A SPECIAL SECTION OF
The Billboard

PRODUCE & LIVESTOCK EXHIBITS

WAR BONDS SOLD BY FAIRS

NOVEMBER 27, 1943

Cavalcade of Fairs
featuring
FAIRS SHARE IN VICTORY
The boys on our fighting fronts, on the land and the sea and in the air, are blasting away tirelessly to speed the day of victory. And all of us here at George A. Hamid, Inc., are blasting away, too. We know that the most we can do is little enough when we consider the sacrifices they are making, the risks they are taking.

Yes, the least we can do is our best! And that’s what we’re doing. Not only we here at George A. Hamid, Inc., but all of summer show business. I spent more time on the road this summer than I’ve ever spent before. I experienced the handicaps, met the obstacles which showmen all over the country were meeting. These showmen at Fairs, Parks, Carnivals and Circuses all did their important job of supplying weary war workers on the home front and fighting men with the entertainment so necessary to their morale. They all did the important job of selling war stamps and bonds, helping the USO, the Red Cross and other worthy war charities.

Show business is truly blasting away for victory, and we know that when the day of victory comes we will be able to say that we, too, did our share.

George Hamid

FAITHFULLY SERVING AMERICAN and CANADIAN FAIRS FOR 22 YEARS

GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HAMID’S MILLION DOLLAR PIER ATLANTIC CITY, N. J. ▲ NEW JERSEY STATE FAIR TRENTON, N. J. ▲ WHITE CITY PARK WORCESTER, MASS.
At Home or Abroad...
In the Services or Civilian Life

"MORALE"
(And It Must Be High)

IS NECESSARY TO CARRY ON AND WIN

Just as our Army, Air Force and Navy must have high morale and the "Spirit to win" . . . we must be determined to see them through . . . with more and more production on the home front. With a cheerful outlook we must buy more and more War Saving Certificates, Defense Stamps and Bonds, and Victory Bonds . . . back up to the limit the Red Cross and the many appeals necessary for the successful conduct of the war.

TO THOSE SERVING THE ARMED FORCES

We congratulate the Fair and Exhibition boards who have devoted their premises to the prosecution of the war and were unable to operate this year—but did a grand job of helping the Allies on their way to Victory.

We hope to serve them again—when their wartime job is completed—at
The Canadian National Exhibition
The Ottawa Exhibition
The Edmonton Exhibition
The Sherbrooke Exhibition
The Peterboro Exhibition
The London Exhibition

Entertainment . . . "The Army Show" . . . "The Navy Show" . . . Theatres . . . Camp Programs . . . U. S. O. . . . Sports . . . all are contributing vital factors in the building of morale. It is with pride that again this year we have shown to thousands of service men and war workers, giving them good, clean entertainment . . . and in a small way contributed to their relaxation and the enjoyment of their leisure hours.

FAITH IN THE PAST AND THE FUTURE

Conklin's Shows have been built on keeping FAITH with those responsible for the successful operation of Fairs and Exhibitions. We wish to thank them for the FAITH they placed in us during 1943—at
The Brandon Exhibition
The Exhibition Stamps and Stampede Regina Exhibition
Canadian Lakeshore Exhibition
Quebec Provincial Exhibition
Belleville Fair
Lindsay Exhibition
Leamington Fair
Kingston Fair

Placing OUR FAITH in the future—we are already building a super "Victory Show" that will surpass any previous efforts in this field of show business.

To our employees in the Services . . . our FAITH in you is constant and unwavering . . . we will welcome your return when VICTORY is achieved.

CANADA'S FROLIC-LAND and FROL-EX-LAND

CONKLIN SHOWS

"THE WORLD'S FINEST" • P. O. BOX 31 • HAMILTON, CANADA
INDOORS and OUTDOORS
The World's Highest Trapeze Act
120 ft.—no nets

THE GREAT KNOLL
Currently Closing Sunbrook's
RODEO
THRILL SHOW and CIRCUS
Pittsburgh, Pa., This Week
Turning 'em away here, too! Same as we did
at Montreal and Washington!

THANKS TO: CHARLES ZEMATER
AL MARTIN
GEORGE HAMID
CHARLES SASSE
For a Long Season, Still Going!

I couldn't make it!

BY COMPLETE
SPECIALTY
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The Turning Page
ST. CHICAGO

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GLOBE POSTER CORPORATION
The Leading
POSTER PRINTERS
for the
MIDDLE-WEST

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Write for 1944 DATE BOOK

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A SPECIAL SECTION

THE BILLBOARD
CAVALCADE
OF FAIRS

NOVEMBER 27, 1943

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1944 VICTORY FAIR
SEPTEMBER 10 TO 16

HAROLD G. MORSE
PRESIDENT
FRANK H. KINGMAN
SECRETARY
MEMBER
INTERNATIONAL ASSN.
OF FAIRS
AND
EXPOSITIONS

THE SHOE FIT US LAST YEAR!
IT STILL FITS US!

BROCKTON FAIR

U. S. and International Headquarters for the manufacture of those multiple millions of shoes worn by members of the Armed Forces. . . . The very shoes that are delivering the kick to Hitler's and Hirohito's marauders. . . . The shoes that are changing "Hell Hitler" to "Heel Hitler."

BROCKTON FAIR....... MASSACHUSETTS

November 27, 1943

Materiale-proibido-da-copyright
FOOD IS WINNING THE WAR
AND
FAIRS ARE BOOSTING
ITS PRODUCTION

When the time comes to hand out medals to civilian organizations for helping to win the war, FAIRS will be right up at the front of the line. For the heroic efforts of the farmer, the county agents and their staffs, and all others fighting in the battle for more food, are unified and stimulated at the 2,000 State and County Fairs.

Farmers came to the FAIRS this year to plan for greater food production in 1944 and to shake off a few hours the worries and pressures of the past season by having fun.

Fun at a Fair is just as important as fun in the Army Camps and on the fighting fronts. It's the escape valve for trouble and toil.

That's why greater crowds witnessed our streamlined productions

"Let Freedom Ring"—"On To Victory"

and others at Fairs this year. Not only were they entertained, but they were made conscious of the need to buy bonds, to do all that is necessary and a little more than is required when a country is defending its right to a free, independent existence.

Providing Fairs and Celebrations with finest in stage shows has been our job for nearly four decades. In these times particularly, we believe these long years of experience to be invaluable to every buyer of the type of attractions we produce, book and present. Throughout show business, Barnes and Carruthers is known as THE NATION'S TALENT MART

for the best in

REVUES STAGE, TRACK CIRCUS ACTS
RODEOS AND INFIELD ACTS RADIO STARS
BANDS THRILL SHOWS MUSICAL EXTRAVAGANZAS

BARNES-CARRUTHERS
Fair Booking Association
121 N. CLARK STREET CHICAGO 1, ILLINOIS

Now Booking for 1944 Season
FAIRS CO-OPERATED

By THEODORE R. GAMBLE

THO in the East and Far West many of the State, county and regional fairs found it necessary to discontinue their activities for the duration, the Central and Southern States have been able to carry on in something approximating the traditional fashion. Fairs that were open during the Third War Loan Drive gave most complete cooperation to the local War Finance Committees, with the result that in every instance fair managers report that the War Bond activities and the Army-Treasury sponsored exhibits of captured enemy equipment were chief attractions.

Managers Maurice W. Jencks, of Kansas Free Fair, Topeka, and Sam Mitchell, of Kansas State Fair; Hutchinson, concur in the statement that "The Treasury exhibits were, by all odds, the highlight attractions" of their annuals. At the Topeka Fair about $500,000 in War Bonds and Stamps were sold at the captured equipment exhibit alone. Bond selling booths, separate from this exhibit, were in daily operation by members of the Junior Chamber of Commerce and the Women's Division of the local War Finance Committee, where the displays of War Bond promotional material attracted large and interested crowds.

Entertainers Did It

Each day during this five-day fair the bands and featured entertainers from the grounds made appearances in the downtown areas, where bonds were sold on the streets. Featured during these periods and during the grandstand concerts were the opportunities buyers had of riding in an army tank or leading the Fort Riley Cavalry Band after a War Bond purchase had been made. Comparable activities went on during the Hutchinson Fair, where bond sales amounting to $400,000 were rolled up.

From September 26 thru October 1 the Oklahoma State Fair, Oklahoma City, was in progress with War Bond booths and exhibits. Every hour during the fair some War Bond announcement came over the public-address system and drew the crowds to the booths manned by women of the Civilian Defense organization and to the Treasury exhibits, where veterans from near-by hospitals, servicemen home on furlough and fliers from the Oklahoma City Air Depot and the Douglas plant were in attendance to explain not only the equipment on dis-
play but the importance of War Bond purchases to the men on the fighting fronts.

Display Attracts Buyers

Prior to the opening of the Alabama State Fair, Birmingham, a campaign was put on in all schools and industries in Jefferson County, with tickets to the captured equipment exhibit at the fair offered to those who increased their activity in the War Bond and Stamp Drive. Particular stress was put on increases in pay-roll savings in the factories and business organizations and in stamp purchases in the schools. This method of distribution kept a continuous flow of buyers coming to the display throughout the five days of the fair. In addition to these bond and stamp sales, handsome figures were also rolled up at the booth on the grounds operated by the Women's Division of the County War Finance Committee.

Irving Anderson, of the Junior Chamber of Commerce, Jackson, Miss., and the organization which he represented gave complete co-operation to the local War Finance Committee and the manager of the State Fair during their early October showing. Total War Bond and Stamp sales during these five days amounted to $29,893.15. Marine mothers, navy mothers and WACS were in attendance at the bond booths in the Exhibition Building, and Minute Maids, "the prettiest girls in town," sold War Stamps in the grandstand during the daily musical shows.

Second-Season Accomplishments

Captured enemy equipment shown at these five representative fairs consisted of:

1. German armored command car
2. German tanks
3. German half-track motorcycle
4. Japanese motorcycle
5. German rubber boats
6. Japanese landing boat
7. Japanese 105mm gun.

