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# The Billboard

SECTION 2  
NOV. 29, 1947

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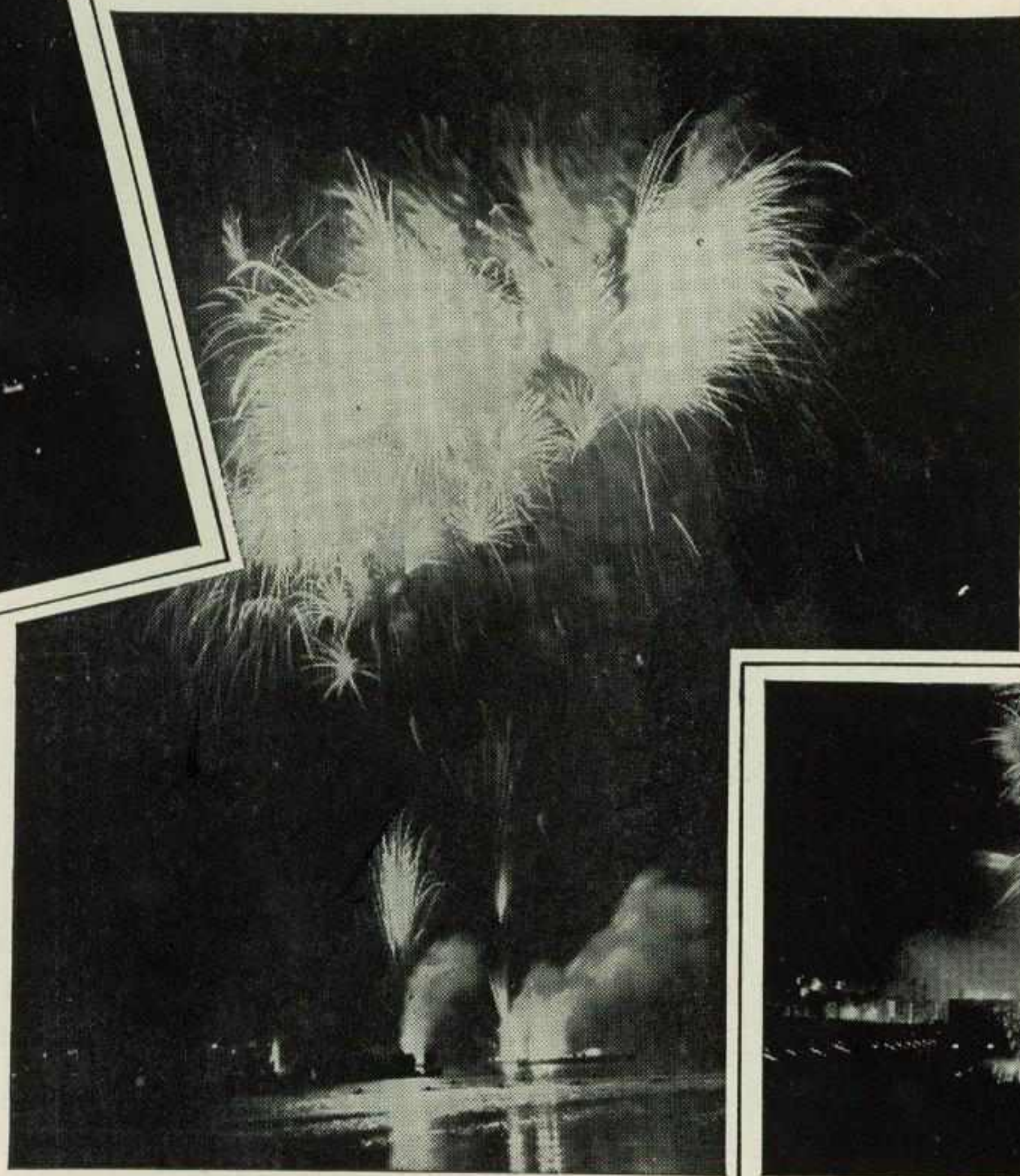
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Thanks a million . . .  
To the 91 FAIRS and  
CELEBRATIONS in 15  
STATES who did busi-  
ness with us in 1947.



**FRANK R. WINKLEY**  
General Manager

Still with Ernie Young,  
155 N. Clark St.  
Chicago, Ill.

# The Billboard CAVALCADE OF FAIRS

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## OPTIMISM FOR '48 HAS SOUND PREMISE

By HERB DOTTEN

OPTIMISM always has been the prime characteristic of most fair executives. The very essence of a fair lies in faith in the future. But the optimism now prevalent as preparations are made for 1948 is premised on something more than sheer enthusiasm; it is based upon a season which has provided potent testimony of the ever-increasing appeal of fairs.

Attendance records or near-record gates were piled up at many annuals in the United States and Canada. All-time high grosses—at the outside gate, at the grandstand, on the midway and from commercial exhibitors—stamped fairs from coast-to-coast in both nations. And a great mass of annuals piled up a profit—in many instances the greatest in the history of their particular events.

Many fair officials are chafing to push long-needed improvements to their physical plants. A great many have the necessary cash surpluses to achieve these objectives. Most are making their plans. Some will execute them in 1948. But the vast majority will defer such projects until there is an easing of critical materials and vital labor—and the leveling of construction costs they believe should accompany that development.

Meanwhile, most fairs are directing their efforts toward solidifying their strength and to increase it further. They are bolstering their staffs, many of which were disrupted by the war and, while now well approaching pre-war efficiency, still require some stronger replacements. They are ironing out the bugs in the old stand-bys and recently revived features. And not a few are striving for new features, new attractions, new methods of presentations, more effective public relations and promotion to beat back any possible curse that, "It's the same old thing. If you've seen it once, you've seen it as it is now."

A fresh spirit of inquiry has been infused among fair men. Sparked by the Western Fairs' Association, they have adopted variations of a College of Fairs, which have added much-needed knowledge, generally speaking, to the fair business. Many newcomers who came into their executive jobs during the war years, already have received their baptismal under fire, and with a year or two of post-war experience behind them, they are now ready to spread their wings. All of which bodes well for the fair field as a whole.

Awareness of the unsound principle of utilizing a plant only during the short operational period of a fair has spread, and has brought with it concentrated campaigns on the part of some to year-round plant usage. Virtually all fairs planning plant improvements are aiming for year-round utility. This, too, augurs well for the future.

The economic picture continues bright. Economists, who point to the accepted fact that this continent will continue to feed a great part of the world in 1948, are as one in forecasting continued high income in rural areas, upon which the prosperity and success of practically all fairs is dependent.

With this bright outlook, coming on the heels of the tremendous success of fairs this year, 1948 should, indeed, be big.

**RECORD ATTENDANCE IN 1947**

**\$280,000.00**  
IN PREMIUMS AND PRIZE MONEY

**FOR 1948** — Bigger, better, Grand  
Circuit Harness Races; Free Radio Shows; Auto Races;  
World's Fastest Motorcyclists; 50,000 Agricultural  
Entries and Competitive Events.

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AMERICA'S OUTSTANDING AGRICULTURAL PAGEANT



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Illinois presents the most complete State Fair in the nation. Every segment of agricultural life is covered. Whether an exhibitor or a spectator you will want to attend this grand spectacle. For premium list or other information write Illinois State Fair, P. O. Box 546, Springfield, Ill.

# '48...And the Job it Holds

## as Seen

## from . . . . . Washington

By **CLINTON P. ANDERSON**

*United States Secretary of Agriculture*

**F**AIRS thruout the nation's history have always exerted a progressive influence on agriculture. By bringing farmers together to compare products and exchange ideas, fairs have helped to speed the use of improved methods in agriculture.

The agricultural fairs of the country have performed an important service by helping to spread the information farmers need to meet the production demands made upon them by greater food consumption at home and the urgent call of the world's hungry abroad.

Fairs can continue to perform their service to agriculture by helping to meet the continuing need for exchange of ideas and for new information to assist farmers to meet the great responsibilities that the current world and domestic situations place upon them. Today the farmer is called upon not only to produce to the utmost but to conserve grain and food which the world so direly needs.

The encouragement and guidance of fairs directed to this end can materially increase their value to the farmer, the nation, and the world.



## from . . . . . Ottawa

By **RT. HON. JAMES G. GARDINER**

*Canadian Minister of Agriculture*

**T**WO YEARS ago, in an article written for the Cavalcade of Fairs issue of The Billboard, I stated that I confidently believed that agricultural fairs in Canada in the post-war period would be bigger, better and more largely attended than ever before. My belief was supported this year, for the agricultural fairs in Canada in 1947 were assuredly bigger and better, with attendance records that exceeded the highest expectations of the promoters.

For nearly 160 years agricultural fairs have made an important contribution to the advancement of agriculture in Canada and to the education of those engaged in Canada's basic industry.

In my opinion agricultural fairs in the future should plan to have an even more constructive influence on agricultural production by featuring to an increasing extent displays and classification standards of commercial significance. They should give more prominence to what are termed the final products of agriculture—meats, dairy products, poultry products, fruits and vegetables—by providing better facilities, such as refrigerated space, for showing them to the best advantage thruout the period of the fair at which they are shown.

Then, in livestock judging, greater efforts should be made to establish standards of commercial value. There are too many animals entering the show rings which the butchers do not want because they are over-finished. After all, the market is the practical economic objective of the farmer.

The fairs could render substantial help in 1948 by emphasizing the need for increased food production, for there is likely to be for some time to come a serious shortage of food in several countries of the world.

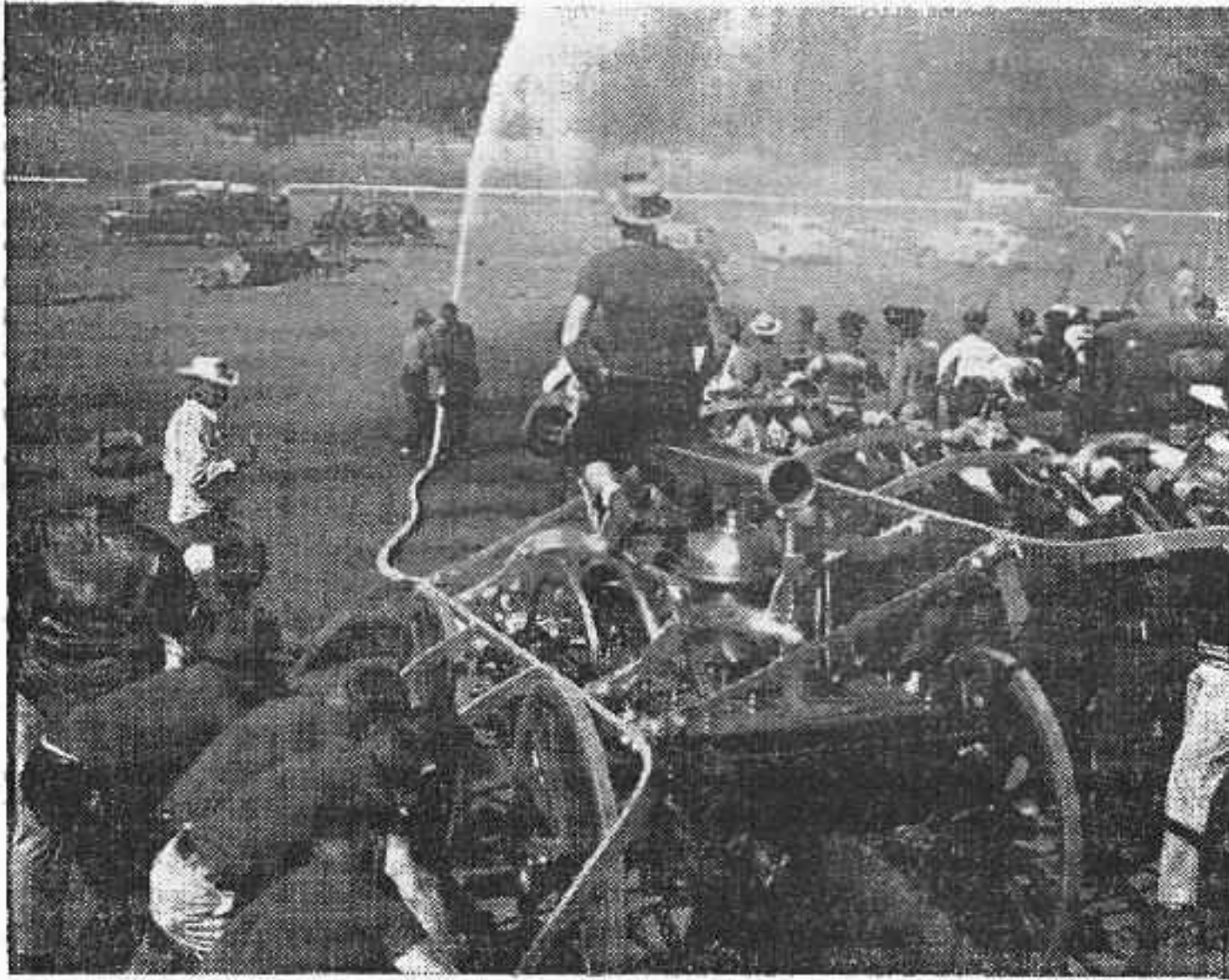
By emphasizing the increasing importance of applying science to practical agriculture more food at no higher cost can be produced.



# CALIFORNIA CO

West Coast Annuals Offer Wide Variety;  
Give Individuality, Color to Programs

By DOUGLAS N. RHODES



FIRE-FIGHTERS vie at Calaveras County Event.



TRACTOR EVENTS featured at Antelope Valley Fair.



TURKEY TROT SWEEPSTAKES AT SAN DIEGO, CALIF., shown above, proved a potent publicity-getter. Even the governor of Nebraska "wanted in" . . . and turkeys from that State did participate.

**E**LKANAH WATSON, a colorful adventurer who settled in Massachusetts in the early 1800's, founded the first successful American fair in 1807 by exhibiting two Merino sheep on the village green at Pittsfield, Mass. When Watson died 35 years later he had laid a firm foundation for an institution which today attracts more than 70,000,000 patrons a year and grows in popularity all the time. In his last days someone asked Watson to give his formula for a successful fair and he answered: "Democracy is the most important factor to keep in mind. Always see to it that no one is forgotten."

As every American knows, the spirit of friendly competition is one of the hallmarks of democracy—and so it follows that one of the best ways to promote this spirit at fairs is thru the medium of contests.

#### Individualize Annuals

Moreover, featuring of contests can do more than stimulate competitive enthusiasm. They can be used as a means to dispense prize money and trophies to a segment of the community or county which otherwise would not be included in the distribution of awards. One need not exhibit a prize animal or farm product to be an active participant in a fair which features contests—all one needs to bring with him is his skill.

Another angle supporting the argument in favor of contests is that they can be used advantageously to "individualize" fairs. Thus, each county or district can build its own identity around some activity peculiar to its own region or the talents of its in-

habitants. Some excellent examples of how this can be done have been demonstrated at several California fairs, among them the Calaveras County, Ventura County and Antelope Valley events.

The annual Jumping-Frog Jubilee, held at Angels Camp, Calaveras County, California, is an annual celebration which has become nationally famous over the years. This year it drew 25,000 visitors—more than twice the population of the entire county! It would not, however, be quite accurate to state that this fair features a jumping-frog contest; it has become a contest which features a fair, and all because an alert secretary-manager decided to make the fullest use of the wealth of historical and legendary background which abounds in the Mother Lode country. There is little agricultural activity in the district upon which to build a successful fair of the traditional kind.

Carl T. Mills, secretary-manager of the Calaveras County Fair, has lived in Angels Camp and vicinity for many years and is well acquainted with the personalities of the people who make up the population. He knows that Mother Lode people would rather have fun than worry about community dignity, so every year he gives them a chance to let go and revert to the good old full-throated hilarity of the days of '49.

#### Throw-Back to Old Days

The celebration is, of course, based on Mark Twain's immortal yarn about Jim Smiley and his frog, Dan'l. Jim, according to the Twain legend, would match Dan'l against any frog in a jumping contest and the faithful Dan'l always won—until one day a stranger secretly



# CONTESTS CLICK

loaded the champ with buckshot so he couldn't jump and thus won a \$40 bet. Highlight of the fair is a re-staging of the contest with frogs from as far away as Louisiana, New York, Florida and Canada being entered.

Mills has taken advantage of the fact that Angels Camp is perfect for staging a real old-fashioned Western jubilee. Many of the buildings of the '49-er period are still standing, including the famed Hotel Angels, where Mark Twain first heard the jumping-frog story. During the three-day celebration the local population dons the garb and manners of gold rush days. A festive atmosphere with street dancing and frivolity rules the camp. The celebration is a real throw-back to the days of California's youth and, tho all the usual exhibits and displays of a county fair are present—including a modern midway—the frog-jumping contest is the focal point of the event.

## Fire-Fighters Compete

Another unique contest is an annual feature at the Calaveras Fair. When Mills discovered that the neighboring town of San Andreas and the village of Columbia each possessed century-old hand-drawn and hand-pumped fire engines he pitted the volunteer fire departments of each community against each other in a "mustering" or water-throwing contest. Fire chiefs of other Calaveras County towns act as judges. Coopers of the winning company are enriched by a prize of \$60, with \$40 going to the losing team.

The Ventura County Fair has built a tremendous amount of county-wide interest in two annual features which utilize certain characteristics of the area. For many years the Ventura annual promoted its "One-Family Fair," consisting of exhibits or displays of produce and products grown by a single family or on one particular ranch or farm. During the war period the feature was dropped but was resumed this year and gleaned hundreds of inches of space in California newspapers as well as attracting a record number of entries in this division.

Ventura County is situated in a lush Southern California valley and many of the ranches in the area are portions of the huge Spanish ranchos which once were veritable empires within themselves. Tho the original tracts have long since been broken up into smaller ranches, many sizable pieces of property are still operated by descendants of the old Spanish dons. These have set the pattern for a tradition of self-sufficiency among the ranchers in the district and numerous valley families still process the products of the soil as well as grow them. Therefore the "One-Family Fair" idea fits in perfectly with the historical and geographical characteristics of the area and many pretentious displays are exhibited for competitive awards.

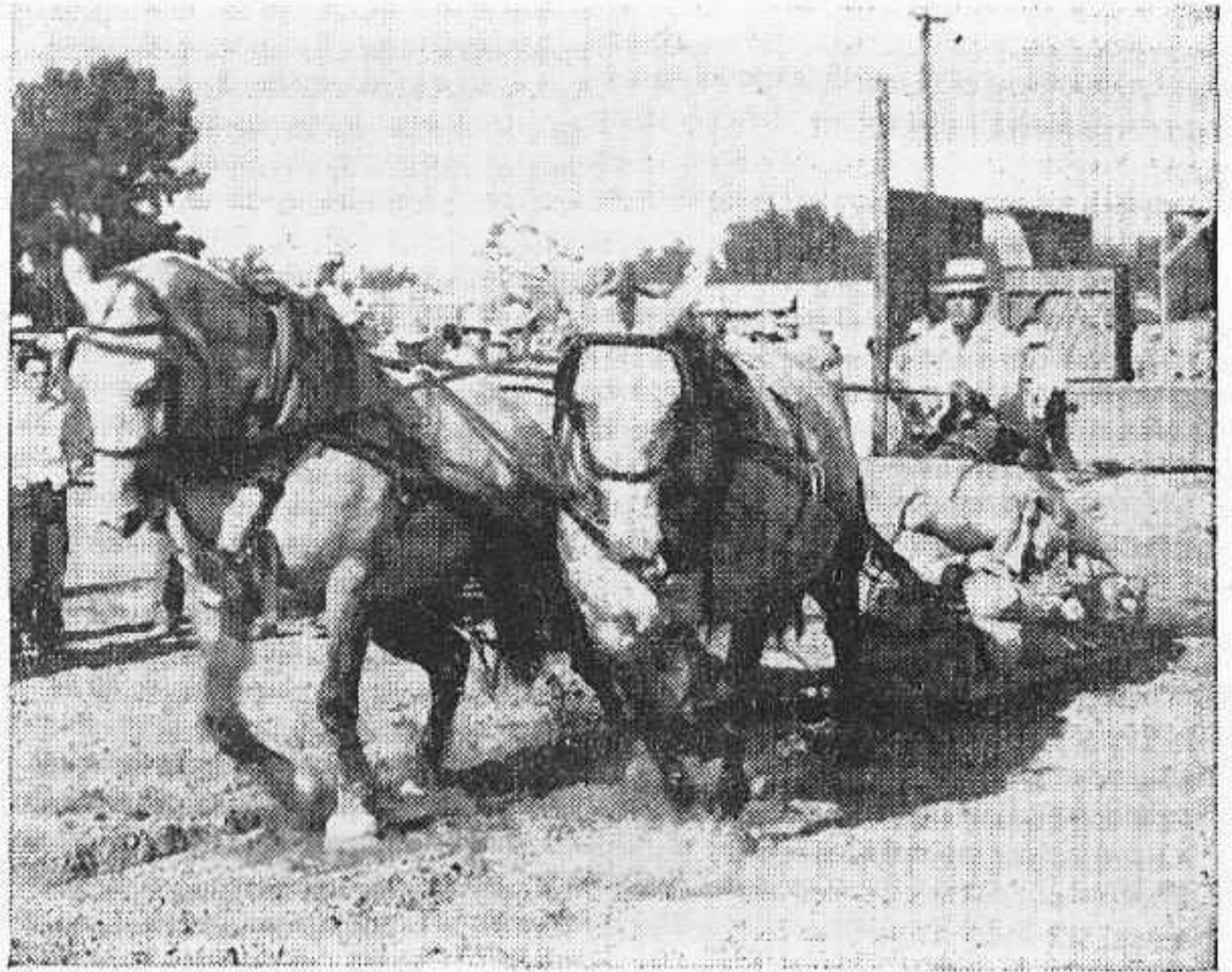
## Table-Setters Vie

Contests wherein one family is pitted against its neighbors in friendly competition are not confined to large ranch owners at the Ventura Fair. Another highlight, the annual Table-Setting Contest, for instance, runs a close second in local popularity and is open to everyone, whether they live on a many-thousand-acre ranch or in a one-room apartment.

Each day of the fair the management features certain themes which are interpreted in dining-table designs by Ventura County housewives who vie with one another in "setting a good table." Some of the winning themes this year were yuletide tables, circus motifs, Hawaiian tables, etc. All necessary utensils are displayed, together with the proper linen and table decoration. The actual food, however, is dispensed with and is not part of the contest. In order to prevent ruffled feelings among losers and insure absolute impartiality, Emily Post's *Book of Etiquette* is used as sole basis of judging entries.

## Tractor Races as Lure

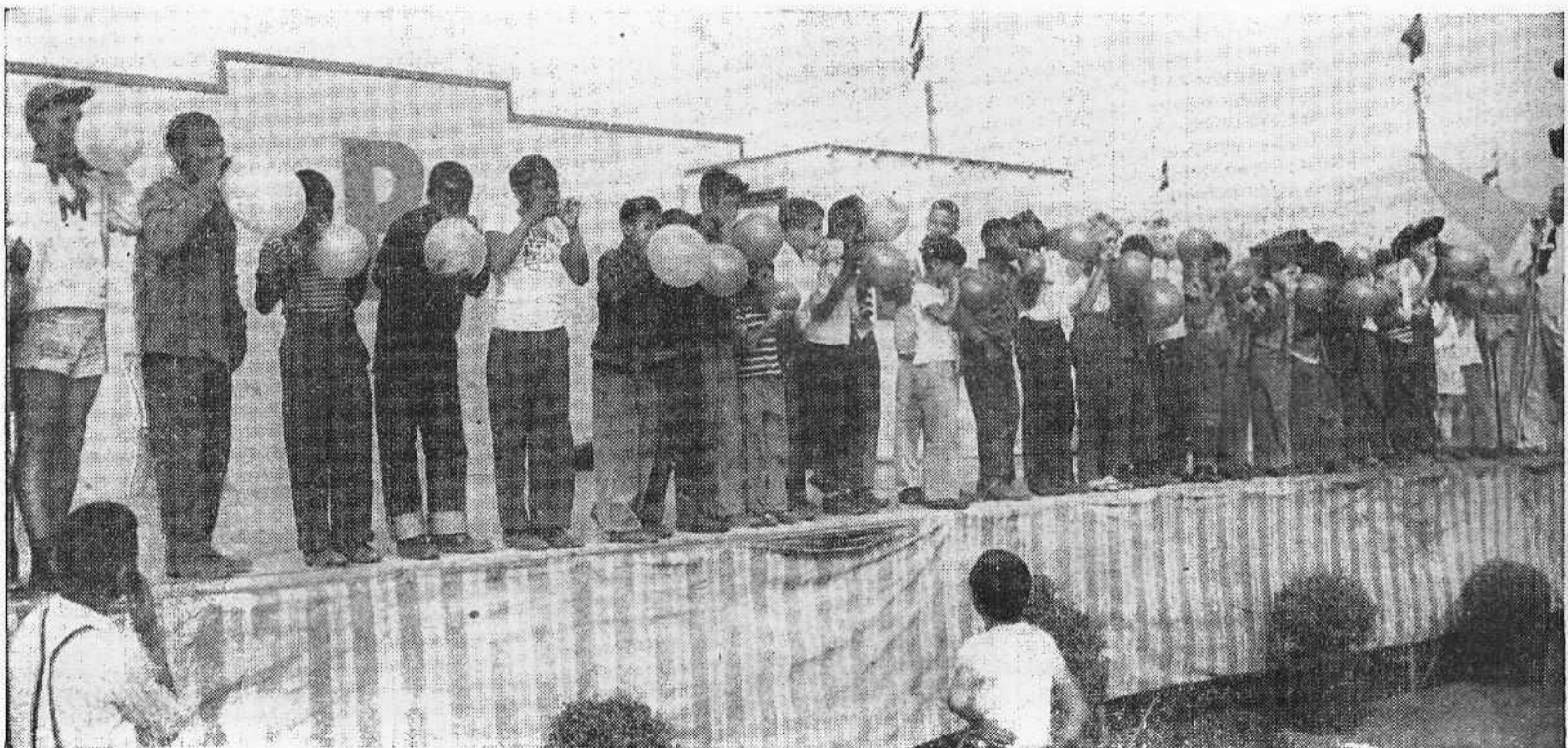
Over in Lancaster, in an adjoining valley where the Antelope Valley Fair is held every year, contests have helped build this annual exposition from a small pumpkin fair to an



HORSE-PULLING proves popular at many annuals.



FROG-JUMPING CONTEST nets widespread publicity.



BUBBLE GUM CONTESTS HIT HIGH POPULARITY with California fairs, as they did with annuals thruout the nation. Pictured above is a scene typical of those at contests held in California.

event of considerable proportions within the short period of three or four years.

Don Jaqua, secretary-manager, gets the people out to his four-day fair by stressing competition in a program of field-day events, offering this year a total of \$600 prize money for eight contests. Inasmuch as Antelope Valley is predominantly a hay-growing section, Jaqua's contests are built around the day-to-day activities of hay farmers and associated occupations.

There are three tractor events, complete with all the thrills of an Indianapolis auto race, and the contests draw participants and spectators from a radius of 100 miles and more. First, there is a tractor race with sickle bar attached. Stakes are set in the track 14 feet apart. Tractors, with sickle bar down, start from standing and must cross the finish line without hitting the stakes. A 10-second penalty is given for each stake hit during the race. This tests the skill of the drivers, since each outfit, with bar down, is exactly 14 feet wide.

#### Fems Drive 'Em, Too

The tractor obstacle race follows. Tractors must pass thru lines of stakes which are numbered consecutively, and penalties are levied for each stake touched. Race is run against time, and stakes are so placed that real skill must be demonstrated in order to finish the tour without crashes or spills. The third tractor event is similar to the obstacle race but is comprised of lady drivers.

Two truck-and-trailer backing contests bring to the fair the county's best truck jockeys. Drivers must back 35-foot-long hay trucks thru loading chutes and around a variety of obstacles. Each contestant has but one trial, thus if only one contestant finishes the grueling course—as is often the case—he may claim all three prizes.

An event which always gets lots of space even in the papers of Los Angeles, 80 miles to the south, is the championship hay-loading contest. One team this year handled eight tons of baled hay in 9 minutes 49.2 seconds to retain for the second straight year the unofficial hay-loading championship of the United States. A field of eight two-man teams competed for \$350 in prize money. Contestants in this event are all professionals, engaged in moving the great hay crops of Antelope, San Joaquin and Imperial valleys to the Los Angeles markets.

#### Sack-Sewing Is Feature

Sack-sewing contests and a tug of war between east side farmers and those of the west side of the valley complete the program.

Horse-pulling events are a high point every year of the Stanislaus District Fair at Turlock, Calif., because this section breeds some of the finest draft horses in the country and tractors have not yet entirely replaced Dobbin here as a beast of burden. Farmers bring their teams to the fair for the stone-boat, land-sled and hay-drag competitions. Rigid rules govern the events, and prize money is high enough to attract the best draft stock in the district. Such contests bring horse buyers and breeders to the fair from all over the West.

Ernest O. Hulick, energetic secretary-manager of the highly successful San Diego County Fair at Del Mar, Calif., has found it advantageous to slant many of his competitive events at the younger generation. Few California counties have more children per capita than San Diego, and Hulick has seen to it that the small fry are not neglected.

#### Turkey Stakes Build Interest

Probably his most spectacular kid contest is Hulick's "Turkey Trot Sweepstakes." An innovation this year, the unique competition was so well publicized in advance that word

of the contest reached the agricultural commissioner of Omaha. He wired Hulick that Nebraska would stake its turkeys in a race against any in the country. As a result, Nebraska's fleetest fowl was dispatched to California—amid proper ceremonies and popping of photo-flash bulbs, of course—and Hulick's fair made the wire services with copy and pictures worth thousands of dollars in publicity value.

The turkey event was engineered long in advance of the fair date. Three months before the fair opened, turkeys were purchased and given to each Chamber of Commerce president in the county to be raised and trained for the race. The C. of C. officials each selected a young local "jockey" to guide the bird with a long eight-foot willow stick.

Before start of the race each turkey was given a canvas saddle with a large number on each side. Numbers were drawn for position. At the firing of a gun each jockey kept his turkey running toward the finish line, using the willow stick to keep the bird in line. Tho their wings were clipped, a seven-foot wire fence on either side of the track formed the enclosure and turkeys jumping the fence were disqualified. Prizes totaled \$85 in cash and the winning jockey kept his champion bird. Winner of the Del Mar race was sent to the Hollister, Calif., Diamond Jubilee to take part in the Turkey Derby there.

#### Cross-Country Bike Race

A cross-country 25-mile bicycle road race from San Diego Civic Center to the Del Mar Fairgrounds included two juvenile divisions, one for boys up to 12 years old and the other for boys from 12 to 16, as well as two other divisions for grown-ups. This was an attention-getter and space-grabber for Hulick's fair. Prizes of trophies, medals and merchandise were offered, with the fair and San Diego County bicycle dealers acting as co-sponsors.

Other successful children's contests at this fair included a balloon-blowing contest, a greased pig-catching event; a national "Candy Day," with a youngster being chosen "Candy Kid"; a cracker-eating contest, a children's pet show, baseball-throwing contest, peanut-rolling competition; a kids' horse show, with winners receiving accredited trophies and ribbons; a bubble-gum contest, a pie-eating contest and a kids' treasure hunt.

#### Calf Derbies Pushed

A number of California fairs have lately incorporated a kids' "Calf Derby" as a featured contest. The Butte County Fair, for example, conducted one in which qualified 4-H and F.F.A. members who captured calves not only were allowed to keep the animals but are eligible for further prizes next year by returning them for judging. Awards will be made for weight gains, condition of the animals, etc. In this way the fair officials are able to perpetuate the contest and keep it—in effect—a year-round competition.

California fair men, in the majority, are heartily in favor of bigger, better and more original contests. Many have discovered that the key to successful contests is to be found in putting plenty of imagination and showmanship into the planning and staging of these events.

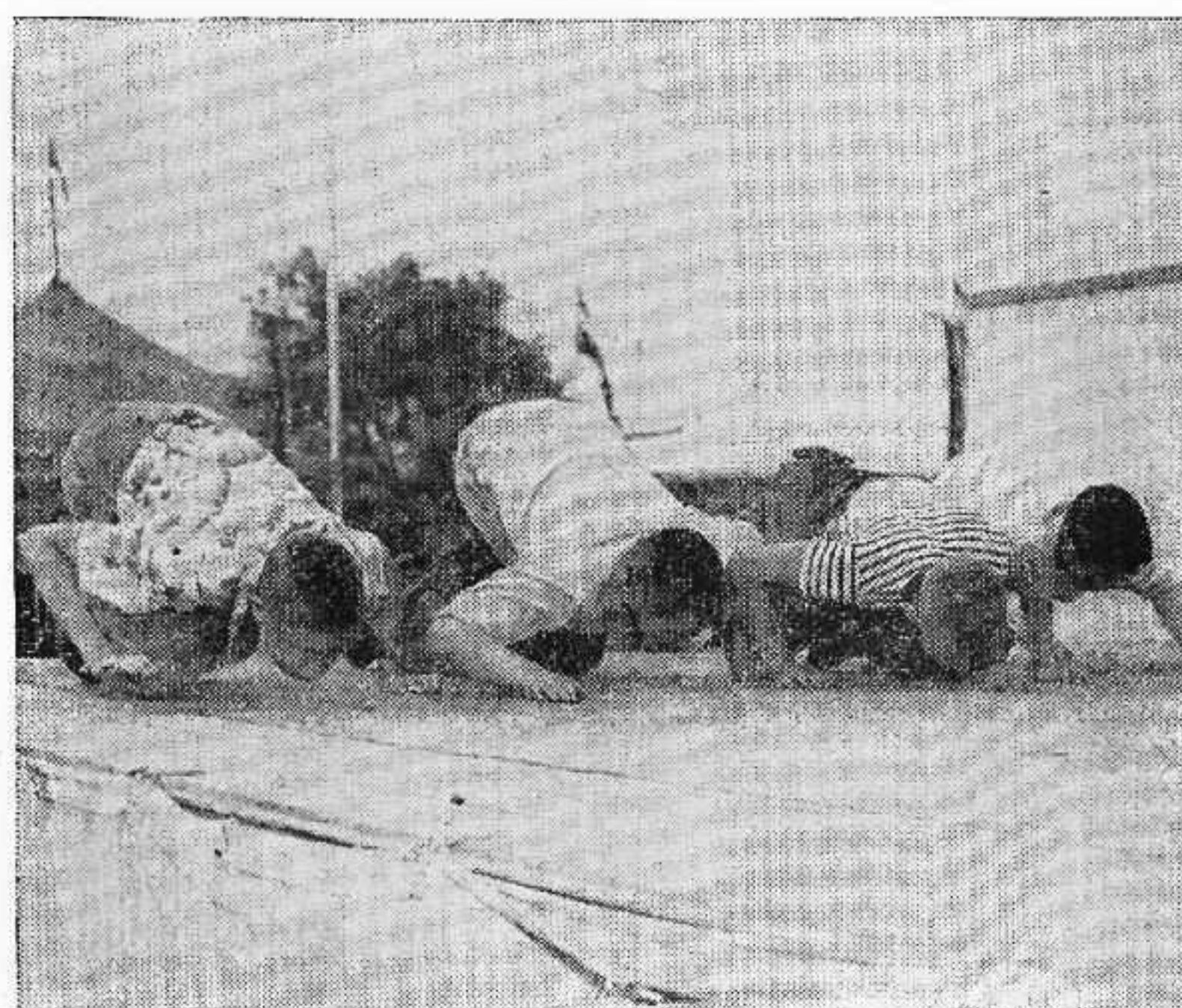
There is, literally, no limit to the number of ways whereby human beings may be encouraged to compete with one another. So long as these contests are kept within the bounds of good taste and good sportsmanship they will continue to promote good will on the part of the public toward the fairs and toward the members of the communities themselves. Properly managed, they are one of the best ways to put the shrewd advice of Elkanah Watson into effective practice. A variety of well-conducted contests will make sure "that no one is forgotten."



CATCHING GREASED PIG proves sure-fire for laughs.



TABLE-SETTING COMPETITION appeals to fems.



PEANUT-ROLLING contest for youngsters pulls 'em.

# MAKING HAY YEAR AROUND

Reading, Pa., Pushes Use of Facilities  
Thru Various Seasons To Build Income

By RUSS MOYER

**D**EEP in the heart of Berks County, Pennsylvania, an experiment is under way which may solve a problem that has plagued fairmen since the days of Elkanah Watson, founder of America's first county fair.

