1940, 158; 1939, 172; 1938, 143; 1937, 108; 1936, 121.
Grandstand—Price Scale 50 cents and 75 cents day and night. **Attendance**—1940 (day), 31,000; (night), 35,672; 1939 (day), 27,072; (night), 34,157; 1938 (day), 29,877; (night), 36,851; 1937 (day), 21,458; (night), 31,567; 1936 (day) (Continued on next page)

GREETINGS FROM THE MINNESOTA STATE FAIR

(CHARTER MEMBER IAFE)

Saint Paul-Minneapolis

1941 Dates

—Ten Days—

August 23—September 1

WM. O. JOHNSON

RAYMOND A. LEE

President

Secretary

**CONGRATULATIONS TO THE IAFE
and ITS OFFICERS and DIRECTORS**

MINNESOTA FEDERATION OF COUNTY FAIRS

MEMBER IAFE

**ANNUAL MEETING
LOWRY HOTEL, ST. PAUL, MINN.
JANUARY 15, 16, 17, 1941**

OFFICERS

H. W. STEELE, President **LEWIS SCOFIELD, Secretary**
APPLETON **ZUMBROTA**
FRED D. THIAS, Vice-Pres. **E. J. BELL, Treasurer**
TWO HARBORS **ANOKA**

DIRECTORS

Ben Campbell Utica	Albin Olson Hallock	Andy Anderson Wadena
Wm. H. Donahue Minneapolis	Everett Werner Blue Earth	Geo. W. Larson North Branch
Wm. Holm Tyler	Robert Freeman St. Paul	Allen J. Doran Grand Rapids

FOR FORTY YEARS OUR GOAL HAS BEEN THE PROMOTION OF ONE OF THE CARDINAL PRINCIPLES OF THE IAFE . . .

THE EXTENSION OF OUR FAIR'S SOCIAL, ECONOMIC AND EDUCATIONAL VALUE TO OUR PEOPLE.

Missouri State FAIR

MEMBER OF IAFE SINCE 1912

SEDALIA, MISSOURI

JEWELL MAYES, Commissioner of Agriculture
CHAS. W. GREEN, Secretary-Manager, State Fair

REFLECTING A GREAT COMMONWEALTH OF TODAY
ENVISIONING THE GREATER ONE OF TOMORROW

28,592; (night), 35,452. Auto Racing—2 days, Thrill Features—1 day. Music—Dance bands. Horse Racing—3 days. ½-mile track. Horse show—3 days. Independent midway.

Acreage—151. 8 miles from city.

Annual Meeting—January 21, 1941.

1941 Dates—September 1-6.

H. O. Lowe, president; C. B. Hansen, secretary, director of grandstand attractions, and superintendent of building exhibits and commercial space; H. W. Smith, superintendence of concessions.

Delegates to IAFE—C. D. Hansen, H. O. Lowe, W. W. Thorpe, E. Hellman.

KNOXVILLE, TENN.

Tennessee Valley Agr. and Ind.

Fair Organized (?)

(Note—1940 was silver jubilee year, but there is a record of a forerunner, apparently, which was called Appalachian Exposition.)

Attendance—1940, 200,000; 1939, 175,000.

Operating Period—6 days. Cash Premiums Paid—1940, \$36,000. Fireworks—6 nights. Horse Show. Organized Midway.

1941 Plans—\$400,000 expansion program.

M. Jacob, president; Charles A. Brakebill, secretary-manager.

MEMPHIS, TENN.

Mid-South Fair and Livestock

Show Organized 1908

ATTENDANCE

1936 147,479 1938 127,279

1937 152,301 1939 156,916

1940 141,641*

*83,489 day; night, 58,152.

Gate Admission—50c day and night.

Operating Period—6 days. State Aid—

1940, \$3,000; 1939, same. Cash Premiums

Paid—1940, \$21,056; 1939, \$21,205.

Exhibitors—No data given.

Grandstand—Price Scale—25c day and

night. Auto Racing—1 day. Music—

Daily concerts. Horse Racing—None;

half-mile track. Organized Midway.

Acreage—115. 5 miles from city.

Annual Meeting—November 20, 1940.

1941 Dates—Last week in September or

first week in October.

Raymond Skinner, president; Henry W. Beaudoin, secretary, superintendent of concessions and building exhibits, and director of attractions.

IAFE Member—32 years.

Delegate to IAFE—Henry W. Beaudoin.

NASHVILLE, TENN.

Tennessee State Fair. Organized 1906

*ATTENDANCE

1936 115,715 1938 109,447

1937 111,018 1939 126,287

1939 118,301

*"Actual paid."

Gate Admission—50c day and night.

Operating Period—6 days ("we never

close—144-hour basis"). State Aid—

1940, \$4,500; 1939, same. Local Aid—

1940, \$14,285; 1939, \$15,618. Cash Pre-

miums Paid—1940, \$31,823; 1939, \$30,905.

Exhibitors—"All space taken each year;

have stalls for 282 show horses, 50 har-

ness horses, 110 jacks, jennets, mules,

and draft horses; 350 cattle, 100 sheep,

and 100 swine, with tents for overflow

in 1940 numbering 3."

Grandstand—Seats free day and night

except on Saturday—Auto Races, which

drew 33,985 people at 50c in 1940. Horse

Racing—5 days; mile track. Fireworks—

6 nights. Horse Show—6 nights. Organ-

ized Midway.

1940 Receipts—Concession Department,

\$16,540. Carnival—\$44,410, of which 25

per cent went to fair. From All Sources

—\$105,000. Expenditures—Approximate-

ly \$85,000.

Acreage—185; 2½ miles from city

center.

Value of Plant—Land, \$270,000; build-

ings, \$765,000; equipment, \$400,000.

Annual Meeting—First Thursday in

November.

1941 Dates—September 15-20.

Hon. Litton Hickman, chairman board

of fair commissioners; Phil C. Travis,

manager, superintendent of concessions,

attractions, and building exhibits.

IAFE Member—"Many years."

Delegates to IAFE—Judge Litton Hick-

man, James A. Cayce, W. C. Clark, W. T.

Jones, A. E. McClanahan, John Sloan, W.

J. Wallace, Phil C. Travis.

Congratulations to the Officers and Directors of the IAFE ROCKY MOUNTAIN ASSN. OF FAIRS

NORTH MONTANA STATE FAIR

Harold F. Depue, Manager
Great Falls, Montana

MIDLAND EMPIRE FAIR

Harry L. Fittton, Manager
Billings, Montana

WESTERN MONTANA FAIR

F. A. Day, Manager
Missoula, Montana

DAWSON COUNTY FAIR

Claude Utterback, Sec'y
Glendive, Montana

PHILLIPS COUNTY FAIR

S. E. Kodalen, Sec'y
Dodson, Montana

HILL COUNTY FAIR

Earl Bronson, Sec'y
Havre, Montana

RICHLAND COUNTY FAIR

C. W. Johnson, Sec'y
Sidney, Montana

EASTERN MONTANA FAIR

J. H. Bohling, Sec'y
Miles City, Montana

ROSEBUD COUNTY FAIR

Frank Barnum, Sec'y
Forsyth, Montana

WE ARE PROUD TO BE A MEMBER OF SUCH A WIDE-AWAKE, PROGRESSIVE ASSOCIATION. MAY ITS FINE ACCOMPLISHMENTS AND GREAT ACHIEVEMENTS NEVER END.

J. H. BOHLING, Pres. J. M. SUCKSTORFF, Sec.-Treas.
Miles City, Mont. Sidney, Mont.

FALLON COUNTY FAIR

Gib Zeldler, Sec'y
Baker, Montana

RAVALLI COUNTY FAIR

Mary Hieronymus, Sec'y
Hamilton, Montana

BIG HORN BASIN FAIR

H. L. Rains, Manager
Powell, Wyoming

NORTHWEST MONTANA FAIR

Roy Ellis, Sec'y
Kallispell, Montana

MARIAS FAIR

Clifford Coover, Sec'y
Shelby, Montana

CENTRAL MONTANA FAIR

Hall Clement, Sec'y
Lewistown, Montana

BLAINE COUNTY FAIR

Floyd Bowen, Sec'y
Chinook, Montana

CHOUTEAU COUNTY FAIR

Lee Loundagin, Sec'y
Fort Benton, Montana

SEASON'S GREETINGS
TO ALL SHOWMEN

CONGRATULATIONS TO THE IAFE
ON ITS 50TH ANNIVERSARY

FAIR MANAGERS' ASSOCIATION OF IOWA

E. W. WILLIAMS, Secy.-Mgr.
MANCHESTER, IOWA

ANNUAL MEETING DECEMBER 9-11, SAVERY HOTEL, DES MOINES, IOWA

CONGRATULATIONS, IAFE,
on your 50th ANNIVERSARY

DODGE COUNTY FAIR

BEAVER DAM, WISCONSIN

"There are Bigger Fairs But
None Better."

DATES — SEPTEMBER 6th to 10th, 1941

J. F. MALONE, Secy.

NORTHERN WISCONSIN DIST. FAIR

CHIPPEWA FALLS, WISCONSIN

Member of the IAFE

The Big Fair in Northern Wisconsin. 1940
Attendance, 115,000. Expansion program
under way for next year.

1941 DATES — AUGUST 5-10

A. L. PUTNAM, Secy.-Mgr.

THE TRI-STATE FAIR

SUPERIOR, WIS.

Northwest's Greatest Educational
and Amusement Enterprise

1941 TENTATIVE DATES — AUGUST 11-17

MAX H. LAVINE, Secy.

TENNESSEE, STATE ASSN.

Association of Tennessee Fairs
Officers—O. D. Massa, Cookeville, secretary; C. C. Flannery, Nashville, commissioner. Department of Agriculture. 71 events (including cattle and dairy shows, etc.) held in 1940.

BEAUMONT, TEX.

South Texas State Fair
ATTENDANCE
1936174,613 1938176,489
1937184,291 1939174,561
1940133,854
Operating Period—11 days and nights.
Gate Admission—25 cents day and night.
Cash Premiums Paid—1939, \$4,027.12; 1940, \$6,482.82.
Music—Dance bands. Free acts. Organized midway.
Acreage—54. 2 miles from city.
Annual Meeting—last week, January, 1941.
1941 Dates—November 1-11.
H. W. Gardner, president; L. B. Herring Jr., secretary; S. H. Dixon, superintendent of concessions.
IAFE Member—20 years.
Delegates to IAFE—H. W. Gardner, L. B. Herring.

DALLAS, TEX.

State Fair of Texas...Organized 1886
ATTENDANCE
1936No fair 1938 926,310
1937No fair 19391,036,708
19401,116,447
Gate Admission—50c day, 25c night.
Operating Period—16 days and nights.
Cash Premiums Paid—1940, \$125,000 offered; 1939, \$85,000.
Exhibitors—No figures available, "but our grounds and buildings have been completely filled each year and will be this year."
Grandstand—Price Scale—25c to \$1.
Organized Midway. Fireworks—16 nights.
Bands—Local and State, Mexican National Orchestra, college football, pageants.

Acreage—187. 1 mile from city.
Annual Meeting—First Tuesday in December.
1941 Dates—October 11-26.
Harry L. Seay, president; Roy Rupard, secretary; Fred E. Tennant, superintendent of concessions; Frank Flowers, superintendent of building exhibits.
IAFE Member—Since organization.
Delegates to IAFE—Harry L. Seay, Roy Rupard, E. Paul Jones.

REMARKS.—State Fair of Texas, created in 1886, is an outgrowth of the Dallas County Exposition, organized in 1853. Average annual attendance for the past 10 years has been 887,339. The National Hereford Show was presented for the second consecutive time this year. Other features of the State Fair, which lays heavy emphasis upon livestock, agriculture, and poultry, are the regional show of the American Holstein-Friesian Breeders' Association and the Texas Jersey Show.

LUBBOCK, TEX.

Panhandle South Plains Fair
.....Organized 1920
ATTENDANCE
1936125,954 1938136,789
1937137,970 1939129,286
1940126,587
Gate Admission—50c day and night.
Operating Period—6 days. State and Local Aid—None. Cash Premiums Paid—1940, \$4,597; 1939, \$5,461.
Exhibitors—Commercial-Industrial—1940, 48; 1939, 50; 1938, 49; 1937, 47; 1936, 49. Livestock—1940, 25; 1939, 35; 1938, 30; 1937, 33; 1936, 32. Agricultural Products—1940, 78; 1939, 73; 1938, 65; 1937, 62; 1936, 70. 4H Club—1940, 33; 1939, 31; 1938, 26; 1937, 29; 1936, 30. Others—1940, 1,211; 1939, 1,198; 1938, 1,094; 1937, 1,111; 1936, 1,098.
Grandstand—Price Scale—Free, day; night, 25c. Attendance—1940, 22,700; day; night, about same; 1939, 8,314 and 19,800; 1938, 8,948 and 21,300; 1937, 7,342 and 20,561; 1936, 7,984 and 19,381. Track—1/2-mile. Fireworks—6 nights. Music—Dance bands, other bands. Organized Midway.

Acreage—60. 1 mile from city.
Value of Plant—Land—\$50,000; Buildings—\$100,000; Equipment—\$25,000.
Annual Meeting—April, 1941.
1941 Dates—Week starting last Monday in September.

C. E. Maedgen, president; A. B. Davis, manager and superintendent of concessions; M. D. Fanning, director of grandstand attractions; I. E. Barr, superintendent of building exhibits.

IAFE Member—2 years.
Delegate to IAFE—A. B. Davis.
REMARKS.—Panhandle South Plains Fair has grown with local population, which in 1920 was 4,051 and is now 39,099, or nearly 10 times larger. During the last 17 years it has made an operating profit in every season but one. Virtually all improvements have been made from these profits, the improvement made with an original \$10,000 in capital stock having been destroyed

and/or replaced. All profits are required to go for improvements or operation.

TEXAS, STATE ASSN.

Texas Association of Fairs
Officers—Pete H. Smith, Plainview, secretary; Roy W. Snyder, College Station, supervisor, Specialists' Work, Texas A. and M. College.

OGDEN, UTAH

Ogden Livestock Show
.....Organized 1920
ATTENDANCE
193630,000 193835,000
193732,500 193937,500
194040,000
Gate Admission—25c day and night.
Operating Period—7 days and 7 nights.
(Continued on next page)

★ CONGRATULATIONS ★
IAFE
for the magnificent work!
A VOICE FROM FRENCH CANADA
I' EXPOSITION
PROVINCIALE de QUEBEC
Lucien BORNE Emery BOUCHER
Mayor of Quebec, President Secretary-Manager
★ ★

★ In Appreciation ★
of our membership in
The International Association
of Fairs and Expositions
and in
tribute to The Billboard
EDMONTON EXHIBITION ASSN., LTD.
C. E. WILSON P. W. ABBOTT
President Managing-Director
★ ★

★ THE ★
WESTERN CANADA ASSOCIATION
OF EXHIBITIONS
("A" Circuit)
ANNUAL CONVENTION
Place: Fort Garry Hotel, Winnipeg, Canada
Time: January 20th, 21st, and 22nd, 1941
FRED ROBINSON SID. W. JOHNS
President Secretary
Regina, Canada Saskatoon, Canada
Also:
The WESTERN CANADA FAIRS ASSOCIATION
("B" Circuit)
KEITH STEWART, Secretary
Portage la Prairie, Canada
★ ★

Congratulations, IAFE
AND THE FAIRS OF AMERICA

From the

LOUISIANA STATE ASSOCIATION
OF FAIRS

★★★★★

FAIR MEN - ATTRACTION MEN - CARNIVAL OWNERS
AGENTS - CONCESSIONAIRES - EXTENSION WORKERS

Everybody is cordially invited to attend our annual
meeting in Lake Charles.

(Definite Dates will be announced in The Billboard later)

W. R. HIRSCH HARRY D. WILSON P. O. BENJAMIN
Shreveport Commissioner of Agriculture Tallulah
Vice-President President Secretary-Treasurer

Congratulations, IAFE

Best Wishes for Your Continued Success

BRAZOS VALLEY FAIR
WACO, TEXAS

CENTRAL TEXAS' LEADING FAIR

HARRISON B. WAITE, Pres. and General Manager
RALPH B. BUCHANAN, Vice President
JOSEPH DORAN, Secretary
DOWELL NAYLOR, Financial Secretary
A. M. GOLDSTEIN, Treasurer

1941 TENTATIVE DATES — OCTOBER 18-25

Golden Anniversary Greetings to the
International Association of Fairs and Expositions

From the **NATION'S OLDEST STATE FAIR**

LUREN D. DICKINSON
 Governor of Michigan

ELMER A. BEAMER
 Commissioner of
 Agriculture

LINWOOD W. SNOW
 Fair Manager

MICHIGAN STATE FAIR
DETROIT, MICHIGAN

Established 1849

1940 FAIR — DREW 475,151 PEOPLE

Set All-Time Paid Attendance Record on Labor Day—114,156

Using Every Type of Amusement Attraction

RODEO NAME BANDS GRANDSTAND SHOW HARNESS RACING
 and all WITHOUT STATE AID

• • •
CONGRATULATIONS and
BEST WISHES to the IAFE
Greetings to All from

IONIA FREE FAIR
IONIA, MICHIGAN

•
Michigan's Greatest Outdoor Event
 • • •

State Aid—1940, \$3,000; 1939, \$3,000.
Local Aid—1940, \$17,500; 1939, \$17,500.
Cash Premiums Paid—1940, \$18,540; 1939, \$18,540.

Exhibitors — Commercial-Industrial—None. Livestock—1940, 500; 1939, 485; 1938, 476; 1937, 462; 1936, 450. Agricultural Products—1940, 75; 1939, 70; 1938, 62; 1937, 54; 1936, 50. 4-H Club—1940, 200; 1939, 185; 1938, 148; 1937, 127; 1936, 100. Others—1940, 75; 1939, 69; 1938, 64; 1937, 58; 1936, 50.

Plant Valuation—\$135,000.

Acreage—5.1 mile from city.

Annual Meeting—Not given.

1941 Dates—Not given.

E. J. Fjeldsted, mgr.

IAFE Member.

Delegates to IAFE—None.

REMARKS.—The Ogden Livestock Show started in a tent and has developed into a \$135,000 plant. It ranks among the leading livestock events in the U. S.

VERMONT, STATE ASSN.

Vermont Agricultural Fairs Association

Officers—Glenn H. Rublee, Enosburg Falls, secretary; 8 events conducted in 1940.

RICHMOND, VA.

Virginia State Fair. Organized 1906

ATTENDANCE

1936147,699	1938188,236
1937223,793	1939225,359
1940194,055		

Gate Admission—25c day and night.

Operating Period—6 days and 6 nights.

State Aid—1940, \$4,275; 1939, \$4,275.

Cash Premiums Paid—1940, \$18,000; 1939, \$16,373.

Exhibitors—1940 records not completed in time for recording here. Commercial-Industrial—1939, 146; 1938, 118; 1937, 138; 1936, 114. Livestock—1939, 402; 1938, 379; 1937, 382; 1936, 360. Agricultural Products—1939, 704; 1938, 687; 1937, 614; 1936, 589. 4-H Club (including Negro)—1939, 403; 1938, 369; 1937, 381; 1936, 304.

Grandstand—Price Scale—55c and 75c day, 55c night. Saturday Afternoon—75c, \$1. Attendance—Day and night, 1940, 33,614; 1939, 45,099; 1938, 44,326; 1937,

46,261; 1936, 39,723. *Fireworks*—6 nights. *Auto Racing*—1 day. *Thrill Days*—4. *Music*—Daily concerts. *Organized Midway*. ½-mile track.

Acreage—80. 2½ miles from city. *Annual Meeting*—Second Monday in January.

