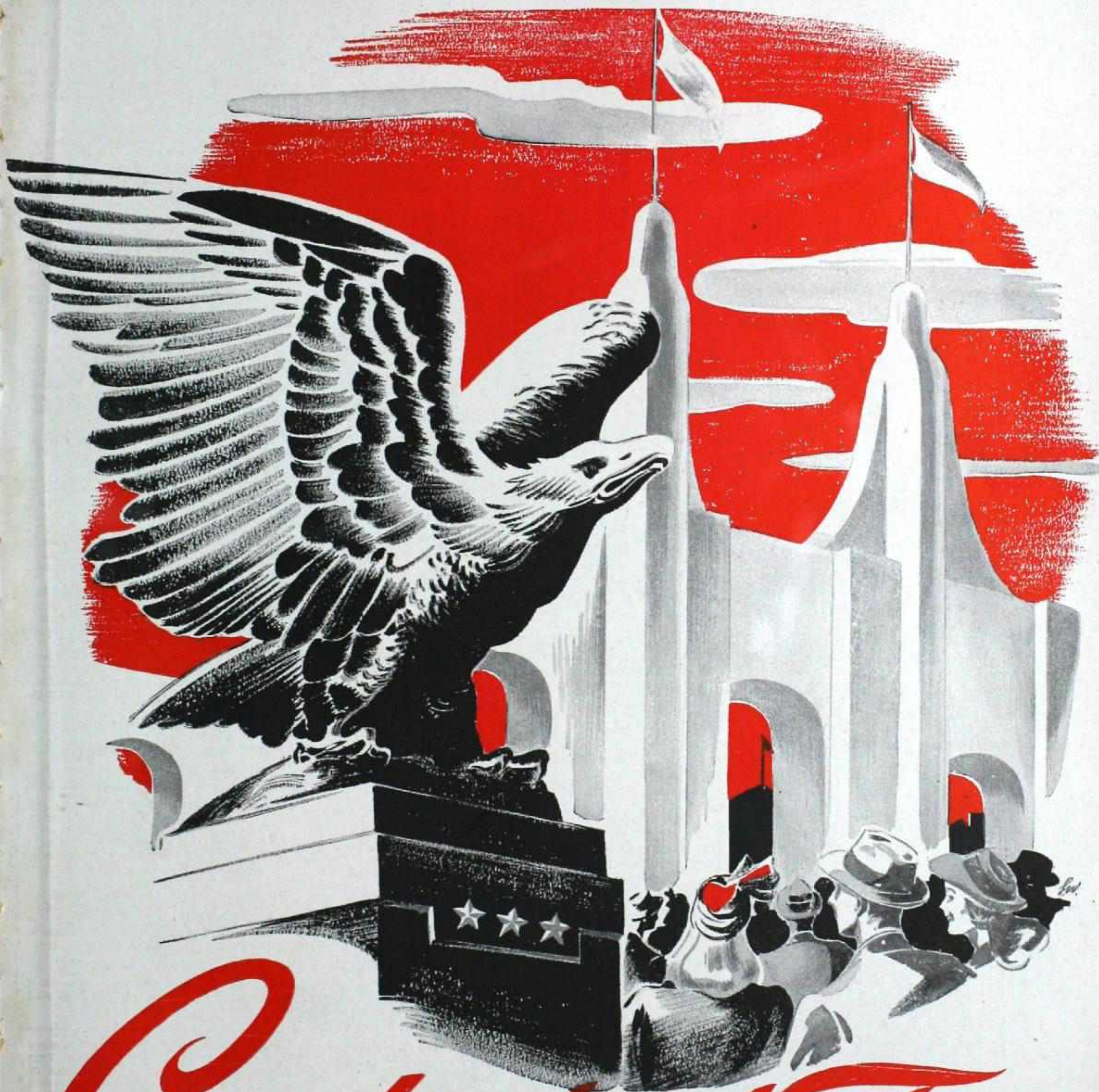


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Cavalcade of Fairs

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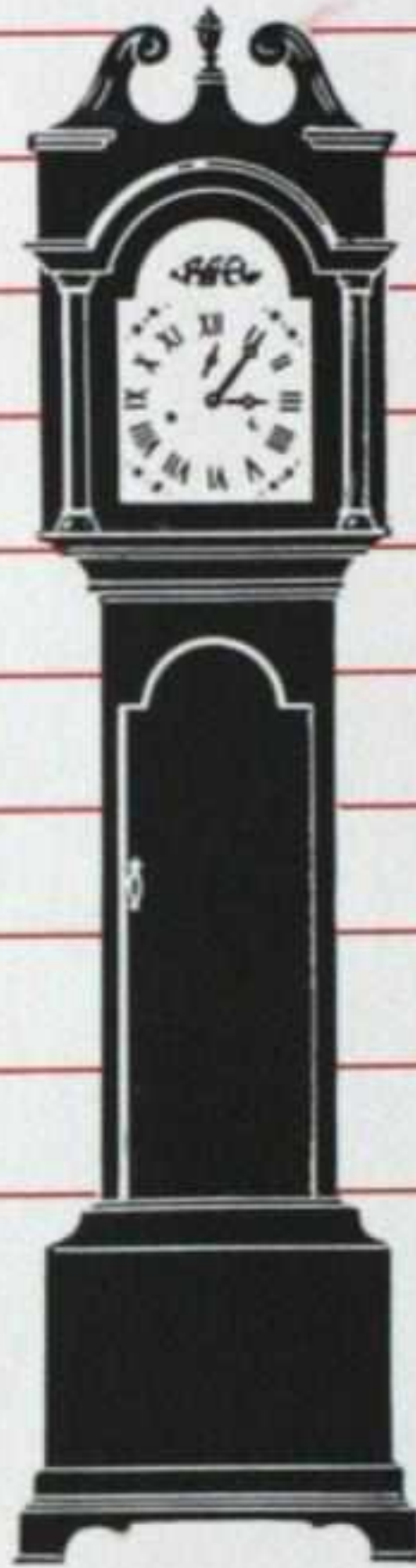
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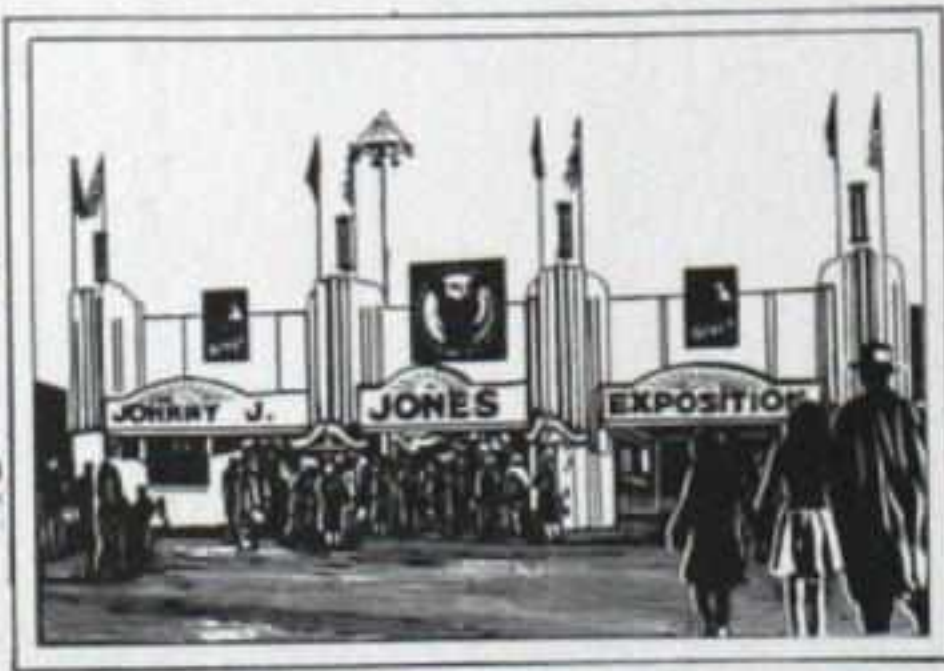
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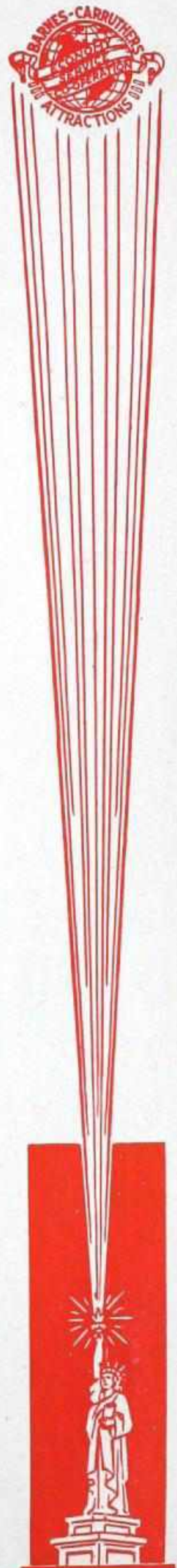
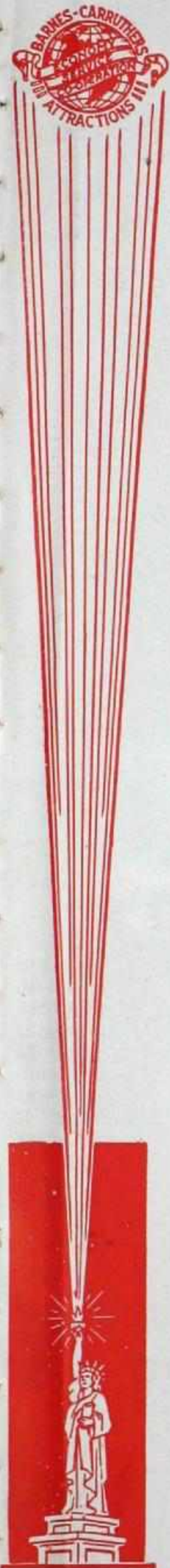
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WILL BE THE GREATEST
IN HISTORY

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STATE FAIR OF TEXAS

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MAN WHO
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AND LIVES
TO TELL
THE TALE

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Aug. 4, Night...Knoxville, Iowa, Marion County Fair
Aug. 5, Night...Knoxville, Iowa, Marion County Fair
*Aug. 8, Afternoon and Night...Keosauqua, Iowa, Van Buren-Jefferson County Fair
*Aug. 10, Afternoon...Eldora, Iowa, Hardin County Fair
*Aug. 12, Afternoon and Night...Springfield, Missouri, Ozark Empire Fair
*Aug. 15, Afternoon...Owatonna, Minn., Steele County Free Fair
Aug. 17, Afternoon...Corydon, Iowa, Wayne County Fair
*Aug. 19, Afternoon...Owatonna, Minn., Steele County Free Fair
Aug. 22, Night...Abilene, Kansas, Central Kansas Free Fair
*Aug. 23, Afternoon and Night...Harlan, Iowa, Shelby County Fair
*Aug. 24, Afternoon...Jackson, Minn., Jackson County Fair
*Aug. 25, Afternoon and Night...Albert Lea, Minn., Freeborn County Fair

*Aug. 26, Afternoon...Sedalia, Missouri, Missouri State Fair
*Aug. 29, Afternoon...Webster City, Iowa, Hamilton County Fair
Aug. 31, Afternoon and Night...Mazon, Illinois, Grundy County District Fair
*Sept. 2, Afternoon and Night...Manson, Iowa, Calhoun County Fair
*Sept. 3, Afternoon...Sac City, Iowa, Sac County Fair
*Sept. 5, Afternoon...Marshalltown, Iowa, Central Iowa Fair
Sept. 8, Afternoon...Du Quoin, Illinois, Du Quoin State Fair
Sept. 16, Afternoon...Hutchinson, Kansas, Kansas State Fair
Sept. 21, Afternoon...Hutchinson, Kansas, Kansas State Fair
Sept. 23, Afternoon...Oklahoma City, Okla., Oklahoma State Fair-Fall Festival
Sept. 26, Afternoon...Oklahoma City, Okla., Oklahoma State Fair-Fall Festival

Sept. 25, Afternoon...Oklahoma City, Okla., Oklahoma State Fair-Fall Festival
Sept. 30, Afternoon and Night...Blytheville, Ark., Mississippi County Fair
Oct. 2, Afternoon...Birmingham, Ala., Alabama State Fair-Victory Jubilee
Oct. 4, Afternoon...Birmingham, Ala., Alabama State Fair-Victory Jubilee
Oct. 6, Afternoon...Birmingham, Ala., Alabama State Fair-Victory Jubilee
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The Billboard CAVALCADE OF FAIRS

Sixth Annual Special Section

December 1, 1945

Feature Articles

Opportunity Is Knocking— <i>Open the Door!</i> 9	Market Hog Shows..... 30-31
Uncle Sam's Exhibits Will Hit Highways Again in 1946... 12-13	Industry Has an Opportunity to Show the Farm Wife How 32-33
Canada Prospects Bright... 14-15	Free Publicity Sells Fairs to <i>the Nation</i> 34
Fairs a Natural for Army's Drive to Sell Prepared- ness 16-17	Belgian Fairs Are Like An- nuals in This Country.... 35
Paved Midways Pay Off... 18-19	<i>IAFE Convention Program</i> ... 76
So You Want to Show Folks <i>What's New in Machinery</i> .. 20	<i>Salute to the Fairs</i> 11
Entertainment Men Foresee <i>New Splendors for Annuals</i> . 25	
Demobilized Fairs Face a Big Reconversion Job..... 26-27	
Sock Outdoor Advertising De- livers Fair's Message..... 28-29	

Special Lists

<i>Fair Booking Offices</i> 36
<i>Statistical Directory of Fairs</i> .. 37

Advertisers' Index

Alabama State Fair, Birming- ham 30	Martin Agency, Al..... 50
All-American Thrill Drivers.. 6	McKee Shows, John..... 78
Atenos, The Original..... 45	Midland Empire Fair and Rodeo, Billings, Mont..... 36
Barnes-Carruthers Fair Book- ing Assn. 3	Mid-Western Exposition..... 54
Barrington Fair, Great Bar- rington, Mass. 37	Midwestern Hayride..... 40
Boyle Woolfolk Agency..... 45	Milos, Three..... 49
Blue Ribbon Shows..... 70	Minnesota State Fair, St. Paul 34
Breeze Amusement Rides, Nelson 56	Miracle Horses..... 51
Bright Lights, Exposition Shows 68	Missouri State Fair, Sedalia.. 40
Brockton Fair, Brockton, Mass. 30	Nebraska State Fair, Lincoln. 33
Buck Shows, O. C..... 74	North American Exposition. 62, 63
Bunting Shows..... 66	North Montana State Fair, Great Falls, Montana..... 33
Bush-Laube Concessions..... 78	Ortons, Aerial..... 49
Calgary Exhibition and Stam- pede, Calgary, Alberta, Can. 32	Ozark Empire District Fair, Springfield, Mo..... 31
Caravans of Amusements... 84	Peppers All-States Shows..... 24
Carroll Enterprises, Edward J. 37	Prell's Broadway Show..... 77
Casey Shows, E. J..... 58	R and S Amusements..... 79
Cavalcade of Amusements....	Riverside Park, Agawam, Mass. 37
..... 21, 22, 23	Robinson, Ethel..... 51
Clemens, Dick..... 46	Royal American Shows.....
Collins Shows, Wm. T..... 58 41, 42, 43, 44
Craig Shows, Harry..... 80	Saginaw Fair, Saginaw, Mich.. 35
Crescent Shows..... 72	Selden, The Stratosphere Man 47
Dumont Shows..... 80	Skylarks, The..... 49
Du Quoin State Fair, Du Quoin, Ill..... 32	Snapp Greater Shows..... 60
Eastern States Exposition, Springfield, Mass..... 38	Southeastern World's Fair, At- lanta, Ga..... 29
Endy Bros.' Shows..... 65	Sparks Shows, J. F..... 78
Gem City Shows..... 64	State Fair of Texas, Dallas... 4
Gibson's Hollywood Sky Bal- let, Johnny..... 52	Strates Shows, James E..... 57
Globe Poster Corp..... 65	Sun Booking Agency, Gus... 54
Gold Medal Shows..... 68	Sunset Amusement Co..... 76
Gooding Amusement Co., F. E. 61	Tarzan, The Human Ape..... 48
Greater United Shows..... 73	Thearle - Duffield Fireworks, Inc..... 82
Gregoresko, The Great..... 5	Tivoli Exposition Shows..... 74
Hennies Bros.' Shows..... 81	Triangle Shows..... 67
Hill's Greater Shows..... 66	Turner Bros.' Shows..... 72
Illinois State Fair, Springfield. 8	United Speed and Thrill Fea- tures, Inc..... 6
International Shows..... 75	York Inter-State Fair, York, Pa. 34
Ionia Free Fair, Ionia, Mich.. 36	Wade Shows, W. G..... 60
Jones Exposition, Johnny J.. 2, 83	Wallace Bros.' Shows..... 79
Kansas Free Fair, Topeka... 35	Ward's World Fair Shows, John R..... 71
Kansas State Fair, Hutchinson 27	West Coast Amusement Co..... 69
Kentucky State Fair, Louis- ville 7	Wisconsin State Fair, Milwau- kee 10
Kirkwood Shows, Joseph J... 59	Wiswell, Count Ernesto..... 56
Knoll, The Great..... 47	WLW Promotions, Inc..... 40
Kochman, Hell Drivers, Jack. 50	Wonder Shows of America... 77
Lenz, Charles A..... 53	World of Mirth Shows, Inc... 55
Lone Star Shows..... 75	World of Pleasure Shows..... 70
Louisiana State Fair, Shreve- port 38	World of Today..... 84
Lynch Thrill Show, Jimmie.. 39	Zemater, Charles..... 52
	Zoppe-Zavatta Acts..... 48



Kentucky State Fair

LOUISVILLE
KENTUCKY

Sept. 1-7, 1946

The 1945 Kentucky State Fair held at Churchill Downs was one of the most successful Fairs in its history, setting an all time record. Now with all of its glory, along with peace here, the 1946 Kentucky State Fair management plans to have a still larger and better exhibit and attractions for the coming Fair, September 1st to 7th.

It is Mr. J. O. Matlick's idea to give still more premiums for Livestock and Agricultural Exhibits to the open classes which have been barred due to the War and to also bring every Kentucky County still closer to the State Fair by insuring them large premiums, encouraging them to exhibit their growing products and their manufacturing needs in their individual booths furnished by the Fair. It is very essential that nothing be left undone to bring the 1946 Fair up to its high standard with still more exhibits and attractions.

J. O. MATLICK, Gen. Mgr.



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GREATEST OF THEM ALL
THE 1946**



**ILLINOIS
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FAIR**

**BEFORE THE WAR
ILLINOIS WAS A GREAT
STATE, BUT FROM NOW ON—
ILLINOIS WILL BE GREATER THAN EVER**

Illinois will soon start on the first phase of a \$5,000,000 building and improvement program which when completed

will make the Illinois State Fair plant facilities the finest and most up-to-date in America.

NOW CONTRACTING CONCESSION SPACE FOR OUR 1946 FAIR

Address **WILLIAM V. (JAKE) WARD, ILLINOIS STATE FAIR, P. O. BOX 546, SPRINGFIELD, ILL.**

Opportunity Is Knocking — Open the Door!

By Pat Purcell

WITH the dawn of peace, the mantle of uncertainty which has shrouded the horizon for management, exhibitors and amusement purveyors at State, regional and county fairs in the United States, and the exhibitions and expositions of Canada has been dissipated. Once again these men who build the annuals can roll up their sleeves, take a deep breath and wade into their respective tasks.

True, there are a few important annuals that will not be able to contribute their share this coming year toward the edification and entertainment of the public in their localities. Governmental agencies, usually the War Department, but in some instances the Reconstruction Finance Corporation, have been unable to release the grounds or buildings necessary for the resumption of activities.

In the main, however, the men of the fair world can go about their business of building bigger and better annuals, unhampered by government regulations or, as the late Franklin Delano Roosevelt might have said, freed from the fear of fear. There will be some shortage of building material and labor for immediate construction work, but the horizon has been cleared and the path toward the realization of "dream grounds" is ahead. It is time for calling the architects.

There is hardly a fair executive extant, big or little as his community may be, who does not have definite plans for expansion and growth. Economic experts tell us that "conditions will be better than normal for several years, thru the entire period of reconstruction." The fair men are prepared to make the best of their opportunity to build modern plants. Some will

do a great job—others will not pass the class of mediocrity. It is the way of the flesh.

From the standpoint of attracting commercial exhibitors, the field has never been more wide open. Industrialists have their engineers working overtime to devise products that will make this a better, more comfortable world in which to live. Industrialists in the past have not generally turned to the fairs and exhibitions as show windows for their products. That is a job for the fair men—to educate these industrialists as to the possibilities of reaching a great buying public with a sight sales plan.

The groundwork for bigger and better agricultural exhibits has been well laid thru the 4-H Club and Future Farmers of America organizations. These groups continued their work thru the war years, doing a yeoman service in keeping up the interests of America's rural youth. This work will be continued, and it is in intensifying their activities that the fair men can build patrons for years and years to come.

The amusement world seems to match strides with any situation. Some fall by the wayside, but history shows there have been ingenious fellows to step into their places and deliver attractions as modern as the times.

The path ahead is clear for the first time since December, 1941.

Fair men of this generation will never again have a similar chance to start from scratch with everything in their favor.

Opportunity is kicking at YOUR door.
Open it—and let's go!

CENTENNIAL
STATE FAIR
MILWAUKEE

THE
Badger
State
IN '48

BACK IN ALL ITS GLORY

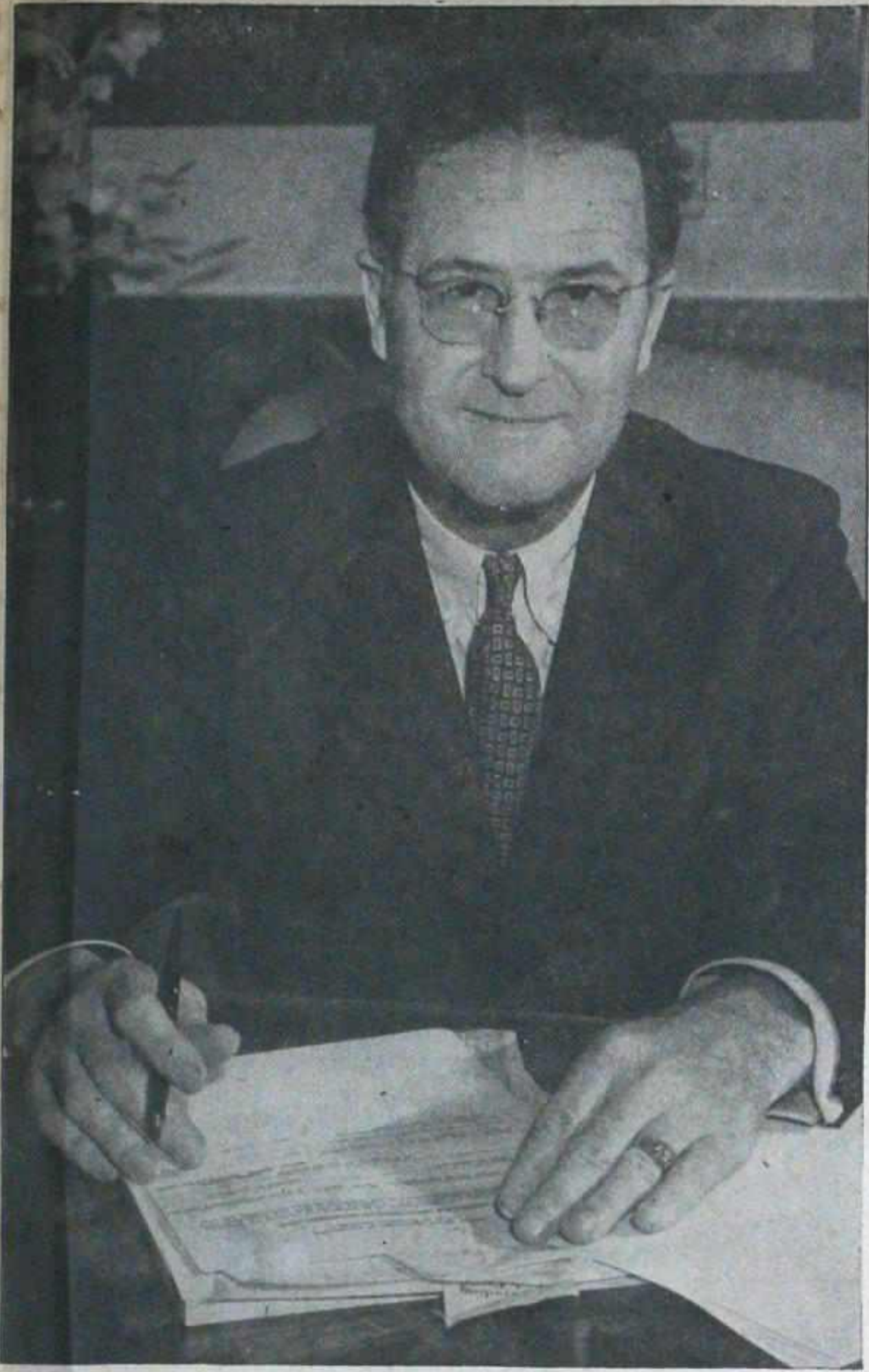
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AUGUST 17-25

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THE
Badger
State
IN '48



Minnesota's spacious State Fairgrounds fairly teemed with people when this picture was taken shortly before hostilities put the famed annual on the shelf. Scenes such as these will soon be familiar again, and the United States Department of Agriculture is preparing to take advantage of such gatherings.

SALUTE TO THE FAIRS

By **CLINTON P. ANDERSON**
U. S. Secretary of Agriculture

IN THE weeks following VJ-Day farmers of America have realized more and more that peace may mean reappearance of many old problems and emergence of new ones which did not exist during the war years.

Farmers are going to need more information than ever before if they are going to do an intelligent job of putting their industry on a sound peacetime basis. Farmers of the United States broke all previous production records during the war, using the "know-how" and information they had accumulated over the years; information which had reached them in important part thru agricultural fairs. Now in peace farmers again will visit agricultural fairs freely and again they can profit from the knowledge and inspiration which agricultural fairs provide.

I am glad that transportation is once more available for agricultural fairs and I am particularly pleased to be able to report that the United States Department of Agriculture is again preparing educational exhibits for showing during the coming fair season; exhibits designed to impart to farmers in vivid and compelling form necessary information on the many scientific and economic advancements in agriculture. The splendid co-operation which has existed for more than a quarter of a century between the agricultural fairs and the Department of Agriculture in the use of exhibits augurs well for the future of the relationship.

In the knowledge that as fairs grow in size and quality, so grows their contribution to agriculture's welfare, I extend my best wishes for a successful fair season.



UNCLE SAM'S EXHIBITS HIT HIGHWAYS AGAIN IN

What can the fairs expect in the way of exhibits from the Department of Agriculture next year? Here's a preview of the plans already in the works!

By R. L. WEBSTER
Assistant Director of Information,
U. S. Department of Agriculture

"WILL the Department of Agriculture resume the showing of exhibits at fairs this year?" This question has been asked several times recently and I am glad to answer it with a definite "Yes!"

The Department of Agriculture has always felt that agricultural fairs, expositions, and similar occasions are important and effective educational forces of long standing and wide influence, and it is looking forward to renewing association with fair and exposition friends who for many years have been extending their co-operation and facilities to the department in its educational efforts.

Until the war interrupted our co-operation with State, interstate, and international fairs, the department has shown its exhibits continuously at some of the fairs over periods of 15 and 20 years. This is a record of co-operation that is hard to match in any field of education. It has continued over these long years because it offers advantages both to the department and to the fairs, and more importantly, to the farm people whom the department and the fairs serve.

The Department's Duty

On one hand, the department has information developed thru years

of research and experience which it has a responsibility to bring before farmers, their families, and in some cases, the public generally. This information often is of direct benefit to the people in showing them improved methods of farming, more efficient production and marketing, or it may present to the farm family some knowledge or suggest some idea that enables the members of that family to lead a more comfortable and satisfying life.

On the other hand, the State fairs with their large numbers of annual visitors, offer opportunity to bring the department's information before the people, and usually at a time, and under circumstances when these people are on the lookout for new ideas, new methods, and new equipment.

The arrangement between the department and the fairs is a co-operative one. The department furnishes

the exhibit and personnel to direct its installation and management, and to answer questions of visitors. The fairs furnish, without charge, the space in which the exhibits of the department are shown. Usually the space is worth a substantial sum of money. The fair also pays a part of the transportation costs and absorbs entirely the local drayage, electric power connection and the labor for installation. Because the arrangement is mutually advantageous, the department wants to get back into full stride in its co-operation with fairs at the earliest possible moment.

Preparations Under Way

There was some hope that we might make a start in showing exhibits in the fall of 1945, but by the time word was received that shipping restrictions were off, it was too late to complete the arrangements

to get exhibits before the people this fall. The Department's Agricultural Exhibits Service is therefore working hard to get ready for a showing season in 1946. There is much to be done to get the exhibits ready. In the spring of 1942 when the program to conserve railroad and other transportation space for the war effort stopped the department's sending out its exhibits, the exhibits service had partially rebuilt a number of standard exhibit groups, and incorporated in them themes relating directly to the war effort. Practically all the work accomplished along these lines now had to be undone. Then again, a lot has happened since 1942 so that existing exhibits which had not been revised with war messages will need a great deal of re-doing to present them to the public in an up-to-date way and in line with present-day ideas and objectives.

This work has been under way for several months. The best of the existing exhibit groups were set up and studied for improvement. Subject matter specialists were brought in to review each exhibit to bring it up-to-date from an informational standpoint. Then the exhibits specialists gave them close scrutiny to see what could be done to make them more effective—namely, to tell their respective stories more vividly, and to release the messages to the observer with a minimum of effort.

Some of the existing exhibits enjoy one advantage that newer exhibits cannot have—they have been



Uncle Sam hasn't wasted time readying for the 1946 annuals. Here is, on the right, Secretary of Agriculture Clinton P. Anderson showing his top assistant, Charles F. Brannan, the brand new visual demonstration of "Serving the Water Users of the West."

WILL 1946

tested at fairs and their effectiveness in stopping and holding attention is known. Those which have not "measured up" under actual showing conditions at fairs, either have been withdrawn or modified so that those remaining in service are known to be effective.

The Fundamental Story

These exhibits tell some very fundamental stories, and with the latest developments incorporated in them they should be of real value to our people. They deal with such subjects as the need for soil conservation and how to accomplish it; how to control screwworms, household pests, and garden insects, and how to select and install farm water systems. Others deal with more efficient methods of producing beef cattle, hogs, and sheep, and how to produce better quality hay and silage to feed them. One group presents the fundamentals of human nutrition in popular form, and still another tells what 4-H Club work is, how it works, and what it means to rural America. These are a few of the subjects covered—there are many others.

But it is not the existing exhibits with which I am particularly concerned at this time. They are fundamental and useful and will carry much of the load in the process of hammering away on certain fundamental facts. I am particularly interested in exhibit groups which we are now building or planning to

build. The problems confronting the agricultural world demand that facts bearing on those problems should be presented in their most vivid form to every farm audience in the United States. As far as we can do so we propose to do just that.

Important Messages Due

One of the stories which I think should be brought before everyone is the imperative need to go forward faster than we now are with the protection and building up of our soils. It is not just a matter of economics; it is a matter of national welfare and even of national health. New evidence is coming in all the time that is pointing to the fact that soil depleted of minerals and other vital elements produce plants deficient in these elements, and, as a result, the animals of the people living on these lands do not get enough of the health-giving minerals, vitamins, etc., which they should have. The sooner the whole nation knows this, the better it will be.

Another great story which I think every American should know is the status of our forests and timber resources, which way they are headed and what we can do to make sure we will have a sufficient supply of timber in the future. There are problems connected with agriculture in the South which need prompt solution.

There are many other stories that should be told thru exhibits. For instance, there have been great ad-



People crowd around the United States Department of Agriculture exhibit simply because they want information. And on the job are the department's experts to hand out the sought-for advice.

vances in the design and methods of using agricultural machinery. These new types of machinery will eventually have a marked effect on farming methods and rural sociology. The facts regarding these machines and their probable effect should be made known. The same is true of other phases of agriculture. Important advances have been made in production, marketing, protection from insects, and diseases of many of our crops.

Also, there are a number of interesting developments in the livestock world which should be presented to all. There is a whole array of economic and social problems which face farmers. In all of these we feel that solutions could be speeded up if facts bearing on each problem were brought in a graphic,

clear way before all of the people concerned, and that is where our exhibits will come into the picture.

A Special for the West

We are at work on a program of building displays in this field. One interesting exhibit which we recently completed deals with department work in the West. This instructive exhibit describes the many services the department offers to water users in the West. It is intended for use in the West and its purpose is to interest farmers in utilizing the many services offered to them. Whenever the exhibit is on display, leaflets will be available for distribution describing in greater detail the various department services and how they may be obtained.

It is very likely that all of the exhibits we are planning will not be completed in time for showing next year—our resources are not sufficient for this—but we think that whether or not we have the resources, we should set our sights high, and accomplish as much as is possible along the lines our resources permit.



Most people are visual minded, and in seeing objects in cross-section they learn quickly, easily. So this particular exhibit, which will be ready for annuals in 1946, even an ordinary layman will be able to tell at sight why turkeys are so difficult to raise in certain parts of the nation and so easy in others.

CANADA PROSPECTS BRIGHT

Fewer exhibitions in 1945, but managers, cut off from Dominion aid, develop new tricks to draw bigger crowds; other innovations forecast by agricultural head

By JAMES G. GARDINER

Minister of Agriculture for the Dominion of Canada



JAMES G. GARDINER

A native of Saskatchewan, Mr. Gardiner always has been close to the men of the soil, and he fully realizes that it is thru the great exhibitions of the Prairie Provinces that the story can best be told of the need for better scientific farming. Mr. Gardiner was a close friend of the exhibitions during the trying years of the war, and his statements in this especially prepared article indicate exhibition management can look to his department for full cooperation in the future.

I CONFIDENTLY believe that agricultural fairs in Canada will be bigger, better and more largely attended in this post-war period than they have ever been in the past. My confidence derives from the increased interest in fairs which I have seen developed during the war in which Canadians have been engaged for nearly six years.

When, in 1939, Canada declared war on the Nazis, it began an undertaking which was to place more than one-twelfth of its population under arms and at the same time to increase its agricultural and industrial production to record proportions. Despite the flight from the land of one farm worker in four in Canada's greatest mass movement from farm to industry and the armed services, those who remained on the land succeeded in increasing the output of farm produce by more than 40 per cent. This accomplishment by Canada's older men and women

meant longer hours and more arduous toil. Yet it did not result in what might have been expected: a declining interest in agricultural fairs. Rather did farmers putting forth this extra effort seek to enlarge their knowledge of improved and more efficient farming methods and sought this information more eagerly than ever at their agricultural fairs.

Many have been disappointed. Some fairs and exhibitions have been canceled. All have had their Dominion financial grants cut off. But many of those which were able to carry on despite limited midway attractions and the absence of machinery displays have enjoyed a record attendance.

Three Largest Still Canceled

Behind the cancellation of most of the larger fairs and exhibitions was the necessary requisitioning of their buildings and grounds by the

Department of National Defense for the purpose of housing and training Canada's armed forces. The largest single fair casualty to result from this action was the cancellation of the Canadian National Exhibition in Toronto, largest annual event of its kind in the world, last held in 1941 when its attendance totalled two and one-half millions. This exhibition will not reopen until 1947, nor will the Western Fair at London, Ontario, which drew 165,000 when last held in 1939.

In Ottawa, Canada's capital, both the Ottawa Winter Fair and Central Canada Exhibition have been canceled since the army moved into Lansdowne Park, site of these annual events. When the Ottawa Winter Fair was last staged in 1938, it had an attendance of 26,000. The Central Canada Exhibition, largest one-week event of its kind in Canada, drew 238,000 in 1939 and even when reopened under canvas in 1941, attracted 248,000.

H. H. McElroy, manager of these two Ottawa events, says that he hopes to hold both Exhibition and Winter Fair next year but that he is waiting for the green light from the

Here is Wild West action at the Calgary Exhibition and Stampede, where General Manager J. Charles Yule spent more than ever for advertising to offset the loss of Dominion aid to Canadian exhibitions. The huge crowd shown above, witnessing the famous Calgary chuck wagon race, is a sample of the throngs that gave the event a record-breaking year.



army. The army has promised that when it does evacuate Lansdowne Park it will leave it in tip-top condition. During its period of occupancy, however, two of the fair buildings—the General Purpose and the Heavy Horse—have been burned.

Also destroyed by fire during the war were the main exhibition buildings at Saint John and Fredericton, New Brunswick, and the Department of Agriculture in that province has not yet announced its post-war policy.

Still to be vacated by the Department of National Defense are the buildings of the Royal Agricultural Winter Fair, held annually in peacetime at Toronto, and plans for the future of this event have yet to be discussed by its executive committee. Nor has anything been decided as to when the Ontario Provincial Winter Fair, normally held annually at Guelph, will be re-opened. The large British Columbia exhibitions at Vancouver and Victoria may be revived next year. The Edmonton exhibition, canceled in 1943 and 1944, was held again this year. The Charlottetown and Quebec City exhibitions have been in operation all during the war.

Fewer Fairs, Bigger Crowds

Eight large Class "A" fairs were held this year as compared with the 14 staged in 1939. These important events held principally in the Prairie Provinces during the summer months had good attendances and, I understand, maintained good financial standing. Incidentally, the management of many fairs had doubts about being able to continue in operation when, in 1940, the Dominion Government withdrew the financial assistance it had instituted in 1915. This federal grant, which totalled some \$300,000, in the last year it was paid, was diverted to more pressing expenditures for the duration of the war. Deprived of this federal assistance, fairs and exhibition management was thrown on its own resources with the result that its own unsuspected initiative brought many fairs to a higher development than ever before. Calgary, for example, immediately doubled its advertising appropriation. I understand that no fairs have permanently been canceled because of the loss of these federal grants.

Saskatchewan had 44 fairs with a total attendance of 345,000 this year compared with only 30 fairs in 1938. Admittedly, this prairie province is an exception. More typical is New Brunswick, which in 1938, had two major exhibitions, three regional, eight county and seven local fairs. This year, it had nine smaller fairs but at these the attendance was decidedly increased over that at similar fairs in the pre-war years.

Attracting an estimated million to million and one-half visitors, the 234 fairs held in Ontario this year are only 26 less than in 1938. Thruout the war, Ontario fairs, especially have been very successful and all-time records have been established for attendance and—at some fairs—for exhibits, as well.

Alberta Attendance Up

Alberta, with only 16 fairs this year compared with 20 in 1938, nevertheless increased its attendance to 532,000 from the 432,000 in the year preceding Canada's entrance into the war.

And so it goes: Generally fewer fairs, exhibitions awaiting reopening, but for those in operation larger and more enthusiastic attendance. This enthusiasm has been observed by the Dominion Department of Agriculture to concern itself chiefly with a search for information leading to improved methods of farming and a fuller life in the farm home. Departmental exhibits, displayed prominently at the major fairs, have

drawn extensive and favorable comment for their featuring the results of experiments in ploughing, the installation of running water in the farmhouse, farm beautification, and disease resistant crops.

As the manufacture of farm machinery has been restricted for war reasons and the display of farm implements prohibited, much interest has been directed toward departmental displays of miniature models of labor-saving devices such as the buck rake and the hog self-feeder. From this, United States exhibitors may imagine that Canadian fairgoers are a serious group. They are, and the war has intensified this serious preoccupation with food production.

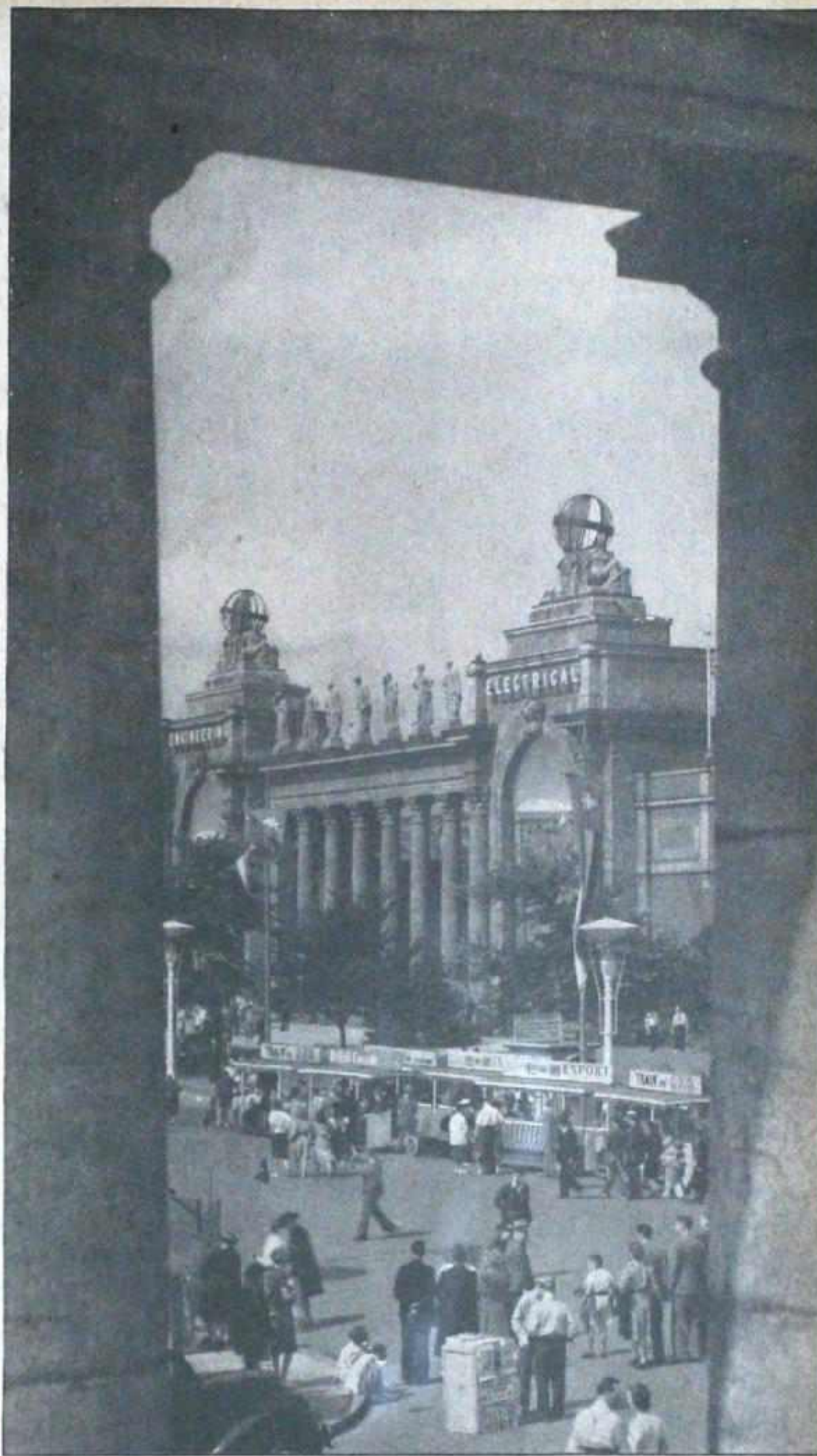
The Post-War Pattern

As for the pattern of post-war fairs, I expect to see much space given over to new mechanical developments in farming. Alberta plans to develop improved judging of livestock, increasing its value as an educational feature. Saskatchewan reports a keen interest in light horses competing with heavier breeds. All provinces are stressing features of interest to junior farmers, and this interest is reciprocal.

As F. C. Nunnick, this department's Director of Publicity and Extension, points out: "Additional evidence of the interest in fairs and exhibitions by junior farmers' organizations may be seen in the fact that in many instances junior farmers have asked for and have received places on many exhibition directorates." This is as it should be, and will probably mean a much closer linking in the future of the efforts of junior organizations with the activities of the fairs and exhibitions thruout Canada.

It is quite apparent that the exhibition authorities are now realizing more than ever before how much they need the support of the junior farmers' organizations and that the junior farmers themselves are realizing more and more that the fairs thruout Canada constitute a splendid medium thru which to work in carrying out some of their most valuable educational programs. It would seem quite reasonable to expect increased co-operation in future between the fairs and these various junior organizations.

Looking at the whole exhibition field from all angles it would appear that the prospects for future development of exhibition work in the post-war period are very bright indeed if the opportunities which present themselves are fully exploited.



Thru these portals will pass—but not until 1947—many of the hundreds of thousands of Canadian National Exhibition visitors who turn out for the first renewal of the Toronto event since 1939, when it was suspended as a war measure. The view above shows the Electrical and Engineering Building, which housed hundreds of up-to-the-minute electrical displays prior to the war.



Crowds at Canadian fairs are nothing new. Here's a shot taken on the grounds of the Central Canada Exhibition at Ottawa in 1913.



FAIRS A NATURAL FOR ARMY'S DRIVE TO SELL PREPAREDNESS

HOW much red tape must a fair manager cut to bring his crowds such crack army attractions as transport gliders and radio-controlled planes?

It probably varies, but Gene Lawing, publicist for the Southern States Fair which had both, reports that Manager J. S. Dorton, of the Charlotte (N. C.) event, discovered the job was easier than he expected.