The problem: How to show a profit at the end of the year if bad weather intervenes during the week of the fair.

The operators of the Reading (Pa.) Fair believe they have the answer. Their panacea is a four-season program of fairgrounds activity designed to provide income every month in the year.

### Span Wide Range

The program calls for auto races, motorcycle races, Wild West shows, rodeos, horse shows, football games, picnics and pageants during the good-weather months, and roller skating, boxing and wrestling shows, builders' shows and bingo games in heated buildings on the grounds in the winter.

The practice of staging still-date events in the summertime is not new. But the introduction of revenue bearing projects during the winter months has been hailed as "strictly revolutionary" among fairs in the East.

Confident their experiment will prove a success, fair officials at Reading have poured a sum of \$400,000 into improvements during the last 11 months. Of that amount, more than \$100,000 was expended for the construction of a new roller rink inside the poultry house.

### May Convert for Bingo

The rink, which will operate 11 months out of the year, has been leased to Bill Holland, one of the nation's leading auto race drivers, who also operates two roller rinks in Connecticut.

A large exhibit building, formerly used only during the week of the fair, also will be put to work this winter if present plans are realized. Fair officials said a local sports promoter is endeavoring to lease the structure for the purpose of staging wrestling and boxing shows, and public dances.

A third building, which houses educational exhibits during fair week,

may be converted into a bingo parlor next month. Several bingo operators in Reading have endeavored to lease the building on an 11-month-a-year basis.

### Storage in Quonset

Fair officials also disclosed that three large Quonset huts, recently constructed to house swine during the week of the fair, are being sought by outside interests as a storage space for motor vehicles.

A local builders' association has made application for the use of three large inter-locking exhibit buildings on the grounds to stage their annual builders' show next spring. Held for the first time on the fairgrounds last April, the show attracted more than 50,000 persons.

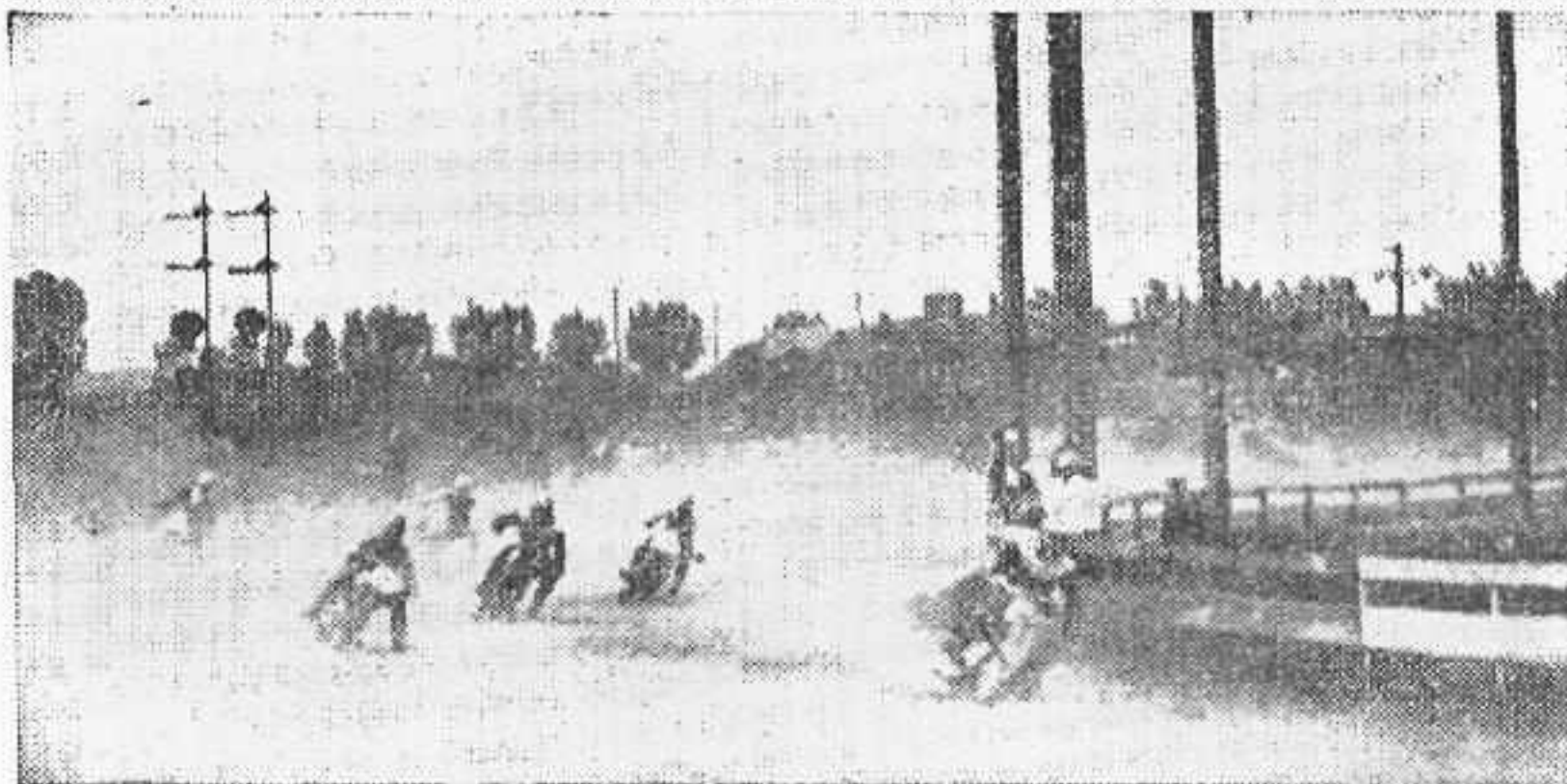
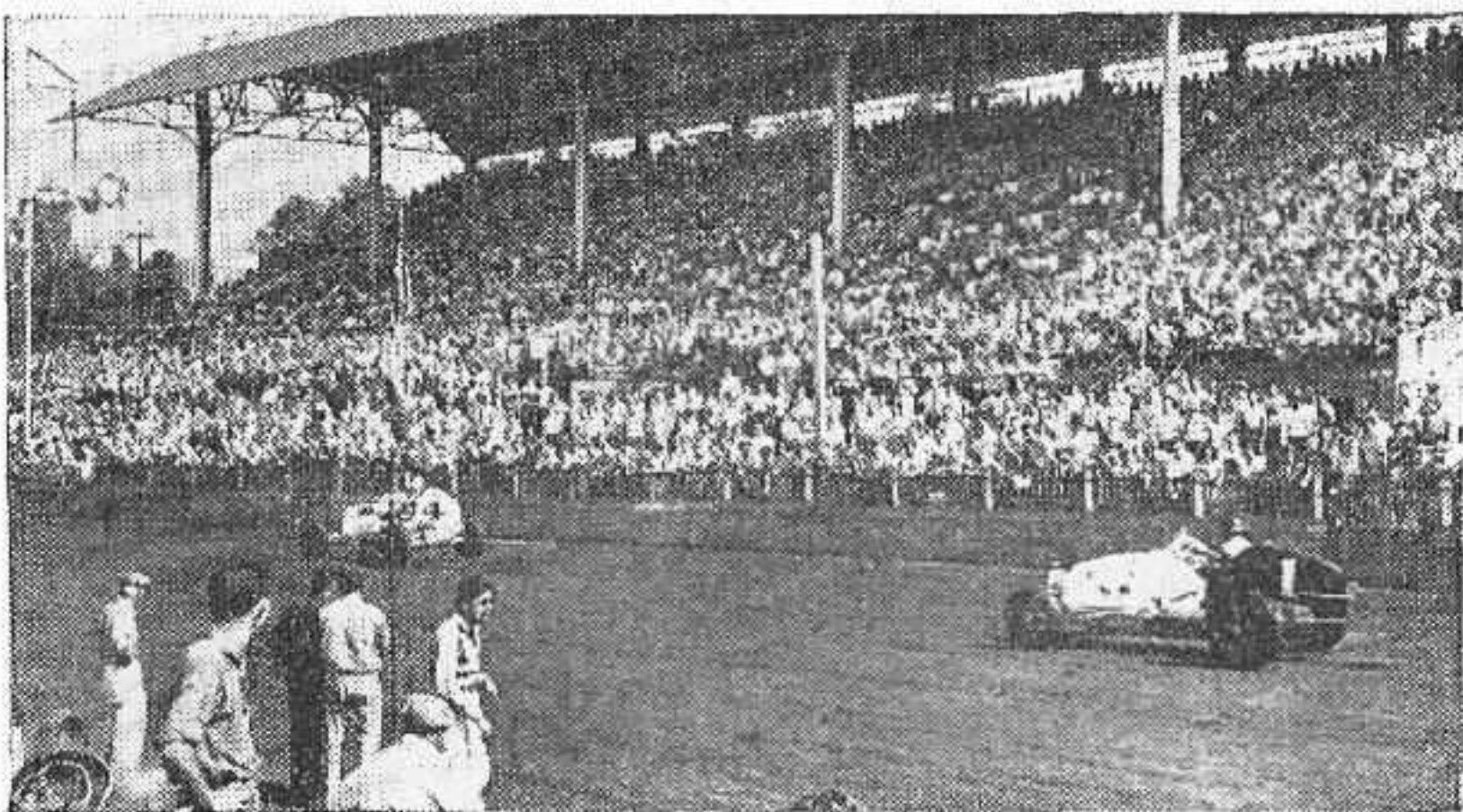
John S. Giles, fair president, said outdoor activities on the fairgrounds will begin early next spring and continue thru the autumn months. Tentatively scheduled are big car auto races, midget auto races, stock car auto races, motorcycle races, outdoor boxing shows, horse shows, rodeos, picnics, pageants, and football games as the concluding attraction.

### Auto Races Biggest

In commenting on the experiment now under way at Reading, Giles said: "We sincerely believe the 12-month program is the only way to insure against loss in the operation of a fair. Altho the income from some of our individual enterprises may appear negligible, the gross revenue at the end of the year should amount to a goodly sum.

"We, at Reading, are of the opinion that the only way to make money is to spend money. Practically all the profits from our post-war operations have been or will be poured back into improvements to the grounds."

Aside from the fair, which in 1947 had the largest gross in its history, the biggest revenue producers during the past year were big car auto races, stock car auto races and motorcycle races. Other events which helped swell the annual take were football games, rodeos, horse shows, outdoor boxing shows and the builders' show.



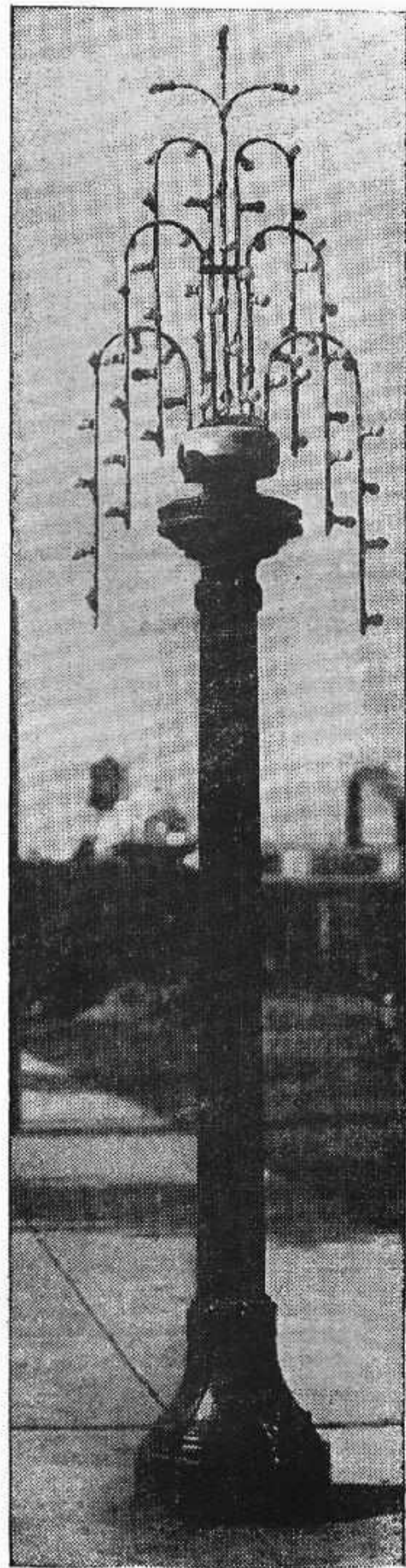
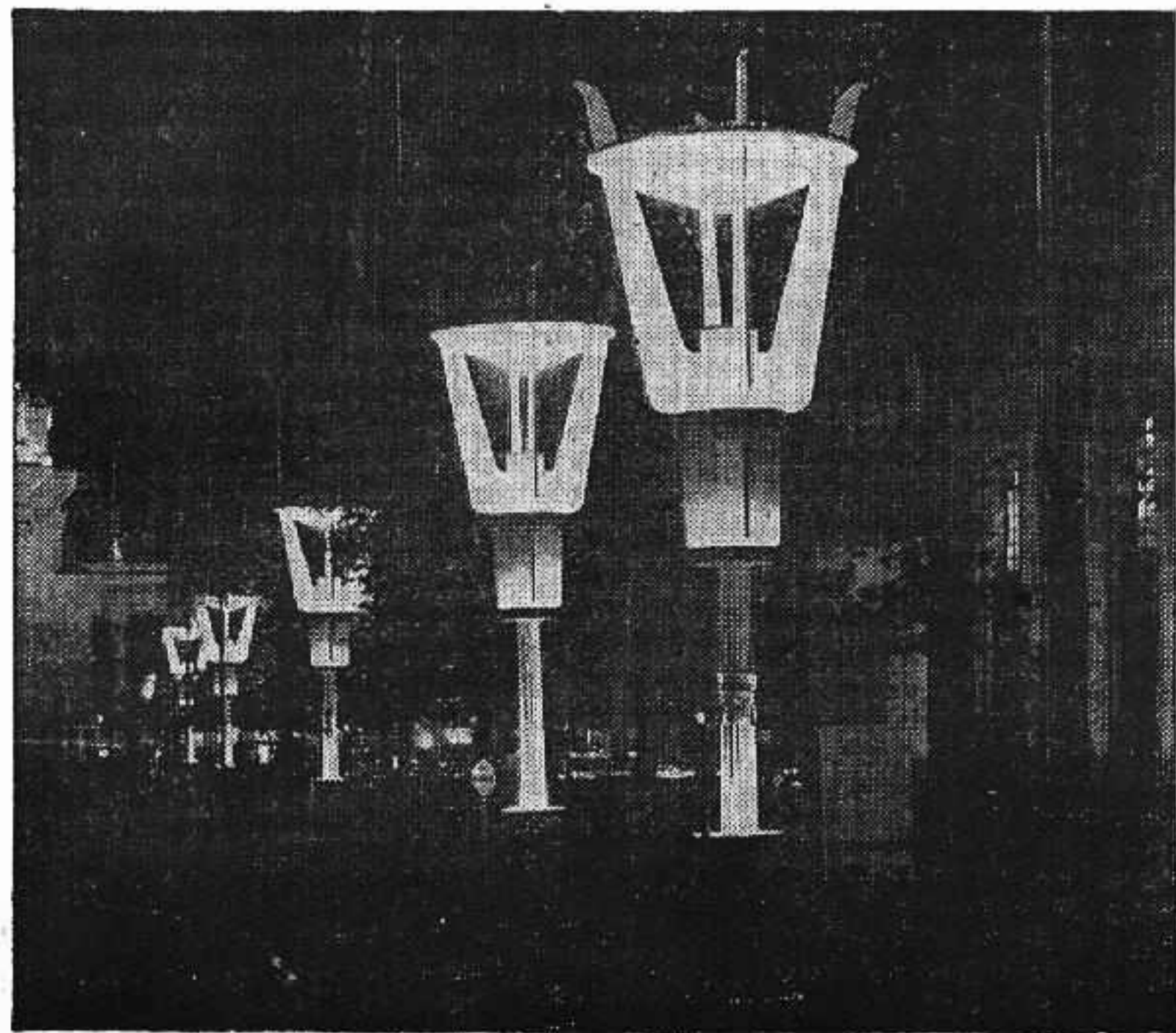
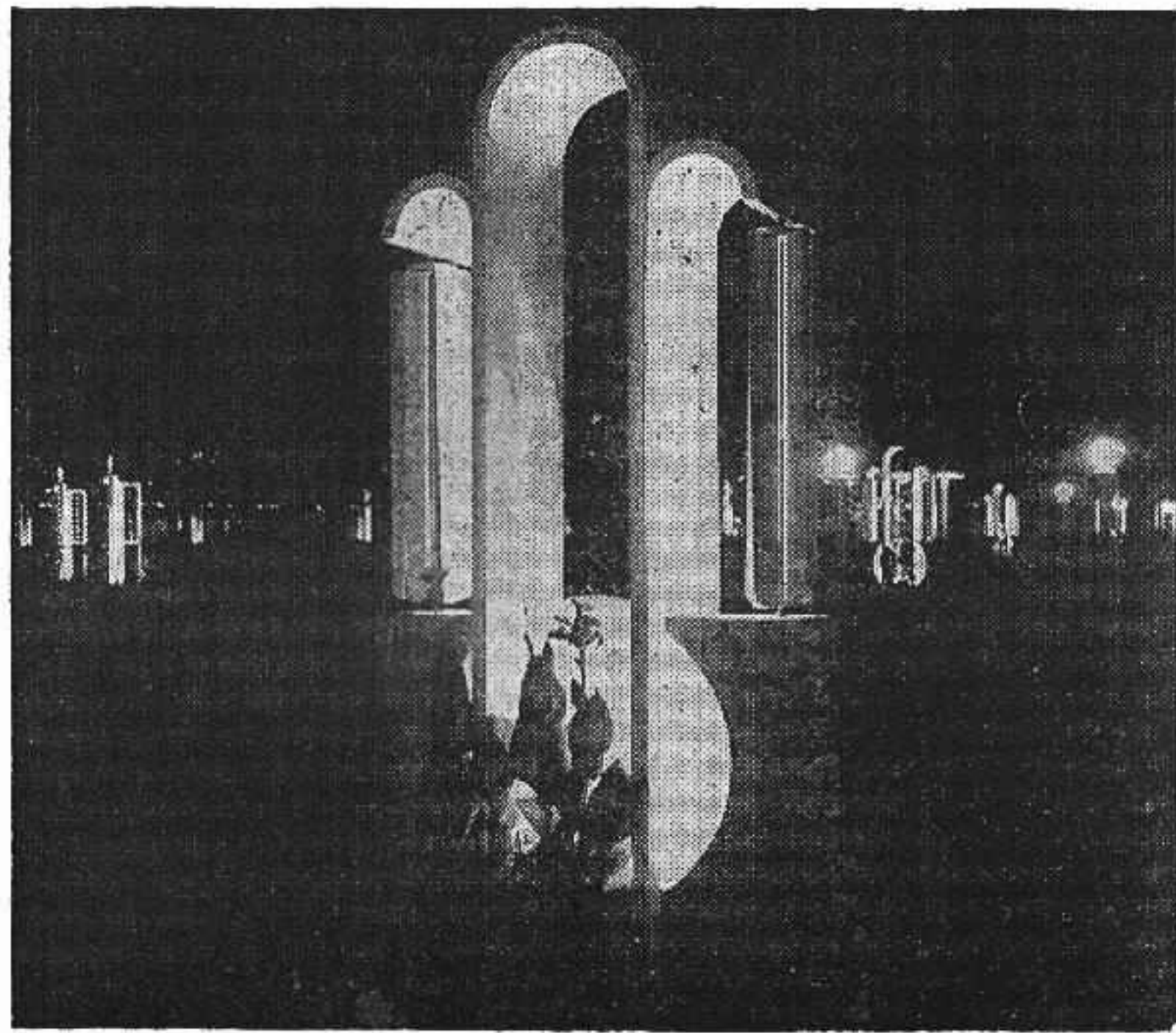
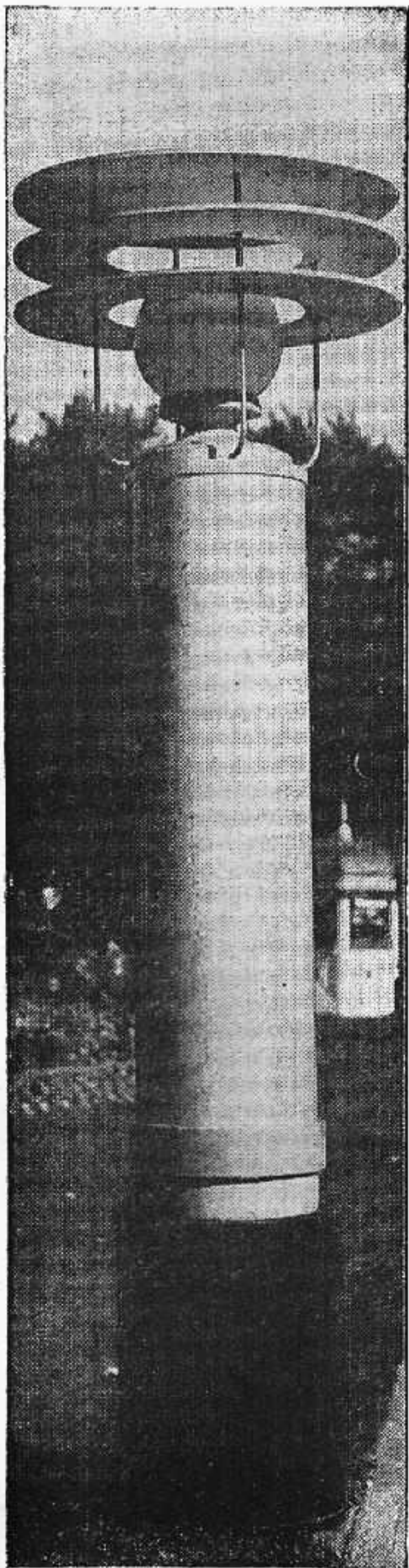
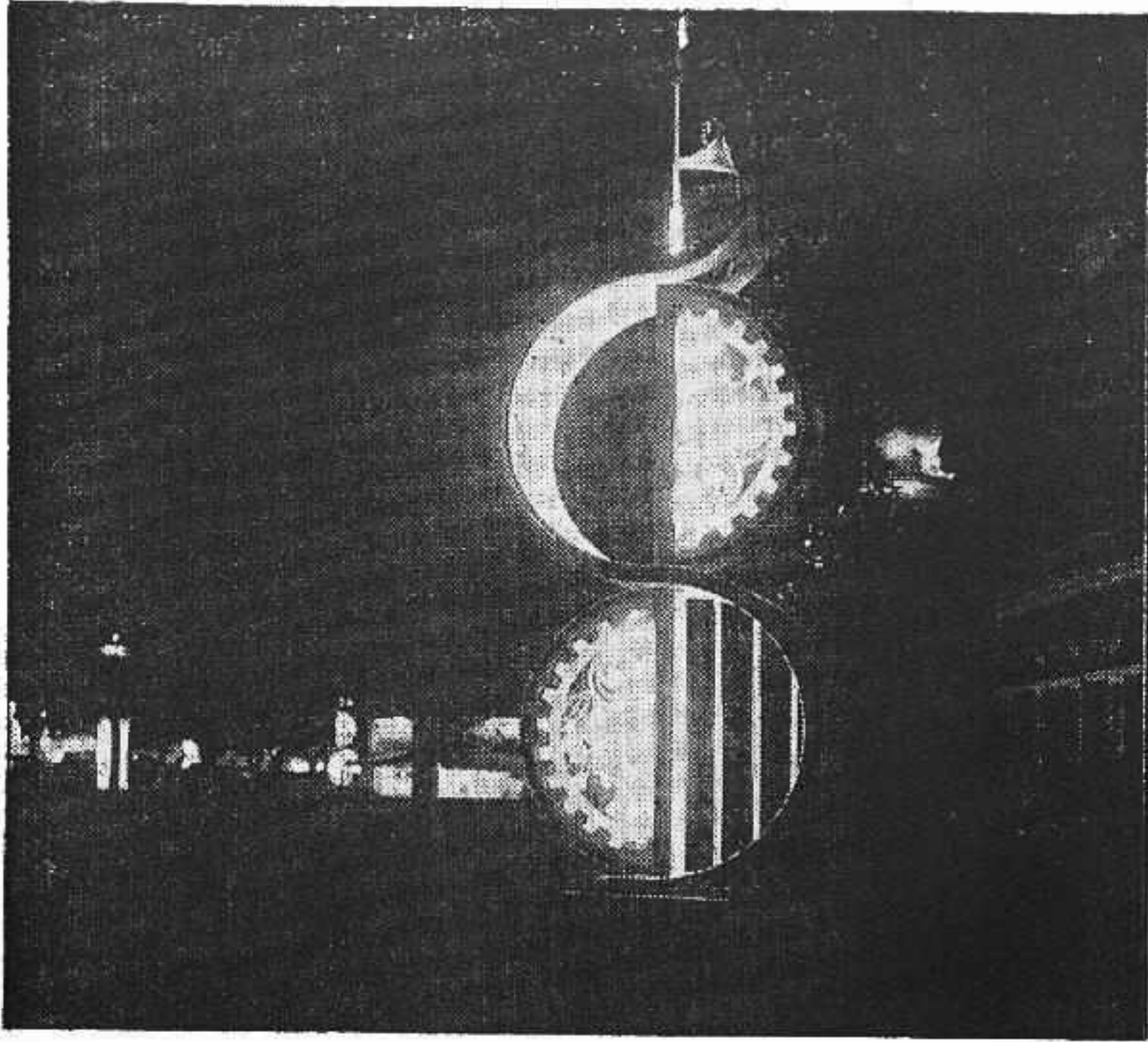
TYPICAL SCENES OF INCOME-YIELDING ACTIVITIES AT THE READING (PA.) FAIRGROUNDS at times other than during the fair are shown above. Auto races, motorcycle races, thrill shows, horse shows and football games are mixed with quieter events, such as picnics, with their big feeds, to make for a varied program at the fair plant when the fair is not in operation.

# CANADIAN NATI

**B**OUNCING back into the picture after a long hiatus caused by military occupancy during the war, the Canadian National Exhibition surprised all visitors with its unique lighting on all streets and boulevards.

A study of the pictures on these pages will give an accurate idea of the different types of lighting used over the grounds, a variety which offered excellent contrast and eliminated any possibility of monotony.

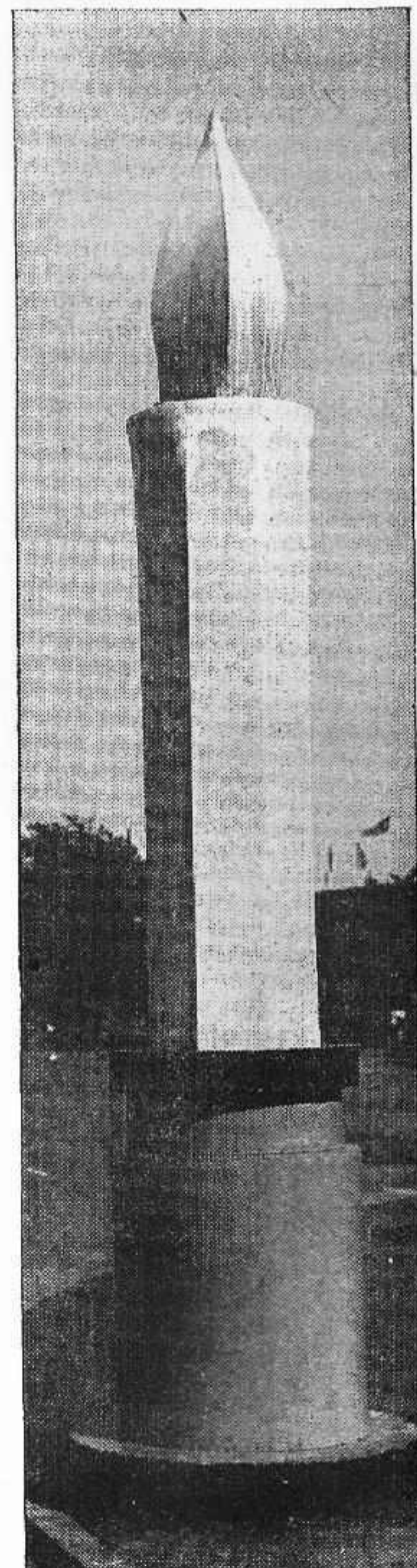
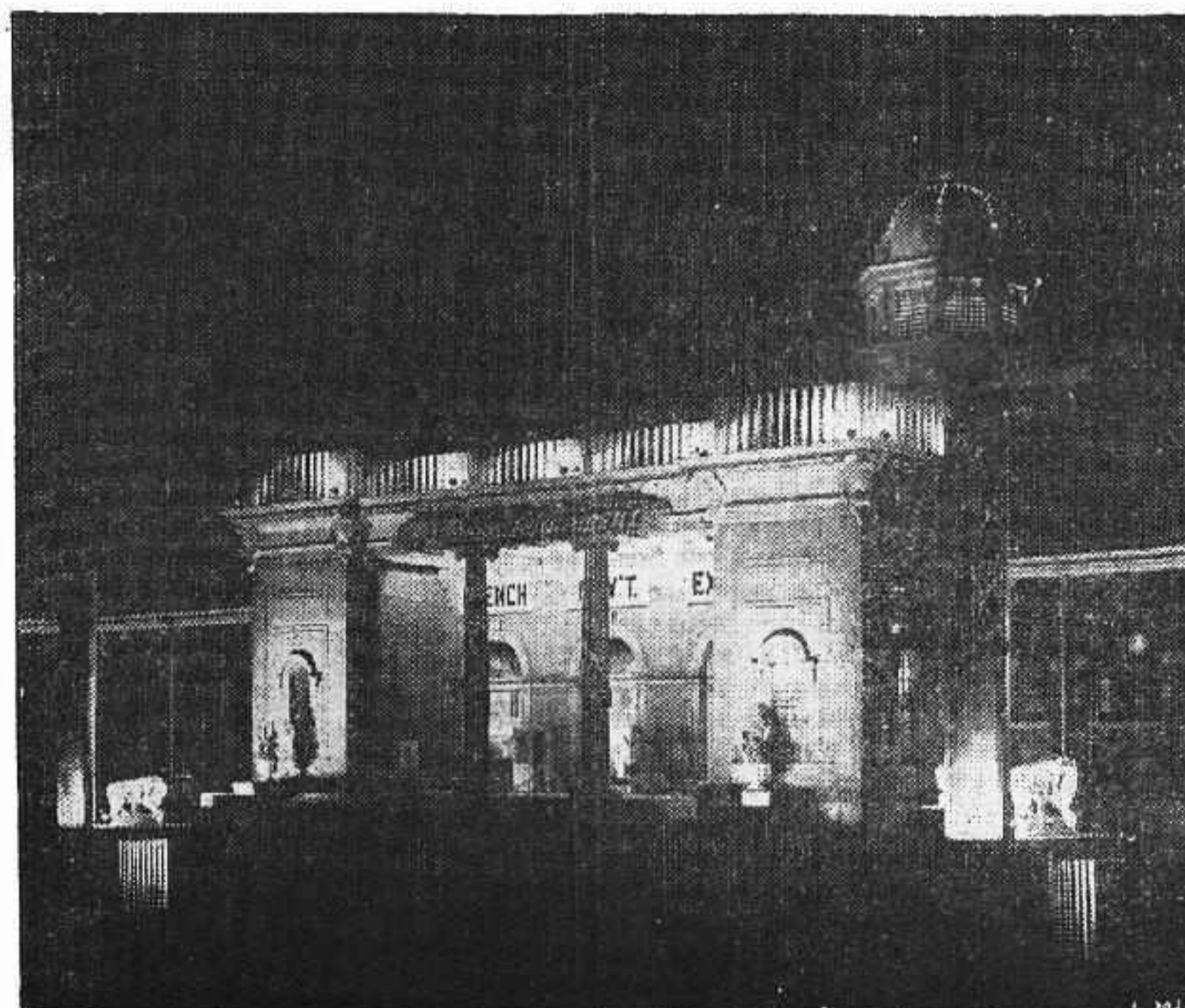
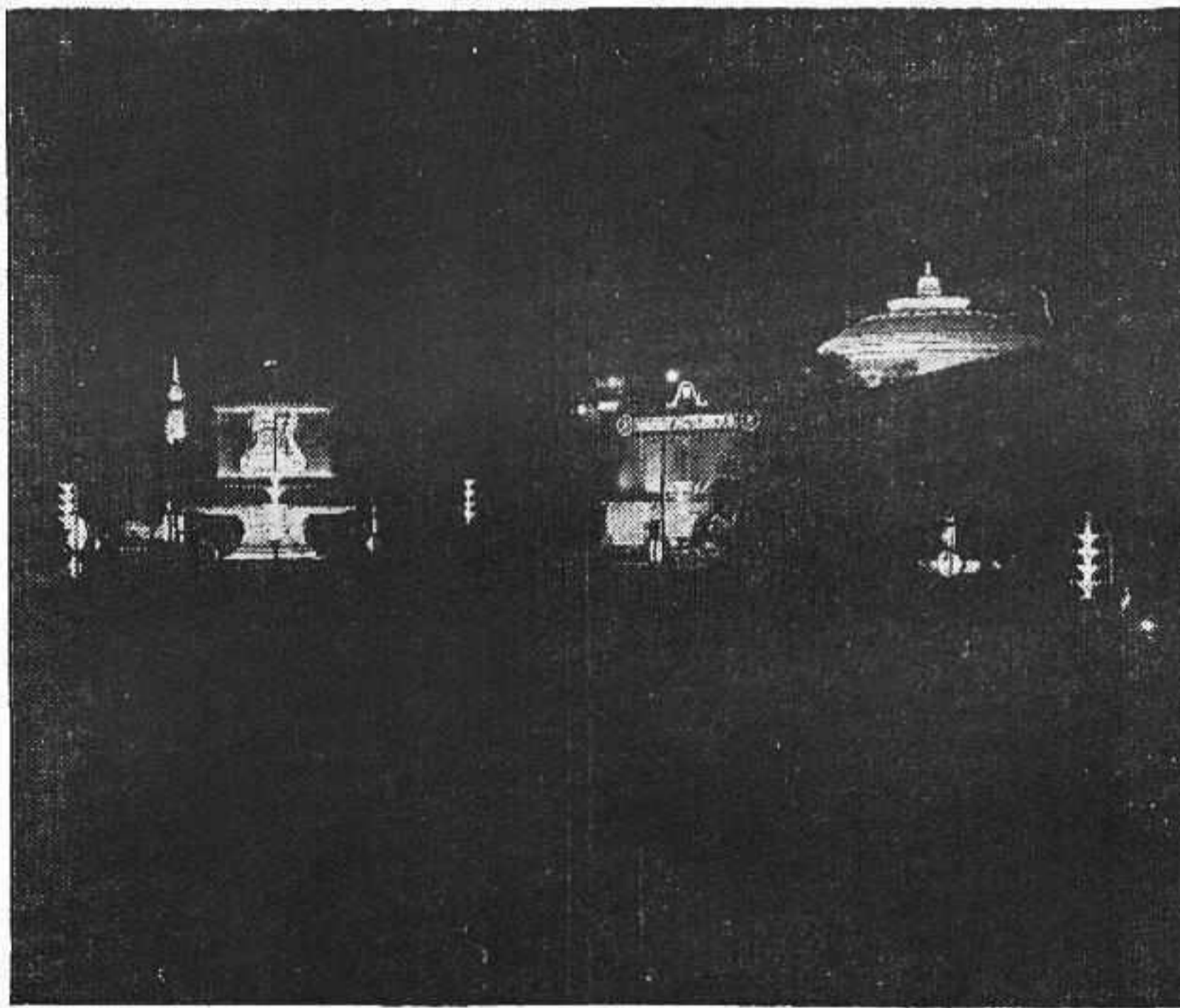
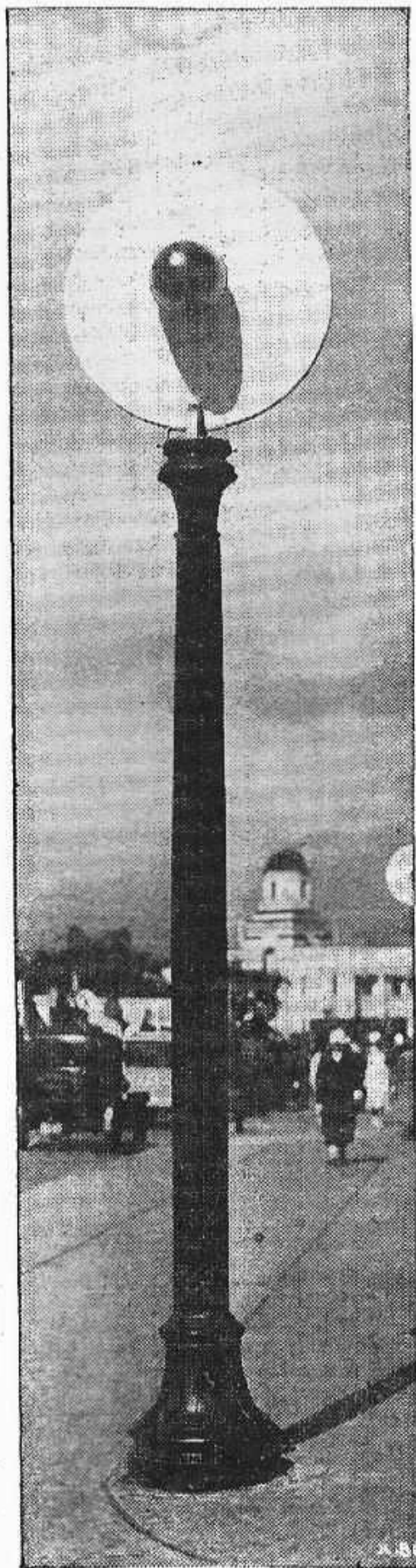
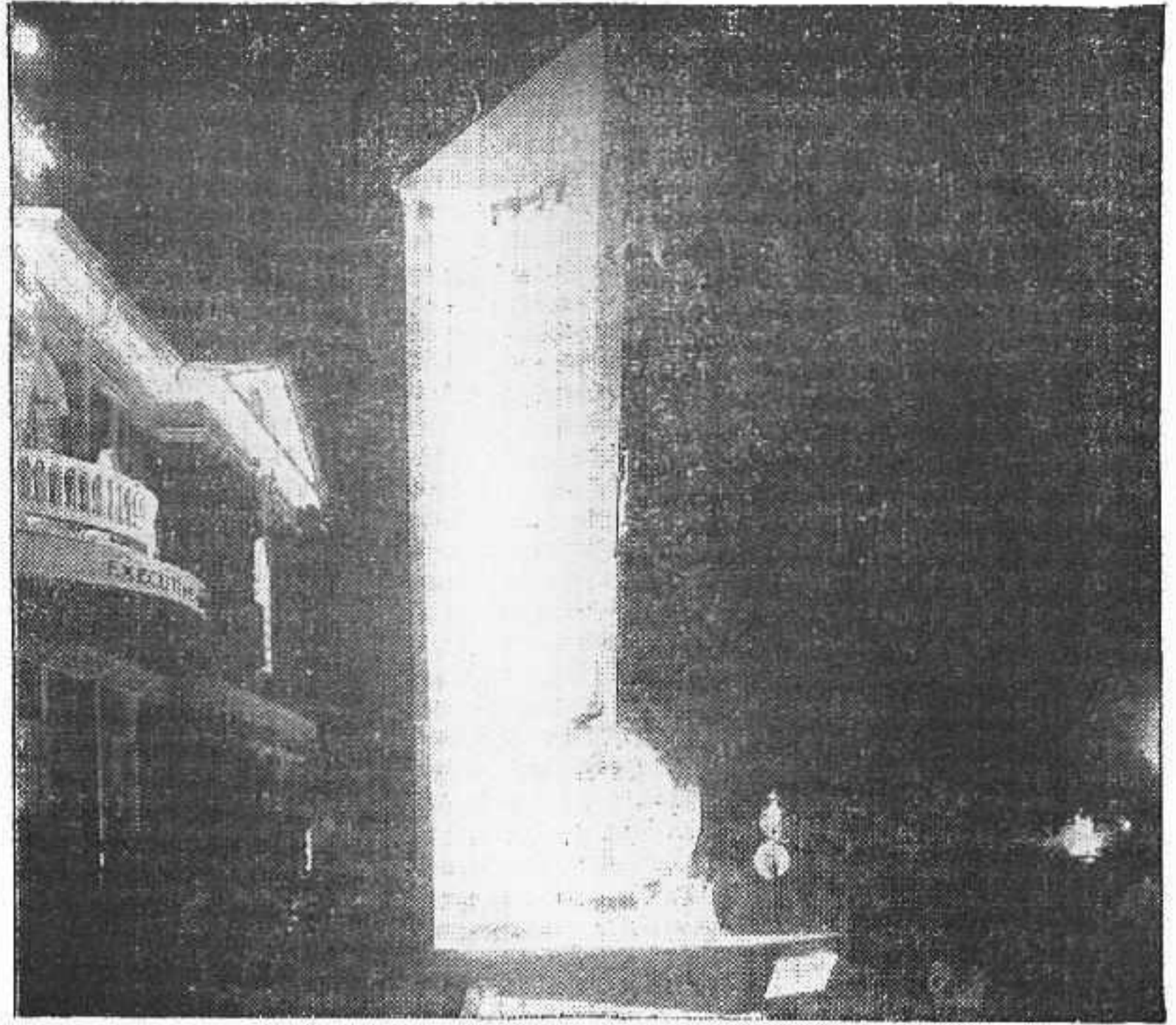
Virtually all street lights were new because those used before the war were so badly deteriorated thru lack