1941 Dates—September 22-27. Clyde H. Ratcliff, president; Charles A. Somma, secretary-general manager; C. T. Riddick, superintendent of building exhibits.

IAFE Member—22 years.

Delegate to IAFE—Charles A. Somma.

CHIPPEWA FALLS, WIS.

Northern Wisconsin District Fair
Organized 1897

ATTENDANCE
 1936102,000 1938110,000
 1937120,000 1939120,000
 1940115,000

Gate Admission—25c day and night.

Operating Period—6 days and nights.

State Aid—1940, \$4,000; 1939, same. *Cash Premiums Paid*—1940, \$5,300; 1939, \$5,600.

Exhibitors — Commercial-Industrial—1940, 102; 1939, 109; 1938, 86; 1937, 92; 1936, 74. Livestock—1940, 74; 1939, 79; 1938, 64; 1937, 72; 1936, 58. Agricultural Products—1940, 110; 1939, 123; 1938, 98; 1937, 105; 1936, 84. 4-H Club—1940, 324; 1939, 298; 1938, 264; 1937, 250; 1936, 212. Others—1940, 234; 1939, 262; 1938, 215; 1937, 254; 1936, 221.

Grandstand—Price Scale—40c day, 50c night. Attendance—Day, 1940, 7,858; night, 11,247; 1939, 7,467 and 9,994; 1938, 6,934 and 9,178; 1937, 7,143 and 9,563; 1936, 6,992 and 9,214. *Thrill Day*—1.

Fireworks—6 nights. *Music*—Band on grounds. *Horse Show*—1 day. *Horse Racing*—2 days; ½-mile track. *Radio Talent*.

Organized Midway.

Acreage—80. ¾ mile from city.

Annual Meeting—Second Wednesday in November.

1941 Dates—August 6-10.

L. J. Vaudreuil, president; A. L. Putnam, secretary-director grandstand attractions; Bert Skogmo, superintendent of concessions and building exhibits.

IAFE Member—Since 1920.

Delegate to IAFE—A. L. Putnam.

GOVERNOR JOHN STELLE

Invites you

To Visit and Exhibit At

ILLINOIS STATE FAIR

AUGUST 16-24, 1941

For information address

Box 546, Springfield, Illinois

J. H. LLOYD
 Director of Agriculture

E. E. IRWIN
 General Manager

Congratulations and Best Wishes
to the IAFE

COMPLIMENTS
 of

OKLAHOMA FREE STATE FAIR
MUSKOGEE

"Always the first week in October"

Congratulations to the IAFE

From the Fairs of the Lone Star State

THE TEXAS ASSOCIATION OF FAIRS
SALUTES YOU ON YOUR GOLDEN JUBILEE

FAIRMEN — SHOWMEN — ATTRACTION MEN

You Are Cordially Invited To Attend the Annual Meeting of the

TEXAS ASSOCIATION OF FAIRS

At the

ADOLPHUS HOTEL, DALLAS, TEXAS

JANUARY 30 TO FEBRUARY 1, INCLUSIVE

PETE H. SMITH, Secretary
PLAINVIEW, TEXAS

Congratulations, IAFE, and Best Wishes

PANHANDLE
SOUTH PLAINS FAIR

MEMBER IAFE

LUBBOCK, TEXAS

Financially Successful Each of Its 17 Years

AVERAGE ANNUAL ATTENDANCE 131,317

Actual Count for Past Five Years

Visited by people from 15 to 20 Counties with agricultural exhibits from those districts. Plant valuation \$175,000—the result of operating profits and some WPA improvements during the last three years.

A. B. DAVIS

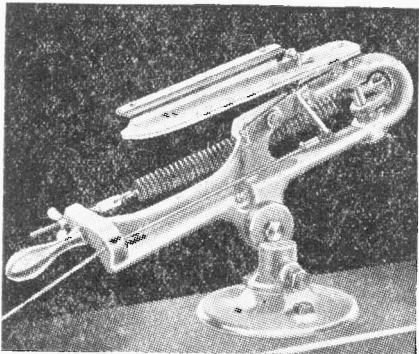
MANAGER

HERE'S THE NEWEST, MOST
EXCITING GAME GOING!!
A SURE-FIRE MONEY-MAKER

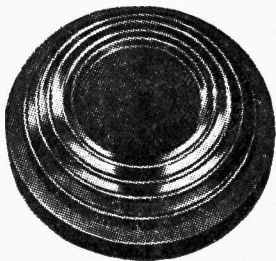
Skeeter Trap



Real Trap Shooting in Miniature. Brings 'Em Back Again and Again! Easy to Set Up... Inexpensive to Operate. Use Indoors or Outdoors.



SKEETER TRAP shooting has an all-around, popular appeal. Flying clay targets offer a new thrill to excitement seekers at fairs, carnivals and amusement places. A test of skill that will prove a real challenge to sporting blood. Brings 'em back again and again! **SKEETER TRAP** shooting requires only a small space. Indoors, 65 feet is sufficient, with a 12-foot ceiling. The **SKEETER TRAP** (target throwing device) is quickly set up. Simple to operate. It is made by the makers of the famous "Black Diamond" traps which have been used many times at the Grand American & British Championships. Will give long, dependable service.



Keeps Operating Costs
Down to a Minimum

SKEETER TRAP provides all the fun of big time trap shooting, but at a fraction of the cost. The **SKEETER** Targets are moderately priced. The ammunition costs, too, are surprisingly low, since inexpensive .22 LONG RIFLE SHOT cartridges are used. The .22 rifles with miniature target smooth boring cost little more than a regular .22 rifle. Everyone can afford to shoot **SKEETER TRAP**!

Write for
Free Circular

BLACK PRODUCTS COMPANY
13523 Calumet Avenue, Chicago, Ill.

MILWAUKEE, WIS.

Wisconsin State Fair.Organized 1851
ATTENDANCE

1936429,445	1938624,411
1937602,436	1939630,954
1940537,291*		

Gate Admission—25c day and night.
Operating Period—9 days and nights.
State Aid—1940, \$62,062; 1939, \$38,181.
Cash Premiums Paid—1940, \$77,500; 1939, \$70,423.

Exhibitors — Commercial-Industrial—1940, 176; 1939, 174; 1938, 170; 1937, 167; 1936, 154. Livestock—1940, 482; 1939, 475; 1938, 440; 1937, 435; 1936, 430. Agricultural Products—1940, 188; 1939, 170; 1938, 162; 1937, 158; 1936, 150. 4-H Club—1940, 1,411; 1939, 1,393; 1938, 1,361; 1937, 1,350; 1936, 1,322. Others—1940, 1,271; 1939, 1,204; 1938, 1,175; 1937, 1,150; 1936, 1,143.

Grandstand—Price Scale—50c-75c day and night. Independent Midway. Auto Racing—3 days. Thrill Day—1. Fireworks—9 nights. Dance Bands—Ballroom; State bands daily. Horse Show—5 nights. Horse Racing—4 days; mile track.

Acreage—147. 6 miles from city.
Annual Meeting—None held.

1941 Dates—August 16-24.

Ralph E. Ammon, manager-director of agriculture; A. W. Kalbus, associate manager and superintendent of exhibits; George Anthony, superintendent of concessions; R. E. Ammon, director of attractions.

IAFE Member—Since organization.

Delegates to IAFE—R. E. Ammon, A. W. Kalbus, and Gordon Crump. *Includes night attendance as follows—1940, 118,204; 1939, 107,263; 1938, 124,883; 1937, 120,488; 1936, 90,184.

REMARKS.—The first Wisconsin State Fair was held in Janesville, 1851, and conducted at various times thereafter in Madison, Watertown, and Fond du Lac. Milwaukee drew the event in 1870 and the present grounds have been in use since 1892. The early fair was operated by an agricultural society but has been owned and managed by the State for about 35 years. Attendance has doubled since the gate admission was reduced from 50 cents to 25 cents in 1933. Plant is used for other purposes thruout the year. A permanent amusement park is operated from May 15 to September 10 in each year. Other uses are for professional football, auto racing, harness meetings, thrill shows, roller derbies, circuses, and other sports and amusements.

WISCONSIN, STATE ASSN.

Wisconsin Association of Fairs

Officers—J. F. Malone, Beaver Dam, secretary; Ralph E. Ammon, Milwaukee, director Department of Agriculture.

Attendance—Paid 839,564.

Receipts—1939 total, \$856,392. Gate—\$207,771; grandstand—\$95,688; space and privileges—\$131,062; stall entry fees—\$13,886; speed entry fees—\$11,822; advertisements—\$17,677; State aid—\$159,436; county aid—\$49,811; other aid—\$6,371; loans—\$78,385; collections from previous years—\$56,853.

Disbursements—1939 total \$810,988.14, divided among major groups as follows: Premiums—\$212,059; speed purses—\$52,013; special acts, etc.—\$131,209; police, gate, etc.—\$55,148; advertising and publicity—\$30,324; maintenance—\$40,830. (Total disbursements figure includes repayment of loans, plant and equipment, and expenses of previous years.)

In 1938 total receipts (76 fairs) from all sources were \$778,324, contributed by major groups as follows: Gate—\$197,840; grandstand—\$85,541; space and privileges—\$123,503; advertisements—\$17,596; State aid—\$134,107; county aid—\$42,378; loans—\$51,445; previous years' collections—\$64,813.

Major disbursements in 1938 were as follows: Premiums — \$191,543; speed purses—\$49,752; acts, etc.—\$126,934; advertising and publicity—\$26,387; maintenance—\$38,845; repayment on loans—\$62,855; on plant and equipment—\$33,340. Total disbursements came to \$760,596.

Figures for previous years follow:

	1937	1938	1935
Receipts	880,149	873,951	863,707
Disbursements	737,279	688,093	582,939
Paid Attendance	916,471	733,208	681,028
Average Annual Receipts			\$779,058
Average Annual Disbursements			\$750,863
Average Annual Attendance			637,707

CANADA

CALGARY, ALBERTA, CAN.

Calgary Exhibition and Stampede

.....Organized 1886

ATTENDANCE

1936213,450	1938223,425
1937220,554	1939240,035
1940244,849		

(Continued on next page)

The Great OHIO STATE FAIR

Offers You

A cross-section of the whole United States. The greatest sheep, swine, draft horse and cattle shows in America. Seven days and seven nights of agriculture and industry on parade. Entertainment, instruction and inspiration.

To exhibitors the Ohio State Fair offers premiums, purses and prizes exceeding \$130,000.

To concessionaires and entertainers the Ohio State Fair offers discriminating adult crowds plus its own distribution of free tickets to each of Ohio's 1,250,000 school children.

Working With This Great State Fair Are 92 County and Independent Fairs in Ohio.

CONCESSION MEN

You Will Find

COURTESY

CROWDS

CASH

At The

OHIO STATE FAIR, August 23 to 29, 1941

John W. Bricker
Governor

John T. Brown
Dir. of Agriculture

Win H. Kinnan
State Fair Manager
COLUMBUS, OHIO

GREETINGS

IAFE

50th Anniversary

INSURANCE

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AMUSEMENT PARKS, FAIRS AND CARNIVALS

Personal Service - - - Complete Coverage

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IDA E. COHEN

1637 Insurance Exchange Bldg., CHICAGO, ILL.
175 W. Jackson Blvd.—Tel., Wabash 1780

Congratulations IAFE

LOUIS AND NED TORTI OF THE Wisconsin DeLuxe Corporation OF Milwaukee, Wisconsin

"You have done a swell job for the past fifty years. We hope you accomplish as much during the next fifty years. See us and we will get you 'lit' up reasonably. Complete line of electric bulbs, very latest in lighting for your Fair Grounds, business office and home."

FAIR SECRETARIES:
While at the Sherman Hotel during
the meeting—
Visit our Display Room

Gate Admission—25 cents day and night. Operating Period—6 days. Total Gate and Grandstand Receipts—1940, \$94,615; 1939, \$91,260. Local Aid (donations)—1940, \$2,486; 1939, \$2,492. Cash Premiums Paid—Not reported.

Exhibitors—Not reported. Grandstand—Scale—50c-\$1 days; nights, 50c-75c. Horse Racing—7 days. 1/2-mile track. Stampede—6 afternoons. Chuck Wagon Races—6 evenings. Fireworks—2 nights. Organized Midway.

Acreage—85. 1/2 mile from city. Annual Meeting—October 31, 1940. 1941 Dates—July 7-12.

J. Charles Yule, president; E. L. Richardson, secretary (retired recently after 38 years' service and is in advisory capacity to Mr. Yule, secretary-manager); Archie McTeer, superintendent of concessions and building exhibits and director of attractions.

IAFE Member. Delegate to IAFE—J. Charles Yule.

1940 INCOME — \$168,902. Disbursements—\$159,219 (latter figure filed originally). Sources of Income—Gate and Grandstand—\$94,615; exhibits and concessions—\$30,051; pari-mutuels—\$22,783; building rentals—\$9,263; stampede entry fees—\$3,363. Major Disbursement Groups—General Prizes—\$13,948; race purses—\$17,050; stampede prizes—\$12,725; stampede expenses—\$13,211; music and attractions—\$10,646.

EDMONTON, ALTA., CAN.

Edmonton Exhibition. Organized 1879
ATTENDANCE
1936127,994 1938151,180
1937116,887 1939150,626
1940144,973

Gate Admission—50c day, 25c night. Operating Period—6 days and nights. Provincial Aid (for judges)—1940, \$200; 1939, \$200. (Provincial government permits exhibition to retain percentage of pari-mutuel tax in lieu of \$8,000 maximum grant.) Cash Premiums Paid—1940, \$13,464; 1939, \$14,105.

Exhibitors—Records kept on exhibits only as follows—Commercial-Industrial—1940, 150 in paid space and about same number (mostly machinery) in free space. Livestock—1940, 1,277; 1939, 1,460; 1938, 1,410; 1937, 1,327; 1936, 1,382. Agri-

cultural Products (entries)—1940, 1,528; 1939, 1,933; 1938, 2,081; 1937, 1,591; 1936, 1,274. Future Farmers—1939-'38-'37-'36, 60 each year. Others—1940, 4,801; 1939, 7,059; 1938, 8,195; 1937, 5,389; 1936, 4,860.

Grandstand—Price Scale—50c day, 50c-51 night. Organized Midway. Fireworks—2 nights. Music—Dance concession limited to one; also free concerts afternoons. Horse Show—4 days and nights. Horse Racing—6 days; 1/2-mile track.

Plant Valuation—Grounds and buildings about \$500,000.

Acreage—85. 3 miles from city. Annual Meeting—December 30.

1941 Dates—Not given. C. E. Wilson, president; P. W. Abbott, managing director; G. G. Steeves, superintendent of concessions; F. W. Kemp, J. H. Ogilvie, and J. H. Wildman, attractions committee; D. A. Groult, superintendent of building exhibits.

IAFE Member—About 18 years. Delegates to IAFE—Not named.

REMARKS.—Grounds and buildings valued at about \$500,000; owned by city of Edmonton, which pays maintenance costs. Association has spent over \$100,000 the past three years on permanent improvements, including grading, graveling, curbing, street lighting system, ornamental gates, fountains, and painting. City appoints 13 of the 25 directors, and the shareholders elect 12. Mayor and city commissioners are ex-officio members. Exhibition was first held in a few rooms of the Edmonton Fort (Hudson Bay Company) and has been operated continuously since 1879, altho several reorganizations have taken place during that period. Operates as non-profit undertaking of a joint stock company.

LONDON, ONT., CAN.

Western Fair. Organized 1868
ATTENDANCE
1936154,805 1938148,343
1937111,681 1939127,535
1940(canceled)

Gate Admission—25c day and night. Operating Period—6 days and nights. Federal and Provincial Government Aid—1939, \$4,984. Cash Premiums Paid—1939, \$25,777.

Exhibitors — Commercial-Industrial—

America's
Finest
Motorized Show

Season's
Greetings

to All
Our

Friends

and

a

Happy
Birthday

to the

IAFE



FUZZELL'S UNITED SHOWS

ALWAYS presenting the newest and latest in carnival entertainment, Fuzzell's United Shows will again open in 1941 with new presentations, novel ideas, latest in rides, shows and concessions — really and truly . . . America's Finest Motorized Show.

FAIR SECRETARIES, CELEBRATION COMMITTEES

Send for a detailed report on what our show will be for next season. Arrange for your dates now.

NOW BOOKING 1941 SEASON

"SEE US AT THE FAIR MEETINGS OR WRITE"

WINTER QUARTERS

Route 4, Box 225

North Little Rock, Ark.

T. A. FUZZELL, Manager

ROY GOLDSTONE,

Concession Manager

512 Orange St., Hot Springs, Ark.

Congratulations, IAFE,
from the Newest Carnival Show

WORLD of TODAY SHOWS

PHIL LITTLE, Sole Owner

NEW IN 1941!

This is the Big News for next year! A new carnival . . . new in ideas, operation, and design, as well as shows, attractions and rides. All equipment will be new with modern lighting effects. Fair secretaries, celebration committees and sponsoring groups who are looking for the unusual and different in carnival entertainment . . . a reliable, responsible company . . . get in touch with us now. We promise to make available an entirely new, but proven, idea in midway operation destined to help fairs conduct profitable events.

To the Showmen with ideas of merit—we can and will book a wide variety of attractions. If you think you have something that will fit in with our plans, write today.

NOW BOOKING 1941

WINTER QUARTERS

WORLD OF TODAY SHOWS

BOX 1080, HOUSTON, TEXAS

Permanent Address:

PHIL G. LITTLE, 802 NEWELL STREET, DALLAS, TEXAS

1939, 144; 1938, 133; 1937, 146; 1936, 136. Livestock—1939, 453; 1938, 479; 1937, 467; 1936, 534. Agricultural Products—1939, 203; 1938, 215; 1937, 188; 1936, 202. Jr. Farmer and Jr. Women's Institute—1939, 274; 1938, 226; 1937, 188; 1936, 233. Others—1939, 274; 1938, 226; 1937, 188; 1936, 233. Grandstand—Price Scale—25c-75c day and night. Organized Midway. Thrill Day—1. Fireworks—2 nights. Music—Brass bands daily. Horse Show—4 nights. Horse Racing—4 days; ½-mile track.

Acreage—45.1 mile from city. Annual Meeting—Third Wednesday in February.

1941 Dates—"War situation may again make exhibition impossible."

J. H. Saunders, president; W. D. Jackson, secretary; F. E. Harley, director of attractions.

IAFE Member—22 years. Delegates to IAFE—Not appointed.

REMARKS.—London's Western Fair has run uninterrupted since 1868, with the exception of this year, when the exhibition was canceled, the plant and equipment being required for military purposes.

OTTAWA, ONT., CAN.

Central Canada Exhibition

.....Organized 1887

ATTENDANCE

1936299,000 1938336,000

1937 1939230,845

377,000 (9 days)

1940(Canceled to allow militia unhampered use of grounds and buildings.

Gate Admission—25c day and night.

Operating Period—6 days and nights.

Federal Grant—1939, \$4,000. Provincial Grant—\$1,016. County Grant—1939, \$65.

Cash Premiums Paid—1939, \$21,474.

Exhibitors — Commercial-Industrial—1939, 244; 1938, 230; 1937, 221; 1936, 212.

Livestock—1939, 317; 1938, 320; 1937, 324; 1936, 353. Agricultural Products—1939, 357; 1938, 349; 1937, 374; 1936, 386. 4-H Club—1940, 357 (Junior Agricultural Dept. activities held at near-by Richmond, county fair); 1939, 449; 1938, 420; 1937, 435; 1936, 413. Others—1939, 1,035; 1938, 1,026; 1937, 1,117; 1936, 1,216.

Grandstand—Price Scale—50c day, 50c-75c-1 night. Attendance—1939, day, 11,095; night, 37,180. 1938, day, 12,602; night, 37,862; 1937, day, 10,110; night, 48,233; 1936, day, 14,519; night, 36,960.