Portions of a Jap Zero plane

These are only a few examples of the splendid cooperation of fairs with the War Bond program that have come to the attention of the Washington office. We realize that fairs of all sizes, in nearly every State, have offered War Bonds as prizes both in contests and exhibits; that bonds and stamps have been used by them as admissions to the grounds and to the grandstands, and that there have been innumerable examples of successful War Bond features during these showings.

And so for the second wartime season the fairs have carried on their biggest attraction and accomplishment—the sale of War Bonds and Stamps!
WAR BONDS and Stamps held a proud spot in the nation's market places as exemplified by State, district and county fairs in 1943. They vied so successfully for the coin of the realm with fairground's other offerings as to largely relegate the customary fair fare of eats, drinks and souvenirs to a more inconspicuous place than usual—albeit so and sa and the kiddies did not stint themselves to the sorrow of concessionaires.

To the millions of dollars brought to Uncle Sam's war chest thru the aid that outdoor showbiz has extended in the sale of War Bonds the fairs more than held their own in contributory effect. The enthusiasm for the cause which gripped managers and patrons alike has not died down. As long as outlets for the federal wartime securities are sought the fairs will be willing, logical and proved moths for their effective distribution. To add good measure, the fairs were never better or more successful. If there are any disappointed boards, they are inarticulate.

Performers Active in Drives
As has been said, War Bonds and Stamps featured most of the summer and autumn annuals. The way that their sale "caught on" with fairgoers, practically all of whom, it is assumed, were already holders of the treasured parchments, was a revolution not only to local campaign committees but to the fair execs themselves. Altho given the sales war provided in divers ways, thru tie-ups with little dudes active in drives, thru booths on grounds and direct selling on midways and in grandstands, to mention some, showmen, concessionaires, grandstand performers and producers joined in and canvassed crowds in many places. Rescue troops lost their presence to downtown rallies and to mass meetings. Some remarkable pledges were obtained thru livestock auctions and peppy pitches in grandstands. Youth got behind the drives in 4-H Club, Future Farmers and Boy and Girl Scout movements.

In a converse of leading fairs held this year it is conclusively shown that one of the advertising first in the minds of their officials was how ways and means could be devised to boost the selling and the buying of bonds and stamps. Not only did fair associations and their directors and stockholders go in, hammer and longs, as Bondaders but a heavy percentage of them invested funds of the fairs in War Bonds.

Big and Little Sell and Buy
Taking some of the reports to frame a cross section of the States and Provinces in this regard, it is seen that the fairs which did not boost the bond effort were practically nil. Here are some returns:

Charlottesville (Va.) Fair, a small event in a Cincinnati suburb, sold $25,000 toward War Bonds, in its grandstand in four days; Kansas State Fair, Topeka, $600,000; Wisconsin State Fair, Milwaukee, $250,000; Minnesota State Fair, St. Paul, $100,000; Kewaunee County Fair, Wisconsin, Ind., $100,000; bought $2,000 worth; Bosbshud County Fair, Forsyth, Mont., $100,000; Steuben County Fair, Bath, N. Y., $65,000; Ozark Empire District Fair, Springfield, Mo., $30,000; Sandwich (Ill.) Fair, Fair, $10,000; North Dakota State Fair, Minot, $15,000; Hillsdale (Mich.) Fair, $2,500; bought $5,000 worth; Thurber County Fair, Delphos, Neb., $1,200; Penn Yan (N. Y.) Fair, $245; Baraboo County Fair, Ashville, N. C., $306; Mississippi Free State Fair, Jackson, $20,500.15; Saginaw (Mich.) Fair, bought $4,000 worth; Cheyenne County Fair, Elkina, N. Y., $12,700, bought $14,000; Kewaunee County Fair, Luxemburg, Wis., $5,800, bought $4,900; Auglaize County Fair, Waynopsena, O., bought $2,000 worth; Stanton (Va.) Fair, $187,500; Nebraska State Fair, Lincoln, bought $16,000 worth; Grandlee Free Fair, Cedarburg, Wis., $5,273; Lee County Fair, Bishopville, S. C., bought $350 worth.

Good Pitches in Grandstands
Setting a goal of $10,000, show people at Louisiana State Fair-Junior Livestock Show, Shreveport, sold War Bonds to nearly one third of this amount in the first 15 minutes of the successful drive. In one afternoon the bond sale at Stanton (Va.) Fair totaled $107,500. At Mississippi Free State Fair, Jackson, the woman's board of the County War Finance Committee and WACS aided in selling $7,000 in War Stamps at their booths and in the grandstand.
MARTS

Premium awards were paid in War Bonds and Savings Stamps to a much greater degree this year than in 1942, when the move was first suggested, after a large number of fairs had made commitments which could not be changed. A generous proportion of fairs reporting in a survey made on this subject evidence that prizes were largely in stamps and bonds and that the arrangement apparently did not detract from the anticipated showings of exhibits, commercial and agricultural wartime and labor conditions exhibited, and that exhibitors co-operated willingly in the changed set-up.

Stamps Pad Award Checks

“We advertised it as a ‘Fair Dedicated to the War Effort’ and told the public in all our publicity to expect a different fair, and we gave one,” said a Middle West manager of a State fair. “Other fairs that co-operated in this aim went over big. Those that did not were not so good.”

Another Midwest State fair displayed seven railroad cars of captured war material. Admission was by purchase of War Bonds and Stamps only and 260,000 people attended. “It was the biggest attraction of the fair,” remarked the manager. Other State fairs successfully showed equipment captured from the enemy and substantially aided in disposing of bonds and stamps. A fair in Michigan added

(Continued on page 23)

November 27, 1943
FOOD FIGHTS FOR FREEDOM

TYPICAL OF VICTORY GARDENS inside and outside of fairgrounds is this field at Audubon County Fair, Westville, S. The winners in senior and junior garden contests received $25 War Bonds. Vegetables from the gardens were used through last week. Gardens started with 42 plots, were raised out three times but finished with 28 plots. More ground will be plowed.

FAIRS got several months’ jump on the nation’s purely agricultural interests and slogan makers by preaching about and preparing for Victory Gardens early last spring. Later this November was designated as Food-Fights-for-Freedom Month in a nation-wide campaign given impetus by the slogan, “Produce and Conserve; Share and Play Square.”

Summer plans were carried to a glorious fruition when the harvests from garden plots came in and exhibited buildings on fairgrounds all over the land bulging with the green, red and gold of bumper vegetable crops which had been tenderly brought along by the ministrations of the great American family, from grandma down to the kiddies.

The opportunity offered a veritable field day for the amateur gardeners and they were out in full array. Many a sedate business man, as well as formerly self-centered folks who thought that gardens and pumpkins came only from the corner grocery, wielded the cultivator and hoe. They learned about plant pests which the U. S. Department of Agriculture has had down but not out for, these many years. They learned that cucumbers do not have to be架子 from trees and that tomato vines will grow as long and just as vicious as a whistle whip if they are not properly trained up.

From Hay To Horticulture

It was education. It was exercise and recreation. It was profitable for the home larder. It swelled the nation’s storehouses and helped the Allied Nations in a time of bitter need. Displays of produce were nothing new to the fairs. Their very inception was predicated on something of that nature, along with showings of livestock and perhaps a little horse trading on the side. But the Victory Gardens of the communities, besides making the populace food-production-minded, awakened interest as never before in agricultural and horticultural exhibits at fairs and in the farm themselves as institutions perhaps never before fully appreciated for what they had to offer in knowledge and wholesome success from manifold burdens of war or peace.

For a number of years some fairgrounds have been utilized in the off months for the growing of forage. There are many acres, where the turf has not been worn bare, where beautiful crops of hay have been of benefit to fair associations and their immediate environs. In several localities where experiments were made or less gingerly made in the last decade hardy growths of alfalfa have been garnered from the infelde in the weeks when the ponies were not flying, the trotters and pacers and dirt-track racing nuts were not doing their stuff and the checkerboard flag and the starter’s word, “Gaat!” were only memories of an autumn before.

64 Gardens Goal 22,000,000

Paul C. Stark, president of the National Victory Garden Institute, declares that war gardeners in 1945 raised as much produce for food as did commercial gardeners. He announced that a goal of 22,000,000 Victory Gardens had been set for 1944.

So fairs again will have the cherished opportunity to play an additional heavy role on the home front. And results in 1943 indicate that there can be no doubt that they will accept it as a challenge to surpass the efforts of this year on the home front during summer as well as during fair weeks.

At the winter meetings of associations of fairs this doubtless will be one of the paramount topics for discussion, with the thought of getting a stronger and earlier start on Victory Garden projects and tie-ups than was possible this year. Regardless of whether their gardeners
can qualify for the Agricultural Department’s “A” pennant, comparable to the Army-Navy E award, to be presented for food processing and excellence in food production—they can continue to accelerate the interest. More each prizes and awards of War Bonds and War Savings Stamps certainly are warranted and will be realized by civic and business leaders as well.

Projects Thrive Far and Wide

Representative of the hundreds of fairs which had Victory Gardens on their grounds, had garden tie-ups with other efforts or held food demonstrations with the produce are the following, which made special reports in a national survey:

Wiscosin State Fair, Milwaukee; Minnesota, St. Paul, Kansas; Hutchinson; Mississippi Free State, Jackson; South Carolina, Columbia; New Jersey, Trenton; Jefferson (WVa.) County Fair; Kane county, Wisconsin, Wis.; Auglaize County, Wapakoneta, O.; Chemung County, Elmira, N. Y.; Thayer County, Deshler, Neb.; Lincoln County, North Platte, Neb.; Mahoning County, Youngstown, O.; Hillsdale County, Michigan; Oceana County, Hart, Mich.; White County, Carlin, III.; Buena Vista County, Alta, Ia.; Rush County, Rushville, Ind.; La Porte County, Indiana; Sandusky, Ill.; Harrison County, Corydon, Ind.; Ross County, Frankivch, Mont.; Greene County, Xenia, O.; Skowhegan (Me.) Fair; Mineral District Five Fair, West Mineral, Kan.; North Iowa Fair, Mason City; Saginaw (Mich.) Fair and Farm Produce Show, Spartanburg (S. C.) Fair; Fond du Lac (Wis.) County Fair; Van Wert County (O.) Fair; Sandusky (Mich.) 4-H Fair; Exposition Provincials, Quebec City; Anoka (Minn.) County Fair; Kirtland (Pa.) Fair; Houston County, California, Minn.; Utah State Fair, Salt Lake City.