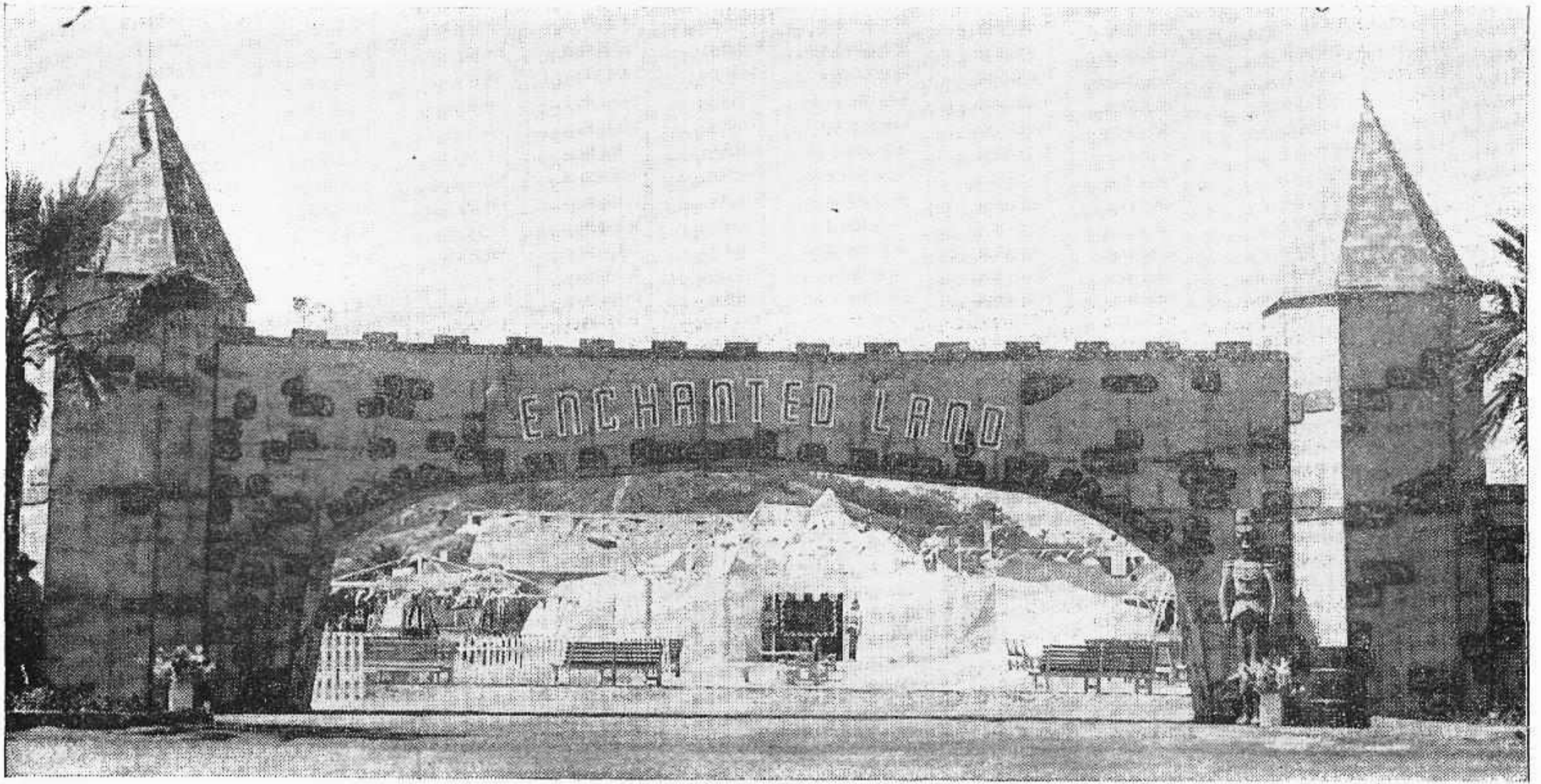


# ONAL LIGHTS UP

of care that the task of rebuilding them would have been almost as expensive as a complete new set.

Veteran fair men who were regular attendants at the Canadian National before the war were immediately impressed by the new system installed for the 1947 annual under the direction of Elwood A. Hughes, general manager, and, judging by the questions asked and the notes taken, many plan to follow suit in the future refurbishing of their grounds.





# BALLYHOO, BULLS, BEGONIAS

**Hulick Lifts San Diego, Calif., Up in Hurry;  
Intensive Exploitation, Unusual Features,  
Varied Attractions Comprise Winning Formula**

By SAM ABBOTT

**T**O BRING a fair from the obscurity of a pumpkin opera to fourth place in importance among California's 70-odd fairs and celebrations within the amazingly short period of two years is a real accomplishment, but Ernest (Ernie) O. Hulick, secretary-manager of the San Diego County Fair, did it with relative ease. His feat is even more astonishing when geographical factors are considered. Hulick had to draw the bulk of his attendance a distance of 20 miles, yet this year he showed a bona fide gate count of 234,297 admissions for a 10-day run.

Situated at the famous Del Mar race track, 20 miles north of the city of San Diego, Hulick had to devise sure-fire methods of making the crowds believe that what he had to offer was worth a 40-mile round trip over the traffic-clogged San Diego-Los Angeles main highway. That he was successful on his first try is evidenced by the fact that the first post-war fair in 1946 (and also Hulick's first fair as manager) drew 166,188 visitors—17,000 more than had attended the annual in its entire six-year history!

#### **Needed Potent Promotion**

Tho the fair was first offered in 1936, the war intervened and no events were held between 1941 and 1946. Hulick realized that in five years San Diegans had gotten out of the habit of attending fairs and a heavy publicity and promotion job was imperative. He went to work and the results speak for themselves.

A soft-spoken, red-faced, energetic man of 40, Hulick believes in drama-

tizing his fair with a liberal dash of Mardi Gras thrown in to flavor it. To this he adds plenty of well-planned exploitation. Inasmuch as San Diego County has a goodly number of livestock ranchers, this secretary-manager puts on an outstanding cattle show and his floriculture exhibit is one of the best in the State. Combining the three, Hulick's basic working plan for changing a pumpkin fair into one of major proportions can be euphoniously described in three words—ballyhoo, bulls and begonias.

Born in the Middle West, Hulick came to California soon after finishing high school in 1921. He worked with newspaper advertising departments, attended the universities of Oregon and Southern California. Later he operated his own cut-flower business for six years. He was with the Chamber of Commerce for nine more years. There were also jobs with lumber and dairy firms—all of which gave him a keener insight of business, agriculture and industry.

When the California Pacific International Exhibit was staged in San

Diego in 1935, Hulick, among other duties, had a hand in staging the special events. The Chamber of Commerce called upon him when there was a parade in the offing. Always interested in show business, working on parades and with the exposition, Hulick's ambition was to some day operate a fair. But for a man who thinks in the show business proportions that Hulick does, it would have to be a grand affair—both from quality and quantity standpoints.

#### **Rates Co-Operation High**

The biggest job in presenting a fair is co-ordination, Hulick emphasizes. In fact, when he estimated that it took 10,000 people to open a fair, he was flabbergasted himself at the figure. When he got to thinking about it and breaking the job down, he wondered if he were correct. The figure could have been higher. A fair is built on people in the factory, on the farm and those residing in and doing odd jobs in both urban and rural areas. The more one thinks of his estimate the more one is convinced that he is correct in his figure.

Hulick admits there is nothing outstandingly original in his method of fair planning. His ideas are gathered from years in studying shows in vaudeville houses, night clubs and, of course, other fairs. The astute thing to do, he declares, is to recognize a meritorious idea, improve on it if possible and apply it to the particular community or section in which it is to be used.

When he moved into the San Diego Fairgrounds in January, 1946, Hulick

#### • ERNEST O. HULICK

A firm believer in ballyhoo and originator of many new features, Ernest O. Hulick has scored a smashing success as secretary-manager of the San Diego (Calif.) County Fair. In 1946, his first year at the reins, the event drew 166,188—17,000 more than in its previous six years.



went all-out to get his fair ready by late June. Industrial exhibits were then at a low mark, for manufacturing was still curtailed by rationing. His first move was to change the dates of the Del Mar event from October, the traditional time (and when it was likely to be rained out), to a more acceptable date—late June and early July. He retained, however, the policy of offering a 10-day fair.

In examining his plant, Hulick discovered he had one of the most outstanding fairgrounds in the State. Ground was broken in 1935 as a WPA project. Later it was taken over by Bing Crosby and Pat O'Brien and became the highly publicized Del Mar Turf Club, "Where the Turf Meets the Surf." Thru its affiliation with racing and movie stars, the location became famous. In 1946 the racing fans had paid for the plant and it was returned to the State debt free as per original agreement. The plant covers 184 acres, has a grandstand seating 3,500. There is no pari-mutuel racing during the fair and it pulls entirely thru its entertainment and educational features. Prior to the establishing of the fairgrounds in Del Mar, the events had been held in Balboa Park, San Diego's city park.

#### Creates Trade-Mark

Hulick began readying his 1946 event by devising an appropriate theme. Because the history of the county is tied up with the California Dons and he wanted to stress a hands-across-the-border atmosphere, Don Diego, a mythical character in charro costume, was decided upon. Don Diego was forthwith featured on all advertising and he was on hand in person to greet Goodwin Knight, lieutenant governor, at the opening ceremonies. The idea was so successful that Hulick has now made Don Diego the fair's official trademark.

As soon as the attendance records had crumbled in 1946, Hulick began working on the 1947 event. He wanted more time to plan and do many things which he had to forego the first year because of the lack of time.

A firm believer in ballyhoo to capture public interest, this fair manager launched a publicity barrage that would do credit to the late P. T. Barnum. He had 25,000 buttons, 1½ inches in diameter with Don Diego's picture and fair dates on them, distributed to the children in 91 county schools. The professional actor impersonating Don Diego visited the schools personally. Along U. S. Highway 101 he installed two "Scotch light" boards, two 24-sheeters, two painted boards, 100 six sheets and two highway banners. Don Diego's likeness was pictured on 20,000 six-inch cutouts for automobile windshields. Fair dates were announced on 50,000 sandwich wrappers of a San Diego caterer. Contacting egg dealers, the announcement also appeared on 10,000 egg cartons distributed locally.

The San Diego transportation companies were co-operative. They displayed 75 street-car dashes, 21x27 inches, for three weeks in San Diego's streetcars. Taxis, too, carried cards. Sixty street banners were placed at important local intersections.

#### Strong on Advertising

Hulick had made four sets of newspaper mats. These were sent to papers thruout the county. About 100 inches of paid advertising space was bought in the dailies, 100 inches in county newspapers and 60 inches in the city weeklies. Co-operating with the San Diego California Club, the event was advertised with three-column eight-inch ads in the metropolitan dailies and in Arizona and the Imperial Valley as well.

There was little direct mail advertising by the fair. The announcement was sent with 60,000 water statements and 140,000 gas bills.

Fifty thousand notices, printed on onion skin paper to keep the weight at a minimum, were mailed by department stores with their monthly statements. The stores gave the fair 12 window displays. There were also 8,200 mailers aimed at the kids and 15,000 for adults sent to post office box holders.

#### Misses No Bets

Hulick hired sound trucks to tour the county announcing the fair and the police department put out 15,000 "summons" calling for "appearance" at Del Mar. Sidewalk signs were stenciled in the smaller county towns but not San Diego. Schenley Distilleries placed 150 posters and the secretary-manager sent 10,000 tickets to a selected list entitling them to visit the Cantina, a private bar in the Jockey Club at the race track.

A novel twist, too, was the telephoning of everyone listed in the San Diego telephone directory. Hulick had five girls on the phones in the county courthouse making these calls.

This ballyhoo was backed up with a beauty contest to find "The Fairest of the Fair," a new twist on the queen of the fair idea. The contest was held in various county communities with the finals staged at the Fox Theater in San Diego. Winner was awarded \$1,000 in merchandise donated by county stores. To advertise this feature, the fair used 24 chrome easels for lobby displays and 20 movie trailers were shown in city and county film houses.

#### Devised New Lures

Realizing it would take a heavy repeat business to surpass 1946's attendance record, Hulick set up attractions calculated to get it. To the left of the fair entrance he set up *Enchanted Land*, with a castle arch and two eight-foot soldier cutouts guarding the entrance. Bordering the enclosure inside was a mural 186 feet long of nursery rhyme characters. There were a pony ride, train, Ferris Wheel, Merry-Go-Round, Chairplane and Airplane to entertain the juvenile patrons. For the adults there was the Larry Ferris Greater Shows farther down on the midway.

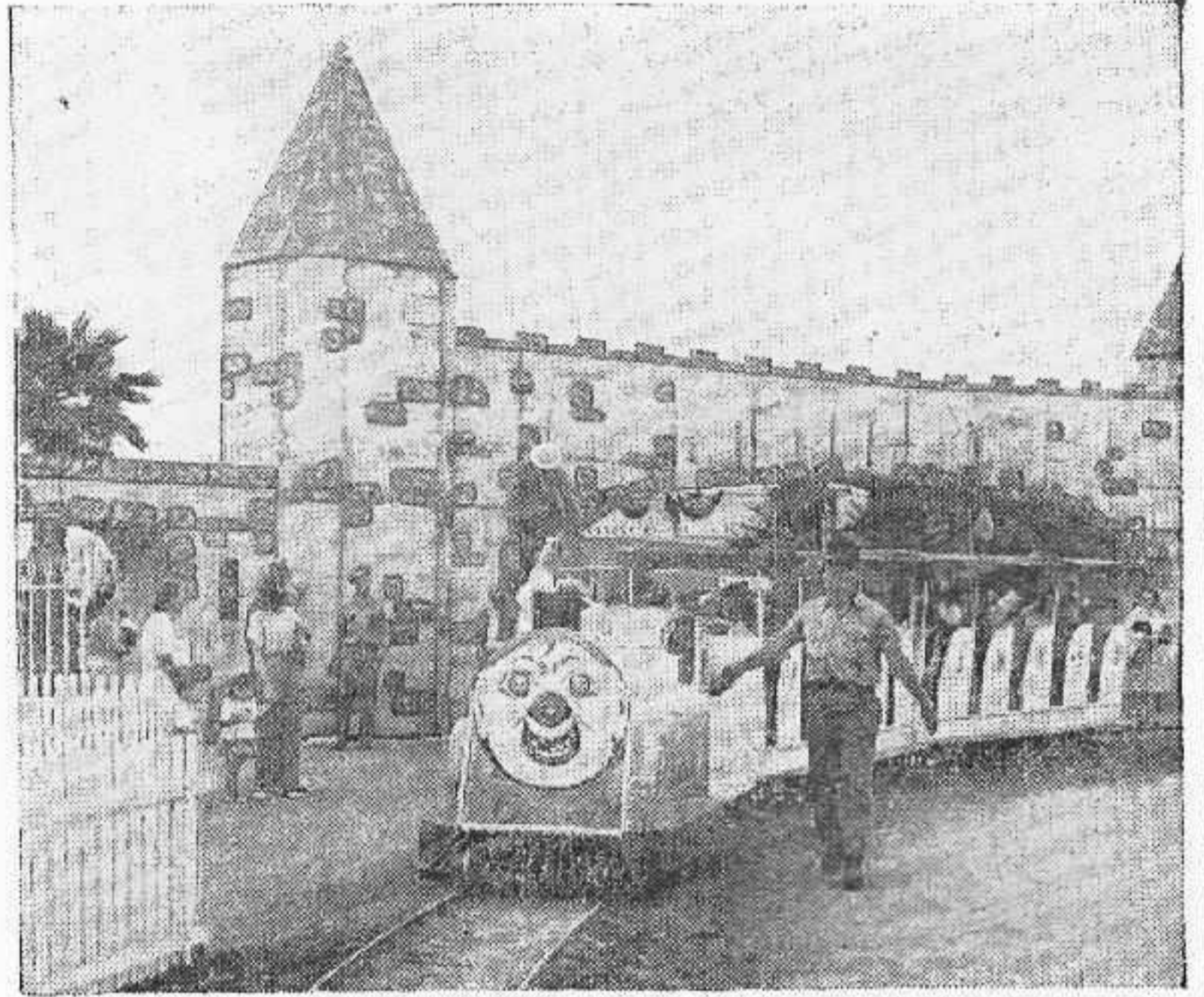
The *Fiestacade*, a package deal supplied by the William Morris Agency, was made the grandstand attraction. In addition, Hulick had a World Championship Rodeo, the Shrine Circus for 12 performances (held in the Horse Show Arena); harness racing for three days; chariot racing, four days; quarter horse racing, four days; a one-day air show; National Horse Show, eight performances. On the Fourth of July a fireworks display by the Golden State Fireworks Company, headed by Patrick Lizza, was featured. These were all paid attractions.

#### Plenty of Entertainment

Stage B, at the southwest end of the fair midway, was the scene of all free attractions. With both grandstand, arena and Stage B programs going full swing, four attractions were kept running simultaneously thruout the fair's duration.

As a safety factor, the fair had a doctor in attendance at all times. There were two ambulances stationed on the grounds. When business was at its peak on Sundays and the Fourth of July, there were three ambulances standing by.

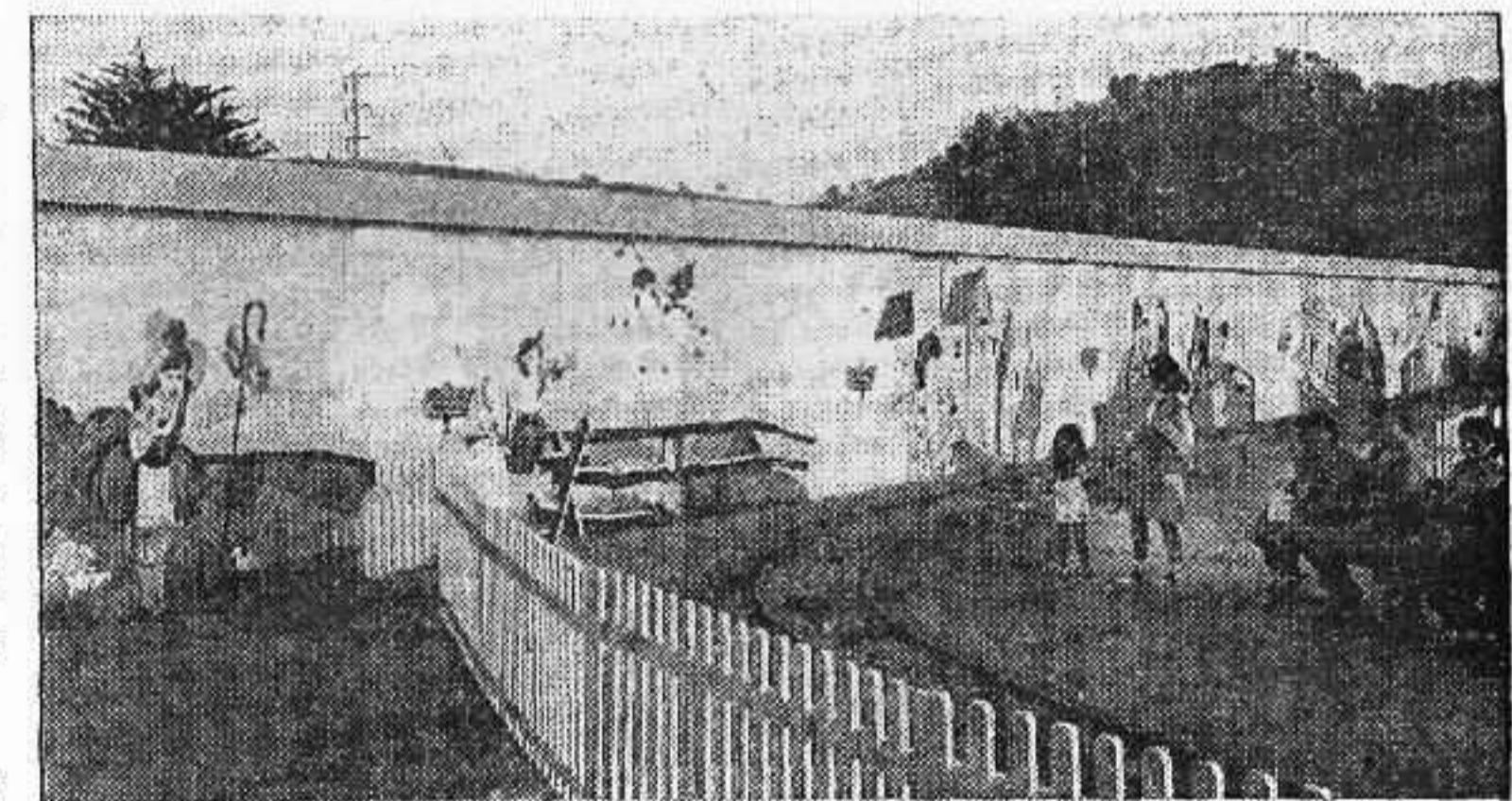
Plans are under way to build a restaurant that will be open thruout the year. A new master plan is being prepared by the State Building Board and more permanent structures, especially warehouses, are slated for early construction. In the plans, too, is a marine stadium which will permit a program of aquatic events. When all of these improvements become a reality, Hulick will still stick to ballyhoo, bulls and begonias to get the crowds.



EVEN THE ENGINE ON THE TRAIN ride bears a clown's face to delight the kiddies. The ride is a feature of Enchanted Land at the San Diego (Calif.) County Fair.



HUMPTY DUMPTY IS JUST ONE of the many nursery rhyme characters depicted in the 185-foot mural inside Enchanted Land.



BENCHES ARE PROVIDED FOR ADULTS to rest while their youngsters have fun.



A CLOSE-UP OF ONE OF THE CHARACTERS in the mural shows the detail in which the paintings are executed.

**FARMERS ON PARADE TODAY**  
 Knight Dream's 4:03 In Two Heats a Pacing Mark

**Defeats Friscoway For Fox Stake**

**State Agriculture To Be on Review**

**Year Looks Good For the Farmer - New Prices Hit**

**Took Orders to Deeltite; Now Gives Folks the News**

**First Aid**

**Hoosiers At the State Fair**

**Suzanne Atlock Wins Dress Review And Chicago Trip**

**Grassland's Colonel Takes \$1684 Breeders' Futurity**

**Bubble Blowing Goes Collegiate On Education Day**

**Fair Program Today**

**Farmer's Day**

**Grant Bonds Win Class A Contest - Rochester in 2**

**Their Year-Round Job**

**See Attention Six Year and End**

REPRODUCTION OF A TYPICAL front page of the Indiana Daily Student is shown above. Copy on the Indiana State Fair is prepared on the grounds and some 10,000 copies are printed daily and distributed free to fair patrons.



MEMBERS OF THE 1947 STAFF are shown in their own city room on the fairgrounds as they process and prepare copy. A teletype connects with the University of Indiana's printing plant at Bloomington.



**Ernie Pyle**  
 THE LATE Ernie Pyle, one of the greatest reporters ever produced in Indiana, was a member of the first Indiana Daily Student staff to put out a newspaper at the fair. He is shown here as photographed during his college days.

# PUT OUR DAILY NEWSPAPER ON GROUNDS DURING FAIR

University Students, Ernie Pyle Among 'Em, Have Done It for 22 Years at Indianapolis

FOR the last 22 Indiana State fairs, a daily newspaper has been produced on the fairgrounds, featuring happenings at the exposition.

It is *The Indiana Daily Student*, the campus daily of Indiana University at Bloomington. But during the State fair it moves its editorial department to the fairgrounds at Indianapolis and becomes the Indiana fair's official newspaper.

Eight staff members take over their editorial room in the Indiana University Building, move in typewriters and desks, an Associated Press news teletype for State and national news, and then go to work. They produce the newspaper for seven of the State fair's eight days with morning distribution.

**Distributed at Fair**

Their copy—editorials, telegraph news and all—is moved by news teletype to their Bloomington office, where it is set in type and the newspaper printed, ready for early morning delivery by truck to the State fair. Morning finds 10,000 copies distributed around the fair and they disappear quickly, being grabbed both by visitors and workers. The paper is valuable not only for its news but for its programing of the current day as well.

It naturally plays fair news over all other but also includes top news of the day from over the world. The publication is full size (eight columns), eight pages and carries advertising of exhibitors and merchants. Eight journalism students usually make up the staff, writing 28 to 30 columns of news daily. Reporters are busy with daily assignments taking in the day's events. They also watch police headquarters, the hospital and the administrative offices, search the displays for features and look for every possible story on the State fair.

**Serves Double Purpose**

A double service is provided by the operation. The university's department of journalism provides the State fair management an added service. And the university, with its own permanent exhibit building on the grounds, also thereby shows a live and functioning exhibit along with its many others, since the office is in exhibit row.

Ernie Pyle, who became immortal for his chronicles of the last war, bossed the first of the Indiana State Fair newspapers back in 1922. A journalism student at I. U. then, he led a group of seven others who literally pitched a tent for their editorial room. They published the first fair daily, full of news of the fair and selected items from the daily report of the Associated Press. Indiana University had set up an exhibit of its services at the fairgrounds in 1921. The men responsible saw the publication of *The Daily Student* as an interesting part of this exhibit for the second year and planned accordingly. Indianapolis newspapers gave support by lending cartoons and other features, and Indianapolis merchants saw the paper as a means of presenting their messages to the thousands who through the fairgrounds.

**Ernie Pyle First Staffer**

*The Indiana Daily Student* was established in 1867, became a daily in 1898, established its own printing plant in 1914, and became a member of the Associated Press in 1920. Since 1912 it has been the laboratory for journalism students, where, under the supervision of experienced newspapermen, they learn the hows and whys of reporting and editing. The State fair offered a new test for the best of the students. They had to be reporters to go in "cold" and begin producing a newsy, readable newspaper. Ernie Pyle's staff met the first test, and after that year the paper was designated as the official newspaper of the fair. Today the paper proudly claims it is the only daily paper regularly written and edited on a State fairgrounds.

Various methods of publishing the eight-page paper have been tried. In 1923 a composing room actually was set up under a tent on the fairgrounds. With type set there fairgoers could watch the process. The printing was done in an Indianapolis pressroom. The first year a member of the staff had carried the copy to Bloomington in late afternoon by train, got late news by telephone from the staff in Indianapolis, and brought the papers back by truck the next morning.

After 1923, when the on-the-scene typesetting was tried only once, the copy was sent to Bloomington by bus several times a day, the paper printed in the *Student's* own plant and 10,000 copies delivered on the fairgrounds in time for morning distribution. However, in 1947 the paper established a direct teletype line from its offices in the Indiana University Building on the fairgrounds to its plant at Bloomington, and for seven hours a day an operator transmitted copy directly to the editorial rooms in Bloomington. Regulars at the fair look for the newspaper. Each year as the staff assembles to begin work, folks drop in to ask when the first issue will be. Work of publication is helped immensely by co-operation from the fair's own publicity office and from the publicity representatives of the various shows and exhibits on the ground. The paper works closely with the radio stations on the grounds.

**Develop Tradition**

During the four war years, when the State fair was suspended, the *Daily Student* likewise "stayed at home," but was back on the job when the fair was resumed in 1946. Since 1939, Prof. John E. Stempel, head of the department of journalism after several years in newspaper work and member of the first State fair staff, has directed publications of the fair editions. The staff for the 1947 issues included Marjorie Jean Smith, Washington, editor-in-chief; Charles B. Vaughan, Fountain Inn, S. C., managing editor; William Dyer, Don Campbell, and John Wilson, all of Indianapolis; Muriel McSweeney, Medaryville, Ind.; Bennie Graves, of Louisville, and Robert Thompson, Los Angeles, reporters; Patricia Perkins, Indianapolis, business manager, and William Humphrey, of Logansport, Ind., assistant business manager. Editor of the 1946 editions, the first after the war, was Macy L. Broide, who won honors as a division combat correspondent during the war and now is with *The Evansville (Ind.) Press*.

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**IT WAS  
A WHALE  
OF A SHOW!**

*Again*

**THE GREATEST FAIR IN AMERICA IN 1947**

**THANKS TO 1,763,921 VISITORS!**  
(THE GREATEST ATTENDANCE IN THE HISTORY OF ANY STATE FAIR)

**THANKS ALSO TO THE SHOW  
PEOPLE, THE CONCESSIONAIRES  
AND EXHIBITORS WHO CONTRIBUTED  
SO MUCH IN MAKING IT A SUCCESS!**

**THE State Fair of Texas**

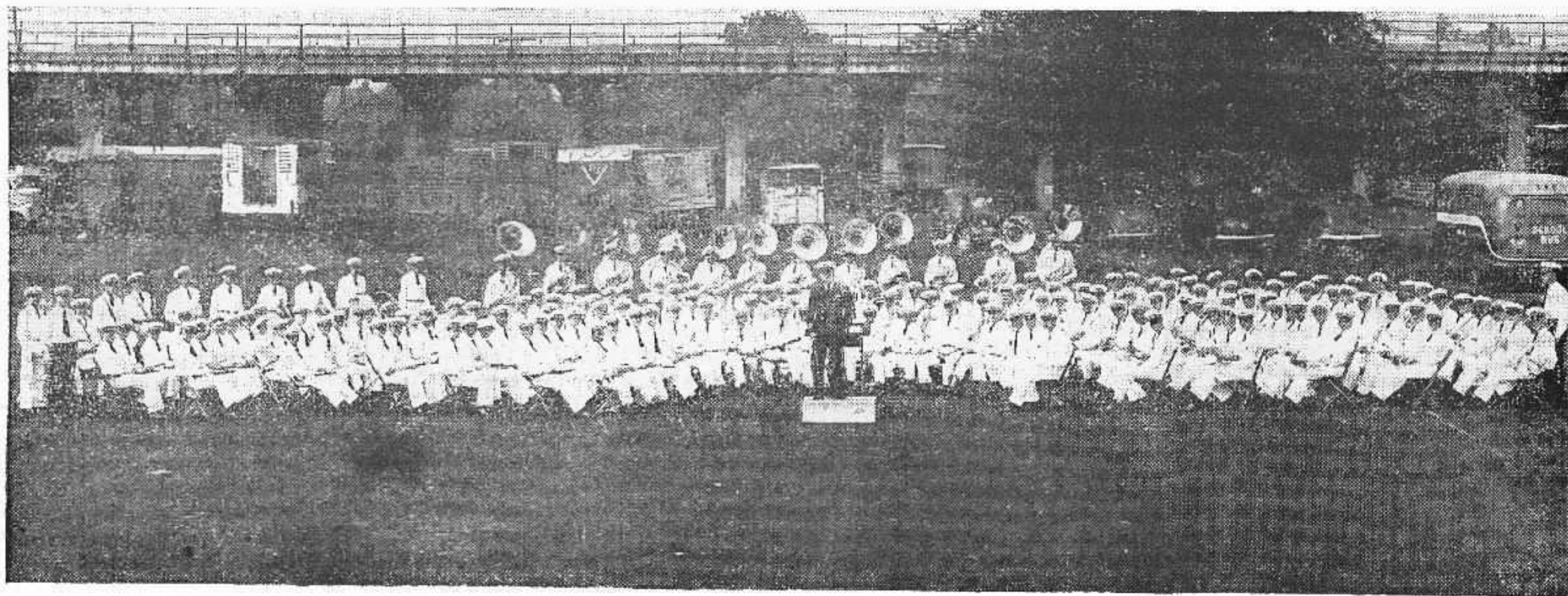
**THE SHOW WINDOW OF THE SOUTHWEST**

**R. L. THORNTON**  
PRESIDENT

**W. H. HITZELBERGER**  
EXEC. V. P. & GEN'L MGR.

DALLAS 10, TEXAS

# OHIO ANNUAL'S ALL-YOUTH BAND BUILDS



*Come on and Hear  
Come on and Hear  
The Best Band in the Land—*

**T**HAT'S the opinion of thousands and thousands of persons who have attended the last 19 Ohio State Fairs when the 250 piece All-Ohio Boys' Band swings down the midway at the annual Buckeye exposition.