Thrill Days—6. Fireworks—6 nights.

Music—Dance bands, admission; also concert bands. Horse Show—5 nights.

Horse Racing—5 days; ½-mile track. Organized Midway.

Acreage—75.2½ miles from city.

Annual Meeting—Third Wednesday in January.

1941 Dates—Uncertain—"to be published later."

F. C. Elford, president; H. H. McElroy, secretary-manager.

IAFE Member—20 years.

Delegate to IAFE—H. H. McElroy.

REMARKS.—Previous to 1887 the only fair held in Ottawa was a provincial event which moved from town to town.

In 1887 a group of public-spirited men formed the Central Canada Exhibition Association, and the first exhibition was held in 1888. Since then it has grown to become one of Canada's largest exhibitions.

TORONTO, ONT., CAN.

Canadian National Exhibition

.....Organized 1879

ATTENDANCE

19361,603,000 19381,656,000

19371,302,000 19391,626,000

19401,642,000

Gate Admission—25c day and night.

Operating Period—14 days and nights.

Cash Premiums Paid—1940, \$125,000; 1939, \$125,000.

Exhibitors — Commercial-Industrial—Approximately 1,200. Livestock—Approximately 600 showing 5,000 head of stock.

Grandstand—Price Scale—25c-50c day, 25c-1.50 night. Own Midway. Thrill Days—11. Fireworks—13 nights. Music—Dance orchestra; also British or U. S. brass bands, free. Horse Show—7 days and nights. Other Attractions—About 20 professional and amateur events.

Acreage—350. Heart of city.

Annual Meeting—February 26, 1941.

1941 Dates—August 22-September 8.

John Millar, president; Elwood A. Hughes, general manager; T. G. Dalglish, treasurer; C. W. Ross, director of attractions; J. H. Stanford, superintendent of building exhibits.

IAFE Member—25 years.

Delegates to IAFE—Edwood A. Hughes, T. G. Dalglish, and C. W. Ross.

QUEBEC CITY, QUE., CAN.

Provincial Exposition. Organized 1912

ATTENDANCE

1936 97,875 1938108,000

1937120,000 1939116,100

1940125,000

Operating Period—7 days and nights.

Federal Aid—1939, \$6,000. Provincial Aid—1940, \$12,000; 1939, \$12,000. Cash Premiums Paid—1940—\$13,500; 1939, \$17,982.

Exhibitors — Commercial-Industrial—1940, 95; 1939, 102. Livestock—1940, 197; 1939, 252. Agricultural Products—1940, 58; 1939, 47. 4-H Club—1939, 125. Photography and Fine Arts—1940, 59; 1939, 132. Handicrafts—1940, 155; 1939, 258. Lady Farmers' Clubs—1940, 79; 1939, 97.

Grandstand — Day only; Coliseum, night only. Price Scale—35c-50c day, 35c-75c night. Attendance—1940, 13,553; 1939, 13,216; 1938, 14,045; 1937, 12,274; 1936, 12,901. Coliseum Attendance—1940, 20,435; 1939, 16,109; 1938, 20,213; 1937, 9,750; 1936, 10,508. Independent Midway.

Auto Racing—2 days after fair. Music—Brass bands. Horse Racing—7 days; ½-mile track.

Acreage—150. 1½ miles from city.

Plant Valuation—Land, buildings, and equipment valued at \$1,500,000.

Annual Meeting—Not given.

1941 Dates—First week in September.

Lucien Borne, mayor, president; Emery Boucher, secretary and director of attractions; Elzear L'Heureux, superintendent of concessions and building exhibits.

IAFE Member—Since organization.

Delegates to IAFE—Not appointed.

REMARKS.—Quebec City Fair plant comprises grandstand, built in 1916; Industrial Hall, 1923; Coliseum, 1931; Fine Arts, Handicraft Pavilion, and 25 other buildings. Regional agriculture exhibition in connection with fair up to 1940, when, with federal grants canceled, regional end was eliminated, accounting for decrease in 1940 exhibitors. Further exhibitor decline due to fact that other regional fairs in province were canceled. Event under municipal control, operated by a commission.

REGINA, SASK., CAN.

Regina Agricultural and Industrial Exhibition Assn., Ltd.

.....Organized 1884

ATTENDANCE

1936101,338 1938111,216

1937105,832 1939109,941

1940128,876

Operating Period—6 days and nights.

Provincial Aid—1940, \$2,500; 1939, \$2,500.

Cash Premiums Paid—1940, \$6,686; 1939, \$11,701.

Exhibitors — Commercial-Industrial—1940, 60 (approximately the same number in 1939, 1938, 1937, and 1936). Livestock—1940, 911; 1939, 1,415; 1938, 954; 1937, 1,057; 1936, 1,077. Agricultural Products—1940, 501; 1939, 759; 1938, 1,143; 1937, 788; 1936, 700. Others—1940, 10,922; 1939, 11,877; 1938, 10,662; 1937, 9,262; 1936, 7,847.

Grandstand—Attendance—1940, 16,136 day, 53,317 night. Price Scale—50c day, 50c-75c night. Organized Midway. Music—Junior band competition. Horse Racing—6 days; ½-mile track.

Plant Valuation—\$1,500,000.

Acreage—110. ¾ mile from city.

Annual Meeting—Before December 10 in each year.

1941 Dates—July 28-August 2.

W. F. Fuller, president; D. T. Elderkin, secretary; Nate Andre, superintendent of concessions; N. T. Gardner, director of grandstand attractions; Harry Maltby, superintendent of commercial exhibits.

IAFE Member—About 15 years.

Delegates to IAFE—None.

REMARKS.—Regina Exhibition was organized when the locality was a hamlet. Thus it has grown with the community it serves. Plant valuation—\$1,500,000. Seating capacity of grandstand is 14,000.

SASKATOON, SASK., CAN.

Saskatoon Industrial Exhibition

.....Organized 1886

ATTENDANCE

193672,071 193878,807

193768,350 193967,492

194076,465

Operating Period—6 days and nights.

Dominion Aid—1940, none; 1939, \$4,000.

(Continued on next page)

Congratulations to The Billboard On Their Convention Number

Again Presenting Four of the Largest,
Finest Musical Productions for the Fair
Season 1941. We Have Contracted Also
Some of the Most Outstanding Attractions
for 1941 Fair Season.

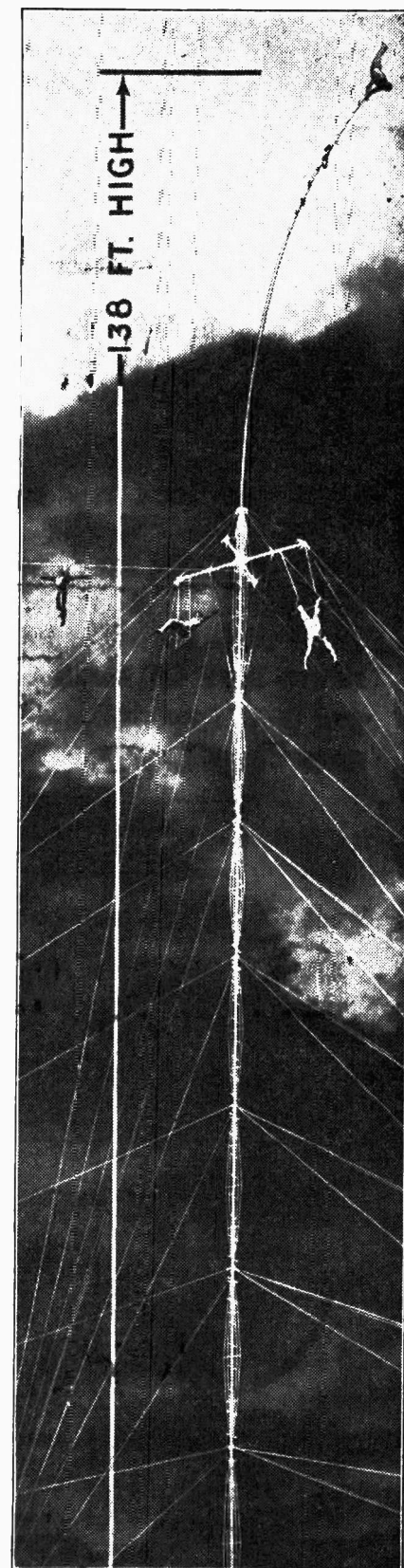
VISIT OUR SHOWROOMS AT THE INTERNATIONAL
CONVENTION AT THE SHERMAN HOTEL,
CHICAGO, ILL.

FRANK WIRTH BOOKING
ASS'N, INC.

Suite 909

10 ROCKEFELLER PLAZA, N. Y. CITY

Circle 6-5848-49



Selden
THE STRATOSPHERE
MAN
TRADE MARK
WORLD'S HIGHEST
AERIAL ACT

CONGRATULATIONS, IAFE

SEASON'S GREETINGS TO ALL

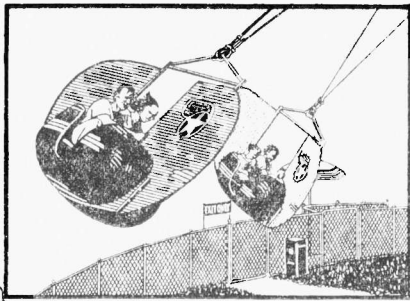
THANKS, Fair Men—Park Men—Celebration committees, for another solidly booked season . . . the BEST in my career! For actual pictures of the large crowds that witnessed my performances—

Turn to Page 2

Regular Billboard Now!

PERMANENT ADDRESS

Care of The Billboard, Cincinnati, Ohio



FLYING SCOOTER

HAVE YOU SEEN THE PROVEN LEADER IN FLYING RIDES? THE TEN CAR, TWENTY PASSENGER RIDE THAT GROSSED \$22,559.60 IN 56 DAYS ON SAME LOCATION? \$1,320.00 IN A SINGLE DAY. THE RIDE THAT ALL FLYING SCOOTER OWNERS SAY WILL NEVER LOSE ITS POPULARITY.

THE ONE AND ONLY ORIGINAL FLYING SCOOTERS. NOW STREAMLINED.

Portable, 8 Car—16 Passengers
Stationary, 10 Car—20 Passengers

For details, write.

BISCH ROCCO AMUSEMENT COMPANY

5441 SO. COTTAGE GROVE

CHICAGO, ILL.

Provincial Aid—1940, \$2,500; 1939, same.
Cash Premiums Paid—1940, \$7,600; 1939, \$11,864.

Exhibitors — Commercial-Industrial—1940, 125; 1939, 120; 1938, 115; 1937, 118; 1936, 116. Livestock—1940, 771; 1939, 1,237; 1938, 636; 1937, 979; 1936, 1,335. Agricultural Products—1940, 742; 1939, 1,063; 1938, 1,214; 1937, 1,232; 1936, 1,001. Future Farmers — 1940, none; 1939-38-37-36, 400 each. Others—1940, 3,460; 1939, 3,669; 1938, 2,699; 1937, 2,254; 1936, 1,899.

Grandstand — Price Scale — 50c day; night, same. Horse Racing—6 days; ½-mile track. Music—Local band. Organized Midway.

Acres—80. 2 miles from city.
Annual Meeting—December 12, 1940.
1941 Dates—July 21-26.
Robert B. McLeod, president; Sid W. Johns, secretary; John A. East, director of concessions; A. M. McIntyre, director of attractions; A. M. Eddy, director of building exhibits.
IAFE Member—25 years
Delegate to IAFE—Sid W. Johns.

VANCOUVER, B. C., CAN.

Canada Pacific Exposition
(After 4 requests fair has failed to furnish information as requested by The Billboard.)

IAFE 1940 Officers

L. B. HERRING JR., Beaumont, Tex., president.
CHARLES W. GREEN, Sedalia, Mo., vice-president.
FRANK H. KINGMAN, Brockton, Mass., secretary-treasurer.

DIRECTORS

SID W. JOHNS, Saskatoon, Sask., Can.
ROY RUPARD, Dallas, Tex.
P. T. STRIEDER, Tampa, Fla.
HAROLD DePUE, Great Falls, Mont.
MRS. ETHEL MURRAY SIMONDS, Muskogee, Okla.
HERBERT H. McELROY, Ottawa, Ont., Can.
HARRY G. TEMPLETON, Indianapolis, Ind.

PAST PRESIDENTS' CLUB

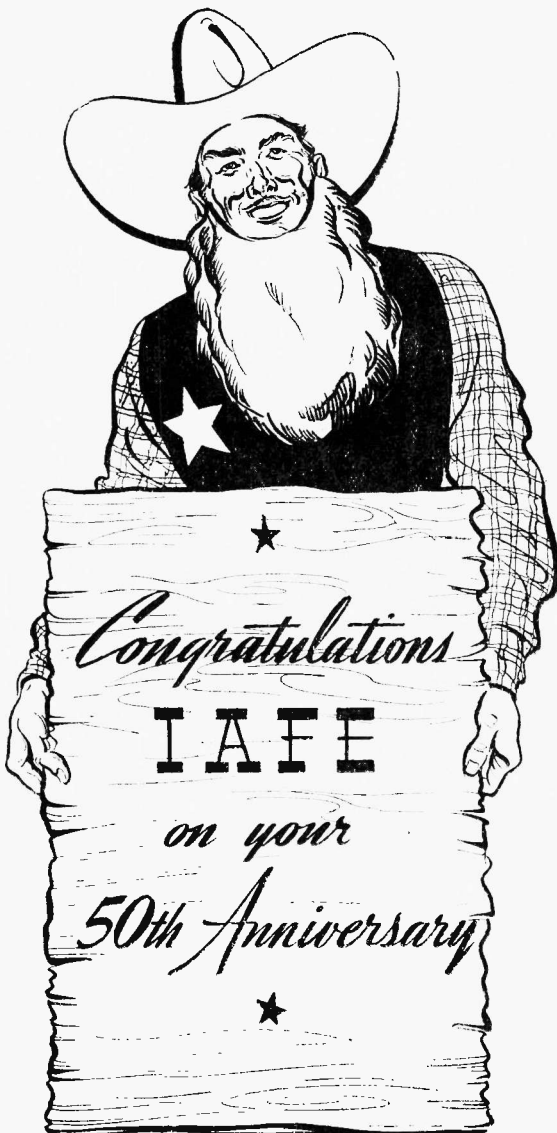
C. E. CAMERON, Iowa; A. L. Sponsler, Kansas; S. N. Mayfield, Texas, and Fred Chapman, Michigan, all deceased.
T. H. CANFIELD, Minnesota—retired from fair business and operating a hotel in Glendale, Calif.
SENATOR F. D. FULLER, Tennessee—retired because of ill health.
E. G. BYLANDER, Arkansas—inactive at fair for a number of years, engaged in civic work.
E. L. RICHARDSON, Alberta—retired from fair business this year.
J. W. RUSSWURM, Tennessee—retired because of ill health.

ACTIVE

CHARLES A. NASH, Massachusetts.
W. R. HIRSCH, Louisiana.
P. W. ABBOTT, Alberta.
A. R. COREY, Iowa.
ELWOOD A. HUGHES, Ontario.
RAYMOND A. LEE, Minnesota.
MAURICE W. JENCKS, Kansas.
RALPH AMMON, Wisconsin.
SID W. JOHNS, Saskatchewan.

1940 CONVENTION

Sherman Hotel, Chicago, December 2, 3, and 4.



MERRY CHRISTMAS
and a
HAPPY NEW YEAR
To all our Friends



OPENING OUR 1941 SEASON AT HOUSTON, TEXAS, HOUSTON
FAT STOCK SHOW — FEBRUARY 5-12
FT. WORTH FAT STOCK SHOW — MARCH 7TH

THANKS TO THE FAIRS AND CELEBRATIONS OF TEXAS
OUR CONGRATULATIONS TO OUR 1940 FAIRS

Now Booking for 1941 Fat Stock Shows and Balance of Season: Shows,
Rides, Concession People in All Departments, Let Us Hear From You.

BILL HAMES SHOWS, INC.

"Texas' Greatest and Only Railroad Show"

BILL HAMES — PRESIDENT and MANAGER
ADDRESS P. O. BOX 1377, FT. WORTH, TEX.
Winterquarters: Ft. Worth, Texas

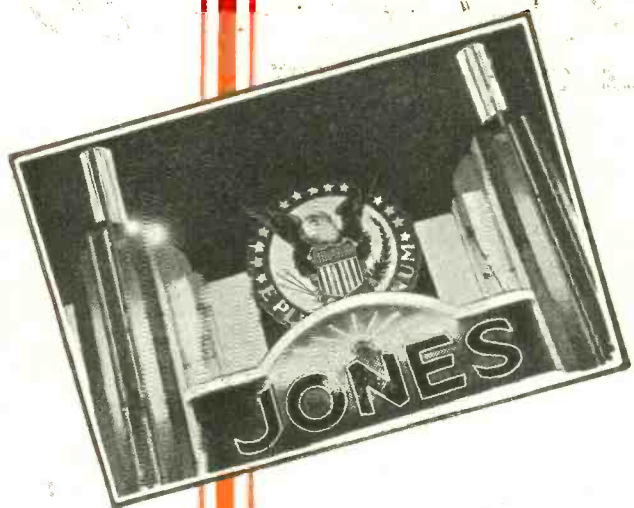


E. LAWRENCE PHILLIPS PRESENTS

"The Mighty Monarch of the Tented World"

SHOWDOM'S GREATEST 'NAME'

ADDS NEW LAURELS TO ITS ANNALS OF PROGRESS



As the mantle of Autumn once again descends upon the collective amusement field, and "home coming" is the chief topic of conversation among showmen and fair officials, those who pause to review the past achievements of the midway and exposition world are so confronted with the outstanding record of the Johnny J. Jones Exposition that others by comparison pass into obliteration. For once again America's "household name," backed by the greatest midway of its career, has proven itself the outstanding show in reputation and meritorious attractions. We have successfully followed the trend of public favor, as is proven by our history making 1940 season. In so doing we have forged ahead into leadership on the entire North American Continent.

COMPLIMENTS OF THE SEASON

To the many fair, exhibition and "still date" committees and executives, through whom we have enjoyed one of the greatest seasons in our history. Thanks to each and every one for their help and confidence, but for which our organization could not have enjoyed such a record shattering year . . . Our appreciation to the fair and exhibition officials who have expressed their willingness to contract the Johnny J. Jones Exposition for 1941. And to the many prominent fairmen who honored us with their visits to our midway in 1940.

FOR OUR 1941 SEASON

We will not be content to even "pause" at the stage where our organization now rests. On the contrary we are already busy formulating plans to introduce innovations not heretofore seen in the portable amusement field. Nothing will be left undone to make the Johnny J. Jones Exposition a midway of satisfying quality . . . creating a new era in the outdoor amusement world. Add to this the most famous of all carnival "names" . . . one that has earned the public's confidence and respect after 41 years of meritorious offerings and square dealings and you have the one incomparable midway!!

- 8 GIANT DIESEL LIGHT PLANTS
- 14 MAMMOTH ELECTRIC TOWERS
- 20 MARVELOUS TENTED THEATRES
- 22 NEWEST, LATEST RIDES
- 40 ALL STEEL DOUBLE LENGTH R. R. CARS

Visiting Fair and Exhibition officials and showmen are cordially invited to make our rooms their headquarters while attending the meetings of the International Association of Fairs and Expositions. Here they will find the true Johnny J. Jones Exposition hospitality which has been a traditional "highlight" of the Chicago meetings since their beginning. Here they will find relaxation in a genuine "social atmosphere" together with a cordial invitation for a discussion of business.