Ohio Early on the Ground

Ohio was one of the States that got away early in the garden movement at its Columbus annual meeting last January. Fair managers then began laying plans for tie-ups, distribution of lots for planting and for produce displays and demonstrations. All member fairs were urged to join the campaign and fairs in other States were contacted for ideas and suggestions.

"At Auglaize County Fair, Wapakoneta, O.," reported Secretary Harry Kahn, "we had out gardens in the center field. We started with 32 garden plots, were raised out three boxes and finished with 29. Winners in senior and junior contests each received a $25 War Bond. Part of the vegetables were used in food demonstrations held in the grandstand Monday and Tuesday mornings of fair week and attended by over 1,000 women. Preparation of food to aid in the war was demonstrated and 24 valuable prizes were awarded by the fair board. This was such a success that women of the county have asked the board to repeat the program in 1944.

Amusement To Achievement

"Some people did not take the gardens seriously when they were started. But potatoes and tomatoes taken from the plots won first prize at the fair. State Director of Agriculture John T. Brown and Manager B. B. Sandler, of Ohio Junior State Fair, were presented with baskets of premium produce during the fair. It is planned to grow more ground next year, as 26 plots have already been applied for." Victory Gardens tie-ups with La Porte (Ind.) County Fair were successful, Secretary James A. Terry said. "Our fair does not cater to anything outside the confines of the county," he said, "except for some race horses and entertainment which appears necessary to attract our people. Under this plan we have built up a very favorable impression in livestock development, 4-H Club growth and agricultural interest. This line of development has sold the fair to our people so completely that it has become one of the necessary institutions of a large and wealthy county."
Thankful Not Only for Our Most Successful Season But Also That We Could and Did Do Our Share in Helping Every War Effort.

I Wish To Thank the Various Committees, Fair Associations and the Entire Personnel of My Organization for Their Co-Operation in Making the Past Season a Very Successful One and Extend to Each and Every One of Them My Sincerest Wishes for a Continuation of Our Relations.

James E. Strates

NOTICE

Will Finance Any Reputable Showman With New and Novel Ideas, Capable of Producing and Managing Same for Our 1944 Presentation. We Have the Equipment and Loading Space on Our 35-Car Train. Will Book Any Ride That Doesn’t Conflict, Furnishing Wagons for Same.

WANT

For Winter Quarters at Mullins, S. C., Blacksmiths, Painters, Carpenters, Builders and Mechanics. Useful Carnival Help, Get in Touch With Us.

FAIR SECRETARIES AND LOCAL COMMITTEES, WE ARE ENLARGING OUR ORGANIZATION. KINDLY CONTACT OUR GENERAL AGENT, WILLIAM C. FLEMING.

Address JAMES E. STRATES, Mullins, South Carolina
THEY'RE HUGE WAR BOND MARTS
(Continued from page 1)
20 per cent in War Stamps to every premium check sent out, which was a hefty boost toward bringing in exhibits.

Scrap and Fats at Gates

In some spots "days" were set aside, generally the final day of the fair, on which admission thru the outside gates was by War Bonds or Stamps only. The scrap drive was accentuated in some localities where grounds admissions required the bringing of scrap or purchase of bonds or stamps. Patriotic postcards at a segment of fairs lend strong support to speakers and workers in bond drives. Kitchen fats and scrap were accepted at other annals which also granted admissions by bond and stamp pledges. On growing fairs in the West, without permanent grounds, had such a tremendous response to its wartime program that the board is readying to purchase land and erect buildings. Its hereafter major exhibits were swollen under a policy of awarding 25 per cent of premiums in War Stamps.

Army and navy days were popular and many fairs contributed by various means to the Red Cross, USO and Russian and China relief, replies to questionnaires showing that a preponderance of such efforts were in behalf of the Red Cross and USO, the latter being preferred.

Post-war plans of fair associations are in the making, reports indicating a certain comprehensive grasp of what will be needed at least in the physical attributes of the plants. Some of the work is being tentatively laid out with the need for providing work seeming large in the projects, which range from road construction to completion of unfinished structures, such as grandstands and erection of additional buildings. In the educational departments some boards are pondering on the future plastic, synthel rubber, aviation, radio and agriculture.

The advantages of the effect of tremendous attendances to the United States Treasury thru accrued taxes was generally emphasized. Much publicity on this angle was put out. Some day the exact figures on what fairgoers have contributed to the national exchequer will be released—and they will be amazing. "Taxes To Help Beat the Axis" appeared on some literature and billing, stressing the 10 per cent that would go to the war coffers. Bigger gates meant more tax money, and a majority of fairs increased their remittances greatly over those of 1942.

Gates Up; Gas Ban On

It seems a paradox that, while a big majority of fairs reported the belief of their officials that attendances had been adversely affected by gasoline rationing and the curb on tires, gates were up all over the country as against the turnstile counts of '42. This situation is accounted for by the fact, fair analysts hold, that people wanted to attend their fairs, had money to spend, and managed to get there. Scores of managers

1943 Was Our Greatest Fair Year in History

BOONE COUNTY JAMBOREE
ON PARADE
BARN DANCE

NOW BOOKING for 1944...

WRITE,
WIRE OR PHONE
BILL McCLUSKEY

WLW PROMOTIONS, Inc.
140 W. NINTH ST.
CINCINNATI 2, OHIO

Buy War Bonds and Stamps—and Write to Boys in Camps

November 27, 1943

The Billboard Cavalcade of Fairs Page 13
ENJOYED OUR BIGGEST SEASON THIS YEAR
BIGGER AND BETTER FOR OUR 1944 VICTORY TOUR

NOW BOOKING FOR 1944
FAIR SECRETARIES AND CELEBRATION COMMITTEES

Winter Quarters and Permanent Address:
2240 EAST HOUSTON ST., SAN ANTONIO, TEXAS

MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL OF OUR FRIENDS

WHITNEY REED — BILL CARR — RED HUGHES — TOM WALL — AL STEFFENS
Ride Boys Who Have Been With It 10 Years Or More And Still For It

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<td>Martha Rogers &amp; Jack Runnels</td>
<td>JOE AND ETHEL ROSEN</td>
</tr>
<tr>
<td>Original and Originator</td>
<td>Mr. &amp; Mrs. Ben Hyman</td>
<td>With the Grandest Show on Earth</td>
</tr>
<tr>
<td>NAIL STORES</td>
<td>B I N G O</td>
<td>Thanks, Jack, for the Good Year</td>
</tr>
<tr>
<td>Rich — ALWAYS — Richie</td>
<td>17 Years of Success</td>
<td>B I N G O</td>
</tr>
<tr>
<td>JOE AND ETHEL ROSEN</td>
<td>With it and For it</td>
<td>Year and For it</td>
</tr>
<tr>
<td>With the Grandest Show on Earth</td>
<td>Robt. Vogt—Don Vogt</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Razzle-Dazzle</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>JIMMY ALLEN</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Had a Good Season, Thanks, Jack.</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Ted — Maybelle</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Andy and Beatrice</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>CUSTER</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>For It Always, Thanks, Jack.</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Whitey &amp; Katherine</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>LEIBLIE</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>BLANKET WHEEL</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>TONEY KITTERMAN</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>With it ten years and improving with age</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>My Best Season</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>&amp; Babe Ulkar and Daughter, Betty</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Thanks for a Grand Season</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>HANK McALLISTER</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>&quot;BLOWER&quot;</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Cecil Brown &amp; Bill Morgan</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Thanks for a grand season</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Whitey &amp; Katherine</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>LEIBLIE</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>GRAB &amp; JUICE</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>SEASON'S GREETINGS</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>TO ALL</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>WILL BE HERE NEXT SEASON</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>JOE L. KING</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Thanks for a Grand Season</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Mr. and Mrs. Bill Williams</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Hollywood Monkey Circus</td>
<td>Year and For it</td>
</tr>
<tr>
<td>Thanks, Jack, for the Good Year</td>
<td>Been With It Twelve Years Featuring &quot;JERRY,&quot; the Trained Chimpanzee.</td>
<td>Year and For it</td>
</tr>
</tbody>
</table>
THEY'RE HUGE WAR BOND MARTS

who had record and near-record crowds maintain that their attendances would have been much larger had travel by private passenger cars, buses and railroads been under normal conditions.

Some of their findings: Patrons kept from coming long distances because of transport problems were more than offset by local people seeking fair-time amusement. In the polo belt yogis were kept at home, but at one State fair cars were checked from 49 counties. Where attendance drops occurred they were accounted for by bad weather. Parking lots in general held fewer cars but more passengers came per car. Some school and other attendance was lost thru time on school buses and chartered motor vehicles. Night attendances were not as large as had been anticipated in some centers of war production. Many exhibitors pooled their products and brought them in on fewer trucks than usual.

FAIR FOR BRITAIN

AGAIN one of the greatest Canadian aids to the war cause was the Fair for Britain promotion in Toronto. The elaborate fair, a sensation when first staged in 1915, is doubly sensational this year.

It was held for Canada's leading and continuous fund, the British War Victims' Fund. The BWVF is fathered by the Toronto Evening Telegram and sponsored by the Toronto District Business Men's Council with the blessing and support of the Lord Mayor of London and his ladies from the United Kingdom.