Dorton, whose triple-action management of the pre-war North Carolina State Fair, the Cleveland County Fair at Shelby, N. C., and the Charlotte annual stamped him one of Dixie's stand-out fair men, started right at the top, reported Lawing.

"That's the secret," Lawing asserted. "We had four or five army installations fairly close to Charlotte, but Doc didn't bother with the commanding officers—or anyone else at these posts. Instead he went direct to the commanding general of the entire Fourth Service Command at At-

lanta, Ga., with a request for co-operation."

Apparently Dorton accomplished a walloping sales job with the general, for he broadcast a general order, thru regular army channels, to the effect that individual posts and camps should co-operate with the fair.

The effects of this order were reflected within the next few days, as public relations officers at Camp McColl, Fort Bragg, Camp Wheeler and other near-by stations offered a wide variety of features.

Army Sales Conscious

"It was evident," Lawing related, "that the army was definitely sales conscious. Given the green light, every post was ready to go the limit to show its wares. We were swamped."

So much and so many features were proffered, in fact, that Dorton

Promotion-minded military offers thrills, education with amazing new properties—here's how one fair got it

called a general meeting of public relations officers at Charlotte for the purpose of sifting out many of the less spectacular demonstrations and equipment that had been offered.

"At this session," Lawing explained, "we completed the final line-up of features—the radio plane, a \$40,000 parachute display from Camp McColl, the troop and supplies landing demonstrations. Everything, in fact, except the helicopter."

The latter, a coast guard contribution to the fair's programs, was secured thru Washington contacts, according to Lawing. He indicated that it was wrapped in more red tape than the army exhibits, possibly because many of its mechanical secrets had not yet been unveiled.

"But at any rate," he pointed out, "we had everything else that we wanted—and better than a week in which to go to bat with advertising and publicity."

Grandstand Gets Thrills

There were diversified army exhibits on display in and out of the fair's exhibition buildings thru the entire week, but the aerial demonstrations in front of the grandstand were the real crowd pullers.

Twice a day, matinee and night the coast guard helicopter fluttered down to a landing on the track, took off in front of the crowd and sailed thru its bag of stop-and-go tricks. Every afternoon the radio plane, catapulted from a device that was spotted on the track, directly in front of the crowd, astounded fairgoers. Handled by a single army lieutenant from a miniature control box on the track, the craft was put thru loops, spins, roll-overs and dives as the whims of the operator directed. When finished the lieutenant pulled a lever, a parachute blossomed out from the plane and it slowly descended to the track.

One day was designated Air Show Day, with a flock of C-47 air transports landing troops and supplies in an open area back of the track in an impressive display of army aerial might.

A Publicity Landslide

All in all, said Lawing, the army features, coupled with standard fair entertainment, added up to packed grandstand crowds thru the week.

Picture at top of page shows Coast Guard helicopter landing on the track before the grandstand at the Southern States Fair at Charlotte, N. C., as part of the Army-Navy demonstration of war equipment.

and beyond these tangible results were the vehicles thru which the fair itself gathered bundles of newspaper publicity and an armload of radio time.

As the fair publicist, Lawing noted that the rivalry for publicity common among such competing fair attractions as the midway and grandstand shows also existed between the various camps and services represented. Coast guard officials were determined to grab as much space as the radio plane, the parachutists vied with both.

"It was just like a side show and the motordrome shooting angles to get the names of their shows in the papers," he declared. "But it was a terrific show."

Many Other Features

As a result of the Army Air Forces' Fair at Dayton, O., recently, many secrets which heretofore were carefully guarded were revealed to the public, and past experience generally has been that the military is more than willing to let Mr. John Q. Public have a look at its wares once the veil of secrecy has been lifted.

There are many astounding sights to be shown by the military, and

the fairs of the nation offer a medium only thru which a vast number of citizens may see them.

For instance, there are the rocket assisted take-offs of B-24 and B-29 airplanes, and the jet-propelled craft; precision landings of television or heat ray bombs, radio controlled; the snatching of a man from the ground by an airplane, or the landing of a small airplane on a cable suspended between two poles; dropping by parachute one of the large relief or rescue boats, and a demonstration of the starting of the V-1 Robomb. These are of the thrill-type demonstrations.

Radar Demonstration

Walk thru or ground shows also offer many interesting possibilities—all of which were revealed to the public at the Dayton AAF Fair. Of greatest interest was the actual demonstration of radar equipment and sound pictures of actual aerial combat and strafing missions.

The military has a vast field for the ambitious fair, and it seems that the military is interested in showing its wares. It is one method of selling its wares to the people who pay the freight, either thru taxes or War Bonds.



An army tank takes to the air before a packed grandstand at the Kansas Free Fair, Topeka. Many more fairgoers will witness such displays in 1946 as the army's peacetime preparedness drive gets going.

Two typical shots from the AAF Fair at Wright Field, Dayton, Ohio. Top photo shows prototype of jet fighter plane. Below is the German aircraft exhibit. Over 2,000,000 people thronged to this Air Force week-long show.

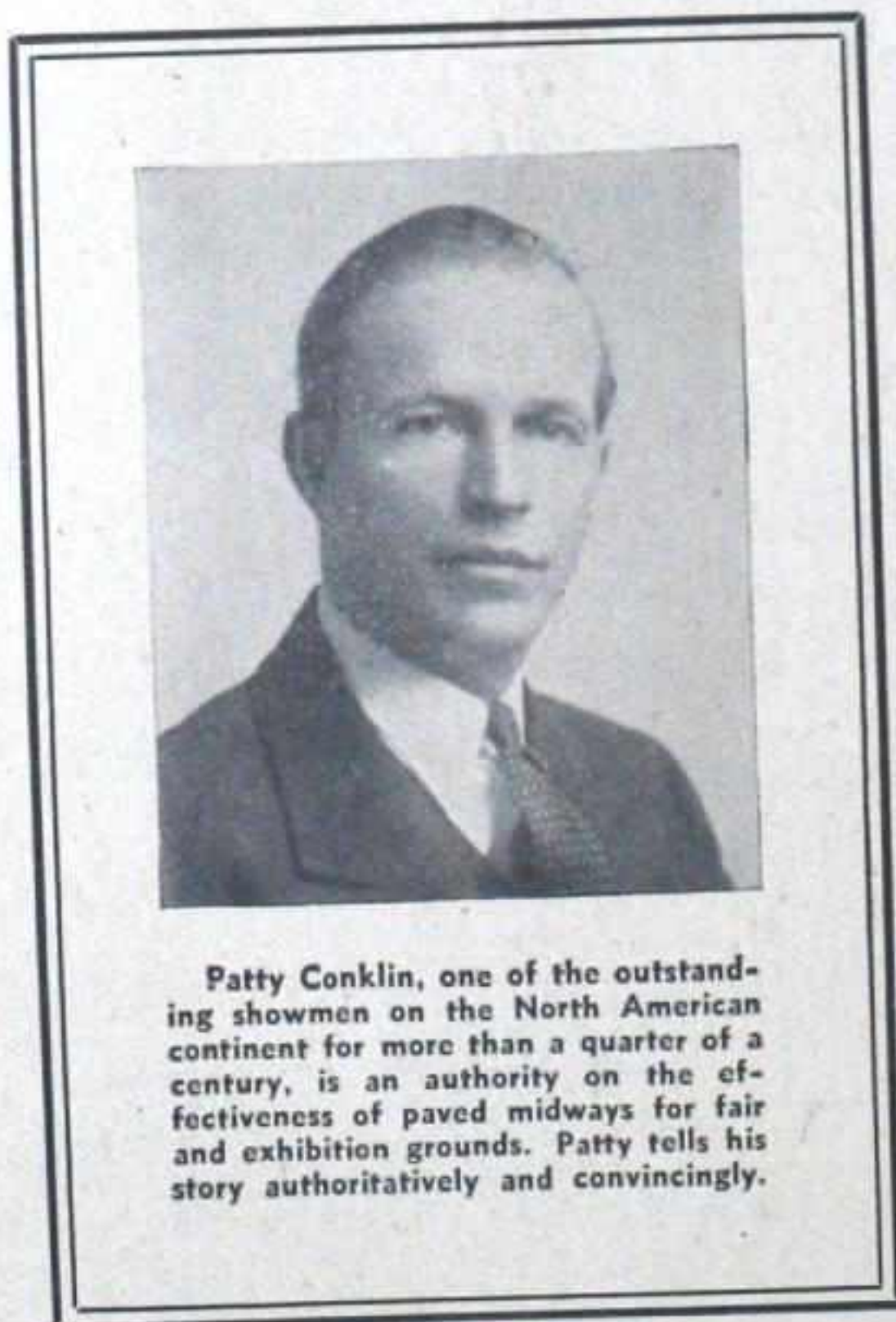




PAVED MIDWAYS PAY OFF

Rain—and five minutes later the folks can traverse the funland without soiling their shoes—carnival men can pay freight and realize substantial dividends

By J. W. (Patty) CONKLIN



Patty Conklin, one of the outstanding showmen on the North American continent for more than a quarter of a century, is an authority on the effectiveness of paved midways for fair and exhibition grounds. Patty tells his story authoritatively and convincingly.

FOR many years, it has been quite apparent that the area or portion of any exhibition or fairgrounds set aside for use as a midway or pleasure zone has been sadly lacking in attention toward improvement. This fact has been recognized by fair officials and show owners alike, but, as Mark Twain said about the weather, "Everyone talks about it—but nobody does anything about it." Most exhibition officials do not relish the thought of an expenditure in the Amusement Area—while the show owners, with an eye to the heavy gross receipts at many good fairs, were prone to accept whatever the fair had to offer in the way of location and grounds.

Every successful change in exhibition work, or, the show world, has been introduced by a competent exhibition manager, or a show company which has been successful. No

fair, or show company which is not on the upgrade has the audacity to branch out into an unknown sphere of activity. Anyone who takes the course of least resistance will soon be a "has been."

The pavement of the grounds used by a show company at the exhibition has been a pet theme of ours for many years—because of the numerous benefits which would be distributed to the exhibition companies, the general public and the show company—by such a small expenditure. Let us consider these three in order named:

Numerous Benefits

What good does an exhibition company receive from a paved midway?

First of all, improvement in the physical plant and general appearance of the grounds. With the

PAVING IS AS NECESSARY AS ENTERTAINMENT FOR THE FAIR

By Emery Boucher

Secretary-Manager of the Exposition Provinciale, Quebec City

FROM time immemorial, human beings no doubt hated dust and mud. This accounts surely for the invention of the "duster" in the old days and later on, of the suction sweeper and cleaner in modern countries.

This is also why man invented the paving of lanes and thoroughfares with flat stones, cobblestones, wooden blocks and other materials to end with colored concrete and asphalt in these modern times.

Why exhibitions paved their streets and roads and left the midway in the dust and mud is a mystery, and Quebec did not escape this state of mind more than any other.

I suppose it was the tradition that a carnival or circus should put up its tents and rides on grass even when everybody felt it was a shame to have people walk around the midway on wet slippery grass when it was not in a few inches of mud.

We all were aware of dirty shoes, of ruined stockings and skirts but nobody seemed inclined to do anything about it, altho the remedy was there at hand—"paving."

My first awakening to this was in 1924 or 1925 when the late Larry Boyd offered \$600 if we had the road around the midway covered with one or two inches of crushed stone and rolled, which we did. It no doubt paid for itself that year, not counting what our visitors saved in the way of shoes, etc.

But after that, we seemed to have forgotten all about it. I should not say that—we knew the conditions, but lack of money and more urgent demands elsewhere made us postpone the work from year to year, until Patty Conklin visualized the huge possibilities.

Now the midway is paved, a beautiful job. Shows, concessions and rides seem to be bordering on a real avenue; everything looks cleaner, nicer and nobody would want to return to the old dirt road when one had cold feet at night and dirty shoes in daytime.

A paved midway is a necessity, it's money for the carnival, a big contribution to better, healthier conditions and to a better way of living.

stallation of the pavement, better drainage facilities result and in a large measure the landscaping of the grounds tends to make the exhibition grounds an attractive spot when it is not utilized by a show company. Gone is that unsightly looking area densely populated with weeds, and possessing a very uninviting appearance.

The pavement permanently defines the show area of the exhibition grounds and the exhibition company can then make plans for the erection of their buildings, and the public will soon be cognizant of where to look for the midway.

The type of surfacing used in paving a midway is such that little or no upkeep is necessary for a long term of years, and the exhibition company is the recipient of a very worth-while asset—free of cost to themselves. Insofar as the financial aspect, we will deal with this later in the article.

Pleases the Public

What is the reaction of the general public to a paved midway?

If one is to be successful in show business today, a primary factor is that he must realize he has keen competition for the spare dime in the patron's pocket. Gone are the old axioms of "The public be damned." "Give it to them and make 'em like it." The public is looking for value for its money and does not want it the "hard way," that is why the great department stores spend millions of dollars in the appearance of their store windows, thousands of dollars modernizing their front. In fact, in every other phase of industry interested in selling to the public, they spend one third of their cost either in the "invitation to buy" or the ap-

pearance of their property. Can you imagine walking into the lobby of New York's Radio City on "pine boards"? Then why ask a youngster to step into three inches of mud so that he can get a ride on the Merry-Go-Round.

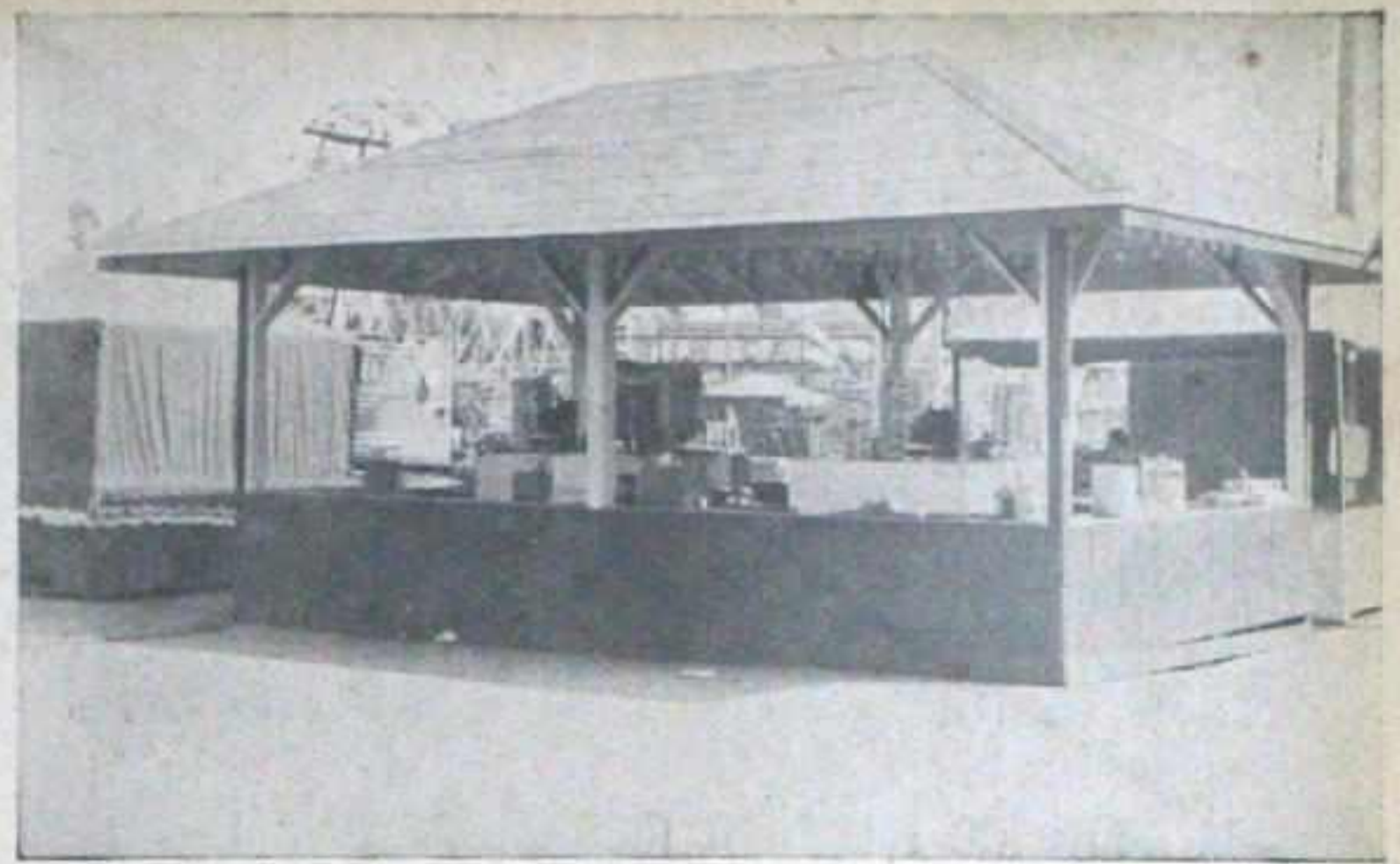
Let us meet competition with something better than our competitor. How many times have you overheard a patron "crabbing" about the spoilage of shoes, stockings, hats, purses, etc., upon the completion of a tour of the midway? Ten to one the show company lost a patron then and there because the remainder of the time that the patron would spend at the fair would not be enjoyable.

The show company is an artificial stimulus for the "creation of happiness," a "smile for the moment," perhaps, a "thrill for a second"—or the diversion from the ordinary hum-drum of every-day life, to a few hours of relaxation. If you fail to do this you disappoint the exhibition board with whom you have a contract, and in turn will prove yourself quite unacceptable to the general public. This can only be achieved to the highest degree in the best of surroundings, and the paved midway is one of the best help-mates for this that we know.

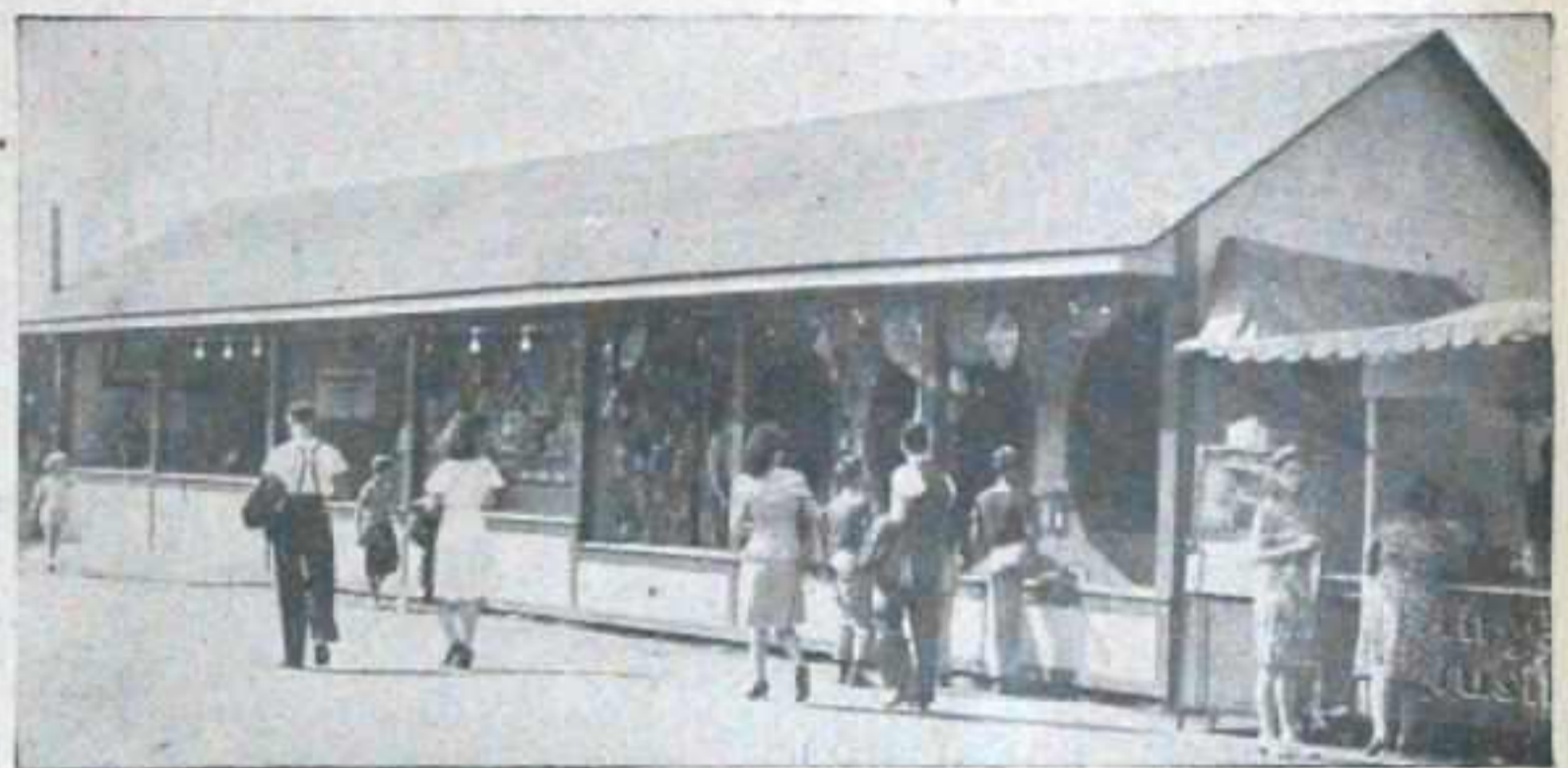
Not only does the midway tend to make things more enjoyable to the public, but when you consider any kind of catastrophe, the security is greater with a paved midway. Greater means of escape are available, and more protection is assured, not only to the general public, but to the individual attractions which comprise the midway proper.

A Sound Investment

In what way can a show company benefit from a paved midway?



Paved midways aid in keeping the grounds clean, as well as keeping the patrons' feet dry, and they also encourage the building of permanent concessions, as shown above and below. Pictures were taken at the Exposition Provinciale, Quebec.



All of the best investments in the world have been of a long duration. If a show company intends to function successfully for a long term of years, it must "cut its cloth accordingly." Paved midways cannot be a consideration of the "fly-by-night operator." If proffered a 5 or 10-year contract at any proven successful exhibition graced by an active and intelligent management and board of directors, a show company should be willing to bear the cost of such pavement as will adequately take care of the present and future requirements. Why should they do this? Because it is a case of "casting bread upon the waters"—which "rings the bell" of the cash register of gross receipts.

It cost every show company anywhere from \$200 to \$1,000 a week to maintain a fairly reasonable appearance of their grounds—not to mention the back-breaking labor of sometimes 24 hours a day. Who pays the "nut" when the equipment is still on the cars due to the impossible condition of the grounds, being unable to drive the wagons or the trucks thereon? The loading and unloading time of a show is cut at least 25 per cent by paved roads.

Days Are Seldom Lost

How many times has a late afternoon rain ruined the day for a show company? Not so with pavement. Five minutes after the cessation of rain rides are operating and the shows are ballying. Would you like proof of this statement? You will have to pardon a personal reference, but I believe that we can proudly claim to be the first and original show company to install pavement on any exhibition grounds and, as such, we are the only ones to have statistics to bring to your attention.

Quebec City is the oldest city on the North American continent, but

it is fortunate in having a very progressive provincial exhibition located there. It was the first to accept the constructive program offered by us. And what was the result? We had an area paved 40 feet wide and 1,200 feet in length and horseshoe in shape. Due to wartime restrictions, we were compelled to use in 1945 practically the same size show utilized in Quebec in 1936. Our gross in 1936 was \$12,500, and in 1945, \$87,000. Giving cognizance to the improvement of conditions, let me point out that in 1943 we grossed \$42,000; so, in the second year of our pavement we doubled our gross.

It takes but a moment's reflection to see the tremendous financial benefit accruing to both the show company and the exhibition board in this astounding increase in gross receipts.

Up Go the Receipts

In Sherbrooke, Quebec, at the Eastern Townships Agricultural Association exhibition grounds we installed a pavement 30 feet wide and 1,475 feet in length and increased our gross receipts 100 per cent in 1945 over 1944.

Furthermore, in Quebec, we sold 600 feet more of independent concession space than ever before and in Sherbrooke, we sold 500 feet additional.

At Quebec and at Sherbrooke, we made rather extensive inquiries among the patrons of the midway as to their acceptance of the pavement idea, and we are happy to tell you that it was 100 per cent in approval.

As for ourselves, as a show company, "we are more than sold" on the idea. So much so, that we would like nothing better than to pave every midway area at each and every exhibition that we play.

SO YOU WANT TO SHOW FOLKS WHAT'S NEW IN MACHINERY?

Industry is building a fence to enclose that fellow with the 40-acre farm—who heretofore has been the forgotten man—thar's gold thar'

AGRICULTURAL America's 2,200,000 farms, woefully short of machines, will probably be re-stocked within five years by unprecedented sales of modern mechanized farm implements and equipment.

That means, think observers familiar with the pattern of advertising employed by manufacturers, that State, district and county fairs will hum, buzz and rattle with the noisiest, biggest farm machinery displays in history.

At least one nationally established firm — Massey-Harris Company, Inc.—has already embarked on a five-year production plan which is expected to result in a sales increase in the United States of 400 per cent over pre-war levels.

Others are girding men, materials and financial resources for similar ambitious sales attacks.

Seek Small-Farm Market

Several are admittedly aiming to tear open the small-farm market. Approximately 58 per cent of the nation's farms total less than 40 acres each. The operators of these family-size farms are the prime target of a host of new machine and power products.

International Harvester Company, for many years a heavy plunger for space at fairs of all sizes, is coming out with a low-cost baby tractor that is a natural for the 40-acre farmer. It will sell for almost \$200 less than the cheapest Harvester tractor.

Other new IHC items designed for the same market include a two-row potato digger, a beet harvester, a light pick-up twine baler and home freezing units.

Exhibits Will Expand

With these products blossoming, IHC and other big manufacturers can be expected to expand their exhibits at both large and small fairs, particularly in the South where individual farms run heavily to midget dimensions.

It follows that the crowd appeal of such displays will widen tremendously. The small farmer, hitherto prompted only by curiosity to inspect machines designed solely for large-scale operations, becomes a potential and likely buyer. His interest grows accordingly and the countless Machinery Rows, Machinery Hills and Machinery Halls on America's fairgrounds can be chalked up as vital box-office factors in the success of those events.

Full fledged farm machinery displays in 1946 probably depend upon the easing of current material shortages and the outcome of strife between labor and capital.

Reports Production Up

Leon R. Clausen, president of the potent J. I. Case Company, asserts that farm implement production is now larger than before the war in

the number of units turned out, but adds that "production is still woefully short of farmers' needs."

Both he and Joe Tucker, assistant general manager of Massey-Harris, agree that their companies are drastically short of materials.

Tucker explained that strikes in other parts of the country were holding up deliveries of needed materials and parts. Insufficient supplies of copper and brass, he said, were preventing production of enough radiators. Bearings are scarce. Tires and tubes are hard to get.

His company, Tucker disclosed, is working with other orgs to develop a machine to harvest ramie, a valuable fiber grown in the South that has never been handled mechanically. If the experiments are successful, it seems certain to have a deep significance to Southern agriculture.

Aid to Better Farming

Down thru the years, the exhibits of farm machinery have shared with livestock, farm crops and other pen and field displays in the contributions made by fairs and expositions to agricultural progress. In the years ahead, the farm machinery shows loom as an even more powerful stimulus to better farming.

Machinery Row, its tractors chugging, chains clanking, and pennants flying, will be one of the brightest post-war features on the nation's fairgrounds.



Above is a preview picture of the new Farmall Cub the International Harvester Company is building to meet the power demands of farmers with small acreage, 40 acres or less, and below is how the Shell Petroleum Company demonstrated the many household and industrial uses of its numerous products before the war.



Allis-Chalmers has been a big exhibitor at fairs in all sections of the country, and it made friends by affording entertainment at a place where farm people could relax and rest in the shade of the big top.



TO A TOTAL OF

50!

10 NEW
ADDITIONAL
R.R. CARS



**RECORDS BROKEN
IN 1945!**

**ENCOURAGED US TO INCREASE
THE 1946 CAVALCADE TO 50 CARS**

THE CAVALCADE OF AMUSEMENTS MARCHES ON!



TURN THE PAGE

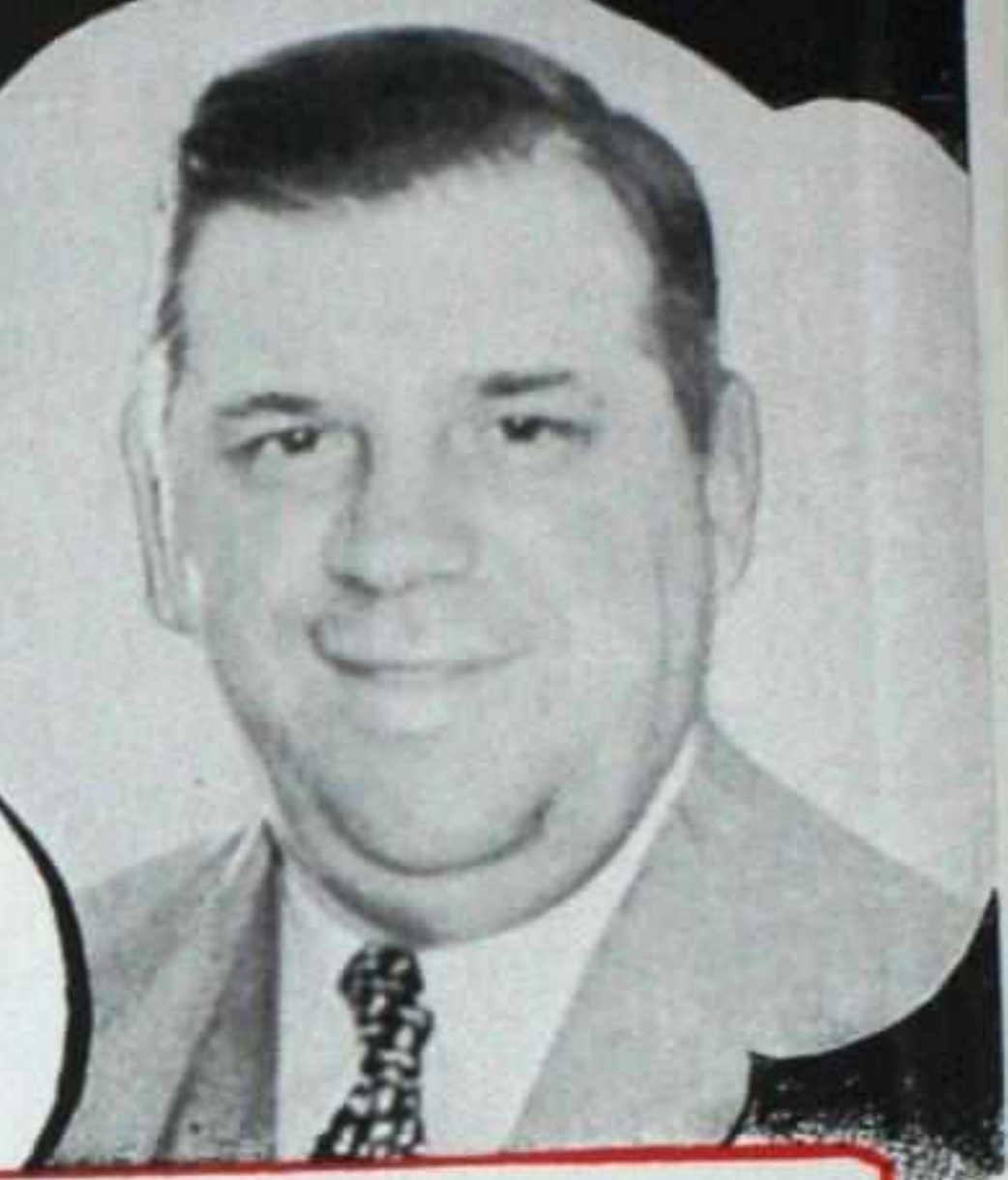
SEE

NOW

WHAT IT MEANS TO YOU

THIS YEAR
50 CARS
 of
FUN!

AL WAGNER'S



CAVALCADE OF
The Modern Midway of World's Fair Merit

THANKS

To the many fair secretaries and celebration committees with whom we worked—your invaluable assistance helped us to have a very successful season.

SHOWMEN AND CONCESSIONERS

Please submit complete information about what you have to offer. Space is available for anything and everything of merit and real value. If it is only an idea, let's talk it over.

LAST year we promised you a new and different show... attractions which were planned and designed to make available to you the best kind of Midway entertainment... advertising and publicity assistance... a show which was streamlined and modernized to give you everything desired in midway entertainment. Our 1945 record of attendance and gross receipts proved our contention that **Cavalcade of Amusements** would be the money-making show for your fair or event.



AMUSEMENTS

Outstandingly Successful in 1945!

HERE'S WHAT YOU WILL GET IN 1946

More new shows and attractions will be added during the winter. Some will be entirely new; never before found on a carnival midway.

New Diesel Light Plants, the most modernized illumination on any midway... Now in course of manufacture.

Your patrons will find all of the latest rides—new rides will be added as the manufacturers make deliveries. Light and color will be used to the best advantage on all equipment and fronts. The entire show will be rebuilt to assure a pleasing and inviting aspect from one end to the other.

Arrange for your dates now.

More than a million Americans enjoyed the pleasantries and fun on the Cavalcade of Amusement's Midway in 1945, as they did in 1944, the first surprising year of the CAVALCADE. More millions await this record-breaking Show in 1946. BOOK THE CAVALCADE OF AMUSEMENTS IN YOUR TERRITORY.

THIS 1945 ROUTE TELLS THE STORY

All records broken at CEDAR RAPIDS, Ia.

Just like a Fair at DUBUQUE, Ia.

Closed 4 years, WAUKEGAN, Ill., Gave tremendous week.

TERRE HAUTE, Ind., Turned a consistent bloomer into a BIG WINNER.

GULFPORT, Miss., Gave \$18,909, Shows and Rides, in 4 BIG DAYS.

GREENVILLE, Miss., Gave Shrine Club BIG WINNER.

TUPELO FAIR BROKE ALL PAST RECORDS. 32,000 paid admissions last day.

MERIDIAN FAIR CAVALCADE

Receipts record cash over any previous Fair.

PENSACOLA FAIR

Nothing but CROWDS and MONEY.

FAIR SECRETARIES, COMMITTEE CHAIRMEN

DON'T YOU THINK YOUR CROWDS ARE A LITTLE TIRED OF THE SAME OLD SHOWS... GIVE THEM NEW FACES AND NEW IDEAS IN 1946.

SEE AL WAGNER

at the BULL FIGHTER ROOM HOTEL SHERMAN CHICAGO

during the Convention, or Address Him at WINTERQUARTERS JACKSON COUNTY FAIRGROUNDS, PASCAGOULA, MISS.





E. H. BROOME
Business Manager



MRS. F. W. PEPPERS
Treasurer



F. W. PEPPERS
Owner



GRAVES H. PERRY
Manager



WILLIAM SOLOMON
General Agent

REYNALITE-STAINLESS-STEEL MODERN-FRONTS
BRILLIANTLY ILLUMINATED DELUXE LIGHT TOWERS

PEPPERS ALL-STATES SHOWS

COVERS THE NATION

SHOWS • RIDES • CONGESTIONS • FREE ACTS

A STREAMLINED MIDWAY



SEASON'S GREETINGS

TO COMMITTEES AND FAIR ASSOCIATIONS
A MERRY CHRISTMAS AND PROSPEROUS NEW
YEAR TO THE ENTIRE OUTDOOR SHOW WORLD.

FAIR SECRETARIES:

We definitely promise you a larger
and more beautiful Show for 1946.
Contact us before booking your Mid-
way Attractions for next year.

SHOWMEN:

In line with our program of present-
ing a larger and more beautiful Show
in 1946, we can use two more worth-
while attractions. Let us know what
you have to offer.

SEE US AT THE HOTEL SHERMAN, CHICAGO, DURING THE
CONVENTION, OR CONTACT FRANK W. PEPPERS, GEN. MGR.

PEPPERS ALL-STATES SHOWS
WINTERQUARTERS, SELMA, ALABAMA

ENTERTAINMENT MEN FORESEE NEW SPLENDORS FOR ANNUALS

**Foreign acts still scarce
but American producers set
to offer bigger productions**



Motorcycle races bounced back into the picture with the lifting of rationing on gasoline. Here's a field about ready to take off at the Louisiana State Fair, Shreveport, and the grandstand tip indicates the folks went for it.

BIGGER and better, in every way. That's the cry of the salesmen for the booking agencies of the continent who soon will be combing the highways, byways and conventions in an effort to sell their wares.

What's new? That question will be asked each and every one of these agency men by almost every one with whom they come in contact. What's new? That's the \$64 question—and it was the same before the war when new acts were popping in on almost every boat from Europe.

There have been mighty few new acts since 1941, a few filtering in from Mexico and the Latin Americas. The navy and merchant marine is still going head over heels trying to return our G.I. Joes, and their Canadian counterparts, from Europe. Until this great task is completed, there will not be any ocean travel. But that task will be ended by April, the military says, and soon again the actors, tumblers and what have you will be scurrying across the ocean in quest of the gold, plaudits and more gold to be drained from America's amusement chest.

With the passing of time, the amusement entrepreneurs have learned more and more about the business of grandstand offerings, until now it has to be a mighty small annual indeed that cannot afford a presentation for the night show boasting special scenery, lighting effects, top music and an entertaining variety bill with a chorus. These

agency men will tell everyone that the surface has hardly been scratched in this field, and that as materials become available to build better sets, the results will dwarf all past efforts.

Painting the Skies

From the fireworks angle, the lads who sell these sky pictures and loud boom booms declare, "Ya ain't seen nuthin' yet." The fireworks men went thru a pretty rugged session trying to service their clients during the war, as there were any number of chemicals and metals that were swallowed entirely by the military for a much more important and serious mission. Now, however, there is plenty of magnesium, aluminum and other once scarce articles so highly important to this industry. A few minutes with any fireworks salesman is enough to convince even a skeptic that the "skies will literally be painted with magnificent pictures of a magnitude heretofore undreamed of."

The light harness horse racing fans will again have an opportunity to get their fill of their favorite pastime, and it is reported that the United States Trotting Association is going all out with an educational campaign to make Young America conscious of this sport. There are enough old-timers around to insure the success of an average race meet for any type of fair, and as soon as the powers that be get around to teaching the youth which end of the

horse to approach with a bridle, the sooner this feature will be back firmly entrenched on the fair programs.

Rodeo has gained considerable favor as a grandstand attraction, and the Rodeo Cowboys' Association and the National Rodeo Association are said to be girding for an effort to make the Middle West conscious of the pokes and their sports and pastimes of the Western plains.

Speed Boys Comeback

Automobile racing, long a top sport at the annuals, will come barking back from Coast-to-Coast. The late 1944 annuals that turned the gas-buggy jockeys loose reaped handsome rewards with record-breaking crowds. From all appearances, there will be no shortage of promoters, and when there are lots of promoters there always has been lots of cars and drivers. The old favorite names will get the nod, but there will be a flock of new youngsters donning helmets and goggles.

There'll be the customary thrills, chills and spills—and the folks will go for them.

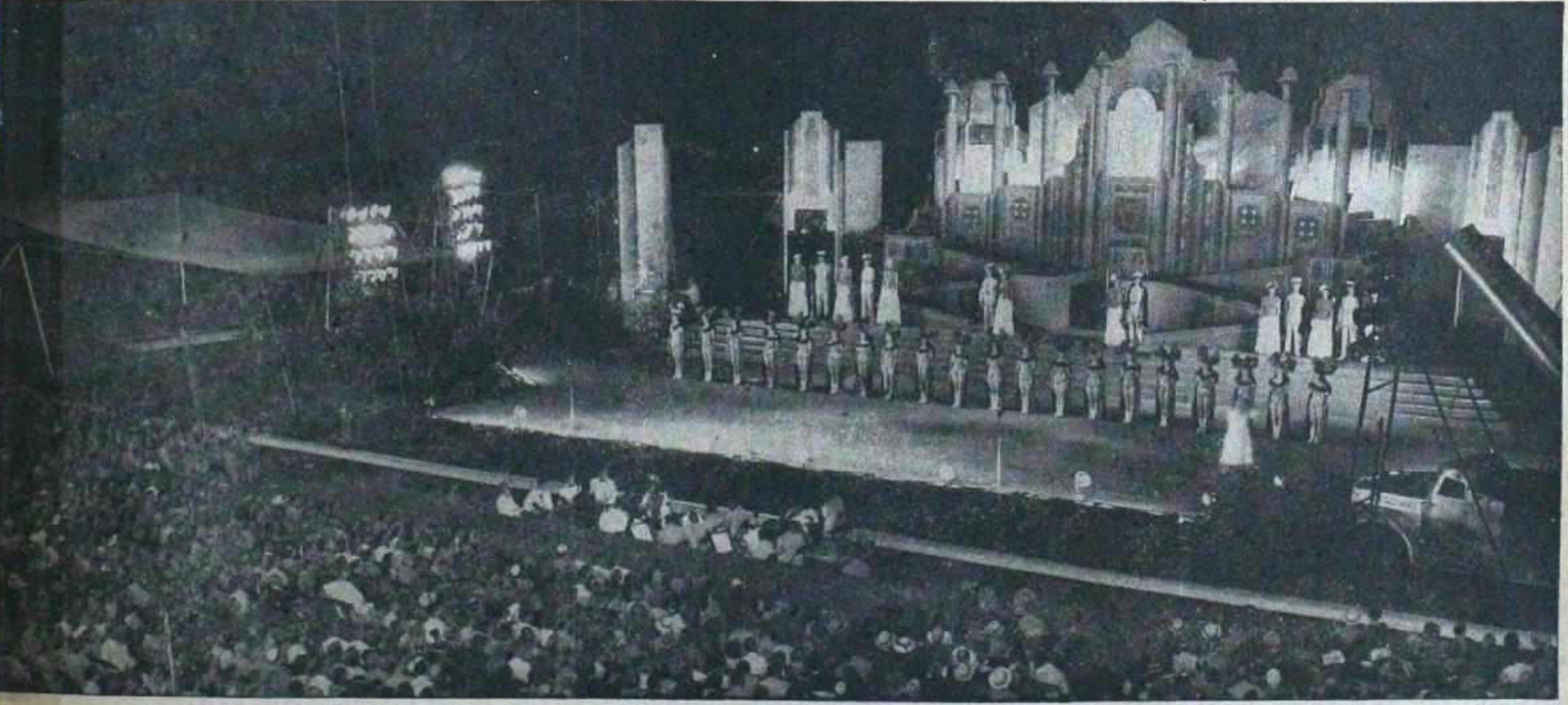
Automobile thrill shows also will be plentiful—and usually these ingenious daredevils come up with an idea or two, and an old stunt embellished, to offer a program strong enough to flutter the pulses.

Aviation may come back as a strong afternoon feature. A glance thru the article on the military elsewhere in this edition will give a concrete idea of what may be expected, and how to go about getting it for a fair.

The sensational high acts always will be around, and some of the lengthy rigging fellows may also have something bigger, better and more breathtaking.

It may be that foreign importations may have to wait another year before it will be possible for them to astound the populace of this continent, but there will be no acute shortage of entertainment at any fair—large or small.

Judging from the audience jammed right down on the track at the Ionia, Mich., Free Fair, there was nothing wrong with this 1944 version of the grandstand revue, and the experts say sets will be more impressive with better lighting now that materials will soon be available for the buildings.



DEMOBILIZED FAIRS FACE A BIG RECONVERSION JOB

WHAT about an early demobilizing of those fairs that went to war for Uncle Sam?

Has the army worked out a point system or any other program that will put from 15 to 20 of the nation's most important State and district expositions back into operation by 1946?

Apparently not, from the reports reaching *The Billboard* from the managers of a majority of these events. Most are hopeful, a scant few have "assurances" and one or two have already been given back full control of the grounds and buildings that were leased to the government as a wartime measure.

For the most part there has been a sea of red tape to wallow thru before final settlements for damage done by army occupancy have been agreed upon.

Take the case of P. T. Strieder, general manager of the Florida State Fair and Gasparilla Association at Tampa, who as this is written, is going ahead with preparations for an early February fair, tho the army still holds formal possession of the city-owned grounds.

Appraisers representing both the army and the fair management dickered at length, but finally agreed that \$100,000 should cover the cost of repairs and improvements made necessary by army damage.

There, however, the difficulty began, for the army insisted this amount should be paid in scattered payments to each individual county or commercial firm whose booths within the fair buildings were affected. The fair held that the full payment should be made to it, as custodian of all property within the grounds.

Only a Sample

For many months the Illinois State Fairgrounds at Springfield has been emptied of all but the remnants of the vast stores that made it vital air storage depot thru the war years.

War materials are stacked high in these beautiful buildings of the Los Angeles County Fair Grounds—material that sooner or later will be declared surplus by the War Department and then turned over to the Reconstruction Finance Corporation for disposal. When that job is completed—a herculean task, indeed—management of the Los Angeles County Fair will again step into the picture and start rebuilding its annual.

What's the story on army occupied exposition plants? Who pays what and how much? Can they operate in 1946? Here are the answers

In the words that Gov. Dwight Green employed in filing a request for its return, it had degenerated into "a federal junk yard."