Suite 222, HOTEL SHERMAN, Chicago, DECEMBER 1-2-3-4

JOHNNY J. JONES EXPOSITION



511 C STREET N. E.
WASHINGTON, D. C.

*"The Modernistic
Show Beautiful"*

WINTER QUARTERS
DE LAND, FLORIDA



Congratulations—International Association of Fairs and Expositions

**AGAIN IN 1940, MILLIONS AT THE NEW YORK WORLD'S FAIR
AND 179 STATE, COUNTY AND REGIONAL FAIRS SAW AND PROCLAIMED**

JIMMIE

LYNCH

AND HIS DEATH DODGERS

THE WORLD'S GREATEST AUTOMOBILE THRILL SHOW

**WE ARE READY NOW
WITH THE GREATEST GALAXY**

**FOR A BIGGER 1941
OF DRIVING STARS ON EARTH**



**BOB
MAYNARD**



**BUDDY
TOOMEY**



**WHITEY
REESE**



**BILL
ESTES**



**JIMMIE
LYNCH, JR.**

FLASH!

**THE DEATH DODGERS
FOR 1941 WILL BE**

**ALL NEW!
NEW THRILLS
NEW CARS
NEW IDEAS**

**COMBINED WITH THE
GREATEST EXPLOITATION
CAMPAIGN OF ALL TIME**



**JIMMIE
LYNCH**

GEN. MGR. SOLE OWNER

**NOW BOOKING
IN ALL SECTIONS**

**OF UNITED STATES AND
CANADA FOR**

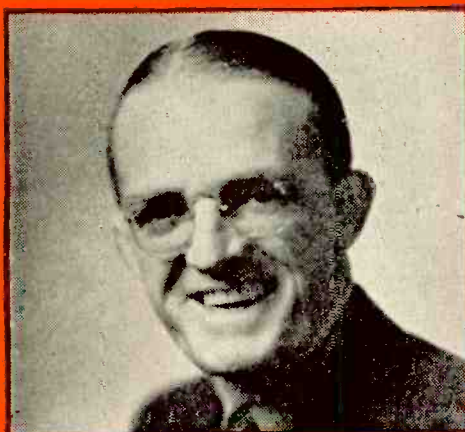
1941

**MEET US AT THE
SHERMAN IN
CHICAGO DEC. 2-6**

"When Greater Automobile Thrill Shows Are Built JIMMIE LYNCH WILL BUILD THEM"



GEO. MASON, Agent



IRISH HORAN, Exploitation Director



JIMMY BAKER, Agent

DIRECTION

BARNES-CARRUTHERS, 121 N. CLARK STREET, CHICAGO, ILL.

PERMANENT ADDRESS

2224 MAGNOLIA STREET, TEXARKANA, TEXAS

FOR SALE—PENNY PHONOS, STANDARD Models, \$25.00 each. 1/2 cash, balance C. O. D. YENDES SERVICE CO., 1817 N. 3rd, Dayton, O. de21x

FOR SALE — 4 MILLS 1939 THRONES. \$195.00; 5 Penny Phonos, \$35.00; 2 Seeburg Classic, \$225.00; Wurlitzer 600, \$185.00; Wurlitzer 61, \$90.00; Wurlitzer 412 with Grill, \$50.00; Rockola Windsor, \$95.00; Janette Rotary Converter, 110 volts, \$25.00. E. C. JONES, Gunnison, Colo.

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNVES CORP., 593 10th Ave., New York. tfnx

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. de7

PARTS AND SUPPLIES FOR PIN GAMES AND Phonographs—Bulbs, Fuses, Rectifiers, Contacts, Points, Coin Chutes, Slides, Springs, Tips, Rubber Rings, Rubber Rebounds, Collection Books, Balls, Timers, Solder, Tape, Wrappers, Tools, Screws, Electric Wire, Sockets, Plugs, etc. Write for Free Catalog. NEW YORK SPECIALTIES, 818 Tenth Avenue, New York City.

ONE WESTERN 1939 BASEBALL, ONE EVANS Ten Strike, 36 5c Snacks, all in good shape, or will trade for 1c Grip Scales, 1c Challengers, 1c Scales. SENECA WHOLESALE CO., Seneca, Kan.

PIN GAME, PHONOGRAPH, CIGARETTE, Vending, Beverage, Sales Board, and Slot Machine Stock Collection Books; also other stock forms ready for immediate delivery. Specially printed books for all types of coin operated machines. Can be made to suit your requirements. If you already have forms, send along to us, so that we can check for better design and more efficient use. Write to the attention of Charles Fleischmann, specialist in coin machine collection forms, who will be glad to assist you in every way possible. BALTIMORE SALEBOOK COMPANY, 120 W. 42d Street, New York City. x

RAYOLITE, HITLER CONVERSION, \$30.00; Model F Targets, \$5.00; Challengers, \$9.00. Trade 27 1c Venders for anything. SERVICE VENDING, Shawnee, Kan.

RECONDITIONED LIKE NEW—QUARTER Futurity, SJP, \$25.00; nickel Futurity, SJP, \$25.00; quarter Caille, SJP, \$15.00; Mills Rio, \$20.00; Golden Wheel, \$12.50. Sell separately or entire lot \$89.50. 1/2 Deposit, Balance C. O. D. LIFETONE SOUND, 2000 Peoria Ave., Peoria, Ill.

REFINISH USED MACHINES WITH FOUR-IN-ONE—Removes scratches, cleans, waxes and polishes in one operation. Special: Send \$1.00 today and receive two \$1.00 bottles. OHIO PRODUCTS CO., Canton, Ohio.

SACRIFICE—TWENTY 1c HERSHEY VENDERS, \$2.50; Ten 1c Ball Gum, \$1.50; Ten Hot Peanut, \$6.00; Fifty Postage Stamp, \$3.50. CAMEO VENDING, 402 West 42d, New York City.

THE BEST OFFER TAKES THE FOLLOWING: Ray-o-Lites, F.P., 6; Chicken Sams, 2; Western Base Ball, F. P., 1; Ten Strikes, 150 score unit, 4; Keeney Antiaircraft, black cabinet, 5. Terms, third cash, bal. C.O.D. TRI-STATE COIN AMUSEMENT CO., P. O. Box 75, Lansing, Michigan.

UP AND UP, MAJORS, AIRPORT, 4-5-6, HOLD Tight, each \$8.00. Lucky Strike, \$15.00; Triumph, \$11.00; Sports, \$18.50; Mills 1-2-3, \$29.50. All free plays, perfect condition. 1/2 deposit, balance C. O. D. WILLIAM PLEISS, 815 Cumberland Street, Lebanon, Penna.

WANTED—OLD-TIME OBSOLETE SLOT MACHINES, Music Boxes, Slot Planos, Band Organs, Arcade Machines, Wooden Indians. BOYER, 2700 Wabash, Chicago.

WANTED—MACHINES IN GOOD CONDITION for arcade in Greater New York. Full particulars, prices, first letter. BOX 193, c/o Billboard, 1564 Broadway, New York.

WANTED Q. T.'S VEST POCKETS, BLUEFRONTS and Pace Comets. "Spot cash." Write, giving serial numbers and denomination for estimate before shipping. W. A. HUFFMAN, 1310 E. Grand, Albuquerque, N. M.

WILL TRADE CHICKEN SAM WITH BASE, perfect, for three Mills Vest Pockets. F. SCOTT, Fairfax, So. Dakota.

WURLITZER PHONOGRAPHS—PERFECT CONDITION. Model 412, \$32.50; Model 616, \$54.50. D. ROBBINS & CO., 1141B DeKalb Ave., Brooklyn, N. Y. no30

3 CHICKEN SAMs WITH BASES, 2 EVANS Ten Strike, 1 Rockola Ten Pins, A-1 shape—\$49.50 each; \$275.00 for lot. Trade for Snacks, Masters, Gridders. HOUSTON (Texas) DISTRIBUTING CO.

15 DRUSHELL STAMP MACHINES, USED month, \$10.00 each, three for \$25.00. What have you to trade? ASHBY SAUNDERS, Culpeper, Va.

20 SEEBURG PLAZAS, 1939, A-1 SHAPE, \$145.00 each (crated); 10 Chicken Sams, \$65 each. OAKDALE SALES, 2875 N. Clark St., Chicago, Ill.

50 COLUMBUS MODEL A PEANUT MACHINES, \$3.00; 10 ABT, Model F, \$9.00; 15 Stewart McGuire Hexagon shape gum machines, \$5.00. RICHARD INGE, 161 Glenwood, Mobile, Ala.

150 SNACKS TYPE FOUR COLUMN BULK Venders, \$6.50 each, 5 at \$6.00, 10 at \$5.50, 25 at \$5.00 each. AL BERMAN, 636 Lincoln Ave., Cincinnati, Ohio. de7

200 F. P. PIN GAMES—ADVISE GAMES wanted and best offer. Want American Eagles, Sparks, Champions, Imps and Totalizers. MASSENGILLS, Kinston, N. C. de14

Show Family Album



THIS PICTURE of clowns with Christy Bros. Circus, season of 1922, was taken somewhere in Pennsylvania. In the rear, left to right, are the late Joe Dobeck, juggler; Charles Dryden, foot juggler, who trouped with the Bud Anderson Circus in 1939; Vernon West, wire walker, who is now a member of the Westlake Troupe, jugglers; "Fat" Rowe, dog trainer; "Shorty" Evans, tramp clown, retired and living in St. Louis, and Charles Nelson, producing clown, deceased. Standing in front is Harry James, who now has his own dance band.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

5,000 PHONOGRAPH RECORDS, \$150.00; TEN Refinished Grotchen Columbias Cigarette Reels, \$200.00. ARKANSAS NOVELTY CO., Magnolia, Ark. x

COSTUMES, UNIFORMS, WARDROBE

HEADQUARTERS FOR SANTA CLAUS SUITS, Beards, Wigs, Boot Tops, etc. Sale or rent. COSTUMER, 238 State St., Schenectady, N. Y.

MODERN LEGPADS—HIPS, RUBBER BUSTS, Rubber Garments, Circus Silk Opera Hose; (Wigs, Toupees, Ewelashes of Human Hair); (Thermo Chin Lift); Cosmetics, Finger Nails; Evening, Stage-Iridescent Gowns. Female Impersonators' Outfits. 1940 Illustrated Booklet 10c with Costumes, 15c deductible from order. SEYMORE, 246 Fifth Ave., New York. x

OVERCOATS, STREET SUITS, \$6.00; LADY'S Fur Coat, \$6; Orchestra Coats, Jackets, \$2.00; Tuxedos, \$10.00; Scenery, \$10.00. WALLACE, 2416 No. Halsted, Chicago.

PERSONAL WARDROBES OF STAGE AND Screen Stars—Slightly used. Gowns, Dresses, Costumes, Fans. Write MOSS, 6115 Fountain Ave., Hollywood, Calif.

FORMULAS

MONEY-MAKING FORMULAS — THOUSANDS of new "make-it-yourself" trade secrets and compounds. Illustrated circulars free. O. WARREN, 15 Park Row, New York. no30x

PITCHMEN'S NEW 924 PAGE MONEY MAKING Bible. Contains 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. Complete book, \$1.50 postpaid, or C. O. D. ADAMS BROWN COMPANY, Chestnut Hill, Mass. x

THAXLY FORMULAS FOR SUCCESSFUL PRODUCTS—Accurate Analyses Assured. Resultful Research. Catalog free. Y. THAXLY CO., Washington, D. C. x

FOR SALE SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES —Guaranteed. Heavy Aluminum Geared Popping Kettles, \$7.50 each. CARMEL KORN EQUIPMENT, 122 S. Halsted, Chicago.

BINGO BLOWER—SMALL BALL TABLE SIZE, like new, perfect for coveralls; other games, midget cars cheap. BOX 2, Dayton, O.

FOR SALE—21 PASSENGER CUSTOM BUILT Bus, new September, 1938. Very low mileage, best care, excellent paint, full guarantee mechanically (cost \$4,200.00 new). Most beautiful transportation on wheels, a bargain at \$2,500.00. Contact HOTEL CANFIELD, Dubuque, Ia.

FOR SALE—LONG RANCE SHOOTING GAL-leries. Your can make your loading tubes 1c each. Plans \$1.00. H. B. SHERBAHN, Wayne, Neb.

FOR SALE—USED CUSTARD MACHINE, ONE late model Kohr job, several NV-WA jobs and two Eze-Freze. All the above brine jobs, \$150.00 to \$250.00 each, all in serviceable condition. One demonstrator, Eze-Way "all electric." Will register at Hotel Sherman during Showmen's Convention. F. R. A. N. THOMAS, General Equipment Co., 423 W. South, Indianapolis, Ind. x

POPCORN MACHINES — BURCH, STAR, Cretor, Long-Eakins, Dunbar, Geared Popping Kettles, Caramel-Corn Outfits. Lowest prices. NORTHSIDE MFG. CO., Indianola, Iowa. de28x

POPCORN CRISPETTE AND CARMEL CORN Machines—Dry Poppers, Wet Poppers, Potato Chip Outfit. LONG EAKINS, 1976 High St., Springfield, Ohio. felx

PRINTING PRESSES, TYPE RACKS, TYPE Cases, Printers' Supplies. No trade in allowance. BAHR PRINTERS' SUPPLIES, 50 Melrose, Rochester, N. Y.

SOUND TRUCK—FORD V8, 45 WATT AMPLIFIER, Six Foot Trumpets, Driver Units, Phono, Radio Microphone, AC Power Plant. New equipment, \$400.00. MONTROSS SOUND, 182 6th Ave., Troy, N. Y.

TATTOO OUTFITS, SUPPLIES, CURIOS, ODDITIES, Unusuals, Antiques, Glassware, China, Bronzes, Ivory Carvings, Cloisonne, Indian Relics. MILLER, 433 Main, Norfolk, Va.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 PORTABLE SKATE FLOOR, 50x80 FT., and beautiful Tent, used one season. Absolutely going for best offer. Must sell by December 1. WATTERS MOTOR CO., Whitley City, Ky.

BARGAIN — SMALL WURLITZER BAND Organ, mechanically perfect; no drums to get out of order. Suitable for Twin Ferris Wheels. Write J. A. MONTGOMERY, St. Clair, Pa.

DUAL LOOP-O-PLANE—ALMOST NEW, PERFECT condition. Beautifully lighted. Complete every way, \$1,000 cash. Can be seen at winter quarters any time. KING REID SHOWS, Dorset, Vermont. de14

FOR SALE—LATE SMITH & SMITH CHAIR-O-Plane and 2-ton Truck. Both in A-1 condition. HARRY HUNTING, care Billboard, Cincinnati, Ohio.

DUAL LOOP-O-PLANE, \$1,050.00; MINIATURE Train, 1,300 feet track, \$900.00; Frozen Custard machine on truck, \$225.00. Also Custer Cars and High Striker cheap. J. B. ALEY, Box 158, Rt. 4, Anacostia, D. C.

FOR SALE—SIXTEEN AND TWENTY-FOUR Seat Adults Chairplanes, complete; Kiddy Aeroplane Ride, complete. CALVIN GRUNER, Pinckneyville, Ill. de21x

FORD PANEL TRUCK—1934 MODEL, NEW Tires, Motor, Trade for Schutz Vending Trailer. JOHN PRUITT, Denim Station, Greensboro, N. C.

MERRY-GO-ROUND, FERRIS WHEEL, KID Ride, Fun House, Three Trucks, Two Semi-Trailers, Mechanical Man, Tents, Portable Welder, Lawn Mower Sharpener, Photo Machine, Lerol Motor. RAY YARHAM, Newton, Ia.

PENNANT MACHINE—COMPLETE WITH Fulton top, frame, motor and stock, \$100. C. H. BELL, 429 N. Div. St., Cartersville, Ill.

RUBBER MOLDS—CAST YOUR OWN PLASTER or sell to others, a good business of your own. A. W. DOWNS, Marshall, Mich.

TWO ABREAST SPILLMAN MERRY-GO-ROUND, Eli No. 5 Ferris Wheel, Allan Herschell 10 Car Auto Ride, \$3,000.00 cash. BOX C-617, Billboard, Cincinnati.

4 PALS YOU DRIVE GAS AUTOS PHOTO Machine, complete with instructions, \$40.00. Wurlitzer Band Organs. COLLINS, Box 77, Kearney, Nebr.

HELP WANTED

COMEDIAN WHO CAN DOUBLE ON STRINGED instrument. Can use any good novelty act that doubles music. Cowboy wardrobe essential but not necessary. All winter's work, radio broadcast and personals. State lowest; send photos if possible. JACK KARNs & COMPANY, 144 Federal St., St. Albans, Vermont.

ESTABLISHED CONCERN CAN PLACE AGENT—Promoter—Must have car; contact auspices, schools; steady work. State all first letter. BOX C-619, Billboard, Cincinnati, O.

GIRL MUSICIANS FOR ORGANIZED ALL-Girl Dance Band—Union; steady work. State age, experience, references; enclose photo. BOX C-621, Billboard, Cincinnati.

GIRL PIANO PLAYER — BETWEEN 18-25. Read, Fake, Transpose. Good salary. Good offer for right girl. SYLVIA ROSS, Hotel Sherman, Escanaba, Mich.

GIRL OR MAN AERIALIST FOR FLYING RETURN act; guarantee thirty-five weeks' work; good amateur considered. Write FLYING ACT, Gen. Del., Houston, Tex. de7

HELP WANTED—YOUNG MAN TO ASSIST in handling and servicing route of coin operated machines. Write JOE VUMBICO, 322 N. Shamokin Street, Shamokin, Pa.

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions—Send photos, etc. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. no30

INTERESTED IN NITE CLUB ENTERTAINERS for inexpensive floor shows in small nite club. THE SOUTH SEA NITE CLUB, Pensacola, Fla.

WANTED—PEOPLE ALL LINES, PARTS AND Specialties, Feature Character Comedian, Merchant Man. VAL BALFOUR, 1219 Pierce Ave., Marinette, Wis.

WANTED—THE SPARE TIME SERVICE OF A good amateur cartoonist. Send sample of work at once. MILTON RUDD, Sylacauga, Ala.

WRITE HYIWEST, SOUTH HAVEN, MINNESOTA — Wants Doubles, Singles, Music, Stock, Amateurs (at liberty). Send addresses, photographs, with 3-cent stamps. Receive lists.

YOUNG LADY OR MAN—WIFE FOR TINTING Table; two Dark Room Boys. BUDS STUDIO, 128 W. Bridge St., St. Martinville, La.

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BARGAIN MAGICAL SECRETS—MINDREADING, Escape, Side-Show Illusion; also illustrated catalogue, 20c. GENOVES, General P. O. Box 217, New York, N. Y.

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. no30x

FIRE EATING, VENTRILOQUISM, MIND Reading, Spiritualism, Secrets, Swap, sell Used Magic, Vent., Punch Figures. Lists Free. 1315 FERRIS, Los Angeles, Calif.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. de7x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquia Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. no30x

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SCOTCH PURSE — MYSTIFYING. INSERT coin—then try to take out. Sample 25c. Wholesale prices. PUTNAM, 2974 Partridge Ave., Los Angeles, Calif.

SPIRIT CABINET, HAUNTED CHAIR, SPIRIT Pump, War Exhibitions, Hanging Hitler, Blowing Up a Battleship, Color Changing Spot Lights for Floor Shows. All operated from a distance or thru walls by wireless. Better than magic; good as a spirit. **BAUGHMAN, Wireless Expert, Warren, O.**

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ARE TRICKS YOUR HOBBY?—OUR COLLECTION of ten Novelty Jokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa.

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OFFICIAL AMERICAN FLAG STAMPS FROM Washington, \$1.50 per 1,000. America's Greatest Document, "Declaration of Independence," 14x17, \$7.75 thousand. Dime for samples, particulars, ROSE, 8849 164th St., Jamaica, N. Y.