It was conceived and first promoted last year by J. W. (Paul) Conklin who, with his brother, Frank A., provided attractions with the Conklin Shows and other contingents of entertainment. The "Days" build-up for the fair (with sections of Toronto in parentheses) was:

August 23—Preview and Business Men's Day
  14—Opening and Warrior's Day. (North Toronto)
  15—Sunday. (Closed).
  16—Children's Day.
  17—Navy Day. (St. Clair-Yonge).
  18—Scotish and Crippled Children's Day.
  19—Radio Day and Jackanapes.
  20—Showmen's Day.
  21—War Workers' Day. (Bedford.)
  22—Sunday (Business Men and Servicemen).
  23—Children's Day. (Dundas-Brookston).
  24—Royal Canadian Air Force. (Bayview-Seaside)
  25—Reserve Army.

For the BEST-

TYPE
POSTERS
AND
PICTORIAL
TO PROPERLY ADVERTISE

INDOOR CIRCUS
CARNIVALS—FAIRS

Contact

JAKE SHAPIRO
GENERAL MANAGER

TRIANGLE
POSTER PRINTING

MAIN
OFFICE PITTSBURGH, PA.

...Food for Victory—
Food for Thought...

BOYLE WOOLFOLK
AGENCY

203 N. WABASH AVE.  CHICAGO 2, ILL.

The Fastest Growing Fair Booking Agency in the U. S.
For Outstanding Production of War Materials...

... The Men and Women of "American" Are Justly Proud of the Recognition of Their Efforts in Receiving the

—ARMY-NAVY "E" AWARD

... Recognition That What They Produced Was of the Highest Quality—In Maximum Quantity—Produced When Needed—Best Partners of Our Fighting Men.

American Fireworks Company
OF MASSACHUSETTS
RANDOLPH MASS.

"IN WAR—Our Job Is Ammunition"
"IN PEACE—Manufacturers of Outstanding Fireworks Displays"

Page 14 The Billboard Carnival of Fairs
## STATISTICAL DIRECTORY OF FAIRS

### ILLINOIS

<table>
<thead>
<tr>
<th>Faire</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenup County Fair</td>
<td>Details about the fair, including attendance, general information, expenditures, and more.</td>
</tr>
</tbody>
</table>

**Attendance:** 1943: 69,000 total; 60,660 paid.

**General Information:**
- State, IL: 1943: $49,900; 1942: $41,000.
- Total Cash Premium Paid: 1943: $8,500.
- Admission: $0.00 on Fri., Sat., Sun. during Agricultural Week.
- Grandstand: No, stand seating 4,000; 2,792.88.
- Price: 1943: $2,792.88.
- Receipts: 1943: $2,792.88.

**Expenditures:**
- 1943: $2,792.88.
- 1943-44: $5,656.01.

**Attentions:**
- Vaudville, Dance Bands, Music, Rodeo, Organized Carnival.

### INDIANA

<table>
<thead>
<tr>
<th>Faire</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gibson County Fair</td>
<td>Details about the fair, including attendance, general information, expenditures, and more.</td>
</tr>
</tbody>
</table>

**Attendance:** 1943-44: 25 per cent greater than 1941.

**General Information:**
- State, IN: 1943: $2,000.00; 1942: $1,818.10.
- Total Cash Premium Paid: 1943: $2,000.00.
- Cash Receipts: 1943: $2,000.00.
- Receipts: 1943: $2,000.00.

**Expenditures:**
- 1943: $2,000.00.

**Attentions:**
- Vaudville, Dance Bands, Music, Rodeo, Organized Carnival.

### KANSAS

<table>
<thead>
<tr>
<th>Faire</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas State Fair</td>
<td>Details about the fair, including attendance, general information, expenditures, and more.</td>
</tr>
</tbody>
</table>

**Attendance:** 1943-1944: 194,000 total; 1943: 100,000 paid.

**General Information:**
- State, KS: 1943: $3,500.00; 1942: $2,000.00.
- Total Cash Premium Paid: 1943: $3,500.00.
- Cash Receipts: 1943: $3,500.00.
- Receipts: 1943: $3,500.00.

**Expenditures:**
- 1943: $3,500.00.

**Attentions:**
- Vaudville, Dance Bands, Music, Rodeo, Organized Carnival.

### LOUISIANA

<table>
<thead>
<tr>
<th>Faire</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Louisiana State Fair</td>
<td>Details about the fair, including attendance, general information, expenditures, and more.</td>
</tr>
</tbody>
</table>

**Attendance:** 1943: 63,000 total; 1943: 63,000 paid.

**General Information:**
- State, LA: 1943: $2,792.88.
- Total Cash Premium Paid: 1943: $2,792.88.
- Cash Receipts: 1943: $2,792.88.
- Receipts: 1943: $2,792.88.

**Expenditures:**
- 1943: $2,792.88.

**Attentions:**
- Vaudville, Dance Bands, Music, Rodeo, Organized Carnival.

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### About the Directory

The alphabetical list by States incorporates facts and figures on site and attendance. Many large fairs are listing, of course, because governmental use of grounds has caused the annuals to keep up for the duration. Some fairs were notably the last year, which accounts for facts at times for 1942, in these instances. Some smaller fairs appear in the list for the first time, as many of them have made remarkable showings, and their growth is significant in the future picture of the nation. As a result, the splendid showing made by fairs as aids in selling War Bonds and War Savings Stamps appears in this issue in a separate article. There is also a round-up of the Victory Gardens projects which failed popular appeal with which they were tied in.

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November 27, 1943

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The Billboard Coverdale of Fairs Page 77

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Materiale coperti de copyright
SEASIDE AMUSEMENT PARK
VIRGINIA BEACH, VA.

Art Lewis
Jack L. Greenspoon
Charles Lewis

Owners and Operators

THE PREMIER BEACH ON THE ATLANTIC SEABOARD! OPENING EARLY IN APRIL COMPLETELY REMODELED AND REDECORATED WITH THE FINEST FACILITIES AVAILABLE AT ANY PARK. EXCELLENT TRANSPORTATION! LOCATED IN THE HEART OF THE LARGEST CONCENTRATION OF NAVAL AND DEFENSE ACTIVITY IN THE EAST.

CAN PLACE... Experienced Manager for well-established ballroom. Want experienced amusement park help in all departments. Openings for carpenters, painters and workmen to start work January 15th. Good opportunities for experienced restaurant help, including girdle men, counter men, cashiers, etc. Porters and bathhouse attendants wanted. Rida foremen and second men—no tear downs. Excellent accommodations available.

CONCESSION AGENTS wanted for stock wheels, color games, flashers, etc. Also experienced bingo help.

WILL BOOK OR BUY—Flying Scooter, Fly-O-Plane. Would like to buy Water Scooter tubs.

---

PAYO
Extending a cordial invitation to friends, park men, showmen and all members of the trade to visit us during the Chicago meetings at the HOTEL SHERMAN.

PERMANENT ADDRESS—
ART LEWIS, Director General
Suite 259, Monticello Hotel
NORFOLK, VA.
Two of the biggest names in carnival business

Carl J. Sedlmayr
Sam Solomon

Joined hands to give Mid-Western fairs the finest, most modern war-year show!

In twenty-eight weeks we played sixteen engagements (every one of them a record breaker!) in nine of the nation's greatest "bread-basket" states to the tune of more than ten millions of satisfied customers! Despite labor shortages, material shortages and difficult railroad moves, we made eighty per cent of them on time! We moved sixty cars, an army of nearly one thousand people. Excellent shows that won public approval. Efficiently operated rides, a score of special features and our own complete illuminating facilities. It was the greatest year in carnival history. Now we are getting ready for 1944.

Rubin & Cherry Exposition
THE WORLD'S GREATEST FAIR SETS NEW PEAK AT NATION'S MOST GLAMOROUS EVENT

OUR 1943 tour of Midwestern States was nothing short of phenomenal. Our gross business at each of the events at which our midway appeared during this turbulent war year will stand as a goal, both for ourselves and all others, for the future. Now that it is ended and our equipment is being readied for another great adventure in 1944 we look into the future both with optimism and confidence, fully expectant that even bigger and better achievements await our efforts next season.

With this preamble we want to extend a hearty handshake to every delegate and visitor at the 1943 conventions of the International Association of Fair Secretaries, the Showmen's League of America and all others taking part in the glamorous events of the current week.

We want to thank, with pride and full-hearted pleasure, each of those fair executives with whom we have worked this year... each of those show managers and producers, personnel, workmen and performers with whom we were associated... each of those officials who welcomed us to their festivals and celebrations... and all others who helped us "do our bit" for the American Way of Life. In many instances their efforts were nothing short of heroic.

Ours is an institution—an American institution—that dates back through many turbulent and trying years. For us to believe that this one was "more trying" and "more turbulent" than many of the others would be unfair. Yet this one certainly was different. It possessed many conditions over which no one of us had any control.
It had the usual rain and the usual mud. It played host to high winds and bitterly cold nights. It saw everything that every other year witnessed. It also saw a terrifying shortage of help... a severe lack of performers at times... heart-breaking delays of a kind never before experienced.

Despite these problems, however, it saw great crowds of red-blooded, fun-loving people whirling giddily on our rides, arm-in-arm on our wood-chip carpeted avenue of entertainment; awed at the quality of our attractions. It saw—amazingly—the greatest grosses known to midway history; not at one or two scattered events—at every one we played!

We are especially grateful for outstanding co-operation to Raymond A. Lee, Secretary-manager, and Harry Frost, assistant manager, of the Minnesota State Fair; Maurice Jenks, Secretary of the Kansas Free Fair; Sam Mitchell, Secretary of the Kansas State Fair; Ralph Hemphill, Secretary of the Oklahoma State Fair; Nat Rogers, Secretary of the Alabama State Fair; Rex McGee, Manager of the Mississippi State Fair; Archie Putnam, Secretary of the Northern Wisconsin District Fair; Joe Frisch, Secretary of the La Crosse Interstate Fair, and Harry Malloren, Secretary of the Southeastern Missouri District Fair.