But strong words were not enough. Nor could red tape be cut from a local position. Not until the governor, accompanied by William V. (Jake) Ward, the aggressive mite manager at Springfield, flew to Washington was it possible to get quick action.

The huge Iowa State Fair plant, occupying a position almost parallel with that of the Illinois grounds, has likewise found it slow going to get out of khaki and back into its civilian garb. President John P. Mullen and Lloyd B. Cunningham, anxious to get ready to help Iowa celebrate its centennial year, have given the go-ahead to 4-H Club boys and girls to prepare for the event. But, officially, the plant still belongs to the army.

Of more than a dozen top fairs queried by *The Billboard*, only the

Kentucky State Fair had been given any definite hint when the army could be counted on to pull stakes. From Louisville J. C. Wehrley wrote in a laconic "after the first of the year" following that question on the questionnaire he received.

What's at Stake?

What need is there for the army to hurry its moving process? How much is there actually at stake?

The answers to these questions come in the shape of statistics that emphasize the great all-American flavor of State, district and county fairs.

The figures show, for one certain thing, that many millions of American citizens will be robbed of the chance to earn, learn, and profit culturally if such noted events as the Eastern States Exposition, the Indiana State Fair, the Los Angeles County Fair, the Ohio State Fair, the Arizona State Fair and others of

that caliber fail to get into action next year.

What about the 800,253 who attended the last held Los Angeles County Fair at Pomona, Calif. Or the 436,000 reported by Iowa State Fair officials? The 350,000 at the Ohio State Fair? The 664,000 at Springfield, Ill.? Added together, the millions who may be deprived their fairs in 1946 total up to a significantly big segment of the country's population.

Has the army considered this? Or does it matter?

Almost without exception, the managers of the fairs involved, logically in a position to know the facts, agree that their grounds are no longer urgently needed by the government. They feel unanimously that the plants would be serving a more useful purpose if returned for fair purposes.

In many cases newspapers have



endorsed this general opinion with editorials on the subject.

The veteran Charles A. Nash, manager of the Eastern States Exposition, concedes that his big Springfield (Mass.) plant will probably be needed longer than others because it is used as a quartermaster storage center.

Midland Needed

Harry L. Fitton, secretary-manager of the Midland Empire Fair, which has been used as an assembly point for General Sherman tank retrievers, reports that his Great Falls (Mont.) plant will be urgently needed until the foundry company using it can remove equipment valued at \$6,500,000.

Famed for their optimism, fair men like Fitton are going ahead with '46 plans and preparations even tho they appreciate that their grounds and buildings cannot be restored completely to first-class condition before the gates open.

What will this mean in employment?

Estimates vary widely for individual fairs, but the vast task of repairing, improving and otherwise making ready to resume operations will require the labors of many hundreds of workmen.

At Des Moines, Cunningham estimates that 200 will be put to work before the fair opens and another 500 during the week of the fair if they are permitted to run in 1946. Roy Rupard, manager of the Dallas exposition, figures from 300 to 500 men will be needed ahead of the fair, and C. B. Afflerbaugh, of the Los Angeles county event, advises

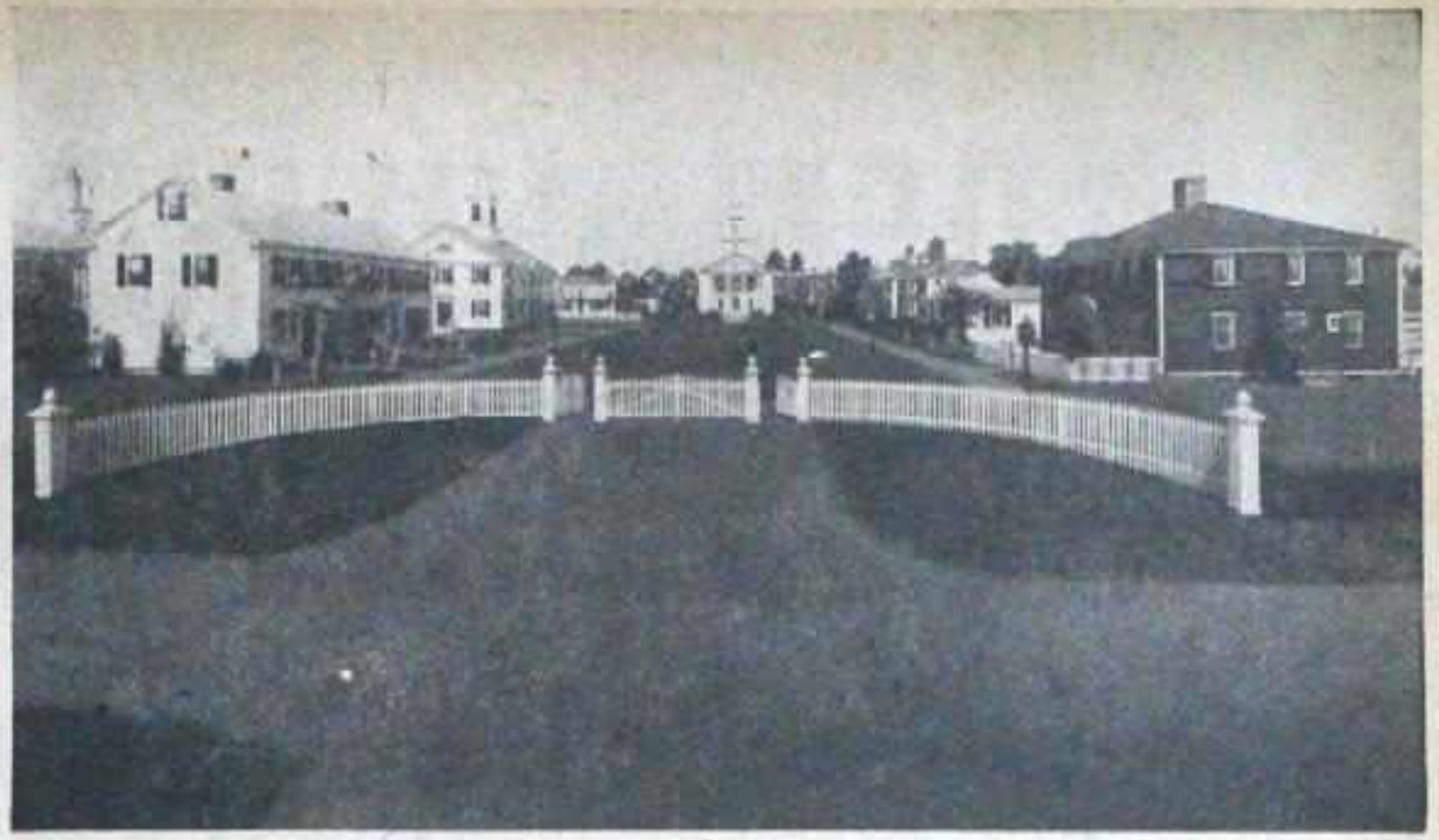
from Pomona that he figures about the same number. At the Illinois State Fair, where army damages are extensive, Ward estimates that 1,000 men will be required.

Altogether there will be employment enough to make the reconditioning of war-leased fairgrounds a substantial cushion against the shock of a possible manpower surplus next summer. The added thousands who would be put to work during the actual operations of the events, including a heavy percentage of ex-G.I.'s, also must be considered in this respect.

Along this same line hundreds of thousands of dollars must be expended in construction and improvements. The \$100,000 agreed upon at Tampa is but small potatoes compared with most of the settlements that seem likely to be made. For example, the Kentucky State Fair has already been assured, according to Wehrley, a total of \$325,000 to cover the costs of remodeling the 17 buildings and approximately 75 acres of ground used for war purposes.

Permanent restoration of the Ohio State Fairgrounds would cost approximately \$1,000,000, according to B. P. Sandles, assistant director of the Ohio Agricultural Department. Twice that amount will be needed at Springfield, Ill., says Ward. Other fair managers submit estimates that total into the millions.

Up to now there's no Bill of Rights to govern the situation, but it seems high time the government and the army gave back some of America's greatest fairs to the people.



Above is a picture of the famed New England States buildings at the Eastern States Exposition, Springfield, Mass. This property has been kept in top shape despite the fact the army has had the grounds since the start of the war. And below is a picture taken before the war of an auto race day at the Iowa State Fair Grounds, Des Moines. The gas buggies will be perking this coming season, and such a scene will be familiar again.



KANSAS STATE

FAIR

HUTCHINSON

Another Record-Breaking Fair Coming Up in 1946!



All Previous Attendance Records Broken in 1945

The First State Fair To Present Big Car Auto Races Since Before the War.

Also Featured on Elaborate Night Grandstand Stage Revue Daily, Plus Thrill Shows and Rodeo for Other Afternoon Attractions.

PERRY H. LAMBERT, President

S. M. MITCHELL, Secretary

SOCK OUTDOOR ADVERTISING DELIVERS FAIR'S MESSAGE



Pertinent facts pertaining to Wisconsin's State Fair are told on the highway display boards, as shown above, and then on the off-season, that period between the close of the fair and the following July 4, agricultural products of the State are sold to the farmers and the horde of out-of-State visitors who swarm into the Badger State's vacationland.



Wisconsin has own panels and tells story of State's products—survey picks spots to reach more 'clients'

By Gordon E. Crump

Publicity Director, Wisconsin State Fair

DURING the past 15 years outdoor advertising has played an increasingly important role in inviting the people of Wisconsin and the surrounding States to the Wisconsin State Fair.

In 1937 the first step in a comprehensive program of outdoor advertising for the fair was set up. A number of miniature 24-sheet and 8-sheet panels were designed by four advertising artists, each of them using the design and color scheme which in the individual's opinion did the best job of selling the fair.

The entire staff and many other people were invited to examine the panels. A combination design was selected which told the old, old story so important to successful event advertising—"What," "Where" and "When," and as much "Why" as could be added without detracting from the answer to those three important questions.

Basic Design Adopted

A decision was then made and a basic design adopted. The "What," the Wisconsin State Fair, was placed in a colored panel at the top. The "Where," Milwaukee, was added below in the same panel. The "When," the date, was spread diagonally across the face of the design.

A bottom reverse panel told a little of the "Why" and to this was added a "How Much" in the form of an admission price. Not satisfied with a design, colors were also adopted after actual postings and tests on outdoor boards. The resulting yellow, red and black design has since that time become the standard for all outdoor advertising for the fair. It is simple, tells the few facts so important to outdoor advertising—and now is an accepted part of every campaign.

The No. 2 problem in outdoor advertising and one which deserves much more study is where to place outdoor advertising so it will attract not alone the most people but the most people who may come to the fair.

No smart national manufacturer would continue to spend advertising money without trying to find out where his customers are and something about them. The problem of studying potential customers is much more important to fairs than it is to the national manufacturer.

Survey Facts

At the 1938 Wisconsin State Fair a rather comprehensive survey of fair visitors was made with the purpose of finding out the following facts:

1. Where do they come from? Are they rural or urban?
2. How did they find out about the fair, dates, etc.?
3. What did they come to see?

There was other information obtained, but the answers to these three questions were most important and permitted the establishment of an outdoor advertising program set up on fact rather than guess.

How far will an individual or a family drive to see a State fair with automobiles and traffic comparable to present conditions? Here is the answer to the question as determined by this survey. Incidentally, this survey was comprehensive enough to permit the multiplication of a State population factor and arrive at fairly accurate results. The State was set up in eight zones, the first seven were 25 miles apart, the eighth the balance of the State. Working on total populations of these zones and estimates obtained from the survey, the following are the percentages of people attending from each zone:

Zone	Driving Distance To and From Fair—Round Trip	Percentage
1	50	39%
2	100	25%
3	150	14%
4	200	10%
5	250	5%
6	300	4%
7	350	2%
8	400	1%

In other words, individuals living within 100 miles of the Wisconsin State Fair Park made up 88 per cent of the attendance.

Picking Locations

Thus in this survey, we had a theoretical limit of the area in which we should spend our outdoor advertising dollar. As an all-State institution we must, however, never forget our Statewide character and such must do advertising in all sections of our State. Knowing the area, the next step taken was to pick actual locations. Should locations be in cities, in rural areas, on coun-

try-to-city routes or along interstate highways?

Here again this survey was a great help in answering these questions. In each of these areas the percentage of urban and city populations were determined. Theoretically, the survey made the answer. But Ralph Ammon, manager of the fair, brought out the fact that there are many factors which aid in determining fair attendance and such surveys and studies must be a guide rather than rule in advertising decisions.

Wisconsin is extremely fortunate in having some outstanding outdoor advertising organizations. Excellent coverage is available at a reasonable rate in the areas desired. These organizations have display boards well placed in the light of information based on traffic studies. In 1944 about 250 24-sheet panels were purchased, a great majority of which were placed in the first four zones above described.

Off Season Uses

The Wisconsin State Fair is a division of the Wisconsin State Department of Agriculture. Also included in this branch of State government is the dairy promotion department whose function it is to increase the consumption of Wisconsin dairy products. In 1933 a project was set up to build 300 8-sheet boards to accomplish a three-fold purpose. First, to permit the department to talk to the farmer thru the important media of outdoor advertising. To give him a pat on the back for an outstanding production job—to encourage him to raise our already high standards of quality and other similar messages were put on these boards. Inasmuch as these

signs were located in many instances on his buildings or on his land, these messages were well read and effective.

The second purpose of these signs was to offer dairy products for immediate sale to the thousands of Wisconsin people and out-of-State visitors who travel over State highways. For example, hundreds of thousands of pounds of cheese have been sold by these 300 8-sheets located near or on cheese factories where cheese is sold.

The third purpose is to sell the Wisconsin State Fair. As a supplement to our regular outdoor program, these boards do a very effective job. They make the farmer a part of our advertising program. Located on country-to-city roads, from July 4 thru the fair dates they tell the story of their State fair. Each farmer with an advertising board on his farm gets free gate admission tickets and becomes a center of a "Let's go to the fair" clique in his community.

Many of these signs are equipped with lights with automatic turnoff switches. Imagine if you can, the effectiveness of these boards on Wisconsin major highways again and again, night and day, inviting farm and city folks of Wisconsin and the neighboring States to come to the Wisconsin State Fair.

Copy Changed Regularly

The copy on these signs is changed every six weeks. As this is written a giant football player is telling the story of "Have Pep" with dairy products. Soon a lovely skating lady will preach "Health and Beauty With Milk." Each farmer who has a board on his property is paid an

annual rental fee of \$1 per year. Nearly all of them are interested in the outdoor advertising program. Every month letters are received with constructive criticism of copy used and of ideas for future messages.

Many Other Tie-Ins

During the past few years we have used a special steel edged display card for cattle and dairy trucks. Two men have been stationed at stockyards and as the trucks move in the truck signs are put on. This same fine co-operation has been secured from milk trucks all over the State.

Another very valuable display has been secured from the State Highway Department. Special signs paid for by the Highway Department are put out 30 days before fair time. These signs prominently display the Wisconsin State Fair—the dates—give directions to the fair and state "Drive Carefully Going to or Coming From the Fair." The Highway Department also grants special permission to mount 8-sheet reflector signs on heavy traffic boulevards. And this year we plan on asking for a large reflector sign in the State Capital Park in Madison.

This is, of course, but a part of the Wisconsin State Fair outdoor advertising program. We wish there were space to discuss card copy and distribution, window displays, dairy plant co-operation, streetcar, train, and bus advertising, exhibitors help, etc.

In conclusion, from Ralph Ammon, fair manager, down thru our entire organization, we believe in outdoor advertising as one of the very effective ways of increasing Wisconsin State Fair attendance.



This outdoor advertising panel was telling the story of eggs on Wisconsin's highways when the picture was taken—but after July 4 it will tell the story of the Wisconsin State Fair.

Total Gross Shows and Rides
\$193,338.95 FOR 1945

TO BE EVEN GREATER IN 1946

2 CARNIVALS ON THE MIDWAY
Endy Brothers and World Exposition Shows

2 GRANDSTAND ATTRACTIONS
George Hamid and Gus Sun Free Acts

2 NATIONAL EXHIBITS
*National Livestock Show
 National Poultry Show*

Summer and Fair Season

2 THRILL SHOWS
*Jimmy Lynch Death Dodgers
 Jack Kochman Hell Drivers*

4 SPEEDWAY FEATURES
Auto—Motorcycle—Speed Boat—Harness Races

The Fastest Auto, Motorcycle and Motor Boat Races in Dixie

Southeastern
WORLD'S FAIR
ATLANTA, GEORGIA

MIKE BENTON
 PRESIDENT

MARKET HOG SHOWS

Here's how top interest has been developed in a fair feature for plain dirt farmers concerned solely in production of pork

WHEN a livestock feature at a fair pulls entries from plain dirt farmers who have nothing to gain from the sale of breeding stock and holds the interest of an overflow crowd of onlookers, it offers top agricultural entertainment. It is also building a standing for itself that is worth much more over a period of years than immediate gate receipts.

The Market Hog Shows developed at the Sioux Empire Fair attracted entries from representative South Dakota, Iowa and Minnesota hog growers whose sole reason for showing was pride in their achievements as pork producers.

These shows differed from other market hog shows in that prize awards were made by a committee of three judges—a commercial hog raiser, a buyer for a large packing house and an agricultural college professor.

Not Publicity Stunts

But they were not staged as publicity stunts to bolster gate receipts. The show was developed in a sincere attempt to exemplify as accurately as possible the most profitable type of hogs to produce in a farm region where the major industry is the growing of corn and the production of pork. Details of the competi-



By John F. White

Member of the Board of Directors,
South Dakota State Fair

Producing the kind of hogs that dress out well and that produce well-shaped cuts of meat was enough, these men agreed, farmers in the group pointing out that hogs must possess other attributes such as vigor, prolificacy, and the ability to make economical gains and reach marketable condition with the least expenditure of time.

Two Weight Classes

Entries, consisting of pens of three hogs each, were divided into two weight divisions, the first ranging from 170 to 200 pounds, and the second from 200 to 240 pounds. Competition was open to all breeds and to cross-breeds and even lowly grades.

Following the selection of the

tion were approved originally by a group of men which included packer representatives as well as some of the larger pork producers in the territory the Sioux Empire Fair sought to serve.

BROCKTON FAIR

BROCKTON, MASS.

SEPTEMBER 8 TO 14, 1946

George A. Buckley
PRESIDENT

Frank H. Kingman
SECRETARY

To the staff of *The Billboard* goes my sincerest thanks for its weekly news service. *The Billboard* is the chief reference book in my fair library.

Frank H. Kingman

Alabama
on Parade



ALABAMA STATE FAIR

BIRMINGHAM

PROVEN BY PAST RECORDS

THE OUTSTANDING
6 DAY FAIR IN AMERICA

- 1946 DATES -
- SEPT. 30 - OCT. 5 -

JOE McDAVID
PRESIDENT

R. H. McINTOSH
V.-P. AND GEN. MGR.

J. C. McCAFFERY
CONCESSIONS

MEMBER
IAFE



Porkers a la 4-H Club, hand fed and showered with special favors are one thing, as shown in the picture above taken at the Nebraska State Fair. But raising them on the average farm, in barnyard lots, for sale to the nearest packing plant is something else again. How the ordinary farmer can do this job with the best chance for profit is the vital problem which makes the market hog show described in this article a valuable fair feature.

case in an exhibit building for public inspection.

Fortunately, the same men, each one an exceedingly competent judge, made the awards in the two weight divisions each of the three years that the show was conducted. This insured recognition of the same type from year to year, and it was a matter of general agreement by exhibitors and spectators that there was a marked improvement in the quality and uniformity of the entries at each year's show.

Eight Monies Paid

Cash prizes started in each weight division at \$35 for first prize and were scaled down until the eighth prize pen won \$12. The champion pen earned an award of \$25. Judging was completed early in the week and pens not winning an award were released from exhibit, only the prize winning pens being retained for display until the end of the fair.

The great value of this show was that it brought producer and packer together on common grounds. The packer with his knowledge of consumer demand helped lay the pattern for the ideal market hog and the producer was left with a definite mark to shoot at. The mere selection of the winners on foot was just one forward step. The real value of the show was found in the carcass

contest for the championship and the subsequent display of the carcasses where deductions could be made and herd improvement planned.

From a gate standpoint these shows were successful, interesting a class of farmers not so interested in displays of purebred breeding hogs and holding their interest until the completion of the judging and the announcement of the championship award. Immediate returns, however, were not the motive in staging the show. The real reason was a desire to serve the livestock farmers in that area.

That progress along this line was accomplished during the three years of my tenure as secretary of the Sioux Empire Fair was evident in the year-round interest generated by these market hog shows. There was a steady gain in numbers of entries, with plain, run of the mill stock farmers joining the fun in increasing numbers.

Here, in my opinion, is a livestock feature worthy of particular attention from the managers of regional and county fairs. To the average farmer it brings home the fact that a proper combination of feeding, selection and care of animals, together with an eye for actual market requirements, can make pork producing profitable without extreme investment.

OZARK

EMPIRE DISTRICT FAIR

MEMBER IAFE

SPRINGFIELD, MO. "IN THE HEART OF THE OZARKS"

—THE FAIR THAT ALWAYS GOES FORWARD—

1945 WAS OUR BIGGEST YEAR FOR ALL DEPARTMENTS

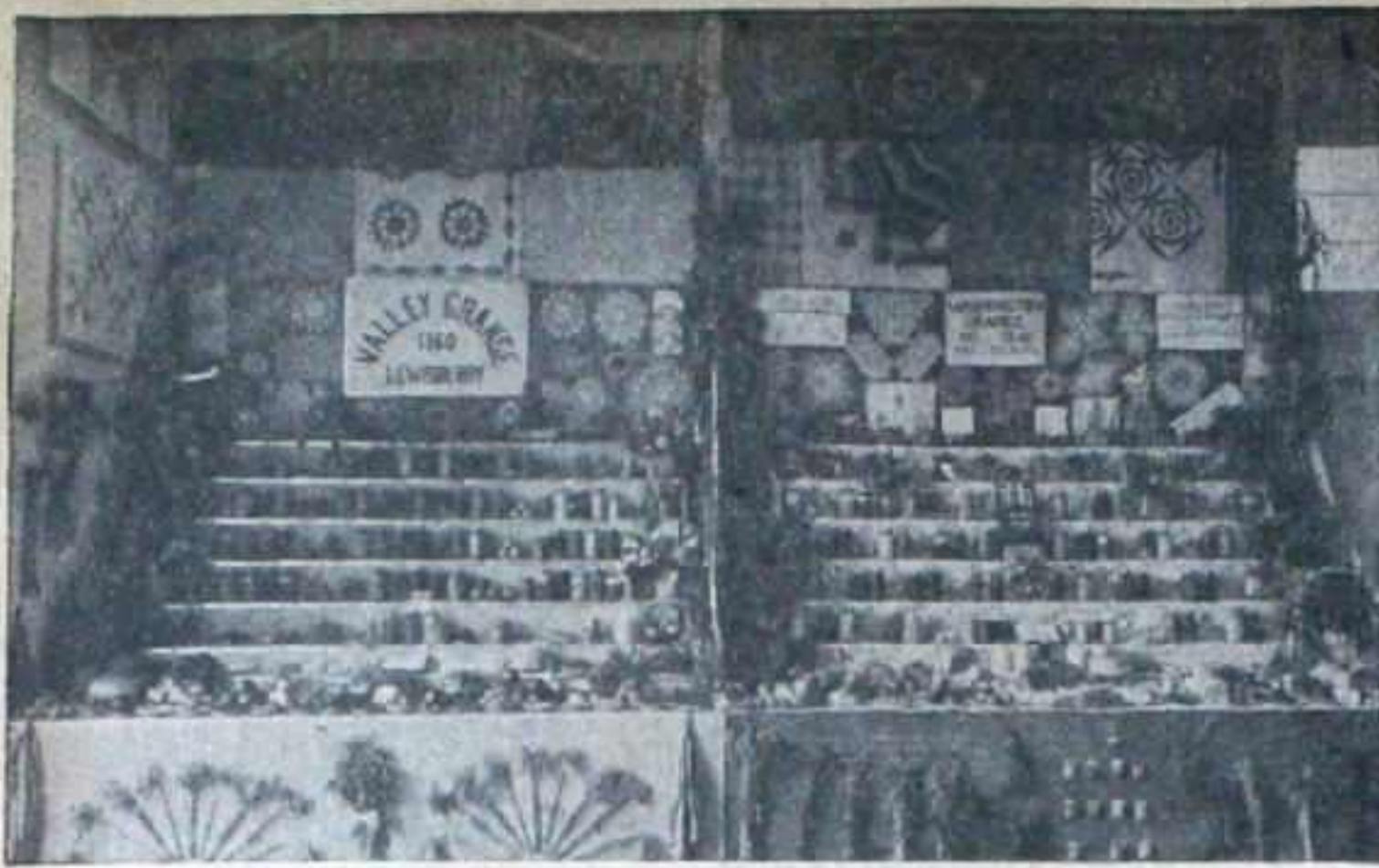
PLAN NOW TO FOLLOW THE GREAT MIDDLE-WEST FAIR CIRCUIT STARTING HERE AUGUST 10-16 FOLLOWED BY NINE CONSECUTIVE WEEKS AT THE BIG FAIRS IN THE MIDDLE-WEST

COMPLETE LIVE STOCK SHOW ★ LARGE PREMIUMS ★ HORSE SHOW, HORSE RACING ★ INDEPENDENT CONCESSIONS MIDWAY ★ COMMERCIAL AND INDUSTRIAL EXHIBITS

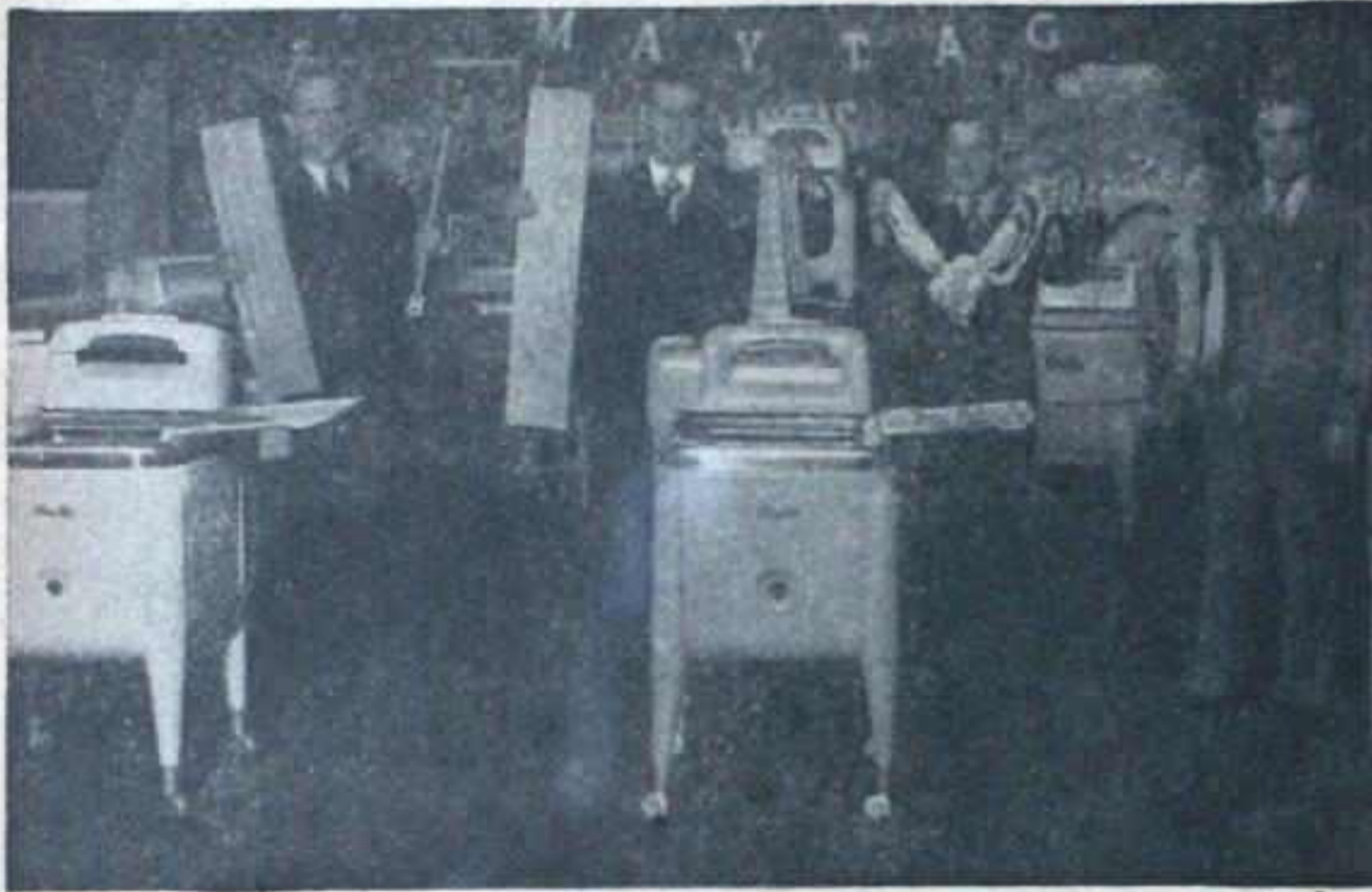
REMEMBER THE 1946 DATES—AUGUST 10-16

Write G. B. BOYD, Secretary-Manager, for Further Information

H. FRANK FELLOWS, President
DR. W. A. DELZELL, Vice-President



Women always have been ambitious exhibitors at fairs, as the picture above shows, and they like to look, too, as the Maytag washing machine exhibit below indicates. The washer in this picture will look mighty old-fashioned beside the new models that soon will be on display.



INDUSTRY HAS TO SHOW THE

Trend toward better homes on the farms makes the feminine audiences a valuable asset for sales promotion

"IT'LL be a woman's world." So say America's leading home specialists of the post-war era. And a "dream world," at that.

They see a heaven for housewives emerging from the host of synthetics and plastics developed during the war; the myriad of time and labor saving devices about to hit the market, and the current emphasis on home living.

For farm and city homemakers alike, there's a warm glow of anticipation as the unveiling of new products approaches.

Their first glimpse for a great many women of many such bright new items will probably come from exhibits, displays and demonstrations to be seen at America's State, county and district fairs in 1946.

Women's Home Extension agents in all parts of the country, together with other specialists on better homes, agree that fairs and expositions have an unprecedented opportunity to serve their feminine patrons.

Appeal Thru Demonstrations

To do that job best, they argue fairs must appeal to women through displays and demonstrations as new as nylons. Old-fashioned static exhibits are as outmoded as the pots and pans thrown out of action by pressure cookers.

Speaking of pressure cookers, Sam L. Dewing, for many years a leading South Dakota home extension agent, asks: "Can't you hear the women exclaim as one of the new pressure cook pans turns out a delicious fried chicken in only 15 minutes?"

She and others agree that lively, interesting demonstrations will continue to be the most popular form of presentation.

Entertainment Will Help

One idea projected for smaller fairs would incorporate such demonstrations into a general entertainment program for women visitors. "You could call it a 'Fair-

Calgary EXHIBITION and STAMPEDE

will present its

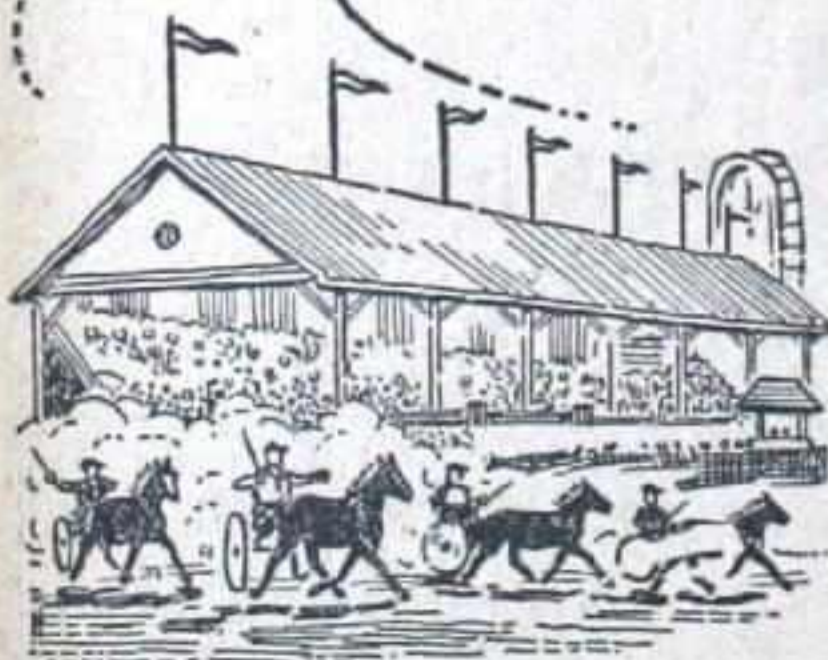
VICTORY FAIR

JULY 8-13, 1946

Big Plans Are in the Making — Big Crowds Will Attend

Calgary's Victory Fair.

Exhibitors, Amusement Organizations and All Attractions, Please Submit Complete Information and Details.



WRITE OR CONTACT

R. W. WARD, Pres., or

J. CHAS. YULE, Gen. Mgr.

During the Chicago Meeting

CALGARY, ALBERTA, CANADA

"THE GATEWAY TO ALASKA"



SEASON'S GREETINGS

— FROM —

DU QUOIN

STATE FAIR

DU QUOIN, ILLINOIS



SAN OPPORTUNITY FARM WIFE HOW

tauqua," said the sponsor, explaining that it embraced some features of the old style Chautauqua. For example, she would "import" men and women competent to speak authoritatively on such household subjects as glassware and china, correct window treatment, interior decorating, rug selections, kitchen arrangements and food topics.

No Shortage of Experts

These experts would be secured from various sources. State colleges and universities would supply some. Such organizations as the American Meat Institute could be expected to co-operate. Women's editors and writers for farm magazines, department store experts in various lines and public relations representatives are others who would be willing to speak before audiences of women. They, however, would comprise only part of the show to be offered under the so-called "Fair-tauqua" set-up.

"We would open with music, perhaps a male quartet or a soloist, possibly even group singing. Occasionally, entertainment from the grandstand might be loaned for the program. Other entertainment would be interspersed between the lecture and actual demonstrations. As for the demonstrations, we would see

that women right out of the crowd were chosen to participate wherever possible."

How About Industry?

In addition to the lecture-type of demonstrations, there is a vast opportunity to interest industry in taking an active part in the woman's world at the annuals. They will be interested in seeing the new type of washing machines, those with the driers and mangles attached that will save many hours of toil; the latest in refrigeration or deep-freeze boxes; dishwashers and driers; hair-curlers—any number of new gadgets that soon will be on the market to make the housewife's life, either urban, suburban or rural, more livable in a modern world.

Whatever the mode of presentation, the emphasis is on women by general agreement. Not only farm women, but city housewives, as well. In the words of one veteran Women's Department worker:

"They're all starting out even, now that the war is over. From home freezing units to frosted cakes, the farm housewife is on even terms with her city sister. And the city homemaker can learn just as much at the fair as the gal from the farm. The fair that neglects either one in 1946 is making a serious error."



These pretty girls are anxious to prove their jelly-making ability, but they will be just as anxious to see household appliance exhibit of the type shown below, arranged by the Montgomery-Ward Company.



THE NORTH MONTANA STATE FAIR

GREAT FALLS, MONTANA
AUGUST 5-10, 1946

★
OUR 1946 FAIR, THE FIRST POST-WAR EDITION OF A FAMOUS EVENT, WILL FOLLOW THE NORTH MONTANA STATE TRADITION AND BE THE GREATEST FAIR IN OUR HISTORY!

★
IN 1946
THE NORTH MONTANA STATE FAIR
WILL HAVE EVERYTHING!

★
O. S. WARDEN, President
W. H. BERTSCHE H. R. LENZ
R. C. BRICKER W. E. RICE
DAN P. THURBER, Manager

NEBRASKA STATE FAIR

LINCOLN

Partial Fair Only for September 2-7, 1945
4-H Club Livestock Show and Sale
Carnival — Races

BROKE ALL RECEIPT RECORDS IN 1945

▼
PLANNING A BIGGER AND BETTER FAIR
Sept. 1-6, 1946

EDWIN SCHULTZ
President

E. J. MILLE
Secretary

WE'RE SHOOTING FOR
 THAT 1,000,000 ATTENDANCE MARK
 AT OUR 1946 VICTORY EXPOSITION

MINNESOTA STATE FAIR

ST. PAUL • MINNEAPOLIS

WE'RE INTERESTED IN—

Night Shows - Revues - Auto Races -
 Thrill Acts - Fireworks - Rodeos and
 Spectacular Entertainment Features of
 Every Description.

1946 DATES

10 Big Days • AUG. 24 TO SEPT. 2 (Labor Day)

W. S. MOSCRIP President • RAYMOND A. LEE Secretary

Yes.. THERE IS A
SANTA CLAUS!

The Mammoth 1945
YORK INTER STATE FAIR

Shattered All Records...
 and was Santa to
 Exhibitors... Concessioners
 Management

Everybody was happy!

JOIN THE HAPPY WISE
 SHOWMAN OF TODAY

Follow Santa's Trail
 to the 1946...

YORK INTER STATE FAIR
 YORK, PA.

DAY » SEPTEMBER 10-11-12-13-14, 1946 « NITE



FREE PUBLICITY SELLS FAIRS TO THE NATION

No other industry cashed in so heavily
 on unsolicited publicity as did the
 fairs in '45. But—will it continue?

FAIRDOM basked this year under
 the sunny spotlight of a million
 dollars' worth of free publicity,
 probably the most terrific gratis
 campaign in history.

Without lifting a finger, the coun-
 ty fairs got an electrifying nudge of
 approval from the nation's highest
 critic when President Truman
 passed up the World Series to visit
 the American Legion's county fair
 at Caruthersville, Mo.

The fact that every newspaper in
 the country front-paged the news
 that Truman hadn't missed the
 Caruthersville annual in 12 straight
 years added power to the selling job.

Meanwhile, the air was clogged
 with songs lifted from "State Fair,"
 the movie musical which bowed as
 the fair season got under way. Half
 a dozen hit ditties encouraged thou-
 sands to see the film based on Phil
 Stong's exciting book, "State Fair."

The pic alone was a potent pub-
 licity baby, dropped on fairdom's
 doorstep. Theaters all over the na-
 tion bannered the title, "State Fair,"
 on their marquees and in splash
 newspaper displays to put the pub-
 lic in a mood for midway frolic and
 fun at the fair.

At Des Moines, where the Iowa
 State Fair was merely marking time
 until the army moved out of its
 grounds, the pic was given a daz-
 zling premiere that helped to keep
 their State fair fresh in the memo-
 ries of thousands of Iowans. Many
 theaters tied in with local fairs to
 the mutual benefit of both. At Sagi-
 naw, Mich., one enterprising man-
 ager bought space for a tie-up dis-
 play booth at the fair and tossed in
 a War Bond 4-H Club prize for extra
 advertising measure. All in all,



He passed up the World Series to
 go to the fair.

credit "State Fair" with a tremen-
 dous plug to the biz.

Credit also the Borden Company's
 County Fair radio show, a newcomer
 to the air waves which is a weekly
 nationwide boost for fairs, big and
 small. Replete with realistic sound
 and color, the show tingles with fair-
 grounds atmosphere. It's doing a
 big selling job for America's fairs,
 as well as the Borden products.

Add to these, the Army Air Force
 Fair at Dayton, O., attended by more
 than 2,000,000 and the glamour that
 army, navy and coast guard men
 and weapons have contributed to
 fairs.

It sums up to a terrific sales cam-
 paign—for free! Without money or
 effort!

What if we ever tried?



New Jersey's celebration of the 200th anniversary of the first fair held in
 that State brought out Governor Walter E. Edge, snapped with his hat in his hand
 as he prepared to enter the State Conservation Department's building at Trenton.

BELGIAN FAIRS ARE LIKE ANNUALS IN THIS COUNTRY

Carnivals are not known, but carnivals work thruout winter, with each showman his own unit

By Private Edward L. Field, U.S.A.

(This is an article dealing with outdoor show business in Belgium prior to, during and after the occupation by the Nazis, and also giving a general description of the type of show business over here.)

HERE are no such things as carnivals in Europe—rather, there are fairs and carnivals—the main difference between the two lies in the fact that fairs here are the same as county or village fairs are in the United States and that carnivals are always held in the winter months and consist mainly of winter sports with a few concessions and one ride thrown in for good measure. All fairs are held during some type of local festivities such as Horsemarkets or/and certain religious festivals.

Fairs in this country form a large part of the amusements of the general public and always are appreciated greatly by them. There is hardly a city, town, village, or hamlet in the whole country that does not have at least one fair each year. The fair season starts at Easter and ends on or about All-Saints Day, Halloween to you.

The winter months are generally occupied in the same fashion as showmen in the United States spend their winters, namely, in repairs and getting bookings for the coming season. The showman here is a unit in himself and gets his spots by bidding in an open auction. The bids vary according to the size of the fair and the expected business of the concession and the location of the concession.

When a showman moves he travels alone or with a friend, but never does he-move in more than pairs. In Europe the word "caravan" is construed to mean one wagon and not a string of them. Some showmen own their own tractors but the majority do not as the individual caravan does not move more than about 15 times a year. These tractors are in reality early editions of semi-tractors and the showman that owns one rents it to other showmen when they want to move, and the show people here have found that this arrangement works out to the satisfaction of all.

Each fair has its chaplain, usually a monk or friar, who, before the start of the festivities, blesses the fair and who generally sees to it that nothing immoral or vicious takes place during the entire festivity.

In Europe there are no showmen's associations as we know them in the United States, but there is a showmen's guild, altho for the past 10 years it has had little or no effectiveness in its dealings in as much as the secretary is in his eighties and is in falling health and so has kept to his home on the French Riviera. Mechanical attractions such as the

various rides are mostly imported from England or the United States, altho prior to the occupation one Belgian, Mynheer T. G. Lefevre, of Brussels, did manufacture a few. He was formerly in the United States where he was connected with outdoor show business for a number of years prior to 1930; he also opened the first permanent speedway and Lunapark in Belgium.

During the occupation of Belgium by the Nazis, fairs were halted in most of 1940, but were ordered to reopen in 1941 after the Belgian Government intervened in behalf of the show people and they are proud of the fact that they helped to keep Belgian morale as high as it was kept by the people.

The show people here had to contend with the same problems that show people in the United States had to contend with in the past four years: transportation, employees (who were mostly taken to Germany as slave-labor), blackouts, but they also had to contend with poor clothing, little food, inferior and ersatz materials, bombings, and reprisals for acts of sabotage, and many other things that a people whose country is actively occupied by an enemy have to contend with. At last, after a long and painful period of waiting, the liberation from Nazi domination came with the long expected entrance of the victorious allied armies. The military offensive on Belgium caused a short cessation of fairs, but they have resumed in part and are planning to try to hold as many of the fairs as possible this season.

The ride operators, for the first time in their history, have borrowed an idea from the showmen of the United States, and have opened indoor amusement centers where such rides as Dodge 'Em, Funhouse, Tunnel of Love, Crazyhouse, and others and concessions are playing to large crowds of civilians, soldiers, sailors, and marines of the Allied United Nations who are resting from their labors in defense of the spirit of democracy.

Naturally the fairs of the future will follow times evolution and as the mechanical and electrical attractions develop and the latest American and British rides are put back on the market, the Belgian showman is sure to keep abreast of the times and to provide the general public with the high type of amusement that they have been accustomed to.

Writer's Note: I wish to thank Mynheer Albert Sonnaert, the well-known European showman and secretary for 31 years of "OVM"—the Philanthropic Society of European Showpeople, for his kind help in furnishing the information that made this article possible.

"The State's Greatest Outdoor Event"

KANSAS FREE FAIR

—TOPEKA—

1945
1946

ANOTHER RECORD YEAR!

THE GREATEST OF THEM ALL!

With the new era of peace unfolded before us, the Fairs of the nation assume the responsibility of showing to the people of their States the thousands of new scientific developments that America has created.

In Kansas the Free Fair Will Unfold an Exposition Worthy of the Kansas Live-stock and Agricultural Industries—You'll See Industrial America on Parade.

MAURICE W. JENCKS
Manager

RUSSELL R. BROWN
Supt. of Concessions



The Connecting Link Between Kansas Agriculture and Industry

SAGINAW FAIR

MICHIGAN FARM PRODUCTS SHOW

SEPT. 8-14, 1946

CONSISTENTLY BIG

ASK THOSE WHO HAVE BEEN THERE

LARGEST COUNTY FAIR IN THE MIDWEST

MEMBER I. A. F. E.

C. H. HARNDEN, Sec.-Mgr.

MIDLAND EMPIRE

★

FAIR AND RODEO

August

12-17

1946

BILLINGS

Montana

ROCKWOOD BROWN, President

ORA KEMP, Vice-Pres.