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"WHIZZER" BICYCLE MOTOR—QUIET, Dependable, 4-cycle, 1 3/8 h.p.; bicycle structure not weakened. Center of gravity unchanged. Looks like motorcycle. Easily installed. Ideal Christmas gift. Further information and nearest place to see, write BREENE-TAYLOR ENGINEERING CORPORATION, 6800 McKinley, Los Angeles, California.

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M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE CATALOG OF NEW 35MM. ROAD-show Attractions from \$10.00 to \$300.00. Also Westerns, Comedies, Action Pictures. BUSSA FILM EXCHANGE, Friendship, Ohio.

"ALL-AROUND" REFLECTOR COMPANY'S New Motion Picture Reflector; Guaranteed to Increase Screen Illumination 40%. BOX 1967-K, Cleveland, O.

AMAZING BARGAINS—16MM. SOUND and silent film, equipment and accessories; used Ampro, Victor Sound or Silent Projectors cheap, easy terms. ZENITH, 308 West 44th St., New York.

AMAZING BARGAINS IN 35MM. FILMS—Also, Pair R.C.A. Portables, 35MM. Sound, cheap. Complete outfit. STANDARD FILM SERVICE, Charleston, W. Va.

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$155.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh.

ANOTHER TWENTY FIVE 16MM. SOUND Programs from our Rental Library—Westerns, Action, Northwood, Mystery Pictures. Shipped subject to rewind and screening examination. WILLIAM KOPP, INC., 2825 Hennepin Avenue, Minneapolis, Minn.

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ATTENTION, ROADSHOWMEN!—ONLY TEN dollars per week for a complete 16MM. Sound Movie Show. Large selection. Perfect prints. Send for our Roadshowmen's Special today. INSTITUTIONAL CINEMA SERVICE, INC., 1560 Broadway, N. Y. C.

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BARGAINS GALORE—8MM.—16MM. LISTINGS. NO-WA-KA, 255 Main Av., Passaic, N. J.

BARGAIN—35MM. S. O. F. FEATURES, Comedies and Shorts, Dollar Reel. Ten cents stamps brings List. HART'S STUDIOS, Box 22, La Vernia, Tex.

CROWN OF THORNS, 35MM., POLISH Dialogue; sale or exchange. Want Polish and religious 16MM. LEWEK, 1521 Sixth St., N. Bergen, N. J.

FOREIGN TALKIE FILMS FOR SALE—SOME with English titles. Good condition. Priced right. TEITEL FILMS, 440 N. Illinois, Indianapolis, Ind.

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ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PATEAU, 1122 Tulane Ave., New Orleans, La.

COMPOSER, WITH RADIO ORCH.—Publisher contacts seeks lyricist with same. Please write fully. BOX C-625, Billboard, Cincinnati.

PERSONALS

CIRCUS ROUTE BOOKS AND PROGRAMS wanted—State show, year and selling price in first letter. H. H. CONLEY, Pickwick Building, Park Ridge, Ill.

LAW BLANKS PROTECT YOU—CONTRACTS, Wills, Partnership Agreements. Digest Divorce Law, \$1.00 each. D. A. FRANK, 1544 West Flagler, Miami, Fla.

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ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind.

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ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo.

ROLLS DEVELOPED, 2 PRINTS EACH, 25c—Reprints 3c. Christmas Cards and Booklets. RAMSDELL, Box No. 5, Portland, Maine.

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BEST CARNIVAL SIDE-SHOW BANNERS AND pictorial panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halstead St., Chicago, Ill.

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TATTOOING AND ENGRAVING OUTFITS—Finest chrome plated stream lined Tattooing Machine ever put on the market, \$5.00 each. Designs, colors, needles, 1941 list. The only Tattoo Supply House on the Pacific Coast. OWEN JENSEN, 412 South Main Street, Los Angeles, California.

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FEW SLIGHTLY USED, GOOD AS NEW TENTS—State Size. Send stamp; postals ignored. SMITH TENT COMPANY, Auburn, N. Y.

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SIDEWALL BARGAINS—7.68 OZ. DRILL, machine roped, white, good as new, 7 ft. high, \$16.80; 8 ft., \$18.90 per 100 ft. long. Good stock slightly used tents. KERR CO., 1954 Grand, Chicago.

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PUNCH AND JUDY, MARIONETTES, ACA Levitation, Magic, Illusions. State lowest price for cash. WILLARD, 341 N. Sixth St., Allentown, Pa.

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 3 PIECE TOWEL ENSEMBLE. Elaborate Packing. . . Set .85
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 ALFRED DUNHILL. A M O U S SILENT FLAME LIGHTER. Ea. 80¢
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 1001 other items. Also Celebration and Christmas Specialties. Catalog free. Deposit PLEASE with all orders.

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LARGE MONKEY WITH COMB & MIRROR (Special) Gross \$14.40
 LARGE MONKEY WITH BATON—Symphony Sam (Special) Gross 13.50
 NEW OH U Q-T DOG. Gross 22.50
 ROLL-OVER CAT. Gross 24.00
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 5x7" Banner. Per 100. . . \$ 6.00
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 Write for free complete circular of Mechanical Toys and Xmas Specialties for streetmen and canvassers. 25% deposit with order, bal. C.O.D.

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Rhinestone Lapel Bar Pins. Gross. . . \$2.00
 Razor Blades, Double Edge, 5 in a package; 1000 blades. . . 2.15
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Order Now! Per 100 per 1000
 #1, 17 Diff. 3 colors. . . \$50 2.00
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 #8, 20 " Semi Luxe. . . 2.00 15.00
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 BUTTERFLY files out of BEAUTIFUL Xmas Folder Doz. 40¢ Gross 4.50. Xmas Fan Dancer Folder Doz. 35¢. . . 4.00
 His Gift To Wankind! Dozen 90¢ Gro 10.00
 COMIO DIPLOMAS 50 diff. doz 15¢ Gro 1.50
 JOKES. . . doz.
 Giant Thumb. . . 75¢
 U GOTTA GO GUN. . . 40¢
 Fake Doughnuts. . . 40¢
 Squirt Thumb. . . 40¢
 Nail Penetrator. . . 35¢
 Solid Whiskey. . . 170¢
 Loony Letters. . . 10¢
 GIFT MONEY. . . 10¢
 55 of our Xmas Items for 1.50
 30 of New Tricks & Jokes 2.00
MAGNETRIX NOV. CORP., 136 Park Row, N. Y.

sets; Dot Taylor, perfume. Leafies at the Newark auto show there were Tad Robinson, Ed Mason, and Mike Kelley. . . T. D. (Senator) Rockwell was still on blades and getting his share in Tacoma, Wash. . . Doc Byron Burford believed himself to be the youngest independent med man in the business. His show was in Greenville, Miss., and comprised a guitar duet, three-piece orchestra, and magic. It operated under the name, Curioil Medicine Company. . . Johnny McLane was working tricks in Dover, Del. . . That's all.

SIZE of your take is determined by your ability and the effort you put forth.



Events for Two Weeks

November 25-30

ILL.—Chicago. Dog Show, 30-Dec. 1.
 IND.—Garrett. Muck Crop Show, 23-28.
 O.—Bellefontaine. Logan County Corn Show, 26-28.
 S. D.—Sioux Falls. Auto Show, 28-Dec. 1.

December 2-7

CALIF.—Oakland. Poultry Show, 5-8.
 San Diego. Dog Show, 7-8.
 San Diego. Electrical Show, 3-8.
 CONN.—Norwich. Poultry Show, 4-6.
 ILL.—Morrison. Poultry Show, 28-Dec. 1.
 Chicago. Natl. Assn. Amusement Parks Trade Show, 3-6.
 Chicago. Showmen's Exhibit, 2-5.
 IND.—Indianapolis. Dog Show, 3.
 IA.—Manning. Poultry Show, 2-5.
 KAN.—Arkansas City. Poultry Show, 3-5.
 Newton. Poultry Show, 4-6.
 MD.—Smithsburg. Poultry Show, 3-5.
 MASS.—Springfield. Poultry Show, 5-7.
 MICH.—Detroit. Dog Show, 5-8.
 Detroit. World's Fair Highlights, 5-15.
 Grand Rapids. Apple Show, 3-5.
 Port Huron. Dog Show, 7-8.
 MINN.—Cambridge. Poultry Show, 4-7.
 St. Paul. Poultry Show, 6-8.
 OKLA.—Oklahoma City. Poultry Show, 4-8.
 R. I.—W. Warwick. Poultry Show, 6-8.
 WIS.—Milwaukee. Winter Fair, 3-6.

Circus Historical Soc. and Other Notes

WICHITA, Kan., Nov. 23.—Gordon B. Potter, of St. Joseph, Mich., recently made a trip to Buffalo to visit Jerry Booker, regional vice-president of the Circus Model Builders.

Kenneth Audibert, of San Diego, Calif., when he visited Cole Bros.' Circus at Glendale, Calif., met Walter Mathie, Ivan Christy, Jim Craven, Doug Rhodes, Charley Elwell, all model builders. He also visited Goebel's lion farm. At present he is with the Consolidated Aircraft Corporation.

Charles Campbell, of Sylva, N. C., caught the Ringling show at Atlanta. He saw Charles Sparks on the lot.

Joe E. Webb has a Jesse James show, which opened immediately after closing with the Bud E. Anderson Circus. Charles Dryden closed with Anderson and joined Polack Bros.' Circus for the week at Wichita November 11-16.

The Eugene Randow Troupe made a jump from Baltimore to Wichita to join the Polack show.

Bette and Fred Leonard spent much time visiting the Polack circus, which is a much stronger show than last year, they say. Business in the Forum in Wichita, under auspices of the Midian Temple Shrine, was very good. More than 5,000 turned out for the third night, with many persons standing at the rear of the balcony, reports Bette Leonard.

Named as Custodians Of William Schultz Estate

AMHERST, N. S., Can., Nov. 23.—The Dominion Government has appointed Crowell, Balcom, & Company, Halifax, N. S., as custodians of the estate of Capt. William Schultz, a German wild animal trainer, who has been interned for the remainder of the war period. Captain Schultz had been operating a public zoo in Amherst and taking his animal show on the road as a small circus during the summer season. His internment came under the alien enemy legislation.

Taken over by the government thru the custodian have been one elephant, seven lions, a half dozen monkeys, seven ponies, two bears, six dogs.

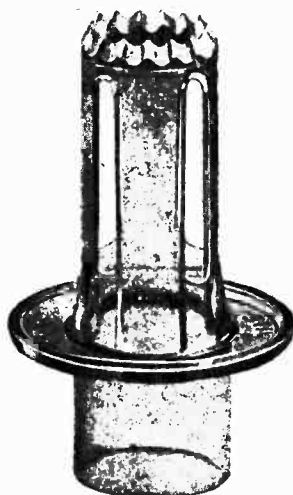
By arrangement with the alien property custodians named, the Schultz circus act and individual animals have been available for dates in the Eastern provinces, indoors, on a percentage basis. Feeding the animals has been found an expensive problem without an income.

TOPPED EVERYTHING AT NEW YORK WORLD'S FAIR AND IS NOW SWEEPING THE ENTIRE COUNTRY

VITEX GLAS JUICER

Acclaimed by Experts To Be the Fastest Money-Getting Item of All Time . . . Demonstrators Are Dropping Everything To Take Up This Juicer. Newcomers, Under Our Guidance, Are Working Into a Permanent, Profitable Field.

A Natural for Department Stores Food Shows Fairs and Chain Stores Percentage of Profits TOPS



Strong as Iron

Transparent as Glass

Everybody who purchased a metal juicer immediately responds and is a potential buyer.

It is rust proof, tarnish proof, easy to clean — sharp as a razor—

EXTRACTS JUICES and STRAINS quicker and leaves no metallic taste.

Every One a Worker— Guaranteed 100% It has absolutely no competition in its field and it has been proven a definite winner.

Patented—Made in U. S. A.

It's the Easiest Working Juicer on the Market

SEND 10c Coin or Stamps FOR SAMPLE and PRICES OF OUR VITEX GLAS JUICER

Is the nicest looking item of its kind in the market. Each is individually packed in a very attractive box (two colors) and is sold on a 100% guaranteed cash sale basis. Vitex Glas juicers makes all others Obsolete.

Manufactured and Distributed by

RENWAL DISTRIBUTING CO., Inc.
 915 Broadway New York City

SOUVENIR NOVELTY DEALERS

SALESMEN — JOBBERS — RETAILERS
 The Sensation of a Generation is here
THE CRYSTAL GAZER

A creation of mystery that operates with continuous fascinating action. Of wonder and amazement. Rush inquiries for wholesale and quantity prices. Sample 25 cents, subject to return and refund on request. Also other live numbers.

LIVE SPOTS NOVELTY MFG. CO.

WASHINGTON C. H., OHIO

BUY NOW FOR CHRISTMAS 1941 STYLES



ELGIN, WALTHAM, BULOVA

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES. STARTS AT \$2.95

Wholesale Jeweler Since 1914.

SEND FOR FREE CATALOG

LOUIS PERLOFF

729 Walnut St., PHILADELPHIA, PA.

MONKO
 The Sensational Entertainer



AMERICA'S FASTEST SELLING XMAS ITEM

A NATURAL passout . . . a cinch to demonstrate. Monko's 1,001 tricks and capers makes them all want him. A child can operate it. Monko is the hottest 25¢ Xmas Gift seller in America. Order yours today! Be the first in your territory with this big novelty gift item! \$14.40 per Gross. Each One in a Box. (Samples 25¢ each) Send 25¢ cash with order, bal. C. O. D.

CASEY CONCESSION CO.
 1132 South Wabash Avenue CHICAGO, ILL.

Your Wife can only get So mad so why not stay a little longer?

SELL SIGNS

to Stores, Taverns, Gas Stations, newest 25¢ Sparkling GEM Signs. Cost 6¢ (in 100 lots). Big assortment. Novel illustrations. Also Religious Mottoes. Send \$5.00 NOW and turn it into \$25.00 with a day's good selling of the hundred signs we will send you postpaid anywhere in the U. S. A. GEM, B-40, 4327 Harrison St., Chicago, Ill.

Calder Mrs. Bentum's Brother

CINCINNATI, Nov. 23.—Harry Calder (Bentum), 25, killed in an accident on the Filly Ritchey Water Show in Milford, Del., on October 31 was her brother and not her son, as many people believed, writes Bench Bentum, widely known

diver of Bench Bentum's Water Sensations, to The Billboard. She said she assumed responsibility of rearing him after her father's death in 1919. Thru his close association with her and her husband, Harry Bentum, she said her brother had been generally referred to as "Little Harry Bentum."

Kaye Head Talker At SLA Banquet

CHICAGO, Nov. 23.—Orrin W. Kaye Jr., 22-year-old Associated Press war correspondent in Europe, will be the principal speaker at the Showmen's League banquet at the Sherman Hotel Wednesday night, December 2. Kaye saw Paris fall, and will speak on *I Saw the Germans Come*.

Other speakers will be Frank P. Duffield, president of the League; Harvey D. Gibson, chairman of the board, New York World's Fair, and "Senator" Ford, humorist.

Zimdars Greater Finisher Draws Blank; Season Okeh

HOT SPRINGS, Ark., Nov. 23.—Zimdars Greater Shows wrote fairs to a 30-week season here on November 16 with one of the worst closing dates in their history. Inclement weather thruout the eight-day stand considerably knifed attendance, but despite varied weather and only fair early spring results, shows managed to come out on the right side, La-Vern Zimdars reported.

Equipment was stored in a large building here and trucks were parked on a lot near-by. Numerous show managers, agents, and owners were on hand here during the stand, but weather sent most of them back to their hotels. As soon as equipment was stored, General Manager Harry H. and Mrs. Zimdars left for Dallas to take care of their building interests there. Roy Menge has been placed in charge of quarters and will start repainting and repairing with a small crew soon.

Gruberg Adds 2 Fair Dates

PHILADELPHIA, Nov. 23.—Max Gruberg, owner World Famous Shows, announced at quarters here this week that he had signed to provide the midways at 1941 fairs in Dover, Del., and Lancaster, Pa.

CAN PLACE AT ONCE

Three Cook Houses fully equipped. Seating capacity for volume business. Government project, six to twelve months. No privilege. Percentage proposition. Preference given those personally known. Write or wire

JOHN H. MARKS SHOWS
RICHMOND, VA.

OPPORTUNITY FOR SALE SHOOTING GALLERY

Specially designed, finest and most portable and the only one of its kind on the road, factory built and a credit to any big show. Mounted on \$1800 truck, fully automatic, beautifully flashed, 3800 watts of illumination. A fast money maker in war days or any time. Cost \$5200, will sell \$3500, or trade for No. 5 Eli Wheel. Will also trade Ten-Car Kiddie Auto Ride for an Eight-Car Auto Ride.

FRED ALLEN

107 Oberst Street,

Syracuse, N. Y.



PLANS AT LANGHORNE

(Continued from page 42)

January 1. Altho he did not expect his purchase of Langhorne to alter his Hell Drivers campaign which gets under way early each year in the South and in still dates, he said his organization headquarters would be in Philadelphia.

At Langhorne, situated between Philadelphia and Trenton, N. J., on Lincoln Memorial and U. S. No. 1 highways, he said he would maintain the same policy of operation established by Hankinson in 1931. He tentatively set his 1941 Langhorne opening for early spring and indicated he would operate a major race in mid-summer, following up with the All-American stock car race for everyday motorists in August.

Altho Hankinson maintained a first-class speedway, as evidenced by the purchase price, Teter plans to renovate track and grounds. Hankinson first leased the speedway in 1930. The 87-acre plant was opened in 1925, Hankinson buying it outright in 1934. "Changes and improvements," Teter said, "are in keeping with the increased speeds predicted on the nation's race tracks in 1941. Changes in rules contemplated should make for faster racing and speedways and fairgrounds' tracks must keep abreast of the new pace."

Teter's acquisition of Langhorne will afford Hankinson more time for his auto racing contracts with fairs. Hankinson has said he and his staff will concentrate on fair programs.

"I am looking forward to the greatest campaign of auto racing in 1941 ever seen at fairs," Hankinson said. "My working agreement with Lucky Teter and other speedway operators and concentration of my efforts at fairs should bring about a banner year."

"Taking over of Langhorne means only an expansion of my activities," Teter said. "Our 1940 season was by far our busiest and most successful and we expect to fill even more contracts for appearances in 1941."

He said Langhorne would provide a training grounds for the Hell Drivers in the northern metropolitan area. In the last two years the automobile test pilots concentrated training periods on Southern States Fairgrounds, Charlotte, N. C.

CLEAR ACT SITUATION

(Continued from page 42)

goals ahead with new and greater worlds to conquer. It was a tricky kind of season because many Northeastern events, for example, figured to be deprived of a slice of their regular down-from-Canada trade. He described some fair officials as "shaking in their boots" when they looked toward their dates. He got together with as many as he could, worked out ideas and plans to counterbalance expected loss of trade, and in some cases even went so far as to order special pep advertising paper months ahead. One of his sermons he delivered was concentration on hitherto untouched territory to snare trade, with good results.

Night Business Upped

Checking the results, he found that a great majority of fairs with a planned aggressive campaign upped their night business without cutting into day receipts. This also held for those without any Canadian customer angle.

A stickler for the GAH office was imported acts, with about 20 of this class being a holdover from 1939. Many of them could not work this year for various reasons, chief among them being their alien status. In addition, acts which had been scouted on the theory that hostilities would be called off in Europe could not enter this country. For 1941 Hamid says he has the solution. He has been in a huddle with Mike Barnes, of Barnes-Carruthers, Chicago, and together they worked out the immediate future. All visas and alien angles are being checked thoroly and they are accepting only performers-units which can play the States and Canada. This will reduce "foreign invasion" and create, by artificial means, a trend back to so-called "domestic" acts—"domestic" acts meaning those that are identified with this country, altho many of them originated on the other side of the water. "We have the best acts here, anyway," Hamid said.