The band has grown in popularity so much in the last few years that now it is one of the stellar attractions at the fair. The musical organization for the last 16 years has been under the direction of Dr. Louis Pete, associate professor of music at Ashland College, Ashland, O.

#### Director's Many Duties

Dr. Pete's duties consist of more than merely directing a band. He assembles his young musicians a week before the fair opens and then for the next 15 days he serves as father confessor, doctor, nurse, disciplinarian and friend to 250 boys, many of whom are away from home for the first time in their lives. Homesickness among the lads is one of Dr. Pete's major problems. He has found that his best cure for this is to keep the boys busy and the parents away from the band quarters.

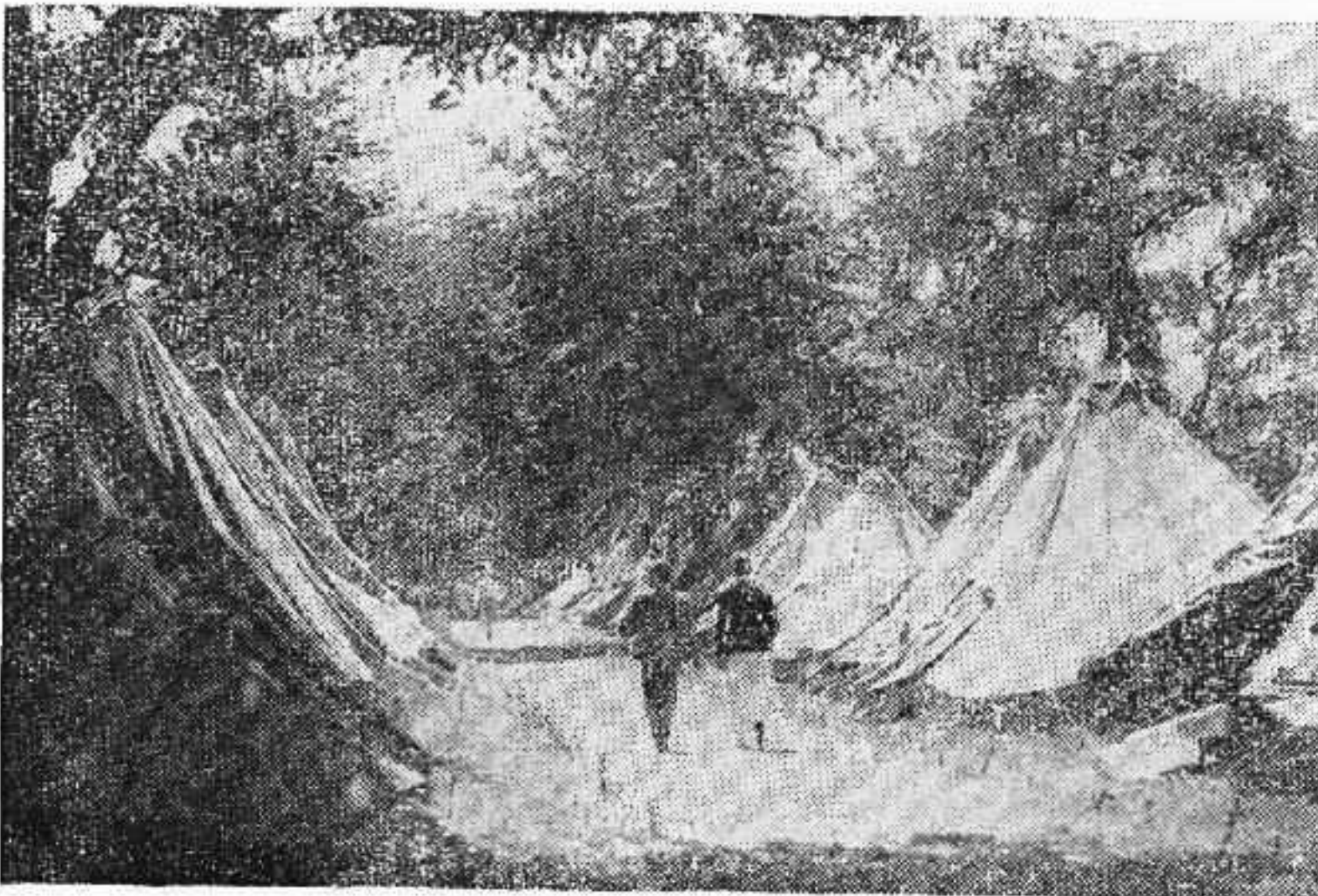
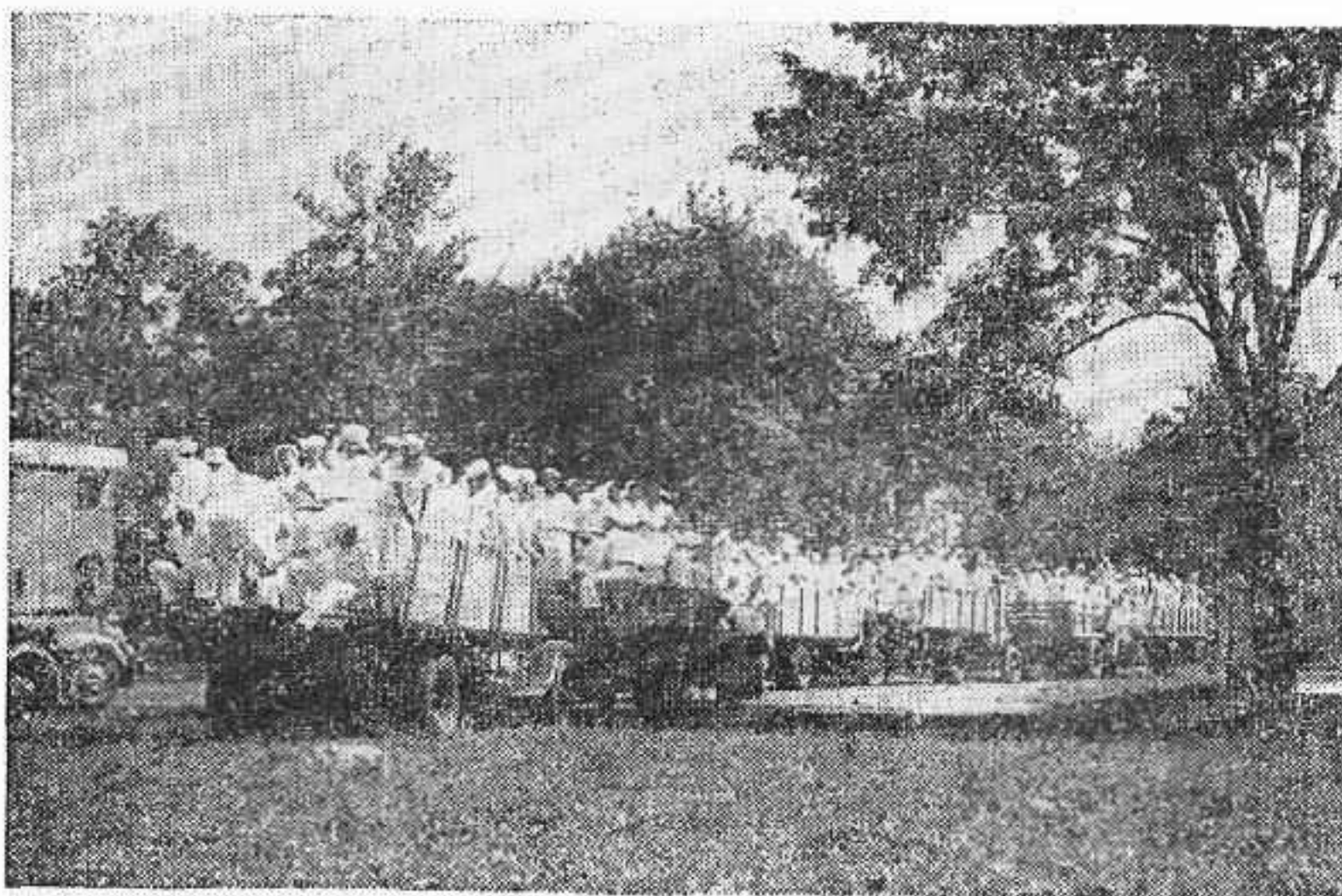
Of times stern measures must be resorted to to maintain discipline in the tented city where the boys live. For example, one night last August during the fair there was a continual noise and disturbance in one of the tents. A warning was issued. The noise continued. Then, a blast of the assembly bugle shattered the quiet of the midnight air. The boys rolled out, were ordered to dress in full regalia and three laps around the race track in marching formation with instruments was the command. Quiet prevailed for the remainder of the night when the boys returned.

#### Preparations Start Early

Work of organizing the band starts a year in advance of the fair. The boy musicians are members of high school bands from thruout the State and are selected for the coveted honor of playing at the fair on the basis of their musical ability. Each boy is recommended for membership by his own high school director at the end of the school year. Last August the band was composed of boys representing 117 towns from 77 of Ohio's 88 counties.

The All-Ohio band was first started back in 1927 when Jack Wainwright, of Fostoria, assembled whole bands from various schools and then used them as a massed unit at the fair.

In 1931 Dr. Pete took control and



OHIO'S ALL-YOUTH BAND is shown (at top) massed for a concert at the fair and (in center) being transported in a cavalcade of trucks. Tent village set up to house the 250 members of the band during the rehearsal period, the week prior to the Ohio State Fair and during the full run of the Columbus, O., annual is shown in the bottom picture.

started assembling the outstanding musicians from each high school unit in the State. The band has been as large as 300 pieces and in 1946 as small as 100, altho Dr. Pete's standard is 250 pieces.

The boys with their various instru-

ments assemble in Columbus a week prior to the opening of the fair and are quartered in two large sleeping tents on the grounds. Each boy has 36 square feet that he can call his own. The State supplies a cot and a chair for each boy and they furnish

their own bedclothing. A doctor is retained to visit the tented city every morning, noon and night that the boys are in camp.

For a solid week the boys rehearse six hours a day, three hours in the morning under assistant directors in a secondary rehearsal and then three hours in the afternoon as a massed band under the personal direction of Dr. Pete. Two concerts are played each day at the fair beside numerous extra-curricular concerts.

#### Cost Put at \$9,000

The boys pay their own transportation to and from the fair but while on the grounds they are guests of the State. Fees for assistant directors, camp manager, librarian, property man and conductor amount to approximately \$1,000. The big expense is feeding 250 hungry teenage boys three times a day. Last August, 8,775 meals were served at a total cost of \$7,475.55. The tent rental costs the State about \$400 and \$150 is expended each year to replace parts of old music and to purchase new music. Thus, for approximately \$9,000 the Ohio State Fair gives a big boost to its own Youth Fair and at the same time has a top-notch drawing card that pulls at the gate.

The musicians' union has never been unkind to the All-Ohio Boys' Band. Once or twice it has brought up questions but has never caused any real embarrassment. Dr. Pete and all of his assistants are all members of the Ashland local.

#### Not Many Difficulties

Strange as it may seem there are not too many difficulties encountered in the operation of such a large band of youths. Dr. Pete explains it this way, "We have learned when and how to discipline, when to reward, how tight a hand to keep on the boys and to insist upon fine musical results. The boys are pleased with this and produce."

Dr. Pete, beside his connection with Ashland College, is supervisor of music in the Ashland public schools and is also conductor of the Ashland Symphony Orchestra and is widely known for his activities in musical education.

His assistants usually stay with him year in and year out. He has Ernest Manning, author of a clarinet method, in charge of the woodwinds; Chester Fair, an extraordinary performer on trumpet, in charge of the brasses; Allan Able, national drum champion, in charge of the percussion section. John Hartzler, assistant principal of Ashland High School, has served as camp manager for a number of years.

*The World's Greatest*  
**THE CANADIAN  
NATIONAL EXPOSITION**



*2,500,000 attendance in 1947*

**A GREATER AND BETTER EXPOSITION**

**IN 1948 . . . . .** *Aug. 27th to Sept. 11th*

**TORONTO, CANADA**

**J. A. SCYTHES, President**

**ELWOOD A. HUGHES, O. B. E.  
General Manager**

# POMONA COMES BACK IN 1948

**L**OS ANGELES COUNTY FAIR in Pomona, Calif., the largest county fair in the nation, will resume its schedule in 1948 after a lay-off of seven years. To ready the plant for this event, \$2,050,000 will be spent between now and September 17 when it opens for its 17-day run, C. B. (Jack) Afflerbaugh, president-manager, revealed.

Of this fabulous total, \$719,000 will be spent for a new agriculture building to replace the one destroyed by fire in 1941, three days after the closing of the fair that year. The new structure, to be completed 180 days after the contract was awarded October 7, will occupy the same site as the one destroyed. In dimensions the new structure will be identical to its predecessor and have many innovations in fair exhibit buildings.

## To Be Air-Conditioned

The over-all dimensions are 149 by 800 feet. The display space will be 135 by 800 and on each side of the building will be a hall seven feet wide. Fuse boxes and other building operative necessities will be located in the hallways, removing them from the display center.

In addition to the 108,000 square feet of exhibit space, the building will house two new batteries of toilets and exhibitors' rooms in which are installed toilets, kitchenettes and showers. The building will be air-conditioned.

## \$2,050,000 Building Program Under Way For Revival of Largest County Annual

Believed to be new in exhibit building construction is the inclusion of a cold storage space in the basement. There will be separate stalls for each exhibitor and they will accommodate a total of 50 tons of fruit. Afflerbaugh said the cold storage equipment will afford exhibitors the opportunity of making partial or complete changes of fruit stock without sending to the city's storage plant for the produce. Fruit can also be stored in the stalls before the fair opens so that when the work of building displays begins, there will be adequate material on hand. Temperature of the room can be kept between 40 and 45 degrees.

The new agriculture building will be 50 feet from floor to dome and a monitor, resembling an elongated cupola, will run the entire length of the building to insure proper ventilation. The structure will be protected from fire by an overhead sprinkler system of the beam type.

## Equipped With Stage

To bring "daylight" into the building, plans call for five rows of fluorescent lights in batteries of six running from one end of the building to the other. The ribbons of light will

be placed two rows on each side of the slanting ceiling and one in the center. The light will be softened by the pastel coloring of the ceiling, giving a rainbow effect of harmonizing colors against the background. Light meter reading on the floor will be between 15 and 20 candlepower.

A 100 by 30-foot stage is to be constructed at the east end of the building.

In another section of the fairgrounds, work is soon to start on the razing of the wooden beef and dairy cattle barns. These will be replaced with a modern fireproof concrete and steel barn 181 by 400 feet.

## To House 1,100 Head

Having a capacity of 1,100 animals, the new cattle barn will also have a judging ring of modern design with bleachers. Thruout the building will be five-foot macadam alleys for walking the cattle to and from the judging ring.

Also to be ready by September is a new swine barn, 87 by 400 feet. The building will have 387 pens and house from 900 to 1,000 hogs.

East of the grandstand and west of the exhibit buildings an exhibition center will be built to house the

larger commercial exhibits. Plans call for 10 buildings, five on each side, with a lagoon in the center. On each side of the lagoon will be a 20-foot walk.

In this section there will be one building 60 by 75 feet and one 50 by 60; two 50 by 75 and six 50 by 50 feet. Structures will be equipped with storage rooms, enabling exhibitors to leave displays from one year to the next. Afflerbaugh said that the space will be leased for three years, enabling the companies securing them to launch a long-range program. Construction of the exhibition center was planned in 1941 and all of the space had been engaged for 1942, had that year's program not been interrupted by the war.

In 1948 Pomona will have accommodations for 500 4-H and FFA members. Eight army barracks and four latrines with showers will be established on the fairgrounds.

## New Grandstand Stage

The grandstand, with its seating capacity of 12,500, will be completely renovated. In addition to this work, a new and modern tote board, 120 feet long, is to be built in the infield. A tunnel will be placed under the track so that overflow from the grandstand can be placed in the infield. This will give greatly increased capacity. In the infield also there will be pari-mutuel machines, rest rooms and sandwich stands.

A new stage in front of the grandstand is also to be made of concrete and steel. It will be modern and contain sufficient dressing rooms for a full-scaled production. The dressing rooms already built under the grandstand will take care of any overflow and a tunnel will permit performers to go back and forth from dressing rooms without coming into view of the audience.

General improvements to the buildings include painting. Each will be a different color but in harmonizing shades. Renovation will be inside and out.

## Aim at Million Mark

On the basis of attendance at fairs in California during 1947 and, assuming Pomona gets its ratio of turnstile clicking increase, well over 1,000,000 people will attend in 1948. To accommodate such a crowd, 42 acres have been added to the grounds and another 44 acres (released from the plant some years ago) are again back in the plant property, making a total of almost 350 acres in the entire fairgrounds. The 44 acres, equipped with railroad spur and paved, is suitable for machinery exhibit.

## Add to Midway Area

The space used in the past for the midway is to be increased by moving the fence back 500 feet.

To take care of an enlarged fair the Administration Building is to have a 40 by 40-foot addition. The police station space is to be increased with a separate place for lost and found items—and lost kids.

Work on the 1948 event started as soon as the grounds were returned to the fair management on June 9. The first move was to clean up, and a gang of workmen went to work July 7. Their work precedes that of the landscape gardeners and follows that of the builders.

These new buildings will be ready by September 17. Also to be used for the first time at this fair is the Food Building, which was not completed in time for the 1941 event.

These are pretentious plans—but the finished product can be seen in late 1948 at Pomona.



POMONA'S HUGE FAIRGROUNDS, PHOTOGRAPHED IN 1941, when the nation's largest county fair was last held, has since been increased to total 350 acres. A \$2,050,000 modernization program now is well under way for the 1948 revival of the event. The plant provides parking for 30,000 cars.

*The Cavalcade  
Marches on . . .*



*Al Wagner*

CONTACT Al Wagner at the  
Hotel Sherman, Chicago, during  
Convention.

OR

Cavalcade of Amusements,  
Winterquarters, Fairgrounds,  
MOBILE, Alabama.

**"WHERE THE CAVALCADE LEADS IN PERFECTION  
. . . OTHERS MAY TRY TO FOLLOW . . . BUT . . .  
"WE SHALL ALWAYS BE FIRST IN THE MODERN  
DEVELOPMENT OF THE CARNIVAL . . ."**

**FOR THE 1948 SEASON WE ARE ALREADY BUSY  
WITH A PROGRAM OF BUILDING AND PRODUCTION  
THAT WILL AMAZE THE OUTDOOR SHOW WORLD**

# 1947 CAVALCADE TOUR OF FAIRS, SPECIAL CELEBRATIONS AND CIVIC PROMOTIONS

NASHVILLE, TENN., SPRING FESTIVAL  
A tremendous event that brought THOUSANDS to the midway nightly.

MEMPHIS COTTON CARNIVAL  
For the 2nd year the "South's Greatest Party" went over the TOP with the CAVALCADE.

IONIA FREE FAIR  
Ionia, Michigan  
Bigger and better than last year when the Cavalcade broke all out-standing records.

DELAWARE COUNTY FAIR  
Muncie, Indiana  
Largest attendance at one of America's oldest county fairs.

MISSOURI STATE FAIR  
Sedalia, Mo.  
First big railroad show in years to play this great fair. Financial returns as good as previous 2 years combined.

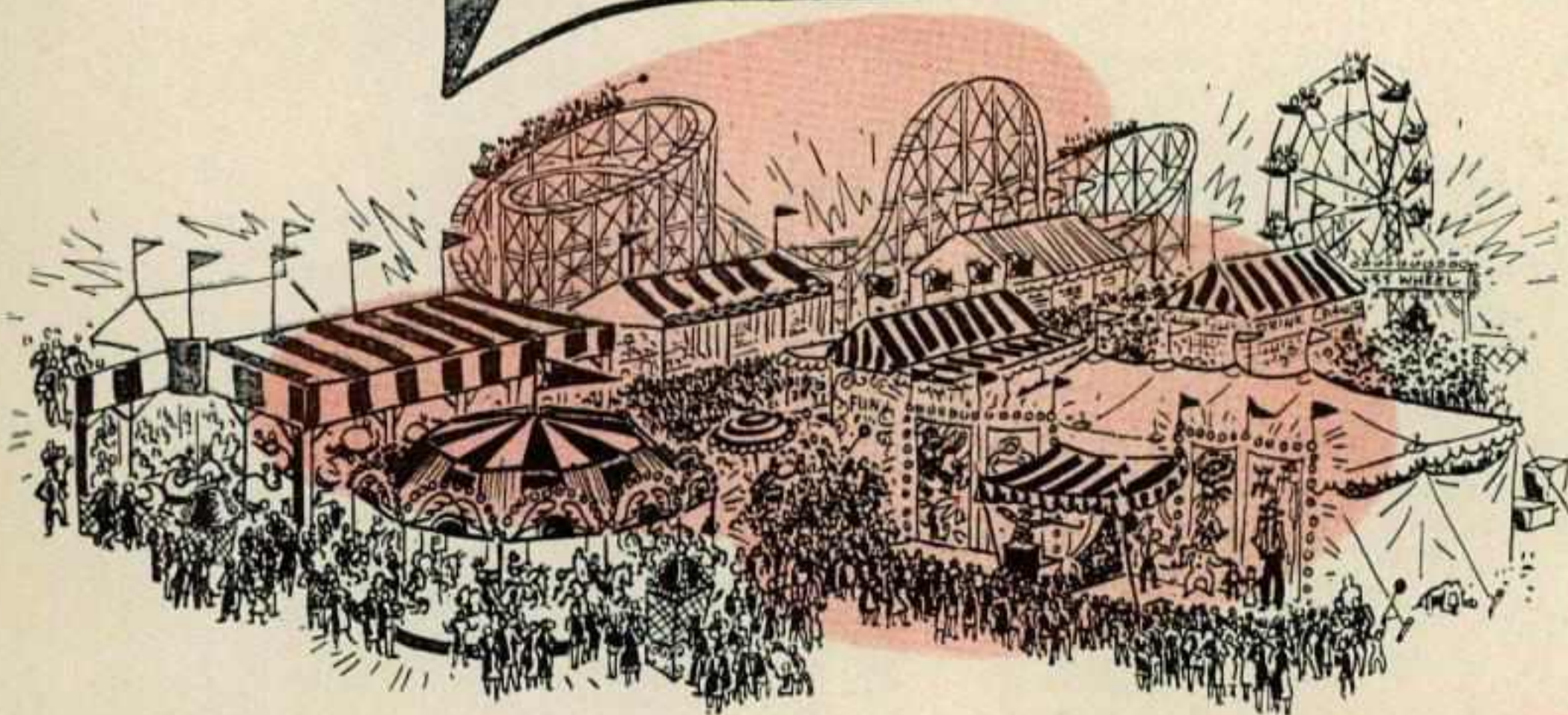
KENTUCKY STATE FAIR  
Louisville, Ky.  
BEAT ALL PREVIOUS RECORDS FOR ANY MIDWAY. This year beating the Cavalcade record-breaker of 1946.

MISSISSIPPI-ALABAMA FAIR  
Tupelo, Miss.  
Beat Cavalcade records of 1945-'46 at this fast building fair.

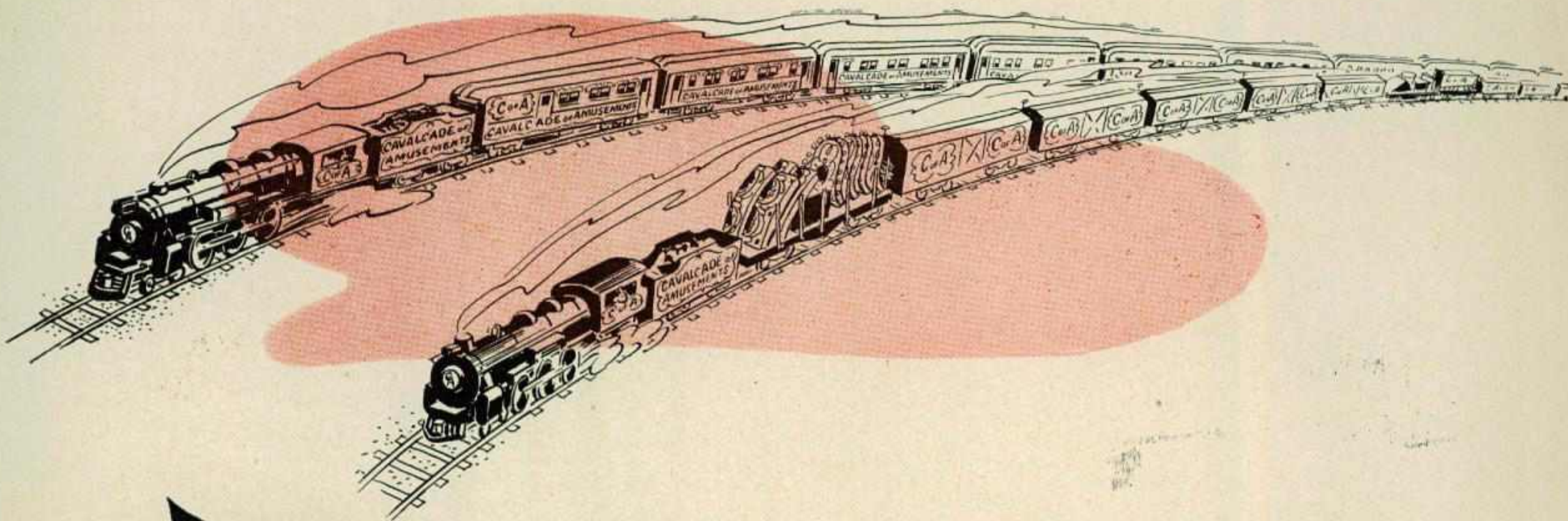
MISSISSIPPI STATE FAIR  
Jackson, Miss.  
After 10 years of the same midway at this famous fair, the Cavalcade easily BEAT all previous midway receipts. A new attraction that pleased the patronage.

LAUREL FAIR  
Laurel, Mississippi  
Nearly 50% BETTER gross than any previous year gross.

30 rides  
25 stage shows



THE NATION'S LARGEST  
Cavalcade of



**50 car, 2 section  
railroad train**

LAST YEAR WE PROMISED A NEW CAVALCADE OF AMUSEMENTS ... 50 CAR RAILROAD SHOW TRAIN ... NEW RIDES ... NEW STAGE SHOWS ... NEW LIGHTING EFFECTS. ... THESE IMPORTANT MONEY PRODUCING ATTRACTIONS GAVE YOU AND THE CAVALCADE OF AMUSEMENTS MORE PAYING PATRONS THAN IN ANY OF THE PREVIOUS RECORD BREAKING YEARS.

FOR THE FIRST TIME IN CARNIVAL HISTORY WE ENGAGED EXPERT STAGE DESIGNERS TO BUILD SCENIC EFFECTS ON THE STAGES OF ALL OUR TOP SHOWS.

THIS MOVE PRODUCED MORE RECEIPTS THAN THE SAME TYPE OF STAGE SHOWS HAD PREVIOUSLY. ALL THIS BORE OUT OUR EXPRESSED OPINION THAT 1947 WOULD FIND THE PAYING PUBLIC MORE DISCRIMINATING IN THEIR CHOICE THAN EVER BEFORE, AND THAT ONLY THE BEST WOULD ATTRACT THEM.

FOR THE COMING SEASON OF 1948 WE ALREADY ARE BUSY AT OUR WINTER QUARTERS WITH A PROGRAM OF BUILDING AND PRODUCTION THAT WILL MAKE THE COMING SEASON ANOTHER GREAT CAVALCADE YEAR OF TRIUMPH.

### CAVALCADE Executive Officers

Season 1947

AL WAGNER	General Manager
Ralph Clawson	Manager
Arthur Atherton	Secretary
William B. Naylor	Press and Radio
O. J. Weiss	Concession Manager
Archie Wagner	Asst. Concession Mgr.
Ed T. Neville	Auditor
Superintendent	John Beem
Master Builder	Nate Worman
Electrician	Leo Hout
Show Physician	Dr. John LaMarr
Mailman	
Billboard Agent	Joe Pearl

**AND FINEST MIDWAY**

# Amusements

**—Thanks a Million—**

The show season of 1947 is past. For ourselves and the Cavalcade we are extremely gratified to know that our efforts to build a bigger and better Cavalcade were more than justified by the larger patronage and the pleasure expressed by Fair officials and Civic Organization Chairmen for the many innovations provided for the comfort as well as amusement of the general public.

To all Fair Managers, Secretaries, Chairmen . . . please accept my sincere thanks for your cooperation. You made the path more pleasant for everybody at all times.

Our grateful thanks to the Press and Radio for their excellent assistance in spreading the knowledge that the Cavalcade was Marching On.

And to our Staff and Personnel of the Cavalcade our sincere thanks for their unstinting efforts throughout the record breaking season of 1947.

*Al Wagner,*  
General Manager.

**FAIR SECRETARIES COMMITTEE CHAIRMEN**

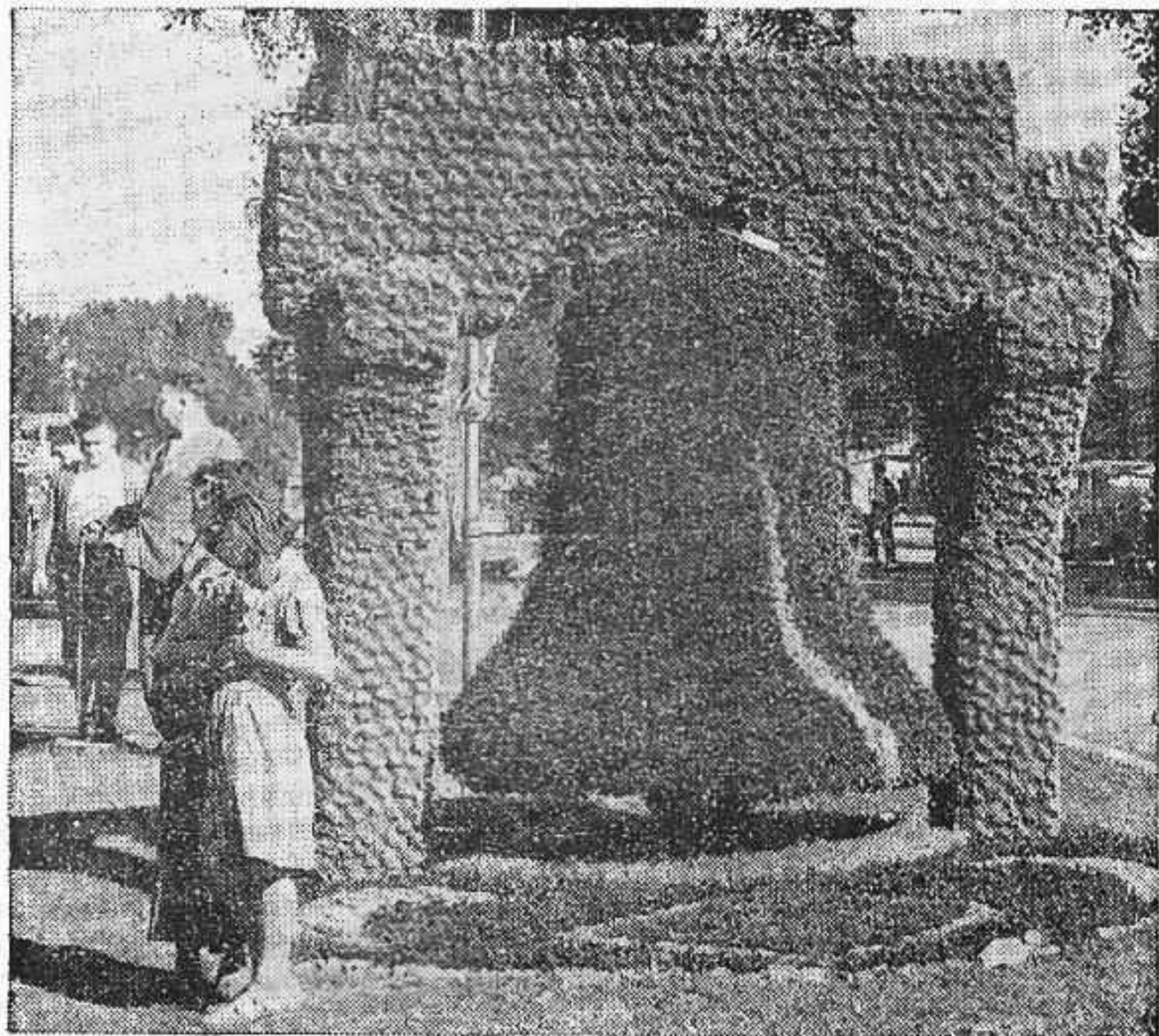
During the Chicago Convention please visit our headquarters which will be "THE BULL FIGHT ROOM," Sherman Hotel, Chicago. Open for your pleasure, so "come up and see us."