C. M. HOINESS, Vice-Pres.

EMMETT VAUGHAN, Director

E. J. MAYNARD, Director

★ ★ ★

HARRY L. FITTON, Secretary-Manager

IONIA

FREE

FAIR

IONIA, MICHIGAN

MICHIGAN'S GREATEST OUTDOOR EVENT

DATES FOR 1946

AUGUST 12 TO AUGUST 17

ALLAN WILLIAMS
PRESIDENT

ROSE SARLOW
SECRETARY

FAIR BOOKING OFFICES

AAA Theatrical Service
8335 Sunset Blvd., Hollywood
Adele Walker Hanson

ABA Theatrical Agency
1107 N. Western Ave., Hollywood
Bob Price

Edgar Allen
Midland Bldg., Kansas City
Edgar Allen

Associated Artists
Barnett Bank Bldg., Jacksonville, Fla.
Earl Newberry, Jimmie Van Cise

Barnes-Carruthers Agency
121 N. Clark St., Chicago
M. H. Barnes, Sam Levy, Fred Kressman, Rube Liebmann, Billy Senior, Jimmie Lynch

Sidney Belmont
304 Fullerton Bldg., St. Louis
Sidney Belmont

Ruth Best
Sinton Hotel, Cincinnati
Ruth Best

Joe Bren Entertainment Service
707 S. Broadway, Los Angeles
Joe Bren

Brill Theatrical Agency
815 S. Hill St., Los Angeles
Charles Spellman

Kathryn Burns
411 W. 7th St., Los Angeles
Kathryn Burns

Harry Cooke
246 W. King St., Lancaster, Pa.
Harry Cooke

Edna Deal-Ray Shute
Arcade Bldg., St. Louis
Edna Deal, Ray Shute

Lou Dorn Theatrical Agency
6021 Hollywood Blvd., Hollywood
Lou Dorn

Fanchon & Marco
Paramount Theater, 323 W. 6th St., Los Angeles
Russell A. Stapleton

Garden Brothers
General Amusements Co., Toronto
W. A. Garden

General Amusement Corp.
360 N. Michigan Ave., Chicago
Harold Rosen

Gladden's Theatrical & Fair Booking Assn.
54 W. Randolph, Chicago
Max Landau

Ruth Gould Agency
1107 N. Western Ave., Los Angeles
Ruth Gould, Harry Gould

Irving Grossman Agency
Plymouth Bldg., Des Moines
Irving Grossman

George A. Hamid, Inc.
10 Rockefeller Plaza, New York
George A. Hamid, George A. Hamid Jr., Juan M. Caloca, Herman Blumenfeld, Joseph Hughes, Dave Solti, Leo Grund
722 Empire Bldg., Pittsburgh
Frank Cervone
260 Tremont St., Boston
Jacy Collier, Henry Cogert

George Hamilton
Walker Theater, Winnipeg
George Hamilton

Hoosier Hop Artists
Radio Station WOWO Fort Wayne, Ind.
Harry K. Smythe

KSTP Artists' Bureau
Radio Station KSTP, Minneapolis
Sam Levitan

John C. Jackel
409 W. 50th St., New York
John C. Jackel

Jolly Joyce Agency
Earle Theater Bldg., Philadelphia
Jolly Joyce

Carl A. Klein
New Waterford, O.
Carl A. Klein

Grover LaRose Agency
Paul Brown Bldg., St. Louis
Grover LaRose

Harry V. LaVan
1534 Bienville St., New Orleans
Harry V. LaVan

Bert Levey Theatrical Agency
6425 Hollywood Blvd., Hollywood
George Hunt

Al Martin
Hotel Bradford, Boston
Al Martin

Frank Melville
1560 Broadway, New York
Frank Melville

J. C. Michaels
5829 Virginia Ave., Kansas City
J. C. Michaels

Music Corporation of America
9200 Wilshire Blvd., Beverly Hills, Cal.
Eames Bishop
430 N. Michigan Ave., Chicago

Northwest Booking Agency
Minneapolis
Jule Miller

Performers' Consolidated Attraction Co.
645 N. Clark St., Chicago
Toby Wells

Premier Theatrical Agency
411 W. 7th St., Los Angeles
Vance Pease, Captain DeZita

Ringling-Walters Agency
P. O. Box 59, Inglewood, Calif.
Marjorie Ringling, Harvey Walters

Ethel Robinson Agency
Room 413, 155 N. Clark, Chicago
Ethel Robinson, Camille LaVilla

Tommy Sacco Agency
203 N. Wabash Ave., Chicago
Tommy Sacco

Charles L. Sasse Agency
18 Kennedy Road, Morris Plains, N. J.
Charles L. Sasse

Joe J. Smith Agency
Fullerton Bldg., St. Louis
Joe J. Smith

Gus Sun Booking Agency
Regent Theater Bldg., Springfield, Ill.
Gus Sun Jr., Bob Shaw

Walter Trask Theatrical Agency
416 W. 8th St., Los Angeles
Walter Trask, Monroe Jockers, Stoney Schallman

Truex-Drake Enterprises
217 S. Water St., Wichita
C. B. Truex
712 Midland Bldg., Kansas City
Tom Drake

United Booking Agency
Detroit
Harry H. Leuders

WLS Artists' Bureau
1230 W. Washington St., Chicago
Earl Kurtz, George Ferguson

WLW Promotions, Inc.
140 W. 9th St., Cincinnati
Bill McCluskey

Al Wager Theatrical Agency
707 S. Broadway, Los Angeles
Al Wager

Art Whiting Agency
5746 Sunset Blvd., Hollywood
Art Whiting, Edna Scofield

Williams & Lee
464 Holly Ave., St. Paul
Glady's Williams, Billy Lee

Frank Wirth Agency
10 Rockefeller Plaza, New York
Frank Wirth, B. Ward Beam

Boyle Woolfolk Agency
203 N. Wabash Ave., Chicago
Boyle Woolfolk, George Flint, B. Ward Beam, Rolland Ade

Ernie A. Young Agency
Room 810, 155 N. Clark St., Chicago
Ernie Young, Dave Malcolm, Frank R. Winkley, Lucille Young



LOUISIANA STATE FAIR

SHREVEPORT

Broke All Records This Year

1946 DATES

OCTOBER 19-28, INCLUSIVE

W. H. JOHNSON
President

W. R. HIRSCH
Secretary-Manager

DO WE HAVE A SHOW IN 1946?

That's the \$64 question we'd be glad to settle for, well, say \$75!

Our plant is still in the hands of Uncle Sam, our buildings piled sky-high with things he was going to send his soldiers at war throughout the world.

There is no indication at present of his relinquishing his lease and moving out.

But we're going to be optimistic and claim, tentatively, as our dates

SEPT. 15 TO 21, 1946

With no certainty that we can operate



SPRINGFIELD, MASS.

GEORGE E. WILLIAMSON
Chairman Executive Committee

CHARLES A. NASH
General Manager

not reported. Total cash premiums paid not reported. General taxes paid for fair and midway, not reported.

RECEIPTS: Carnival \$654.87. Space, \$280. Other receipts not reported.

ADMINISTRATION: President Commodore Pribble; secretary, C. E. Blayney; superintendent of concessions, H. E. Parks; directors of attractions, Blayney, Parks and C. E. Spank.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$300.

Kankakee County Fair, Kankakee

TOTAL ATTENDANCE: 1945, approximately 40,000; 1944, approximately 50,000. Paid attendance, 1945, 27,000; 1944, none.

AID, PREMIUMS AND TAXES: State aid, 1945, \$3,470.28; 1944, \$2,563.10. Cash premium paid, 1945, \$5,080.60; 1944, \$3,563.10. Federal taxes paid for fair, 1945, not reported. Federal taxes for midway, none.

RECEIPTS: Gate, 1945, \$3,352.70; 1944, none; grandstand, 1945, \$2,275.60; 1944, \$5,472; carnival, 1945, \$2,121.79; 1944, \$2,375.04; space, 1945, \$1,071.74; 1944, \$540.14; total receipts, 1945, \$8,821.83; 1944, \$8,387.18; net loss, 1945, \$566.30; net profit, 1944, \$1,025.23.

ADMINISTRATION: President, B. F. Hertz; secretary, F. R. Henrekin; superintendent of concessions and space and director of attractions, Jack Guertin; race secretary, not reported.

EXPENDITURE FOR GRANDSTAND ATTRACTIONS: 1945, \$2,121.79.

Knox County Fair, Knoxville

TOTAL ATTENDANCE: 1945, approximately 40,000; 1944, approximately 35,000. Paid attendance, 1945, 31,648; 1944, 22,693.

AID, PREMIUMS AND TAXES: State aid, 1945, \$7,432.02; 1944, \$5,045.76. Other aid, 1945, none reported. Total cash premiums paid, 1945, \$14,638.49; 1944, \$9,062.20. Federal taxes paid for fair, \$2,845.16. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$13,180.20; 1944, \$10,618.50; grandstand, 1945, \$4,753.20; 1944, \$4,394.80; carnival, 1945, \$1,024.96; 1944, \$782.53; space, 1945, \$2,276.34; 1944, \$1,259.56; total receipts, 1945, \$33,304.86; 1944, \$22,324.76; net profit, 1945, \$6,760.39; 1944, \$6,588.72.

ADMINISTRATION: President, Kirk McDowell; secretary, Hilding L. Johnson; superintendent of concessions, Carl L. Morgan; director of attractions, no one assigned; superintendent of space, Carl L. Morgan; racing secretary, Arvey Hanson, annual meeting, City Hall, Knoxville, December 8, 2 p.m.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,914.11.

Logan County Fair, Lincoln

TOTAL ATTENDANCE: 1945 and 1944, not reported. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$11,310; 1944, \$10,205. Other aid, 1945, none. Total cash premiums paid, 1945, \$24,000; 1944, \$19,000. Federal taxes for fair, \$4,720. Federal taxes for midway, not reported.

RECEIPTS: Total receipts, 1945, \$55,880; 1944, \$44,400. Breakdown of receipts not reported. Net profits not reported.

ADMINISTRATION: President, Burch Lee; secretary, Wilbur Layman; superintendent of concessions, L. M. Hardin; director of attractions, Wilbur Layman; superintendent of space, not reported; racing secretary, James W. McGrath.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,300.

Nashville-Washington County Fair, Nashville

TOTAL ATTENDANCE: 1945, 15,060; 1944, 8,840.

AID, PREMIUMS AND TAXES: State aid, 1945, \$5,968; 1944, \$5,242.60. Total cash premiums paid, 1945, \$9,938.79; 1944, \$8,505.21. Federal taxes paid for fair, \$751.41.

RECEIPTS: Gate, 1945, \$2,810.90; 1944, \$2,441.40. Grandstand, 1945, \$1,673.70; 1944, \$1,448.90. Carnival, 1945, \$866.62; 1944, \$574.47. Space, 1945, \$727.16; 1944, \$1,425.60. Total receipts, 1945, \$9,217.93; 1944, \$8,871.27. Net profit not reported.

ADMINISTRATION: J. W. Huegely, president; A. B. Rowland, secretary; J. K. Williamson, superintendent of concessions.

ANNUAL MEETING: January 11, 1946. EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,825.11.

Stephenson County Community Fair, Freeport

TOTAL ATTENDANCE: 1945, approximately 50,000; 1944, no fair. No paid attendance; free gate.

AID, PREMIUMS AND TAXES: State aid, \$237. Other aid, none. Total cash premiums paid, 1945, \$500. Federal taxes paid for fair, none. Federal taxes for midway, not reported.

RECEIPTS: Gate, none; grandstand, none; carnival, \$750; space, \$2,500; total receipts, \$3,250; net profit, not reported. Books not closed.

ADMINISTRATION: President and acting secretary, R. H. Bowers. Other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None.

INDIANA

Jasper County Fair, Rensselaer

TOTAL ATTENDANCE: 1945, 30,000; 1944, 24,000. Paid, 1945, 21,000; 1944, 24,000.

AID, PREMIUMS AND TAXES: 1945, none; 1944, none. Cash premiums paid, 1945, \$1,208.70; 1944, \$1,021.45. Federal taxes paid for fair, \$1,576.75; federal taxes paid for midway, \$1,200.

RECEIPTS: Gate, 1945, \$6,341.95; 1944, \$5,492.60; grandstand, 1945, \$3,399.80; 1944, \$2,492.99; carnival, 1945, \$2,344.80; 1944, \$1,934.47; space, 1945, \$49; 1944, \$80; total receipts, 1945, \$12,135.49; 1944, \$10,000.11; net profit, 1945, \$3,447.80; 1944, \$2,137.30.

ADMINISTRATION: President, Henry Tobin; secretary, William H. Bahler; superintendent of concessions, William H. Bahler; director of attractions, Floyd Meyers; superintendent of space, William H. Bahler; racing secretary, Walter King.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,950.

Jennings County Fair, Mount Vernon

TOTAL ATTENDANCE: 1945, approximately 50,000; 1944, not reported. Paid attendance, 1945, 19,000. (Three free days and no charge for children or servicemen.) 1944, not reported.

AID, PREMIUMS AND TAXES: No aid 1945 or 1944, reported. Total cash premiums paid, 1945, \$1,150.

RECEIPTS: 1945 and 1944, not reported.

ADMINISTRATION: President, W. S. Denton; secretary, superintendent of space and concessions and director of attractions, S. B. Berkshire; racing secretary, C. W. Russell.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,850.

Kosciusko County Fair, Warsaw

TOTAL ATTENDANCE: 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945 or 1944. County aid, 1945, \$1,500. Total cash premiums paid, 1945, \$1,970.30; 1944, \$2,022.50. Federal taxes paid for fair, \$882.57. Federal taxes for midway, not reported.

RECEIPTS: Gate and grandstand for 1945 and 1944, not reported. Carnival, 1945, \$3,000; 1944, \$2,000; space, 1945, \$4,083.85; 1944, \$4,005; total receipts, 1945, \$18,145.78; 1944, \$11,818.42; net profit, 1945, \$978.65; 1944, \$748.41.

ADMINISTRATION: President, M. L. Maloy; secretary, G. M. Bertsch; superintendent of concessions, Lozier Helvey; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Lake County Fair, Crown Point

TOTAL ATTENDANCE: 1945, 100,000; 1944, not reported. Paid, 1945, 50,000; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, not reported; 1944, not reported; other aid, 1945, \$3,000. Total cash premiums paid, 1945, \$10,809. Federal taxes paid, 1945, \$10,809; federal taxes paid for fair, \$6,334.10; federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$28,261.20; grandstand, 1945, \$8,231.80; 1944, not reported; carnival, not reported; space, 1945, \$8,217.07; 1944, not reported; total receipts, 1945, \$57,819.65; 1944, not reported; net profit, 1945, \$14,369.91; 1944, not reported.

ADMINISTRATION: President, Owen J. Roper; secretary, George H. Neises; superintendent of concessions, C. D. Root; director of attractions, George H. Neises; superintendent of space, C. D.

THE WORLD'S GREATEST THRILL ATTRACTION

ALL NEW EQUIPMENT IN 1946

BUY THE THRILL SHOW
THAT IS NATIONALLY KNOWN

IT COSTS NO MORE
TO BUY THE BEST

MIKE BARNES

BARNES-CARRUTHERS FAIR BOOKING

ASSN. OF CHICAGO

PROUDLY RECOMMENDS

THAT YOU BOOK THIS

WORLD'S GREATEST

THRILLER



THE
INCOMPARABLE
JIMMIE
LYNCH

Following is the nucleus of an inter-
view of Jimmie Lynch by Mike Barnes

FAIRMEN OF AMERICA:

Jimmie Lynch will resume Operations of his Thrill Show in 1946 in what promises to be a banner tour of key American Cities.

At the outbreak of the War Lynch as well as his key Stunt Men answered their country's call, some going in the service and others entering key war work. Lynch was superintendent of internal transportation in one of the largest shell loading plants in the country and remained there until V-J Day. He managed to operate his ranch in Texarkana at the same time, raising cattle, hogs, cotton, wheat and pecans.

"I felt that we all owed our best efforts to our country in time of war and for that reason did not attempt to operate any Thrill Shows during the war, which if operated, would have had to been operated on a lower standard because of the ban on gasoline, tires and new car equipment," said Lynch in this recent interview.

Lynch continued, "Now we can stage a Thrill Show in 1946 with brand new factory equipment, with many new and original stunts and with personnel well seasoned and experienced. All of my Stock Drivers who are still in the Army have enough points to get out of service and will be back with me again in time for our 1946 Shows."

Lynch will have in his organization Jimmie Van Cise, former unit manager, as well as Earl Newberry, formerly identified with major auto races.

During recent weeks Jimmie Lynch has been testing and stunt driving new Dodge Brothers automobiles at the Factory Testing Grounds, many photos of which are now being included in the Factory's national advertising in the national magazines.

General Tour Management will be directed by Associated Artists, Inc., and a complete publicity and exploitation department has been added to publicize the events.

Jimmie Lynch will be in personal charge of operations in 1946, and the tour is scheduled to start on April 28 with all 1946 Equipment.

SEE ME OR
MY REPRESENTATIVES
AT THE
SHERMAN HOTEL
CHICAGO

During the Convention, or Fairs in the
Central and Western States Contact:

BARNES-CARRUTHERS FAIR BOOKING ASSN.

131 NORTH CLARK STREET
CHICAGO, ILLINOIS

MISSOURI STATE FAIR SEDALIA

The "SHOW ME" State

Really lived up to its great slogan when the
1945 Missouri State Fair
Broke ALL Previous Attendance
and Receipt Records

This record breaker was established despite the fact that it was the first Missouri State Fair to be held since 1942.

**BIGGER and GREATER
in 1946**

August 18-25 inclusive

Missouri State
FAIR

ERNEST W. BAKER, Secretary-Manager

Root; racing secretary, Raymond Rudolph.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$6,725.

Miami County Fair, Converse

TOTAL ATTENDANCE: 1945, 24,000 (estimated); 1944, 22,000 (estimated). Paid, 1945, 20,321; 1944, 18,164.

AID, PREMIUMS AND TAXES: 1945, no aid of any kind; 1944, same. Cash premiums paid, 1945, \$5,500; 1944, \$5,300. Federal taxes paid for fair, \$1,862.75; federal taxes for midway, paid by carnival company.

RECEIPTS: Gate, 1945, \$8,899.99; 1944, \$7,704.89; grandstand, 1945, \$3,309.50; 1944, \$3,182.01; carnival, 1945, \$1,718.04; 1944, \$1,493.44; space and total receipts, not reported; net profit, 1945, approximately \$1,500; 1944, approximately \$1,000.

ADMINISTRATION: President, Harold Smith; secretary, D. E. Warnock; superintendent of concessions, Tom Baker; director of attractions, Harold Smith; superintendent of space, Tom Baker; racing secretary, W. W. Tucker. Annual meeting, January 7, 1946, at Converse.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$2,684.55.

Park County Fair, Rockville

TOTAL ATTENDANCE: 1945, 40,000 estimated; 1944, 35,000 estimated. Paid, 1945, free fair.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,480; 1944, \$1,480. Cash premiums paid, 1945, \$1,600; 1944, \$1,500. Federal taxes paid for fair, 1945, none.

RECEIPTS: Gate and grandstand, 1944-45, none; carnival and space, 1945, \$2,000; 1944, \$1,600; total receipts, 1945, \$2,000; 1944, \$1,600. Net profit, 1945, \$600; 1944, \$300.

ADMINISTRATION: President, Owen Dooley; secretary, Earl G. Swain; superintendent of concessions, Earl G. Swain; director of attractions, Earl G. Swain; superintendent of space, Earl G. Swain.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$600.

Vermillion County Fair, Cayuga

TOTAL ATTENDANCE: 1945, 15,000; 1944, 10,000, paid, 1945, free gate.

AID, PREMIUMS AND TAXES: County aid, 1945, \$1,500; 1944, \$1,500; other aid,

none. Total cash premiums paid, 1945, \$1,500; 1944, \$1,300. Federal taxes paid, none; federal taxes for midway, paid by carnival company.

RECEIPTS: Gate, free; charge made for parking only with 1945 receipts, \$400; 1944, \$300; grandstand, 1945, \$225.50; 1944, \$225.50; carnival and space, 1945, \$3,800; 1944, \$3,100; total receipts, 1945, \$4,539.70; 1944, \$3,624.50; net profit, not reported.

ADMINISTRATION: President, Frank Wolter; secretary, V. N. Asbury; superintendent of concessions, J. E. Beardsley; director of attractions, M. C. Wiggins; superintendent of space, J. E. Beardsley; racing secretary, J. E. Beardsley.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$1,875.

IOWA

Appanoose County Fair, Centerville

TOTAL ATTENDANCE: 1945, 17,600; 1944, 14,000. Paid, 1945, 12,667; 1944, 9,782.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$1,553.11; other aid, 1945, \$1,800. Total cash premiums paid, 1945, \$3,492.15; 1944, \$2,088.52. Federal taxes paid for fair, \$894.62.

RECEIPTS: Gate, 1945, \$4,657.62; 1944, \$2,835.43. Grandstand, 1945, \$1,016.00; 1944, \$242.95. Carnival, 1945, \$148.00; 1944, \$160. Space, 1945, \$402; 1944, \$402. Total receipts, 1945, \$10,838.67; 1944, \$8,512.10. Net profit, 1945, \$1,227.00; 1944, \$12.96.

ADMINISTRATION: President, R. C. Duree; secretary, A. M. Farber; superintendent of concessions, A. M. Farber; director of attractions, Karl Fischer; superintendent of space, A. M. Farber.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,692.55.

Audubon County Fair, Audubon

TOTAL ATTENDANCE: 1945, 6,921; 1944, 7,434. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$1,923.51; other aid, 1945, per capita levy, \$2,000. Total cash premiums paid, 1945, \$3,176.65; 1944, \$2,705.85. Federal taxes paid for fair, \$1,183.46.

RECEIPTS: Gate and grandstand, 1945, \$7,346.04; 1944, \$5,930.97; carnival and space, 1945, \$940.17; 1944, \$772.07. Total receipts, 1945, \$8,286.21; 1944, \$6,703.04.

(Continued on page 45)

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WITH SURE-FIRE BOX OFFICE
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year of service to
Fairs, the Public and
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dustry. Our plans for the
future are important to
you - therefore kindly turn
this page.*

1946 - OUR SILVER ANNIVERSARY - 1946





1946 - OUR SILVER ANNIVERSARY

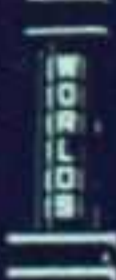
FOR VIRTUALLY A QUARTER CENTURY Royal American Shows has expanded and gone forward in size, quality and earning ability. This progress has been steady, self-determined; acknowledged even by the severest of critics.

It has been the kind of progress that spells improvement in public service, responsibility and dependability.

Royal American Shows began this era as a fifteen-car show with fewer than 200 people. It is now, even in these early postwar months, a sixty-car show with more than 1,000 performers, artists and workmen.

Imagine this: In 1921 we boasted of a season's attendance of 250,000 spectators. In 1945 more than 20 MILLION Spectators passed through our gates!

This historic expansion began with a loosely-connected group of outdoor showmen playing small towns. Now Royal American Shows stands as a compact, closely-woven amusement organization that is acceptable to the largest cities and the most exacting Fairs on the North American continent.



ROYAL AMERICAN EXHIBITS

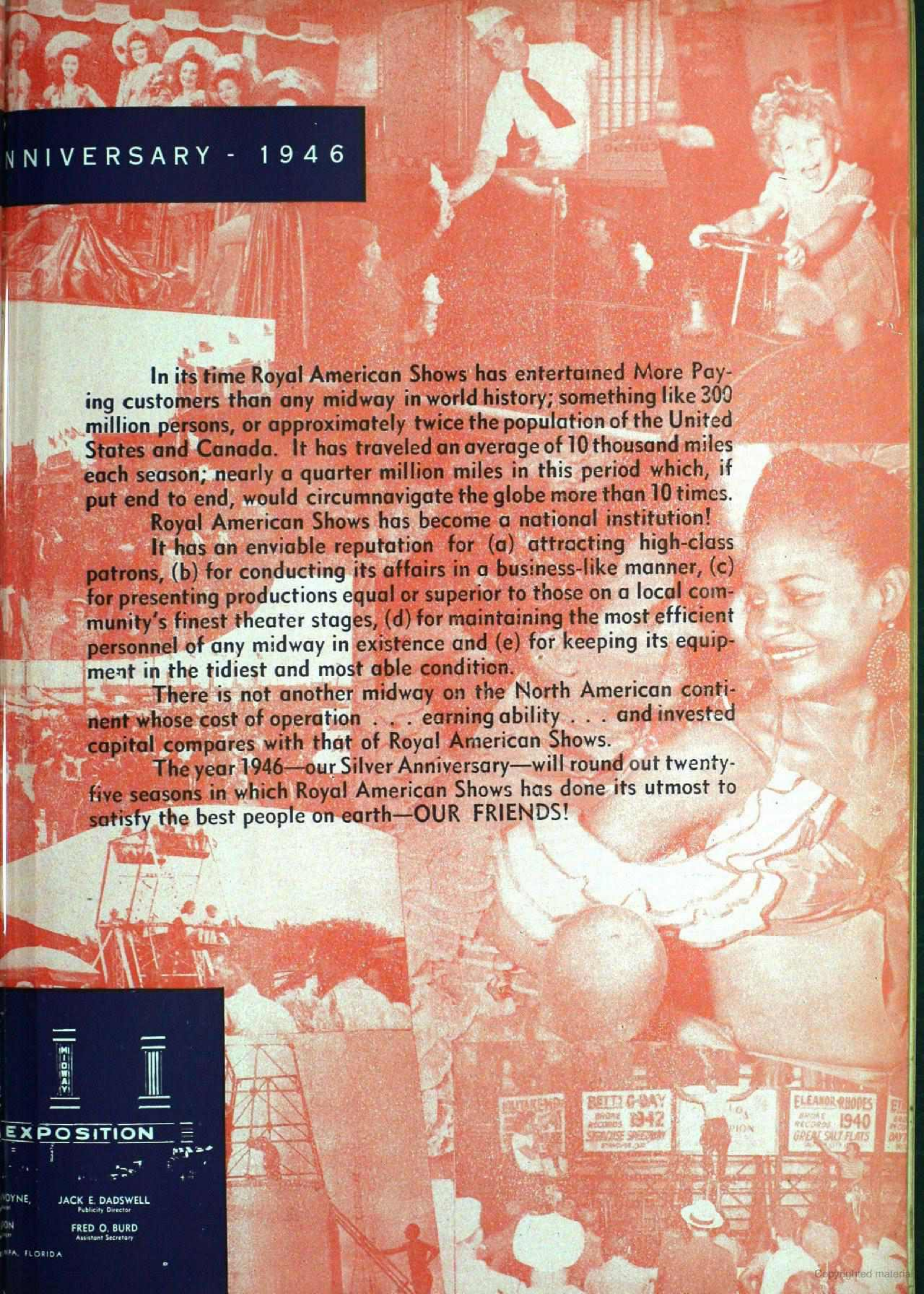
CARL J. SEDLMAYR,
General Manager

WALTER HOYNE,
Secretary

J. C. THOMAS
General Agent

SAM EDIN
Concessionaire

WINTER QUARTERS



ANNIVERSARY - 1946

In its time Royal American Shows has entertained More Paying customers than any midway in world history; something like 300 million persons, or approximately twice the population of the United States and Canada. It has traveled an average of 10 thousand miles each season; nearly a quarter million miles in this period which, if put end to end, would circumnavigate the globe more than 10 times.

Royal American Shows has become a national institution!

It has an enviable reputation for (a) attracting high-class patrons, (b) for conducting its affairs in a business-like manner, (c) for presenting productions equal or superior to those on a local community's finest theater stages, (d) for maintaining the most efficient personnel of any midway in existence and (e) for keeping its equipment in the tidiest and most able condition.

There is not another midway on the North American continent whose cost of operation . . . earning ability . . . and invested capital compares with that of Royal American Shows.

The year 1946—our Silver Anniversary—will round out twenty-five seasons in which Royal American Shows has done its utmost to satisfy the best people on earth—OUR FRIENDS!

WORLD
EXPOSITION

JACK E. DADSWELL
Publicity Director

FRED O. BURD
Assistant Secretary

FLORIDA

ELEANOR RHODES
WORLD RECORDS 1940
GREAT SALT FLATS

BETTY G-DAY
WORLD RECORDS 1942
SPRINGSIDE SPEEDWAY

1946 OUR SILVER 1946 ANNIVERSARY 1946



An Open Letter to Fairmen and Showmen:

The outdoor amusement world stands on the threshold of the most promising development era in its history. Like automatic-kitchens for homes and insectless-picnics at the lakeside, the Inventions of War, will change many things. They will enhance our "beauty" and increase our efficiency even if they don't allow us to lounge around reading books—as post war advertising promises home makers—while midways operate themselves.

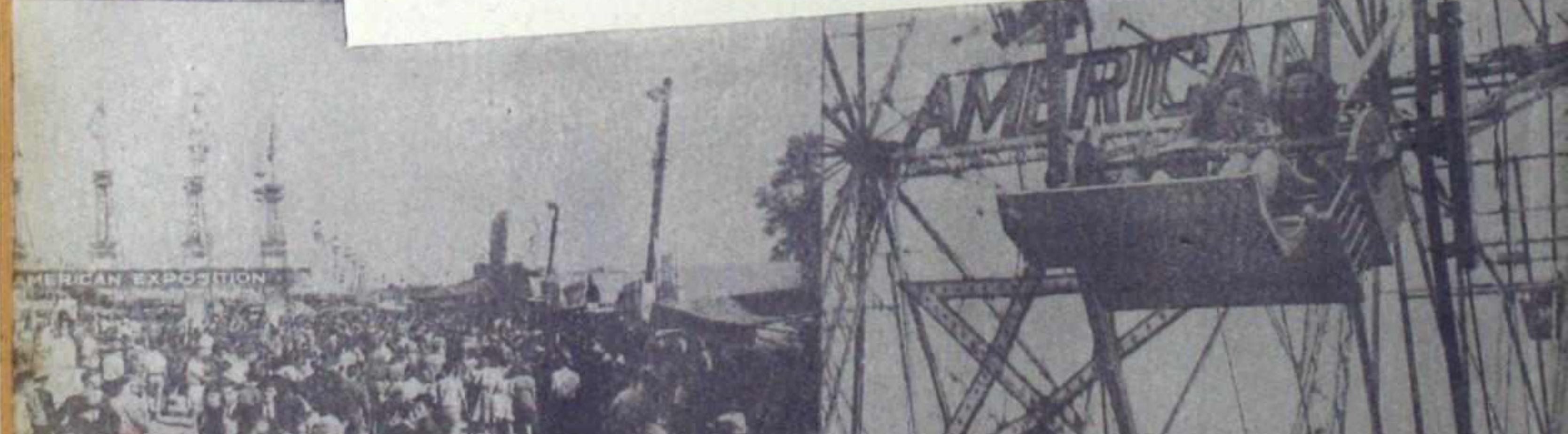
I don't look forward to atom-driven power plants nor jet-propelled ride devices; not yet, at least. But plastics, with which we began experimenting in 1945, new metals to reduce break-downs, amazing costume fabrics to dazzle show-going folks, revolutionary lighting and FM quality sound amplification, will be among Royal American's post-war innovations.

Our plans include some novel ideas in tent-theater attractions that are certain to send Royal American's well known top-earning-power to the highest levels in history. Some of these ideas were conceived in fox holes from Berlin to Tokyo by red-blooded young men who got their early training on the Royal American midway and know what "our public" wants. Having the right kind of shows for the right kind of people is one of the secrets of Royal American's success. Royal American provides what the public wants. That's why Royal American always is welcomed back to each community.

Every Fairman knows that Royal American means "more midway money," higher class attractions and a "nicer relationship" with the public. These factors are important to Fairmen. As for showmen every-one of them knows that Royal American—the Broadway of the midway world, as they call it—means the Nation's Number One Circuit.

Sincerely,

Carl J. Sedlmayr



ROYAL AMERICAN SHOWS

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 40)

receipts, 1945, \$14,378.49; 1944, \$14,502.24. Net profit, 1945, \$2,732.28; 1944, \$3,495.21.
ADMINISTRATION: President, J. J. Ruhs; secretary, A. B. Jensen; superintendent of concessions, A. B. Jensen; directors of attractions, Ruhs and Jensen; racing secretary, Ray Bamsey.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$2,475.

Buchanan County Fair, Independence

TOTAL ATTENDANCE: 1945, 16,200; 1944, 17,000. Paid, 1945, 12,200; 1944, \$376.
AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$1,587. Other aid, 1945, county, \$1,125.77. Total cash premiums paid, 1945, \$2,891.04; 1944, \$2,145.77. Federal taxes paid for fair, \$1,694.08. Federal taxes paid for midway, not reported.
RECEIPTS: Gate, 1945, \$5,839.42; 1944, \$3,758.27. Grandstand, 1945, \$2,242.24; 1944, \$1,505.98. Carnival, 1945, \$2,551.99; 1944, \$1,570.78. Space, 1945, \$390.50; 1944, \$285; Total receipts, 1945, \$18,110.02; 1944, \$13,845.39. Net profit, 1945, \$3,404.00; 1944, \$4,542.55.
ADMINISTRATION: President, George McArthur; secretary, superintendent of concessions, director of attractions and racing secretary, B. O. Gates; superintendent of space, Tom Leary.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$5,271.25.

Butler County Fair, Allison

TOTAL ATTENDANCE: 1945, 14,000; 1944, 12,000. Paid, 1945, 9,429; 1944, 7,638.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,448.65; 1944, \$1,218.14; county, 1945, \$1,500. Total cash premiums paid, 1945, \$1,926.85; 1944, \$1,597.35. Federal taxes paid for fair, \$1,006.54; federal taxes paid for midway, not reported.
RECEIPTS: Gate, 1945, \$3,974.93; 1944, \$3,870.30. Grandstand, 1945, \$973.74; 1944, \$930.88. Carnival space, 1945,

\$475.29; 1944, \$403.24. Total receipts, 1945, \$11,454.71; 1944, \$9,694.43. Net profit, 1945, \$1,258.58; 1944, \$1,612.23.
ADMINISTRATION: President, H. C. Newbury; secretary, Dana D. Shepard; racing secretary, Charles A. Toll.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,071.88.

Cedar County Fair, Tipton

TOTAL ATTENDANCE: 1945, 10,000; 1944, 6,000. Paid, 1945, 8,000; 1944, 5,000.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,800.24; 1944, \$1,280.24. Total cash premiums paid, 1945, \$2,500.40; 1944, \$1,686.06. Federal Taxes for fair, \$815.14.
RECEIPTS: Gate, 1945, \$3,405.89; 1944, \$1,786.23. Grandstand, 1945, \$1,275.31; 1944, \$720.20. Carnival, 1945, \$569.45; 1944, \$280.32. Space, total receipts and net profit, not reported.
ADMINISTRATION: President, Earl Elijah; secretary, C. S. Miller; superintendent of concessions, Henry Williams. Date of annual business meeting, December 6 at Tipton.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$1,015.

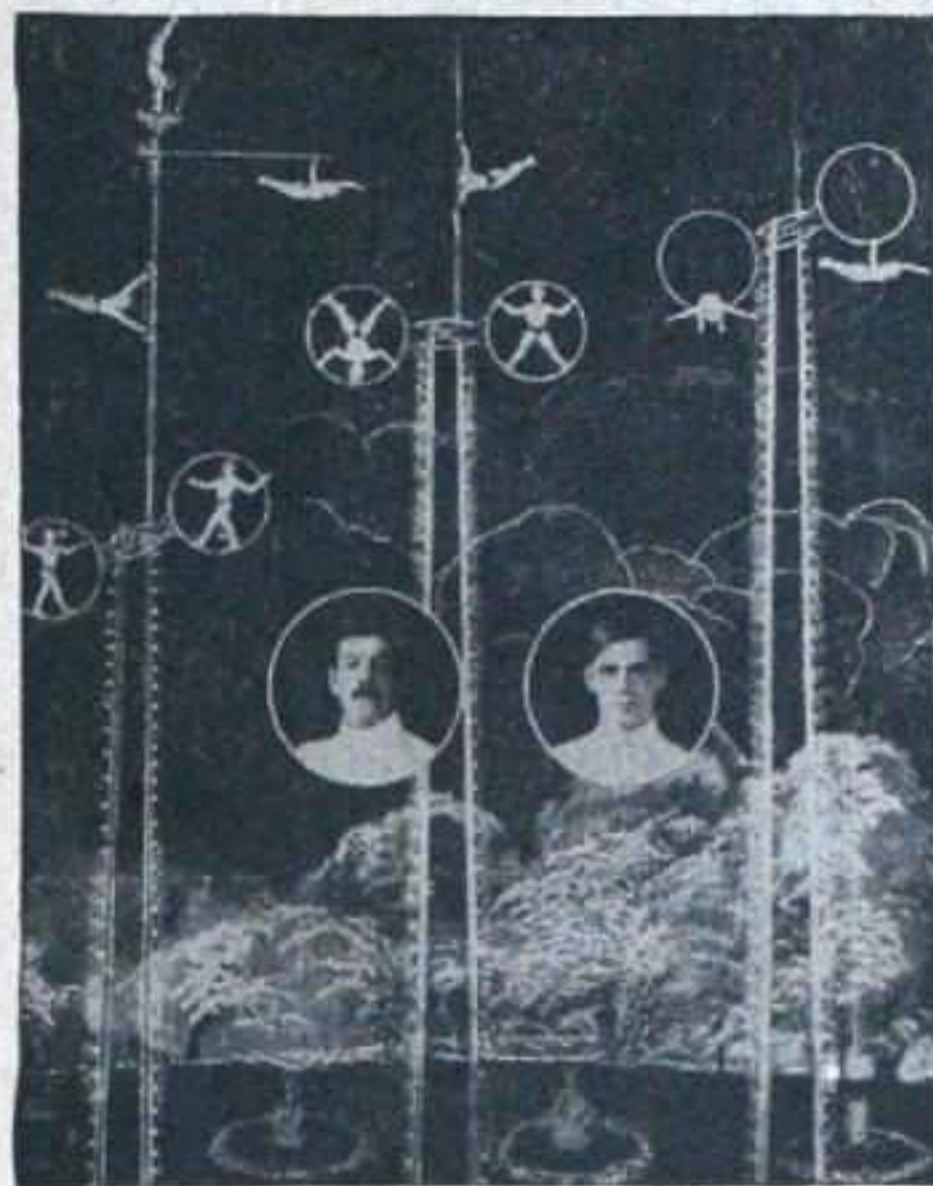
Central Iowa Fair, Marshalltown

TOTAL ATTENDANCE: 1945, 45,000; 1944, 32,000. Paid, 1945, 15,450; 1944, 13,279.
AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$2,000; other aid, 1945, \$4,644.21; county, Total cash premiums paid, 1945, \$9,130.61; 1944, \$8,657. Federal taxes paid for fair, \$2,302.04; federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$8,463.78; 1944, \$6,110.60; grandstand, 1945, \$2,988.01; 1944, \$1,261.25; carnival, concession and space, 1945, \$2,942.61; 1944, \$2,017.73; total receipts, 1945, \$33,597.44; 1944, \$29,670.57; net profit, 1945, \$4,420.26; 1944, not reported.
ADMINISTRATION: President, John Rylander; secretary and superintendent of concessions, George A. Price; director of attractions, Joseph A. Whitacre; su-

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FASTEST GROWING FAIR AGENCY IN THE U. S.

perintendent of space, Russ Monohon; racing secretary, C. H. Kemler.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$3,798.13.

Delaware County Fair, Manchester

TOTAL ATTENDANCE: 1945, estimated 22,000; 1944, estimated 20,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,254.53; 1944, \$1,283.56. County aid, 1945, \$800.42. Total cash premiums paid, 1945, \$1,649.63; 1944, \$1,690.80. Federal taxes paid for fair, \$516.22. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, free. Grandstand, 1945, \$1,716.95; 1944, \$1,734.24. No other receipts reported.

ADMINISTRATION: President, George Richardson; secretary, E. W. Williams.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,870, including races.

Greene County Fair Association, Jefferson

TOTAL ATTENDANCE: 1945, 6,244; 1944, 8,814. Paid, 1945, 6,244; 1944, 8,814.

AID, PREMIUMS AND TAXES: State aid, 1945, \$947.87; 1944, \$556.40; county aid, 1945, \$1,700. Total cash premiums paid, 1945, \$1,211.25; 1944, \$695.50; federal taxes paid for fair, \$659.70; federal taxes for midway, not reported.

RECEIPTS: Gate, free; grandstand, 1945, \$2,638.80; 1944, \$3,304; carnival, 1945, \$830.99; 1944, \$858.88.

ADMINISTRATION: President, Thomas Ferrell; secretary, Walter H. Barrett; superintendent of concessions, director of attractions, superintendent of space, Walter H. Barrett; racing secretary, Vincent Leonard. Dates for 1946 fair not set.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,923.43.

Grundy County Agricultural Society, Grundy Center

TOTAL ATTENDANCE: 1945, 6,500; 1944, 4,000. Paid, 1945, 5,984; 1944, 3,466.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,639.50; 1944, \$1,112.23; other aid, 1945, \$1,400. Total cash premiums paid, 1945, \$2,346.50; 1944, \$1,446.05. Federal taxes paid for fair, \$766.60. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, \$2,775.91; 1944, \$1,758.13. Grandstand, 1945, \$1,071.63; 1944, \$728. Carnival, 1945, \$351.64; 1944, \$286.44. Total receipts, 1945, \$9,939.58; 1944, \$6,617.55. Net profit, 1945, \$1,703; 1944, \$1,163.94.

ADMINISTRATION: President, Robert S. Plager; secretary, C. S. Macy; superintendent of concessions, C. S. Macy; director of attractions, executive committee, Robert S. Plager, C. S. Macy, Wesley Hecht, Lyle Hawn and Tenton Lynn; superintendents of space, C. S. Macy and Robert S. Plager; racing secretaries, Lyle Hawn and Tenton Lynn. Dates of 1946 fair not set.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, 1945, \$1,844.25.

Harrison County Fair, Missouri Valley

TOTAL ATTENDANCE: 1945, 6,678; 1944, 7,000. Paid, 1945, 6,678; 1944, 2,491.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,732.80; 1944, not reported. Total cash premiums paid, 1945, \$3,445.25; 1944, \$1,156.45. Federal taxes paid for fair and midway, \$806.77.

RECEIPTS: Gate, 1945, \$1,669.50; 1944, \$1,495.06. Grandstand, 1945, \$2,687.80; 1944, \$495.87. Carnival, not reported. Space, 1945, \$90.50; 1944, \$55. Total receipts, 1945, \$11,719.78; 1944, \$6,476.76. Net profit, none in both 1944 and 1945.

ADMINISTRATION: President, F. W. McDermott; secretary, Fred C. Behm; superintendent of concessions and space, Fred C. Behm; director of attractions, F. W. McDermott.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Henry County Fair, Mount Pleasant

TOTAL ATTENDANCE: 1945, 15,000; 1944, 12,000. Paid, 1945, 6,000; 1944, 4,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$1,965. Other aid, 1945, local subscription, \$550. Total cash premiums paid, 1945, \$1,325; 1944, \$2,650. Federal taxes paid for fair, \$1,100. Federal taxes paid for midway, \$400 estimated.

RECEIPTS: Gate, free. Grandstand, \$5,250. Carnival, \$360. Space, \$150. Total receipts, \$8,500. Net profit, \$450. No 1944 figures reported.

ADMINISTRATION: President, O. J. Wilson; secretary, S. G. Baxter; superintendent of concessions and space, O. L. Job.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$1,600.

Howard County Fair, Cresco

TOTAL ATTENDANCE: 1945, 16,185; 1944, 8,424. Paid, 1945, 11,367; 1944, 6,724.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,605.04; 1944, \$1,812.76; other aid, 1945, \$2,100. Total cash premiums paid, 1945, \$2,175.60; 1944, \$2,521.28. Federal taxes paid for fair, \$1,873.01. Federal taxes paid for midway, \$900.

RECEIPTS: Gate, 1945, \$6,467.98; 1944, \$3,764.57. Grandstand, 1945, \$4,541.55; 1944, \$1,849.10. Carnival, 1945, \$900; 1944, \$750. Space, 1945, \$1,057.66; 1944, \$720.08. Total receipts, 1945, \$15,190.53; 1944, \$9,638.33. Net profit, 1945, \$4,292.64; 1944, \$673.22.

ADMINISTRATION: President, C. A. Holcolm; secretary, C. C. Nichols; superintendent of concessions, director of attractions and superintendent of space, C. C. Nichols; racing secretary, L. R. Fields.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,285.50.

Jackson County Fair, Maquoketa

TOTAL ATTENDANCE: 1945, 10,200; 1944, not reported. Paid, 1945, 8,092; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, not reported. Total cash premiums paid, 1945, \$4,170; 1944, not reported. Federal taxes paid for fair, \$1,050. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, grandstand, carnival, space, not reported for either 1945 or 1944. Total receipts, 1945, \$11,358.12; 1944, not reported. Net profit, 1945, \$2,000; 1944, not reported.

ADMINISTRATION: President and superintendent of concessions, J. R. McNeilly; secretary, L. S. Lein; superintendent of space, W. C. Stewart; director of attractions, R. C. Kroeger; racing secretary, L. H. Rasmussen. Location and date of annual meeting, Maquoketa, Ia., December 5.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

Kossuth County Fair, Algona

TOTAL ATTENDANCE: 1945, approximately 8,500; 1944, approximately 8,000. Paid attendance, 1945, 6,111; 1944, 5,827.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,873; 1944, \$1,508. Other aid, 1945, county, \$5,100. Total cash premiums paid, 1945, \$2,289; 1944, \$2,014. Federal taxes paid for fair, 1945, \$608.31. Federal taxes for midway, not reported.