If we have been helpful in building up the morale of the millions of war workers who sauntered through our exhilarating Land of Enchantment... if we helped speed up their production of guns and planes and tanks and ships, then we will have had a full measure of success in 1943... and we will look toward 1944 hopeful that our readjustment to war conditions will in the coming year be of material aid in maintaining the American Way of Life!
Again in 1944

RUBIN & CHERRY EXPOSITION

AGAIN in 1944 the Rubin & Cherry Exposition offers the most meritus . . . the largest . . . the finest . . . and most satisfying midway to top-flight Fairs and Expositions.

In winter quarters we are maintaining a full crew of efficient workmen for the purpose of overhauling, redecorating and rebuilding for the coming year.

While we have had the best attractions available to the industry this year, we are ambitious—with our wartime experience—to improve, enlarge, expand. We offer a circuit for 1944 that guarantees earning ability to capable producers of high-class shows. We want to surround ourselves with efficient and capable people in every department and we are always eager to discuss new ideas for standout features.

To Fairmen we guarantee but one thing: WE’LL BRING TO EVERY FAIR WE PLAY THE BEST THAT’S AVAILABLE TO THE MIDWAY INDUSTRY!

Write

Carl J. Sedlmayr, general manager
5959 LaGorce Dr., Miami Beach, Fla.

Sam Solomon, business manager
P. O. Box 223, Caruthersville, Mo.

(Winter Quarters - Caruthersville, Mo.)
BOOK EARLY! so that transportation can be arranged

THE NEWEST AERIAL FEATURE!

NOVEL DIFFERENT

PRINCESS MARLENE
(Formerly of Rupert and Marlene)

HEAD AND HAND BALANCING ON A REVOLVING POLE 120 FEET IN THE AIR.
NO NETS.
LOOP WALKING IN AN UNUSUAL MANNER CLIMAXED BY A SENSATIONAL 500-FOOT SLIDE FOR LIFE SUSPENDED BY HER TEETH.

THE GREAT GREGORESKO
THE ONE AND ONLY MAN WHO HANGS HIMSELF AND LIVES TO TELL THE TALE
MOST SENSATIONAL ACT IN SHOW BUSINESS
Featured Now With POLACK BROS.' CIRCUS
America's Greatest Fraternal Circus

THE ONLY ACT IN THE WORLD NOBODY CAN DUPLICATE
ACTUAL PLUNGE OF 70 FEET WITH A HANGMAN'S NOOSE AROUND HIS NECK

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago

November 27, 1943

The Billboard Cavalcade of Fairs Page 23
The Gentleman on the Dancing Roller

KURT ROLLINI
A SENSATIONAL CONTINENTAL NOVELTY

JUST COMPLETED
Hotel Last Frontier, Las Vegas, Nev.
Hotel Hollenden, Cleveland, Ohio
St. Charles Theater, New Orleans, La.

CURRENTLY
Supper Club, Fort Worth, Texas
(Thanks to Hogan Hancock, MCA)

Personal Representative
CHARLES ZEMATER, 54 W. Randolph Street, Chicago

THE WORLD'S FOREMOST JUGGLER

ERIC PHILMOROE
HOLDS AUDIENCES SPELLBOUND * WITHOUT COMPARISON

The Act That's DANGEROUSLY DIFFERENT
CAPT. ROY SIMMS
Booked With Geo. A. Hamid, 1944 Season

UNPARALLELED STUNTS
AMERICA'S GREATEST CYCLING TROUPE
THE CYCLING KIRKS
Now Booking 1944 Dates. Contact CHARLES ZEMATER
or Permanent Address, 818 Leland, Sheboygan, Wis.

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago
TOPS IN HIGH ACTS · SUPER GROUND ACTS

SENSATIONAL MARION
"JUST A SLIP OF A GIRL WITH COLOSSAL NERVE"

Featuring
THE ORIGINAL
"BREAKAWAY POLE"
AMERICA'S FOREMOST THRILL ATTRACTION

SOLID BOOKINGS
FROM
APRIL 15 to NOVEMBER 28, 1943
"THERE MUST BE A REASON"

120 FT. NO NETS
NOW BOOKING INDOOR AND OUTDOOR DATES FOR 1944

PROFESSOR
CHESTER "BOBO" BARNETT

Bachelor of Buffoonery College of Humor
and his
CAPTIVATING CANINES
Acclaimed by the public as the world's greatest canine comedians. Funny dogs that really produce screams galore.
BOOKED SEASON 1944
40 WEEKS WITH POLACK BROS.' CIRCUS
AMERICA'S GREATEST FRATERNAL CIRCUS

ERNE FOSNAUGH'S HOLLYWOOD RODEO & THRILL SHOW

NOW BOOKING 1944 SEASON
A STREAMLINED AND WAR GEARED
RODEO-AUTO THRILL SHOW
WRITE NOW FOR BEST DATES

EXCLUSIVE REPRESENTATIVE
CHARLES ZEMATER, 54 West Randolph Street, Chicago

November 37, 1943
We are happy to announce that 1943 has been a record-breaking year in every department of our activities. Attendance 265,852 for 6 days. Pure bred live stock sales under our auspices broke every existing record and totaled $700,000.

JULY 10 TO 15, 1944
T. A. HORNIBROOK J. CHAS. YULE
President Manager

CALGARY EXHIBITION AND STAMPEDE LTD.
CALGARY-ALBERTA-CANADA

STATISTICAL DIRECTORY OF FAIRS
(Continued from page 13)

MISSISSIPPI
Mississippi Free State Fair
Jefefson, Miss.
Attendance:
Free gate—No estimate.
General Information:
No State Aid, Other Aid, 1943, $3,000.00 Total Cash Premiums Paid, 1943, $2,959.00 Receipts: Free gate; Grandstand, 26 per cent increase; Carnival, 25 per cent increase; Space, 16 per cent increase.
Auctions:
Horns, two Army Bandes, one Sousa Band, Army Ordnance Department, Homesteads Daily.
Administration:
Superintendent: Walter A. Slott, president, Bob B. Moore, general manager, H. E. Loften, superintendent of concessions; J. H. Martin, director of entertainment; J. P. Stovall, superintendent of space, 1944 Fair Days. To be held sometime in early October, 1945 Operation—Yes.

MISSOURI
Osark Empire District Fair
Springfield, Mo.
Attendance:
1943-199,000; 1942-190,000; total 1943 176,200, 1942-182,000, paid.
General Information:
County Aid, $37,000. Total Cash Premiums Paid, 1943, $11,000; 1942, $10,000; 1943 Improvements. The county completed more than a mile of hard surface streets at a cost of approximately $8,000. The fair spent approximately $2,000 for repairs, plumbing, heating, etc., with additions being added this year.
Receipts:
1943
$17,041.77 Gate
1942
$17,101.62
Expenditures:
Grandstand, 1943, $3,100.00 1942, $1,300.00
Other Receipts:
Premiums Paid, 1943, $2,763.93 1942, $3,500.00
Other Expenditures:
Rodeo, 1943, $1,045.00 1942, none.

NEBRASKA
Nebraska State Fair
Lincoln, Neb.
Attendance:
1943-70,000 total; $8,254 paid. 1942—18,000 total; $6,138 paid.

CONGRATULATIONS TO THE FAIRS OF AMERICA, AND THANKS TO ALL OF YOU FOR OUR GREAT YEAR.
DURING THE 1943 SEASON WE BROKE ALL PREVIOUS RECORDS AT THE FAIRS IN WISCONSIN AND AT OUR STELLAR ROUTE OF CELEBRATIONS AND EVENTS IN MISSOURI, ILLINOIS AND ARKANSAS.
NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR VICTORY TOUR IN 1944.

NEBRASKA STATE FAIR
Lincoln, Neb.
General Manager:
J. O. Mark, Manager

You can always depend on SNAP for Great Shows
GREETINGS
Congratulations to the Fairs of America, and thanks to all of you for our greatest Year. During the 1943 season we broke all previous records at the Fairs in Wisconsin and at our stellar route of Celebrations and Events in Missouri, Illinois and Arkansas.

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR VICTORY TOUR IN 1944.

Can place Carpenter who understands building Show Fences, also two Rides for Fairmen.

PERMANENT WINTER QUARTERS:
118 Joplin St., Joplin, Mo.

SNAP
November 24, 1943
General Information:
State Aid, 1943 ........... $125,000.00
Lincoln Chamber of Commerce, 1943 ........... 5,000.00
Total Cash Prizes Paid, 1943 .................. $13,712.20
1943 Improvements, $10,689.00, new roof and repairs, painting of buildings and general improvements.

Receipts:
1943 ........................................... $13,712.59
1943 ........................................... 1942 ........... $13,240.70
1942 ........................................... 1942 ........... $13,240.70
1943 ........................................... 23,414.45
1942 ........................................... 20,656.02
1942 ........................................... 23,414.45
1942 ........................................... 20,656.02
1942 ........................................... 23,414.45
1942 ........................................... 20,656.02

Expenditures:
1943 ........................................... $13,240.70
1942 ........................................... 23,414.45
1942 ........................................... 20,656.02
1942 ........................................... 23,414.45
1942 ........................................... 20,656.02

Attendance:
New Jersey State Fair
Trenton, N. J.

New Mexico State Fair
Albuquerque, N. M.

Executive Staff for M. G. Dodson
CURTIS L. ROCKEL
General Agent and Traffic Mgr.
E. A. BURG
Special Agent
N. D. BARTLETT
Billposter
HENRY MCGILHEDY
Superintendent of Cattleguards
HENRY GAMBLE
Leaf Superintendents
GEORGE WHITE
Superintendent of Concessions
BILL STARR
Legal Adjustor

November 27, 1943
Inasmuch as the STATE FAIR will not be held during the emergency, GOVERNOR GREEN hopes you will take an even greater interest than heretofore in your COUNTY FAIR. Illinois Agriculture can proudly display its efforts in war or in peace.