*Contact* **AL WAGNER AT THE HOTEL SHERMAN**  
During the Convention, Or Wire Or Write Us At Mobile, Ala., Anytime During the Winter Months

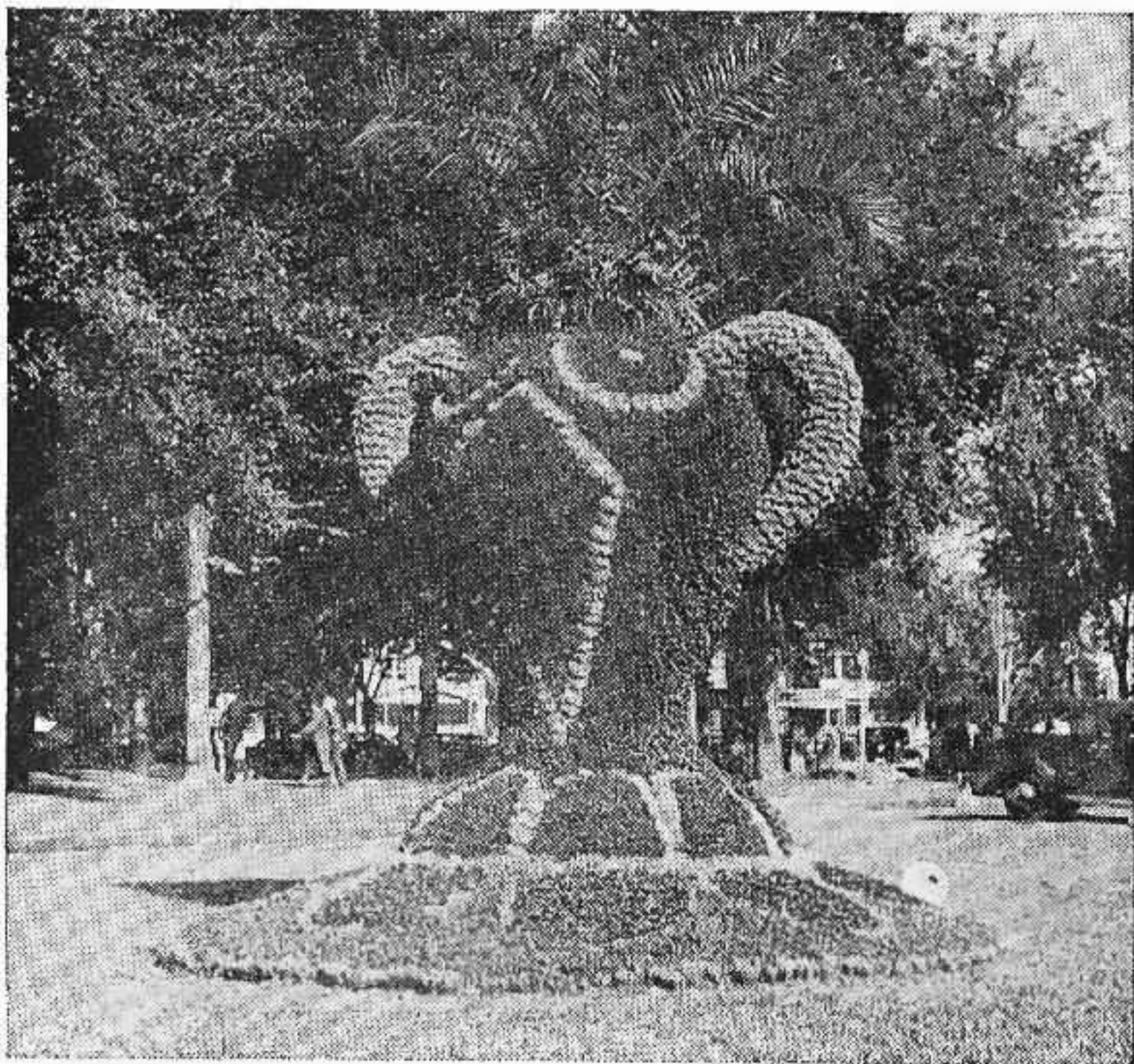
**Address:**

**WINTERQUARTERS . . . FAIRGROUNDS: MOBILE, ALABAMA**

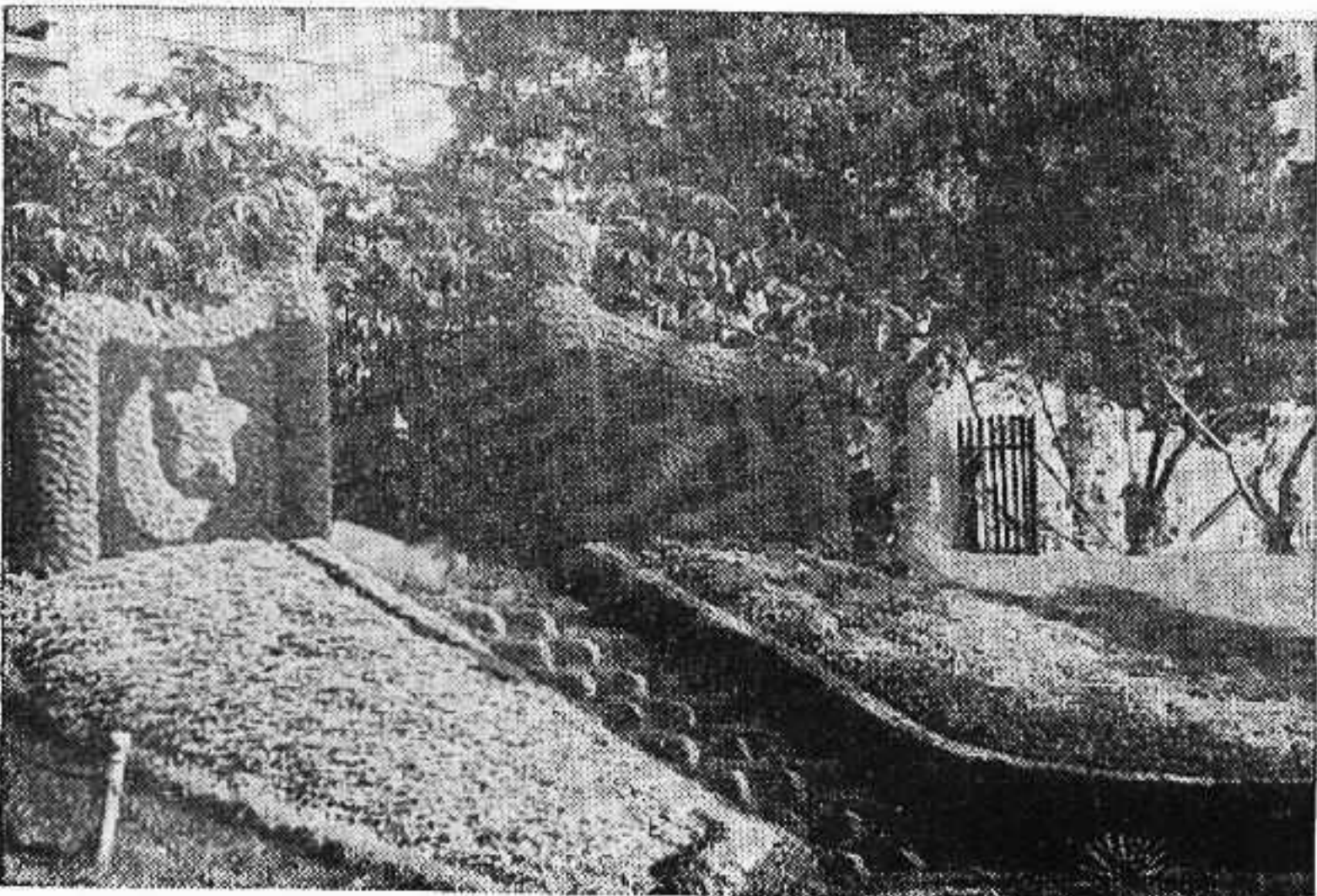




REPLICA OF LIBERTY BELL is one of the many carefully executed designs.



LARGE FLORAL VASE snares attention and provides refreshing, colorful touch.



FLANKED ON EITHER SIDE BY WINGS, stairways, with steps and adjacent beds done in brilliant, varied colors, is a crowd-stopper. The vivid coloring is heightened by the generous use of greenery in the wings. Floral pieces not only add much to the beauty of the fairgrounds but of themselves constitute one of the big attractions to many who attend the fair.

# FLORAL DESIGNS INSPIRE "OHS" - "AHS" AT ST. PAUL

*Arresting Pieces, Spotted Thruout Grounds,  
Prove Strong Attractions, Crowd Pleasers;  
Operation of Own Greenhouse Pays Off Big*

ONE of the biggest attractions at the 1947 Minnesota State Fair was a gigantic floral United States flag of red, white and blue foliage plants, 76 by 40 feet on Floral Hill, just opposite the east end of the grandstand.

Crowds lined the rail fronting the flag from early morning until dusk. Two other floral pieces, one a replica of the Liberty Bell and another a wing-flanked stairway of vari-colored plants, called Gates Ajar, were almost as popular.

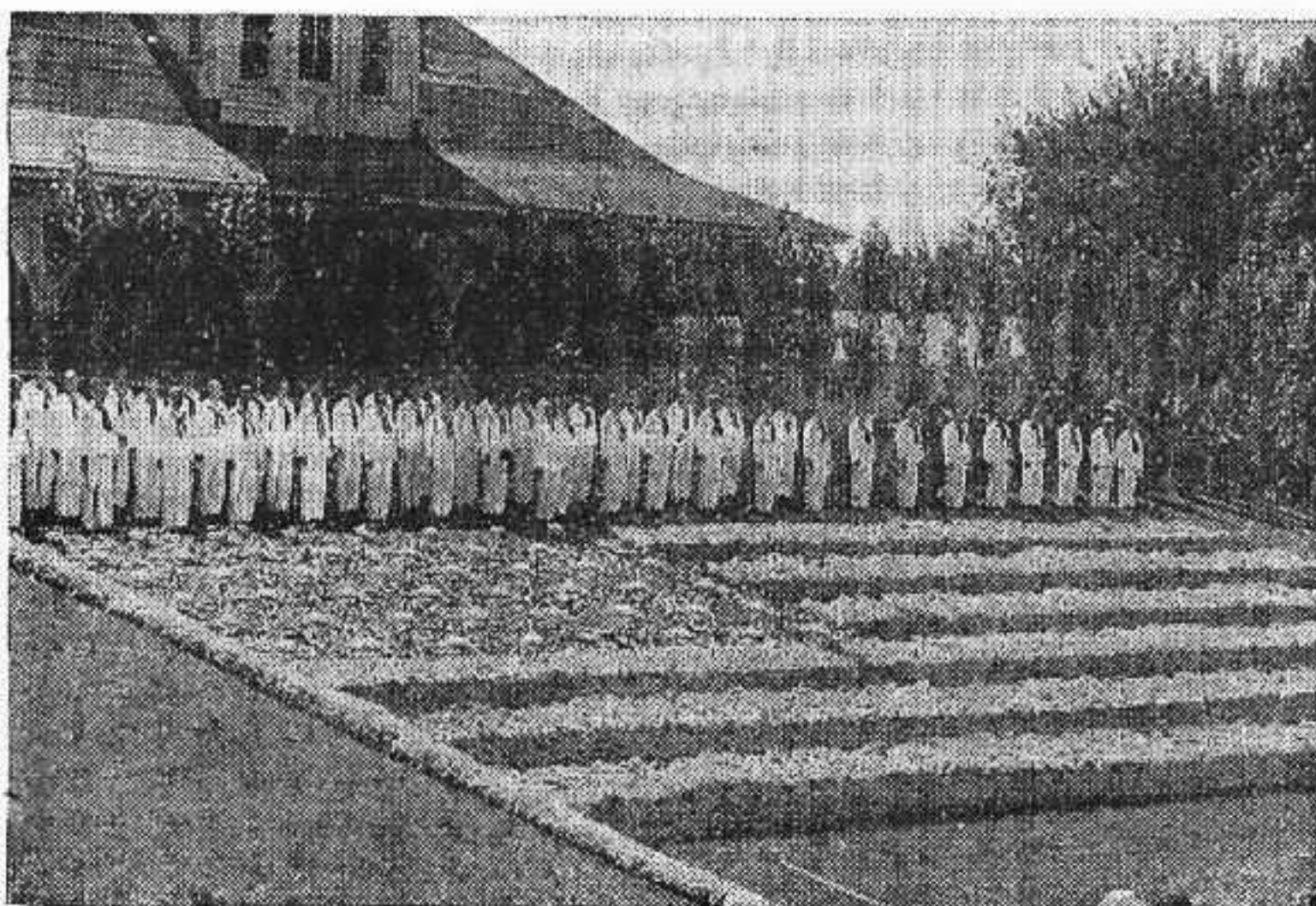
More than 150 other beds of varying sizes, some as long as 70 feet and others as wide as 30 feet, were scattered about the grounds or given prominent display in the major buildings.

All plants used were raised in the three mammoth State fair greenhouses, in charge of Superintendent of Flowers R. H. Zimmermann, now rounding out his 35th year at the fair. A regular force of five men is employed thruout the year. In summer the crew numbers from 15 to 20 men.

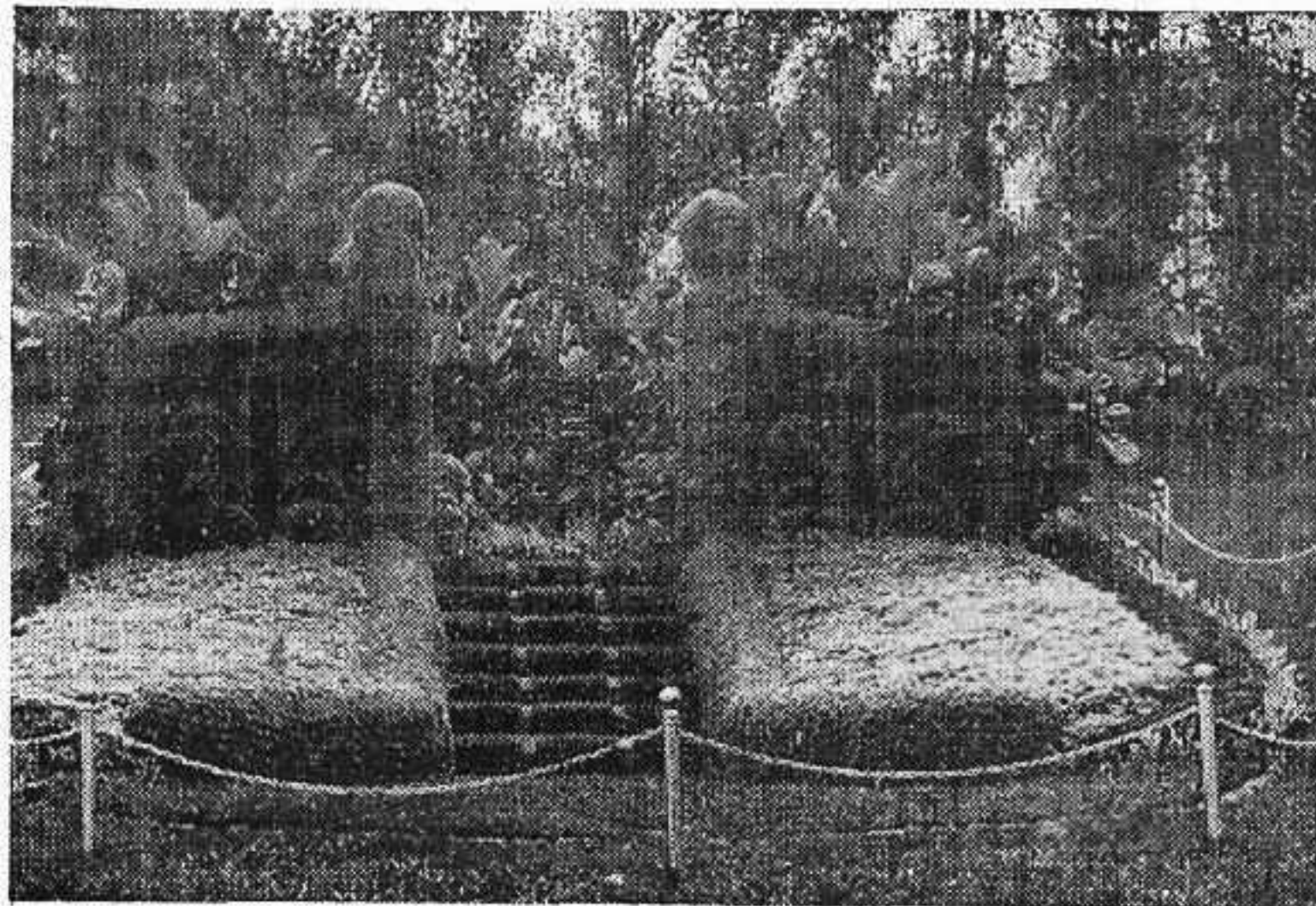
Superintendent Zimmermann estimates that more than 250,000 plants were propagated and raised in the fair's greenhouses and supplementary hotbeds the past year. No plants raised by the fair ever are offered the public for sale.

The day after the State fair closed, the greenhouse force began its collection of plant material from beds around the grounds for use in propagating plants for the 1948 State fair. The greenhouses already are filled with tiny growing plants which will beautify the grounds a year hence.

Annual cost of the entire program, says Secretary Raymond A. Lee, runs from \$15,000 to \$20,000, and all connected with the fair, he says, consider the program one of the best investments of the fair.



HUGE AMERICAN FLAG is most spectacular. Sailors' hats were used as stars on one occasion as a special feature.



# ST. PAUL GETS BUILDING UP



STARTED IN THE SPRING OF 1946, Minnesota's new Agriculture-Horticulture Building was completed in time for the 1947 fair. The design, utility and appearance of the structure has drawn much praise from fair executives.

## \$600,000 Agriculture - Horticulture Structure Incorporates Features New to Fair Design

ONE of the few major fair structures erected in 1947 was the Agriculture-Horticulture Building at the Minnesota State Fair, St. Paul.

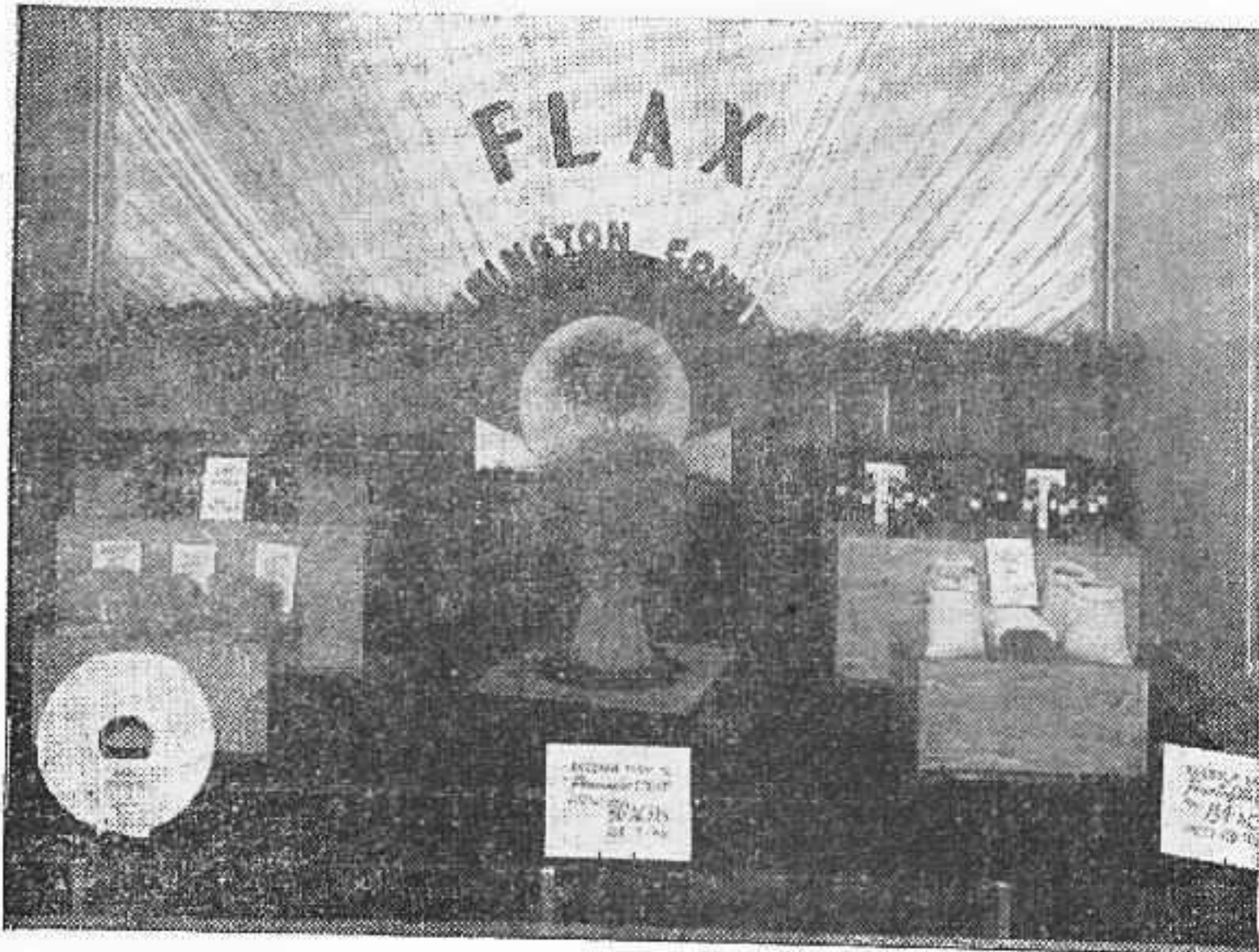
Costing approximately \$600,000, the building was completed just before the fair's opening, altho actual construction was first started in the spring of 1946. It replaces an old agriculture building razed by fire in 1944.

Construction is of monolithic concrete. Both the exterior and interior are painted a dazzling white.

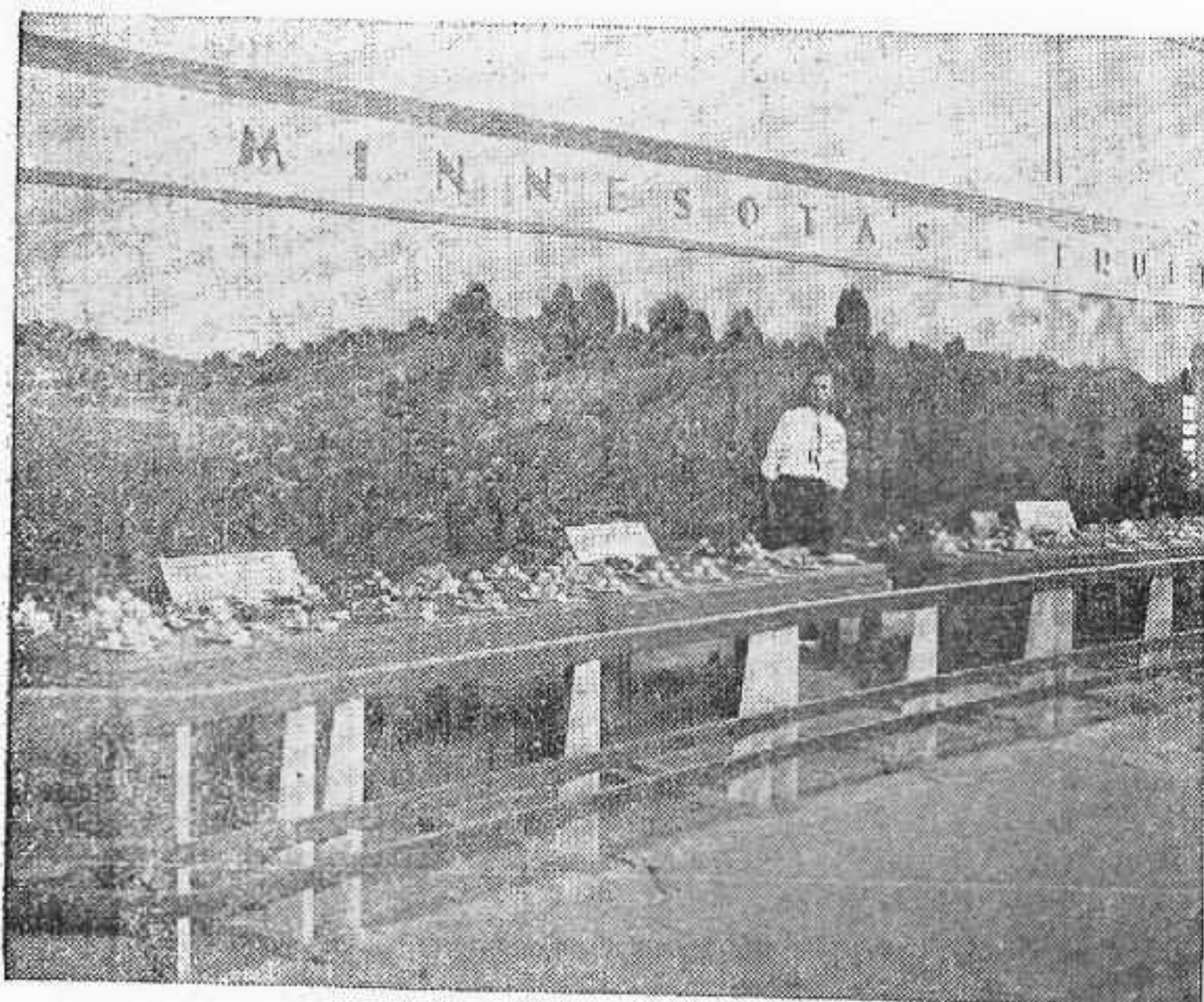
The building is octagonal in shape, with a diameter of 300 feet. It has eight entrances, equidistant from one another. The eight halls, or entrance halls as they are termed, are used for special exhibits. This gives the building 16 exhibit halls in all. The halls are designated as the Hall of Flowers, Hall of Corn, Hall of Vegetables, etc.

The rotunda, 88 feet in diameter, joins the 16 units at the center, and is surmounted by a tower, octagon in shape, 32 feet in diameter and 110 feet high. The tower serves as a ventilating shaft, four of its eight grilles being equipped with suction fans. The other four grilles are equipped with loud speakers and were used to broadcast music over the grounds during the fair. Thru the eight vertical glass block panels in the tower variegated lighting effects are obtained at night.

Space for food concessions is provided by built-in sections which front the outside of the building. These spaces are equipped with overhead drop doors and are fronted by broad sidewalks which skirt the building. Protection to concession patrons is provided by a marquee built permanently into the building and overhanging the sidewalk circling the building.



STRIKING EXHIBITS, such as the one on flax, shown above, were highlights this year.



MURALS ADDED to the effectiveness and appeal of the exhibits which presented the produce of Minnesota's farms.



SPACIOUS, THE BUILDING offers ample room for large, impressive displays, such as the one shown above.

*Who Said there's  
Nothing New in  
FAIR  
ENTERTAINMENT?*

**... HERE ARE 3  
SHOWS WITH A  
CROWD PULLING  
GUARANTEE FOR  
YOUR 1948 SEASON**

*Skating  
Vanities*



Grossed \$67,000 at Exposition Provinciale-Quebec, Canada. Here's a proven crowd puller. Something new, something different. Beautifully staged, colorfully presented. Play indoors or out.

**The world's finest skating productions are now available for fairs, celebrations or sponsored events. Here is that something new, something different you have been looking for. Three shows that have piled up an amazing record in grosses from coast to coast.**

*Holiday on Ice*



Internationally famous ice stars in a sparkling revue **WITH THE ONLY ICE-MAKING PLANTS IN THE WORLD THAT ALLOWS AN ICE PRODUCTION TO PLAY OUTDOORS OR INDOORS REGARDLESS OF THE WEATHER.**

*Ice Vaquest*



One of the most colorful shows on the road, racking up record grosses everywhere. Like *Holiday on Ice* this show can be presented **INDOOR OR OUTDOOR WITH EQUAL SUCCESS.**

**GEORGE TYSON**  
Executive director  
608 General Motors Bldg.  
1775 Broadway  
New York City

**CONTACT**

**"WE'LL SEE YOU AT THE CONVENTION"**

**PAT PURCELL**  
General representative  
The Billboard  
155 N. Clark St.,  
Chicago 1, Ill.

# WORLD'S GREATEST--ITS CLAIM

CLAY COUNTY FAIR, Spencer, Ia., bills itself as the world's greatest. What's more, not only do members of its own board rate it that high but so, too, do folks who patronize it—and plenty do.

Actual attendance this year was 205,688 for the six-day run. That's big, fair officials believe, because Spencer, the county seat of Clay County, has a population of 8,500 and the nearest city of over 15,000 population is 90 miles distant.

Attendance from within the county is big, but just as impressive is the pull from remote points. Results of a car survey made at the '47 annual and a study of the advance ticket sale indicate a large pull from distances of 200 miles.

## Surrounded by Fairs

This is remarkable inasmuch as virtually every county in Northwest Iowa has a fair and Spencer is only about 200 miles distant from the State fairs of Minnesota, South Dakota, Nebraska and Iowa and from Waterloo, Ia., scene of the National Dairy Cattle Congress.

State aid plays little part in support of the fair. The State subsidy figures at only slightly over 1 percent of the fair's total income. This year, for example, State aid aggregated \$2,000, whereas the fair revenue was \$183,000.

## Ag. Stock Ead Strong

Despite the small size of State aid, the fair this year paid out \$7,132.55 in premiums to 4-H Club members alone.

Entries in various departments run high. There were 4,179 at this year's event, and there would have been more but for space limitations. Broken down by departments, entries were: 961 head of cattle, 844 swine, 122 sheep, 269 in crops, 200 baked goods, 428 canned good, 452 in textiles and 470 in floriculture. Eighteen schools exhibited and there were 29 special entries by individual students.

Thirteen townships entered a booth exhibits contest, and these involved 265 people. In the 4-H cattle show, some 551 head were shown and a total of 120 4-H girls entered youth competitions.

## Push Improvements

This year the fair offered two new buildings, a Quonset multiple-type structure, 123 by 200 feet, capable of housing 430 head of cattle, and a dormitory for 270 boys. The Quonset hut was decided upon because of its fireproof nature and because it did not compete for materials needed for housing.

Even with erection of these buildings the fair plant, which covers 80 acres and embraces 50 permanent buildings, is not up to standard at which the fair board is aiming. Work is now under way to improve toilet facilities, plans have been prepared for remodeling of stage dressing rooms and bids will be accepted soon for a canvas roof which can be pulled over the stage in event of rain. More cattle barns are needed and plans are being weighed to erect a combination cattle barn and arena.

## Vital to Merchants

The fair enjoys solid support of Spencer merchants and of commercial exhibitors serving Clay County. All Spencer stores close four afternoons of the fair in order that personnel may attend, and many merchants have exhibits at the fair.

There were 194 commercial exhibitors, exclusive of concessionaires, on the independent midway this year. Forty-five farm machinery companies displayed their wares, cranning four acres with equipment.

The high value of the fair to commercial exhibitors was expressed by a representative of one of them, who said, "When 10 men look over

Spencer, Ia., Contends It Tops All County Fairs;

Cites Facts, Figures in Support of Its Contention

By BEN NELSON

Secretary, Clay County Fair, Spencer, Ia.

our line at Clay County Fair, I know most of them are farmers."

## Huge Special Editions

For the commercial exhibitor selling items in the low-price range the fair is rated an excellent mart. "We sell \$15,000 worth of merchandise at the fair or immediately after it, and this business we wouldn't obtain if it were not for the fair," observed one of these exhibitors.

A Spencer merchant points out that several years ago at the fair he sold merchandise to people from way up in Minnesota who had visited him at his booth and that now they visit his establishment twice yearly to make purchases.

Newspapers of the Spencer area give strong support, and in this the newspapers get wholehearted co-operation of area merchants. The *Spencer Daily Reporter* and *The Spencer Times*, a weekly, both break out with special editions. The *Daily* edition this year totaled 112 pages

lished a Communications Building housing broadcasting set-ups. KICD, Spencer; WNAX, Yankton, S. D., and Sioux City, Ia.; KGLO, Mason City, Ia., and the Iowa Tallcorn Network were represented. Live shows were aired each day, and the local outlet emanated its entire schedule from its permanently constructed fairgrounds studio. The fair, incidentally, paid costs of installing lines, with Ben Sanders, manager of the Spencer station, co-ordinating the use of facilities.

The Communications Building also provides telephone and telegraph service to the public, and the plan for next year is to include a press room and a mail center.

One day of the fair, Friday, is traditionally Editor's Day. Then, members of the press are admitted free at the outside gate, at the grandstand and are given free parking. This year radio personnel was also included, and the day was re-named Press and Radio Day. An informal

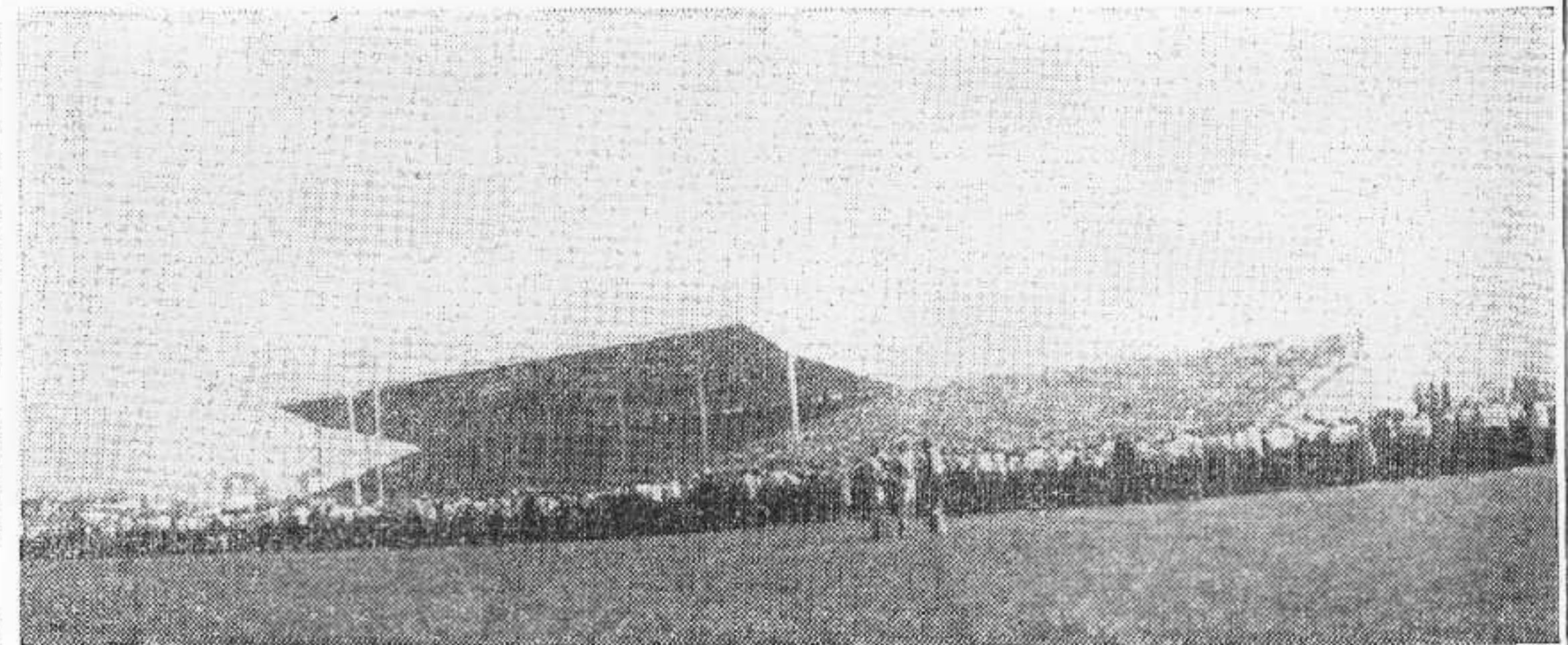
The stand is colorful, a neon sign, elevated stage and live entertainment proving crowd-stoppers. This year Jerry Smith and Zelda, WIO (Des Moines) entertainers, and a four-piece orchestra provided the entertainment. Exclusive of entertainers, a total of 18 persons were employed to operate the stand.

Gate receipts this year aggregated \$72,905.25. The grandstand netted \$57,070.22, altho one day's racing was washed out and all-day rains on two days cut deep into nighttime patronage.

An advance sale of season tickets is pushed. These sell for \$3. Individual admissions to the fair are 60 cents.

The grandstand, which seats 8,500, is scaled at \$1.50, \$1 and 50 cents. The best 4,100 grandstand seats are sold at \$1.50 and \$1, with the sale beginning two weeks before the fair's opening. Remaining grandstand seats and bleacher seats, priced at 50 cents, go on sale before each show.

That demand for tickets for special events is brisk is indicated by the fact that the first day of auto races this year was sold out 11 days before the fair opened. Afternoon attractions this year consisted of one day of thrill show, two of auto races and three of harness races, with a revue, circus-type acts and fireworks at night.



OVERFLOW CROWDS AT THE CLAY COUNTY FAIR, Spencer, Ia., are not uncommon. Shown above is a throng which filled the spacious grandstand to capacity and spilled into the infield.

and the weekly's edition numbered 60 pages. Both were issued the week prior to the fair and were loaded with information about the fair.

## Editor Rates Value High

Dale Burns, publisher of *The Spencer Daily Reporter*, sums up what the fair means to Spencer this way: "Recognizing the fair as a great asset in keeping Spencer in front as a trading center in Northwest Iowa, merchants and newspapers alike have shouldered their share of publicizing the event."

"Our Clay County Fair edition this year was what we believe to be the largest single issue ever produced in a community of comparable size."

"This was made possible only thru complete co-operation between merchants, fair management and newspapers. It could not have been accomplished without it."

The fair conducts an intensive advance newspaper and radio campaign. News releases this year were sent to 130 daily and weekly papers and to 12 radio stations. Advertising costs this year totaled \$4,500, most of which was spent for newspaper space and radio time.

## Communications Center

In an effort to service advertising mediums, the fair this year estab-

lished a luncheon meeting at the country club is also held this day for press and radio representatives. Each year some special feature is planned. This year it was the appearance of Sally Rand, who spoke to the group of 200 persons.

## Concession Policy

To insure patrons of a good place to eat, the fair has five large permanent restaurants. All are equipped with refrigerators, and one of them is used thruout the fair for banquets. Four of the buildings are owned by churches or individuals, and the operators of these pay concession fees. The fifth is owned by the fair and leased to an operator.

In addition to the permanent restaurants, cookhouses, grab joints, etc., also come in. A policy introduced years ago by now-retired Bob Miller, then superintendent of concessions, to limit the number and kind of concessions, has been followed.

Notable among concessions is a blanket jam store, operated for the past 20 years by Gus Sherman, who is assisted by Bob Levold, local banker. The stand is operated on a share basis in a permanent building, 45 by 50 feet, which includes a large porch roof to keep patrons out of sun or rain.

The attraction program is strong and diversified. Each year one unadvertised surprise feature is presented. This year it was a helicopter demonstration before the grandstand.

A railroad show (Hennies Bros.) was on the midway this year. The fair's revenue from the midway, commercial exhibits and parking was \$43,875.04.