RECEIPTS (All figures approximate): Gate, 1945, \$2,138; 1944, \$2,074; grandstand, 1945, \$1,382; 1944, \$1,462; carnival, 1945, \$1,000; 1944, \$600; space, 1945, \$30; 1944, none; total receipts, 1945, \$13,800; 1944, \$11,650; net profit, 1945, \$3,500; 1944, \$4,000.

ADMINISTRATION: President, A. Schipull; secretary, A. L. Brown; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, approximately \$2,000.

Lee County Fair, Donnellson

TOTAL ATTENDANCE: 1945, 7,499; 1944, not reported. Paid attendance, 1945, 7,057; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,756.29; 1944, not reported. Other aid, 1945, \$1,096.67. Total cash premiums paid, 1945, \$2,427.15; 1944, not reported. Federal taxes paid for fair, \$1,016.60. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$3,706.50; 1944, \$3,805.10. Grandstand, 1945, \$2,688.11; 1944, \$2,428.69. Space and carnival, 1945, \$500.10; 1944, \$307.11. Total receipts, 1945, \$12,390; 1944, \$8,800. Net profit, 1945, \$1,327; 1944, \$2,129.

ADMINISTRATION: President, I. C. Bell; secretary, C. I. Redfern; superintendent of space and concessions, A. D. Krebel; racing secretary, W. M. Wharton; director of attractions, not reported. Annual meeting, January 9, 1946, Donnellson.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$500.

Louisa County Fair, Columbus Junction

TOTAL ATTENDANCE: 1945, 12,733; 1944, 9,142. Paid, 1945, 12,085; 1944, 8,499.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$1,971.24. Total cash premiums paid, 1945, \$3,282.2



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Animal Act Supreme—The equipment of this act consists of five lion dens that are three and one half feet wide and six feet long. They make up into a tunnel when put together that is attached to the steel arena. This is twenty-eight feet in diameter, and can be put together in less than ten minutes, and seven minutes if necessary.

Dick Clemens uses seven full grown black mane Nubian African Lions, all of which are less than seven years old and in beautiful condition.

The routine is fast and furious, Clemens displaying almost unbelievable daring, and has been featured on all programs since 1938, including 126 Shrine Circuses and has proven a big attraction and drawing card wherever shown.

The act runs on the average of nine minutes but can be made to run twelve minutes or longer; in fact, can be cut to any time desired, or lengthened. One of the best thriller chiller acts of its kind.

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1944, \$2,735.40. Federal taxes paid for fair, \$1,844.26.

RECEIPTS: Gate, 1945, \$7,115.34; 1944, \$4,750.95. Grandstand, 1945, \$4,886.29; 1944, \$3,254.74. Carnival, 1945, \$1,021.68; 1944, \$623.22. Space, 1945, \$414.25; 1944, \$220. Total receipts, 1945, \$13,437.56; 1944, \$8,848.91. Net profit, 1945, \$5,431.03; 1944, \$2,549.81.

ADMINISTRATION: President, R. J. Barnes; secretary, H. M. Duncan; superintendent of concessions, W. H. Hull; director of attractions, Henry A. Little; superintendent of space, H. M. Duncan; racing secretary, H. M. Duncan.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,090.64.

North Iowa Fair, Mason City

TOTAL ATTENDANCE: 1945, 51,372; 1944, 43,096. Paid, 1945, 12,843; 1944, 10,774.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,290.36; 1944, \$1,064.31. Other aid, 1945, \$6,072.73. Total cash and premiums paid, 1945, \$1,700.51; 1944, \$1,377.50. Federal taxes paid for fair, \$1,682.51. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$672.50; 1944, \$519. Grandstand, 1945, \$8,204.65; 1944, \$6,896.65. Carnival, 1945, \$2,697.29; 1944, \$1,205.72. Space, 1945, \$214.25; 1944, \$219.25. Total receipts, 1945, \$15,205.28; 1944, \$11,762.73. Net profit, 1945, none; 1944, none.

ADMINISTRATION: President, C. W. Gassuint; secretary, Harold S. Palmer; superintendent of concessions and space, Larry Heeb; director of attractions, Lee P. Loomis; racing secretary, Leslie Boomhower.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$7,524.49.

Shelby County Fair, Harlan

TOTAL ATTENDANCE: 1945, 4,593; 1944, not reported. Paid, 1945, 4,593; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,166.99; 1944, not reported; other aid, 1945, \$2,150.26. Total cash premiums paid, 1945, \$1,524.27; 1944, not reported. Federal taxes paid for fair, \$544.82. Federal taxes for midway, not reported.

RECEIPTS: Free gate; grandstand, \$3,268.92. Carnival, \$227.50; space, free; total receipts, \$3,496.42; net profit, none; 1944 figures not reported.

ADMINISTRATION: President, Jay Colburn; secretary, superintendent of concessions, director of attractions and superintendent of space, J. H. Fredrickson.

EXPENDITURES FOR GRANDSTAND: 1945, \$2,553.06.

Southern Iowa Fair, Oskaloosa

TOTAL ATTENDANCE: Not reported. AID, PREMIUMS AND TAXES: State aid, 1945, \$1,325; 1944, \$2,000. Total premium paid, 1945, \$1,750; 1944, \$3,037. RECEIPTS: Only 4-H show and no gate or grandstand charges.

ADMINISTRATION: President, N. G. Hull; secretary, Clyde A. Hanna; racing secretary, D. H. Matur.

INSERT IOWA

Taylor County Fair Association, Bedford

TOTAL ATTENDANCE: Not reported, 1945 or 1944.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,444.87; 1944, not reported. Other aid, 1945, county, \$672. Total cash premiums paid, 1945, \$2,074.78; 1944, not reported. Federal taxes paid for fair, \$998. Federal taxes for midway, not reported.

RECEIPTS: 1945, gate, \$3,561.93. Grandstand, \$1,534.69. Carnival, \$577.57. Space, \$35. Total receipts, \$5,909.19. Net profit, not reported. 1944 receipts not reported.

ADMINISTRATION: President, L. R. Vogt; secretary, superintendent of space and concessions, director of attractions, Sid P. Webb; racing secretary, Ollie Keith.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,825.11.

The Big Four Fair, Nashua

TOTAL ATTENDANCE: 1945, 22,000; 1944, no fair held. Paid, 1945, 21,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$700. Other aid, 1945, \$500. Total cash premiums paid, 1945, \$1,100. Federal taxes paid for fair, 1945, \$1,281.

RECEIPTS: Gate, 1945, \$6,500. Grandstand, \$4,000. Carnival, \$800. Space, none. Total receipts, \$11,100. Net profit, \$2,000.

ADMINISTRATION: President, R. R. Walte; Norton Bloom, secretary; superintendent of concessions and space and

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Union District Agricultural Society, West Liberty

Union District Agricultural Society, West Liberty

TOTAL ATTENDANCE: 1945, 38,000; 1944, 23,000. Paid attendance, 1945, 37,000; 1944, 21,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$2,000. Other aid, 1945, county, \$2,500. Total cash premiums paid, 1945, \$5,087.16; 1944, \$3,009.20. Federal taxes paid for fair, \$2,259.29. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, \$9,343.71; 1944, \$10,881.86. Grandstand, 1945, \$5,765.45; 1944, \$2,128.35. Carnival, 1945 and 1944, none. Space, 1945, \$1,852; 1944, \$1,392.75. Total receipts, 1945, \$21,012.16; 1944, \$17,787.35. Net profit, 1945, \$10,644.44; 1944, \$6,706.13.

ADMINISTRATION: President, Preston W. Brown; secretary, director of attractions and racing secretary, Jay L. Duncan; superintendent of space and concessions, Al Carter.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,910.

KANSAS

Central Kansas Free Fair, Abilene

TOTAL ATTENDANCE: 1945, approximately 25,000; 1944, approximately 22,000. Paid attendance, 1945, approximately 12,000; 1944, approximately 9,000.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none. County aid, 1945, \$2,000. Total cash premiums paid, 1945, \$2,500; 1944, \$2,300. Federal taxes paid for fair, \$707.61.

RECEIPTS: Not reported. ADMINISTRATION: President, O. A. Steul; secretary, Ivan Robevson. Other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Great Southwest Fair and Boot Hill Rodeo, Dodge City

TOTAL ATTENDANCE: 1945, approximately 25,000; 1944, approximately 20,000. Paid attendance, 1945, approximately 10,000; 1944, approximately 8,500.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none. County aid, 1945, \$2,000. Total cash premiums paid, 1945, \$2,476.95; 1944, \$2,012.25. Federal taxes paid on fair, none. Federal taxes paid on rodeo, 1945, \$2,092.22.

RECEIPTS: Rodeo grandstand, 1945, \$11,946.67; 1944, \$8,193.96. Carnival, 1945, \$2,000.39; 1944, \$2,361.49. Space, 1945, \$365; 1944, 265. Total receipts, net profit, 1945 and 1944, not reported.

ADMINISTRATION: President, Roy F. Evans; secretary, Bethene Karns; superintendent of concessions, J. L. Ambler; superintendent of space, J. H. Dean; other officers not reported. Annual meeting, December 13, 2 p.m., Chamber of Commerce office, Dodge City.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$5,370.

Harvey County Fair, Newton

TOTAL ATTENDANCE: 1945 and 1944, not reported. Paid attendance, 1945 and 1944, none, free gate.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none; county aid, 1945, \$500. Total cash premiums paid, \$1,009.25. Federal taxes paid for fair, not reported. Federal taxes paid for midway, not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, J. R. Overstreet; secretary, Guy W. Webster; director of attractions, Clay Hedrick; superintendents of concessions and space and racing secretary, none.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, none.

Kansas Free Fair, Topeka

TOTAL ATTENDANCE: 1945, 255,000; 1944, 300,000. Paid attendance, none, free gate.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, \$7,500. Other aid, 1945, none. Total cash premiums paid, 1945, \$6,000; 1944, \$18,000. Federal taxes paid for fair, not reported. State taxes paid for fair, \$5,452. Federal taxes for midway, not reported.

RECEIPTS: Carnival, 1945, \$47,632; 1944, not reported. Grandstand, space, total receipts, net profit, 1945 and 1944, not reported.

ADMINISTRATION: President, D. E. Ackers; secretary, Maurice Jencks; superintendent of space and concessions, Rus-

sell Brown; director of attractions, Maurice Jencks; racing secretary, not reported. Annual meeting, December 1, Topeka.

Kansas State Fair, Hutchinson

TOTAL ATTENDANCE: 1945, 315,000; 1944, 305,000. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$21,000; 1944, \$24,500. Other aid, 1945, none. Total cash premiums paid, 1945, \$26,426.86; 1944, \$28,387.92. Federal taxes paid for fair, 1945, \$19,777. Federal taxes for midway, not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, Perry H. Lambert; secretary, S. M. Mitchell; superintendents of concessions, E. Hutton and Ralph W. Mitchell; director of attractions and superintendent of space, Ralph W. Mitchell; racing secretary, Carl Hipple. Annual meeting, January 11, 1946, Topeka.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$31,675.

Marion County Fair, Hillsboro

TOTAL ATTENDANCE: 1945, approximately 10,000; 1944, approximately 5,000. Paid attendance, 1945 and 1944, none, free gate.

AID, PREMIUMS AND TAXES: 1945 and 1944, none. County aid, 1945, \$2,000. Total cash premiums paid, 1945, \$2,000; 1944, \$1,500. Federal taxes paid for fair, not reported. Federal taxes for midway, 1945, \$250.

RECEIPTS: Carnival, 1945, \$5,000; 1944, \$4,000. Gate, grandstand, space, total receipts, net profit, 1945 and 1944, not reported.

ADMINISTRATION: President, Harry Kizler; secretary, Dr. L. G. Jaeger; other officers not reported. Annual meeting, December 12, Hillsboro.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Seward County Fall Race Meet and Fair, Liberal

TOTAL ATTENDANCE: 1945, 4,166; 1944, approximately 4,000. Paid attendance, 1945, 4,166; 1944, approximately 4,000.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none. Other aid, 1945, none. Total cash premiums paid, 1945, \$2,500; 1944, \$2,000. Federal taxes paid for fair, 1945, \$698.00. Federal taxes for midway, not reported.

RECEIPTS: Gate and grandstand, \$4,318.34; 1944, approximately \$4,000. Carnival, 1945, \$650; 1944, \$400. Space, 1945 and 1944, none sold. Total receipts, 1945, approximately \$7,000; 1944, approximately \$6,000. Net profit, 1945, approximately \$2,200; 1944, approximately \$2,000.

ADMINISTRATION: President, A. G. Light; secretary, Al Shank; superintendent of concessions, A. N. Elliot; director of attractions, Ray Monzingo; superintendent of advertising sales, Harry B. Holiday; racing secretary, Oliver S. Brown.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$300.

KENTUCKY

Kentucky State Fair, Churchill Downs, Louisville

TOTAL ATTENDANCE: 1945, approximately 213,000; 1944, approximately 148,000. Paid attendance, 1945, approximately 158,000; 1944, approximately 86,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$45,000; 1944, \$45,000. Other aid, 1945, none. Total cash premiums paid, 1945, approximately \$43,000; 1944, approximately \$34,000. Federal taxes paid for fair, 1945, not reported. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$56,147.67; 1944, \$41,000. Horse show, 1945, \$24,000; 1944, \$10,150. Carnival, 1945, \$23,040.90; 1944, \$9,414.80. Space, 1945, \$7,852; 1944, \$5,850. Total receipts, 1945, approximately \$160,000; 1944, \$90,000. Net profit, approximately \$50,000. Net loss, 1944, approximately \$5,000.

ADMINISTRATION: President, Elliott Robertson; treasurer and superintendent of space and concessions, John C. Wehrley; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, approximately \$5,000.

Clay County Fair, Manchester

TOTAL ATTENDANCE: 1945, approximately 12,000; 1944, approximately 8,000. Paid attendance, 1945, approximately 12,000; 1944, approximately 8,000.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, none. Other aid,

1945, none. Total cash premiums paid, 1945, \$1,500; 1944, \$800.

RECEIPTS: Not reported.

ADMINISTRATION: President, Pleas W. Mobley; secretary, director of attractions and superintendent of space, J. Rogers; superintendent of concessions, C. P. Ramsey; racing secretary, P. W. Mobley. Annual meeting, January 14, 1946, USO office, Manchester.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$425.

LOUISIANA

State Fair, Shreveport

TOTAL ATTENDANCE: 1945, approximately 500,000; 1944, approximately 215,000. Paid attendance, 1945 and 1944, none, free gate.

AID, PREMIUMS AND TAXES: State aid, 1945, \$15,000; 1944, \$15,000. Other aid, 1945, none. Total cash premiums, 1945 and 1944, not reported. Federal taxes paid for fair, not reported. Federal taxes paid for midway, not reported.

RECEIPTS: Grandstand, 1945, approximately \$40,000; 1944, not reported. Carnival, 1945, \$102,883; 1944, \$93,800. Space, total receipts, net profit, not reported.

ADMINISTRATION: President, W. H. Johnson; secretary-manager, W. R. Hirsch; other officers not reported. 1946 dates, October 19-28, inclusive.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$26,767.34.

MAINE

Miscataquis Valley Fair, Dover-Foxcroft

TOTAL ATTENDANCE: 1945, no fair held, 1944, 3,000. Paid attendance, 1944, 2,400.

AID, PREMIUM AND TAXES: State aid not reported. Total cash premiums paid, 1944, \$450. Federal taxes paid for fair, not reported. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1944, \$1,440. Grandstand, 1944, \$350. Carnival, 1944, \$640. Net profit, 1944, \$400.

ADMINISTRATION: President, Melvin S. Blethen; secretary, Frank A. Pierce; superintendent of concessions and space, Frank A. Pierce. Annual meeting, March 23, 1946, at Dover-Foxcroft.

South Kennebec Fair, Windsor

TOTAL ATTENDANCE: 1945, 22,451; 1944, 20,089.

AID, PREMIUMS AND TAXES: State aid, 1945, not yet received; 1944, \$1,190.38. Cash premiums paid, 1945, \$3,082.30; 1944, \$3,591.05. Federal taxes paid for fair, 1945, \$3,245.78.

RECEIPTS: Gate, not reported. Grandstand, 1945, 4,942 paid admissions; 1944, 5,637 paid admissions. Carnival and space, not reported. Total receipts, 1945, \$35,124.69; 1944, \$27,272.11. Net profit, not reported.

ADMINISTRATION: President, G. S. Williams; secretary, Earle R. Hayes; superintendent of concessions, Winfield S. Foster; director of attractions, Ralph G. Kennison; superintendent of space, W. S. Foster; grounds, H. B. Philbrick; exhibition hall, racing secretary, W. L. Robertson.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,091.

MARYLAND

Great Frederick Fair, Frederick

TOTAL ATTENDANCE: 1945, 70,000; 1944, 65,000. Paid attendance, 1945, not reported; 1944, \$21,409.89.

AID, PREMIUMS AND TAXES: State aid, 1945, \$6,000; 1944, \$6,000. Cash premiums paid, 1945, not reported; 1944, \$8,037.78. Federal taxes paid for fair, \$6,014. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, \$24,069.25; 1944, \$21,409.89. Grandstand, 1945, \$3,780.80; 1944, not reported. Carnival, 1945, \$5,998.11; 1944, \$4,645.02. Space, 1945, \$2,177; 1944, \$1,799.50. Total receipts, 1945, not reported. Net profit, 1945, \$9,500-\$10,000, estimated; 1944, \$9,041.31.

ADMINISTRATION: President, Albert N. McCardell; secretary, Guy K. Motter; superintendent of space and concessions, Lee Ranneberger; director of attractions, Alvey D. Young; racing secretaries, Norman Hunter, Guy K. Motter. Annual meeting, January 5, 1946, Frederick, Md.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Day, \$3,925; night, \$4,303.89.

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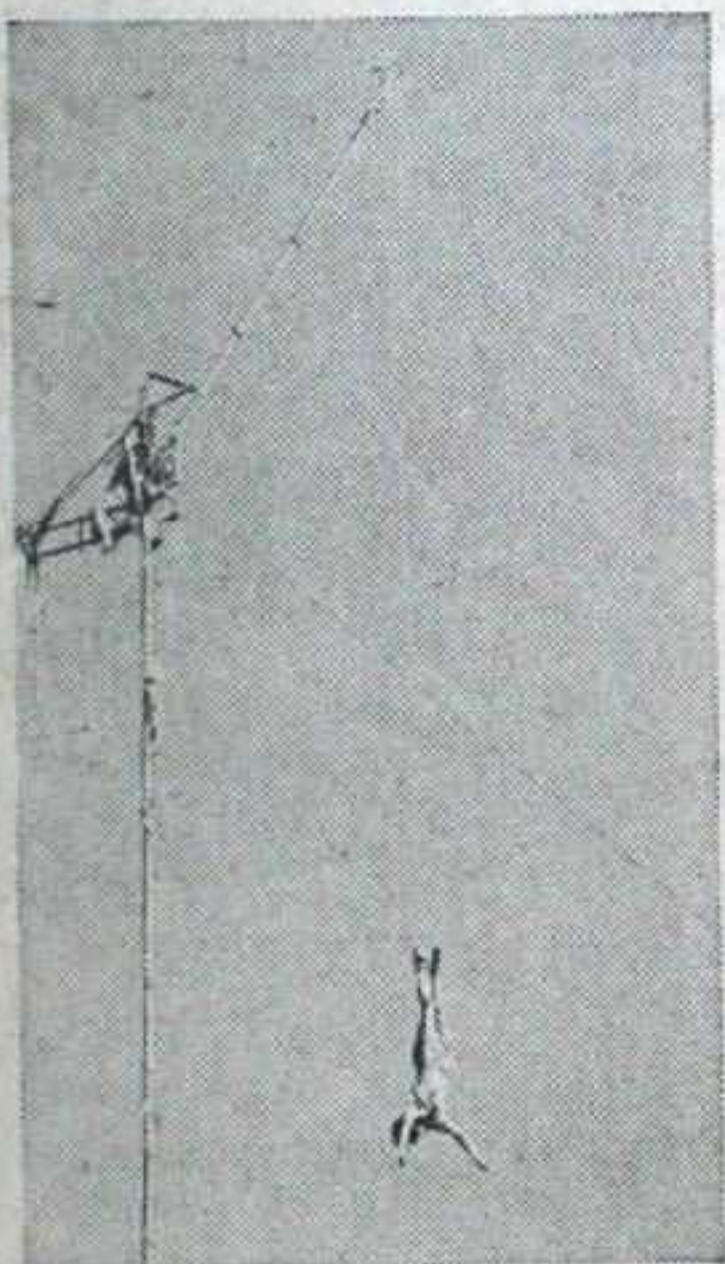



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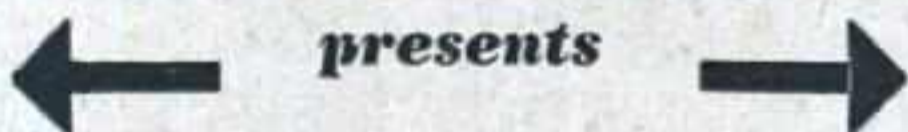
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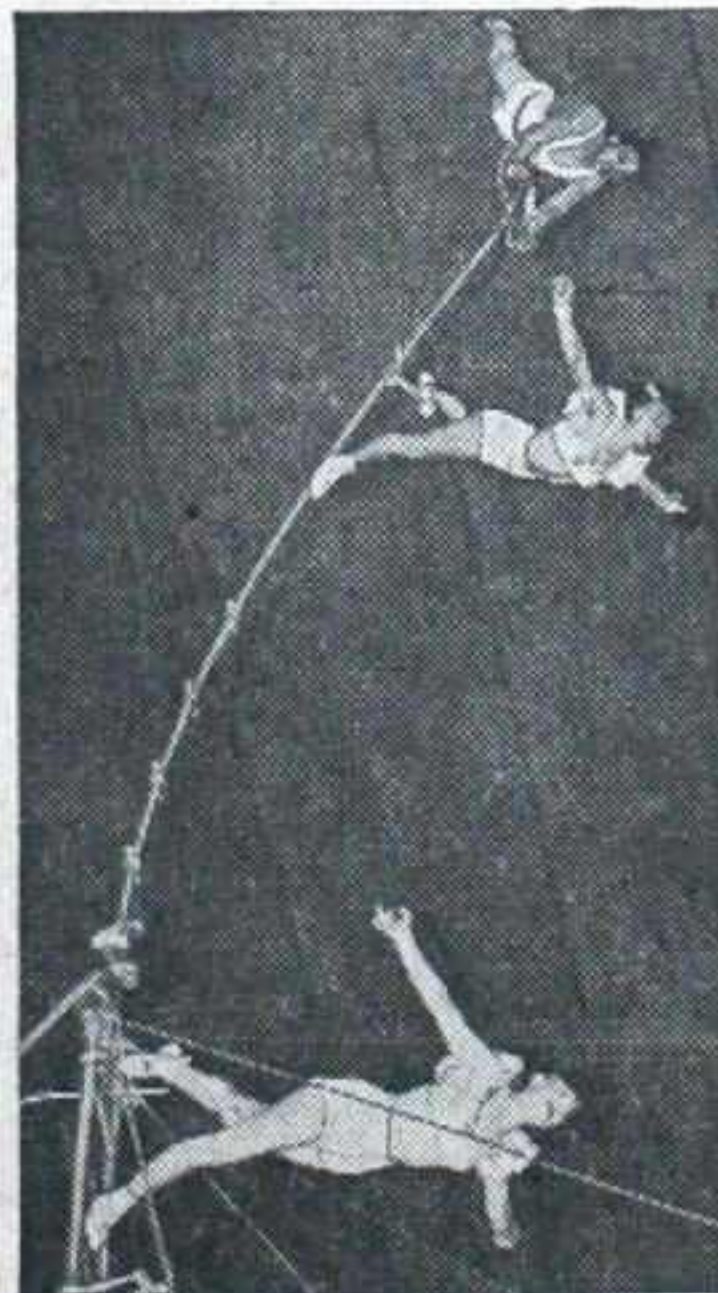


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MASSACHUSETTS Barrington Fair, Great Barrington

TOTAL ATTENDANCE: 1945, 100,000; 1944, 85,000. Paid attendance, not reported.
STATE AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1945, \$5,358.85. Federal taxes paid, not reported.
RECEIPTS: Gate, grandstand, carnival and space, not reported. Pari-mutuel receipts, 1945, \$935,929; 1944, \$763,879.
ADMINISTRATION: President, Edward J. Carroll; superintendent of concessions, Edward J. Carroll; superintendent of space, Harry Storin; director of attractions, Edward J. Carroll; racing secretary, James Picarillo. Annual meeting.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$10,000.

Brockton Fair, Brockton

TOTAL ATTENDANCE: 1945, 172,002; 1944, 136,663. Paid attendance, not reported.
AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1945, \$28,075. Federal taxes paid for fair, 1945, \$14,253.10. Federal taxes paid for midway, not reported.
RECEIPTS: Not reported.
ADMINISTRATION: President, George A. Buckley; secretary, Frank H. Kingman; superintendent of concessions, Harold MacNeill; racing secretary, James Picarillo. Annual meeting, January 11, 1946.

Marshfield Fair, Marshfield

TOTAL ATTENDANCE: 1945, 36,000; 1944, 44,000. Paid attendance, 1945, 33,000; 1944, 41,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$1,200; 1944, \$900. Cash premiums paid, 1945, \$2,000; 1944, \$1,600. Federal taxes paid, 1945, \$2,700, on gate admissions only.
RECEIPTS: Not reported.
ADMINISTRATION: President, Frank L. Sinnott; secretary, Horace C. Keene; general manager, Charles C. Langille; superintendent of space and concessions, Ed Burr; director of attractions, E. H. Sparrell; racing secretary, James Picarillo. 1946 dates: August 18-24.
EXPENDITURES FOR GRANDSTAND

ATTRACTIONS: \$4,500 exclusive of race purses.

MICHIGAN

Allegan County Fair, Allegan

TOTAL ATTENDANCE: 1945, 75,000; 1944, 60,000. Paid attendance, 1945, 61,000; 1944, 46,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$3,950; 1944, \$3,195.48. Cash premiums paid, 1945, \$7,900; 1944, \$6,390.98. Federal taxes paid for fair, \$5,793.79. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$25,249.50; 1944, \$18,434.20. Grandstand, 1945, \$13,232.78; 1944, \$8,876.37. Carnival, 1945, \$3,579.45; 1944, \$2,710.99. Space, 1945, \$8,676.09; 1944, \$5,762.32. Total receipts, 1945, \$56,929.69; 1944, \$43,535.84. Profit, 1945, \$13,240.06; 1944, \$10,426.27.
ADMINISTRATION: President and secretary, E. W. DeLano; racing secretary, Bernard E. Burns.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$8,165.37. Race purses, \$3,928.75.

Caro Fair, Caro

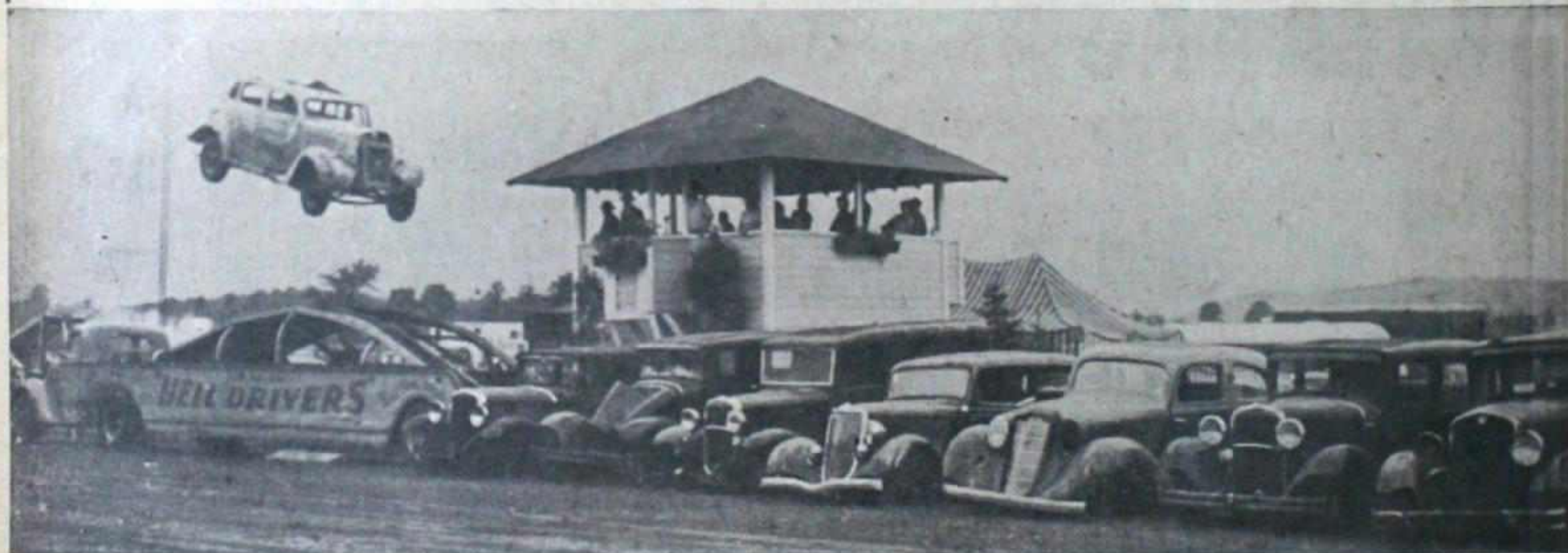
TOTAL ATTENDANCE: 1945, 63,111; Paid attendance, 1945, 60,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$3,000; 1944, \$2,500. Cash premiums paid, 1945, \$5,418; 1944, \$5,260. Federal taxes paid for fair, 1945, \$3,095.30. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$16,175.00; Grandstand, 1945, \$7,005.30. Carnival, 1945, \$2,963.16. Space, 1945, \$2,440.00. Other receipts, \$9,882.87. Total receipts, 1945, \$39,506.98. Net profit, 1945, \$7,400.
ADMINISTRATION: President, B. J. Reavey; secretary, Carl F. Mantey; superintendent of space and concessions, Dr. Elwanger; director of attractions, Carl F. Mantey; racing secretary, C. A. Donahoe. 1946 dates: August 19-24.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$7,700.

Cass County Fair, Cassopolis

TOTAL ATTENDANCE: 1945, 12,432; 1944, 3,785. Paid attendance, same.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$750; 1944, \$600. County aid, \$600. Cash premiums paid, 1945, \$1,500; 1944, \$1,200. Federal taxes paid

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fair, \$1,305.65. Federal taxes for midway, \$445.
RECEIPTS: Gate, 1945, \$5,100; 1944, \$1,850. Grandstand, 1945, \$3,600; 1944, \$1,220. Carnival and space, 1945, \$1,328; 1944, no carnival. Total receipts, 1945, \$10,028.40; 1944, \$3,070. Net profit, 1945, \$1,500; 1944, \$275.
ADMINISTRATION: President, G. Elwood Bonnie; secretary, superintendent of concessions, space and attractions, Harry B. Ibbotson; racing secretary, Earl Hill. Annual meeting, January 11, 1946.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,731.84.

Eaton County 4-H Club Fair, Charlotte

TOTAL ATTENDANCE: 1945, 35,000; 1944, 32,000. Paid attendance, 1945, 23,000; 1944, 30,000.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$2,300; 1944, \$1,953. Cash premiums paid, 1945, \$4,800; 1944, \$907.78. Federal taxes paid for fair, \$151.35. Federal taxes for midway, no report.
RECEIPTS: Gate, 1945, \$6,194.25; 1944, \$765.61. Grandstand, 1945, \$4,283.60; 1944, \$5,380.80. Carnival, 1945, \$4,212.30; 1944, \$2,888.45. Space, 1945, \$703.60; 1944, \$487. Total receipts, 1945, \$23,818.9; 1944, \$21,508.14. Net profit, 1945, \$1,073.38; 1944, \$3,873.45.
ADMINISTRATION: President, John B. Strange; secretary, Hans Kardel; superintendent of concessions, Sidney Phillips; superintendent of space and director of attractions, Hans Kardel; racing secretary, Earl Clevers. Annual meeting, not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,877.21.

Hillsdale County Fair, Hillsdale

TOTAL ATTENDANCE: Not reported. Paid attendance, 1945, 39,072; 1944, 39,204.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$4,270.54; 1944, \$4,272.48. Cash premiums paid, 1945, \$8,541.08; 1944, \$8,544.97. Federal taxes paid for fair, \$4,653.50. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$21,313.21; 1944, \$21,533.79. Grandstand, 1945, \$8,655.02; 1944, \$8,557.31. Carnival and space, 1945, \$10,062.17; 1944, \$9,685.84. Total receipts, 1945, \$49,633.39; 1944,

\$49,042.62. Net profit, 1945, \$4,500, estimated; 1944, \$1,946.16.
ADMINISTRATION: President, Fred Giddings; secretary, H. B. Kelley; superintendent of space and concessions, George B. Convis; director of attractions and race secretary, Andy Adams. Annual meeting, December 10. 1946 dates: September 22-28.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$6,500.

Ingham County Fair, Mason

TOTAL ATTENDANCE: 1945, 50,000; 1944, 25,000. Paid, 1945, 30,000; 1944, 20,000.
AID, PREMIUMS AND TAXES: State aid, 1945, \$3,800; 1944, \$3,000. Other aid, 1945, \$1,000. Total cash premiums paid, 1945, \$7,243.66; 1944, \$4,971.85. Federal taxes paid for fair, \$3,160.80. Federal taxes paid for midway, none.
RECEIPTS: Gate, 1945, \$10,058.61; 1944, \$6,559.25. Grandstand, 1945, \$8,999; 1944, \$4,728.11. Carnival, 1945, \$5,586.45; 1944, \$5,049.86. Total receipts, 1945, \$32,453.85; 1944, \$22,227.22. Net profit, 1945, approximately \$7,500; 1944, \$4,872.76.
ADMINISTRATION: President, Otto Hartig; secretary, superintendent of concessions and space, Joe O. Davis; racing secretary, A. M. Roche.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,005.

Michigan Farm Products Show, Saginaw

TOTAL ATTENDANCE: 1945, 214,000; 1944, 183,000. Paid attendance, 1945, 187,000; 1944, 171,600.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$7,500; 1944, \$7,412. Cash premiums paid, 1945, \$15,000; 1944, \$14,192. Federal taxes paid for fair, \$9,643.20. Federal taxes paid for midway, not reported.
RECEIPTS: Gate, 1945, \$35,995.68; 1944, \$26,869.45. Grandstand, 1945, \$26,192.42; 1944, \$17,875.68. Carnival, 1945, \$12,841.31; 1944, \$9,889.40. Space, 1945, \$11,931; 1944, \$7,640. Total receipts, 1945, \$111,649.20; 1944, \$77,600. Net profit, 1945, \$47,368.30; 1944, \$27,200.
ADMINISTRATION: President, William L. Otto; secretary and director of attractions, C. H. Harnden; superintendent of space and concessions, Bennett B. Sawyer. Race secretary, none. Annual meeting, December 12. 1946 dates: September 8-14.

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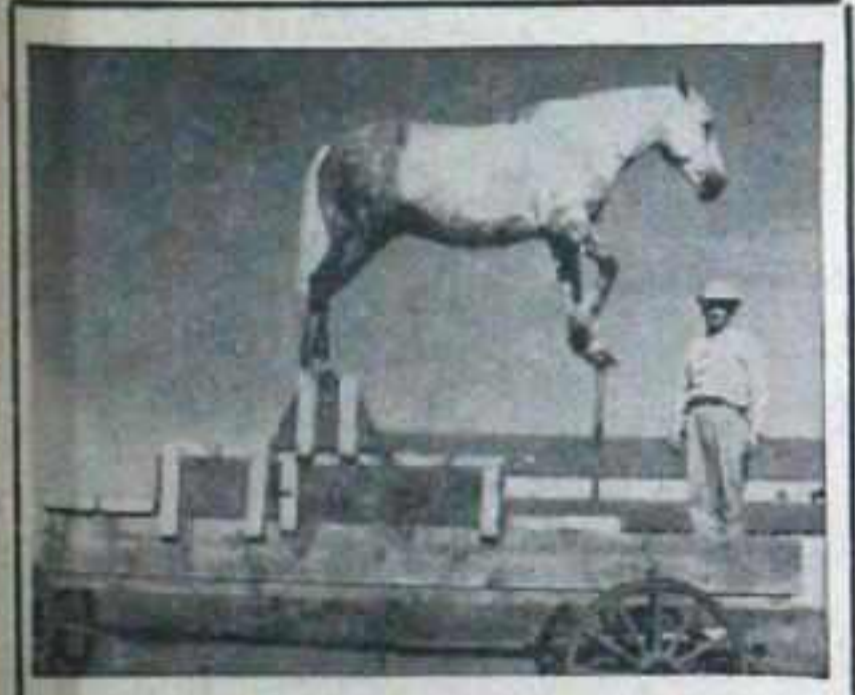
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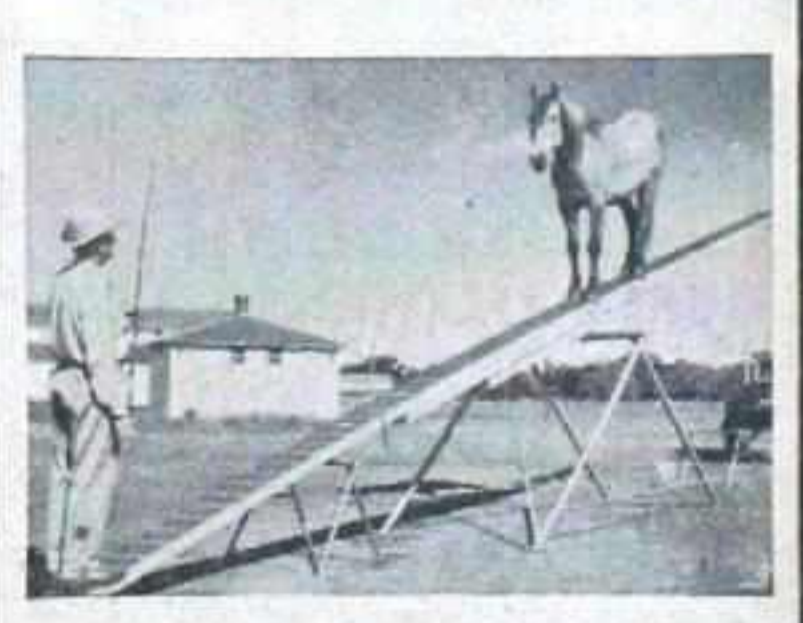
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An ordinary work horse, 8 feet high on a 12 inch "narrow" teeter-totter; walks up or down BACKWARDS.

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 MY G.I. JOE'S,
 AFTER YOUR EXTENSIVE
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**A JOB WELL DONE, SAID
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 NOW UNCLE CHARLIE,
 THEY ARE YOURS.**

**4 APOLLOS
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**AFTER THREE YEARS
 WITH UNCLE SAM THEY
 ARE NOW
 AVAILABLE
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 1946**

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Midland County Free Fair

Midland

TOTAL ATTENDANCE: 1945, 20,000; 1944, 10,000. Paid, not reported.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$650. Other aid, 1945, \$500 from board of supervisors. Total cash premiums paid, 1945, \$1,485; 1944, \$1,031. Federal taxes paid for fair, none.
 RECEIPTS: Gate, free gate. Grandstand, 1945, \$3,500; gross, 1944, none. Carnival, 1945, \$9,000 gross; 1944, \$1,860.48. Space, 1945, \$500; 1944, none. Total receipts, 1945, \$31,000 gross; 1944, \$3,650.89. Net profit, 1945, \$3,300; 1944, \$1,200.
 ADMINISTRATION: President, Lewis Beals; secretary, H. D. Parish; superintendent of concessions and space, Harry Whittaker; director of attractions, Fred C. Squire; racing secretary, Dean Geer.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$2,000.

**St. Joseph County Fair,
 Centreville**

TOTAL ATTENDANCE: 1945, 60,000; 1944, 50,000. Paid attendance, 1945, 55,000.
 STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$4,000; 1944, \$3,000. Cash premiums paid, 1945, \$7,500; 1944, \$6,000. Federal taxes paid for fair, \$4,436. Federal taxes for midway, not reported.
 RECEIPTS: All 1945 figures. Gate, \$14,552.38. Grandstand, \$8,593.10. Carnival, \$6,790. Total receipts, \$29,935.48.
 ADMINISTRATION: President, H. C. Bucknell; secretary, P. J. Kemmerling; superintendent of space and concessions, L. R. Schrader; racing secretary, Ben Wherry.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$7,500.

MINNESOTA

**Benton County Fair, St. Cloud
 and Sauk Rapids**

TOTAL ATTENDANCE: 1945, approximately 30,000; 1944, approximately 30,000. Paid attendance, 1945 and 1944, not reported.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,015.14; 1944, \$1,499.70. Other aid, 1945, \$500. Total cash premiums paid, 1945, \$1,250.83; 1944, \$1,250.65. Federal taxes paid for fair, none. Federal taxes for midway, not reported.
 RECEIPTS: Gate, 1945, \$277.25; 1944, \$276. Grandstand, 1945, not reported; 1944, \$2,216.16. Carnival, 1945, \$3,194.53; 1944, \$3,160.32. Space, 1945, \$51; 1944, \$40. Total receipts, 1945, \$3,615.43; 1944, \$3,178.55.
 ADMINISTRATION: President, Leo Ross; secretary, C. H. Varner; other officers not reported.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, none.

**Blue Earth County Fair,
 Garden City**

TOTAL ATTENDANCE: 1945, approximately 12,000; 1944, approximately 10,000.
 PAID ATTENDANCE: 1945, approximately 11,000; 1944, approximately 9,000.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, \$600. Total cash premiums paid, 1945, \$1,800; 1944, \$1,945. Federal taxes paid for fair, \$762. Federal taxes paid for midway, \$942.
 RECEIPTS: Gate, 1945, \$4,280; 1944, \$2,542. Grandstand, none. Carnival, 1945, \$1,339; 1944, \$716. Space, 1945, \$160; 1944, \$160. Total receipts, 1945, \$8,244; 1944, \$7,009.90. Net profit, 1945, \$1,550; 1944, \$456.
 ADMINISTRATION: Harold Burdick, president and director of attractions; A. D. McCormack, secretary and superintendent of concessions.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,000; 1944, \$1,750.

Brown County Fair, New Ulm

TOTAL ATTENDANCE: 1945, 33,420; 1944, 33,800. Paid attendance, 1945, 15,100; 1944, 14,600.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,500; 1944, \$1,500. Other aid, 1945, county, \$1,000; city, \$575. Total cash premiums paid, 1945, \$1,608.45; 1944, \$1,655.90. Federal taxes paid for fair, \$1,364. Federal taxes paid for midway, not reported.
 RECEIPTS: Gate, 1945, \$4,976; 1944, \$5,001. Grandstand, 1945, \$3,127; 1944, \$3,492. Carnival and space, 1945, \$3,965; 1944, \$3,551. Total receipts, 1945, \$21,410.86; 1944, \$22,620.06. Net profit, 1945, \$5,741; 1944, \$3,613.
 ADMINISTRATION: President, Dr. J. P. Graff; secretary and director of at-

tractions, William A. Lindermann; superintendent of space and concessions, F. K. Tauscheck; racing secretary, not reported. 1946 dates: August 15-18.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,129.64.

**Crow Wing County Fair,
 Brainerd**

TOTAL ATTENDANCE: 1945, 16,421; 1944, 12,000. Paid attendance, 1945, 11,691; 1944, 8,762.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, \$8,200. Total cash premiums paid, 1945, \$1,695.75; 1944, \$1,552. Federal taxes paid for fair, \$671.25. Federal taxes for midway, not reported.
 RECEIPTS: Gate, 1945, \$3,195; 1944, \$2,612. Grandstand, 1945 and 1944, none. Carnival, 1945, \$1,035; 1944, \$650. Space, 1945, \$426; 1944, \$115. Total receipts, 1945, \$12,955.28; 1944, \$6,693.78. Net profit, 1945, \$4,101; 1944, \$2,280.
 ADMINISTRATION: President, Earl Richolson; secretary, superintendent of space and concessions, B. C. Wilkins. Other officers not reported.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Lincoln County Fair, Tyler

TOTAL ATTENDANCE: 1945, 9,000; 1944, 5,000. Paid attendance, 1945, 7,300; 1944, 3,400.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$2,400; 1944, \$2,000. Other aid, 1945, none. Total cash premiums paid, 1945, \$1,300; 1944, \$1,450. Federal taxes paid for fair, \$633. Federal taxes for midway, \$346.
 RECEIPTS: Gate, 1945, \$3,200; 1944, \$2,300. Grandstand, 1945, \$600; 1944, \$300. Carnival, 1945, \$346; 1944, \$210. Space, 1945, \$700; 1944, \$400. Total receipts, 1945 and 1944, not reported. Net profit, 1945, \$1,200; 1944, not reported.
 ADMINISTRATION: President and director of attractions, William Holm; secretary and superintendent of space and concessions, Jens S. Bollesen; racing secretary, none.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,650.