**ILLINOIS STATE FAIR**

DWIGHT H. GREEN, Governor

HOWARD LEONARD, Director of Agriculture

W. V. (JAKE) WARD, Manager

---

**Crecent Amusement Company**

**Holiday Greetings...To our many friends in Show Business**

OUR SINCERE THANKS to PAAISES, CELEBRATIONS and COMMITTEES—To J. H. Bridge Co., Allen Mountain Co., Spillman Engineering Co., Sperry Aircraft, Spall & Smith Co., Main Tent Co., Glenn Schmitz, International Harvester Co., Field and Chevrotol Motion, OMG, Southern Poster Printing Co. and THE BILLBOARD. Also to our Personnel, Record Managers and all others who aided in gaining our goal, we extend SINCERE THANKS.

To those of our personnel who are serving in the Armed Forces and our employees who are "carrying on" at home in war industry—we express our gratitude for their efforts toward the preservation of our democratic ideals.

PAAISES SECRETARIES and CELEBRATION COMMITTEES in North and South Carolina and Virginia, we ask you to inspect our midway at any time. We present only Attractions of Merit, Clean Shows, Modern Rides. Concessions that work for stock and not over 10c. Our REPEAT DATES year after year are proof that Crecent Shows are run in safe locations by Fair Secretaries, GUI Personnel and the paying customers.

NOW CONTRACTING FOR 1944

Capable Ride Help—must be sober and with references, not subject to drafting. Will pay best salaries and attend to good treatment. Can place first-class, capable Ride Superintendents who can handle work. Keep up cleaning and understand lights. Must be willing to work and keep clean in good condition. We will pay highest salary for right man. Show with own equipment. Concessions that work for stock and not over 10c—no percentage wanted. WANTS to buy portable Speaker, 6-Car Pull-A-White or 6-Car Whip, No. 13 Wheel, HRM $340.00. 290 KW Flauncher-Dynamo Diesel Light Plant, 6-Car Octopus with transportation. Write Mr. Chas D. T.'s, 1046 Bost., Box 1437, Chicago, Ill., or GUI Secretaries.

L. C. McHENRY, General Manager, Box 373, Gastonia, N. C.
Stark County Agricultural Society
Canton, O.

Attendances:
1942—60,000 total; 25,000 paid. 1943—60,000 total; 15,000 paid.

Grandstand, 1943: $11,213.50

Receipts:
1943:
- Cash Receipts.... $11,213.50
- Profit on Grandstand.... $2,800.00
- Grandstand, 1943.... $13,000.00
- Grandstand, 1942.... $11,000.00
- Total Receipts.... $35,602.60

Expenditures:
1943:
- Grandstand, 1943.... $11,213.50
- Grandstand, 1942.... $11,000.00
- Total Expenditures.... $22,413.50

Attractions:
- Vaudeville, Secretary.
- Rankin, secretary.
- Special Attractions:
  - Vaudeville.
  - Rankin, secretary.
  - Other

Information:
- Stark County, O.
- Stark County, O.
- Stark County, O.
- Stark County, O.

Industries:
- Stark County, O.
- Stark County, O.
- Stark County, O.
- Stark County, O.

Fairs:
- Stark County, O.
- Stark County, O.
- Stark County, O.
- Stark County, O.


c

Van Wert County Agricultural Society
Van Wert, O.

Attendances:
1942—41,000 total; 13,000 paid. 1943—40,000 total; 13,000 paid.

Grandstand, 1943: $11,213.50

Receipts:
1943:
- Cash Receipts.... $11,213.50
- Profit on Grandstand.... $2,800.00
- Grandstand, 1943.... $13,000.00
- Grandstand, 1942.... $11,000.00
- Total Receipts.... $35,602.60

Expenditures:
1943:
- Grandstand, 1943.... $11,213.50
- Grandstand, 1942.... $11,000.00
- Total Expenditures.... $22,413.50

Attractions:
- Vaudeville, Secretary.
- Rankin, secretary.
- Special Attractions:
  - Vaudeville.
  - Rankin, secretary.
  - Other

Information:
- Van Wert County, O.
- Van Wert County, O.
- Van Wert County, O.
- Van Wert County, O.

Van Wert County Agricultural Society
Van Wert, O.

Attendances:
1942—41,000 total; 13,000 paid. 1943—40,000 total; 13,000 paid.

Grandstand, 1943: $11,213.50

Receipts:
1943:
- Cash Receipts.... $11,213.50
- Profit on Grandstand.... $2,800.00
- Grandstand, 1943.... $13,000.00
- Grandstand, 1942.... $11,000.00
- Total Receipts.... $35,602.60

Expenditures:
1943:
- Grandstand, 1943.... $11,213.50
- Grandstand, 1942.... $11,000.00
- Total Expenditures.... $22,413.50

Attractions:
- Vaudeville, Secretary.
- Rankin, secretary.
- Special Attractions:
  - Vaudeville.
  - Rankin, secretary.
  - Other

Information:
- Van Wert County, O.
- Van Wert County, O.
- Van Wert County, O.
- Van Wert County, O.


c

The Billboard Commercial of Fairs

Page 20

November 27, 1943

WAR EFFORT

KANSAS FREE FAIR, Topeka

OUR 1943 FAIR ESTABLISHED A NEW RECORD

★ WE DID OUR PART IN BUILDING THE MORALE OF PEOPLE IN THE COMMUNITY AND STATE.

★ WE BUILT A NEW AND BETTER UNDERSTANDING BETWEEN THE CIVILIAN POPULATION AND THE ARMED FORCES OF OUR COUNTRY.

★ WE SOLD THE IMPORTANCE OF FAIRS IN WARTIME TO KANSAS PEOPLE.

All in all, we believe now that fairs can do more to help keep up the morale of our farmers and people in our community than ever before.

The Kansas Free Fair Association is now booking concession space for 1944

MAURICE W. JENCKS, Manager, Topeka, Kansas

"MORE THAN DESERVING A PLACE IN THE SUN"
ATTENDANCE AND RESULTS

WORLD OF PLEASURE SHOWS

“A World’s Fair on Wheels”

SEASON’S GREETINGS

12 RIDES — 10 SHOWS — 40 CONCESSIONS

NOW BOOKING attractions for the 1944 season

JOHN QUINN

100 Davenport St.
Detroit, Mich.

We wish to thank our Fair Associations, Committees, Showmen, Concessionaires, Workingmen, The Billboard and our staff for the biggest season we have ever had in our twenty-seven years of operating a carnival.

We have for sale—Tilt-a-Whirl and Loop-o-Plane, both new. John was created in Lakewood Park in Atlanta, Ga., about 100 feet from Eddie Autos. Crest-o-the-Lang-the-Long, Allen Herschell Turn-About 40-Ft. Merry-Go-Round, in excellent condition; new toy; good Working 2146 organ; Smith and Smith Chairo-Plane. All above mentioned in good shape and in operation this season.

WE ARE NOW BOOKING FOR THE 1944 SEASON

WINTER QUARTERS

SOUTHEASTERN FAIR GROUNDS, ATLANTA, GA.

C. D. SCOTT, Mgr.

IN SEVEN SHORT YEARS HAS GROWN TO BE ONE OF THE LEADING FAIRS IN THE MIDDLE WEST

DESPITE MANY HANDICAPS, OUR 1943 ANNUAL WAS BY FAR THE MOST SUCCESSFUL IN OUR RECORD-BREAKING HISTORY

More than 110,000 passed thru our gates this year

1944 DATES (TENTATIVE) AUGUST 13-19

H. FRANK FELLOWS

DR. W. A. DELZELL

TOM WATKINS

G. B. BOYD

President
Vice-President
Treasurer
Secretary-Manager

OZARK

EMPIRE

DISTRICT FAIR

SPRINGFIELD, MO. “IN THE HEART OF THE OZARKS”
**A Prosperous Season**

**Greater UNITED Shows**

**CONCESSIONS**
- CAN PLACE CANDY FLOSS,
- SCALES, NOVELTIES,
- BUMPER CONCESSION,
- HOOP-RA, ETC.

**WASHINGTON BIRTHDAY CELEBRATION**

**WASHINGTON, D. C.**

**OPENING DATE**
February 12 to 27
2 Saturdays and 2 Sundays

The Greatest Spring Event in the Nation

**LAREDO, TEX.**

**WANTS RELIABLE FOREMAN FOR DUG LOOP-O-PLANES.**

**MRS. JULIENNE WARD**
Wants to hear from Billy Baker, Capt. Lewis and Jon Santos.

Excellent propositions for you.

Write or Wire: J. GEORGE LOOS, Laredo, Texas

---

**A Mighty Success**

**44th CONSECUTIVE YEAR**

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**STATISTICAL DIRECTORY OF FAIRS**

(Continued from page 29)

**PAINE**

**Pennsylvania**

**Kutztown Fair Association**

Kutztown, Pa.

**Attendance:**

1942-30,000... 1942-20,000.

**General Information:**

State of Pennsylvania... $1,409.55
1942... 294.60
Total Cash Premiums Paid.
1943... 498.25
1942... 294.60
1943 Improvements, 6260 raised to buildings.

**Receipts:**

1943... 1,511.00
1942... 511.05
Share
1943.$10,041.55; 1942.$14,318.90.

**Expenses:**

Grandinstand, 1943... 620,643.50
1942... 20,283.44

---

**KANSAS STATE FAIR**

HUTCHINSON

**Doing Its Part in the MARCH TO VICTORY**

A successful fair was conducted in 1943, and we expect to continue the uninterrupted chain of Thirty-One Consecutive Annuals.