## Veterans on Board

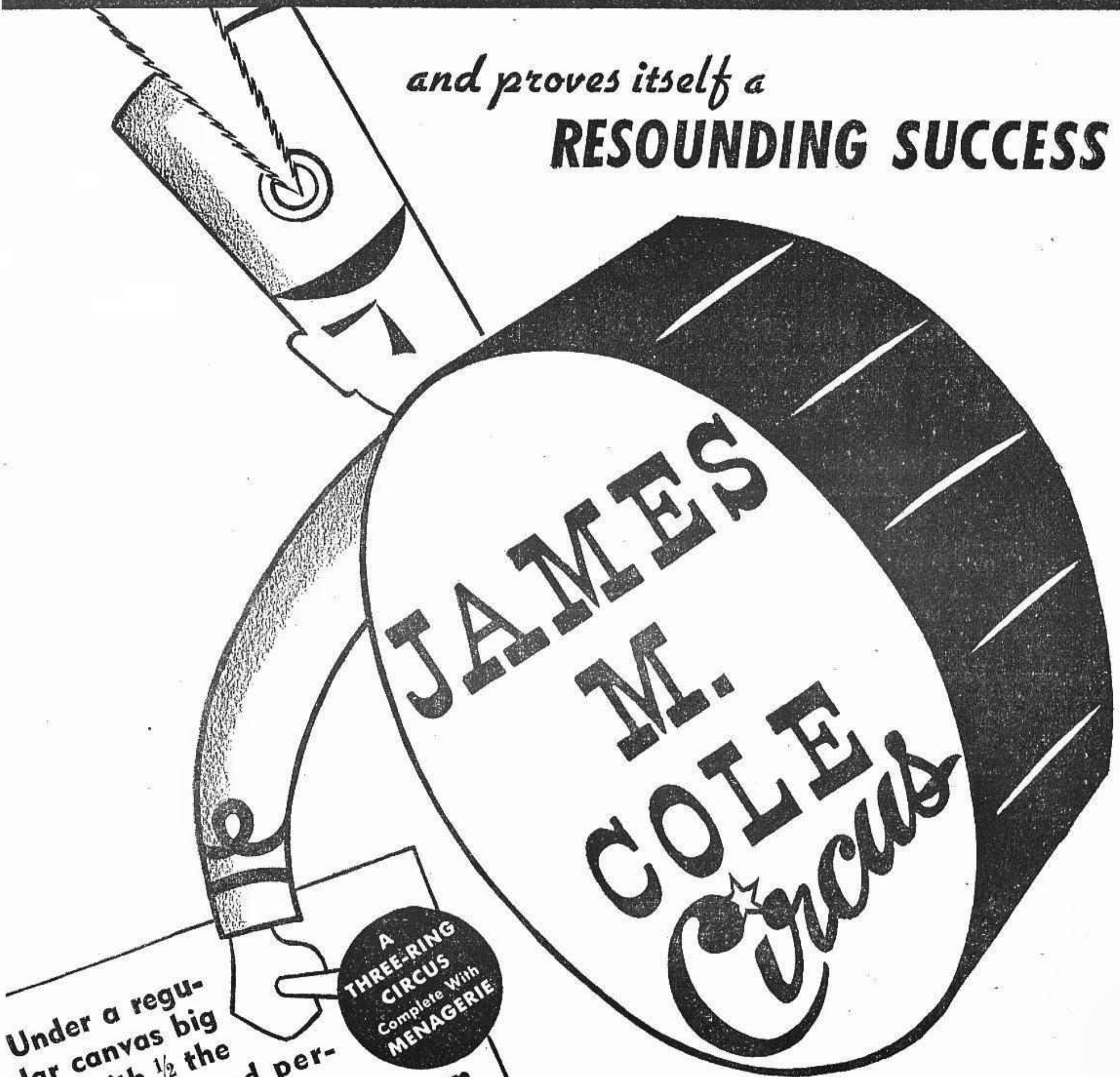
The present fair association was incorporated in 1917 and, except during the war years of 1942 thru 1945, it operated each year. The fair board consists of 27 directors who in turn name a 10-member executive committee. This group consists of L. A. Witter, president, a bank president; R. E. Keir, vice-president, farmer and State senator; R. S. Brant, vice-president, farmer and manager of the county AAA program; Earl Basset, vice-president, farmer; J. A. King, vice-president, farmer; A. E. Anderson, treasurer, bank cashier, and Burt Rossiter, Homer Clausen, John Scholerman, and Harry Lawrence, farmers. Witter, La Brant and Basset are veteran board members.

It has been the efforts of such men for the past 22 years that have enabled the fair to lay its claim to being the "world's greatest."

# THE BIG TOP COMES TO THE FAIR

*and proves itself a*

## RESOUNDING SUCCESS



Under a regular canvas big top with  $\frac{1}{2}$  the tent open and permitting spectators to view the performance from the grandstand.

**A  
THREE-RING  
CIRCUS**  
Complete With  
**MENAGERIE**

This unique method of presentation, which was eagerly watched by the entire show world, proved itself a success at the '47 Mineola Fair.

HERE'S WHAT CHARLES BOCHERT, OF THE MINEOLA FAIR, SAID:

"The James M. Cole Circus was an outstanding feature of the Mineola Fair and was, in a large measure, responsible for the tremendous drawing power and over-all success of this annual. Though the use of a three-ring circus, complete with menagerie, was something new to fairs, it not only proved itself thoroughly practical but also broke all grandstand attendance records.

"We congratulate the James M. Cole Circus for a thrillingly outstanding performance and for an all-around big-time job that was well done throughout the Mineola Fair season."

Contact **JAMES M. COLE**, Penn Yan, N. Y. for Bookings in '48'



WISCONSIN'S GOVERNOR is pictured as he drinks some sauerkraut juice during the 1947 fair. The gal shown with the State's first citizen is holding a cabbage. Yes, the State produces plenty of cabbage, as this publicity photo suggests.



JACK CARSON, not incidentally, the star of a network show which plugs the consumption of cheese, was snapped at the 1947 fair sampling some of the product he sells. The fact that Miss Wisconsin was also in on the picture made the picture just that more acceptable.



THEY TELL THE FOLKS all about bees at the Wisconsin State Fair—and, what's more, they serve up honey in many different ways. Shown above is a honey bar, where the tempting sweet stuff is displayed in varied ways.

# BAITS TRAP WITH CHEESE; STATE PRODUCTS SELL FAIR

Wisconsin Cheese Makers, Others Are Joined In Intensive Campaign To Plug Centennial

By GORDON CRUMP

THE Wisconsin State Fair, thru its sales department at the Dairy Building, sold over 46,000 cheese sandwiches during the nine days of the 1947 State fair; another 50,000 cheese sandwiches were sold by other independent organizations in the same period and 31,300 pounds of cheese were sold to patrons to "take home" from the fair, all of which is important from the standpoint of the home of the Wisconsin State Fair.

But from the publicity standpoint, the fact that the cheese industry recognizes the importance of the Wisconsin State Fair as a means of advertising and promoting Wisconsin's most important product has a tremendous value on the attendance of the fair.

### Start Build-Up Early

Early in June the publicity department sends out a release to every one of the 1,439 cheese factories in Wisconsin. This personal message calls attention to the fact that the State fair is the show window of their industry. It invites them to make an entry in the cheese department to vie for the \$4,000 offered as premiums. It also states the importance of acquainting the people in their communities with the values of cheese as a nutritional food. They are reminded that people in Wisconsin and neighboring States use more cheese in their daily diets than do people in other parts of the country. As leading cheesemakers, they are then asked to further urge this widespread use of cheese thru exhibits that sell at the State fair.

Each of the cheese manufacturers, thereby, becomes a means of advertising the fair. On the walls of their factories and on the sides of their trucks the story of the fair is told emphatically and completely. Because these cheese factories are distributed thruout the State, the value of the industry to the fair cannot be overestimated from the publicity standpoint.

In 1936 the Wisconsin Dairy Promotion Department conceived the idea of giving away cheese for Christmas. The cheese carton which was used at that time advertised the cheese industry alone. Every year this Christmas cheese package has increased in importance and popularity. At the present time millions of pounds of natural cheese are sold thruout the country, bringing to thousands and thousands of new customers the desirability of natural cheese as a food and an ideal Christmas gift.

### Special Package

The great success of this Christmas cheese program convinced the centennial director, Ralph E. Ammon, that a tremendous publicity program would be to promote the Wisconsin Centennial Exposition to be held at State Fair Park, Milwaukee, August 7-29, 1948.

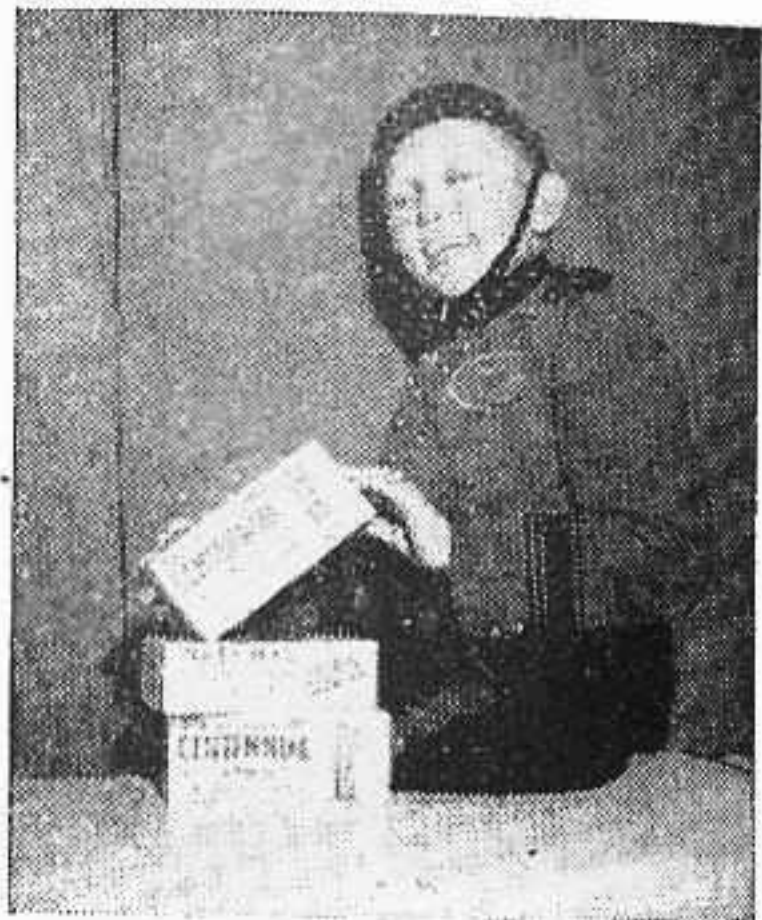
About 10 years ago the Wisconsin Department of Agriculture decided that the cheese industry must begin to modernize as there was an evident need for an attractive merchandising piece that could be kept longer in the refrigerators of the nation. It was then that a package of natural rindless cheese was offered to the consumer.

Experimentation with this type of cheese was carried on by the Depart-

ment of Agriculture for 10 years. The result? Today there is offered a two-pound package of rindless cheese carrying a wrapper advertising the Wisconsin Centennial. This piece of cheese is to be sold as a Christmas gift and as an item which can be sent all over the nation from the people of Wisconsin as an ideal gift from a State celebrating her 100th birthday.

### Three-Fold Objective

It is the opinion of the cheese industry that this attractive centennial two-pound package of natural cheese



JOHNNY, of Philip Morris fame, is shown holding one of the Centennial cheese packages. Of course, a press agent couldn't have dreamed this one up.

will do a three-fold job. First, it will be an extremely effective way of advertising the Wisconsin Centennial Exposition and its dates. Second, it will do a tremendous job of introducing Wisconsin's fine new-type natural cheese to the people of this country. Third, it will make money for the centennial for operation.

### Promote Other Products

What has been said about cheese equally applies to the other products of the State. Long before the fair, organizations and groups interested in promoting farm crops, fruits and vegetables are invited to participate in displays. Early interest is thereby aroused in the fair.

The apple industry has likewise used the State fair effectively to sell its product, not as an individual but as an industry with most of the growers taking an active part in the promotional program. This, too, provides an excellent opportunity to use the members of the Wisconsin Apple Institute as an effective means of telling thruout the State the story of the fair and the Wisconsin Centennial Exposition.

Further uses of honey are promoted at the fair. Stands in the bee and honey building offer proof of tempting uses few fair-goers can pass up. Honey-sweetened ham sandwiches served with lemonade and chocolate milk, also sweetened with honey, are sold. Beekeepers thruout the State are contacted thru the Honey Institute and offered the opportunity of showing and selling at the fair. And another group is made State fair conscious.

*if it's from* **BARNES-CARRUTHERS**  
**IT'S THE BEST**



1947 . . . the biggest year in our history . . . in  
keeping with our record of continuous growth . . .

**IN FAIRS PLAYED**

**IN ATTRACTIONS PRESENTED**

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It will always be our constant endeavor to present  
to the Fairs of America an entertainment product  
of genuine worth.

Preparing for 1948 . . . New and Greater Produc-  
tions that will ring up record grosses everywhere . . .

Again booking exclusively  
**THE FAMOUS**  
**JIMMY LYNCH DEATH DODGERS**  
"The Best Name in the Thrill Game"  
**ALL NEW FOR 1948**



**BARNES-CARRUTHERS**

**THEATRICAL ENTERPRISES**  
121 North Clark Street

Chicago, Ill.

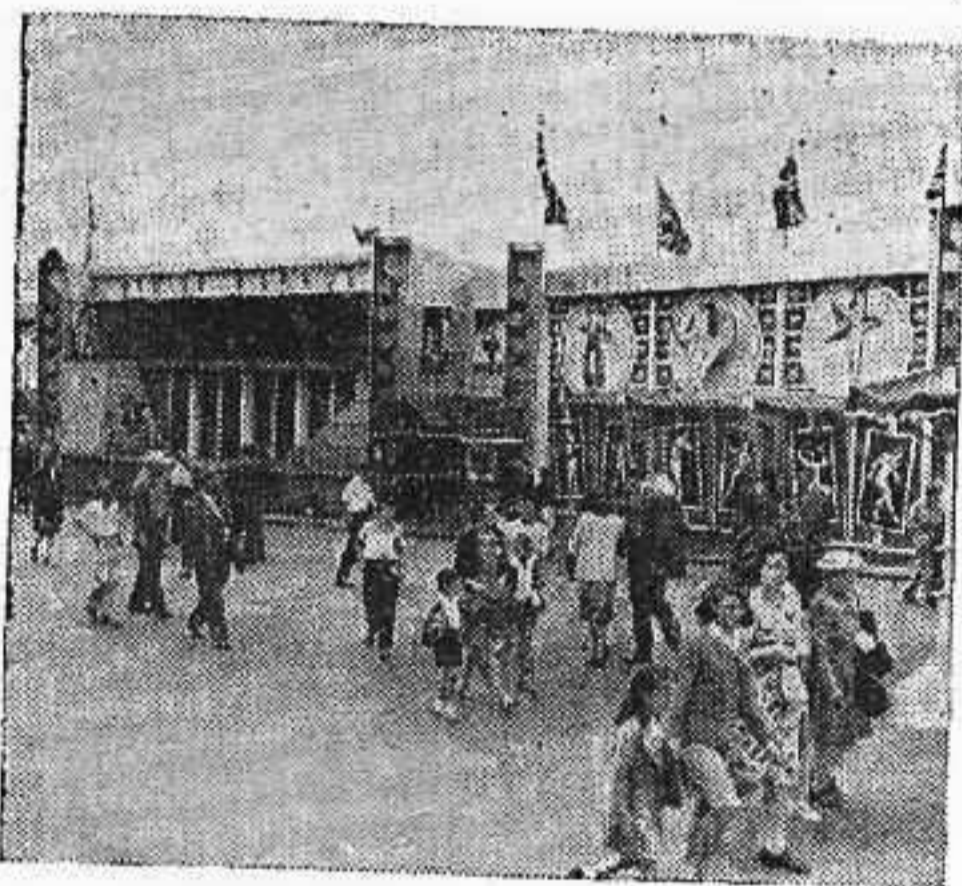
**AFTER JANUARY FIRST**  
159 North Dearborn Street Chicago, Ill.  
**ENTIRE SECOND FLOOR**

# CNE FRONTS:

Permanent, modernistic fronts built for the Canadian National Exhibition's independent midway under the supervision of J. W. (Patty) Conklin probably created more comment than any other development in outdoor show business during the '47 season. Here are the six featured fronts:



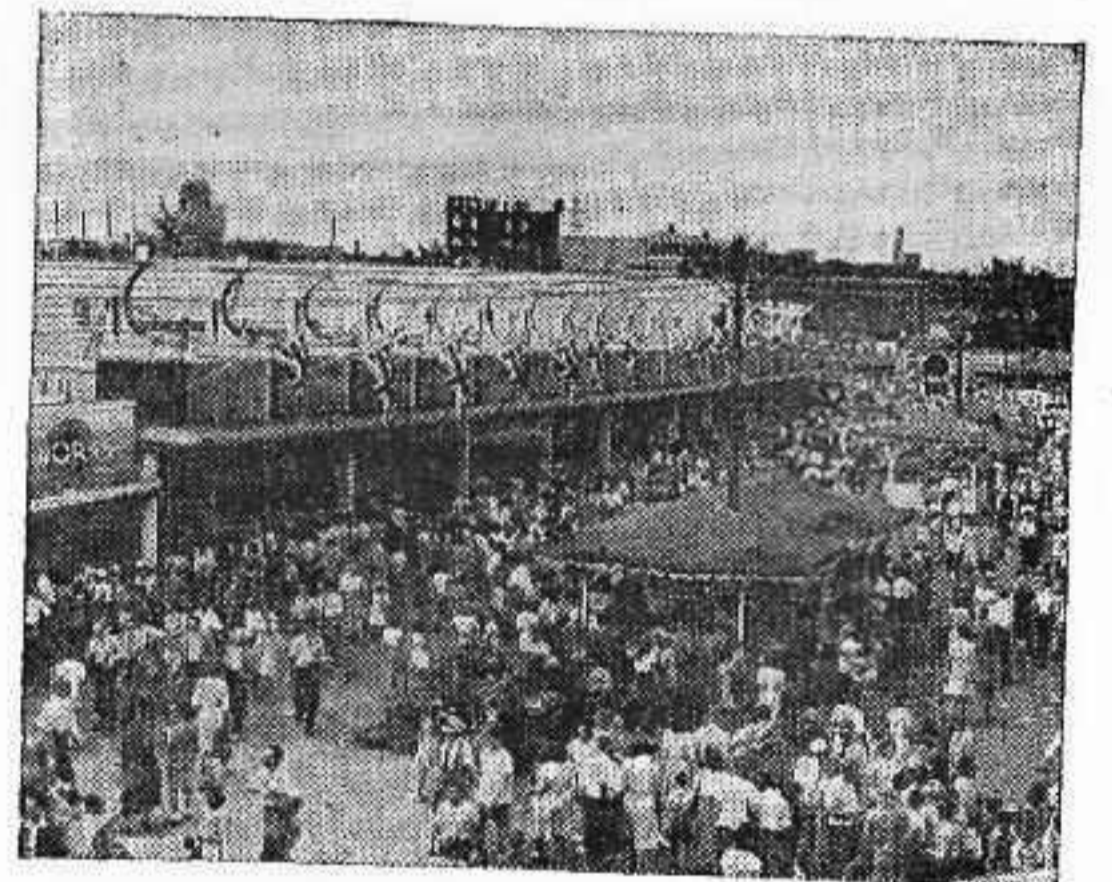
LAFF IN THE DARK IS ANOTHER NAME FOR THE PRETZEL RIDE, attractive in its own right but a super-draw behind this super-front. Lines were unbroken in front of this ride from opening until close virtually every hour of the 14-day event.



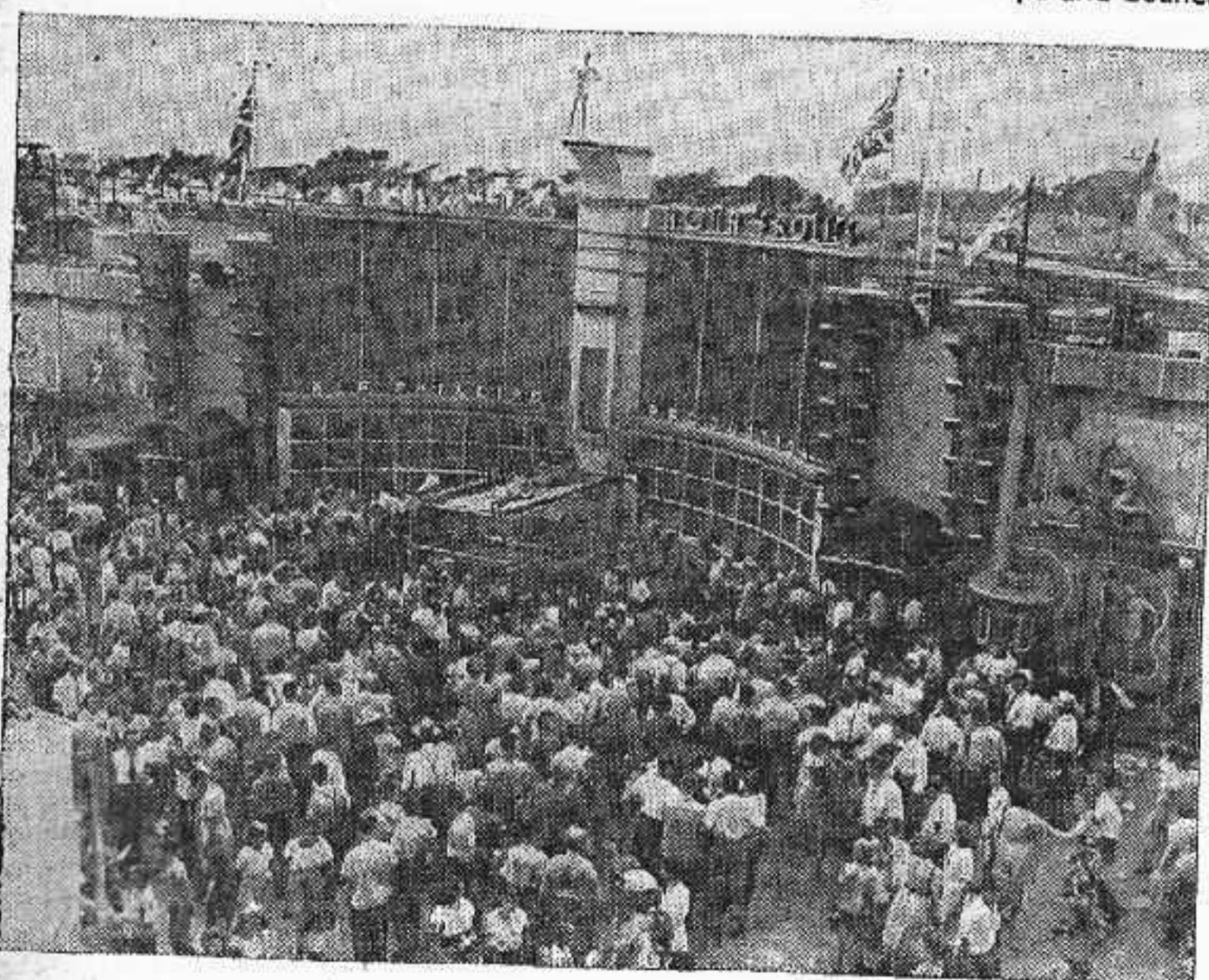
WALTER HALE'S Pin Up Parade was the only girl show on the midway, this picture showing one banner line and the center section of the attractive front. Entrances were on either side of the bally platform to facilitate handling the crowds.



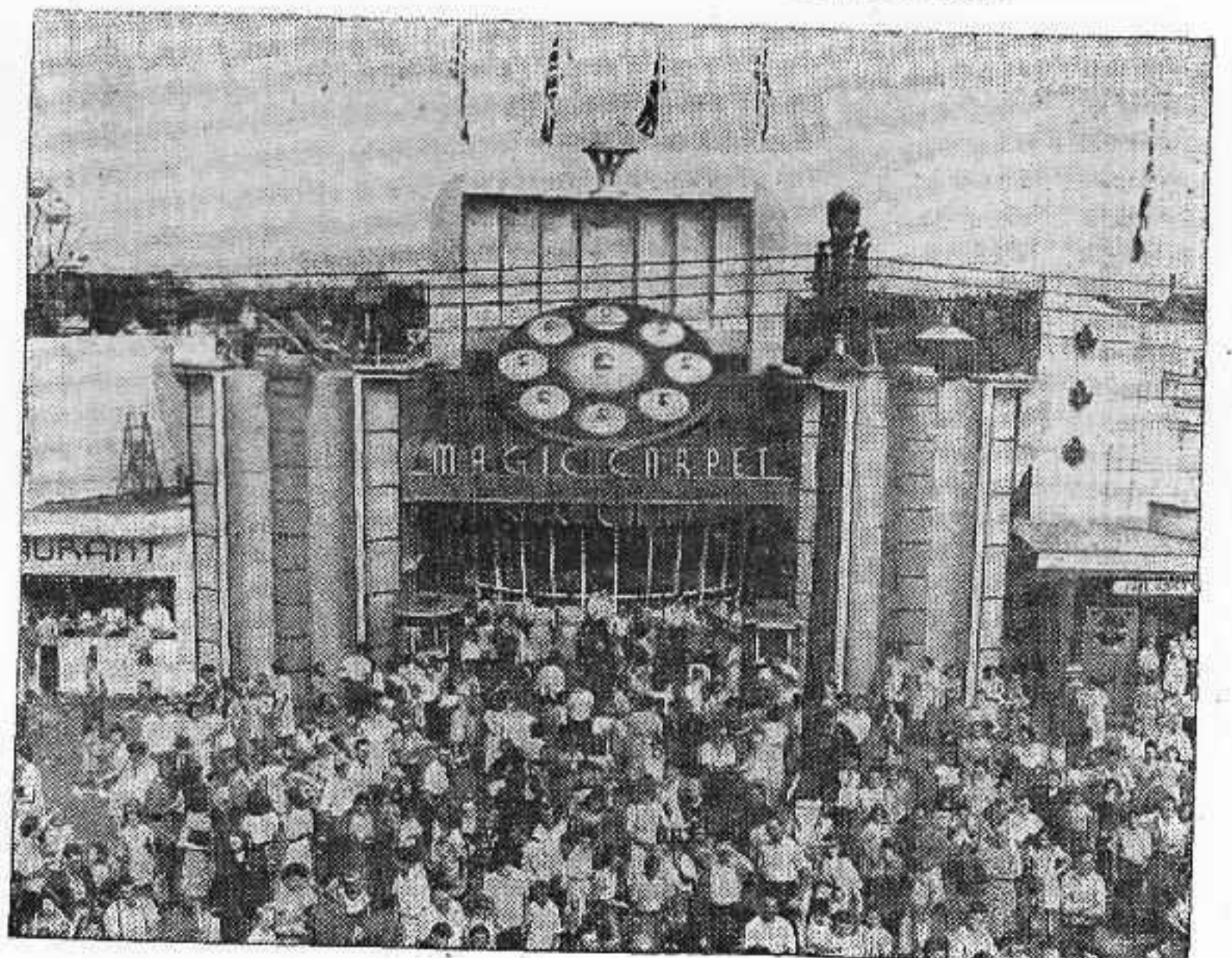
SPELL IT Scooter or Skooter and it could not have made any difference in the attractiveness of this building. Placed lengthways to the midway, it gave ample room for spectators to enjoy watching the bumps and bounces of the car.



HERE IS A VIEW of the Conklin concession building. It housed 10 flasher stores, and a study of the picture will reveal that no detail was overlooked in making the exterior as attractive as the flashed shelves. The layout won much favorable comment.



ALPHIE PHILLIPS' WATERCADE, with what veteran midwayites contend is the strongest bally ever conceived for a midway show. The picture shows just the center of the section front.

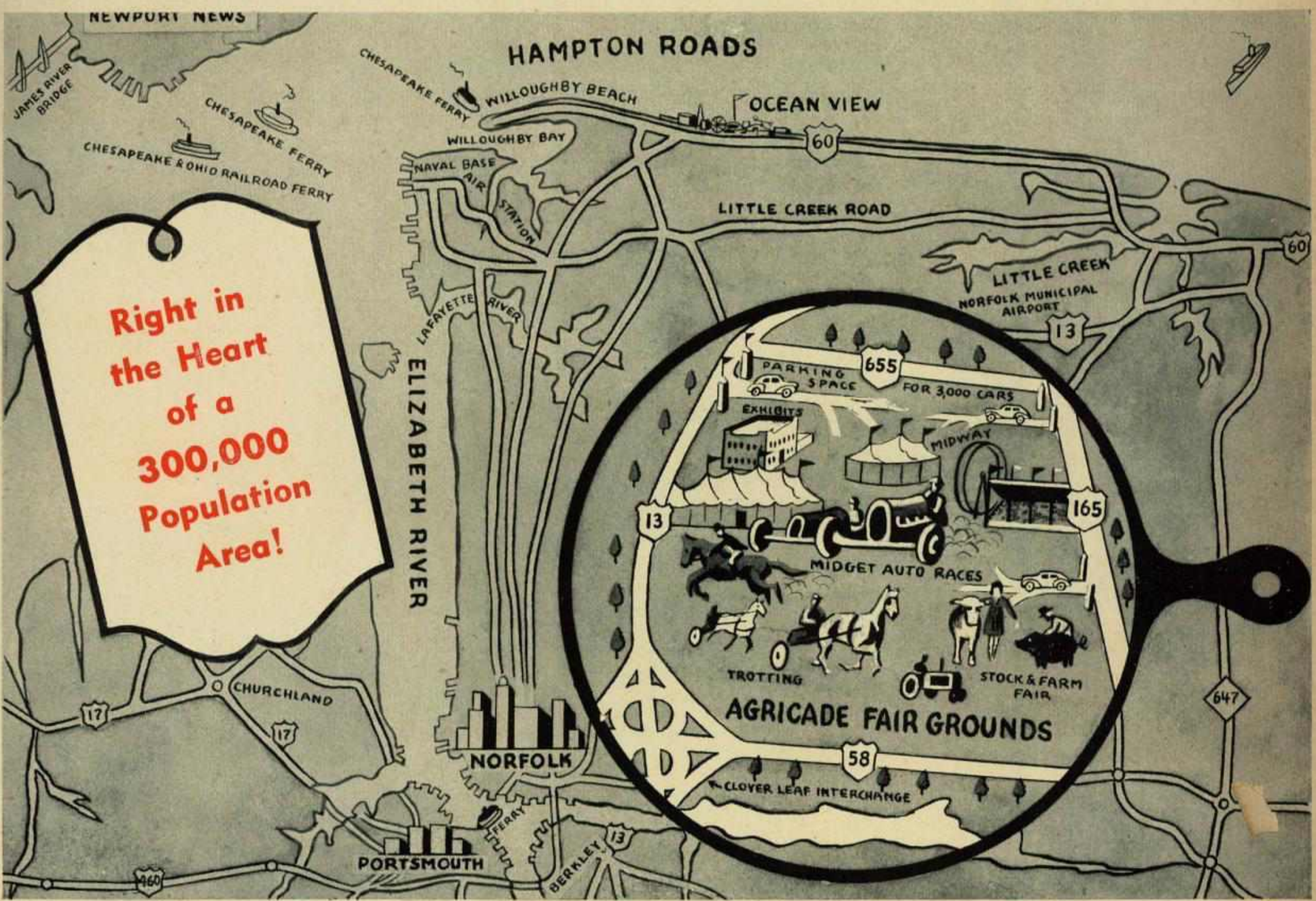


LAUGHIN' SAL was the magnet for the Magic Carpet, making a talker unnecessary, and the attractive centerpiece at the top was pitched at such an angle it was visible to those standing directly in front and had plenty of eye appeal.



*There's Big Money for Top Flight Attractions*  
**at AGRICADE! Dates Now Open for 1948**

**THE HOME OF THE PRINCESS ANNE COUNTY FAIR**  
**SEPTEMBER 28-29-30, OCTOBER 1-2**



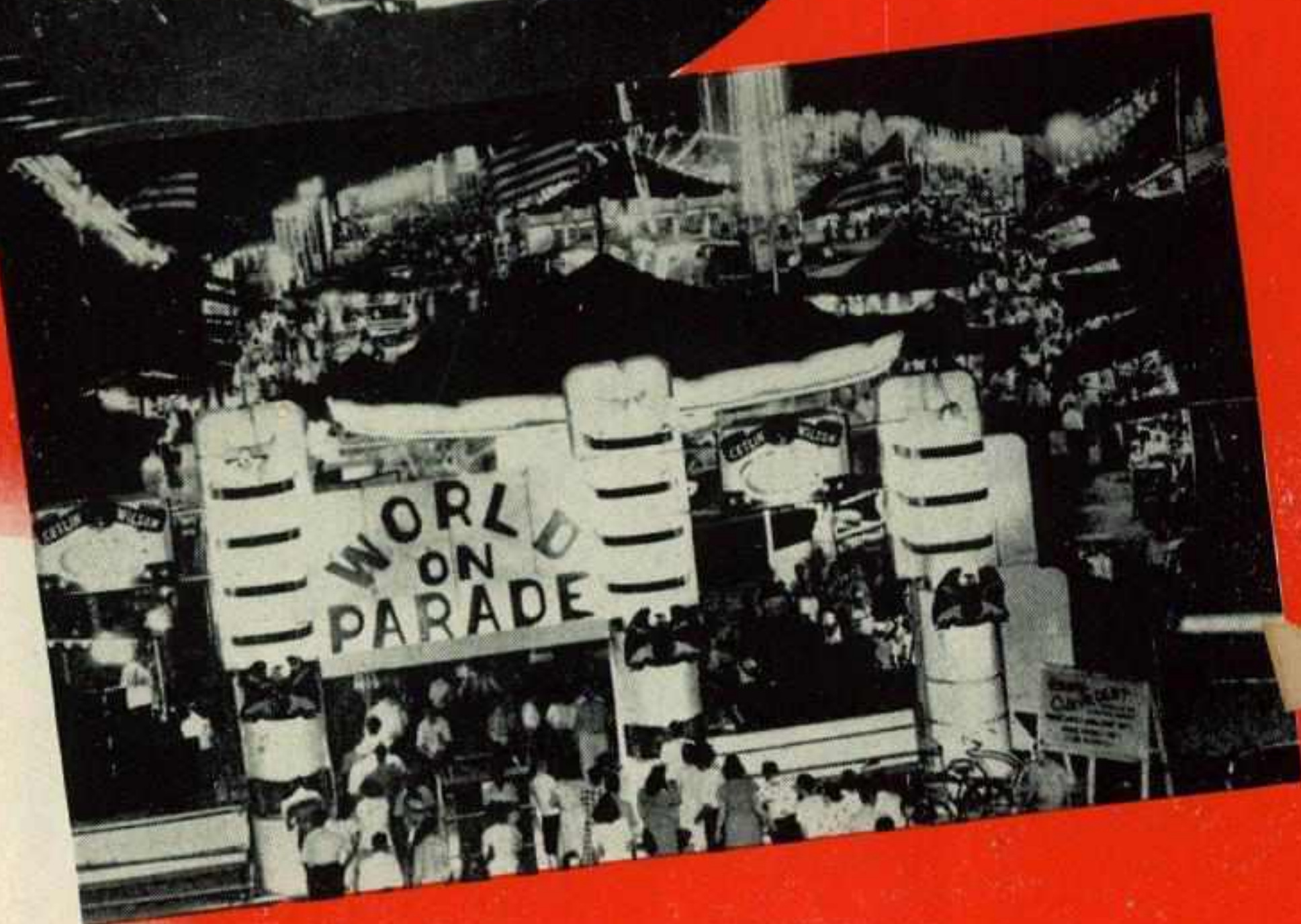
**THE Show Spot of Tidewater Virginia**

**42 ACRES of SHOW GROUNDS  
 ON THREE MAIN HIGHWAYS**

- GOOD LOCATION** Only 10 minutes from Norfolk (pop. 230,000) and 15 minutes from Portsmouth (pop. 60,000). Faces Military Highway U. S. 13 on the West, State Highway No. 165 on the East, County Road No. 665 on the North.
- CONVENIENT TO ALL** Bus service direct to grounds—three auto and admission entrances—parking for 3,000 cars—seating capacity 9,000, stands 5,000.
- EVERY FACILITY** Quarter-mile and half-mile tracks—radio and amplification system tower—press box—storage bins—two stables—club house—superintendent's office—maintenance keeper's home—clean rest rooms. Abundant water supply, flat terrain, fine drainage.