Martin County Fair, Fairmont

TOTAL ATTENDANCE: 1945, 10,433; 1944, 10,250. Paid attendance, 1945, 9,439; 1944, 10,186.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,500; 1944, \$1,426. Other aid, 1945, \$1,050. Total cash premiums paid, 1945, \$2,357; 1944, \$1,921.48. Federal taxes paid for fair, \$1,177.36. Federal taxes for midway, not reported.
 RECEIPTS: Gate, 1945, \$3,972.78; 1944, \$3,361.38. Grandstand, 1945, \$2,057; 1944, \$1,693.56. Carnival, 1945, \$990.70; 1944, \$865. Space, 1945, \$954.50; 1944, \$574.50. Total receipts, 1945, \$14,436.72. Net profit, 1945, \$3,036.53; 1944, \$1,693.32.
 ADMINISTRATION: President and director of attractions, Dirk N. Spee; secretary and superintendent of space and concessions, A. P. Kramer; racing secretary, Ed Duffey.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,800.

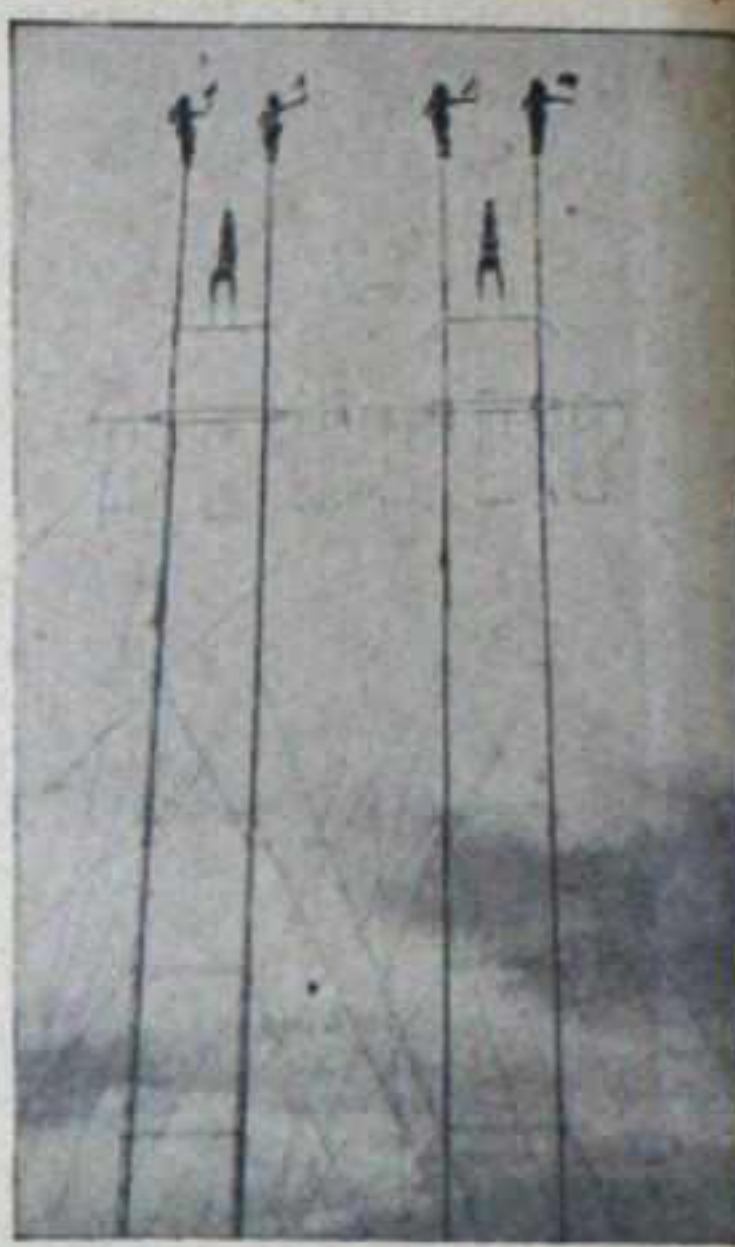
Mower County Fair, Austin

TOTAL ATTENDANCE: 1945, approximately 75,000; 1944, approximately 55,000. Paid attendance, 1945, approximately 50,000; 1944, approximately 38,000.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, none. Total cash premiums paid, 1945, \$6,000; 1944, \$4,800. Federal taxes paid for fair, \$3,600. Federal taxes for midway, not reported.
 RECEIPTS: Gate, 1945, \$10,000; 1944, \$8,000. Grandstand, 1945, \$9,555; 1944, \$7,000. Carnival, 1945, \$20,000; 1944, \$14,500. Space, 1945, \$3,000; 1944, \$2,575. Total receipts, 1945, \$44,700; 1944, \$36,000. Net profit, 1945, \$4,760; 1944, \$3,675.
 ADMINISTRATION: President, Alvin Baudler; secretary, D. J. Holland; superintendent of space and concessions, Gunnard Youngdahl; director of attractions, Richard Robilly; racing secretary, Harry Saunders.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$10,550.

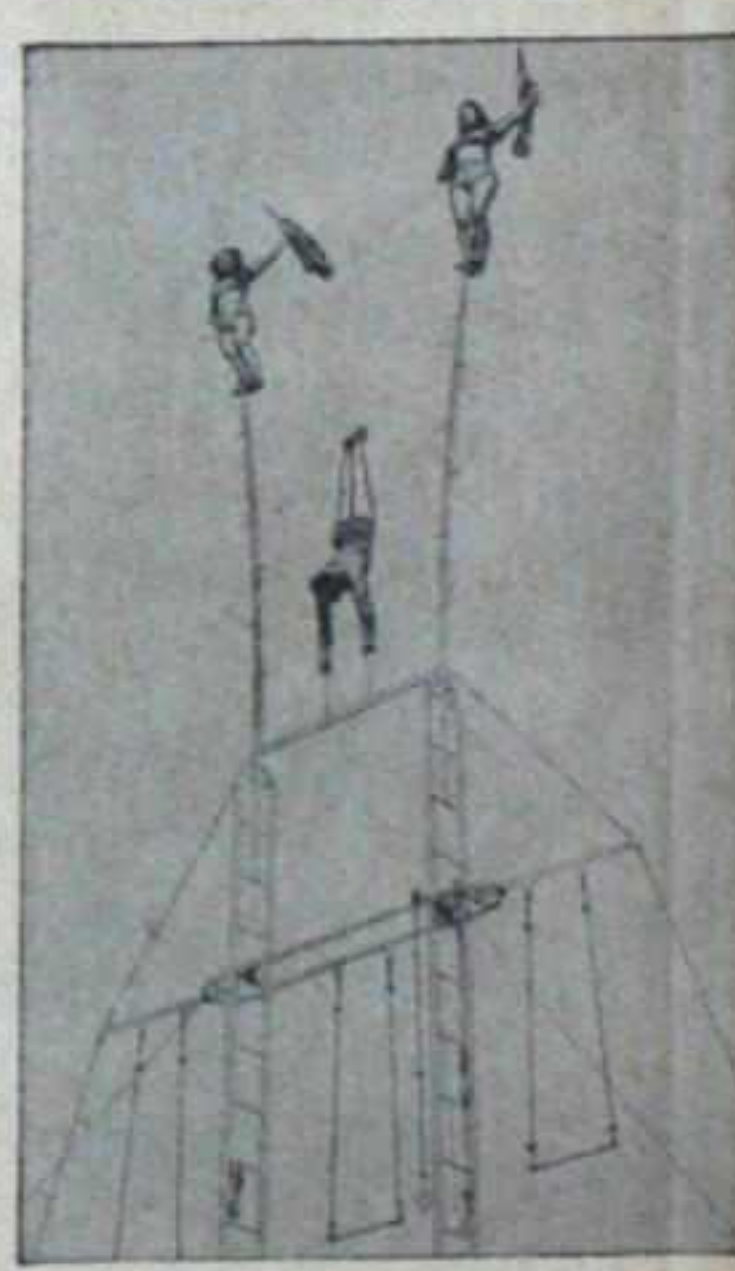
**Pennington County Fair, Thief
 River Falls**

TOTAL ATTENDANCE: 1945, 34,000; 1944, 38,153. Paid attendance, 1945, not reported; 1944, not reported.
 AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, none. Total cash premiums paid, 1945, \$1,482.05; 1944, \$1,578.10. Federal

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taxes paid for fair, \$1,205.33. Federal taxes for midway, \$1,192.82.
RECEIPTS: 1945, gate, \$3,320.25. Grandstand, \$1,957.74. Carnival, \$1,750.84. Space, \$655.50. Net profit, \$2,915.38. Total receipts, not reported. 1944 receipts not reported.
ADMINISTRATION: President, F. E. Hardisty; secretary, A. F. Berge; superintendent of concessions, F. E. Tunberg; director of attractions, William E. Dahlquist; other officers not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,250.

Polk County Fair, Fertile
TOTAL ATTENDANCE: 1945, 8,000; 1944, 8,000. Paid attendance, 1945 and 1944, not reported.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,500; 1944, \$1,500. Other aid, 1945, county, \$350. Total cash premiums paid, 1945, \$1,587.65; 1944, \$1,568.30. Federal taxes paid for fair, \$665.52. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$2,268; 1944, \$2,992.78. Grandstand, 1945, \$810.53; 1944, \$717.49. Carnival, 1945, \$1,066.84; 1944, \$949.35. Total receipts, 1945, \$7,370.80; 1944, \$8,466.94. Net profit, 1945, \$993.82; 1944, \$1,824.86.
ADMINISTRATION: President and director of attractions, Hjalmar Erikson; secretary and superintendent of space and concessions, J. W. Reseland; racing secretary, none.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,802.41.

Roseau County Fair, Roseau
TOTAL ATTENDANCE: 1945, 12,500; 1944, 12,000. Paid attendance, 1945, 8,326; 1944, 8,213.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, county, \$500. Total cash premiums paid, 1945, \$1,706; 1944, \$1,906. Federal taxes paid for fair, \$850. Federal taxes for midway, none.
RECEIPTS: 1945, gate, \$4,163.28. Grandstand, \$1,410.10. Carnival, \$1,650.80. Space, \$127. Total receipts, \$7,472.34. Net profit, \$1,900. Receipts for 1944 not reported. 1944 net profit, \$2,000.
ADMINISTRATION: President, D. B. Franklin; secretary and director of attractions, Charles Christianson; superintendent of space and concessions,

M. J. Hegland; racing secretary, A. Lee.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,100.
St. Louis County Fair, Hibbing
TOTAL ATTENDANCE: 1945, 31,200; 1944, 34,500. Paid attendance, 1945, 16,000; 1944, 18,000.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, \$3,000. Total cash premiums paid, 1945, \$2,500; 1944, \$2,000. Federal taxes paid for fair, \$900. Federal taxes for midway, \$750.
RECEIPTS: Gate, 1945, \$2,800; 1944, \$2,900. Grandstand, 1945, \$2,300; 1944, \$1,500. Carnival, 1945, \$4,100; 1944, \$3,600. Space, 1945, \$1,200; 1944, \$3,600. Total receipts, 1945, \$10,400; 1944, \$8,900. Net profit, 1945 and 1944, not reported.
ADMINISTRATION: President, W. Haenke; secretary, J. J. McCann; superintendent of space and concessions, P. De Young; director of attractions, John Rolf; racing secretary, Carl Johnson.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.
Swift County Fair, Appleton
TOTAL ATTENDANCE: 1945, approximately 18,000; 1944, approximately 15,000. Paid attendance, 1945 and 1944, not reported.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, not reported. Other aid, 1945, \$500. Total cash premiums paid, 1945, \$1,744.06; 1944, \$1,573. Other aid, 1945, \$500. Federal taxes paid for fair, \$952.86. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$3,130.05; 1944, \$2,811.74. Grandstand, 1945, \$1,542.4; 1944, \$1,566.15. Carnival, 1945, \$1,211.5; 1944, \$894. Space, 1945, \$357; 1944, \$50. Total receipts, 1945 and 1944, not reported. Net profit, 1945, approximately \$2,000; 1944, approximately \$2,000.
ADMINISTRATION: President, Lester Evans; secretary, J. G. Anderson; other officers not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,800.
Traverse County Fair, Wheaton
TOTAL ATTENDANCE: Not reported. Paid attendance, 1945, 13,637; 1944, 565.
STATE AID, PREMIUMS AND TAXES

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8 MODERN RIDES 8

6 ENTERTAINING SHOWS 6

25 CONCESSIONS 25



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CHICAGO

State aid, 1945, \$1,550; 1944, \$1,550. Cash premiums paid, 1945, \$1,901.85; 1944, \$1,564.30. Other aid, \$100. Federal taxes paid for fair, \$1,566.77. Federal taxes for midway, not reported.
RECEIPTS: Gate, 1945, \$5,239.98; 1944, \$3,557.85. Grandstand, 1945, \$1,715.79; 1944, \$1,580.60. Carnival, 1945, \$3,180; 1944, \$2,884.82. Total receipts, 1945, \$15,759.29; 1944, \$11,286.09. Net profit, 1945, \$2,173.77; 1944, \$35.05.
ADMINISTRATION: President, director of attractions, racing secretary, Earl E. Huber; secretary, superintendent of space and concessions, A. W. Vye.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,756.13.

Wabasha County Fair, Wabasha
TOTAL ATTENDANCE: 1945, 20,000; 1944, 12,000. Paid, free gate.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,400; 1944, \$1,400. Total cash premiums, 1945, \$1,000; 1944, \$1,400. Federal taxes paid for fair and for midway, not reported.
RECEIPTS: Gate and grandstand, free. Carnival, 1945, \$3,700; 1944, \$2,400. Space, 1945, \$400; 1944, \$200.
ADMINISTRATION: President, A. W. Hatfield; superintendent of concessions, A. J. Doffing; superintendent of space, C. Noll; director of attractions, A. W. Hatfield.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$800.

Wadena County Fair, Wadena
TOTAL ATTENDANCE: 1945, 13,721; 1944, 12,000. Paid attendance, same.
STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$1,500; 1944, \$1,500. Other aid, \$300. Cash premiums paid, 1945, \$2,590.15; 1944, \$2,662.25. Federal taxes paid for fair, 1945, \$1,281.53, including midway taxes.
RECEIPTS: Gate, 1945, \$4,017.33; 1944, \$2,385.60. Grandstand, 1945, \$1,690.38; 1944, \$1,493.60. Carnival, 1945, \$1,141.35; 1944, \$1,049.50. Space, 1945, \$444.15; 1944, \$342.60. Total receipts, 1945, \$20,315.79; 1944, \$8,255.40. Net profit, 1945, \$500; 1944, \$1,500.
ADMINISTRATION: President, Arthur Mattie; secretary, superintendent of space and concessions, director of attractions, Clyde E. Kelsey Sr.; race secre-

tary, Warren Hartman.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,920.79.
Watsonwan County Fair, St. James
TOTAL ATTENDANCE: 1945, 12,000; 1944, 2,500. Paid attendance, 1945, 9,740; 1944, 2,500.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1944, none. Total cash premiums paid, 1945, \$2,154; 1944, \$2,500. Federal taxes paid for fair, \$1,069. Federal taxes for midway, \$1,500.
RECEIPTS: Gate, 1945, \$3,165; 1944, \$484. Grandstand, 1945, \$2,069; 1944, \$170. Carnival, 1945, \$1,497; 1944, \$841. Total receipts, 1945, \$9,127; 1944, \$2,112. Net profit, 1945, \$1,213. Net loss, 1944, \$2,500.
ADMINISTRATION: President, C. Crowley; secretary and director of attractions, Hubert Ransom; superintendent of space and concessions, W. H. Carsten; racing secretary, Lee Dolliver.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,112.
Winona County Fair, St. Charles
TOTAL ATTENDANCE: 1945, 20,000; 1944, not reported. Paid attendance 1945 and 1944, not reported.
AID, PREMIUMS AND TAXES: State aid, 1945, \$1,550; 1944, \$1,550. Other aid, 1945, none. Total cash premium paid, 1945, \$2,600. Federal taxes paid for fair, \$1,077. Federal taxes for midway, not reported.
RECEIPTS: 1945, gate, \$5,500. Grandstand, \$2,000. Space and carnival, \$8,941. Total receipts, \$16,424; net profits, not reported. 1944 receipts not reported.
ADMINISTRATION: President, B. Campbell; secretary, R. M. Dixon; superintendent of concessions, Walter Eusterman; director of attractions, C. W. Riederneck; superintendent of space, R. M. Dixon; racing secretary, not reported.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,279.
MISSISSIPPI
Mississippi-Alabama Fair, Tupelo
TOTAL ATTENDANCE: 1945, 92,000

Season's Greetings

"Peace On Earth Good Will Toward Men"

NELSON BREEZE AMUSEMENT RIDES

Our Thanks and Appreciation are extended to all who helped us make our 1945 Season in Ohio, Indiana and Kentucky a most successful one.



Festive Flag Decorations for Street and Midway



20 to 30 Concessions If Desired

NOW BOOKING FOR 1946 SEASON

Permanent Address: 2125 Norwood Ave.,

Phone Jefferson 0927

NORWOOD 12, OHIO

JAMES E. STRATES
GEN. MGR.
WILLIAM C. FLEMING
GEN. AGT.

DICK O'BRIEN
ASST. MGR.
HARRY PARKER
BUS. MGR.

NICK BOZINAS
TREAS.
PERCY MORENCY
SECY.

KEITH BUCKINGHAM
PURCHASING AGT.
R. T. McRAE
SPEC. AGENT

E. WOLSEN
TRAIN MASTER
JIMMY YOTAS
MASTER BUILDER

JAMES E. STRATES SHOWS

A MIDWAY UNSURPASSED!



JAMES E. STRATES
GENERAL MANAGER

FREE ON THE BIG MIDWAY
THE GREAT "WILNO"
OVER TWO FERRIS WHEELS

20 SHOWS — 20 RIDES
NOW 40 RAILROAD CARS

MIDWAY BRILLIANTLY ILLUMINATED
BY OUR OWN EIGHT DIESEL PLANTS



WILLIAM C. FLEMING
GENERAL AGENT

NOW BOOKING THE FOLLOWING ATTRACTIONS. MUST BE IN KEEPING WITH OUR HIGH STANDARD.
FAT SHOW — SIDE SHOW — PENNY ARCADE — ILLUSION SHOW — LARGE REPTILE SHOW — GLASS HOUSE
MONKEY CIRCUS — WILD ANIMAL SHOW. WILL FURNISH WAGONS, FRONTS, TOPS FOR ABOVE.

WANT
CAPABLE
CHIEF
ELECTRICIAN

We Can Place For NEXT SEASON
ELECTRICIANS — TOWERMEN — CARPENTERS — WAGON
BUILDERS — BLACKSMITHS — PAINTERS — POLERS — POR-
TERS AND USEFUL CARNIVAL PEOPLE IN ALL DEPARTMENTS

WANT
CAPABLE
DIESEL PLANT
MECHANIC

—SHOWMEN—

WE WILL FINANCE ANY MONEY-GETTING SHOW
CAPABLE OF ENTERTAINING AND PRODUCING
RESULTS

TO EXPERIENCED, RELIABLE AND SOBER FOREMEN
OF MAJOR RIDING DEVICES WE PAY TOP SALARIES.
STATE YOUR QUALIFICATIONS AND EXPERIENCE.

WANTED — FOR WINTERQUARTERS — WANTED

STARTING NOVEMBER 17, MULLINS, S. C. CARPENTERS — BUILDERS — BLACKSMITHS —
PAINTERS AND ELECTRICIANS, WRITE. DON'T COME ON UNLESS NOTIFIED.

ADDRESS

JAMES E. STRATES SHOWS — JAMES E. STRATES
WINTER QUARTERS — MULLINS, S. C.

MEET US AT NEW YORK AND CHICAGO CONVENTIONS

FAIR ASSOCIATIONS, CONTACT WILLIAM C. FLEMING, GEN. AGT.

E. J.
CASEY
SHOWS

(WESTERN CANADA'S
FINEST MOTORIZED
CARNIVAL SHOWS)

Extend Season's Greetings To All Our Friends

FAIR SECRETARIES, COMMITTEEMEN, SHOWMEN

WE ARE NOW BOOKING OUR 1946 SEASON
WRITE US FOR COMPLETE DETAILS

Permanent Address

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

1944, 87,000. Paid, 1945, 92,000; 1944, 87,000.

AIDS, PREMIUMS AND TAXES: State aid, 1945, \$1,500; 1944, \$750; other aid, 1945, \$2,500. Total cash premiums paid, 1945, \$12,500; 1944, \$8,000. Federal taxes paid for fair and midway, not reported.

RECEIPTS: Gate, 1945, not reported. Grandstand, 1945, not reported. Carnival, 1945, \$40,000; 1944, \$30,000. Space and total receipts, not reported. Net profit, 1945, \$10,000; 1944, \$7,500.

ADMINISTRATION: President and manager, James M. Savery. Dates of 1946 fair, October 1-5.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,500.

MISSOURI

Cooper County Fair, Prairie Home

TOTAL ATTENDANCE: 1945, estimated 2,500; 1944, estimated 2,000. Paid, 1945, free gate; 1944, free gate.

AID, PREMIUMS AND TAXES: State aid, 1945, not reported; 1944, none. Total cash premiums paid, 1945, \$900; 1944, \$600. Federal taxes paid for fair and carnival, none.

RECEIPTS: Gate, free gate. Grandstand, 1945, \$1,468.15; 1944, \$1,300. Carnival, not reported. Space, 1945, \$1,458.15; 1944, not reported. Total receipts and net profit, not reported.

ADMINISTRATION: President, M. H. Lohse; secretary, Dr. A. L. Meredith; superintendent of concessions and space, A. W. Bodamer; director of attractions, Hy Shuler; arena manager, Bob Jewitt.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None.

Missouri State Fair, Sedalia

TOTAL ATTENDANCE: 1945, 121,461; 1944, no fair. Paid, 121,461.

AID, PREMIUMS AND TAXES: State aid, 1945, \$50,000 general revenue and allowed to use \$25,000 out of earnings. Total cash premiums offered, 1945, \$42,847.50. Federal taxes paid for fair, \$11,414.01. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$43,570.55. Grandstand, \$33,746.50. Carnival, \$9,024.58. Space, \$14,298.97. Miscellaneous, \$8,401.88. Total receipts, \$109,042.48. Net profit, not reported.

ADMINISTRATION: Commissioner of

Agriculture, John W. Ellis; secretary Ernest W. Baker; superintendent of concessions, J. Edwin Pollard; director of attractions, Ernest W. Baker; racing secretary, Ed A. Duensing. Dates of 1946 fair, August 18-25.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$21,741.59.

Northwest Missouri State Fair, Bethany

No fair held since 1941. Will resume in 1946. Dates, September 3-7, inclusive.

ADMINISTRATION: President, Glen Kies; secretary, L. M. Maple; director of attractions and racing secretary, Ed Kies; superintendent of space and concessions, E. H. Noll. Annual meeting, January 7, 1946.

Ozark Empire Fair, Springfield

TOTAL ATTENDANCE: 1945, 142,000; 1944, 130,000. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$3,672.56; 1944, \$1,000; other aid, 1945, county, \$6,000. Total cash premiums paid, 1945, \$17,746.53; 1944, \$12,317.04. Federal taxes paid for fair, \$8,900.26. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, \$24,889.1944, \$22,587.85. Grandstand, 1945, \$2,371.85; 1944, \$20,930.90. Carnival, 1945, \$8,026.92; 1944, \$5,440.03. Space, 1945, \$8,113.70; 1944, \$6,019.48. Total receipts, 1945, \$89,339.87; 1944, \$74,498.12. Net profit, 1945, \$26,254.71; 1944, \$15,383.

ADMINISTRATION: President, Frank Fellows; secretary, G. B. Boyd; superintendent of concessions and space, M. R. Walshe; chief clerk, Dorothy Dillman; racing director, Dr. W. A. DeLaune. Dates of 1946 fair, August 10-16.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$17,963.52.

MONTANA

Eastern Montana Fair, Miles City

For the last two years the fairgrounds and buildings have been more than 50 per cent occupied by the army so the fair was conducted on a very modified scale. Exhibits were limited to 4H club members, Future Farmers and Juniors.

ADMINISTRATION: President, E. Hill; vice-president, Ray Lundby; secretary-manager, J. H. Bohling; treasurer, R. T. George.

Here is Our Record for 1945

- BIZ 30% OVER 1944
- FAIR RECORDS BROKEN IN MINNESOTA - NORTH DAKOTA AND IOWA

THANKS TO OUR HOST OF FRIENDS, COMMITTEES, FAIR OFFICIALS, SHOWMEN, CONCESSIONAIRES AND OUR PERSONNEL FOR OUR PHENOMENAL RECORD-BREAKING 1945 SEASON

For 1946 We Offer The NORTHWEST'S FINEST AGGREGATION OF AMUSEMENTS

- 9 MODERN RIDES - 8 UP-TO-DATE SHOWS
- 40 MERCHANDISE CONCESSIONS

FAIR SECRETARIES AND CELEBRATION COMMITTEES: Investigate Our Modern Midway and Contact Us Before Contracting for Your 1946 Events.

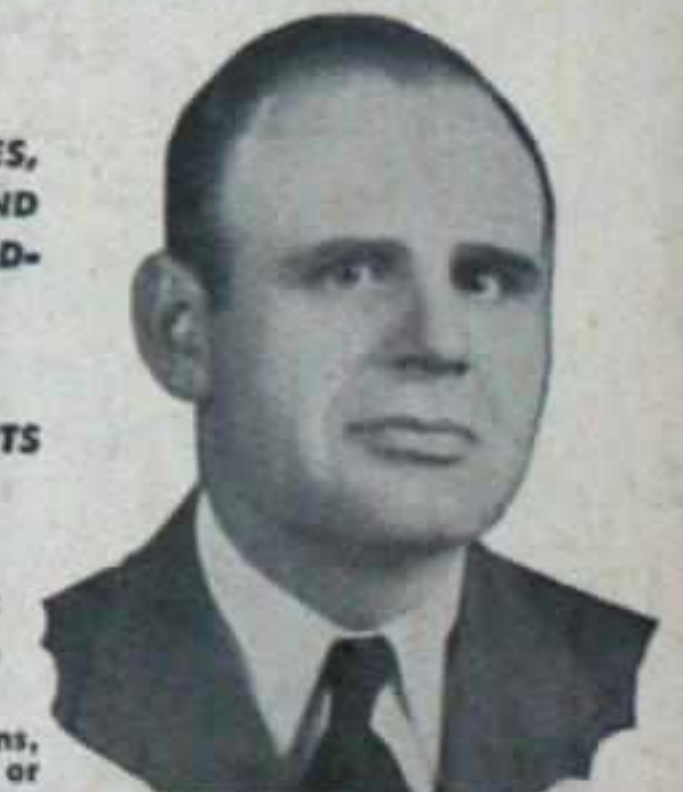
See Us at Hotel Sherman During the Chicago Conventions, or at Hotel Fort Des Moines, at the Iowa Fair Meeting, or Write or Wire to Permanent Address Below.

WANT FOR 1946

WILL BUY OR BOOK

OCTOPUS AND KIDDIE CHAIR-O-PLANE

CAN PLACE Mechanic, Lot Man, Scenic Painter and Builder. Ride Help Who Can Drive Semis.



WM. T. COLLINS, General Manager

Side Show, Monkey Show, Snake Show, Midget Show, Fat People Show, Glass House or Fun House, Life Show. Will book any of the above with or without equipment and transportation.

WM. T. COLLINS SHOWS

Winterquarters and Permanent Address

406 ERIE STREET, ST. PAUL, MINN.

- FAIRS PLAYED IN 1945**
- DIVIDE COUNTY FAIR, Crosby, N. D.
 - BURKE COUNTY FAIR, Flaxton, N. D.
 - BOTTINEAU COUNTY FAIR, Bottineau, N. D.
 - TOWNER COUNTY FAIR, Cando, N. D.
 - STUTSMAN COUNTY FAIR, Jamestown, N. D.
 - ROULETTE COUNTY FAIR, Rolla, N. D.
 - WELLS COUNTY FAIR, Fessenden, N. D.
 - CAVALIER COUNTY FAIR, Langdon, N. D.
 - PEMBINA COUNTY FAIR, Hamilton, N. D.
 - ROSEAU COUNTY FAIR, Roseau, Minn.
 - MAHNOMEN COUNTY FAIR, Mahanomen, Minn.
 - BECKER COUNTY FAIR, Detroit Lakes, Minn.
 - RAMSEY COUNTY FAIR, White Bear Lake, Minn.
 - NOBLES COUNTY FAIR, Worthington, Minn.
 - JACKSON COUNTY FAIR, Jackson, Minn.
 - KOSSUTH COUNTY FAIR, Algona, Iowa
 - NORTH IOWA DISTRICT FAIR, Mason City, Iowa.
 - FARIBAUT COUNTY FAIR, Blue Earth, Minn.
 - WATONWAN COUNTY FAIR, St. James, Minn.
 - RENNVILLE COUNTY FAIR, Bird Island, Minn.
 - MARTIN COUNTY FAIR, Fairmont, Minn.
 - VICTORY CELEBRATION, Truman, Minn.
- STILL DATES PLAYED IN 1945**
- Snelling Ave. Commercial Club, St. Paul, Minn.
 - West End Commercial Club, St. Paul, Minn.
 - American Legion, Benson, Minn.
 - Veterans of Foreign Wars, Breckenridge, Minn.
 - Veterans of Foreign Wars, Moorehead, Minn.
 - Veterans of Foreign Wars, Bismarck, N. D.

"America's Best Advertised Midway"



JOSEPH. J KIRKWOOD SHOWS

WINTER QUARTERS and PERMANENT ADDRESS
BOX 2755 RALEIGH, N. C.



Presenting the

WORLD'S GREATEST FREE ACTS

1945

★★★ HUGO ZACCHINI ★★★

"The Human Cannon Ball"

Shot Over Twin Ferris Wheels

1944

THE STRATOSPHERE MAN



J. KIRKWOOD DECKER, Owner



RALPH DECKER, Gen. Mgr.

EXECUTIVE STAFF

S. TOMMY CARSON, Business Manager
MOLLIE DECKER, Personnel Director
AL C. BECK, Secretary and Treasurer
L. G. KING, Special Agent
CY PERKINS, Advertising Agent
F. MULHOLLAND, General Supt.
AL BYDAIRK, Supt. of Rides
IRA HOBERG, Electric Dept.
WILLIAM HIMMLER, Supt. of Transportation

WANTED FOR 1946

Outstanding Shows. Will finance showmen with new and novel ideas.

CONCESSIONS—All open.

Carpenter and Builder. Neon Man. Artist. Ride Foreman for 8 Major Rides.

OUR THANKS TO THE FAIRS, CELEBRATIONS, COMMITTEES AND EVERYONE WHO HELPED MAKE OUR 1945 SEASON A HUGE SUCCESS

A COMPLETE MIDWAY FOR LARGE CELEBRATIONS & COUNTY FAIRS
or JUST RIDES for SMALLER EVENTS

W. G. WADE SHOWS

Mr. Secretary:
 If you are planning a change of Midway Organization for your fair or celebration, contact Michigan's Largest Operators of Outdoor Amusement Equipment and let us show you the many advantages which we have to offer you and your fair patrons.

Mr. Showman:
 We invite your inquiries of placing your equipment on one of the Wade Units for a long, profitable operating season.

TERRITORY: Michigan—Indiana—Ohio

19199 Woodingham Drive,
 DETROIT 21, MICHIGAN
 Telephone: UNiversity 4-0055

NEBRASKA

Ak-Sar-Ben Stock Show, Omaha
 TOTAL ATTENDANCE: 1945, 5,000; 1944, none. Paid attendance, none.
 STATE AID, PREMIUMS AND TAXES: State aid, none. Cash premiums, paid, 1945, \$8,000; 1944, \$5,000. Federal taxes paid, none.
 RECEIPTS: Show held Union Stock Yards, Omaha, account occupancy of Ak-Sar-Ben grounds by the army. No admission charges.
 ADMINISTRATION: President, J. E. Davidson; secretary, superintendent of space and concessions, director of attractions, J. J. Isaacson.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None.

Cuming County Fair, West Point
 TOTAL ATTENDANCE: 1945, 26,459; 1944, 21,208. Paid attendance, 1945, 21,659; 1944, 17,328.
 STATE AID, PREMIUMS AND TAXES: County aid, \$2,000, annually. Cash premiums paid, 1945, \$1,730.47; 1944, \$1,700.24. Federal taxes paid for fair, \$2,545.27. Federal taxes for midway, \$52.56.
 RECEIPTS: Gate, 1945, \$9,001.11; 1944, \$8,279.42. Grandstand, 1945, \$3,304.11; 1944, \$2,938.23. Concessions (no carnival), 1945, \$808.90; 1944, \$375.10. Space, 1945, \$80; 1944, none. Total receipts, 1945, \$20,413.92; 1944, \$17,437.41. Net profit, 1945, \$5,776.95; 1944, \$4,480.87.
 ADMINISTRATION: President, H. C. Horst; secretary, superintendent of concessions and space, director of attractions, Edward M. Baumann.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,898.25.

Douglas County Fair, Waterloo
 TOTAL ATTENDANCE: 1945, 25,000; 1944, 22,000. Paid attendance, 1945, 20,000; 1944, 18,000.
 STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$7,500; 1944, \$7,500. Cash premiums paid, 1945, \$3,000; 1944, \$3,000. Federal taxes paid for fair, \$747. Federal taxes for midway, not reported.
 RECEIPTS: Gate, 1945, \$7,000; 1944, not reported. Grandstand, none. Carnival, 1945, \$1,100; 1944, not reported. Space, 1945, \$800; 1944, not reported.

Net profit, 1945, not reported; 1944, \$4,500.
 ADMINISTRATION: President, William Steyer; secretary, R. D. Herrington.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$2,500.

Fremont 4-H Club Fair, Fremont
 TOTAL ATTENDANCE: 1945: 25,000; 1944, 20,000. Free gate.
 STATE AID, PREMIUMS AND TAXES: State aid, none. Cash premiums paid, 1945, \$1,500; 1944, \$1,375. No federal taxes paid.
 RECEIPTS: Not reported.
 ADMINISTRATION: Secretary, C. W. Motters; superintendent of concessions, Gene Diers; director of attractions, W. N. Witten.
 EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None reported.

Knox County Fair, Bloomfield
 TOTAL ATTENDANCE: 1945, approximately 5,000; 1944, approximately 6,000. Paid attendance, 1945, approximately 4,000; 1944, approximately 4,500.
 AID, PREMIUMS AND TAXES: State aid reported. Other aid, 1945, \$2,000. Total cash premiums paid, 1945, \$1,375; 1944, \$1,350. Federal taxes paid for fair, \$475.
 RECEIPTS: Gate, 1945, \$2,200; 1944, \$2,400. Space, 1945, \$1,200; 1944, \$1,100. Total receipts, 1945, \$5,400; 1944, \$5,500. Net profit, 1945, \$750; 1944, \$850. Carnival receipts not reported.
 ADMINISTRATION: President and director of attractions, Peter Berner; secretary, Chris B. Alexander; superintendent of space and concessions, Glen Kemnitz.

Merrick County Fair, Central City
 TOTAL ATTENDANCE: 1945, 3,220; 1944, 1,579. Paid attendance, 1945, 3,220; 1944, 1,502.
 STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$2,203.07; 1944, \$2,019.75. Cash premiums paid, 1945, \$549.55; 1944, \$470.20. Federal taxes paid, 1945, \$324.20. Federal taxes on midway, \$30.00.
 RECEIPTS: Gate, 1945, \$419.45; 1944, \$256.45. Grandstand, 1945, \$1,140.60.
 (Continued on page 65)

You can *Always* depend on—

SNAPP

Greater

SHOWS



Congratulations to the Fairs of America, and thanks to all of you for our Greatest Year.
 During the 1945 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.

FAIRS AND CELEBRATIONS

Desiring Up-to-Date Rides, Good, Clean and Entertaining Shows and Flashy Merchandise Concessions, Contact Us at the Different Fair Conventions.

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR 1946 SEASON

Can Place Carpenter Who Understands Building Show Fronts. Also Two Ride Foremen.

PERMANENT WINTER QUARTERS:
 118 Virginia Ave., Joplin, Mo.

to have that **SNAP**

The F. E. GOODING AMUSEMENT CO.

OPERATING

F. E. GOODING AMUSEMENT CO. 3 UNITS

ALSO

AMERICAN EXPOSITION SHOWS
GOODING GREATER SHOWS
GOODING PARK ATTRACTIONS

LARGEST



MOST RELIABLE



BEST

**50
RIDES**

F. E. GOODING, GEN. MGR.

**30
SHOWS**

**MAMMOTH
MATCHLESS
MIDWAYS**

Our sincere thanks to Employees, Fair Associations, Committees, Business Associates and all our Friends for their co-operation and help in making the past season our most successful.

To those in the Service we send Greetings. . . . A place awaits each and every one of you who took leave of our organization to join the service of our Country.

Now Booking

FAIRS and ATTRACTIONS for 1946

See us in Chicago or write us for complete midway attractions or independent, up-to-the-minute Rides

PERMANENT ADDRESS ★ 1300 NORTON AVE. ★ COLUMBUS 8, OHIO



NORTH AMERICAN



PETER KORTES

WANTED

PROGRESSIVE SHOWMEN — With ATTRactions — SHOWS — OR EVEN IDEAS

WE WILL BUILD OR FINANCE THE BUILDING OR COMPLETION OF SAME.

CAN ALWAYS PLACE SHOW TALKERS THAT CAN SELL THEIR SHOW

ESPECIALLY DESIROUS BOOKING ORGANIZED, COSTUMED, HIGH-CLASS "REVUE"—A PRODUCTION, NOT JUST A "GIRL SHOW."

CAN PLACE

RIDE FOREMEN and SECOND MEN

CANVAS MAN and Men To Supervise Erection of Show Fronts

TRAIN HANDS — Tractor and "Cat" Drivers

USEFUL AND CAPABLE PEOPLE ALL DEPARTMENTS

NOTE: THIS SHOW WILL OPEN EARLY AND LONG SEASON GUARANTEED.

35 RAILROAD CARS THIS COMING SEASON
MILES MORE OF NEON AND FLUORESCENT LIGHTING EFFECTS
NEW SHOWS, ATTRACTIONS AND RIDES

- EARL CHAMBERS— AND HIS "HOLLYWOOD MONKEY CIRCUS" AND GORILLA ATTRACTION
- AMOS WEBB and his "LATIN QUARTERS"
- W. T. "FAT HEAD" WILLIAMS, Producer
- "GAY OLE NEW ORLEANS"
- STEVE KUTNEY and his "FUN HOUSE"
- B. A. McDONELL, Diesel Engineer

OUR STREAMLINED CONCESSIONS

O. J. (WHITEY) WEISS, Mgr.

- | | |
|----------------------|------------------|
| ARCHIE GILBERT | WARREN SPAULDING |
| MURL DEEMER | JACK HARRIS |
| MACK McDONALD | IKE DENICKE |
| PAUL JONES | ROY RAY BELEW |
| FRANCIS DEEMER | ARTIE SULLIVAN |
| EDITH SULLIVAN | JIMMIE ROUNDS |
| MRS. WOODWARD | GERTRUDE MATER |
| HELEN RUNGE | FREDDIE COOPER |
| MRS. ESTHER CRAWFORD | ROBERT NASH |
| DICK CRAWFORD | THOMAS TULLOS |

ADDRESS WINTER QUARTERS:

EXPOSITION

WE ARE APPRECIATIVE OF THE APPROVAL OF THE MILLIONS OF PEOPLE THRUOUT THE NORTH AMERICAN CONTINENT THE PAST SEASON, 1945

PETER KORTES, Owner
JOE S. SCHOLIBO, Manager
GEO. T. McCARTHY
General Agent
A. M. "TONY" YBANEZ
Secretary
FRANK Z. HYDE, Auditor
HARVEY B. WILLIAMS
Special Agent
C. W. FRANKLIN, Publicity

LARRY BEDWELL, Lot Supt
B. A. McDONELL
Diesel Engineer
NORMAN PRATHER
Neon and Artist
SAM ALEXANDER,
Purchasing Agent
FRANK SEIGEAR
Trainmaster
LOUIS INGELHEIM, Billing

FRANK SEIGEAR, Master of Transportation

LARRY BEDWELL — Lot Supt.
BEN PARDO — "The Great Lorenzo"
SAM ALEXANDER — "Billboard" and Mail
J. R. LOGAN — Caterpillar Ride Foreman
C. W. FRANKLIN — Press and Promotions
CARL MARTIN — "With Pete 20 Years"

ARE THE DELIGHT OF MILLIONS!

EDGAR T. NEVILLE, Sec.

GUY WEST, Asst. Mgr.

FRANK WAGNER
VIVIEN FRANKLIN
SAM CATHERWOOD
GLEN SENIOR
WHITEY RUNGE
BENNIE KEILMAN
EUGENE DAVIDSON
LARRY MULLENS
JACK BERRY
A. E. BRUMLEY

WM. O. PERROT
FRANK MINOR
BILLY MILLER
LEITHA WEST
MRS. EDDIE MORAN
MRS. B. A. McDONELL
HARRY J. HAMER
MRS. HARRY J. HAMER
MRS. RAY BELEW
MRS. BILLY MILLER
MRS. O. J. WEISS

**SETTING NEW
MIDWAY RECORDS**

FOR GROSSES AT THE

★ **KANSAS STATE FAIR**
HUTCHINSON

★ **FOUR STATES FAIR**
TEXARKANA, U. S. A.

★ **OLMSTED COUNTY FAIR**
ROCHESTER, MINN.

★ **FREEBORN COUNTY FAIR**
ALBERT LEA, MINN.

★ **CHAMPAIGN-URBANA
FAIR**
URBANA, ILL.

★ **DUNN COUNTY FAIR**
MENOMONIE, WIS.

—1946—

**MORE SHOWS
ATTRACTIVE
RIDES**

★ **BIGGER GROSSES** ★
FAIR SECRETARIES


YOU ARE CORDIALLY INVITED TO
VISIT OUR SUITE OF ROOMS—
SHERMAN HOTEL, CHICAGO,
DEC. 1st TO 5th

BOX 3353—

"QUEENSBOROUGH
STATION"

—SHREVEPORT, LA.

AMERICA'S FINEST—NEWEST MIDWAY



EXTENDS SEASON'S
GREETINGS to FAIRMEN,
COMMITTEEMEN and OUTDOOR
SHOWMEN, and OUR THANKS
TO ALL WHO HELPED
MAKE OUR INITIAL
TOUR SUCH A
TERRIFIC
SUCCESS.

NOW CONTRACTING FOR 1946 SEASON.
WE WILL CARRY 10 RIDING DEVICES, 8
SHOWS AND 35 CONCESSIONS. FAIRS and CELEBRATIONS.
If you are interested in New and Novel
Midway Attractions, contact us before
booking a Show for your
1946 Event.



CAN PLACE FOR 1946 SEASON
SHOWS AND ATTRACTIONS. Showmen: We
will finance any meritorious attractions. Let us know
what you have! SIDE SHOW MANAGER OR WILL BOOK
GOOD SIDE SHOW. Have complete outfit. CONCESSIONS. We
will operate about 25 of our own Concessions. WANT CAPABLE
MAN, with Stock Man and Agents, to handle these Concessions.
Splendid opportunity for right man. CORN GAME MAN-
AGER—Salary or Percentage. SPECIAL AGENT. GOOD
ELECTRICIAN WHO KNOWS HIS BUSINESS.
HAVE COMPLETE COOKHOUSE FOR
CAPABLE MAN OR WILL BOOK A
GOOD COOKHOUSE. CAPABLE
RIDE MEN FOR ALL
RIDES. Good Treatment,
Top Salaries and
a Long Season.

CONTACT JACK DOWNS, General Manager, DURING THE
CONVENTIONS AT THE SHERMAN HOTEL, CHICAGO

GEM CITY SHOWS

ADDRESS ALL REPLIES TO PERMANENT WINTERQUARTERS: QUINCY, ILL.



Schedule Now
A Show That

SPARKLES

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 60)

1944, \$257.15. Carnival, 1945, \$189.00; 1944, \$150.00. Space, 1945, \$80.00; 1944, \$80.00. Total receipts, 1945, \$4,050.92; 1944, \$2,807.25. Net profit, 1945, \$376.67; 1944, \$14.46.

ADMINISTRATION: President, C. A. Thomas, Clarks, Neb.; secretary, Perry Gage; superintendent of concessions and space, Walter Onele; director of attractions, Perry Gage.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$1,190.

Nebraska State Fair, Lincoln

TOTAL ATTENDANCE: 1945, 170,000; 1944, 190,000. Paid attendance, 1945, none; 1944, 75,057.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$5,000; 1944, none. Cash premiums paid, 1945, \$3,762; 1944, \$26,521. Federal taxes paid for fair, 1945, \$111.70. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, none; 1944, \$1,809.15. Grandstand, 1945, \$28,753.20; 1944, \$35,717.95. Carnival, 1945, \$3,507.44; 1944, \$9,652.78. Space, 1945, \$7,658.30; 1944, \$8,976.48. Total receipts, 1945, \$47,854.12; 1944, \$219,539.97. Net profit, 1945, \$50,818.22; 1944, \$37,865.50.

ADMINISTRATION: President, Edwin Schultz; secretary, director of attractions, J. Millie; superintendent of space and concessions, J. M. Calder; race secretary, Harvey Foster. Annual meeting, January 22-23, 1946. 1946 dates: September 6-8.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Races only, \$55,691.75, horses.