1944 Dates—Sept. 17-22

(Tentative)

O. O. WOLF

E. HUTTON

S. M. MITCHELL

President

Secretory

---

---
THE ATTRACTION
WITH
BOX OFFICE APPEAL

EDDIE POLO
HOLLYWOOD'S MOST FEATURED STUNT ACT
Presents SUPERMAN'S
HAIR-DARE DEVILTRY

1. OUTDOOR—Aerial Slide for Life Hanging by
the Hair.
2. INDOOR—Strong Man Act. Performing un-
believable Hair-Raising Stunts.

CONTACT YOUR BOOKER OR DIRECT
HOUSE OF TEMPLE 55 E. Wacker Drive Chicago

DOING OUR PART TOWARD VICTORY IN 1944!

MISSISSIPPI STATE FAIR
"Bazookas to Booby Traps" "Steak on Hoof"

WAR EXPOSITION * LIVESTOCK SHOW

MISSISSIPPI STATE FAIR

MAYOR WALTER A. SCOTT, PRESIDENT REX B. MAGEE, GEN. MANAGER

DEDICATED TO THE ULTIMATE VICTORY AND PEACE
OF THE NATION

SAGINAW FAIR
MICHIGAN FARM PRODUCTS SHOW
Featuring
A Panorama of Michigan's
Part in the War Effort

TENTATIVE 1944 DATES
SEPT. 10-16

CLARENCE H. HARRNDBN, Mgr.
MEMBER IAFE

MISSISSIPPI STATE FAIR

MAYOR WALTER A. SCOTT, PRESIDENT REX B. MAGEE, GEN. MANAGER

November 27, 1943
STATISTICAL DIRECTORY OF FAIRS

(Continued from page 84)

Expenditures:
Grandstand, 1943 .................. $6,490.00
1942 ............................... 6,090.00

Attractions:
Pfermenka, Vanderbels, Mice in the Midway, Aviation, and Exhibits, October 29, 1943, $31,000.00; 1942, $20,000.00.

Administration:
E. M. Church, president; D. C. Toole, secretary; E. W. Kennedy, executive assistant.
Annual Business Meeting—December 14, 1943.

General Information:
WISCONSIN

Wisconsin State Fair
Milwaukee (West Allis), Wisc.

Attendance:
1943 ............................... 194,261
1942 ............................... 208,770

Record:
1943 ............................... 194,261
1942 ............................... 208,770

Receipts:
1943 ............................... $32,180.15
1942 ............................... 208.77

Expenses:
1943 ............................... 194,261
1942 ............................... 208,770

WISCONSIN

General Information:
State Aid, 1943 ........................ $15,970.00
1942 ............................... 20,000.00

Total Cash Premiums Paid:
1943 ............................... $31,423.60
1942 ............................... no fair held

1943 Improvements, approximately $5,000 to improve the Coliseum Building, to house the Industrial Exhibits, Horticulture, Agriculture, Flower Show and Military Service exhibitions, to take the place of other buildings occupied by the army. Also to enclose former par-mentual building to house Civilian Defense, Poultry, Puppies and Rabbit exhibits, grandstand improvements, and facilities for new fair.

Receipts:
1943 ............................... $238,369.97
1942 ............................... 518,607.00

Expenditures:
Grandstand, 1943 .................. $238,369.97
1942 ............................... 518,607.00

Attractions:
Fairs, expositions, daily army band concerts, outstanding exhibits from all

1943 YORK STATE FAIR
Was a Banner One 1944 YORK STATE FAIR
Will Be Bigger & Better

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS

FAIR SECRETARIES—CELEBRATION COMMITTEES
We Welcome your most careful Investigation, as to our ability to break all Gross Records, offering a Midway of 14 Major Rides, 4 Kiddie Rides, and at least 8 Outstanding Feature Shows.

CAN PLACE
FOR OUR
1944
VICTORY
TOUR

All Address: AL WAGNER, Mgr., Panama City, Florida

November 27, 1943

The Billboard Cavalcade of Fairs

Page 33
WISCONSIN
STATE FAIR
AIDS
VICTORY
1943 ATTENDANCE
366,948 for 7 Days
WM. T. MARRIOTT, Manager
A. W. KALBUS, Assoc. Manager
STATE FAIR PARK  MILWAUKEE, WIS.

The ART B. THOMAS SHOWS

Again a Successful Past Season
We extend our thanks to the Fair Boards, Businessmen and Show People for the fine co-operation of the past. The show of finer entertainment, featuring a large array of rides, side shows and clean amusements. We endeavor to please again through the 1944 season.

THE ART B. THOMAS SHOWS
AND PERSONNEL
LENNOX, SO. DAK.

MR. SECRETARY— IN PLANNING YOUR FAIR FOR 1944
have you given due consideration to—
GOOD 'LAID-OUT' MIDWAYS
BETTER OFFICE EFFICIENCY
BEST OPERATING EQUIPMENT

THE WADE ORGANIZATION HAS A UNIT TO SATISFY YOUR OUTDOOR ENTERTAINMENT NEED—
BE IT A FREE FAIR
OR A STREET CELEBRATION

We are now contracting for the 1944 season and we cordially invite your closest inspection of our terms to furnish your fair a COMPLETE MIDWAY OR JUST RIDES

W. G. WADE SHOWS

Notice of New PERMANENT ADDRESS General Offices and
19199 Woodingham Drive 457 Seldon Ave.,
Detroit (21), Michigan Detroit (1), Michigan

May we extend Best Wishes for a happy Holiday Season to all our FAIR ASSOCIATIONS - SHOWMEN - EMPLOYEES - FRIENDS

T. J. TIDWELL SHOWS

"A Modern Midway"

THANKS TO THE FAIRS AND COMMITTEES OF THE GREAT SOUTHWEST WHO SPONSORED OUR SHOW THIS YEAR.

FOR 1944 WE PROMISE YOU AN EVEN FINER MIDWAY

Contact us early for your next event, as we are now arranging our route for next season.

THANKS also to our Loyal Personnel and Employees for making the 1943 Season the most successful in our history.

GREETINGS TO OUR FRIENDS EVERYWHERE
AND TO OUR BOYS IN THE U. S. ARMED FORCES
SHOWMEN — RIDE MEN — CONCESSIONAIRES
We are now booking for our 1944 Victory Tour.

All Address:
T. J. TIDWELL, Mgr.
BOX 954, SWEETWATER, TEXAS.

Page 34  The Billboard Cavalcade of Fair
**STATISTICAL DIRECTORY OF FAIRS**

(Continued from page 31)

Carnival, their own.


Annual Business Meeting—November 30, 1943, Tentative.


1944 Operation—Yes.

**Quebec Provincial Exhibition**

Quebec City, Que., Canada.

Attendance:

1943—109,663 total; 161,401 paid. 1942—177,506 total; 211,780 paid.

**General Information:**

Provincial Add, 1943...........$12,700.00

1942...................13,500.00

Total Cash Premiums Paid, 1943 (approximate)........$15,000.00

1942...................16,127.54

1943 Improvements, Ornamental lights, one bronc barn, three horse stables, $12,000. Coliseum, improvements for conversion into an ice rink, $8,000.00.

Receipts:

1943: 17,833.76: Grounds (eve.), 11,010.00

12,919.59: Grounds (aft.), 10,540.00

7,101.02: Coliseum

12,078.00: Space

120,300.00: Total Receipts...

112,238.77

Expenditures:

Coliseum evening and afternoon ground, 1943:...$20,000.00

1943............11,716.06

**Attendances:**

1943, 193,760; 1942, 191, 016.

Ridio, Fireworks, Vaudeville, Rodeo, Special Attractions, Horse Show (4 days), Army Band, Army and Air Force displays, Running Race (4 days), Organized carnival.

**Administration:**

T. A. Hornbrook, president; J.

---

**EASTERN STATES EXPOSITION**

**STILL IN THE SERVICE OF UNCLE SAM**

The grounds of the Eastern States Exposition are now one hundred per cent devoted to the war effort, occupied by the Philadelphia Quartermaster Depot of the U. S. Army and by a Military Police Training Center.

**BUT PLANS ARE READY!**

Ready for that day when our enemies holier "UNCLE!" and Uncle Sam gives us the green light for

**THE "VICTORY SHOW**

Speed the Day—Pave the Way—FIGHT—WORK—SHARE—SAVE!

**BUY MORE BONDS**

**EASTERN STATES EXPOSITION**

Springfield, Mass.

GEORGE E. WILLIAMSON

Chairman of the Executive Committee

CHARLES A. NASH

General Manager

---

**ANNOUNCING**

**THE NEW SHOW BEAUTIFUL**

**J. C. WEER SHOWS**

America's Finest 20 Car Railrood Show

OPENING NORFOLK, VA., APRIL 1ST, 1944

20 Railroad Cars, Loaded to Capacity With the Finest of Equipment.

**FAIR SECRETARIES AND CELEBRATION COMMITTEES**

See Us Before Booking for Your 1944 Events. We Can Offer You the Finest in Amusements.

SHOWMENT: Get on the bandwagon with a Winner. If you have an up-to-date attraction, or a good idea that needs financing, contact us.

RIDE OWNERS: We will book any new and novel Rides that do not conflict. How arranging a splendid route for 1944.

CONCESSIONS: Will book Legitimate Merchandise Concessions. Tell us what you have, and join the most up-to-date Show for 1944.

RIDE FOREMEN, RIDE HELP, TRAIN HELP, POLERS AND WORKING MEN IN ALL DEPARTMENTS.

Top Salaries. Splendid Treatment and a Long Season.

SEE US AT THE SHERMAN HOTEL IN CHICAGO DURING THE CONVENTION.