Flourishing '41 Is Seen

In general, acts will be chosen on the basis of four major reasons: (1) Desirability; (2) Playability; (3) Qualification, and (4) Quality. "After a survey, we are convinced that together we can offer the best selection of acts and productions in the history of our respective companies, and we are also satisfied that the future of the fair business is not in the least threatened and never has been.

"Easterners—talking for myself—can prepare themselves for a flourishing 1941 because things are looking up, especially with smokestacks thruout the country offering a too-long-forgotten familiar sight as a result of America's new defense set-up. The World's Fair is out of the way and we can all settle back to normal," he said.

Buys NYWF Equipment

NEW YORK, Nov. 23.—George A. Hamid announced that he had purchased material from the World's Fair, original value of which he estimated at close to \$100,000, and is still negotiating for more. Included in his buy are:

Three fountains, one for his White City Park, Worcester, Mass.; another for New Jersey State Fair, and the third for Hamid's Pier, Atlantic City; 48 "pin-wheel" light units employed thruout the midway, for Trenton Fair; 150 floodlights, to be distributed to various projects; 40 units of lighting from the International Zone, for piecemeal distribution; about 400 feet of light equipment, including posts and canopy, mainly for White City Park; a glass and steel tank from the Hall of Fashion, for the pier; about 300 various expo uniforms, for general distribution.

He said that New York State Fair, Syracuse, had purchased amounts in similar classes of lighting and equipment. Hamid also stated that he has personally visited many State agencies in New Jersey seeking their authorization to release agency exhibits displayed in the State's building, which has been sold to the fair for \$1. He said that so far he has had unanimous consent; which means that the exhibits will be available for the State Fair in Trenton.

ADVERTISING IDEAS

(Continued from page 44)

ever sat at an editor's desk you will know how many sheets of mimeographed publicity reaches you that are, in appearance, as alike as peas in a pod. If the editor ever wanted to find your weekly release to use in his next issue, it would mean thumbing thru three or four inches of paper with identification of your copy possible only thru close scrutiny of the lead of the story.

Fix it so he can't help finding it. Design a colored heading and print it in a bright ink. Better still, print your mimeograph stock up in several different colors and change them every week. Expense again, eh? Sure! But for 4 cents you can help him find, identify, and pull your copy out of that ream of publicity for a whole year. Four cents; and it may mean securing free what would cost \$40 in that paper if you had to buy it at regular lineages rates.

Improving Mats and Ads

If yours is a larger or a middle-sized fair you probably prepare, for release several weeks before your opening, a clip-sheet of news photos and boiler-plate stories and supply your papers with mats or plates. You can tie up \$1,000 there and not half try. It seems to me that an expenditure of that size justifies a little attention to the quality of the photos you use. That depends upon sound editorial judgment. Have you given any thought toward improving the reproduction qualities of those mats?

A large proportion of those are going to go to weeklies and small dailies. Half-tone reproduction from matrices isn't everything it could be in many papers of that size. Often your art may come out as little but a gray blur. When you pick up a mat that the company producing your stagemat or your carnival or your rodeo sends in and try to cast it to get a metal form from which to roll more mats, you're inviting trouble. It will pay to insist upon having good glossy prints for your engraving copy, making your own engravings, seeing that those engravings are etched deeply, and seeing that your mats are made by the best company available.

Time and thought on your newspaper advertising problem is even more important. You may be spending \$50 a week on newspaper advertising; you may be spending \$5,000. In either case have advertising copy that will pull crowds. If yours is a small fair and you have no trained copywriter available, place your faith in a competent friend in the advertising department of your best local

newspaper. If yours is a large fair see to it that your advertising is laid out and the copy written with all the close attention that would be given to a national advertising campaign.

Fair advertising has long followed the school that subscribes to the heavy, massive, cluttered type of copy. You can call it the circus school if you understand that there are no detrimental implications involved. Other modern copy-writing has inclined toward the open, let-a-little-sunshine-in field.

Success With Screen Prints

My own particular objection to the massive, cluttered layout is that it has been used too long, so persistently, and often so badly that today it screams, "Come to Our Pumpkin Fair—All Next Week—The Same Stupendous Balloon Ascension That Stupounded Grandpa." That is why, as far as advertising copy is concerned, our particular advertising department has figuratively headed for the wide open spaces.

In all engraving work, both for our news-photo releases and in our advertising copy, we have turned to screen prints. That is a term that will need a little explaining, even for the average advertising man. But it isn't as complicated as it may sound. Let us take a theoretical State fair newspaper ad as an example.

Prints are made of all photographs to be used—prints in the actual size they are to be reproduced. Into these prints we embody a halftone screen. These prints are then transferred to the board on which the line drawings and hand-lettered sections of the ad have been completed. It will be noted that all engraving copy is completed before the type is set. Using the best possible enamel-paper proof, proof of the portion of ad is pasted in position. The entire ad is then photographed, or "shot," as a straight line etching, since the halftone dot is already incorporated in the screen print.

We do not consider that in going to such pains we have wandered off to go pioneering in a technical field. It gives our ad copy brilliancy and sharpness. The lettering has better definition. It enables us to retouch those screen prints to gain new highlights. It enables us to deepen shadows. In short, it enables us to get the best possible reproduction of newspaper advertising into which we pour thousands of dollars a week just before fair time. We feel it's worth spending money to assure that the story we present in our advertising pulls—and pulls hard.

Surveys Show Media Value

Some fairs like 24-sheet billboards; some don't; we do. And a small fair, thru the careful selection of stock designs from a competent lithographing company, with its own fair advertising copy imprinted, can secure a billboard equally as attractive as any exposition's in the country. Be choosy about the design; be careful about the copy. We make it a policy never to buy space on any billboard, no matter if it is a corner of the State 300 miles away, that is not facing traffic bound toward Sedalia, Mo. And that isn't the screwball notion of an advertising man—it's orders from the office of our fair's secretary.

Novelty advertising? Certainly. But select carefully; buy quality; insist on originality and freshness in the ideas that are sold you. See that you are displaying something the fair across the county or State line didn't use last season and isn't using in the current year.

Surveys made during fair time on our own grounds by our own men show that newspaper advertising pulls better than does any other type. Second come 24-sheet billboards; third, radio "spots"; fourth, novelty advertising. And in newspaper publicity, strangely enough, it is news stories, not pictures, that a fair public remembers seeing.

If yours is a big fair or if yours is a small one, remember just one thing about handling your advertising. It is not necessarily a question of how much you are going to use on advertising but how well you are going to use it.

Texas Expo Members Party Betty Preston on Birthday

SAN ANTONIO, Nov. 23.—One of the highlights of the social activities on Texas Exposition Shows was the birthday party tendered Betty Lou Preston, 13-year-old daughter of Mrs. F. A. Preston, here on November 9 by members of the personnel. Betty Lou motored here from Houston, where she is attending high school, with her mother and Eddie Clark. Mrs. Preston and Mrs. Maxine Miller handled arrangements for the party. Event was held in Harry Lavine's big top and Betty Lou received many useful gifts, including a portable typewriter. She made a nifty acceptance speech, after which coffee, cake, ice cream, sandwiches, and lemonade were served. Among invited guests were Mrs. Ethel Rosen, Mr. and Mrs. Helen James, Bobby Karl, Mrs. Pat Wiess, Mrs. Thelma Hill, Mr. and Mrs. Art Hansen. Ben Mouton, Lottie Thomas, Mr. and Mrs. Ray Crinklaw, Bill French, Mr. and Mrs. Vernon Archer, Mr. and Mrs. Johnnie Graves, Mr. and Mrs. Dick Haven, Mr. and Mrs. Bennie Gross, Harry Lavin, Mr. and Mrs. Owen Jones, Louise Meeks, Otis Langley, Mr. and Mrs. Bender Miller, Doc Wilson, Mr. and Mrs. Bob Thompson, and Jimmie Archer.

Shows moved here after winding up only fair stands in El Campo and Victoria, Tex.

Kortes' Museum Opens 22d Annual Tour in Fort Worth

FORT WORTH, Tex., Nov. 23.—Pete Kortes' World Fair Museum opened its 22d annual winter tour at 704 Houston Street in the heart of the downtown business section here last Monday to satisfactory results, Roy B. Jones reported. A number of innovations prevail this year and much neon is being used inside and out. Management plans to keep the show here for about two weeks.

Unit then will take a lengthy tour before going into a permanent location for the rest of the winter. Over 40 employees were on the pay roll at opening, with the new stages presenting 18 attractions. Four acts, including Harry Lewis, ossified boy; Allen Greenstreet, rice writer; Doris and Thelma Patent, and Albino Twins, left for a brief vacation in the Rio Grande Valley, while Johnny Gilmore, quarter boy, left to visit relatives. He's expected to return soon, however. Staff remains the same as in other years, with Charles LeRoy doing inside lecturing in addition to his magic turn. Joe and Mona Preveau, with Kortes for the last 10 years, left for Los Angeles for a vacation.

CW Folk Scatter Following Org's Fayetteville Closer

FAYETTEVILLE, N. C., Nov. 23.—At conclusion of their season with Cetlin & Wilson Shows here on November 11, members of the organization gave these destinations for the winter, Raymond D. Murray, press representative, announced. Nude Two-Star Ranch: Betty and Connie Smith to Erie, Pa.; Lee Hayford to Carl J. Lauther's Museum at Norfolk, Va.; W. C. Moorman, another show for the winter. Speedy Merrill's Wall of Death Motordrome: Speedy and Hazel Merrill to Honolulu, with Ralph Justus, rider, and Whitey Feheley, talker. Fitzpatrick Wild Life Exhibit: Major G. T. and Mrs. Fitzpatrick, Platinum Springs, Fla.; Roger Young, home in Houston for Christmas, then to Florida.

Miss America Tableaux: George Brown and cast and Ghent Welsh, Miami. Glitter Gals: Tommy Austin, Newport News, Va.; John Renstrom, Petersburg, Va.; Della Carroll and granddaughter, Nita Fontaine, Miami, where Nita will enter school; Agnes Funk, Mount Pleasant, Pa.; Mary Fitzgerald, Philadelphia; Marion Roberts Manning, Lauther's Museum. Paradise Night Club: Esther Waters, New York; William (Heavy) Harris and Hugh Gregory, Waynesboro, Ga.; Wesley Charles, Laurel, Va.; Claire Delmar, New York; Mitzel Miller, Florida; Eddie Somers, Philadelphia; Art Parent and Paul Lewis, New York; Jean Walker, Richmond, Va.; Emily Friedenheim, Miami; Brant (Pop) Horace, Petersburg, Va.; Mr. and Mrs. Jack Manzie, Baltimore, then Miami.

Carl J. Lauther's Side Show of Human Oddities will go to Norfolk, Va., where they will open in a store at 508 East Main Street. In the line-up will be Persilla, monkey girl; Emmitt Bejano, alligator skin boy; Woodrow and Mrs. Olson, talkers; Jessie Franks, bag

puncher; Chief Bulawar; Ida; Connie Smith, inside talker; Mr. and Mrs. Wally White, human pincushion; Tex and Betty Yates. Stranger Than They Seem Show: Mr. and Mrs. William Noller and Walter DeLennz to Lauther's Museum in Norfolk; Red Haley, Florida; Lydia Snooks, Reading, Pa.; Corrine and Pauline Nugent, Alabama; Whitey Imler, Miami.

Dr. and Mrs. R. Garfield, of the Hall of Science, went to Philadelphia; Mr. and Mrs. Claude Sechrest, High Point, N. C.; Joe and Sylvia Grossbart and Charlie and Pearl Lipsey, Washington, D. C.; chief electrician Fred Utter and Boots Brown, assistant electrician, and Fred Frenier, construction work at Fort Bragg, near here; Tony Lewis, *The Billboard* sales agent, and Frank Massick, Fort Bragg; Louis Nulty, Staunton, Va.; Jack Manning and Marion Roberts and Mr. and Mrs. Duke Edwards, Norfolk, Va.; Calvin W. Anderson, Philadelphia; Clara Bolin, West Virginia; C. A. Lineback, Mount Airy, N. C.; Dick Burns and William Cowan, West Palm Beach, Fla.; E. K. Johnson, Philadelphia; Harry Dunkel, Petersburg, Va.; Mr. and Mrs. A. W. Howell, Fayetteville; Matti Kari, Florida; Mr. and Mrs. H. Hertl, Petersburg, Va., and John Burr, Albemarle, N. C.

Monks Work on Frank Buck

CLEVELAND, Nov. 23.—Frank Buck, who spent years in jungles capturing wild animals, suffered lacerations on his left hand while separating two fighting monkeys which are part of his midway Jungleland Show at Almon R. Shaffer's World's Fair Highlights, showing in Cleveland Public Auditorium until November 30. First aid was administered to Buck and he was able to make his next-due personal appearance, one of five each day.

HOUSTON SHRINE CIRCUS

(Continued from page 32)

Henry and Darline Hatfield; hand balancing, Bud Lucas; perch pole, Bill Ritchie and J. D. Stephens; 14—Aerial ballet, Kaps sisters, Hall sisters, Doris Marie Norman, Dorothea Cox, Jane Sims, and Catherine Fischer; 15—Menage number, Dollie Jacobs, A. W. Kennard, Verne Brewer, Jerry Murrell, Roy Stamps, and Portis Sims; second concert announcement; 16—Flying Romas; 17—Chic Sale gag and clown walkaround; 18—Tight wires, the Henrys, Verne Brewer, and Gerry Murrell, Sims and Sims, and Kaps sisters; 19—Arabia Temple elephants, presented by Vivian Proctor; 20—Benny Saylor and his coupe, using 18 clowns; 21—Double trapeze, Bill Ritchie and Dorothea Cox; J. D. Stephens and Catherine Fischer; 22—High jumps, Gerry Murrell, Verne Brewer, Charles Brewer, Portis Sims; 23—High dive from bicycle, Peejay Ringens. Terrell Jacobs' entourage left after the Saturday night show for Evansville, Ind., to open Monday, and was accompanied by Frank J. Walter, of Houston, who worked the show with Mrs. Jacobs' cat act. The Gainesville Circus, traveling in three special railroad cars, returned to quarters.

SUNBROCK'S COMBO

(Continued from page 32)

ceiving the force of the fall on a 35-foot noose around his neck—a "hangman's act."

The Great Knolls has a chair-balancing act, working as a high platform single, and the Three Milos have a high swaying pole and ladder number, completing the featured aerial acts.

Bee Kyle, winner of *The Billboard* outdoor award—a fact used in all publicity for the show—closes with her fire dive from a 100-foot pole at the ceiling of the building.

Interspersed between these acts are the Thrill Show numbers, as well as the rodeo, giving the desired three-ring circus effect. Motorcycle races and sensational automobile feats are the backbone of the Thrill Show—a style that makes this show especially appealing in the Motor City.

Barney Oldfield, emerging from retirement to manage this department, gave an exhibition of top driving skill, taking a car in a circle about 100 feet in diameter at probably close to 40 m. p. h. on the sawdust, with skids that brought the crowd up standing.

King Kovaz a Feature

King Kovaz was featured in the Thrill Show, with routine including driving thru a burning wall, breaking thru a heavy fence, and leap over another wrecked car. Suicide Jack Kulan, motorcycle rider, has other thrill bits, including a flaming barrel crash, with a technique of his own. Motorcycle and midget car races were another variety

"The Show of Integrity and a Million References"
Always "Bigger—Better and Different"

GREATER UNITED SHOWS

NOW BOOKING FOR 1941

OPENING DATE FEB. 15 TO MARCH 2
3 Saturdays and Sundays

LAREDO, TEX. 47TH WASHINGTON BIRTHDAY CELEBRATION

SHOWS Want Side Show, Organized Minstrels, Dog and Monkey Show (will furnish tops and fronts), Fun House, Penny Arcade, Girl Revue and others. Have complete outfit for Platform Show.

RIDES Can place Scooter, Ridee-O, Octopus, Whip and Rolloplanes with own transportation for Laredo and Spring Dates, or Season.

CONCESSIONS Want Cook House, Ball Games, Hoopla, Floss, Novelties, Custard, Peanuts and Popcorn, Scales, Photo and Long-Range Gallery.

RIDE HELP for Swing, Mixup, Duo Loop and Tilt-a-Whirl. CAPABLE AND SOBER LOT MAN.

WANT COMEDY BOUNDING NET BAR ACT

FAIR SECRETARIES, LOOK US OVER.

Address J. GEORGE LOOS, Box 455, Laredo, Texas.

STATE FAIR SHOWS WANT

Organized Pit Show. Will book Rolloplane for season of 1941 with or without own transportation.

Have for sale No. 5 Eli Ferris Wheel, white enamel seats with new ten-horse single phase electric motor. 24-Seat Smith and Smith Chairplane. Allan Herschell Kiddie Auto Ride. This equipment in perfect condition. Address P. O. BOX 555, Peabody, Kansas.

BRADFORD COUNTY FAIR

STARKE, FLORIDA, DECEMBER 2-7

Camp Blanding being built. 20,000 men working. Pay day every day. Also thousands of soldiers. Followed by Lions' Festival, Tampa, Fla., location in front of dog track. Opening for few more Concessions and Shows. We play Florida Fairs again starting January. Address:

N. P. ROLAND and GEORGE GOFFAS
MIGHTY MONARCH SHOWS

Ocala, Florida, Fair this week

CENTRAL AMUSEMENT CO. WANTS

For Pompano, Fla., week Dec. 2, world's largest bean market, and balance of winter season. Have route booked solid. Out all winter, we never close. Rides: One more Flat Ride. Can use few more legitimate Concessions. Shows with own outfit. All contact SHERMAN HUSTED, Mgr., Pahokee, Fla., this week; Pompano next.

item on the bill.

Brownie Rogers, "world's smallest cowboy"—48 inches high—gave exhibitions of buffalo riding and trick and fancy roping.

Clown alley was well represented, with nearly a dozen varied walkarounds and turns. Veteran circus clowns working included Chester (Bobo) Barnett, Milt Woodward Trio, Jelly Bean Duke, and Albert Powell.

King Kovaz was injured opening night when his car turned upside down, but

was able to return to the show the next day.

General staff for the show includes Larry Sunbrock, director-general; Mary-on Sunbrock, secretary-treasurer; William H. Green, director of public relations; Clarence Bell, press representative; Barney Oldfield, director of Thrill Show; Frank Ward, rodeo manager; Bob Stevens, advertising agent; Jack Andrews, programs; Jacobs Brothers, concessions; Bill Blomberg, equestrian director and contractor.

Out in the Open



Leonard Traube

Golden Jubilee Credits

ONE day last July, when the thermometer was doing a spectacular mountain climb and serious thinking was even less appealing than it ordinarily is, someone said, "the International Association of Fairs and Expositions will hold its 50th annual meeting in Chicago this year." This simple statement galvanized the fancy think-group known as the editorial board into action that was more spectacular than the rise of the mercury. Everyone forgot about the heat and plunged into a four months' session of dizzy didos that produced that section in this issue known as the Golden Jubilee of the IAFE.

In the beginning some of us could not contemplate a suitable enough torture for the guy who mentioned the 50-year marker. But by easy stages we warmed up to the task and the would-be patsy was forgiven for his original sin, that of causing to go to work on what the learned boys call extra-curricular activities. In the end all of us probably felt that if there was any forgiving to be done, we should be the catchers of the same rather than the pitchers.

ALL of us dug back into tons of material—and from now on I'm going "T" on the folks. My desk was piled so high with books, pamphlets, bulletins, records, correspondence, and such that I could hardly see on the wall beyond a framed layout of the staff of *The Billboard*, vintage of 1934, when this publication celebrated the 40th anniversary of its founding by Bill Donaldson.