Platte County 4-H Club Fair Columbus

TOTAL ATTENDANCE: 1945, 6,480; 1944, 5,350. Paid attendance, 1945, 4,297; 1944, 3,655.

STATE AID, PREMIUMS AND TAXES: County aid, 1945, \$2,000; 1944, \$2,000. Cash premiums paid, 1945, \$1,635.50; 1944, \$1,761.00. Federal taxes paid for fair, \$712.40. Federal taxes for midway, none.

RECEIPTS: Gate, 1945, \$4,297; 1944, \$3,684. Grandstand, 1945, none; 1944, none. Carnival, 1945, \$919; 1944, \$697. Space, 1945, \$300; 1944, \$85. Total receipts, 1945, \$5,506; 1944, \$4,466. Net profit, 1945, none; 1944, none.

ADMINISTRATION: President, M. H. Van Berg; secretary, W. L. Boettcher; general chairman, P. W. Lakers; race secretary, Warren G. Albert.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$1,725.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: 1945, 30,000; 1944, 30,000. Free gate.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$2,000; 1944, \$2,000. Cash premiums paid, 1945, \$1,587; 1944, \$1,695. No federal tax payments reported.

RECEIPTS: None reported.
ADMINISTRATION: President, F. M. Boss; secretary, L. E. Watson; superintendent of concessions, Guy Cooper Jr.
EXPENDITURES FOR GRANDSTAND ATTRACTIONS: None.

Thayer County Fair, Deshler

TOTAL ATTENDANCE: 1945, 6,000; 1944, 4,000. Paid attendance, 1945, 5,000; 1944, 3,000.

STATE AID, PREMIUMS AND TAXES: State aid, none. Other aid, \$2,725. Cash premiums paid, 1945, \$1,200; 1944, \$1,400. Federal taxes paid for fair, 1945, \$800. Federal taxes for midway, \$600.

RECEIPTS: Gate, 1945, \$2,000; 1944, \$1,500. Grandstand, 1945, \$2,000; 1944, \$1,500. Carnival, 1945, \$650; 1944, \$500. Space, 1945, \$150; 1944, \$150. Total receipts, 1945, \$4,800; 1944, \$3,650. Net profit, 1945, \$1,500; 1944, \$1,000.

ADMINISTRATION: President, H. B. Rossmiller; secretary, superintendent of space and concessions, E. J. Grupe; director of attractions and race secretary, W. O. Baldwin.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$1,900.

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—WHY NOT HAVE THE BEST --- IT ALWAYS PAYS—

OUR 1946 SEASON WILL START IN JANUARY, 1946



DAVID B. ENDY
GENERAL MANAGER

Endy Bros. Shows

OUR POSTWAR PLANS WILL BE A REVELATION TO THE ENTIRE OUTDOOR ENTERTAINMENT WORLD

WE HAVE JUST COMPLETED THE MOST SUCCESSFUL SEASON SINCE THE SHOW WAS ORGANIZED IN 1908, 37 YEARS AGO

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We can always use money-getting shows that have merit—

Can use people in all departments. Must be sober and reliable.

Remember this show offers a season of 46 weeks and plays the best territory.

WE OFFER THE OUTDOOR AMUSEMENT-LOVING PUBLIC "AMERICA'S FINEST MIDWAY" BRILLIANTLY ILLUMINATED BY OUR OWN DIESEL LIGHTING PLANTS

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WANT TO BUY 4 STEEL FLAT CARS AND 2 FIRST-CLASS COACHES

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If you want the cleanest and best operated Carnival in this territory, be sure and contact us before booking.

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LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS. ONE MORE GOOD SHOW TO FEATURE. Will book good Mechanical Show.

RELIABLE HELP FOR RIDES. Sober and reliable Men who are desirous of getting post-war jobs at good salaries and who are looking into the future for permanent jobs, contact us.

OUR THANKS ALSO TO OUR LOYAL EMPLOYEES FOR THEIR HARD WORK DURING 1945

BUNTING SHOWS

WINTERQUARTERS ADDRESS: BOX 297, LADD, ILL.
 RESIDENCE ADDRESS: BOX 9, RAMSEY, ILL.

NEVADA

Elko County Fair and Nevada State Livestock Show, Elko

TOTAL ATTENDANCE: 1945, approximately 6,000; 1944, approximately 6,000. Paid attendance, 1945, 5,556; 1944, 5,848. AID, PREMIUMS AND TAXES: State aid, 1945, \$5,000; 1944, \$5,000. Other aid, 1945, county, \$5,376.72. Total cash premiums paid, \$5,240.23; 1944, \$4,737.63. Federal tax on admission to races, \$1,241.65. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$7,239.65; 1944, \$6,261.50. Space, 1945, \$651.06; 1944, \$393.67. Other receipts, 1945 and 1944, not reported.

ADMINISTRATION: President, Oren F. Boies; secretary, Hayden Henderson; racing secretary, John Eacret; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$1,063.34.

**NEW HAMPSHIRE
 Cheshire Fair, Keane**

TOTAL ATTENDANCE: 1945, 13,000; 1944, 9,000. Paid attendance, 1945, 7,856; 1944, 5,824.

AID, PREMIUMS AND TAXES: State aid, 1945, \$4,425.69; 1944, \$8,331.59. Other aid, 1945, \$10. Total cash premiums paid, 1945, \$6,473.47; 1944, \$5,886.10. Federal taxes paid for fair, \$1,214.12. Federal taxes reported for midway, not reported.

RECEIPTS: Gate, 1945, \$5,392.20; 1944, \$3,376.14. Grandstand, 1945, \$650.37; 1944, \$362.25. Carnival, 1945, \$2,267.50; 1944, \$1,238.83. Space, 1945, \$605.75; 1944, \$504.25. Total receipts, 1945, \$9,875.22; 1944, \$5,818.26. Net profit, 1945 and 1944, not reported.

ADMINISTRATION: President, Charles T. Richardson; secretary, Helen W. Adams; superintendent of concessions, Clarence F. Worcester; superintendent of space, Carl R. Bloomer; director of attractions, not reported; racing secretary, William A. Shepard.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,401.04.

Plymouth Fair, Plymouth

TOTAL ATTENDANCE: 1945, 48,000; 1944, 20,000. Paid attendance, 1945, 22,000; 1944, 7,117.

AID, PREMIUMS AND TAXES: State aid, 1945, estimated \$27,500; 1944, 19,271.21. Other aid, 1945, none. Total cash premiums paid, 1945, \$15,641.76; 1944, \$12,231.29. Federal taxes paid for fair, \$2,887.13. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$14,070.60; 1944, \$4,438.85. Grandstand, 1945, \$4,509.40; 1944, \$906.55. Space and carnival, 1945, \$4,892.50; 1944, \$3,677.13. Total receipts, 1945, approximately \$53,000; 1944, \$30,073.13. Net profit, 1945, approximately \$12,500; 1944, net loss, \$474.24.

ADMINISTRATION: President, Harry Merrill; secretary, director of attractions and racing secretary, W. J. Neal; superintendent of space and concessions, Lester E. Mitchell. Annual meeting, December 8, 1945.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$5,667.21.

NEW JERSEY

Flemington Fair, Flemington

RECEIPTS: Not reported, police epidemic cut attendance drastically with children allowed to attend. Auto race attendance, however, was the best in history of the fair.

AID, PREMIUMS AND TAXES: Total cash premiums paid, 1945, \$13,500.

ADMINISTRATION: President, superintendent of concessions and space, Major E. B. Allen. Other officers not reported. Date of annual meeting, January 10.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS, \$4,500.

New Jersey State Fair, Trenton

TOTAL ATTENDANCE: 1945, 200,000; 1944, not reported. Paid, 1945, 148,000; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$3,600; 1944, \$3,600. Total cash premiums paid, 1945, \$33,000; 1944, \$28,000. Federal taxes paid for fair, \$20,000. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$68,000. Grandstand, \$47,000. Carnival, \$23,000. Space and rentals, \$58,000. Total receipts, \$196,000; 1944 figures not reported.

ADMINISTRATION: Secretary and superintendent of space, Norman L. Marshall; superintendent of concessions,

HILLS' GREATER SHOWS

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 MAKES ENVIABLE RECORD—
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 CHARRO DAYS CELEBRATION
 BROWNSVILLE, TEXAS, FEBRUARY 23D
 12 BIG DAYS AND NIGHTS**

Founded Upon the Principles of Intelligent, Progressive Showmanship and Advancing on the Tenants of Integrity and Strict Adherence to the Golden Rule

A Sensational Free Act Will Be Carried for the Entire Season of 1946. Correspondence Invited From Fair Secretaries of North Dakota, Minnesota, Iowa, Nebraska, Kansas and Texas. Will See You at Your Meetings.

Going Forward With the Times—Not Content To Live On Past Reputation

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 for SEASON of 1946**

- RIDES
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- Whip
- Caterpillar
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- SHOWS
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- Midlet or Any Other Attraction of Mott. Good Opportunity for Penny Arcade.
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- Legitimate Concessions of All Kinds Open. No Exclusive Except Peanutz; Popcorn, Apples and Cookhouse. In Order to Insure Space, Deposit Must Be Forwarded With Application.

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and experienced Foreman
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Moon Rocket, Caterpillar,
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early in APRIL in VIRGINIA with . . .**

10 ★ RIDES ★ 10
8 ★ SHOWS ★ 8
A FREE ACT

**FAIR SECRETARIES, CONTACT US FOR BOOK-
ING YOUR FAIR IN 1946. WRITE OR WIRE**
722 EMPIRE BLDG. — PITTSBURGH, PA.

John McCormick; director of attractions, George A. Hamid, Inc.; racing secretary, Ed Daymond.

**EXPENDITURES FOR GRANDSTAND
ATTRACTIONS, \$48,000.**

NEW MEXICO

State Fair, Albuquerque

TOTAL ATTENDANCE: 1945, 170,000; 1944, 160,000. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$10,000; 1944, \$10,000. Other aid, 1945, none. Total cash premiums paid, 1945 and 1944, not reported. Federal taxes paid for fair, not reported. Federal taxes paid for midway, not reported.

RECEIPTS: Not reported. All records were broken with pari-mutuel of \$1,109,622.

ADMINISTRATION: President, Harold B. Sellers; secretary, Leon H. Harms; racing secretary, Harvey Foster; superintendent of space, H. B. Hening. Other officers not reported.

**EXPENDITURES FOR GRANDSTAND
ATTRACTIONS: 1945, \$12,000.**

NEW YORK

Afton Fair, Afton

TOTAL ATTENDANCE: 1945, 16,000; 1944, 14,000. Paid attendance, 1945, approximately 12,000; 1944, approximately 13,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$8,000; 1944, \$8,000. Other aid, 1945, none. Total cash premiums paid, 1945, \$8,123; 1944, approximately \$7,000. Federal taxes paid for fair, \$1,603. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$5,013.80; 1944, \$4,817.71. Grandstand, 1945, \$2,217.55; 1944, \$2,082. Carnival, 1945, \$1,529.85; 1944, \$2,148.80. Other receipts and net profits, 1945 and 1944, not reported.

ADMINISTRATION: President Leon F. Russ; secretary and superintendent of space and concessions, Harry G. Horton; director of attractions, E. L. Doolittle; racing secretary, George Tingley.

**EXPENDITURES FOR GRANDSTAND
ATTRACTIONS: 1945, \$3,600.**

Albany-Schenectady and Greene County Fair, Altamont

TOTAL ATTENDANCE 1945, 35,000;

1944, 35,000. Paid attendance, 1945, approximately 35,000; 1944, approximately 35,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$6,400; 1944, \$8,000. Other aid, 1945, none. Total cash premiums paid, 1945, \$7,600; 1944, \$6,400. Federal taxes paid for fair, \$4,000. Federal taxes for midway, not reported.

RECEIPTS: Not reported.
ADMINISTRATION: President, Fred Dorsett; secretary, Roy F. Peugh; director of attractions, O. C. Buck; racing secretary, M. J. Pangborn. Annual meeting, December 8, 1945, Fairgrounds, Altamont, N. Y.

**EXPENDITURES FOR GRANDSTAND
ATTRACTIONS: 1945, \$4,500.**

Caledonia Fair, Caledonia

TOTAL ATTENDANCE: 1945, 15,800; 1944, 9,881. Paid attendance, 1945, 15,339; 1944, 9,380.

AID, PREMIUMS AND TAXES: State aid, 1945, \$8,000; 1944, \$6,710. Other aid, 1945, none. Total cash premiums paid, 1945, \$11,834.16; 1944, \$6,144.40. Federal taxes paid for fair, \$2,069.85. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$6,833.17; 1944, \$4,277.12. Grandstand, 1945, \$3,554.12; 1944, \$1,511.23. Carnival, \$1,835.25; 1944, \$2,040.25. Space, total receipts, profit, 1945 and 1944, not reported.

ADMINISTRATION: President, Harrison M. Brown; secretary and superintendent of space, G. H. Cullings; superintendent of concessions, Emil Scott; director of attractions and racing secretary, William W. Fraser. Annual meeting, December 1, Brown's Garage, Caledonia.

**EXPENDITURES FOR GRANDSTAND
ATTRACTIONS: 1945, \$2,700.**

Chenango County Fair, Norwich

TOTAL ATTENDANCE: Not reported. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, not reported; 1944, \$7,800. Total cash premiums paid, 1945, \$9,800; 1944, \$7,800. Federal taxes paid for fair and midway, not reported.

RECEIPTS: No report made.
ADMINISTRATION: President, Frank Zuber; secretary, superintendent of concessions and space and director of attractions, R. L. Hogue; racing secretary,

Thanks to Everybody for the Fine Victory Tour

**TERRIFIC THIS YEAR
BIGGER AND BETTER IN 1946**

THANKS TO THE

**FAIRS AND CELEBRATION COMMITTEES AND OUR
PERSONNEL** for their co-operation in helping to make this one of our most successful seasons.

FAIR SECRETARIES AND CELEBRATION COMMITTEES, Book America's Finest and Brightest Motorized Midway for your 1946 Event. We are now arranging next season's route.

CONTACT us at Chicago during the Convention at the **SHERMAN HOTEL** or write us at **WINTERQUARTERS** at Columbus, Mississippi. **ALL ADDRESS**

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Can place several Major Rides not conflicting with what we have.

RIDE HELP

We have openings for sober, reliable Foremen and Second Men who drive semis. Top salaries paid. Winter quarters now open.



GOLD MEDAL SHOWS



SHOWMEN

We will again in 1946 offer a long season of outstanding Fairs and Celebrations, and we invite correspondence from operators of the following: Side Show, Monkey or Animal, Wild Life, Snake, Illusion, Fun House or Crystal Maze and other meritorious Shows. We will finance any worth-while attraction.

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WEST COAST VICTORY SHOW



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A PROVEN, SUCCESSFUL, FIRST STRING SHOW
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Will Book Grind Shows, Novel or Unusual Attractions, and Non-Conflicting Concessions.

NOTE: The personnel of the West Coast Amusement Company bought more war bonds, contributed to more war causes and drives, and supported the Red Cross and other similar agencies to a larger extent than all other outdoor shows on the Pacific Coast combined, continuously for 4 years, and are still doing it. So in Hailing Victory we want to extend to Everyone, Everywhere—
"THE COMPLIMENTS OF THE SEASON FOR A MERRY CHRISTMAS AND A PROSPEROUS YEAR IN 1946"

CAN USE AN OUTSTANDING FREE ACT THAT IS SENSATIONAL AND HAS ADVERTISING POSSIBILITIES THAT BUSINESS CAN BE BUILT UP ON

Can Use Reliable, Sober, Experienced Ride Help, Foremen and Assistant Foremen in All Departments; Ex-Service Men Given Preference. Write Us About February 15, 1946. Good Conditions, Best Pay, Fair Treatment.

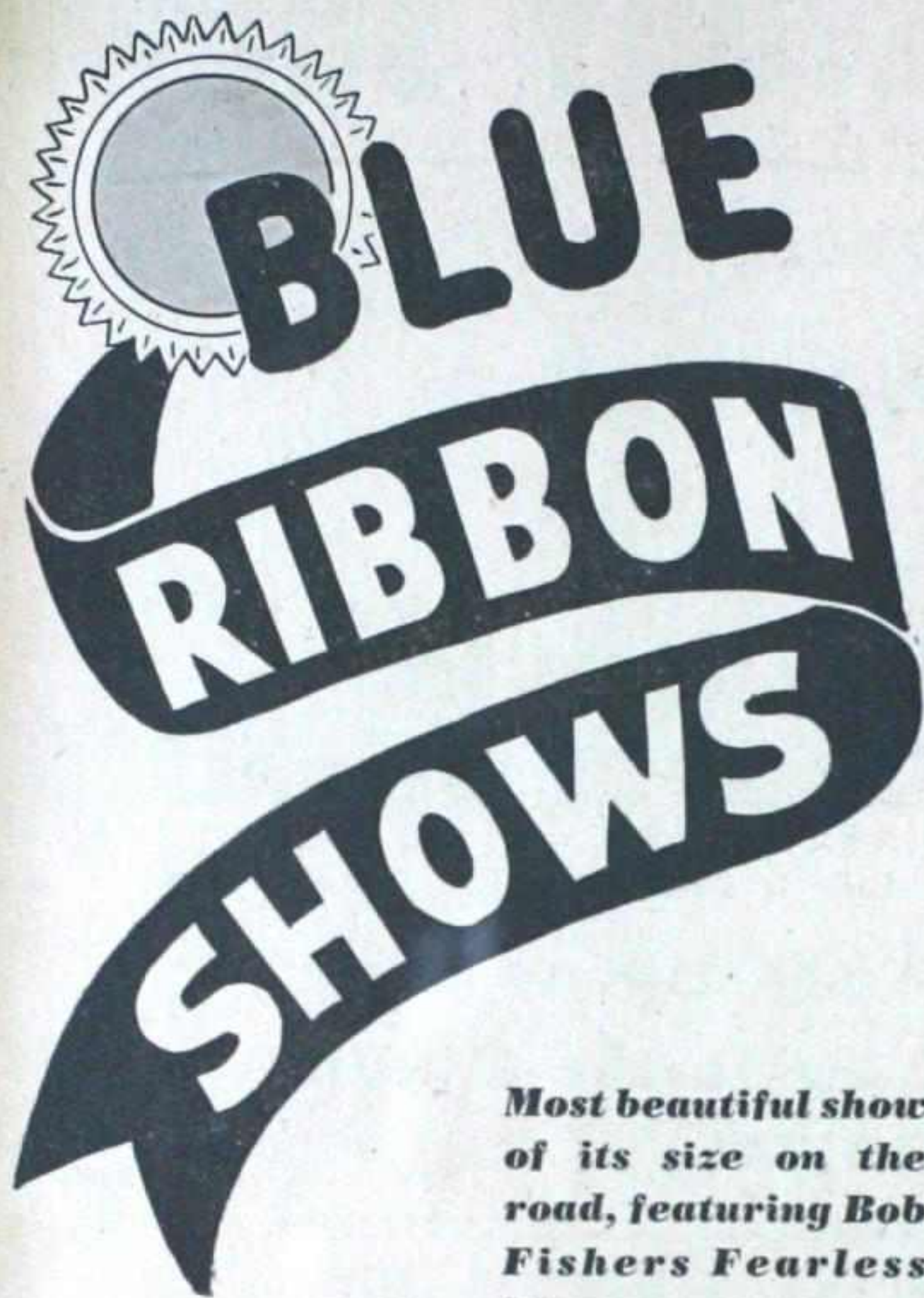
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*Most beautiful show
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To All of Our Loyal Help, Positions Await You for the Coming Year.

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WANTED FOR 1946

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WINTER QUARTERS**

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MIAMI, FLORIDA**

Dr. M. A. Quinn. Date of annual meeting, December 1.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

Palmyra Union Fair, Palmyra

TOTAL ATTENDANCE: 1945, 55,000; 1944, 23,000. Paid, 1945, 22,177; 1944, 11,227.

AID, PREMIUMS AND TAXES: State aid, 1945, \$8,000; 1944, \$6,983.60. Total cash premiums paid, 1945, \$10,813.85; 1944, \$9,639.95. Federal taxes paid for fair, \$2,685.70. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$13,318.36; 1944, \$5,479.87. Grandstand, 1945, \$3,763.70; 1944, \$911.12. Carnival and space, 1945, \$2,552.40; 1944, \$2,121.54. Total receipts, 1945, \$21,346.44; 1944, \$18,807.60. Net profits, 1945, not reported; 1944, \$85.70 net loss.

ADMINISTRATION: President, Charles H. Johnson; secretary, superintendent of concessions and space, W. Ray Converse; directors of attractions, W. Ray Converse and John D. Meyers; racing secretary, John D. Meyers. Date and location of annual meeting, December 17 in Palmyra Village Hall.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$1,692.50.

**Rensselaer County Fair,
Schaghticoke**

TOTAL ATTENDANCE: 1945, 50,000; 1944, 42,000. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$8,000; 1944, \$8,000; other aid, 1945, \$2,500, county. Total cash premiums paid, 1945, approximately \$10,000; 1944, same. Federal taxes paid for fair, \$4,660. Federal taxes paid for midway, not reported.

RECEIPTS: Not reported.
ADMINISTRATION: President, Phillip B. Caird; secretary, Carl W. Lohnes. Date and location of business meeting, December 1 at Schaghticoke.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

Steuben County Fair, Bath

TOTAL ATTENDANCE: 1945, 60,000; 1944, 20,000. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: Not reported.

ADMINISTRATION: President, J. C. McIntire; secretary and director of attractions, J. Victor Faucett; superintendent of space and concessions, Harry J. Burlingame; racing secretary, C. G. Carey. Annual meeting, December 4, Bath.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$6,500.

**NORTH CAROLINA
Center of North Carolina Fair,
Asheboro**

TOTAL ATTENDANCE: 1945, 25,000, estimated; 1944, no fair held.

STATE AID, PREMIUMS AND TAXES: State aid, none. No records available for cash premiums paid, federal taxes paid.

RECEIPTS: No records furnished.
ADMINISTRATION: President, J. A. Sikes; secretary, W. C. York.

**NORTH DAKOTA
Cavalier County Fair, Langdon**

TOTAL ATTENDANCE: 1945, 18,000; 1944, 12,000. Paid attendance, 1945, 12,000; 1944, 8,000.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$200; 1944, \$100. County aid, \$2,500. Cash premiums paid, 1945, \$1,200; 1944, \$1,000. Federal taxes paid on fair, \$1,545.35. Federal taxes on midway, none reported.

RECEIPTS: Gate, 1945, \$6,629.58; 1944, \$2,870. Grandstand, 1945, \$5,731.83; 1944, \$3,792.60. Carnival and space, 1945, \$2,009.43; 1944, \$1,268.45. Total receipts, 1945, \$22,742.21; 1944, \$13,712.70. Net profit, 1945, \$5,463.47; 1944, \$2,221.21.

ADMINISTRATION: President, J. C. Ryan; secretary, superintendent of attractions, concessions and space, Dick Forkner; race secretary, M. I. Hoy.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,811.07.

North Dakota State Fair, Minot

TOTAL ATTENDANCE: 1945, 100,000; 1944, 105. Paid attendance, not reported.

STATE AID, PREMIUMS AND TAXES: State aid, none. County aid, \$3,063. Cash premiums paid, 1945, \$7,181.43; 1944, \$6,601.77. Federal taxes paid, 1945, not settled; 1944, \$5,255.32. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$15,279.87; 1944, \$16,811.29. Grandstand, 1945, \$15,

HITS THE JACKPOT AGAIN



**ATTENDANCE
AND RESULTS
WORLD OF PLEASURE
SHOWS**

"Michigan's Finest Midway"

12 RIDES — 8 SHOWS — 50 CONCESSIONS

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WORLD FAIR SHOWS

MIDWAY ATTRACTIONS EXTRAORDINARY

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14—MAJOR RIDES—14

12—SPECTACULAR SHOWS—12

4—KIDDIE RIDES—4

8—DIESEL LIGHT PLANTS—8

**WITH MANY NEW CARNIVAL ADVANCEMENTS
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**EVERYTHING YOU'VE EVER HOPED FOR IN A
CARNIVAL MIDWAY**

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CO-OPERATIVE, EFFICIENT MANAGEMENT — UNSURPASSED EARNING CAPACITY

**Mr. John R. Ward and his staff will be at Chicago
to welcome and become acquainted with you**

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**With a genuine sincerity, we feel smug in the sales psychology, without over-polishing the apple,
that this new World Fair Shows meets the peace-time long pent up amusement demands.**

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During the dark years behind us, Crescent Amusement Company has maintained the same standard of good, clean wholesome entertainment it has always been known and remembered for. We present only the finest in rides, shows and concessions. The repeat dates we play year after year serve as proof that the Crescent Shows are in demand by people who know from past experience what we have to offer in entertainment value. We are eagerly looking forward to a Bigger and Better Season in 1946 than ever before.

WILL OPEN THE 1946 SEASON ABOUT MARCH 1

Can place capable Ride Help, Independent Shows, Concessions that do not conflict. Place First Class Billposter with car or truck. FREE ACTS—will contract outstanding FREE ACTS 15 or 30 weeks. Will be at Sherman Hotel, Chicago, Dec. 1 to 6.



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Winter Quarters: Box 373

Gastonia, N. C.

P. S.—Want to Buy Good Bingo Complete — With or Without Transportation

769.00; 1944, \$17,731.90. Carnival, 1945, \$5,249.62; 1944, \$5,068.76. Space, 1945, \$6,383.25; 1944, \$5,203.72. Total receipts, 1945, \$46,599.26; 1944, \$48,990.13. Net profit, 1945, \$10,149.07; 1944, \$12,142.26.

ADMINISTRATION: President, Oscar Nordstrom; secretary, director of attractions, race secretary, H. L. Finke; superintendent of space and concessions, Dan King.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$9,724.08.

Towner County Fair, Cando

TOTAL ATTENDANCE: 1945 fair rained out; 1944, 11,500. Paid, 1944, 10,690.

AID, PREMIUMS AND TAXES: State aid, 1944, none. County aid, 1945, \$750. Total cash premiums paid, 1944, not reported. Federal taxes paid for fair, 1944, none.

RECEIPTS: Not reported.

ADMINISTRATION: President, Jack Currie; secretary, superintendent of concessions and space and director of attractions, Mort Bacon; racing secretary, Charles Halling. Date and location of annual meeting, January 15, Cando.

EXPENDITURE FOR GRANDSTAND ATTRACTIONS, not reported.

OHIO

Auglaize County Fair, Wapakoneta

TOTAL ATTENDANCE: 1945, 90,000; 1944, 65,000. Paid, 1945, \$50,200; 1944, \$30,000.

AID, PREMIUMS AND TAXES: State aid, 1945 and 1944, not reported. Total cash premiums paid in 1944 and 1945, not reported. Federal taxes paid for fair, \$5,700. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$16,000; 1944, \$7,500. Grandstand, 1945, \$18,300; 1944, \$10,908. Carnival and space, 1945, \$11,200; 1944, \$6,800. Total receipts, 1945, \$62,000; 1944, \$41,000. Net profits, 1945, not reported; 1944, estimated \$10,000.

ADMINISTRATION: President, Emil W. Laut; secretary, superintendent of concessions and space and director of attractions, Harry Kahn; racing secretary, Sam Chrismer.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$8,500.

Miami County Fair, Troy

TOTAL ATTENDANCE: Not reported. STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$800. County aid, \$1,500. Cash premiums paid, not reported. Federal taxes paid for fair, \$4,366.32. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$18,317.00; 1944, \$10,025.20. Grandstand, 1945, \$8,847.50; 1944, \$6,685.25. Carnival, 1945, \$5,856.00; 1944, \$4,126.98. Space, 1945, \$120; 1944, \$75. Total receipts, 1945, \$33,140.50; 1944, \$20,892.43. Net profit, 1945, \$8,550; 1944, \$3,220.

ADMINISTRATION: President, Richard Levering; secretary, superintendent of space and concessions, E. O. Ritter; director of attractions, William H. Miller; race secretary, Dr. M. E. Kilpatrick. Annual meeting, January 1.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,100.

Montgomery County Fair, Dayton

TOTAL ATTENDANCE: 1945, 105,000; 1944, 80,000. Paid attendance, 1945, 75,036; 1944, 52,507.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,300; 1944, \$1,300. Other aid, 1945, county, \$2,500. Total cash premiums paid, 1945, \$7,345.26; 1944, \$7,387.51. Federal taxes paid for fair, \$7,379.84. Federal taxes on midway, not reported.

RECEIPTS: Gate, 1945, \$33,860.62; 1944, \$24,057.19. Grandstand, 1945, \$5,213.00; 1944, \$4,971.12. Privileges, 1945, \$9,216.10; 1944, \$7,925.63. Space, 1945, \$1,261; 1944, \$564. Total receipts, 1945, \$75,833.01; 1944, \$60,831.84. Net profit, 1945, estimated \$21,721; 1944, \$17,176.13.

ADMINISTRATION: President and superintendent of concessions, C. C. Neff; secretary, director of attractions and superintendent of space, Ralph C. Haines; racing secretary, not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,571.

Muskingum County Fair, Zanesville

TOTAL ATTENDANCE: 1945, 26,620; 1944, 16,646. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: State

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LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION AND LIVESTOCK SHOW
16 DAYS AND NIGHTS — 3 SATURDAYS AND SUNDAYS **FEB. 16 to MAR. 3**

—SHOWS—

Can Place Side Show, Dog and Monkey Circus, Hillbilly and Fun House, Snake and Platform Shows, Life and Mechanical Attractions.

—RIDES—

Opening for Fly-o-Planes, Roll-o-Planes, Loop-o-Planes, Octopus, Spitfire, Ridee-O or Caterpillar With Own Transportation.

RIDE HELP Want Responsible Foreman for Merry-Go-Round. Also Help for Tilt-a-Whirl, Whip, Mixup, Baby Rides and Ferris Wheel. Those Driving Trucks Given Preference.

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FAIR SECRETARIES IN TEXAS, OKLAHOMA, KANSAS AND NEW MEXICO, LOOK US OVER OR WRITE

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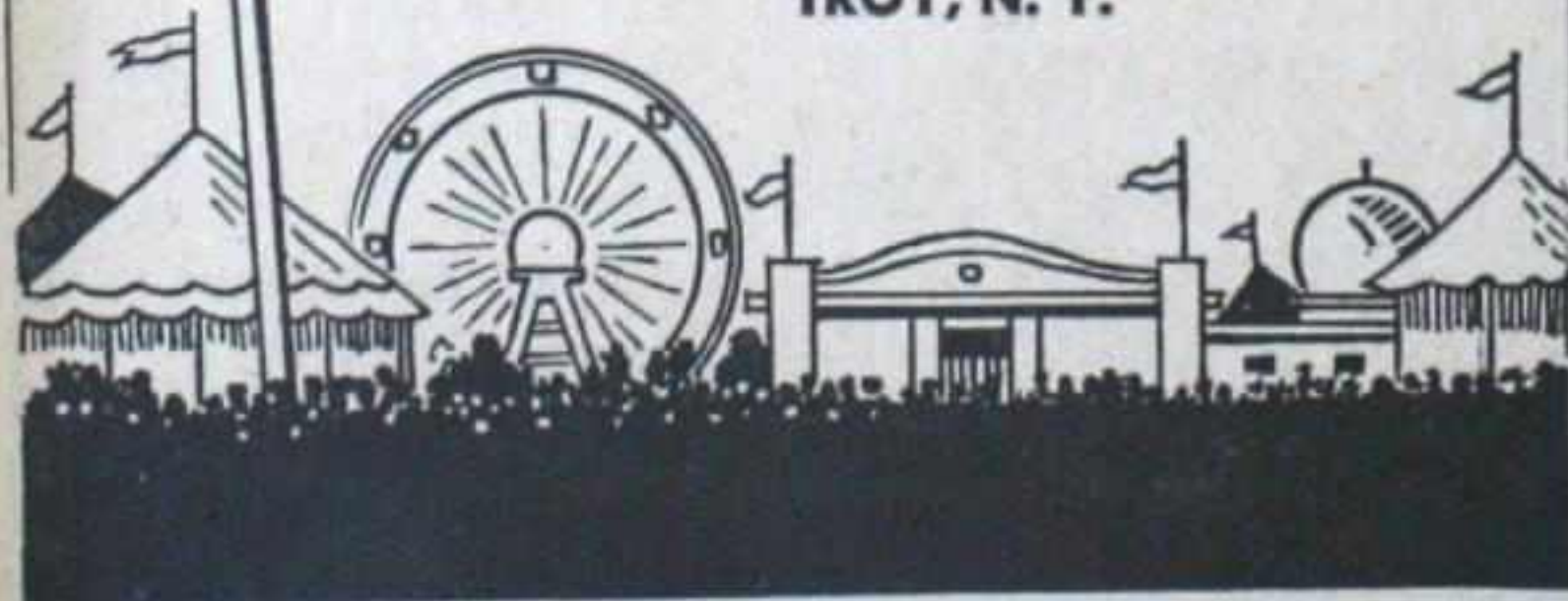
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TROY, N. Y.



aid, 1945, not reported; 1944, \$1,075. No other aid reported. Total cash premiums paid 1945, \$8,371.88; 1944, \$8,267.99.

RECEIPTS: Total receipts, 1945, estimated \$30,200.25; 1944, \$25,791.98. Net profit, 1945, not reported; 1944, \$196.84.

ADMINISTRATION: President, O. L. Baughman; secretary, P. D. Elliott; director of attractions, William Greiner; superintendents of concessions, Elliott and Greiner.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,183.10.

Shelby County Fair, Sidney

TOTAL ATTENDANCE: 1945, 27,000; 1944, 19,000. Paid attendance, 1945, 25,500; 1944, 15,752.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$800. Other aid, \$2,000. Cash premiums paid, 1945, \$3,160; 1944, \$2,120. Federal taxes paid for fair, \$1,900. Federal taxes for midway, not reported.

RECEIPTS: Gate and grandstand, 1945, \$12,250. Carnival and space, 1945, \$3,500. Total receipts, not reported. Net profit, not reported.

ADMINISTRATION: President, Paul F. Billing; secretary, superintendent of space and concessions, race secretary, director of attractions, K. McDowell. Annual meeting, December 8.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,975.

Stark County Fair, Canton

TOTAL ATTENDANCE: 1945, 90,000; 1944, 70,000. Paid attendance, 1945, approximately 50,000; 1944, approximately 35,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$800. Other aid, 1945, \$2,000. Total cash premiums paid, \$10,500; 1944, \$13,500. Federal taxes paid for fair, \$5,013.35. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$21,917.15; 1944, \$19,286.40. Grandstand, 1945, \$9,758; 1944, \$9,103.70. Space, 1945, \$6,500; 1944, \$7,106. Total receipts, 1945, \$53,000; 1944, \$46,000. Net profit, 1945, \$13,000; 1944, \$4,000.

ADMINISTRATION: President, J. E. Holm; secretary and racing secretary, E. S. Wilson; superintendent of space and concessions, J. F. Rankin; director of at-

tractions, Ralph H. Varian. Annual meeting, January 5.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,500.

Wayne County Fair, Wooster

TOTAL ATTENDANCE: 1945, 50,000; 1944, 43,000. Paid attendance, 1945, 35,113; 1944, 23,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$500; 1944, \$500; other aid, 1945, \$4,300. Total cash premiums paid, 1945, \$12,500; 1944, \$11,300. Federal taxes paid for the fair, \$4,201. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$19,705; 1944, \$14,000. Grandstand, 1945, \$7,942; 1944, \$4,767. Carnival, 1945, \$6,654; 1944, \$6,716. Space, 1945, \$455; 1944, \$789. Total receipts, 1945, \$36,380; 1944, \$47,050. Net profit, 1945, \$1,444; 1944, \$7,000.

ADMINISTRATION: President, W. W. Erwin; secretary, superintendent of space, concessions, racing and director of attractions, W. J. Buss.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$4,010.

Wyandot County Fair, Upper Sandusky

TOTAL ATTENDANCE: 1945, 20,000; 1944, 18,000. Paid attendance, 1945, 14,000; 1944, 12,000.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$800; 1944, \$800. Other aid, \$2,500. Cash premiums paid, 1945, \$3,721.54; 1944, \$3,402.24. Federal taxes paid on fair, \$1,841.81; State taxes paid on midway, \$108.52.

RECEIPTS: Gate, 1945, \$7,828.81; 1944, \$6,801.91. Grandstand, 1945, \$2,772.36; 1944, \$2,359.53. Carnival, 1945, \$1,995.05; 1944, \$1,501.95. Space, 1945, \$170; 1944, \$30. Total receipts, not reported. Net profits, not reported.

ADMINISTRATION: President, S. R. Lawrence; secretary, superintendent of space and concessions, Ross A. Winter; director of attractions, David Needs; race secretary, R. E. Williams. Meetings, third Thursday monthly.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$2,325.91, not including race purses.

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Be at the Helm Next
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FOR 1946**

OKLAHOMA

Oklahoma State Fair, Oklahoma City

No 1945 State Fair held. Operations confined to Fall Festival.

ADMINISTRATION: President, George Ade Davis; secretary-general manager, Ralph G. Hemphill; superintendent of space and concessions, C. G. Baker.

OREGON

Coos County Fair, Myrtle Point

TOTAL ATTENDANCE: 1945, 12,000; 1944, 10,000. Paid attendance, same.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$2,500; 1944, \$2,000. Cash premiums paid, 1945, \$2,500; 1944, \$2,300. Federal taxes paid for fair, \$1,607. Federal taxes for midway, \$1,500.

RECEIPTS: Gate, 1945, \$9,000; 1944, \$8,000. Grandstand, none. Carnival, 1945, \$903; 1944, \$900. Space, 1945, \$200; 1944, \$200. Total receipts, 1945, \$10,103; 1944, \$9,100. Net profit, not reported.

ADMINISTRATION: President, W. B. Dement; secretary, P. C. Roper. Meetings, second Tuesday monthly.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$1,500.

Multnomah County Fair, Portland

TOTAL ATTENDANCE: 1945, 110,000; 1944, 86,000. Paid attendance, 1945, 101,000; 1944, 77,000.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$5,000; 1944, not reported. Other aid, \$15,000. Cash premiums paid, 1945, \$16,000; 1944, \$12,000. Federal taxes paid for fair, \$5,561, including federal taxes on midway.

RECEIPTS: No report.

ADMINISTRATION: President, H. A. Lewis; secretary, superintendent of space and concessions, A. H. Lea; director of attractions, Monty Brooks; race secretary, Earl Harrill.

Annual meeting, December 6.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

PENNSYLVANIA

Allentown Fair, Allentown

TOTAL ATTENDANCE: Not reported. AID, PREMIUMS AND TAXES: No aid reported. Total cash premiums paid, 1945, \$15,198. Federal taxes for fair, \$25,651. Federal taxes for the midway, not reported.

RECEIPTS: Gate, 1945, \$60,049.37; 1944, \$45,176.54; grandstand, 1945, \$52,619; 1944, \$46,296; carnival and space, 1945, \$37,965; 1944, \$33,789; total receipts, 1945, \$166,945.97; 1944, \$140,199.93; net profit, 1945, \$52,703.48; 1944, \$44,000.

ADMINISTRATION: President, E. H. Scholl; secretary, N. H. Beary; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$22,819.

Bloomsburg Fair, Bloomsburg

TOTAL ATTENDANCE: 1945, 185,000; 1944, 150,000. Paid attendance, 1945, 130,018; 1944, 97,031.

AID, PREMIUMS AND TAXES: State aid, 1945, \$1,000; 1944, \$1,000. Other aid, 1945, none. Total cash premiums paid, 1945, \$14,653.80; 1944, \$13,838.90. Federal taxes paid for fair, \$19,848.37; 1944, not reported. Federal taxes for the midway, not reported.

RECEIPTS: Gate, 1945, \$66,798.25; 1944, \$48,859.65; grandstand, 1945, \$53,619.80; 1944, \$42,652.75; carnival and space, 1945, \$25,758.35; 1944, \$18,578.50; total receipts, 1945, \$140,428; 1944, \$118,425.85; net profit, 1945, \$50,327; 1944, \$32,325.50.

ADMINISTRATION: President, Paul D. Jacobs; secretary, director of attractions and racing secretary, Harry B. Correll; superintendent of space and concessions, Carl H. Fleckenstine. Annual meeting, January 19, 1946, Bloomsburg.

Clearfield County Fair, Clearfield

TOTAL ATTENDANCE: 1945, 28,764. Paid, 1945, 14,382. Fair had not operated since 1942.

AID, PREMIUMS AND TAXES: State aid, \$1,000. No other aid. Total cash premiums paid, 1945, \$1,487.53. Federal taxes paid for fair, \$4,429.95. Federal taxes for the midway, not reported.



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The Show with the Longest Route of the Year. Playing Money-Making Spots through the Middle West and the South.

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Season Starting in Deep South
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Shows, Rides, Concessions
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Played a Very Successful Season of 32 Weeks, Including 7 Outstanding County Fairs in Nebraska and Also the Nebraska State Fair.

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We Will Enlarge the INTERNATIONAL SHOWS to 12 Modern Rides and 10 High Class Shows and Will Play a Route of Unparalleled Still Dates and Fairs.

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RECEIPTS: Gate, \$14,382; total, \$39,926.20. (Breakdown of receipts not reported.) Net profit, \$9,436.40.

ADMINISTRATION: President and manager, Harry G. Ganoe; racing secretary, Robert G. Leavy.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$13,500.

Kutztown Fair, Kutztown

TOTAL ATTENDANCE: 1945, 40,000; 1944, not reported. Paid attendance, 1945, 28,000; 1944, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$992; 1944, \$990. Other aid, 1945, none. Total cash premiums paid, 1945, \$1,000.10; 1944, not reported. Federal taxes paid for fair, \$1,184.48. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$9,205.50; 1944, \$5,005.05; grandstand, 1945 and 1944, not reported; carnival, 1945, \$2,439.77; 1944, \$1,935.84; space, 1945, \$993.50; 1944, \$748.50; total receipts, 1945, \$12,638.77; 1944, not reported; net profit, 1945, \$5,875; 1944, not reported.

ADMINISTRATION: President, Worth A. Dries; secretary, Elmer A. F. Kline; superintendent of concessions, B. A. Herman; other officers not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$600.

York Inter-State Fair, York

TOTAL ATTENDANCE: 1945, 218,080; 1944, 186,595. Paid attendance, 1945, 166,484; 1944, 101,324; State aid, 1945, none reported; 1944, \$1,000. Other aid, 1945, \$100. Total cash premiums paid, 1945, \$13,126.85; 1944, \$13,893.10. Federal taxes paid for fair, \$26,555.60. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$93,504.10; 1944, \$60,939.70; grandstand, 1945, \$63,265.95; 1944, \$31,229.40; carnival and space, 1945, \$53,883.86; 1944, \$43,042.83; total receipts, 1945, \$227,649.12; 1944, \$128,769.78; net profit, 1945, approximately \$75,000; 1944, net profit \$27,585.26.

ADMINISTRATION: President and director of attractions, Samuel S. Lewis; secretary, John H. Rutter; superintendent of space and concessions, William O. Thompson; racing secretary, Harry P. Peeling. Annual meeting, January 14, 1946, York.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$22,355.

SOUTH CAROLINA Colleton County Fair, Walterboro

TOTAL ATTENDANCE: 1945, approximately 5,000; 1944, approximately 5,000. Paid attendance, 1945, 3,156; 1944, 3,103.

AID, PREMIUMS AND TAXES: 1945 and 1944, no aid. Total cash premiums paid out, 1945, approximately \$150; 1944, approximately \$125. Federal taxes paid for fair, 1945, \$286.84. Federal taxes for midway, not reported.

RECEIPTS: Total receipts, 1945, \$1,517.25; 1944, \$911.00. (Break-down of receipts not reported.)

ADMINISTRATION: President, H. H. Sweat; secretary, E. E. Jones; superintendent of concessions, D. C. L. Hiers.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, none.

Spartanburg County Fair, Spartanburg

TOTAL ATTENDANCE: 1945, 75,000; 1944, 65,000. Paid, no report for 1944 or 1945.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, approximately \$8,500; 1944, \$7,273.15. Federal taxes paid for fair, no report. Federal taxes for midway, no report.

RECEIPTS: Gate, 1945, \$34,979.02; 1944, \$23,404.50. Grandstand, 1945, \$10,830.48; 1944, \$5,278. Carnival, 1945, \$11,906.63; 1944, \$15,651.40. Space, 1945, \$9,946.25; 1944, \$6,500. Total receipts and net profits, no reports.

ADMINISTRATION: President, S. M. Snoddy; secretary, D. C. Todd; racing secretary, Charles E. Johnson. Date for annual meeting, December 11. Dates for 1946 fair, October 7-12.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$5,300.

SOUTH DAKOTA

South Dakota State Fair, Huron

TOTAL ATTENDANCE: 1945, no fair held; 1944, 36,000. Paid, 1944, 36,000.

AID, PREMIUMS AND TAXES: State aid, 1944, \$5,500. Total cash premiums paid, 1944, \$8,247.07. Federal taxes paid for fair, 1944, \$4,156.22. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1944, \$8,748.95; grandstand, \$20,233. Carnival, \$4,262.40.

Space, \$2,810. Total receipts, \$36,054.35; net profit, \$3,000.