**COMMUNICATIONS to**  
**AGRICADE, Inc. OFFICES: ROUTE #2, BOX 217**  
**PRINCESS ANNE COUNTY, VIRGINIA**

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Pete Thompson, Lot Supt.  
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*25 Rides • 18 Shows • 40 Railroad Cars*

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of modern times!"*

**FAIR SECRETARIES**



**OUR  
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OF FOUR  
FERRIS WHEELS**

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**JOHN W. (JACK) WILSON**  
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## **OPERATING 8 UNITS**

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Gooding Amusement Co., 5 Units

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LARGEST • BEST • MOST RELIABLE

**F. E. GOODING, PRES. and GEN. MGR.**

**NOW BOOKING FAIRS and SPECIAL EVENTS FOR '48**

**SHOWMEN:** There is room on a Gooding Unit for clean, high type entertainment. All shows must have their own equipment and transportation.

**FAIR SECRETARIES AND COMMITTEEMEN:** Let us arrange to give you just the kind of midway your patrons will enjoy and appreciate.

**See Us at Chicago or at the Various Fair Meetings!**

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# BROCKTON FAIR

BROCKTON, MASS.

George A. Buckley  
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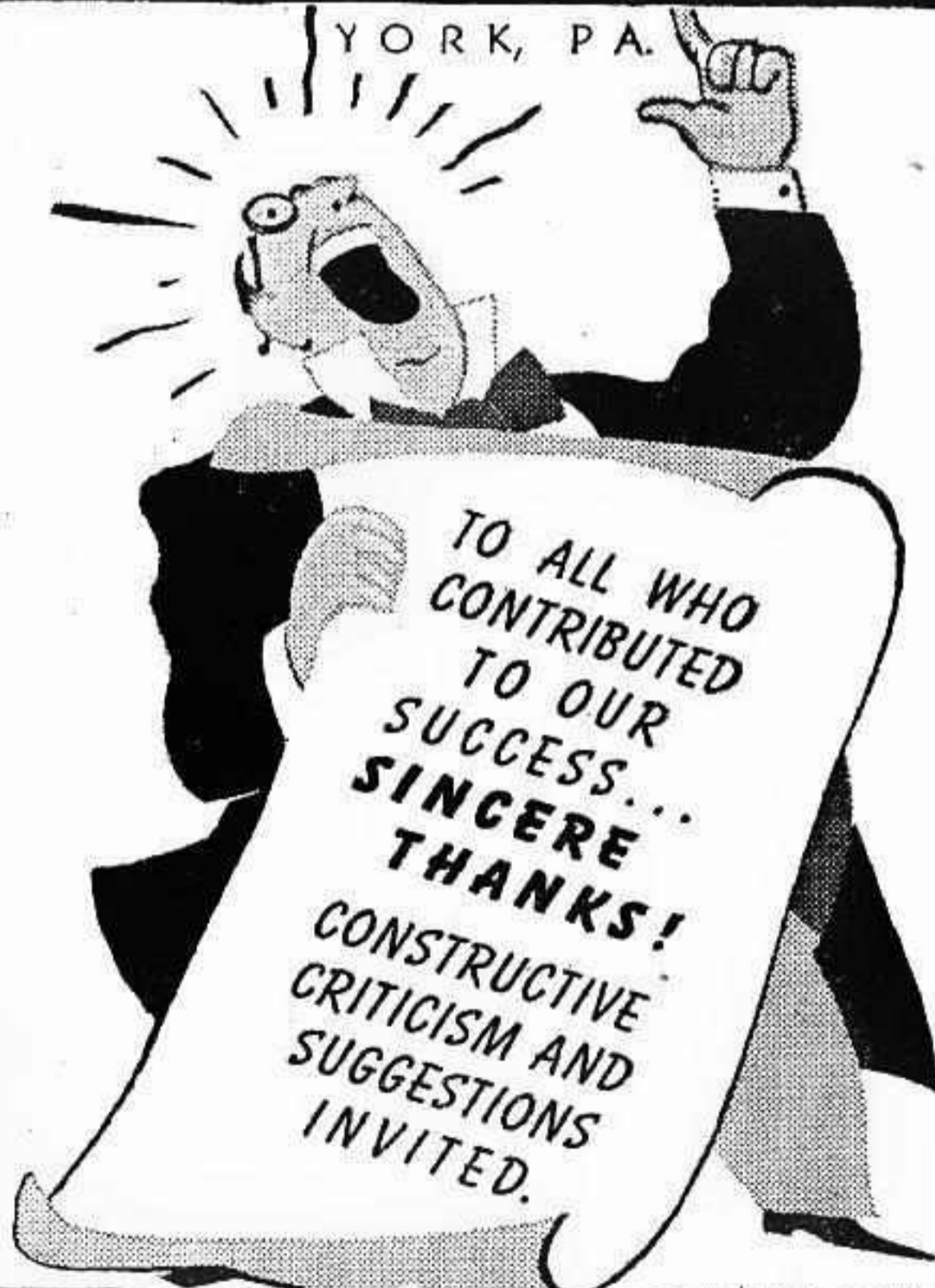
Frank H. Kingman  
Manager

To The Billboard Staff:

Our thanks again for 52 more weeks of vital fair information.

Frank H. Kingman

# YORK INTER STATE FAIR



DAY and NIGHT -- SEPT. 14-15-16-17-18, 1948

stand attendance, afternoon, 3,000; night, 4,000.

GRANDSTAND ATTRACTIONS: Horse shows, historical pageant.

CARNIVAL: Pickard & Masseth Shows.

PLANT FACILITIES: Grandstand capacity, 3,000; quarter-mile race track.

RECEIPTS: Total receipts, \$13,287.

GRANDSTAND ADMISSION: 75c.

AID, PREMIUMS: State aid, \$4,700; county aid, \$2,500.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, 15 cents per square foot.

STILL DATES: Fourth of July celebration.

ADMINISTRATION: President, Merle Thomas; secretary, Robert K. Woodward; superintendent of attractions, L. J. Anderson; superintendent of grounds, Paul R. Smith; publicity director, Disby Loomis.

## Great Western Livestock Show, Los Angeles

TOTAL ATTENDANCE: No estimate given.

ADMINISTRATION: President, F. L. Pellissier. Secretary, Wm. H. Byrnes.

## Lassen County Livestock Show and Fair, Susanville

TOTAL ATTENDANCE: Not given: Front gate free. Fair operated 6 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Rodeo and racing afternoons; horse show nights.

CARNIVAL: None.

PLANT FACILITIES: Grandstand capacity, 2,500; bleachers capacity, 600; three-quarter-mile race track; parking area capacity, 600 cars.

RACING: Days of running races, 2; days of rodeo, 2.

RECEIPTS: Grandstand, \$2,095.25. Commercial exhibits, \$270. Concession space, \$1,500.

AID, PREMIUMS: State aid, \$16,344.50. County aid, \$136. Premiums paid out, \$14,804.50.

CHARGES: Commercial space indoors, per foot, \$1.50. Farm machinery space, \$1.50.

STILL DATES: Future Farmers of America Livestock Judging Contest; Lassen County Sheriff's Posse Field Days (3 in 1947).

ADMINISTRATION: President, Peter Gerig. Secretary, A. A. Jensen. Publicity director, Ash Hoffman.

## Lodi Grape and Wine Festival, Lodi

TOTAL ATTENDANCE: 110,000 (approximate). Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Coronation and pageant; acts booked thru Joe Bren, Helene Hardin and Acme Productions; thrill show; horse show; cost of grandstand show, \$2,065; total paid grandstand attendance, afternoon, 6,000; night, 17,000.

CARNIVAL: West Coast Shows.

PLANT FACILITIES: Grandstand capacity, 14,000; quarter-mile race track; capacity of parking area, 350.

RACING: 1 day of auto thrill show.

RECEIPTS: Grandstand, \$4,703; carnival, \$1,900; commercial exhibits, \$2,400; concession space, \$990; other sources, \$10,500.

AID, PREMIUMS: State aid, \$4,600; premiums paid out, \$2,400.

CHARGES: Commercial exhibit space indoors, 35 cents per foot; farm machinery space, 35 cents.

ADMINISTRATION: President, A. M. Closson; secretary, F. S. Van Andale; superintendent of concessions, Jack Carter; superintendent of commercial exhibit space, Ted Heil; publicity director, A. W. Marquardt.

## Merced County Fair, Merced

TOTAL ATTENDANCE: Front gate, approximately, 65,000; paid admissions 47,997. Fair operated 6 days and 6 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Water Follies of 1947 booked thru Water Follies, Boston, Mass.; rodeo; free attractions booked thru Joe Bren.

GRANDSTAND RECEIPTS: \$31,000.00.

CARNIVAL: Foley & Burke.

PLANT FACILITIES: Grandstand capacity, 1,800; bleachers capacity, 3,400. half-mile race track; capacity of parking area, 3,000 cars.

RACING: 1 day of running races; 2 days of rodeo.

AID, PREMIUMS: State aid, \$17,300; county aid, \$300.

CHARGES: Commercial exhibit space indoors, \$6 per front foot; farm machinery space, \$2.50 per front foot.

STILL DATES: Weekly dances, weekly wrestling or boxing, basketball, conventions, banquets, etc.

ADMINISTRATION: President, J. E. McNamara; secretary, W. C. Woxberg; superintendent of concessions, J. F. Collins; superintendent of grounds, C. E. Huls; publicity director, Dwight Barnes

## NAPA County Fair and Horse Show, Calistoga

TOTAL ATTENDANCE: Approximately 20,000; paid admissions, approximately 10,000; days operated, 3; nights operated, 3.

WEATHER: Good. Total paid grandstand admissions, afternoon, 4,000; night, 6,000.

GRANDSTAND ATTRACTIONS: Rodeo, James F. Millerick. Horse show, Manager E. V. E. Harris. Gymkhana-Silverado Riders, Chief Cushing & Company. Thrill Show, Eddie Burke Attractions. Fireworks, Shell Oil Company.

CARNIVAL: Golden West Shows.

PLANT FACILITIES: Grandstand capacity, 1,500; bleachers capacity, 800; size of race track, half mile.

RACING: None of any kind.

AID, PREMIUMS: State aid, \$12,500; county aid, \$2,000; premiums paid out, \$11,000.

CHARGES: Commercial exhibit space indoors, per foot, \$2.50; farm machinery space, \$2.50.

STILL DATES: None.

ADMINISTRATION: President, Howard Butler; secretary, Sam W. Kellett; superintendent of attractions, Edwin Federspiel; superintendent of commercial exhibit space, F. E. Williams; publicity director, Wagne Wilson.

## 9th District Agricultural Assn., Eureka

TOTAL ATTENDANCE: No estimate submitted; outside gate free. Days operated, 4.

WEATHER: Good 3 days, rain 1 day. Grandstand total paid attendance, 1,062.

GRANDSTAND ATTRACTIONS: "Kitchenettes" trampolines act and Art La Rue, comic cop, booked thru Joe Bren Agency. Also a horse show and the Eureka Band. Cost of grandstand show: \$800.

PLANT FACILITIES: Grandstand capacity, 3,000; size of race track, five-eighths mile; capacity of parking area, 1,500 cars.

RECEIPTS: Grandstand, \$986; commercial exhibits, \$375; concession space, \$140; entry fees, \$2,500; programs, \$840.

AID, PREMIUMS: Premiums paid out, excluding for horse races, horse shows or horse-pulling contest, \$16,251. Horse show premiums, \$3,950.

CHARGES: Concession space outdoors, per front foot, \$1; commercial space indoors, per front foot, \$2.50.

STILL DATES: Jersey Spring Show, Guernsey Spring Show.

ADMINISTRATION: President, F. H. O'Neil; secretary, Ralph H. Barnes; publicity director, Blaine McGowan.

## Plumas County Fair, Quincy

TOTAL ATTENDANCE: Front gate, approx. 13,200, free. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Cost of grandstand show, \$5,700.

CARNIVAL: Golden West Shows.

PLANT FACILITIES: Grandstand capacity, 978; bleachers capacity, 572; half-mile track.

RACING: 3 days of running races; 2 days of rodeo.

RECEIPTS: Grandstand, \$3,200.40; carnival, \$500; commercial exhibits, \$980; concession space, \$437; other sources, \$12,233.

AID, PREMIUMS: State aid, \$7,260; county aid, \$3,770; premiums paid out, \$8,140.

CHARGES: Concession space outdoors, per front foot, 40% of net; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, \$1.50.

STILL DATES: Horse show; county picnic; football games.

ADMINISTRATION: President, Jacob W. McGrillis; secretary, Martin W. Sword; publicity director, Dick Grant.

## Sacramento County Fair, Galt

TOTAL ATTENDANCE: Front gate, 24,620; paid admissions, 22,640. Operated 7 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Vaudeville acts booked thru Eddie Burke; cost

of grandstand show, \$1,000; total paid grandstand attendance, afternoon, 15,420; night, 4,608.

**CARNIVAL:** California Shows.  
**PLANT FACILITIES:** Grandstand capacity, 4,500; half-mile race track; capacity of parking area, 25 acres.

**RACING:** 4 days of harness racing; 4 days of running races; 1 day of rodeo.

**RECEIPTS:** Gate, \$6,400; grandstand, \$10,050; carnival, \$1,000; commercial exhibits, \$3,800; concession space, \$2,500.

**AID, PREMIUMS:** State aid, \$25,000.

**CHARGES:** Concession space outdoors, \$6 per front foot; commercial exhibit space indoors, \$6 per front foot; farm machinery space, 10c square foot.

**ADMINISTRATION:** President, James Guttridge; secretary, Eugene Kenefick.

**AID, PREMIUMS:** State aid, \$65,000; premiums paid out, \$20,000.

**CHARGES:** Concession space outdoors, per square foot, \$1 plus percentage; commercial exhibit space indoors, per square foot, \$1.25; farm machinery space, 8 cents per square foot.

**OTHER EVENTS STAGED DURING YEAR:** Dances, baseball, picnics, thoroughbred racing (Del Mar Turf Club).

**ADMINISTRATION:** President, Paul T. Maunen; secretary and superintendent of attractions, Ernest O. Hulick; superintendent of concessions and commercial exhibit space, Edward R. Patterson; superintendent of grounds, P. A. Van Dusen; publicity directors, Walter Dauchy and Eddie Read.

**San Diego County Fair, Del Mar**

**TOTAL ATTENDANCE:** 234,297; paid admissions, 138,000; days operated, 10; nights operated, 11.

**WEATHER:** Good.

**GRANDSTAND (approximate figures):** total paid attendance for fiesta, \$7,500; for rodeo, \$5,600; for fiestacade, \$11,800; for circus, \$19,000; for horse show, \$7,200.

**GRANDSTAND ATTRACTIONS:** World's Championship Rodeo, staged by Christensen Bros., Eugene, Ore., livestock contractors. Latin-American Fiesta (afternoon); Fiestacade (package night show), produced by Wm. Morris Agency. Quarter horse races, chariot races, harness races and fireworks staged by Golden State Manufacturing Company. Additional attractions were the San Diego National Horse Show, sponsored by the San Diego National Horse Show Association and the fair presented in the horse show arena; Shrine Circus, booked thru the Joe Bren Agency. Cost of grandstand show: \$17,000.

**CARNIVAL:** Ferris Greater Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,500; bleachers capacity, 1,000; size of race track, 1 mile; capacity of parking areas, 5,500.

**RACING:** 3 days of harness racing and 1 day of quarter-horse running races; 3 days of rodeo and 1 night of fireworks.

**RECEIPTS (approximately):** Gate, \$69,000; grandstand, \$25,000; carnival, \$5,000; commercial exhibits, \$24,000; concession space, \$30,000; all other sources except State or county aid, \$10,000.

**San Joaquin County Fair and Horse Show, Stockton**

**TOTAL ATTENDANCE:** Approximately 175,000; paid admissions, 130,534; days operated, 9; nights operated, 9.

**WEATHER:** Good 9 days, 7 nights; cold 2 nights.

**GRANDSTAND ATTRACTIONS:** Racing (pari-mutuel betting), afternoons; rodeo and horse show, nights; total paid attendance, afternoon, 83,997; night, 72,434.

**CARNIVAL:** Foley & Burke.

**PLANT FACILITIES:** Grandstand capacity, 4,000; bleachers capacity, 2,000; size of race track, one half and one mile; capacity of parking areas, 2,500 cars.

**RACING:** Days of harness racing, 7; days of running races, 7; days of rodeo, 4; nights of fireworks, 1.

**GROSS RECEIPTS:** Approximately \$200,000 all sources except State or county aid.

**PREMIUMS PAID OUT:** Approximately \$50,000.

**CHARGES:** Concession space outdoors, per front foot, \$5 to \$10; commercial exhibit space indoors, per foot, \$6 to \$7.50; farm machinery space, 15c square foot.

**ADMINISTRATION:** President, D. D. Smith; secretary, E. G. Vollmann; superintendent of attractions, A. L. Enos; superintendent of concessions, Wayne Courtright; superintendent of commercial exhibit space, W. Courtright; superintendent of grounds, Alonzo Martin; publicity director, Al Trivelpiece.



**RECORD  
BREAKING  
YEAR**

**THE MIDWEST'S FASTEST  
GROWING INDUSTRIAL-  
AGRICULTURAL EXPOSITION**

**BIGGER and BETTER**

**in 1948**

**SEPTEMBER 5 TO 10 INCLUSIVE**

**A. A. RUSSELL  
PRESIDENT**

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SECRETARY**

**MINNESOTA STATE FAIR**

★ **1947 ATTENDANCE - - - - 902,643**

**1948 Dates: Aug. 28 thru Sept. 6 (Labor Day) ★**

We're interested in Auto Races, Thrill Acts, Revues, Night Shows, Fireworks and Spectacular Entertainment Attractions of every kind.

**W. S. MOSCRIP, President**

**RAYMOND A. LEE, Secretary**

**Address: St. Paul 1, Minnesota**

IT HIT THE JACKPOT!

# 47 MICHIGAN'S STATE FAIR

Broke all records in ATTENDANCE • FEATURES • EXHIBITS • PROFITS! with

- BOB BURNS
- OLSEN & JOHNSON
- BUSTER CRABBE
- BARNES-CARRUTHERS
- WATER FOLLIES
- VARIETY ACTS

Gooding Amusement Company Shows and Rides  
Plus a Complete List of Agriculture, Industrial, Commercial, Educational, Home Arts and Livestock Exhibits.

It'll be MICHIGAN again in '48!  
Watch for Date Announcement!

The Industrial Heart of the Nation thrills to the Michigan State Fair expositions at Detroit. The folks in this great manufacturing center love to see the grand displays, love to spend money on having a good time. That's why the Michigan State Fair packs 'em in, every year!

HAZEN L. FUNK, Gen'l Mgr.

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FOR 1948 BOOKING AND EXHIBIT RESERVATIONS

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W. K. GRAY, Sec.-Mgr.

TULSA STATE FAIR

P. O. BOX 2386

TULSA, OKLA.

## Santa Clara County Fair, San Jose

TOTAL ATTENDANCE: Front gate, 125,258; paid admissions, 118,641. Fair operated 6 days and 7 nights.

WEATHER: Good 4 days and 4 nights; cold 2 days and 3 nights.

GRANDSTAND ATTRACTIONS: Revelations of 1948, booked by Eddie Burke. CARNIVAL: West Coast Shows.

PLANT FACILITIES: One-mile race track; capacity of parking area, 4,000.

RACING: Three days of rodeo; 7 nights of fireworks.

RECEIPTS: Commercial exhibits, \$18,250.

AID, PREMIUMS: State aid, \$20,735; county aid, \$1,093.

CHARGES: Commercial exhibit space indoors, per foot, \$8; farm machinery space, \$8.

STILL DATES: Aberdeen Angus Sale, December 6; 4-H Field Day, June.

ADMINISTRATION: President, Frank C. Mitchell. Secretary, Russell E. Pettit. Superintendent of grounds, Russell D. Hill. Publicity director, Albert E. Euhot.

## Siskiyou County Fair, Yreka

TOTAL ATTENDANCE: Front gate, 22,500. Operated 3 days and 2 nights.

WEATHER: Good 3 days; rain 1 night; cold 1 night.

GRANDSTAND ATTRACTIONS: Frank Cushing Thrill Show and acts booked thru Eddie Burke Attractions, San Francisco; cost of grandstand show, \$750 and percentage; total paid grandstand attendance, afternoon, 913; night, 4,375.

CARNIVAL: West Coast Shows.

PLANT FACILITIES: Grandstand capacity, 1,700; mile race track; capacity of parking area, 10 acres.

RACING: 2 days of running races; 1 night of auto thrill show.

RECEIPTS: Grandstand, \$5,269; carnival, \$754; commercial exhibits, \$800; concession space, \$300; other sources, \$2,000.

PREMIUMS: Paid, \$18,346.

CHARGES: Commercial exhibit space indoors, \$1.50 to \$3 per foot; farm machinery space, \$2.

STILL DATES: Rodeo; baseball games.

ADMINISTRATION: President, J. B. Rohrer; secretary, Stuart B. Walte.

## Stanislaus District Fair, Turlock

TOTAL ATTENDANCE: Approximately 45,000; days operated, 6; nights operated, 6.

WEATHER: Good. Total paid grandstand admissions, 3,000.

GRANDSTAND ATTRACTIONS: Vaudeville, stagemat booked thru Joe Bren Theatrical Agency. Grandstand show cost, \$3,300.

CARNIVAL: Foley & Burk.

AID, PREMIUMS: State aid, \$19,957; total premiums paid out, \$19,957.

CHARGES: Commercial exhibit space indoors, per foot, \$3.50; farm machinery space, \$1.50.

OTHER EVENTS STAGED DURING YEAR: Far West Turkey Show in December; Turlock Kennel Club dog show in November; Stanislaus County Jerseys in September; Guerneys in May; Holsteins in April.

ADMINISTRATION: President, E. B. LeDuc; secretary, George Dahlgren; publicity, Harry Villinger.

## Ventura County Fair, Seaside Park, Ventura

TOTAL ATTENDANCE: Approximately 60,000; paid admissions approximately 53,000; days operated 5; nights operated 5.

WEATHER: Good.

PLANT FACILITIES: Grandstand capacity, 5,000; size of race track, half mile.

RACING: 2 days; fireworks, 1.

AID, PREMIUMS: State aid \$20,000.

ADMINISTRATION: President, J. Logomarsino; secretary, R. E. Stuart; superintendent of grounds, Ken Cook; publicity director, Chas. Gossett.

## COLORADO

## Delta County Fair and Rodeo, Hotchkiss

TOTAL ATTENDANCE: Front gate, approximately 7,000. Operated 3 days.

WEATHER: Good.

CARNIVAL: Midwest Shows.

PLANT FACILITIES: Grandstand capacity, 3,500; half-mile race track; capacity of parking area, 500 cars.

RACING: 3 days of running races; 3 days of rodeo.

ADMINISTRATION: President, J. G. Roberts; secretary, Donna Evans; superintendent of attractions, commercial exhibit space and grounds, Jess Barrow; superintendent of concessions, Jack Nell; publicity director, Jess Barrow.

## Larimer County Fair and Rodeo, Loveland

TOTAL ATTENDANCE: Paid admissions, 4,000 (approximately). Fair operated 5 days and 5 nights.

WEATHER: Good 3 days and 3 nights; rain 1 day; cold 1 day and 2 nights.

Total paid grandstand attendance, afternoon, \$57; night, 3,143.

GRANDSTAND ATTRACTIONS: Rodeo; horse show; spud and stake races; cutting horse contest.

CARNIVAL: Forsythe & Dows.

PLANT FACILITIES: Grandstand capacity, 1,600; bleachers capacity, 250; capacity of parking area, approximately 5,000.

RACING: 3 days of rodeo.

RECEIPTS: Grandstand, \$4,728.20; carnival, \$1,008.26; commercial exhibits, \$970.

AID, PREMIUMS: Premiums paid out, \$3,500.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$1.

ADMINISTRATION: President, Ted Thompson; secretary, Paul L. Olinger; superintendent of attractions, Ben Naeve; superintendent of grounds, Ed Gooch; publicity director, F. Elton Williams.

## Arkansas Valley Fair, Rocky Ford

TOTAL ATTENDANCE: No estimate given. Days operated, 3; nights operated, 1.

WEATHER: Good.

GRANDSTAND: No estimate given.

CARNIVAL: Forsythe & Dows.

PLANT FACILITIES: Size of race track, one-half mile.

RACING: Days of running races, 3; days of rodeo, 2 professional and 1 kid; night of fireworks, 1.

ADMINISTRATION: President, M. R. Harrison; secretary, Carl Holder.

## CONNECTICUT

### Danbury Fair, Danbury

TOTAL ATTENDANCE: Front gate, 119,004; paid admissions, 119,004. Operated 9 days.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Midget auto races, circus. Total paid attendance, 18,167.

CARNIVAL: O. C. Buck and Ross Manning Shows and rides.

PLANT FACILITIES: Grandstand capacity, 5,800; bleachers capacity, 3,500; half-mile track; capacity of parking area, 10,000.

RACING: 3 days of midget auto races.

RECEIPTS: Gate, \$100,000 estimated; grandstand, \$15,851.96; concession space, \$50,000 estimated.

CHARGES: Concession space outdoors, \$6, \$7 and \$8 per front foot; commercial exhibit space indoors, \$6.50 per foot.

STILL DATES: Midget auto races every Saturday night.

ADMINISTRATION: General manager, John W. Leahy; assistant general manager, C. Irving Jarvis; publicity director, LeRoy Paltrowitz and Walter Bull.

### Harwinton Fair, Harwinton

TOTAL ATTENDANCE: 12,000. Fair operated 2 days.

WEATHER: Good.

AID, PREMIUMS: Premiums paid out, \$1,076.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$2.50; farm machinery space, 50c.

STILL DATES: Litchfield County 4-H Fair.

ADMINISTRATION: President, R. G. Bentley; secretary, M. H. Plaskett; superintendent of attractions and grounds, A. Kasznay; superintendent of concessions, Frank Tower.

### Riverton Fair, Riverton

TOTAL ATTENDANCE: Paid admissions, approximately 12,000. Operated 2 days.

WEATHER: Good.

PLANT FACILITIES: Capacity of parking area 7 acres.



RECEIPTS: Gate \$8,000; commercial exhibits and concession space, \$2,400.  
 AID, PREMIUMS: State aid, \$500; premiums paid out, \$1,800.  
 CHARGES: Concession space outdoors, \$4 per front foot.  
 ADMINISTRATION: President, H. P. Deming; secretary, Grace D. Seymour; superintendent of concessions, W. P. Wright; superintendent of grounds, Robert A. Ransom.

**FLORIDA**

**Indian River Fruit Festival and County Fair, Vero Beach**

TOTAL ATTENDANCE: Front gate, approximately 10,000; paid admissions, approximately 7,000. Operated 3 days and 6 nights.  
 WEATHER: Good 3 days and 3 nights; rain 2 nights; cold 1 night.  
 AID, PREMIUMS: County aid, \$1,000; other sources, \$500.  
 CHARGES: Commercial exhibit space indoors, \$25 per lot; farm machinery space, \$10 to \$25 per lot.  
 ADMINISTRATION: President, L. E. Twitchell; secretary, B. H. Phillips; superintendent of attractions, concessions and grounds, C. D. Toole.

**GEORGIA**

**American Legion Bartow County Fair, Cartersville**

TOTAL ATTENDANCE: Front gate, approximately 17,000; paid admissions, 15,000. Fair operated 1 day and six nights.  
 WEATHER: Good 4 nights; cold or cloudy 2 nights.  
 CARNIVAL: Shaw Bros. Shows.  
 RECEIPTS: None given.  
 ADMINISTRATION: Secretary, Victor I. Waldrop.

**Central Georgia Fair, Cordele**

TOTAL ATTENDANCE: Front gate, 4,022; paid admissions, 16,922. Fair operated 12 days and 13 nights.

WEATHER: Good 9 days and 9 nights; rain 3 days and 3 nights.  
 GRANDSTAND ATTRACTIONS: Horse show, beauty contest, folk dances. Cost of grandstand show, \$450.  
 CARNIVAL: L. J. Heth.  
 PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 600. Half-mile race track; capacity of parking area, 300 cars.  
 RECEIPTS: Gate, \$4,368.46; grandstand, \$335; carnival, \$9,000; commercial exhibits, \$400; concession space, \$125; other sources, \$3,200.  
 AID, PREMIUMS: Premiums paid out, \$3,000.  
 CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$1 per foot; farm machinery space, \$1.  
 STILL DATES: Baseball, football.  
 ADMINISTRATION: President, J. G. Comer; secretary, J. D. Rainey; superintendent of attractions, George Jordan; superintendent of concessions and commercial exhibit space, C. E. Tarver; superintendent of grounds, Roy Beach; publicity director, E. H. Thompson Sr.

**Green County Fair Assn., Greensboro**

TOTAL ATTENDANCE: Front gate, 5,342. Fair operated 5 days and 5 nights.  
 WEATHER: Good 2 days and 2 nights; rain 3 days and 3 nights.  
 CARNIVAL: Blue Grass State Shows.  
 ADMINISTRATION: President, J. P. Dyar; secretary, C. H. Crumbley; superintendent of attractions, C. G. Grascuth; publicity director, Nell Thrash.

**Tri-County Fair, Manchester**

TOTAL ATTENDANCE: Front gate, approximately 7,500. Operated 6 days and nights.  
 WEATHER: Good.  
 GRANDSTAND ATTRACTIONS: Horse racing.  
 CARNIVAL: Wallace & Murray Shows.  
 RECEIPTS: Commercial exhibits, \$150.  
 CHARGES: Commercial exhibit space indoors, \$1 per foot.  
 ADMINISTRATION: President, Welby Griffith; superintendent of grounds, Ben Winslow.

**IONIA *free* FAIR**

IONIA, MICHIGAN

**MICHIGAN'S GREATEST OUTDOOR EVENT**

- GRANDSTAND ATTRACTIONS
- PRESENTING BARNES-CARRUTHERS NUMBER 1 PRODUCTION
- FIREWORKS
- THRILL SHOW
- HARNESS RACING
- AUTOMOBILE RACING

- ★ Admission to Grounds and Exhibit Buildings
- ★ Parking
- ★ Lightweight Horse Pulling Contest
- ★ Heavyweight Horse Pulling Contest
- ★ Farm Program and Calf Scramble



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Commissioner of Agriculture

*Sedalia*

**1947 MISSOURI STATE FAIR**

**BROKE ALL PREVIOUS ATTENDANCE AND RECEIPT RECORDS!**

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*Roy S. Kemper*

SECRETARY

**NINETY-FOURTH  
OHIO  
STATE FAIR  
August 28 to September 3  
1948**

Focal point for both rural and urban interests—the well balanced exposition of a great State, wealthy in population and resources—a fair where agriculture, industry and commerce meet to their mutual benefit.

Here's an annual date you cannot afford to overlook, whether your business is concerned with premiums for livestock and farm products, purses for harness races, exhibit space for goods and merchandise, location for amusement enterprises or opportunity for concessions.

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Write to address below**

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710 State Office Building Columbus 15, Ohio  
**FRANK FARNSWORTH**      **EDWIN J. BATH**  
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A SUCCESS IN '47 . . .

**BIGGER and BETTER in '48!**

1948 Dates will be announced  
at the Chicago Meeting

WRITE, WIRE OR PHONE

**TRI-STATE FAIR ASSOCIATION**

BOX 127 Amarillo, Texas  
**L. B. HERRING JR., GENERAL MANAGER**

**TRI-STATE in '48**

**Washington County Fair,  
Sandersville**

TOTAL ATTENDANCE: No estimate given. Fair operated 5 days and 5 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: None.  
CARNIVAL: Shan Bros.' Shows.

**IDAHO**

**Clearwater County Fair, Orofino**

TOTAL ATTENDANCE: Front gate, approx. 20,000. Operated 3 days and 2 nights.  
WEATHER: Good 2½ days and 2 nights; rain ½ day.  
PLANT FACILITIES: Grandstand capacity, 200; capacity of parking area, 300 cars.  
RECEIPTS: Concession space, \$6,000; other sources, \$10,000.  
ADMINISTRATION: President, Bill Pease; secretary, Bruce Brooks.

**Kootenai County Fair,  
Coeur D'Alene**

TOTAL ATTENDANCE: Front gate approximately 26,000. Operated 3 days and 3 nights.  
WEATHER: Good 3 days and 2 nights; rain 1 night.  
PLANT FACILITIES: Bleachers capacity, 4,000; capacity of parking area, 7,000 cars.  
RECEIPTS: Commercial exhibits, \$300; concession space, \$250; other sources, \$1,000.  
AID, PREMIUMS: County aid, \$6,500; premiums paid, \$3,600.  
CHARGES: Commercial exhibit space indoors, approximately 10 cents per foot; farm machinery space 10 cents per foot.  
STILL DATES: Sports events; basketball; wrestling; boxing; etc.  
ADMINISTRATION: Secretary, C. W. Neider.

**Marsh Valley Fair, Downey**

TOTAL ATTENDANCE: Not given. Fair operated 2 days.  
WEATHER: Good.  
AID, PREMIUMS: County aid, \$2,200; other sources, \$1,000; premiums paid out, \$2,700.  
ADMINISTRATION: President, James Abbott; secretary, E. M. Almond.

**Washington County Fair Assn.,  
Cambridge**

TOTAL ATTENDANCE: No figures given. Fair operated 3 days and 3 nights.  
WEATHER: Good.  
GRANDSTAND: Total paid attendance, afternoon, 3,500.  
CARNIVAL: Bert Francis Shows.  
PLANT FACILITIES: Grandstand capacity, 500; bleachers capacity, 1,500; size of race track, three-eighths mile; capacity of parking area, 1 acre.  
RACING: 3 days of running races and 3 days of rodeo.  
RECEIPTS: Gate, \$3,800; carnival, \$132; commercial exhibits, \$5; concession space, \$90.  
AID, PREMIUMS: County aid, \$250; premiums paid out, excluding for horse races, horse shows or horse-pulling contest, \$300.  
STILL DATES: One-day rodeo, July 20; baseball and football.  
ADMINISTRATION: President, Earl Armacost; secretary, Buck Howland.

**ILLINOIS**

**Crawford County Fair Assn.,  
Oblong**

TOTAL ATTENDANCE: Front gate, approximately 18,000. Fair operated 5 days and 5 nights.  
WEATHER: Good. Total paid grandstand attendance, 5,278.  
GRANDSTAND ATTRACTIONS: WIBC radio talent; vaudeville type acts; horse pulling; horse show. Cost of grandstand show, \$1,900.  
CARNIVAL: Moore's Modern Shows.  
PLANT FACILITIES: Bleachers capacity, 1,500. Capacity of parking area, 1,000.  
RECEIPTS: Gate, \$5,280; grandstand, \$2,286.45; carnival, \$1,200; commercial exhibits and concession space, \$488.50.  
AID, PREMIUMS: State aid, \$5,661.63 (approx.); premiums paid out, \$8,276.26.  
CHARGES: Concession space outdoors, \$1.50 per front foot; commercial exhibit space indoors, \$1.50 and \$2 per foot; farm machinery space, \$1.50.

ADMINISTRATION: President, David Deatherage; secretary, O. B. Price; superintendent of concessions, Frank Rodgers; superintendent of commercial exhibit space and grounds, Enos Bloom; publicity director, Frank Newlin.

**Edgar County Fair Association  
Paris**

TOTAL ATTENDANCE: Front gate approximately, 30,000; paid admissions approximately, 26,000; fair operated 6 days and 5 nights.  
WEATHER: Good 6 days and 5 nights; rain 1 night.  
GRANDSTAND ATTRACTIONS: Free acts booked thru Barnes-Carruthers. Cost of grandstand show, \$2,800. Grandstand total paid attendance, afternoon, 8,000; night, 12,000.  
CARNIVAL: Turner Brothers.  
PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 400; size of race track, one-half mile.  
RACING: 4 days of harness racing and 4 days of running races.  
ADMINISTRATION: President, Dewey Wheeler; secretary, T. J. Trogdon Jr.

**Effingham County Fair Assn.,  
Altamont**

TOTAL ATTENDANCE: Front gate, approximately 35,000. Operated 5 days and 5 nights.  
WEATHER: Good 4 days and nights; rain 1 day and night.  
GRANDSTAND ATTRACTIONS: Acts booked thru Voorhies & Fleckles, Chicago.  
CARNIVAL: Johnny J. Jones Exposition.  
PLANT FACILITIES: Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 15 acres.  
RACING: 3 days of harness racing; 4 days of running races; 2 nights of fireworks.  
STILL DATES: Rodeo.  
ADMINISTRATION: President, Ben Reiss; secretary, Mart Alwert; superintendent of attractions, Wood Loy; superintendent of concessions, Milton Smith; publicity director, John L. Russell.