Permanennt Address:

J. C. WEER, Mgr., 390 Arcade Building, St. Louis, Mo.
E. J. CASEY SHOWS
(WESTERN CANADA'S FINEST MOTORIZED CARNIVAL SHOWS)

SHOWMEN:

CONCESSIONS:

E. J. CASEY, Owner-Manager, 79 Crawford Avenue, Norwood, Manitoba, Canada.

FAIR ASSOCIATIONS

The fine record of national attendance in all wartime endeavors made by the Fairs in 1943 will stand forever as a tribute of their real worth and value when a country is defending its right to a free, independent existence.

IN 1943 All Our Promotion, Exhibits, Etc., Were Concentrated in "Helping To Win This War."

FOR 1944 Have Adopted "Fairs March On to Victory" as the Theme To Inspire Our Every Effort.

THE ROCKY MOUNTAIN ASSOCIATION OF FAIRS

NORTH MONTANA STATE FAIR
Day P. Thibeau, Manager, Great Falls, Mont.

RAVALLI COUNTY FAIR
Harry L. Kittner, Manager, Billings, Mont.

MALONE COUNTY FAIR
Philo N. Strickland, Manager, Yellowstone, Mont.

WILLIAMS COUNTY FAIR
W. N. Manley, Manager, Missoula, Mont.

DAMON COUNTY FAIR
 exponentially.

PHILIPPI COUNTY FAIR
S. E. Kalsom, Secretary, Sidney, Mont.

GALLAGHER COUNTY FAIR
Earl D. Willis, Manager, Great Falls, Mont.

PARKER COUNTY FAIR
J. H. Dougherty, Manager, Hardin, Mont.

EASTERN MONTANA FAIR
J. H. Boring, Secretary, Miles City, Mont.

BROWNING COUNTY FAIR
W. J. Howard, Secretary, Browning, Mont.

ANNUAL MEETING—BILLINGS, MONTANA
(Dates Announced Later)

NORTHERN HOTEL, Convention Headquarters

ROCKY MOUNTAIN ASSN. OF FAIRS

W. FLOYD DAY, Pres. J. M. DUCKETT, Sec.-Treas.

MONT., MONT.

Congratulations to the Fairs of America From the

LOUISIANA STATE ASSOCIATION OF FAIRS

W. R. HIRSCH

HARRY P. WILSON

P. O. BENJAMIN

Vice-President

Commissioner of Agriculture

Tallahassee

Secretary-Treasurer

KANSAS FAIRS ASSOCIATION

ANNUAL CONVENTION JANUARY 12-13

HOTEL JAYHAWK, TOPEKA

KANSAS CITY

November 27, 1943
“THE FOREST, TOOL FOR VICTORY”

EXPOSITION PROVINCIALE

de Quebec (Canada)

Greatest in our History

190,400 Visitors

********

Handicrafts and Home Industries

LUCIEN BORNE

Mayor of Quebec,

President

EMERY BOUCHER

Secretary and Manager

THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS

(“A” Circuit)

ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada

Time: January 17th, 18th and 19th, 1944

C. E. WILSON

President

Edmonton, Canada

Also:

THE WESTERN CANADA FAIRS ASSOCIATION

(“B” Circuit)

KEITH STEWART

Secretary

Portage la Prairie, Canada

WITH THE CO-OPERATION OF FEDERAL AND STATE AGENCIES, LOCAL WAR AND RELIEF GROUPS, AGRICULTURAL AND DAIRY INTERESTS, 4-H CLUB, RURAL SCHOOLS AND WOMEN’S ACTIVITIES — UNITED TO SPEED THE DAY OF VICTORY —

THE 1943

MINNESOTA STATE FAIR

WAS SUCCESSFUL

DATES FOR 1944

AUG. 26–SEPT. 4

A. H. DATHE

President

RAYMOND A. LEE

Secretary

MIDWAY BETWEEN ST. PAUL AND MINNEAPOLIS

GREETINGS TO MEMBERS OF I. A. F. E. AND OTHER FAIR EXECUTIVES

VIRGINIA GREATER SHOWS

WITH AND FOR IT FOR TWO WONDERFUL YEARS

SOL SPEIGHT

PRESENTS

COTTON CLUB REVUE

Back With It for 1944

WILL BE BACK IN 1944 WITH STREAMLINED SINGO OF TOMORROW

GREAT SUCCESS FOR MR. ROSS

FIREMAN AND WEINSTEIN

3 SEASONS WITH A REAL SHOW AND A WONDERFUL STAFF

BILL PENNYS

4 CONCESSIONS

WITH GREAT SHOW FOLKS AND FOR IT 99 PER CENT

3 SEASONS

JOE CONLEY

THANKS FOR A BIG SEASON

MIKE BDERES

POPOCIN AND PAN GAME

A GOOD SHOW TO BE WITH

JOE AARONS

GLAD TO BE WITH IT

Mr. and Mrs. R. C. Kratzer

AND BARBARA

Forsan, Tex

MADAME EMMA—100% AMERICAN PALMISTRY

WINTER QUARTERS

SUFFOLK, VA.

THE SHOW THAT’S UP AND COMING WITH A REPUTATION THAT’S HARD TO BEAT

NOW BOOKING WORTHWHILE ATTRACTIONS FOR 1944

MRS. SARAH MASUCCI

SECRETARY & TREAS.

 Antarigo

GREEN MACHINE

SUPERINTENDENT

Riders

WE THANK OUR COMMITTEES FOR 1943 SEASON

WM. C. (BILL) MURRAY

GEN. AGENT

BILL PENNY

SUPERINTENDENT

CANVAS & BUILDER

MENDEL’S

PENNY ARCADE

WITH IT 100%
LOUISIANA STATE FAIR
SHREVEPORT

Greetings To Our Friends

Planning for the greatest Fair in our 39 years to be held in 1944, when we hope to celebrate a glorious Allied Victory.

JOHN McW. FORD
President
W. R. HIRSCH
Secretary-Manager

“It’s Your Fair—So Be There”

OKLAHOMA STATE FAIR
AND EXPOSITION
OKLAHOMA CITY

SEPT. 23-30, 1944

ALWAYS GOOD—
This Time Better!

Mighty SHEESLEY Midway

THRILLS NEW RIDES AND SHOWS!

Large Well Lighted Midway...
Sensational Free Acts...
Fireworks!

WINTER QUARTERS:
SAN CARLOS HOTEL, PENSACOLA, FLA.

The entire personnel of the John H. Marks Shows is grateful for having been instrumental in bringing to so many service men and women and war workers the wholesome entertainment provided by “The Mile Long Pleasure Trail.”

NOW CONTRACTING FOR AN EVEN GREATER 1944 SEASON

CONTACT

JOHN H. MARKS, Mgr.

P. O. BOX 771
RICHMOND, VA.
44 Years of Leadership!

44 years! A decade which has seen the banner of the Johnny J. Jones Exposition flying high and OUT IN FRONT . . . through "peak" prosperity intervals and depression cycles—through World War I and now well into two years of the world's second great struggle . . . always the standard-bearer of all that is meritorious in the outdoor show world . . . fulfilling its pledges to the public and its promises to America's great fairs, celebrations and events. No wonder the Johnny J. Jones Exposition stands a symbol for DEPENDABILITY.

CARRYING ON . . .

We cordially invite inquiries from fairs, celebrations and special event committees as to our offering for the 1944 season. The Johnny J. Jones Exposition expects to furnish to its fairs and events the same high-standard array of attractions as in the past. Don't add uncertainty to your already difficult task . . . be certain that your midway will be provided. Our 44 years of continuous operations stands as a GUARANTEE for our performances.

. . . Fair and celebration managers and outdoor showmen are invited to visit us at our suite 222, Hotel Sherman, Chicago, during the outdoor conventions.

OUTDOOR SHOWMEN . . .

Take the question mark out of your plans for 1944 . . . To showmen who have something really worth while to offer . . . attractions to meet the times . . . and the ability to meet some of the difficulties of wartime trouping we offer the country's No. 1 route of GREAT dates. We intend operating not with peacetime quantity but with wartime QUALITY. Limited opportunities for select showmen and independent ride owners.

E. LAWRENCE PHILLIPS Presents

"The Mighty Monarch of the Tented World"

ANNUALLY SINCE 1899!

LT. J. J. JONES, JR.  
Vice-President

E. LAWRENCE PHILLIPS  
General Manager

NEW

BUY MORE WAR BONDS

JOHNNY J. JONES EXPOSITION

Permanent Address: 511 "C" STREET, N. E., WASHINGTON, D. C.  Winter Quarters, AUGUSTA, GA. INC.
L.C. (Curly) Reynolds and H. (Izzy) Wells

Present

WORLD OF TODAY SHOWS

and Reynolds & Wells Shows

for 1974

TWO HIGH CLASS TRAVELING ORGANIZATIONS PLAYING THE CENTRAL WEST FROM GULF OF MEXICO TO THE CANADIAN BORDER

NO FAIR TOO LARGE FOR THESE STELLAR ORGANIZATIONS PRESENTING THE FINEST MIDWAYS IN AMERICA

* REPUTABLE SHOWMEN ON BOTH MIDWAYS.
* SHOWS FOR BOTH MIDWAYS: Revues, Girl Shows, Grind Shows and Single Pit Attractions, with or without own Equipment.
* RIDE HELP FOR ALL RIDES ON BOTH SHOWS.
* CONCESSIONS OF ALL KINDS AND CONCESSION AGENTS FOR BOTH SHOWS.
* TWO PENNY ARCADES—ONE FOR EACH SHOW.
* COOK HOUSE AND CORN GAME FOR REYNOLDS & WELLS UNITED SHOW.

ONLY FIRST-CLASS EQUIPMENT AND ATTRACTIONS WILL BE CONSIDERED. BOTH SHOWS WILL PLAY PRACTICALLY THE SAME ROUTES AS LAST SEASON.

WORLD OF TODAY SHOWS will open in Waco, Texas, March 1st. REYNOLDS & WELLS United Shows open first week in April in Arkansas City, Kansas.

WORLD OF TODAY SHOWS

REYNOLDS & WELLS