ADMINISTRATION: President, Walton W. Thorp; secretary, F. L. Hafner; superintendent of concessions and space, Homer W. Smith; director of attractions, John F. White; racing secretary, O. H. Collins. Date and location of annual meeting, January 15.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1944, \$15,000.

Corn Palace, Mitchell

TOTAL ATTENDANCE: Not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, none; 1944, none.

Federal taxes paid for fair, \$10,023.42. Federal taxes for midway, not reported. RECEIPTS: Gate, 1945, \$60,084.80; 1944, \$52,104.71. Grandstand, show gate covers grandstand, Carnival and space, 1945, \$10,001.89; 1944, \$8,122.01. Total receipts, 1945, \$70,086.69; 1944, \$54,509.84; net profit, 1945, \$20,000 estimated; 1944, \$16,420.02.

ADMINISTRATION: Chairman, Bradley Young; secretary, R. B. Willard; superintendent of concessions and space, W. T. Wilt; director of attractions, J. M. Patton. Dates for 1946 fair, September 23-28 (tentative).

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$19,380.

TENNESSEE

Warren County Fair, McMinnville

TOTAL ATTENDANCE: Not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, \$500; 1944, \$600. Total cash premiums, 1945, \$2,256.35; 1944, same. Federal taxes paid for fair, 1945, \$736.48. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$3,000; 1944, not reported. Grandstand, 1944 or 1945 not reported. Carnival, 1945, \$1,400; 1944, not reported. Space, 1944 or 1945, not reported. Total receipts, 1945, \$4,400; 1944, not reported. Net profit, 1945, not reported; 1944, not reported.

ADMINISTRATION: President, George Romans; secretary, superintendent of concessions and space and director of attractions, F. J. Winton.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$450.

TEXAS

Anderson County Fair, Palestine

TOTAL ATTENDANCE: 1945, 50,000; 1944, 45,000. Paid attendance, 1945, 30,000; 1944, 28,000.

AID, PREMIUMS AND TAXES: No aid for 1945 and 1944 reported. Total cash premiums paid, 1945, \$3,000; 1944, \$2,500. Federal taxes paid for fair, \$934.26. Federal taxes paid for midway, not reported.

RECEIPTS: No receipts reported. Net profit, 1945, not reported; 1944, \$3,150.

ADMINISTRATION: President, F. H. Ellenberger; managing director, C. O. Miller Jr.; no other officers reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, not reported.

Y. M. B. L. Victory Fair, Beaumont

TOTAL ATTENDANCE: 1945, 68,636; 1944, 85,428. Paid, 1945, 48,846; 1944, 65,428.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, \$2,490; 1944, \$2,200. Federal taxes paid for fair and midway, not reported.

RECEIPTS: Gate, 1945, \$9,347.67 net; 1944, \$12,462.07. Grandstand, no report. Carnival, 1945, \$32,324.10 net; 1944, \$45,014.63. Space, 1945, \$5,796.25; 1944, \$6,807.50. Total receipts, 1945, \$46,468.14; 1944, \$64,284.20. Net profit, 1945, \$5,227.27; 1944, \$10,210.38.

ADMINISTRATION: President, Rees Martin; secretary, K. D. Schwartz; superintendent of concessions, Harry David; superintendent of space, Elmo Beard; director of attractions, Moodye Williamson.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$500 for free act.

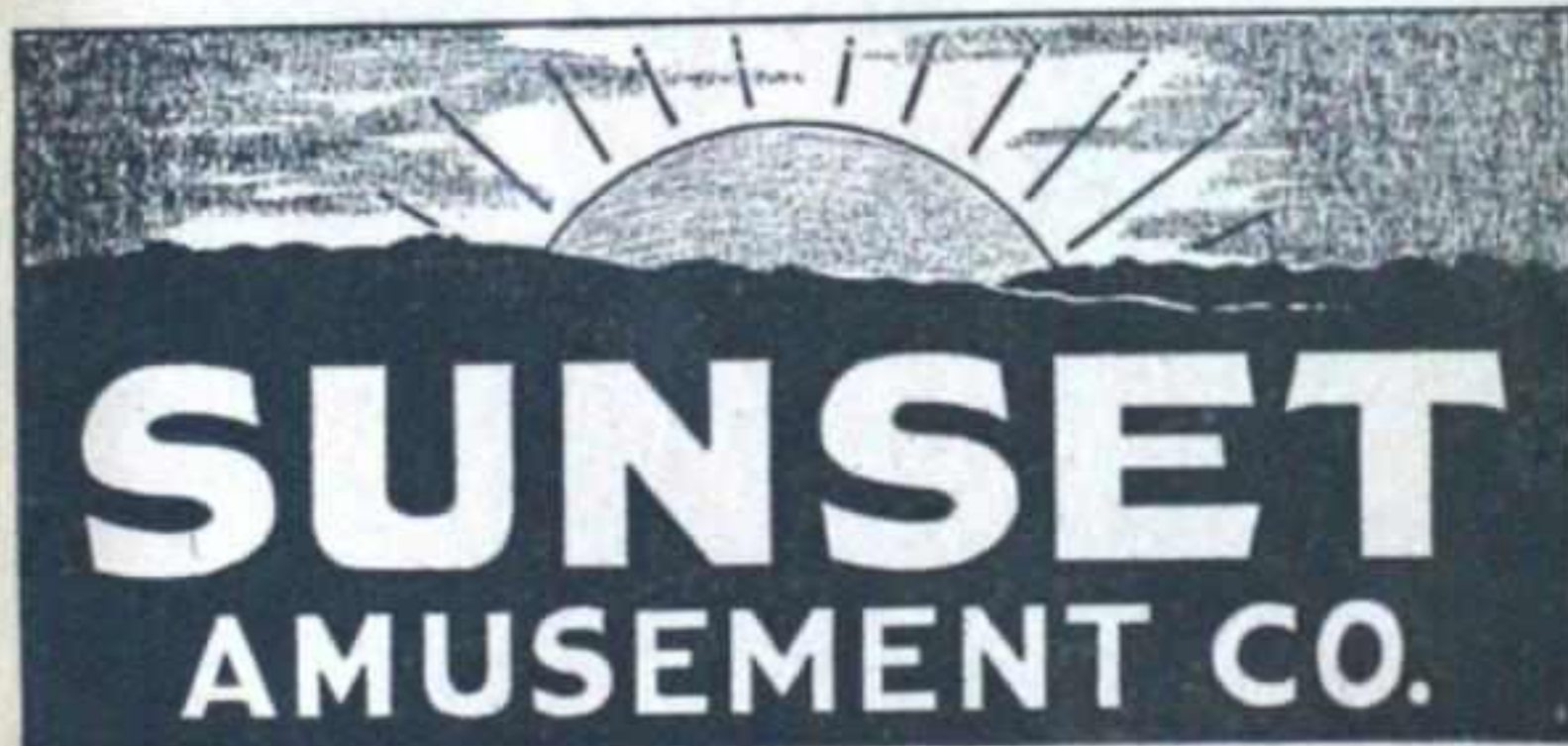
UTAH

Utah State Fair, Salt Lake City

TOTAL ATTENDANCE: 1945, 62,000; 1944, 65,000. Paid attendance, 1945 and 1944, not reported.

AID, PREMIUMS AND TAXES: No aid reported. Total cash premiums paid, 1945, \$8,277.20; 1944, \$10,422.30. Federal taxes paid for fair, 1945, \$3,702.09. Federal taxes for midway, not reported.

RECEIPTS: Gate and grandstand, 1945, \$22,984.55; 1944, \$34,191.48. Carnival, 1945, \$5,000; 1944, \$5,000. Total



SUNSET AMUSEMENT CO.

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I A F E CONVENTION PROGRAM

Hotel Sherman, Chicago, Ill. — December 3, 4, 5, 1945

MONDAY

1:30 p.m.—Directors' Meeting.
2:30 p.m.—Meeting of State Secretaries of State Associations of Fairs.
6:00 p.m.—Reception and buffet supper for fair men and their wives.
William V. Ward, chairman.

TUESDAY

10:30 a.m.—Crystal Room, President Samuel S. Lewis presiding.
Committee Reports:
Appeals—Archie L. Putnam.
Auditing—Frank H. Means.
Directors—Frank H. Kingman.
Government Relations—Frank H. Kingman.
Appointment of Nominating Committee.
Annual Address by the President, Samuel S. Lewis.
12 noon—Past Presidents' Luncheon. Herbert H. McElroy, Chairman.
2:00 p.m.—Crystal Room, President Samuel S. Lewis presiding.
Concession Space Forum (open forum, no scheduled speakers), conducted by Harry J. Frost.
"Modernizing Vegetable Exhibits," Prof. J. G. Moore, University of Wisconsin.

WEDNESDAY

10:00 a.m.—Crystal Room, President Samuel S. Lewis presiding.
"An Annual Theme," Emery Boucher.
"My Idea of a Flower Show," Clarence H. Harnden, Saginaw Fair.
"Association Meetings and Banquets, Creators of Good Will," E. S. Estel.
"The New Jersey State Fair Celebrates Trenton's First Fair of 1745," Charles A. Nash.
"Fewer and Better Ones," Bligh A. Dodds.
"Department of Agriculture Exhibits," A. W. Kalbus.
"Our Post-War Plan," William V. Ward.
2:00 p.m.—Crystal Room, President Samuel S. Lewis presiding.
"Our Complete Campaign," Gordon W. Crump.
"Amusement Parks on Fairgrounds: Advantages and Disadvantages," Ralph E. Ammon.
"Use Your Plant Continuously," Samuel S. Lewis.
"Everybody's Shoulder to the Wheel," Harry L. Fitton.
"Tomorrow's Poultry Show," Paul P. Ives.
"Outlook for Canadian Fairs in 1946," Walter D. Jackson.
Committee Reports:
Classification—Charles A. Nash.
Resolutions—Lloyd B. Cunningham.
Election of Officers.
6:30 p.m.—Grand Ball Room, Showman's League Banquet and Ball.

Receipts, 1945, \$31,177.83; 1944, \$44,241.32. Other receipts and net profit not reported.

ADMINISTRATION: President, David Thomas; secretary, Sheldon R. Brewer; superintendent of concessions and director of attractions, Sheldon R. Brewer; superintendent of space, Newell Cotterell; racing secretary, H. Grant Wina.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$10,300.50.

VERMONT

Champlain Valley Fair, Essex Junction

TOTAL ATTENDANCE: 1945, 51,833; 1944, 46,620. Paid, 1945, 51,116; 1944, 46,103.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, \$1,622.30; 1944, \$1,714.81. Federal taxes paid for fair, 1945, \$8,778.71; Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$29,824.35; 1944, \$26,403.96. Grandstand, 1945, \$16,322.98; 1944, \$13,743.42. Carnival, not reported. Space, 1945, \$11,244.32; 1944, \$11,114.76. Total receipts, 1945, \$57,808.1; 1944, \$50,747.78. Net profit, 1945, \$8,075.74; 1944, \$4,908.94.

ADMINISTRATION: President, James Grow; secretary, Harris K. Drury; superintendent of concessions and space, Carl E. Gaskell; director of attractions, Raymond C. Ray; racing secretary, Frank Pine.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$16,616.31.

Rutland Fair, Rutland

TOTAL ATTENDANCE: 1945, 130,000; 1944, not reported. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, \$8,357.73; 1944, not reported. Federal taxes paid for fair, \$15,860.55. Federal taxes on midway, not reported.

RECEIPTS: Net profit, 1945, \$30,055.13; 1944, \$26,204.49.

ADMINISTRATION: President, Will L. Davis; secretary, superintendent of concessions and space, Arthur B. Porter; director of attractions, Will E. Davis; racing secretary, Glenn W. Rublee. Date and location of annual business meeting, De-

ember 5. Dates of 1946 fair, September 2-7.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$17,545.

VIRGINIA

Halifax County Fair, South Boston, Va.

TOTAL ATTENDANCE: Not reported. Paid, 1945, 25,479; 1944, 21,007.

AID, PREMIUMS AND TAXES: State aid, 1945, none; 1944, none. Total cash premiums paid, 1945, \$1,500; 1944, \$1,250. Federal taxes paid for fair, \$2,140.67. Federal taxes for midway, not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, R. M. Felton; secretary, W. W. Wilkins; superintendent of concessions and space, B. G. Wilkins; director of attractions, Boyd Bishop. Date and location of annual meeting, December 8 at South Boston, Va.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,100.

Lynchburg Agricultural Fair, Lynchburg

TOTAL ATTENDANCE: 1945, estimated 20,000; 1944, estimated 12,000. Paid, not reported.

AID, PREMIUMS AND TAXES: State aid, not reported. Total cash premiums paid, 1945, estimated \$600; 1944, estimated \$600. Federal taxes paid for fair, not reported.

RECEIPTS: Not reported. ADMINISTRATION: President, John B. Wood; secretary, director of attractions and racing secretary, L. H. Mader; superintendent of concessions and space, Ralph Decker. Date and location of annual meet, August 1, 1946, at Amherst, Va.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

WISCONSIN

Fond du Lac County Fair, Fond du Lac

TOTAL ATTENDANCE: 1945, 40,573; 1944, 29,630. Paid attendance, 1945, 23,068; 1944, 14,560.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$4,155.96; 1944, \$2,864.

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● TO FAIRS we offer a well-balanced and clean show, with latest novelty rides and legitimate concessions. We invite your careful consideration before deciding on your 1946 attractions . . . because you will do better with Wonder Shows of America! The finest collective amusements ever assembled under one single title!

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J. F. SPARKS SHOWS



J. F. SPARKS

To all our friends, employees, fair managers and sponsoring committees, thanks a million for making 1945 our most successful tour. Now booking for 1946. Wisconsin fair managers, see me at Hotel Sherman, Chicago, Dec. 2. Best wishes for a most pleasant holiday season to everyone.

J. F. SPARKS SHOWS

Res. 311 Westover Drive Birmingham, Ala.
Phone 24047
Quarters: 418 17th St., Ensley, Ala.

County aid, \$2,000. Cash premiums paid, 1945, \$5,262; 1944, \$3,216.24. Federal taxes paid for fair, \$2,181.45. Federal taxes paid for midway, not reported.

RECEIPTS: Gate, 1945, \$8,528.30; 1944, \$6,021.40. Grandstand, 1945, \$4,688.50; 1944, \$3,141.50. Carnival, 1945, \$2,860.84; 1944, \$1,820.33. Space, 1945, \$1,418; 1944, \$700. Total receipts, not reported. Net profits, 1945, \$5,645.10; 1944, \$746.36.

ADMINISTRATION: President, William Seffern; secretary, superintendent of space and concessions, and director of attractions, J. B. Kolsta; race secretary, Don Diener. 1946 dates: August 14-18.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,514; race purses, \$3,164.

Kewaunee County Fair, Luxemburg

TOTAL ATTENDANCE: 1945, 25,000; 1944, 21,000. Paid attendance: 1945, 17,500; 1944, 15,500.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, none reported; 1944, \$1,967.36. Other aid, \$2,200. Cash premiums, paid 1945, \$3,275; 1944, \$2,577. Federal taxes paid on fair, \$1,766.07. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$7,520.30; 1944, \$6,461.12. Grandstand, 1945, \$3,995.65; 1944, \$3,069.18. Carnival 1945, \$450; 1944, \$445. Space, 1945, \$1,684.71; 1944, \$1,521.82. Total receipts, 1945, \$20,825; 1944, \$15,239.56. Net profit, 1945, not reported; 1944, \$3,675.

ADMINISTRATION: President, August Spitzer; secretary, director of attractions, Julius Cahn; superintendent of concessions and space and race secretary, John DuChateau.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,450.

LaCrosse Inter-State Fair, LaCrosse

TOTAL ATTENDANCE: 1945, 38,152; 1944, 32,236. Paid attendance, 1945, 37,410; 1944, 31,773.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$2,444.64; 1944, \$3,177.56. Cash premiums paid, 1945, \$3,055.80; 1944, \$4,021.95. Federal taxes paid for fair, \$2,970.75. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$11,632.35; 1944, \$9,834.25. Grandstand, 1945, \$5,977.80;

1944, \$5,645.05. Carnival, 1945, \$5,146.50; 1944, \$4,410.31. Space, 1945, \$2,985; 1944, \$3,489. Total receipts, 1945, \$29,393.24; 1944, \$30,296.03.

ADMINISTRATION: President, N. Nustad; secretary, Dorothy Frisch; superintendent of space and concessions, Bert Wrinn; director of attractions, Harry D. Newburg; race secretary, N. Nustad.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$9,252.26.

Northeastern Wisconsin Fair, DePere

TOTAL ATTENDANCE: 1945, 35,000; 1944, 24,000. Paid attendance, 1945, 33,167; 1944, 22,287.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$4,241.27; 1944, \$4,099.7. Cash premiums paid, 1945, \$5,582.50; 1944, \$5,104.55. Federal taxes paid for fair, \$3,386.87. Federal taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$15,068.41; 1944, \$9,934.10. Grandstand, 1945, \$6,502.35; 1944, \$4,445.55. Carnival, 1945, \$3,022.50; 1944, \$1,705.01. Space, 1945, \$2,182.43; 1944, \$1,917. Total receipts, 1945, \$29,702.49; 1944, \$21,667.53. Net profit, 1945, \$5,505.38; 1944, \$482.23.

ADMINISTRATION: President, Frank Zimonick; secretary, William S. Klaus; superintendent of concessions and space, Ralph Soquet; director of attractions, John Creviere; race secretary, Peter Jan sen.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$9,871.28.

Tri-State Fair, Superior

TOTAL ATTENDANCE: 1945, 54,352; 1944, 50,365. Paid attendance, 1945, \$11,413.92; 1944, \$10,576.65.

STATE AID, PREMIUMS AND TAXES: State aid, 1945, \$4,039.60; 1944, \$2,938.94. Cash premiums paid, 1945, \$5,079.26; 1944, \$3,682.95. Federal taxes paid for fair, \$4,246.98. Federal tax for midway, not reported.

RECEIPTS: Gate, 1945, \$11,413.92; 1944, \$10,576.65. Grandstand, 1945, \$8,669.95; 1944, \$5,192.54. Carnival, 1945, \$9,444.83; 1944, \$9,531.57. Space, 1945, \$3,742; 1944, \$3,658.30. Miscellaneous receipts, 1945, \$405.81; 1944, \$195.35. Net profit, 1945, \$4,863.99; 1944, \$4,571.40.

ADMINISTRATION: President, Ford S. Campbell; secretary, superintendent of space, Max H. Lavine; superintendent of

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NO EVENT TOO SMALL OR TOO LARGE

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Will see you at the Convention
Offices: MUNICIPAL AUDITORIUM, KANSAS CITY, MO.

concessions. Elmer S. Hard; race secretary, director of attractions, Ford S. Campbell.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$8,264.60.

WYOMING
Goshen County Fair,
Torrington

NO REPORT FOR 1945. 1946 fair, scheduled for September 2 and 3, will feature rodeo and horse races.
ADMINISTRATION: President, C. E. Eagle; secretary, E. P. Perry.

CANADA
ALBERTA
Red Deer Fair, Alberta

TOTAL ATTENDANCE: 1945, 21,451; 1944, 24,254. Paid attendance, 1945, 20,025; 1944, 22,840.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$750; 1944, \$750. Other aid, 1945, \$500. Total cash premiums paid, 1945, \$2,617.50; 1944, \$2,654.75.

RECEIPTS: Gate, 1945, \$3,319.05; 1944, \$3,859.40. Grandstand, 1945, \$4,830; 1944, \$4,073.90. Carnival, 1945, \$1,949.75; 1944, \$1,498.93. Space, 1945, \$677.45; 1944, \$740.96. Grants, etc., 1945, \$1,677.68; 1944, \$1,692.91. Total receipts, 1945, \$12,453.93; 1944, \$11,866.10. Net profit, 1945, \$2,535.85; 1944, \$2,290.26.

ADMINISTRATION: President, A. D. Bower; secretary, D. W. Robertson; superintendent of concessions and space, D. W. Robertson. Director of attractions, racing secretary, J. F. Day. 1946 dates, August 1-3, inclusive.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$3,015.

Calgary Exhibition and Stampede, Calgary

TOTAL ATTENDANCE: 1945, 294,101; 1944, 285,458.

STATE AID, PREMIUMS AND TAXES: None reported.

RECEIPTS: Not reported.
ADMINISTRATION: President, R. W. Ward; general manager, J. Charles Yule. 1946 dates, July 8-13.

Negreville Fair, Alberta

TOTAL ATTENDANCE: 1945, approximately 16,000; 1944, approximately 15,000. Paid attendance, 1945, approximately 16,000; 1944, approximately 15,000.

AID, PREMIUMS AND TAXES: State aid, 1945, \$750; 1944, \$7,500. Other aid, 1945, none. Total cash premiums paid, 1945 and 1944, not reported. Dominion taxes paid for fair, none. Dominion taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$2,289.21. Grandstand, \$3,336.81. Carnival and space, \$1,379.20. Total receipts, not reported. Net profit, approximately \$1,500. 1944 receipts not reported.

ADMINISTRATION: President, John Leach; secretary, J. Fitzallen; superintendent of space and concessions, T. Casson; director of attractions, W. W. Shaw; racing secretary, H. L. Beader.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$2,724.90.

MANITOBA
Provincial Exhibition of Manitoba, Brandon

TOTAL ATTENDANCE: Paid attendance, 1945, 43,797; 1944, 41,058.

AID, PREMIUMS AND TAXES: Provincial taxes, 1945, \$3,750; 1944, \$3,750. Other aid, 1945, \$2,822.50. Total cash premiums, 1945, \$8,298.72; 1944, \$9,230.20. Taxes, not reported.

RECEIPTS: Gate, 1945, \$8,078.50; 1944, \$4,667. Grandstand, 1945, \$18,872.05; 1944, \$16,285.50. Concessions, 1945, \$13,168.02; 1944, \$10,909.11. Total receipts, 1945, \$58,965.25; 1944, \$53,192.37. Net profit, 1945, \$6,553.30; 1944, \$2,075.83.

ADMINISTRATION: President, W. Davidson; acting secretary-manager, Alice Hogeland; superintendent of space and concessions, Judge A. G. Buckingham; director of attractions, F. R. Longworth. Annual meeting, January 21-22 at Winnipeg.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$11,975.37.

ONTARIO
Belleville Exhibition,
Belleville

TOTAL ATTENDANCE: 1945, 10,955;

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General Manager

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Shows: Must be meritorious and in keeping with the Standard of our organization. Can place Motordrome, Monkey or Animal Show, Illusion Show or any other Shows not conflicting. WILL BOOK PENNY ARCADE. WILL SELL EXCLUSIVE ON BINGO AND FROZEN CUSTARD. ALL LEGITIMATE MERCHANDISE CONCESSIONS OPEN. WANT RIDE HELP AND WORKING PEOPLE. Get on the Bandwagon with a Winner.

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We are especially grateful to the fair officials, organizations under whose auspices we exhibited, and the entire personnel of our organization.

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To contact us before booking your 1946 Events. We are now arranging our star-studded route and pledge you a bigger and better show for next year to stand solidly behind our slogan, "America's Most Spectacular Midway."

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HARRY CRAIG SHOWS

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7 Operating Rides
5 Shows
30 Concessions

ADDRESS ALL INQUIRIES TO
HARRY W. CRAIG, Box 158, Brownwood, Tex.

1944, 18,050. Paid, 1945, 10,435; 1944, 17,582.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$650; 1944, \$800; other aid, 1945, \$600. Total cash premiums paid, 1945, \$3,688.35; 1944, \$3,188.75. Dominion taxes paid, no report.

RECEIPTS: Gate, 1945, \$3,768.31; 1944, \$5,926.35. Grandstand, 1945, \$898; 1944, \$1,880.19. Carnival, 1945, \$1,550; 1944, \$1,830.20. Space, not reported. Total receipts, 1945, \$6,216.31; 1944, \$9,636.74. Net loss, 1945, \$1,000; net profit, 1944, \$2,000.

ADMINISTRATION: President, E. Sandercock; secretary, superintendent of space and racing secretary, E. S. Denyes; superintendent of concessions, Harry Smith; director of attractions, C. J. Symons. Dates for 1946 fair not set.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$2,000.

Canadian Lakehead Exhibition, Fort William-Port Arthur

TOTAL ATTENDANCE: 1945, 77,597; 1944, 67,315. Paid, 1945, 77,597; 1944, 67,315.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$900; 1944, \$900; other aid, 1945, \$1,500. Total cash premiums paid, 1945, \$4,050; 1944, \$4,418.59. Dominion taxes paid for fair, none; Dominion taxes for midway, \$4,433.18.

RECEIPTS: Gate, 1945, \$16,015.15; 1944, \$13,460.35. Grandstand, 1945, \$7,049.20; 1944, \$7,697.55. Carnival, 1945, \$6,791.44; 1944, \$5,323.20. Space, 1945, \$2,195; 1944, \$1,604. Total receipts, 1945, not reported; 1944, not reported. Net profit, 1945, not reported. Net loss, 1944, \$332.32.

ADMINISTRATION: President, Capt. George Wardrope; secretary, W. Walker.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: Not reported.

Welland Fair, Welland

TOTAL ATTENDANCE: 1945, 48,000; 1944, 50,000. Paid, 1945, 45,000; 1944, 46,000.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$800; 1944, \$800; other aid, 1945, \$1,200. Total cash premiums paid, 1945, \$5,600; 1944, \$5,200. Dominion taxes paid for fair and midway, not reported.

RECEIPTS: Gate, 1945, \$5,800; 1944, \$6,000. Grandstand, 1945, \$2,500; 1944, \$3,600. Carnival, 1945, \$2,500; 1944, \$2,600. Space, 1945, \$650; 1944, \$600. Total receipts, not reported. Net profit, 1944 and 1945, not reported.

ADMINISTRATION: President, C. L. Robins; secretary, A. A. Marshall.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$3,000.

ALBERTA

Edmonton Exhibition, Edmonton

TOTAL ATTENDANCE: not reported.

STATE AID, PREMIUMS AND TAXES: Not reported.

RECEIPTS: Not reported.

ADMINISTRATION: President, Lee S. Williams; managing director, C. E. Wilson. Annual meeting, December 28.

QUEBEC

Exposition Provinciale, Quebec

TOTAL ATTENDANCE: 1945, 235,000; 1944, 223,700. Paid attendance, 1945, 198,000; 1944, 187,000.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$12,000; 1944, \$12,000. Other aid, 1945, none. Total cash premiums paid, 1945, \$13,608.95. Dominion taxes paid for fair, none. Dominion taxes paid for midway, \$10,135.19.

RECEIPTS: Gate, 1945, \$46,045.70; 1944, \$43,272.98. Grandstand, 1945, \$24,330.75; 1944, \$22,855.85. Carnival, 1945, \$50,835.91; 1944, \$47,775.55. Space, 1945, \$17,100.50; 1944, \$13,969. Total receipts, 1945, \$138,312.86; 1944, \$127,874.48. Net profit, 1945, not reported; 1944, \$5,443.48.

ADMINISTRATION: Lucien H. Borne, mayor of Quebec; manager and director of attractions, Emery Boucher; superintendent of space and concessions, Elzear L'Heureux; racing secretary, A. A. Dube.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945: \$9,528.25.

Sherbrooke Fair, Sherbrooke

TOTAL ATTENDANCE: 1945, 68,340; 1944, 59,421. Paid attendance, 1945, 61,190; 1944, 54,151.

AID, PREMIUMS AND TAXES: No aid reported. Total cash premiums paid: 1945: \$13,000; 1944, \$9,000. Provincial taxes paid for fair, \$2,143.40. Taxes for midway, not reported.

RECEIPTS: Gate, 1945, \$16,293.25; 1944, \$13,449.25. Grandstand, 1945, \$17,200; 1944, \$15,449.25. Carnival, 1945, \$4,250; 1944, \$4,000. Space, 1945, \$2,269; 1944, \$1,196. Total receipts, 1945, \$39,023.25; 1944, \$34,094.50. Net profits, 1945 and 1944, not reported.

ADMINISTRATION: President, Alex C. Ross; treasurer-manager and superintendent of concessions and space, Norrey W. Price; secretary, Miss M. St. Pierre; director of attractions, F. W. Webster; racing secretary, not reported. Annual meeting, January 17 at Sherbrooke.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$10,519.58.

SASKATCHEWAN Moose Jaw Exhibition, Moose Jaw

TOTAL ATTENDANCE: 1945, 32,000; 1944, 25,421. Paid attendance: 1945, 31,000; 1944, 24,000.

PROVINCIAL AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$1,000; 1944, \$1,000. Cash premiums paid \$2,793; 1944, \$2,921.50. Federal taxes paid on fair and midway, none.

RECEIPTS: Not reported.

ADMINISTRATION: President, F. B. Jones; secretary, superintendent of space and concessions, J. C. MacDonald; director of attractions, W. H. Johnstone; racing secretary, A. C. L. Villars. 1946 dates July 3-6.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: \$4,835.78.

Regina Agricultural and Industrial Exhibition, Regina

Total attendance: 1945, 123,918; 1944, 111,572. Paid attendance, 1945, 99,134; 1944, 89,254.

AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$14,262.32; 1944, \$12,394.97. Other aid, 1945, not reported. Total cash premiums paid, 1945, \$9,913.98; 1944, \$10,072.25. Dominion taxes paid for fair, \$18,524.25. Dominion taxes for midway, \$7,179.81.

RECEIPTS: Gate, 1945, \$21,659.45; 1944, \$19,914.90. Grandstand, 1945, \$36,207.80; 1944, \$33,354.70. Carnival, 1945, \$9,794.22; 1944, \$7,584.22. Space, 1945, \$14,835.21; 1944, \$12,946.78. Total receipts, 1945, \$95,717.21; 1944, \$81,212.90. Net profit, 1945, \$37,666.27; 1944, \$28,863.83.

ADMINISTRATION: 1945, Hugh McGilivray; manager, James Grassick; concessions chairman, Nate Andre; attractions chairman, J. F. Sweeney; racing secretary, F. L. Speers; superintendent of space, not reported.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$8,100.

Saskatoon Industrial Exhibition, Saskatoon

TOTAL ATTENDANCE: 1945, 81,586; 1944, 79,680. Paid attendance, 1945, 70,999; 1944, 69,157.

PROVINCIAL AID, PREMIUMS AND TAXES: Provincial aid, 1945, \$13,277.05; 1944, \$12,540.30. Cash premiums paid 1945, \$8,275.05; 1944, \$8,315.83. Federal taxes paid (pari-mutuels), \$16,554.10. City taxes for midway, \$1,522.21.

RECEIPTS: Gate, 1945, \$17,941.40; 1944, \$17,551.30. Grandstand, 1945, \$29,708.50; 1944, \$25,167.35. Carnival, 1945, \$28,338.88; 1944, \$23,213.36. Space, 1945, \$11,931.35; 1944, \$8,845.96. Total receipts, 1945, \$87,920.13; 1944, \$74,777.97. Net profit, not reported.

ADMINISTRATION: President, C. S. Palmer; secretary, Mrs. Letta Walsh; director of concessions and space, John A. East; director of attractions, A. M. McIntyre, K. C.; race secretary, Dr. F. G. Salisbury. Annual meeting, December 10, 1946 dates (tentative), July 22-27.

EXPENDITURE FOR GRANDSTAND ATTRACTIONS: \$8,100.

Yorkton Agricultural & Industrial Exhibition, Yorkton

TOTAL ATTENDANCE: 1945, 20,800; 1944, 18,525. Paid attendance, 1945, 20,800; 1944, 18,525.

AID, PREMIUMS AND TAXES: No aid reported. Total cash premiums paid, 1945, \$3,000; 1944, \$2,700. Taxes for fair and midway, not reported.

RECEIPTS: 1945, gate, \$4,854. Grandstand, \$8,747.52. Carnival, \$3,051.42. Space, \$1,165. Total receipts and net profits not reported. 1944 receipts not reported.

ADMINISTRATION: President, Charles R. Bull; secretary, Antoinette Draffenza; superintendent of concessions, E. E. Lamson; director of attractions, Percy Tinker; superintendent of space, M. B. Casselman; racing secretary, Norman Roebuck.

EXPENDITURES FOR GRANDSTAND ATTRACTIONS: 1945, \$5,528.20.

Here IT is..

THE RECORD-BREAKING SHOW OF 1945



**STUPENDOUS
MAGNIFICENT
COLOSSAL**

Shattered all previous midway grosses in the history of the Anderson Free Fair, Anderson, Indiana, to the excess of 12%.

The largest midway gross in the history of the Ionia Free Fair, Ionia, Michigan, was established in 1942. This year we exceeded that gross by 50%.

All midway grosses broken at the Victory Jubilee State Fair, Birmingham, Alabama.

1944 shattered all previous grosses at the Columbus, Georgia, Fair and Exposition. This year we topped that gross by 15%.

Elks' Annual Fall Festival, Pensacola, Florida, broke all midway records by more than 25%.

Our grosses at our carnival dates were stupendous.

ATTENTION, SHOWMEN

Want capable operator with machines and help to manage world's finest motordrome on percentage.

Want capable girl show operator for finest framed girl show in America.

Will finance any new or outstanding midway show in keeping with our other attractions.

For our midget show want to hear from Harry Klamith, Dottie Wenzel, Henry Boer, Carl and Charlie and any other performing midgets for finest framed midget show on the road.

NOTICE

We Have Played 6-Day Weeks and
Have Not Missed a Single Monday
Night During 1943, 1944, 1945

WANT

We open our Winter Quarters January 7, 1946, for the most colossal building program in the history of Hennies Bros. Shows.

Want builder that can lay out and supervise the building of fronts and various show properties. Carpenters, blacksmiths, designer and artist.

FAIR SECRETARIES AND COMMITTEES

We are offering for 1946 and thereafter the finest midway attractions and novel riding devices that can be secured on the American Continent, therefore assuring you of the greatest midway grosses to be had and assuring your patrons the finest in entertainment.

HENNIES

Shows

WINTER QUARTERS

Alabama State Fair Grounds, Birmingham, Alabama

Post Office Box 1045

BROTHERS

GENERAL OFFICES

Harry W. Hennies, Gen. Mgr.
J. C. McCaffery, Gen. Rep.
Louis J. Berger, Traffic Mgr.
Clint W. Shuford, Treasurer
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CHICAGO, ILL.

THEARLE-DUFFIELD FIREWORKS

WILL BE BACK IN ALL THEIR GLORY
IN 1946

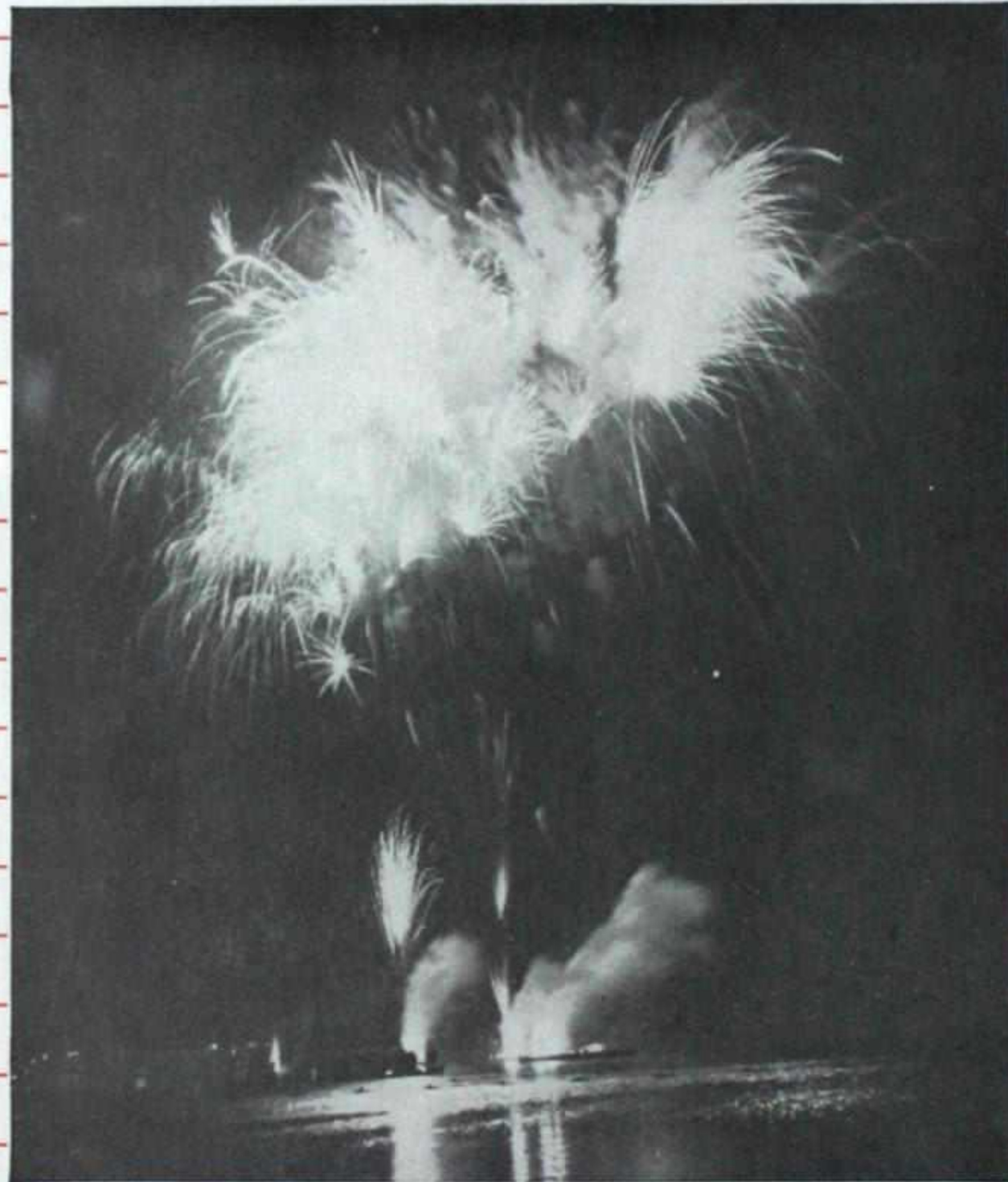
BE PREPARED

CONTRACT EARLY

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LARGEST PRODUCERS OF
FIREWORKS DISPLAYS AND SPECTACLES
IN THE WORLD

THEARLE-DUFFIELD

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fast

E. LAWRENCE PHILLIPS *Presents*

**NEW
JOHNNY J. JONES EXPOSITION
INC.**

But Not Least

A DESIRE to please the public is one of the qualities inherent behind the management of the NEW Johnny J. Jones Exposition. The art of performance is perhaps considered one of the most ancient of all arts in the world.

The Greeks and the Romans sang the glories of their Gods; ancient India had its mythical dances; the Egyptian dances of 2,000 years are still preserved; the Orient gave us the colorful Arabian Nights; the Johnny J. Jones Exposition gave us the university of the popular Midway.

The past season of 1945 not only EXCELLED all other years of success, but proved its drawing power with the public has been strengthened by the NEW Johnny J. Jones Exposition.

The OLD was great, but the NEW Johnny J. Jones Exposition has retained the reputation of the OLD with the improvements of the NEW and the character out of which it was given birth.

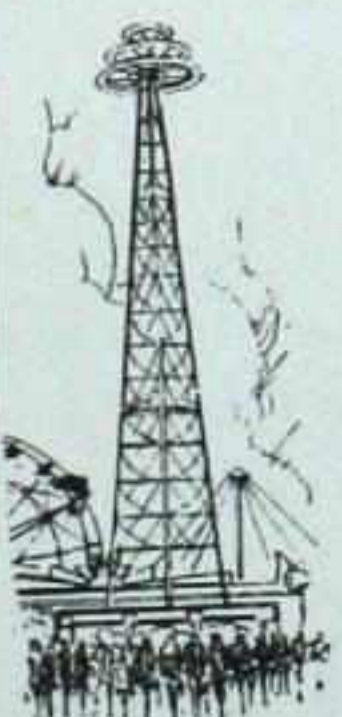
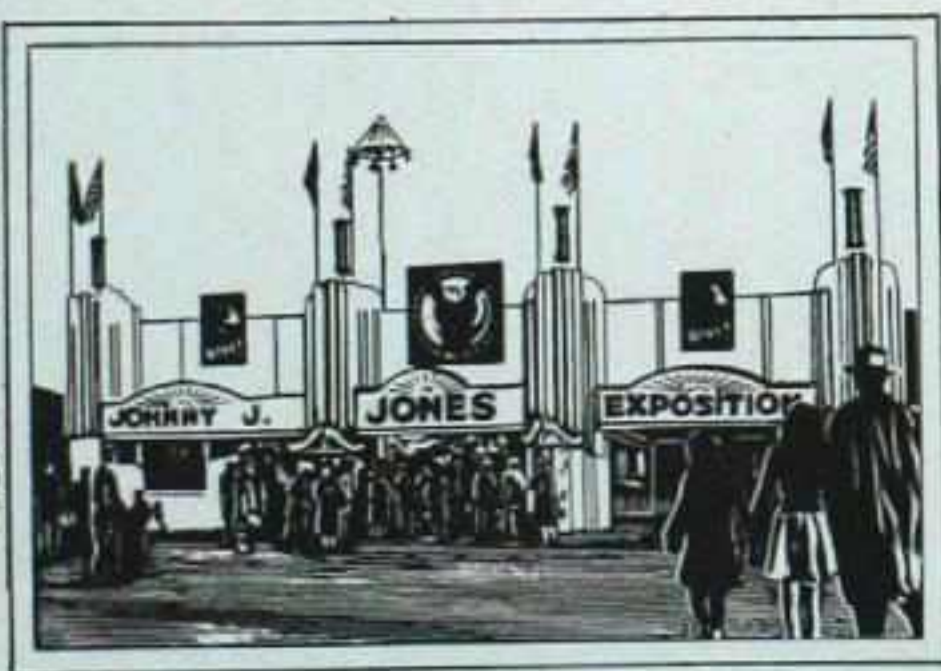
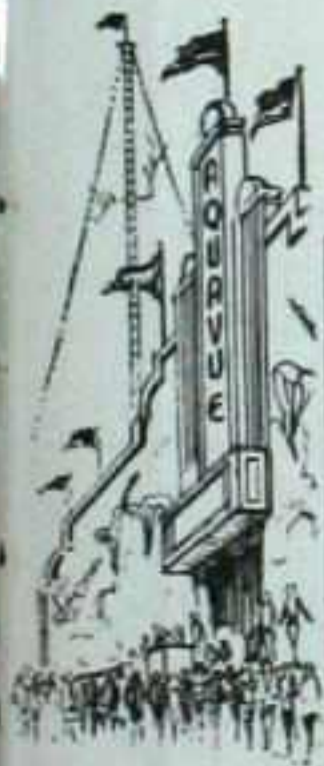
The ovations given by the Midway-going public at the Kentucky State Fair at Louisville's famed Churchill Downs and the Southeastern World's Fair in Atlanta, as well as all other fairs, have brought to us the rich, mellow knowledge of the OLD as to what the public demands of the NEW.

And now with the passing of the 1945 season comes the foresight and the planning for an ALL-NEW innovation in the outdoor show world. Along with the NEW and enticing bill of events will be a THRILL SHOW no Midway has EVER before presented to the public. Other presentations, too, are being planned that should bring to the full realization of the entire outdoor show world that it is again time for the Midway industry to step up and keep up with the modernized post-war world.

The NEW Johnny J. Jones Exposition was the first BIG Midway Railroad Show to combine itself with a featured circus (1941-1942).

Now NEW plans for the coming 1946 season include the greatest as well as the largest THRILL SHOW ever witnessed on any Midway.

The NEW Johnny J. Jones Exposition has learned long ago that the value of perfection means BOX OFFICE. Our plans for 1946 include the latest improvements with QUALITY as our theme. Our own original modernization of a NEW Midway will bear watching, with continued LEADERSHIP as our goal.



"UNFORGETTABLE"

**NEW
JOHNNY J. JONES
EXPOSITION**

E. LAWRENCE PHILLIPS, Gen. Mgr. **INC.**

511 "C" STREET N. E.

WASHINGTON, D. C.

The Mighty Monarch of the Tented World

L. C. REYNOLDS

and

H. WELLS



Presenting



WORLD OF TODAY SHOWS AND CARAVAN *of* AMUSEMENTS

• WORLD'S LARGEST MOTORIZED SHOW •

In keeping with post-war plans, we are now building and remodeling a gigantic modern Midway — 19 Rides, including 5 Ferris Wheels; 16 Shows, "6 new Wagon Fronts now under construction at our Winter Quarters." All combined in one giant modern Midway, beautifully illuminated by 12 mammoth Light Towers.

CAN PLACE SEASON 1946

Working Men in all departments, especially Ride Foremen; First and Second Men. Semi-Drivers preferred. Can place Billposting Agent that knows his business. The best of salary.

CONCESSIONS

Concessions that operate for 10c of all kinds. Opening for well flashed Custard Machine

SHOWS

Penny Arcade. Must be the best in flash. Grind Shows of all kinds, with or without own outfits.

We Wish To Thank the Committees and Fair Associations . . .

Who have sponsored us the past 8 years, helping to make this one of the major if not the largest shows en tour today. We are now contracting for 1946.

WHILE IN CHICAGO AT THE CONVENTION

Make our Business Rooms one of your stops, or write for information at our Winter Quarters.

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STATE FAIR GROUNDS

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