I said to myself, "If Bill Donaldson were alive he'd Roxy this thing into the greatest anniversary of all time." No one could out-Donaldson Donaldson in show trade publishing, and it is therefore no shame to think that perhaps the Golden Jubilee now being celebrated needed the incomparable savvy of William the D. Yet the jubilee has been built from the heritage left behind by the founder 15 years ago, when his Maker called him for a stint Up There, where he is probably grinding out copy and cussing like all get out because the world in which he had such a large finger has gone topsyturvy all of a sudden.

Because he left behind him a publishing heritage of deeds well done, this and every other posthumous engagement of his offspring are living symbols of the inspiration which he bequeathed to his successors. Therefore, it is not immodest to hint that Bill Donaldson would be proud of the job done by his babies. Those of us who, like myself, knew him only by reputation and the consequent aura which surrounded but did not envelope him, hope that he would be proud.

I DON'T know how they did it in the midst of constant turmoil, but in Chicago Littleford the Rogue and Green the Crossroader worked like kennel inmates on the collaboration. Then there was that Red Grange of St. Louis, the same being "Brisbane" Joerling, otherwise known as Franklin the Bee, a triple-threater—kicker, passer and runner. At home base in Cincinnati there functioned the brain trust made up of Schueler the Bob, Hartmann the Broadcaster, the Roman-sounding Ellis Claudius, Charles the Worthy, and Doecker the Rob. Schueler is mentioned first because he got the unhappy job of totalitarian tycoon of the campaign.

Behind the scenes with sage counsel and advice moved the familiar figures of R. E. Littleford Sr., and E. W. Evans, publisher and president, respectively. I do not give them sobriquets because I do not wish to get too familiar with the heads of state, but around the offices we refer to them as RSL and Walter, and, whether they like it or not, they're both good guys. Also in Cincinnati there was W. D. Littleford—the W.D. stand for William Donaldson. Bill Littleford can't kid me. I saw his fine Italian hand in many a phase of the project as it developed. Bill and the Rogue will not like being mentioned here, but I do it for the

records and not, as it would appear, from any thought of personal gain. I have disagreed with both of them from time to time.

WHAT of the others—men and women some of whose names I do not even know—the little army of editorial associates, statisticians, clerks and behind-the-scenes oracles? They all contributed under the sometimes pleasant mantle of anonymity.

Look thru the 72-page International section and form your own opinions as to who did what. . . . Harvey D. Gibson, chairman of the board of the New York World's Fair. . . . Milton Danziger, of the IA's Government Relations Committee. . . . the member fairs of the International. . . . Commissioners of Agriculture of the several States. . . . the secretaries of State-wide fair associations. . . . those towers of strength connected with agricultural colleges and extension services. . . . our own President, Franklin Delano Roosevelt, whose message introduced the section. . . . Frank H. Kingman, energetic secretary of the International. . . . and let's not leave out the foreman of the composing room, the superintendent of mechanical departments, and the typesetters, those zealous guardians of beauty. . . . They all did something.

"I see by your column that I was not the only trainer to receive a letter from Mr. Friedrich, of the San Antonio Zoological Society, offering the large amount of \$75 for a month's service," writes Oliver John Russell, Vincennes, Ind. "It so happens a friend of mine offered me \$100 a month to break some bird dogs for him. I wonder what Mr. Friedrich thinks a trainer of wild animals is. I read Out in the Open, Hartmann's Broadcast, and Notes From the Crossroads every week and am glad that you can show us what we are up against. I hope all of you will continue to give us the lowdown on all such cases."

Here's an opportunity for showfolk to display the Christmas spirit while that traditional atmosphere nears. Billy Waite, for years a top-ranking whipcracker and for many of those years on the Ringling show, has been ill for more than a year. At the present time he is in the Pilgrim Hospital, Brentwood, Long Island. Visiting days are Wednesday, Sunday, and holidays. Neither he nor his wife has asked anyone for a dime, but Mrs. Waite feels that a visit from a trouper will do more to improve Billy's state of mind than medicine. It's a chance for some "soft-hearted chump" to prove that he has a heart.

Hartmann's Broadcast

FOR about 25 years prior to 1940 the merchants of Piqua, O., have held a fall festival on their public square the last week of October. They engaged for this event as many as seven riding devices and a sensational free act, and previous to 1939 they had shows, too. Other features of the festival prior to this year were an old fiddlers' contest and pumpkin and corn exhibits in which cash prizes were awarded.

During all these years it was not unusual for 5,000 or 6,000 people to turn out each night, and many came from all over the county. The event always went in the black. The profit in 1939 was close to \$700.

When it was time to consider the festival for 1940 a meeting of the merchants, many of the chain variety, decided against it. They would not have the usual amusements on the public square. To take the place of the festival they voted to place exhibits of local people in the windows of stores for the week, also to hold on the public square the usual Mardi Gras one night and a dog and pony show and a hillbilly contest another night.

Taking the word of an onlooker, which we do not question in the least, the hobby exhibits were beautiful but out-of-towners were conspicuous by their absence. The night of the Mardi Gras it was estimated that 500 people were on the public square, and the celebration was over by 10 o'clock. The people who viewed the window exhibits, it was further estimated, never exceeded 500 any night. Quite a drop, it must be admitted, from the 5,000 and 6,000 nightly in former years.

And instead of cash prizes winners in

the contests this year were given merchandise donated by merchants. Too, instead of a profit as in previous years, the affair in 1940, our informant said, resulted in a deficit, there still remaining debts of between \$300 and \$400.

The reason given by merchants for voting against the festival this year was that riding devices and other professional amusements took money out of town—the usual silly cry that is hoary from age. A local theater owner was also an objector to the festival for the same reason. But the merchants didn't tell the public that they send money out of town to their various headquarters, not once a year but almost nightly.

We do not see how it can be denied that a big blunder was made when the merchants decided against the fall festival with its professional amusements. It again proves our contention that amateur forms of entertainment will attract only a limited number of local people, sympathizers so to speak, whereas professional amusements will draw not only local people in greater number but out-of-town folks for miles and miles around.

We hope the merchants will see the error of their way and no longer deprive the kiddies of their community of the opportunity once a year to ride the Merry-Go-Round, something of which the merchants might have tired but not the youngsters.

BARNEY OLDFIELD in his column, "Theater Topics," in *The Lincoln* (Neb.) *Sunday Journal-Star*, November 10, gave a word picture of the life of clowns in general and the late Charles (Shorty) Flemm in particular. It was the recent death of Shorty, noted for his old man character work, that caused Barney to write, in part:

"Every youngster whose father used him as an excuse to go to the circus remembers vividly the dozens of grease-painted, ludicrous creatures in outsize feet and polka-dot pants who galloped into the hippodrome track for various brands of lunacy. These men of clown alley did more than any other thing about the circus to sell it to the kids. Childish glee over their idiocies rocked the grandstand, and occasionally even shook the elders who knew most of their tricks by heart from frequent repetition.

"Yet, these men, like so many other people who deal in good humor for others, are frequently unhappy, never make much money, and conceal a lot of sadness while making others laugh.

"Reminder of this came in the news from Waterloo, Ia., where Shorty Flemm, who died recently, was buried. Shorty regaled the grandstand at the fair here a couple of years and did a lot of circus work.

"Well, Shorty died and went to an unmarked grave in Waterloo. His own friends of the clown alleys of many circuses heard about it, made up a committee, went to Waterloo, placed a wreath on the grave, and saw that it was marked.

"Thus Shorty, who made thousands of kids and grownups laugh in his lifetime, went to his grave without anybody knowing or caring, except the men who knew him behind the grease paint. This, and the loss of Shorty, made the committee doubly sad."

Shorty was noted for always being active, and the reason he was active was that his services were in demand. After many years with traveling circuses and indoor shows, he went in for entertaining grandstand crowds at fairs and celebrations. Probably it was because his time was so taken up by show work that he did not keep in contact with his home folks for some time. Anyway, it was thru an item in *The Billboard* that they learned of his death—about a week after it occurred. He, too, apparently neglected to carry on his person instructions to notify his relatives in case death overtook him.

There is a lesson here for others who may not be contacting their relatives for possibly lack of time, or who may not be carrying identification cards with instructions to notify their relatives in case of accident or death.

Roberts Again Has Show At Snellenberg's in Philly

PHILADELPHIA, Nov. 23.—George E. Roberts opened his annual circus at Snellenberg's Department Store November 16. The show this year is laid out with the acts appearing on a stage instead of a ring as in past years. Goldie

Notes From the Crossroads

By NAT GREEN

NOW that we've all had our fill of turkey and trimmin's we can settle down to serious preparations for the strenuous 10 days of convention work ahead and hope we won't have to take the rest cure when they are over. While none of the meetings start until next Monday, many of the boys are already in town and by Saturday the Magic Carpet will have taken on the appearance of the Union Station on a holiday. Carnival general agents already are in evidence, and the bridge games at the Showmen's League have taken on a feverish activity.

This year's convention will be more strenuous than usual for exhibitors because they will have to split their time and efforts between the Hotel Sherman and the La Salle Hotel. It's an unfortunate situation for which there is no valid excuse. Manufacturers catering to both the park men and outdoor showmen are being put to double expense by the necessity of having booths at both hotels. Not only that, but they must waste valuable time shuttling back and forth. Some of them, exasperated by his condition, will have no booths at either place. It is to be hoped that the matter will be straightened out at the convention. Unless it is, the success of future meets will be jeopardized.

John Steger, cameraman of *The Chicago Tribune*, is conducting a one-man show of his best shots of 1940 that is intensely interesting. Among the photographs exhibited is one titled *Riches and Rags* in which W. H. McFarlan, equestrian director of Cole Bros.' Circus, is shown in top hat and tails while standing alongside him is Emmett Kelly, the clown, in tramp make-up.

Howard Ingram, general superintendent of the Art Lewis Shows, stopped off in Chi on his way to Wisconsin for a brief visit. He will spend the winter in Sarasota. . . . J. C. (Tommy) Thomas, general representative of the Johnny J. Jones Exposition, is headquartered in Chi until after the convention, with frequent prospecting forays into the hinterlands. . . . R. L. Lohmar, ACA general agent, arrived early last week and he, too, is shuttling hither and yon. . . . Madeline Woods is handling publicity for the mayor's Christmas basket fund. . . . Guy Magley, outdoor union rep, has been in town for a week setting the stage for convention activities. . . . T. Dwight Pepple working on a Polack Bros.' Circus promotion in Decatur, Ill. . . . L. S. (Larry) Hogan left Alexian Bros.' Hospital several days ago and is resting up at his downtown hotel. Only thing worrying Larry since he's become streamlined is the necessity of having his 25—or is it 40?—suits cut down to his new proportions. . . . C. W. Finney writes from Baton Rouge, La., that the *Royal Ice Palace Revue* is going along nicely. Clyde Willard is handling billing of the show. . . . Sam Gluskin and Sam Solomon among early pre-convention arrivals. . . . Julius Cahn, "Count of Luxemburg" (Wis.), stopped off in Chi on his annual southern migration and is debating whether it will be Florida or California this year. . . . Boyle Woolfolk, taking his first vacation in four years, flew to Phoenix, Ariz., for a week's rest.

Joe Greer Again Sheriff

LANCASTER, Wis., Nov. 23.—On January 1 Joe Greer, operator of a rodeo with his son, Harry, begins his ninth year as Grant County sheriff. Both Greers were associated with Ringling Bros.' Circus for a number of years and they have alternated in holding the Grant County sheriff's post during the past 10 years. During the years the father held office, the son served as undersheriff and the positions were reversed when the son was the law enforcement officer. Harry's 11-year-old daughter, Jo-Mae, is following in the riding saddle of her father and grandfather.

Fitts is emcee. Following acts are on the bill: Malcolm, comedy juggler and magician; Osborne and Allen, skaters; Eddie Coyman, novelty musician; Pama-haskika's dogs, ponies, monkeys, and cockatoos; Horace Laird and Major Dvak, clowns.

RW Ends in Black After Poor Start

YOAKUM, Tex., Nov. 23.—Altho their early spring business was spotty because of inclement weather and light spending, Reynolds & Wells Shows last half proved a winner and organization managed to end the season in Palacios, Tex., on November 11 on the right side. Organization covered about 9,000 miles on the season, appearing in Kansas, Missouri, Iowa, Minnesota, Arkansas, and Texas, and playing 16 fairs, 4 celebrations, and 14 still dates.

Work in local quarters, the management reports, will get under way after January 1, when two new shows will be built and all equipment will be rebuilt and overhauled. H. Wells and family left here for the West Coast to spend the holidays, while L. C. Reynolds will winter in Excelsior Springs, Mo., to try to regain his health. Closing date in Palacios proved to be one of the best still dates of the season for the organization.

FINAL CURTAIN

(Continued from page 31)

after a brief illness. He leaves his wife and two sisters.

WHIPPLEY—Mrs. Jennie P., retired vaudeville actress, found dead at her home on the Carolina Beach road near Wilmington, N. C., under mysterious circumstances November 4.

WILLIAMS—George, 49, former popular band leader, November 18 at his home in Sharon, Pa., after a long illness. Early in his musical career Williams played first saxophone in Jean Goldkette's orchestra, along with the now famous Dorsey brothers. Williams is credited with starting Sammy Kaye on the road to musical success. Williams was also associated in Cleveland with Guy Lombardo. Horace Heidt, and Kay Kyser, and his band, organized in 1924, played for 10 years from Cleveland over national networks. In the World War he led an 80-piece band which entertained the American Expeditionary Forces in France. Returning to Sharon, he joined the Cave Society Orchestra and also played for a time with the Ted Marlin band at New Castle, Pa., and the Benny Kyle band in Detroit. Later he formed his own band and played long runs at the Music Box and New China Restaurant in Cleveland. In more recent years Williams had operated a cafe in Sharon. Survived by his widow, Helen, and a daughter, Jeanne. Services in Warren, Pa., November 22, with interment in Oakwood Cemetery there.

WRIGHT—Alexander, professionally known as Navarre, killed in England recently by a bomb while seeing to safety members of the *Folies de Minuit* Company, with which he was appearing in the Midlands. An Australian, Wright was for some time stooge to Fred Sanborn, American comedian. Turning to impressions, he made a big name in vaude and radio circles.

Marriages

ACKOFF-RIEMAN—Milton Ackoff, Philadelphia and New York commercial artist, and Cecil Rieman, secretary to Rudy Vallee, in New York November 10.

BABBIT-KING—Joseph Babbit, former assistant burlesque theater manager, and Terry King, burlesque performer, in Elkton, Md., November 2.

BERNARD-LAMSON—Willie J. Bernard, showman and freak animal dealer, of South Liberty, Me., and Mrs. Effie O. Lamson, of Springfield, N. H., in Liberty, Me., November 2.

CAVANAUGH-STARZYK—William M. Cavanaugh, publicity man for the Springfield (Mass.) Hockey Association, operators of the public ice-skating rink at the Eastern States Coliseum in West Springfield, and Helen D. Starzyk, of *The Springfield Daily News*, in Chicopee, Mass., November 18.

CLARKE-REED—H. Vaughn Clarke, non-pro, and Nona Reed, singer at Jack Lynch's Walton Roof, Philadelphia night club, October 27, it has just been revealed.

CLEXX-VOE—Harry Clexx, burlesque comedian, and Marie Voe, burlesque performer, in Cleveland November 4.

CRAWFORD - GRIFFITH—Broderick Crawford, film character player, and Kay Griffith, film and radio actress, in Hollywood November 22.

CRUEGER - ROWLAND—Arthur F. Crueger, nonpro, and Janet Rowland, vaudevillian, November 4 in the Community Church, East Williston, L. I.

DICKERSON-BELLERIN—Ralph R. Dickerson, concessionaire with Dodson's World's Fair Shows, and Eva M. Bellerin, formerly with West's Shows, in Dalton, Ga., September 23.

GOFFREDO-YEAGER—J. F. Goffredo, musician, and Victoria Yeager, secretary to Roger W. Clipp, general manager of Station WFIL, Philadelphia, November 16 in that city.

GUIBORD-BREWSTER—Philip Arthur Guibord, actor, and Jean Brewster, nonpro, November 12 in the Collegiate Church, Hackensack, N. J.

HALSTEAD - McCORMACK—Richard Halstead and Mary Barry McCormack, stage, screen, and radio actress, November 21 in Milwaukee.

HARRICE-MORRIS—Cy Harrice, Chicago radio announcer, and Yvonne Morris, nonpro, November 2 at Northwestern University Chapel, Evanston, Ill.

HEMINGWAY - GELLHORN—Ernest Hemingway, author, and Martha Gellhorn, novelist and magazine writer, in Cheyenne, Wyo., November 21.

KAUFMAN-DARLING—Samuel Kaufman, radio feature writer, and Dorothy Darling, actress, November 5 in Temple Emanuel-El, New York.

MAYBERRY-CHRIST—Harvey Mayberry, manager of the Earle Theater, Allentown, Pa., and Marjorie Christ, nonpro, in that city October 30.

MILLER-HALE—B. E. Miller, concessionaire of Hot Springs, Ark., and Vera Mae Hale, of Sheridan, Ark., November 8 at Sheridan.

MILLER-KEENEY—John Joseph Miller, nonpro, and Dorothy May Keeney, daughter of Cormack G. Keeney, manager of the Park Theater, Reading, Pa., in that city November 20.

MONTGOMERY-OWENS—George V. Montgomery and Margaret Owens, rodeo performers, in Ozone, Tex., recently.

MULLALLY - LEWIS—Tommy Mullally, night club and vaude entertainer, and Betty Lewis, singer and comedienne, November 4 in Davenport, Ia.

MYERS-MATHEWS—Norman Myers, of the Miller Amusement Enterprises, and Genevieve Mathews, nonpro, November 21 in Chicago.

PRATT-BOWEN—Leroy L. Pratt, operator at Station WCAX, Burlington, Vt., and Kathryn Bowen in that city November 2.

PRESTON-CRAIG—Robert Preston and Catherine Craig, film players, in Las Vegas, Nev., November 8.

REEVES-NEEDLES—George Reeves, film actor, and Eleanora Needles, formerly of Cincinnati, daughter of Mrs. Eleanora Robinson Needles and a granddaughter of Mrs. John G. Robinson and the late John G. Robinson, Cincinnati circus magnate, in Pasadena, Calif., September 21.

ROSS-ALLEN—Harold Ross, editor of *The New Yorker*, and Ariane Allen, actress, November 10 in Roselle Park, N. J.

SCHUMAKER - LANE—Bernard Schumaker, nonpro, and Betty Lane, singer at Station WIP, Philadelphia, July 2 in Philadelphia, it was revealed last week.

SHACKELFORD - MacWHET—Major Shackelford, of Sedalia, Mo., pro skater at the Shammar Roller Rink, Huntsville, Ala., and Ella MacWhet, of Huntsville, in that city November 19.

SHAND-FINCH—Ken Shand, orchestra leader, and Gertrude Finch, nonpro, November 16 in Albany, N. Y.

DRUMMOND-PAGANO—Jack Drummond, orchestra leader, and Doris Pagano, nonpro, November 18 in Albany, N. Y.

SMITH-MERMAN—William B. Smith, manager of a film players' agency, and Ethel Merman, musical comedy star, currently in *Panama Hattie*, in Elkton, Md., November 15.

TOSH-TEAGUE—Claude Tosh, emcee at the Jenny Lind Club, near Fort Worth, Tex., and Juanita Teague, member of the fat girl revue at the club, November 6 in Fort Worth.

WAHL-TELSE—Leonard Wahl Jr., manager of the Fort Theater, Fort Atkinson, Wis., and Lorraine Telse November 16 in Lake Mills, Wis.

WILSON-KENT—Don Wilson, radio announcer, and Peggy Ann Kent, daughter of Sidney R. Kent, president of 20th Century-Fox, in Los Angeles November 10.

WOLFE-ROMO—John Wolfe, affiliated with Photo and Sound, a recording and motion picture organization, and Camilla Romo, NBC singer, in Reno, Nev., October 18.

Coming Marriages

Buddy Thomas, of the staff operating the Little Rathskeller, Philadelphia night

club, and Ellen Bradley, night club performer, in Philadelphia December 25.

Oscar Braunstein, nonpro, and Betty Seidman, Philadelphia dramatic actress, in that city December 25.

Johnny Duffy, organist at the Blackhawk Restaurant, Chicago, and Vicki Allen, dancer at the Club Royale, Detroit, December 1.

Mary Hunter, of the music rights department of stations KGO and KPO, San Francisco, and Akce Petry, head of the NBC music library in Hollywood, in San Francisco in January.

Lee Perry, acrobatic dancer, and George Saunders, tap dancer, in Providence, R. I., soon.

Edwin Hartich Jr., former Berlin correspondent for Columbia Broadcasting System, and Eileen O'Connor, dancer, soon in Chicago.

Phil Cappella, of the staff operating Club Bali, Philadelphia night club, and Betty Deloro, also in the night club business, in Florida next month.

Robert L. Farr, staff member of Station WGAN, Portland, Me., and Lois R. Knowlton, nonpro, soon.

Chester Morris, film actor, and Lillian Kenton Barker, daughter of Edwin Kenton, New York publicity director, soon.

Births

A son to Mr. and Mrs. Lew Formato in Philadelphia November 4. Father is booker for Warner Bros. theaters in Philadelphia.

A daughter to Mr. and Mrs. Robert Werner in Philadelphia November 7. Mother is a dancer, professionally known as Beverly Fisher.

A son to Mr. and Mrs. Fort Pearson in Mercy Hospital, Chicago, November 10. Father is an NBC announcer.

A son to Rochelle and Rita, vaude and night club dancers, in Indianapolis November 11.

A daughter to Mr. and Mrs. Robert Bowles November 11 in St. Thomas Hospital, Akron O. Father is a member of the staff at Station WJW in that city.

A son to Mr. and Mrs. Dick Merrill November 8 in Miami Beach, Fla. Mother is the former Toby Wing, actress.

A boy to Mr. and Mrs. Fred Cook in Pittsburgh recently. Father is drummer in the Stanley Theater orchestra there.

A daughter to Stuart and Alice Steel-

man in Des Moines, Ia., November 11. Father is member of the Song Fellows heard over Station WHO, that city.

A daughter, Diane, to Mr. and Mrs. Neil Mead in Sioux City, Ia., November 8. Father is an operator at Station KSCJ, Sioux City.

A son to Mr. and Mrs. A. O. (Happy) Belisle in Roanoke Rapids (N. C.) Hospital October 19. Father was drummer with the Downie circus band this season.

Divorces

Constance Bennett, film actress, from Marquise de la Falaise de la Courday in Reno, Nev., November 14.

Gail Patrick, film actress, from Robert H. Cobb, Hollywood restaurant executive and vice-president of the Hollywood Baseball Club, in Los Angeles November 14.

Carole Landis, film actress, from Willis Hunt Jr., yacht broker, in Los Angeles November 12.

Bob Hallock, general agent, from Jessie Katherine Hallock in Pine Bluff, Ark., November 6.

Leo J. Palitte from Leona Palitte November 6 in New Orleans.

Anita Lucas, dancer, from Ralph Carlesimo, drummer, in New York recently.

Betty Grable, film actress, from Jackie Coogan, actor, in Los Angeles November 19.

Mrs. Norma Auer from Mischa Auer, film comedian, in Los Angeles November 30.

Walter A. Myers, president of the Hayes Advertising Agency, Inc., Burlington, Vt., from Louise M. Myers in that city November 11.

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CHRISTMAS SEALS



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NSA Auxiliary Announces Slate of Officials for '41

NEW YORK, Nov. 23.—Ladies' Auxiliary, National Showmen's Association, has announced their slate of officers for 1941: Midge Cohen, president; Margaret McKee, first vice-president; Edna Lasures and Marlea Hughes, second vice-president; Ida Harris and Anna Halpin, treasurer; Peggy Holtz and Lydia Noll, assistant treasurer; Anita Goldie and Blanche Henderson, secretary; Magnolia Mamid, recording secretary; Lillian Tobias and Helene Rothstein, chaplain, and Kate Benet, Rose Weinberg, and Emma Fink, hostesses.

Proposed for membership were Elizabeth Evans, by Rose Lange; Grace Marion, and Jennie Troblich, by Edna Lasures; Elisabeth Solti, by Bess Hamid.

ROUTES

(Continued from page 22)

Paine, Billy (Cocoanut Grove) Boston, nc.
Pape & Conchita (Versailles) Boston, nc.
Parish, Deane (Versailles) Boston, nc.
Park & Clifford (Earle) Washington, D. C., t.
Parker, Lew. & Co. (Earle) Phila., t.
Parsons, Louella, & Co. (Pal.) Cleveland, t.
Pastines & Fanchon (Park Central) NYC, h.
Paul's Hollywood Midgets (Chateau) Rochester, N. Y., nc.
Peric, Blanka (Embassy Club) Phila., nc.
Petch & Deauville (Pal.) Columbus, O., t.
Petty, Ruth (Hi Hat) Chi., nc.
Phelps, Phil & Dotty (Palomar) Seattle 26-27; (Golden Gate) San Francisco Dec. 2-8, t.
Pickert, Rolly & Verna (Beverly Hills) Newport, Ky., cc.
Polakova, Nastia (Russian Kretchma) NYC, nc.
Powell, Jack (Music Hall) NYC, t.
Powell, "Scat" (Park Central) NYC, h.
Preisser, June (Pal.) Cleveland, t.

R

Radio Rubes, The (Village Barn) NYC, nc.
Rae, Jimmy (Club Royal) Detroit, nc.
Ragwin, Hal & Hilda (Chateau Malartic) Malartic, Que., h.
Ralston, Morgan & Bara (Palumbo's) Phila., nc.
Ramos, Virginia (Havana-Madrid) NYC, nc.
Rand, Wally (Primrose) Newport, Ky., cc.
Rando, Barbarita (Pinto's) NYC, nc.
Raoulettes (Cat & Fiddle) Cincinnati, nc.
Raquel & Tarriba (La Conga) Hollywood, nc.
Ravage & Margo (Happy Hour) Minneapolis, nc.
Raye & Naldi (Copacabana) NYC, nc.
Renna & Co. (Capitol) Washington, D. C., t.
Reyes, Raul & Eva (Chicago) Chi., t.
Rhythm Rockets (Capitol) Washington, D. C., t.
Rice, Don (Oriental) Chi., t.
Richards, Don (Pal.) Columbus, O., t.
Rio, Joe (Primrose) Newport, Ky., cc.
Rios, Rosita (La Conga) NYC, nc.
Robertli (Park Central) NYC, h.
Robinson Twins (Chez Paree) Chi., nc.
Rocha Trio (Casa Nova) Chi., nc.
Rockwell, Charles & Lillian (89th Street Rathskeller) Phila., nc.
Rollickers Trio (Hendrick Hudson) Troy, N. Y., h.
Rooney, Pat (Diamond Horseshoe) NYC, nc.
Ross, Lanny (Waldorf-Astoria) NYC, h.
Rossario & Antonio (Waldorf-Astoria) NYC, h.
Rossilanos, The (Village Barn) NYC, nc.
Russell, Connie, & Al Siegel (Paramount) NYC, t.
Rutherford, Merle (Mon Paris) NYC, nc.
Ryans, Three (Colosimo's) Chi., nc.

S

Sabu (Pal.) Cleveland, t.
Sanders, Petaque: Charleston, S. C., 30; (Lincoln Theater) Raleigh Dec. 2-3.
Sanoff, Vera (Le Ruban Bleu) NYC, nc.

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St. Petersburg, Florida

More Draft Serial Numbers

of those who gave *The Billboard* as their permanent address will be found in the Carnival Department of this issue. Also in the same department appears a list of names of those having Selective Service mail in the various offices of *The Billboard*.

Sarelle, Princess (McGee's Club 15) Phila., nc.
Schaps, Sid (16) Chi., nc.
Schubert, Florence (Ivanhoe) Chi., re.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
Screws, Three Loose (Famous Door) Chi., nc.
Sedley, Roy (Palumbo's) Phila., nc.
Sharon, Nita (26 Club) Freeport, Ill., nc.
Shayne, Betty (806) Chi., nc.
Shelley, George (Chez Maurice) Montreal, Que., nc.
Sherman, Muriel (Cocoanut Grove) Boston, nc.
Shields, Ella (Sawdust Trail) NYC, nc.
Shore, Willie (Hi Hat) Chi., nc.
Sidneys, Four (Tower) Kansas City, Mo., t.
Sillman, June (Brevort) NYC, h.
Silva, Myrta (Gaucho) NYC, nc.
Skelton, Red (Paramount) NYC, t.
Sloan, Estelle (Jack & Bob's) Trenton, N. J., nc.
Smith, Margie (Cadillac Tavern) Phila., nc.
Smith, Manny (Gus-Andy's) NYC, re.
Spaulding, Marie (Fairway Yacht Club) NYC, nc.
Spear, Harry (Latin Quarter) Boston, nc.
Stardusters, The (Airport Inn) Lancaster, Pa., nc.
Stefansen, Georges (The Yar) Chi., nc.
Stirling & Rubia (Weber's Hofbrau) Phila., nc.
Stooges, Three (Temple) Rochester, N. Y., t.
Storm, June (Ambassador West) Chi., h.
Streets of Paris (Pal.) Columbus, O., t.
Stylists, The (Kittyhawk Lounge) NYC, nc.
Summer, Helen (Ivanhoe) Chi., re.

T

Tamara (Chez Paree) Chi., nc.
Tanner & Swift (Hollenden) Cleveland, h.
Terrible Swedes, The (Old Hickory Inn) Chi., re.
Tennis, Eleanor (Plaza) NYC, h.
Tharpe, Sister Rosita (Cafe Society) NYC, nc.
Thomas, Don, & Dancing Debutantes (Zephyr) St. Paul, nc.
Thorson, Carl (Chateau Malartic) Malartic, Que., h.
Timmie & Freddie (Lyric) Indianapolis, t.
Tropicale Trio (Club Gaucho) NYC, nc.
Towne, Julian (Algonquin) NYC, h.
Trent, Kathryn (Kelly's) Cincinnati, nc.
Tucker, Al (Gus-Andy's) NYC, re.

U

Ulmer, Jack (Dinty Moore's) Chi., nc.
Valley & Lynne (Bolton) Harrisburg, Pa., h.
Vaughn, Grace (Brevort) NYC, h.
Velasco, Vera (Wilderhill) Plattsburg, N. Y., h.
Vernon, Wally (Capitol) Washington, D. C., t.
Vince & Anita (Oriental) Chi., t.
Virgil, Magician: Roseburg, Ore., 27; Grants Pass 28; Medford 29.
Vocal Airs, The (Piccadilly) NYC, h.
Vogue, Charlotte (Leon & Eddie's) NYC, nc.
Von Dell, Cecil (806) Chi., nc.

W

Wahl, Walter Dare (Roxy) NYC, t.
Waldron, Jack (Park Central) NYC, h.
Walker, Ted & Ethel (Capitol) Portland, Ore., t.
Ward, Bill (Jack & Bob's) Trenton, N. J., nc.
Warren, Ruth (Stamp's) Phila., c.
Welch, Roberta (Queen Mary) NYC, re.
Whalen, Jackie (Torch Club) NYC, nc.
Whalen, Maurice & Betty (Blackhawk) Chi., re.
White, Madeline (806 Club) Chi., nc.
White, Jerry (New Yorker) NYC, h.
White, Jack (18 Club) NYC, nc.
White's, George, Scandals (Colonial) Dayton, O., t.
Willard, Harold (Weylin) NYC, h.
Wood, Eleanor (Park Central) NYC, h.
Woodchoppers, The (Oriental) Chi., t.
Woods & Bray (Nixon) Pittsburgh, c.

Y

Yarr, Sonya (Sutton) NYC, h.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, nc.
Yost's, Ben, Gauchos (Roxy) NYC, t.
Youngman, Henny (Hurricane) NYC, nc.
Yvette (Drake) Chi., nc.

Z

Zurke, Bob (Sherman) Chi., nc.

MISCELLANEOUS

Biehler, Ray, Bears: Wilmington, O., 25-30; playing schools.
Bragg Bros.' Show: Tyler, Tex., 25-30; Henderson Dec. 2-7.
Fales, Chas. T., Comedy Co.: High Springs, Fla., 25-30.
Powers, Veo D., Dog and Bears: Elmira, N. Y., 26-29.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. & A. Am. Co.: Junction City, Ark.
B. & H. Am. Co.: Springfield, S. C.
Bradley & Braley: Ehrhardt, S. C.
Bright Lights Expo.: Charleston, S. C.; Jacksonville Dec. 2-7.
Bullock Am. Co.: Yemassee, S. C.
Central Am. Co.: (Fair) Pahokee, Fla.; (Fair) Pompano Dec. 2-7.
Crescent Am. Co.: (Fair) Arcadia, Fla., 2-7.
Evangeline: Olla, La.; Jena Dec. 2-7.
Fleming, Mad Cody: St. Marys, Ga.
Funland: Columbia, S. C.
Great Eastern: Edgefield, S. C.
Greater United: Freer, Tex.
Hughey & Gentsch: Water Proof, La.
Joyland: Monrovia, Calif.
L. & S.: Graymont, Ga.
Mighty Monarch: (Fair) Ocala, Fla.; (Fair) Starke Dec. 2-7.
Miller, Ralph R., Am.: Baton Rouge, La.

Rogers & Powell: Lumberton, Miss.
Rose City: Thomasville, Ala.
Shugart, Doc: Pittsburg, Tex.
Southern States: Alachua, Fla.
Southern United: Bokchito, Okla.
Texas Kidd: Monahans, Tex.
Tower Am. Co.: Eadytown, S. C.
Walker: Mendes, Ga.
Ward, John R.: Lafayette, La.
Wyatt, Mabel, Attrs.: Smithville, Ga.

CIRCUS

Dailey Bros.: Goldthwaite, Tex., 28.

ADDITIONAL ROUTES

(Received Too Late for Publication)

Blanche & Elliott: (Bon Ton) Buffalo 25-30.
Blythe, Billy, Players: Roxbury, Vt., 25-30.
Gypsy, Bob, Am. Co.: Thomasville, Ala., 25-30.
Hutchens, J. T., Museum: San Antonio, Tex., 25-30.
King, Don J.: (Lincolnshire Hotel) Tacoma, Wash., 25-30.
Lauther's World's Fair Oddities: Norfolk, Va., 25-30.
Little, Little Joe: (Palm Beach Club) Detroit 25-30.
McNally's Variety Show: Imlaystown, N. J., 25-30.
Myers, Timmie: (Trocadero) Chi. 25-30.
Nevada, Vicki: (Ft. Meigs Hotel) Toledo 25-30.
Waximo: Magnolia, Ark., 25-30.

10-20-30—AND UP

(Continued from page 29)

Little Willie in *East Lynne* and was Little Eva in *Uncle Tom's Cabin*. I played Simon Legree in the same company with her. Her father, Maurice Costello, former Vitagraph silent picture star, played general business roles in the same troupe. Spencer Charters was a member of the Corse Payton Stock Company.

Comeback Possible If—

Will repertoire ever stage a comeback? I really think it will and I will tell you why. Many theatergoers are tired of seeing and listening to the talkies, but there is no alternative because of the movie theater chains. If theaters did become available and some enterprising managers with money and brains organized companies to present popular plays at moderate prices, week stands, with good actors and well-known plays, repertoire would come into its own again and be as popular as it was 40 and 50 years ago. Little theater groups with amateur actors are all right in their place, but the public wants professional actors and plays worth while.

Repertoire has fulfilled its mission in the dim and shadowy past. It gave to the screen and Broadway stage some of their greatest stars. It was a school of instruction. Some day it will come back and we shall see a revival of 10-20-30.

REP RIPPLES

(Continued from page 28)

homa October 26, Dick Lauderbach went to his home in Rogers, Ark., and Jack and Ila Fern Campbell hopped to Hot Springs, Ark., for radio work. . . . EARL AND JOIE GREGG are with the Augler Bros.' old-time meller troupe at the Hotel Seelbach, Louisville, Ky. . . . TILLER SHOW, playing Central Wyoming, has added a picture outfit and the film *Battle of Big Horn*, and will operate in Southwestern Texas this winter. Show plays short-cast rep bills running 45 minutes. . . . T. W. FAXON has a vaudepicture show in Bertie County, North Carolina. He has several societies booked for holiday shows under auspices. . . . WILLIAM J. O'BRIEN, well known in rep and stock circles, is promoting amateur minstrel shows in the Boston area. . . . ROLAND LIGHT, trumpet, has joined the "SeaBee" Hayworth circle in North Carolina, bringing the Hayworth ork to seven pieces.

EDWIN BUTLER, former rep and stock performer and until recently on the staff of Station WLW, Cincinnati, is in Ward 4, Veterans' Hospital, Dayton, O. He'd appreciate a line from old friends. . . . HENRY (HAPPY) FREY, formerly in rep in Canada and the States, has a one-man show playing schools and halls in the Winnipeg district of Manitoba, Can. Frey does impersonations and magic and carries a small animal show. He says business is okeh. . . . BIRD'S SHOW reports satisfactory returns in schools and halls in Alabama. Outfit has added a 16mm. picture unit and will present educational and religious films during the holidays, in addition to its usual vaude entertainment. . . . ARTHUR E. BYRNES is promoting amateur shows in Oregon for a San Francisco concern. . . . A. E. DOW, of Portland, Me., has a vaude-picture combo playing under auspices in Cumberland County, Me.

Material Protection Bureau



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Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

FREEL'S FUN SHOW is reported clicking 'em off okeh in Western Iowa, playing three-day stands under merchants' tie-ups.

MR. AND MRS. OLLIE HAMILTON returned to their home in Colquitt, Ga., following the closing of their tent show at Edison, Ga., November 13. . . . SID LOVETT, former agent of the Heffner-Vinson Shows, is now ahead of F. S. Walcott's Rabbit Foot Minstrels in Florida. . . . F. D. V. HETTER, veteran repster, now operating his Kiddie Circus in Southern schools, recently visited Mr. and Mrs. Clyde White, ex-repsters, at their auto park and service station at South Boston, Va.

"Can Happen," Says Hannan

Boston.

Editors *The Billboard*:

Years ago small shows flitted around the New England section. Maine especially was a ripe field for traveling road tricks, including rep shows. The outstanding rep showman in that State was a legit named H. Price Webber. Webber was known in every Maine hamlet and always closed his season with his share of coin.

Maine was so good in the old days that whenever a bunch of performers were laying off in Boston there was always someone ready to stake them on a Maine barnstorming trip. In fact, one promoter named Billy Lincoln sponsored so many small shows into Maine that he was called "Down East Billy Lincoln."

This past year there has been a pick-up of this small-town road show biz in New England and the writer knows of at least seven tricks that are getting along and making the grade. These are mostly combined flesh and pic outfits and carry few performers, but there is a good chance that they will eventually get into straight flesh only. It can happen. E. F. HANNAN.

LARRY SUNBROCK

Wishes to thank all the performers who participated in his DETROIT COLISEUM SHOW, Nov. 17 to 24, for establishing a record for admissions and gross receipts. Watch for my announcement of my next date.

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