**Fairbury Fair, Fairbury**

TOTAL ATTENDANCE: Front gate, 16,525. Operated 4 days and nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Horse racing; band concerts; horse show; midget auto races; bicycle act; dogs and ponies; flying act; singers, etc. booked thru Ethel Robinson. Cost of grandstand show, \$2,475. Total paid grandstand attendance, afternoon, 4,123; night, 8,074.  
CARNIVAL: Imperial Shows.  
PLANT FACILITIES: Grandstand capacity, 2,200; bleachers capacity, 2,200; half-mile race track; capacity of parking area, 1,000 cars.  
RACING: 4 days of harness racing; 1 night of midget auto races.  
RECEIPTS: Gate, \$11,687.10; grandstand, \$6,191.60; carnival, \$878; commercial exhibits and concession space, \$1,343.29; other sources, \$12,665.88.  
AID, PREMIUMS: State aid, \$19,185.36; premiums paid, \$8,297.  
CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, 50 cents per foot; farm machinery space, \$1.  
STILL DATES: Midget auto races.  
ADMINISTRATION: President, M. E. Tarfy; acting secretary, Robert E. Mauer; superintendent of attractions, Donald Kelso; superintendent of concessions and commercial exhibit space, Joe U. Seagel; publicity director, Duane Morris.

**Fulton County Fair and Racing  
Assn., Lewistown**

TOTAL ATTENDANCE: Front gate, 16,000; fair operated 6 days and 6 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Booked thru Boyle Woolfolk. Cost of grandstand show, \$2,400.  
CARNIVAL: Wilson Shows.  
PLANT FACILITIES: Grandstand capacity, 1,600; bleachers capacity, 300. Half-mile race track; capacity of parking area, 630 cars.  
RACING: 3 days of running races; 3 days of rodeo.  
RECEIPTS: Gate, \$6,385.80; grandstand, \$5,289.68; carnival, \$2,786.89; other sources, \$4,507.64.  
AID, PREMIUMS: State aid, \$8,313.24; premiums paid out, \$5,659.75.  
STILL DATES: Automobile races; motorcycle races; picnics, etc.  
ADMINISTRATION: President, C. W. Roberts; secretary, Arthur D. Young; superintendent of attractions, M. E. Boyd; superintendent of concessions and commercial exhibit space, Ed Henry; publicity director, P. E. Bally.

### Henry County Fair, Cambridge

**TOTAL ATTENDANCE:** Paid admissions, 16,403. Operated 4 days and nights.  
**WEATHER:** Good 3 days and 3 nights; rain 1 day and 1 night.  
**GRANDSTAND ATTRACTIONS:** Revue booked thru Boyle Woolfolk; B. Ward Beam Thrill Show. Cost of grandstand show, \$4,600. Total paid grandstand attendance, afternoon, 4,640; night, 8,271.  
**CARNIVAL:** Bunting Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,300; half-mile race track; capacity of parking area, 1,000.  
**RACING:** 4 days of harness racing; 1 night of auto thrill show.  
**RECEIPTS:** Gate, \$7,244; grandstand, \$8,961; concession space, \$3,689.  
**AID, PREMIUMS:** State aid, \$4,000; premiums paid, \$7,508.  
**CHARGES:** Concession space outdoors, \$2.50 per front foot; farm machinery space, \$1.25.  
**ADMINISTRATION:** President, C. H. Stackhouse; secretary, M. E. Werbach; superintendent of concessions, Ray Falloon; superintendent of grounds, R. T. Gustus.

### International Livestock Exposition, Chicago

**OPERATED:** December, 1946 (indoor).  
**TOTAL ATTENDANCE:** Front gate, approximately 450,000. Operated 8 days and 8 nights.  
**GRANDSTAND ATTRACTIONS:** Horse show.  
**ADMINISTRATION:** President, Henry W. Marshall; secretary, William E. Ogilvie.

### Iroquois County Agricultural & 4-H Club Fair, Milford

**TOTAL ATTENDANCE:** Approximately 10,000; paid admissions, 7,096; days operated, 3; nights operated, 5.  
**WEATHER:** Good 2½ days, 5 nights; rain ½ day.  
**GRANDSTAND ATTRACTIONS:** Roller-skating, balancing, high-wire and tumbling acts booked by Barnes-Carruthers. Cost of grandstand show, \$2,000. Grandstand total attendance, afternoon, 2,000; night, 8,000.  
**CARNIVAL:** Wilson Bros.  
**PLANT FACILITIES:** Grandstand capacity, none; bleachers capacity, 2,000; size of show ring, 125x275.  
**RACING:** None.

**RECEIPTS:** Gate, \$3,948.30; carnival, \$784.60; commercial exhibits, \$638; concession space, \$380; other sources, \$4,093.60.  
**AID, PREMIUMS:** State aid, \$3,087.17; county aid, \$650; premiums paid out, \$4,086.75.  
**CHARGES:** Concession space outdoors, per front foot, \$2; farm machinery space, \$2.  
**ADMINISTRATION:** President, August Beckman; secretary, Ellen Marie Hofer; superintendent of attractions, Jerse Keen; superintendent of concessions and commercial exhibit space, O. E. Glover; superintendent of grounds, Elmer Brey-meyer; publicity director, Kenneth T. Rickert.

### Jasper County Fair, Newton

**TOTAL ATTENDANCE:** Front gate, 7,638; paid admissions, 7,638; days operated, 4; nights operated, 5.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Renfro Valley; Sidney Belmont booked production featuring Jack Sexton of KMOX; show booked by Kay Kiser, Indianapolis; horse show. Cost of grandstand show, \$1,500. Total paid grandstand attendance about 5,000 for both afternoons and nights.

**CARNIVAL:** Moore's Modern Shows.  
**PLANT FACILITIES:** Grandstand capacity approximately 1,500; capacity of parking area approximately 1,500.  
**RACING:** 3 days of harness racing; 3 days of running races.  
**RECEIPTS:** Gate, \$4,800; grandstand, \$2,900; carnival, \$807; concession space, \$1,300; other sources, \$7,500.  
**AID, PREMIUMS:** State aid, \$9,000; premiums paid out, \$10,200.  
**CHARGES:** Concession space outdoors, per front foot, \$2.50; same price being charged for commercial exhibit space indoors and farm machinery space.  
**ADMINISTRATION:** President, Chester J. McCord; secretary, Dale Wilson; superintendent of attractions, Chester J. McCord; superintendent of concessions and commercial exhibit space, I. F. Fear; superintendent of grounds, V. A. Jones; publicity director, Dale Wilson.

### Lawrence County Fair, Bridgeport

**TOTAL ATTENDANCE:** Front gate, 16,836; paid admissions, 16,336. Operated 5 days and nights.

# INDIANA State FAIR

CONTINUES TO SET A RECORD BREAKING PACE

**560,869\*** PAID ADMISSIONS

**672,000** ESTIMATED ATTENDANCE

\*OVER \$120,000 PAID IN FEDERAL ADMISSION TAXES  
(Shows—Midway and Gate)

### EXHIBITORS

Here is a chance to pre-test your products for customer acceptance!

Over \$285,000 in Premiums and Purses Paid in 1947.

1948 DATES  
**SEPTEMBER  
3 to 10** INCLUSIVE

## INDIANA STATE FAIR

LT. GOV. DICK JAMES  
Commissioner of Agriculture

ORVAL C. PRATT  
Secretary-Manager of Fair

**CONTRACT  
NEGOTIATIONS**  
Begin at the meeting of Indiana Association of County and District Fairs and State Fair Board, Claypool Hotel in Indianapolis, January 5-6-7. Your proposals are invited.

EARL WARREN  
Governor

JAMES S. DEAN  
Director of Finance

# CALIFORNIA'S 1948 CENTENNIAL STATE FAIR

IN SACRAMENTO -:- SEPT. 2 THRU SEPT. 12

Next year California celebrates the 100th anniversary of the discovery of gold with her biggest State Fair.

More than 650,000 attended the 1947 State Fair. With hundreds of thousands of visitors coming

west for the Centennial, new records are sure to be established in 1948.

You are cordially invited to attend this colorful attraction.

Exhibit space is at a premium and being booked now. If you plan to exhibit, place your reservation immediately.

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Ned Green, Secy.-Manager

1948  
DISCOVERY OF GOLD  
CENTENNIAL

1949  
GOLD RUSH  
CENTENNIAL

1950  
STATEHOOD  
CENTENNIAL

**STATE FAIR**  
of  
**WEST VIRGINIA**  
LEWISBURG,  
W. VA.

**AUGUST 16-21  
1948**

- Harness Racing
- Horse Show
- Gigantic Stage Show
- One of Finest Livestock Shows in the East

**ROBERT E. SYDENSTRICKER, Secretary**

**MISSISSIPPI-ALABAMA  
Fair and Dairy Show**

**TUPELO, MISS.**

**GREAT IN '48**

**CONTRACTING FOR  
CARNIVAL, GRANDSTAND  
SHOW AND ALL CONCESSIONS  
AT CHICAGO CONVENTION**

**WE WISH TO THANK OUR FRIENDS  
FOR OUR GREAT SUCCESS IN '47**

**NEW  
DATES  
SEPT. 27TH THRU OCT. 2ND, 1948**

**PLANNING FOR 1948**

**WRITE OR CONTACT:**

**ADDRESS: JAMES M. SAYERY, Pres.-Mgr.  
Tupelo, Mississippi**

**WEATHER:** Good 4 days and 4 nights; rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Circus and vaudeville-type acts. Cost of grandstand show, \$3,145.

**CARNIVAL:** Rogers Greater Shows.

**PLANT FACILITIES:** Bleachers capacity, 1,000.

**RECEIPTS:** Gate, \$5,921.40; grandstand, \$1,528.39; concession space, \$2,134.04; other sources, \$631.

**AID, PREMIUMS:** State aid, \$5,160; premiums paid, \$8,179.28.

**CHARGES:** Concession space outdoors, \$2.50 per front foot; farm machinery space, \$1 to \$3 depending on location.

**ADMINISTRATION:** President, L. B. Flanders; secretary, G. C. Gross; superintendent of attractions, Ross Irwin; superintendent of concessions, W. V. Kiger; superintendent of grounds, C. C. Gray; publicity director, R. R. Rucker.

**Livingston County Fair, Pontiac**

**TOTAL ATTENDANCE:** Not given. Operated 3 days and nights.

**WEATHER:** Good 1 day and 3 nights; rain 1 day; cloudy 1 day. Total paid grandstand attendance, night, 1,500.

**PLANT FACILITIES:** Bleachers capacity, 2,000.

**CHARGES:** Concession space outdoors, 50 cents per front foot; farm machinery space, 50 cents per front foot.

**STILL DATES:** 4-H exhibits; soft ball.

**ADMINISTRATION:** President, N. O. Braden; secretary, Guy K. Gee.

**Logan County Fair, Lincoln**

**TOTAL ATTENDANCE:** Front gate, approximately 50,000. Fair operated 6 days and 6 nights.

**WEATHER:** Clear and extremely hot.

**GRANDSTAND ATTRACTIONS:** Free acts booked thru Boyle Woolfolk Agency, Chicago; rodeo booked thru Bob McKinley, Farmer City, Ill.; harness racing; society horse show. Total paid grandstand attendance, afternoon, 10,000; night, 13,500.

**CARNIVAL:** Gold Medal Shows.

**PLANT FACILITIES:** Grandstand capacity, 2,250; bleachers capacity, 1,000; size of race track, one-half mile.

**RACING:** Harness racing 4 days; roedo 2 days.

**RECEIPTS:** None given.

**AID, PREMIUMS:** State aid, \$13,000; county aid, \$300. Premiums paid out, \$26,000, including horse races.

**STILL DATES:** Motorcycle races; horse show sponsored by retail merchants; American Legion Labor Day festival; V.F.W. carnival.

**ADMINISTRATION:** President, Barrett Rogers; secretary, W. E. Layman; superintendent of concessions, L. M. Hardin.

**Massac County Fair, Metropolis**

**TOTAL ATTENDANCE:** None given. Fair operated 4 days and nights.

**WEATHER:** Good 3 days and 4 nights. Rain 1 day.

**GRANDSTAND ATTRACTIONS:** Acts furnished by Barnes-Carruthers Company. Cost of grandstand show, \$2,000.

**CARNIVAL:** Blue Grass Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,500; size of race track, one-half mile; capacity of parking area, 40 acres.

**RACING:** 4 days of harness racing and 4 days of running races.

**RECEIPTS:** Not given.

**PREMIUMS:** Premiums paid out, \$28,000, including races, horse show.

**CHARGES:** Concession space outdoors, per front foot, \$3.

**ADMINISTRATION:** President and superintendent of commercial exhibit space, Paul Miller; secretary, Paul Powell.

**McDonough County Agricultural Fair, Macomb**

**TOTAL ATTENDANCE:** Front gate, 18,000 (approximately). Fair operated 4 days and 4 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Booked thru Joe Smith, St. Louis. Cost of grandstand show, \$1,500.

**CARNIVAL:** Gillette Shows.

**PLANT FACILITIES:** Bleachers capacity, 6,000. One-half-mile race track.

**RACING:** 4 days of harness racing; 4 days of running races.

**RECEIPTS:** Gate, \$9,186.05; grandstand, \$3,458.

**ADMINISTRATION:** President, R. R. Welch; secretary, J. D. Davenport; superintendent of attractions, Frank Horn; superintendent of concessions, Jake Davis; superintendent of grounds, Chester Smith.

**Northern Illinois Fair Assn., Belvidere**

**TOTAL ATTENDANCE:** Front gate, 14,051. Fair operated 3 days and 3 nights.

**WEATHER:** Good. Total paid grandstand attendance, afternoon, 1,563; night, 1,365.

**GRANDSTAND ATTRACTIONS:** Harness racing; horse show; Western roundup booked thru Boyle Woolfolk; all girl revue booked thru Boyle Woolfolk. Cost of grandstand show, \$2,000.

**CARNIVAL:** Bell-Vinson Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,500; one-half-mile race track; capacity of parking area, 4,000 cars.

**RACING:** 3 days of harness racing.

**RECEIPTS:** Gate, \$5,733.80; grandstand, \$1,732; carnival, \$1,292.68; other sources, \$2,922.58.

**AIDS, PREMIUMS:** State aid, \$3,047.01; premiums paid out, \$2,531.50.

**CHARGES:** Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$2 per foot.

**STILL DATES:** Rodeo; motorcycle races; carnival; midjet auto races; running races; horse show.

**ADMINISTRATION:** President, C. J. Wolf; secretary, George Marshall; superintendent of attractions, Dr. L. Gadde; superintendent of grounds, Vincent Spencer.

**Sandwich Fair, Sandwich**

**TOTAL ATTENDANCE:** Front gate, 22,000; aid admissions, 19,970. Operated 5 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Hilton Sisters Variety Show; revue booked thru Boyle Woolfolk; White Horse Troupe. Cost of grandstand show, percentage basis. Total paid grandstand attendance, afternoon, 11,321; night, 13,560.

**CARNIVAL:** Bell-Vinson Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,000; half-mile race track; capacity of parking area, 4,000.

**RACING:** 3 days of harness racing.

**RECEIPTS:** Gate, \$17,000; grandstand, \$14,500; concession space, \$4,700; other sources, \$9,500.

**AID, PREMIUMS:** State aid, \$4,600; premiums paid, \$9,000.

**CHARGES:** Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$2.50.

**STILL DATES:** Picnics; big car races; midjet races; cattle sales; Future Farmer show; 4-H show; community picnic.

**ADMINISTRATION:** President, H. J. White; secretary, C. R. Brady; superintendent of concessions and commercial exhibit space, William Dillon; superintendent of grounds, Harry Darnell.

**Union Agricultural Society (Warren Fair), Warren**

**TOTAL ATTENDANCE:** Front gate, approximately 10,000; paid admissions, approximately 8,000. Fair operated 3 days and 3 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Vaudeville and radio talent booked thru Boyle Woolfolk Agency, Chicago; B. Ward Beam's Thrill Show. Cost of grandstand show, \$3,000.

**CARNIVAL:** Tatham Bros.

**PLANT FACILITIES:** Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 20 acres.

**RACING:** 3 days of running races; 1 day of automobile thrill show.

**RECEIPTS:** Gate, \$4,391; grandstand, \$2,336; concession space, \$1,154.

**AID, PREMIUMS:** Premiums paid out, \$2,773.32.

**CHARGES:** Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$15 per space.

**STILL DATES:** 9-hole golf course; baseball; football.

**ADMINISTRATION:** President, L. A. Reisner; secretary, J. W. Richardson; superintendent of concessions, Chas. Bartell; superintendent of commercial exhibit space, R. F. Pillmore.

**Will County Fair, Peotone**

**TOTAL ATTENDANCE:** Front gate, approximately 21,000; paid admissions, approximately 19,700. Fair operated 3 days and 3 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** 6 acts vaudeville; B. Ward Beam's Congress of Daredevils; horse show. Cost of grandstand show, \$3,600. Grandstand total paid attendance, afternoon, 2,800; night, 3,600.

**CARNIVAL:** Peck Amusement Company.

**PLANT FACILITIES:** Grandstand capacity, 800; bleachers capacity, 200; size of race track, one-half mile; capacity of parking area, 4,000 cars.

**RACING:** None.

**RECEIPTS:** Gate, \$8,000; grandstand, \$3,200; carnival, \$520; commercial exhibit, \$1,200; other sources, \$3,000.

**AID, PREMIUMS:** State aid, \$4,500.

county aid, \$300. Premiums paid out, \$9,200.

**CHARGES:** Concession space outdoors, per front foot, \$2.50; commercial space for exhibits indoors, per foot, \$3. Farm machinery space, donation.

**ADMINISTRATION:** President, Geo. Fritz; secretary, C. M. Ginter; superintendent of attractions, Henry Younker; superintendent of concessions, Geo. Fritz; superintendent of commercial exhibit space, C. M. Ginter; superintendent of grounds, Evan Lewis; publicity director, G. Lee Russell.

## INDIANA

### Akron Agricultural Fair Assn., Akron

**TOTAL ATTENDANCE:** Paid admissions, 9,358. Fair operated one-half day and 5 nights.

**WEATHER:** Good 4 nights; rain one-half day and 1 night.

**GRANDSTAND ATTRACTIONS:** Circus and vaudeville type acts. Cost of grandstand show, \$1,050.

**CARNIVAL:** Baker United Shows.  
**RECEIPTS:** Gate, \$2,820.75; carnival, \$475.40; other sources, \$1,979.47.

**AID, PREMIUMS:** County aid, \$200. Premiums paid out, \$1,077.25.

**CHARGES:** Commercial exhibit space indoors \$1.50 per foot.

**ADMINISTRATION:** President, Walter Harris; secretary, A. M. Price Jr.; superintendent of commercial exhibit space, Otto Groninger; publicity director, Robert Tombaugh; superintendent of attractions and concessions, Walter Harris.

### Anderson Free Fair Assn., Inc., Anderson

**TOTAL ATTENDANCE:** Front gate, approximately 75,000. Days operated, one half; nights operated, 6.

**WEATHER:** Good. Grandstand total paid attendance (evenings), 6,998.

**GRANDSTAND ATTRACTIONS:** Fireworks; horse racing. Five nights. Cost of grandstand show: \$600 for fireworks display.

**CARNIVAL:** Hennies Bros.

**PLANT FACILITIES:** Grandstand capacity, 2,500; size of race track, one-half mile; capacity of parking area, 750 cars. Temporary grandstand used in 1947.

**RACING:** 5 nights of harness racing. One night of fireworks.

**RECEIPTS:** Grandstand, \$3,832; carnival, \$13,164; commercial exhibits, \$400; concession space, \$5,892; other sources, \$5,834.

**CHARGES:** Concession space outdoors, per front foot, \$5; commercial exhibit space indoors, per foot, \$5.

**ADMINISTRATION:** President, Luther Pence; secretary, Wm. J. Sutton.

### Aurora Farmers' Fair Assn., Aurora

**TOTAL ATTENDANCE:** Not given. Fair operated 2 days and 2 nights.

**WEATHER:** Good.  
**CARNIVAL:** Independent rides and concessions.

**GRANDSTAND ATTRACTIONS:** Rodeo; and concerts (street fair).

**ADMINISTRATION:** President, R. L. Johnston; secretary, Miss Patricia Hill; superintendent of concessions, Ben Withred; publicity directors, Earl Huffman and Miss Hill.

### Farmers and Merchants Fair Assn., Salem

**TOTAL ATTENDANCE:** Not given. Free gate. Fair operated 3 days and 3 nights.  
**WEATHER:** Good. Total paid grandstand attendance, afternoon, 500; night, 700.

**GRANDSTAND ATTRACTIONS:** Stage show, band, parades. Cost of grandstand show, \$900.

**CARNIVAL:** Blue Grass Shows.

**PLANT FACILITIES:** Grandstand capacity, 800; capacity of parking area 10 acres.

**RACING:** 3 days of harness racing; two nights of fireworks.

**PREMIUMS:** Paid out, \$3,000.  
**ADMINISTRATION:** President, Clarence Howell; secretary, Raymond E. Unsh; publicity director, Noble C. Johnson.

### Harrison County Fair, Corydon

**TOTAL ATTENDANCE:** Front gate, approximately 15,000; paid admissions, ap-

proximately 12,000. Operated 5 days and nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Variety show booked thru Boyle Woolfolk; barber shop quartet singing; White Horse Troupe; horse show. Cost of grandstand show, \$4,000. Total paid grandstand attendance, 1,200; night, 10,000.

**CARNIVAL:** Geren United Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; half-mile race track; capacity of parking area 13 acres.

**RACING:** 3 days of harness racing.  
**RECEIPTS:** Gate, \$6,000; grandstand, \$3,000; carnival, \$2,500; commercial exhibits, \$500; concession space, \$1,000; other sources, \$3,000.

**AID, PREMIUMS:** County aid, \$400; premiums paid, \$1,000.

**CHARGES:** Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$1.50.

**STILL DATES:** Veterans' celebration; race meet.

**ADMINISTRATION:** President, A. I. Martin; secretary, Dr. L. B. Wolfe; superintendent of concessions, Talmage Windell; superintendent of grounds, Charles Peper; publicity director, Frank McMineman.

### Indiana State Fair, Indianapolis

**TOTAL ATTENDANCE:** Front gate, 571,794; paid admissions, 560,869. Fair operated 8 days and 8 nights.

**WEATHER:** Good 4 days and 5 nights; rain 1 day; cloudy 3 days and 3 nights. Total paid grandstand attendance, afternoon, 50,000; night, 55,000.

**GRANDSTAND ATTRACTIONS:** Racing, thrill show, stageshow booked thru Barnes-Carruthers. Cost of grandstand show, \$31,129.75.

**CARNIVAL:** Cetlin and Wilson.

**PLANT FACILITIES:** Grandstand capacity, 9,000; bleachers capacity, 3,000. One mile race track; capacity of parking area, 20,000 cars.

**RACING:** 6 days of harness racing; 1 day of automobile thrill show (Lucky Lott); 6 nights of fireworks.

**RECEIPTS:** Gate, \$200,693.42; grandstand, \$114,055.53; carnival, \$151,858.82 (fair net, \$60,307.91); commercial exhibits, \$15,922.51; concession space, \$58,185.50; other sources, \$272,519.29.

**PREMIUMS:** Premiums paid out, \$100,000.

**STILL DATES:** Hockey, ice shows, circuses, sportsman and boat show, home show, livestock sales, rabbit, dog, etc., shows; harness and saddle race stabling and training, rodeos and horse shows; State political conventions; basketball games; youth camps.

**ADMINISTRATION:** President, Paul G. Moffett; secretary, Orvall C. Pratt; superintendent of attractions and publicity director, Levi P. Moore; superintendent of concessions, Francis M. Overstreet; superintendent of commercial exhibit space, John Schermerhorn; superintendent of grounds, Jesse M. DeVault.

### Jay County Fair Assn., Portland

**TOTAL ATTENDANCE:** Front gate, 37,653. Paid admissions, 33,127. Fair operated 6 days and 6 nights.

**WEATHER:** Good 6 days and 5 nights. Rain 1 night. Total paid attendance in grandstand, afternoons, 6,737; nights, 7,856.

**GRANDSTAND ATTRACTIONS:** WLW talent, Sunday and Thursday nights; WOWO talent, Wednesday night; fireworks and amateurs on Friday night. Shows booked on percentage.

**CARNIVAL:** Gooding Amusement Co.  
**PLANT FACILITIES:** Grandstand capacity, 2,500; one-half mile race track; capacity of parking area, 22 acres.

**RACING:** 3 days of harness racing; one night of fireworks.

**RECEIPTS:** Gate, \$14,760; grandstand, \$8,641; carnival, \$2,387.

**PREMIUMS:** Paid out, \$4,786.50.

**CHARGES:** Commercial exhibit space indoors, per foot, from \$5 to \$25. Farm machinery space from \$10 to \$50. Outdoor concession space not rated.

**ADMINISTRATION:** President, L. J. Wehry; secretary, Charles C. Hartzell; superintendent of concessions and commercial exhibit space, Glenn Wilson; superintendent of grounds, D. E. Mangas.

### Knox County Farm Fair, Inc., Bicknell

**TOTAL ATTENDANCE:** Front gate, approximately 19,000; paid admissions, 16,196. Fair operated 5 days and 5 nights.  
**GRANDSTAND ATTRACTIONS:** Horse

WATCH US GO  
TO THE TOP

SEPTEMBER  
12th to 18th  
in 1948 with

We Opened The Gateway  
to the South in 1947 with

345,000  
ATTENDANCE

# KENTUCKY STATE FAIR

- ★ WORLD'S GRAND CHAMPION HORSE SHOW
- ★ GRAND CIRCUIT TROTS
- ★ MAMMOTH STAGE SHOWS
- ★ 100 COUNTY EXHIBITS
- ★ LARGEST FARM INDUSTRY DISPLAY
- ★ BIGGER AND BETTER 4-H AND FUTURE FARMER DISPLAYS

NOW FOR 1948 and 400,000

IF THERE ARE BETTER ATTRAC-  
TIONS—KENTUCKY WANTS THEM

LARGEST  
Merchants and Manufac-  
turers' Building in the  
South.

LARGEST  
Beef and Dairy Cattle  
Show South of the Ohio  
River.

J. R. RASH President

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J. C. WEHRLEY General Superintendent

"IN THE HEART OF THE GREATEST  
AGRICULTURAL AREA IN THE WORLD"

# NORTH IOWA FAIR

72,000

Paid admissions for five  
days in 1947

One day free gate to chil-  
dren under 18

Children under 12 free every  
day

Total estimate

85,000

MASON CITY, IA.

SEPTEMBER

SECOND,

THIRD,

FOURTH,

FIFTH

and

SIXTH

Plan  
Now To...

Reserve attractive con-  
cession space at this  
great North Iowa Fair

M. C. LAWSON  
Secretary  
Mason City, Iowa

# Alabama

## STATE FAIR BIRMINGHAM

*Again*

THE OUTSTANDING 6 DAY FAIR  
IN AMERICA

1948 DATES  
OCTOBER 4-9

✓ R. H. McIntosh  
General Manager  
Birmingham

✓ Walling Keith  
Assistant General Manager  
Birmingham

✓ J. C. McCaffery  
Concession Manager  
155 North Clark Street  
Chicago

Operated by Alabama State Fair Authority

MEMBER  
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ALABAMA STATE FAIR, BIRMINGHAM, ALA.

CLAY  
COUNTY  
FAIR

WORLD'S GREATEST COUNTY FAIR

★ SPENCER, IOWA ★

205,688 Attendance — 1947

199,744 Attendance — 1946

6 Days — 6 Nights

268,276 Square Feet Floor Space Under Roof

DATES—1948—EARLY SEPT.

New Construction in Progress  
For Further Information, Write

BEN NELSON  
Secretary

pulling, Western horse show, saddle horse show, all booked locally. WLW Circle Arrow show. Kurkowsky's Xylophone Band booked thru Jack Kurkowsky. Variety Revue booked thru Kay Kiser.

WEATHER: Good 4 days and 3 nights. Rain 1 day and 2 nights. Total paid grandstand attendance, afternoon 1,637; night, 4,599.

CARNIVAL: Geren's Hoosier Shows.  
PLANT FACILITIES: Bleacher capacity, 2,300. Capacity of parking area, 5,000 cars.

RECEIPTS: None given.  
AID, PREMIUMS: County aid, \$1,000; other sources, \$2,896. Premiums paid out, \$975.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$4; farm machinery space, \$2.

ADMINISTRATION: President, Dr. J. E. Carrico; secretary and superintendent of attractions, T. Perry Wesley; superintendent of concessions and commercial exhibit space, Joel Wampler; superintendent of grounds, Erwin D. Scott; publicity director, James O. Leas.

### Kosciusko County Fair, Warsaw

TOTAL ATTENDANCE: Approximately 75,000 total. Fair operated 4 days and 6 nights.

WEATHER: Good 4 days and 4 nights; rain 1 night.

GRANDSTAND ATTRACTIONS: Duke of Paducah, Graham Western Riders, Diamond Ranch Rodeo, horse pulling. Show booked on percentage.

CARNIVAL: World of Pleasure.  
PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 800; size of race track half mile when completed.

RECEIPTS: Grandstand, none given; carnival, \$3,000; commercial exhibits, \$1,500; concession space, \$5,000.

AID, PREMIUMS: County aid \$2,500. Premiums paid out, \$2,500.

CHARGES: Concession space outdoors, per front foot, \$5; commercial space indoors, per foot, \$2; farm machinery space, \$1.50.

STILL DATES: Petri Band Camp, 5 weeks; Chamber of Commerce, 4th July, sales for 4-H livestock breeders.

ADMINISTRATION: President, Milo Maloy; secretary, Ross W. Sittler; superintendent of attractions, William Orr and Floyd Stevens; superintendent of concessions, L. H. Helvey; superintendent of commercial exhibit space, Vern Prantz; superintendent of grounds, Milo Maloy; publicity director, R. W. Sittler.

### Muncie Fair, Muncie

TOTAL ATTENDANCE: No figures given. Fair operated 6 days and 6 nights. WEATHER: Good 5 days and 5 nights; rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Vaudeville and Hippodrome 4 nights booked thru Barnes-Carruthers; WLW talent Sunday afternoon and night; WOWO talent Friday night. Cost of grandstand show, \$3,000.

CARNIVAL: Cavalcade of Amusements.  
PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 1,000; one-half mile race track; parking area capacity, 4,000 cars.

RACING: 4 days of harness racing.  
RECEIPTS: None given.

CHARGES: Concession space outdoors, per front foot, \$3; commercial exhibit space indoors, 10x10, \$25; farm machinery space, \$1.50.

STILL DATES: English horse-Western horse show; many lodge picnics.

ADMINISTRATION: Secretary, A. G. Nomic; superintendent of grounds, Ralph Bothast.

### Putnam County Fair, Greencastle

TOTAL ATTENDANCE: Front gate, approximately 30,000; fair operated 6 days and 6 nights.

WEATHER: Hot.

CARNIVAL: Moore's Modern Shows.  
RECEIPTS: Carnival, \$1,000; commercial exhibits, \$300; concession space, 600; other sources, \$600.

AID, PREMIUMS: County aid, \$2,500. Premiums paid out, \$2,500.

CHARGES: Concession space outdoors, per front foot, \$1.50; commercial space indoors, per foot, \$1.50; farm machinery space, \$1.50.

ADMINISTRATION: President, William A. Hurst; secretary and superintendent of attractions, Roy C. Sutherland; superintendent of concessions and commercial exhibit space, Jack Hirt; superintendent

of grounds, Fred Pease; publicity director, Thomas Hendricks.

### Shelby County Fair Assn., Shelbyville

TOTAL ATTENDANCE: Front gate, approximately 70,000 free. Operated 6 days and 5 nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Horse show; 4-H show; rodeo; parades; horse pulling; fireworks. Cost of grandstand show, \$300; total paid grandstand attendance, afternoon, 9,000; night, 8,400.

PLANT FACILITIES: Grandstand capacity, 7,750; half-mile race track; capacity of parking area, 5,000.

RACING: 4 days of harness racing; 1 day of rodeo; 3 nights of fireworks.  
RECEIPTS: Total, \$31,000.

PREMIUMS: Premiums paid, \$2,800.  
CHARGES: Concession space outdoors, \$3 per front foot.

STILL DATES: Western Rider Show; horse pulling.

ADMINISTRATION: President, Chester DeMott; secretary, Ray F. Breedlove; superintendent of concessions, Fred Jones; Superintendent of grounds, Cyrenus Hey.

### Starke County 4-H Club Fair, Hamlet

TOTAL ATTENDANCE: None given. Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Al Jones Rodeo & Thrill Show; White Horse Troupe; stage acts. Cost of grandstand show, \$1,500.

PLANT FACILITIES: Grandstand capacity, 1,000.

RACING: 4 days of rodeo.  
RECEIPTS: None given.

AID, PREMIUMS: Various sources, \$500.

ADMINISTRATION: President, Richard Ferch; secretary, Tom Bell; superintendent of attractions, Frank Black; superintendent of concessions, John Hill; superintendent of commercial exhibit space, A. C. Shideler; superintendent of grounds, John Bluhm; publicity director, Chester Orr.

## IOWA

### Appanoose County Fair, Centerville

TOTAL ATTENDANCE: Front gate, 9,989; paid admissions, 8,325. Fair operated 4 days and 4 nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Wonder Bros' Circus, booked thru Boyle Woolfolk; B. Ward Beam Thrill Show, booked thru Boyle Woolfolk; midget auto races, booked thru Midwest Association; stage and radio stars Jerry Zeider and Al Bell, booked direct; society horse show. Cost of grandstand show, \$4,620.73. Total paid grandstand attendance, afternoon, 2,934; night, 3,791.

CARNIVAL: Hartsock Bros.  
PLANT FACILITIES: Grandstand capacity, 3,000; fifth-mile race track; parking area capacity, 1,500.

RACING: 1 day of midget auto races; 1 day of automobile thrill show.

RECEIPTS: Gate, \$3,604.98; grandstand, \$3,160.30; carnival, \$222.50; commercial exhibits, \$644; concession space, \$58.30; other sources (estimated), \$500.

ADMINISTRATION: Not listed.

### Audubon County Agricultural Society, Audubon

TOTAL ATTENDANCE: Front gate, 8,668. Paid admissions, 8,227. Days operated, 4; nights operated, 4.

WEATHER: Good 2 days and 2 nights; rain 1 day and 1 night; cold and cloudy 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Booked thru Barnes-Carruthers. Cost of show \$3,950. Total paid grandstand attendance, afternoon 4,600; night 5,600.

CARNIVAL: Snapps Model Shows.  
PLANT FACILITIES: Grandstand capacity 1,200; bleachers capacity 300; half-mile race track; parking area capacity 500.

RACING: 3 days of running races; 1 day of automobile thrill show.

RECEIPTS: Gate \$4,068; grandstand \$3,075.50; carnival \$1,300.

AID, PREMIUMS: State aid \$2,000; county aid \$2,000. Premiums paid out \$4,500.

CHARGES: Concessions space outdoors, per front foot \$3.

STILL DATES: Baseball thru summer.  
ADMINISTRATION: President and superintendent of attractions and grounds,

J. J. Ruhs; secretary and superintendent of concessions and commercial exhibit space, D. G. Perley.

#### Benton County Fair, Vinton

TOTAL ATTENDANCE: Front gate, 11,500; paid admissions, 8,696. Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Barnes-Carruthers. Cost of grandstand show, \$2,000; total paid grandstand attendance, afternoon, 3,500; night, 3,000.

CARNIVAL: Model Shows, Inc.

PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track; capacity of parking area, approximately 2,500.

RACING: 2 days of harness racing; 2 days of running races; 1 day of big car races.

RECEIPTS: Gate, \$4,336.52; grandstand, \$1,933; carnival, \$953; commercial exhibits, \$150; concession space, \$250; other sources, \$7,111.36.

AID, PREMIUMS: State aid, \$2,000; county aid, \$4,500; premiums paid, \$2,834.85.

CHARGES: Concession space outdoors, \$2 to \$3 per front foot; commercial exhibit space indoors, \$25 per booth; farm machinery space, \$1 per foot.

ADMINISTRATION: President, William Johnke; secretary, Richard K. Bander.

#### Clay County Fair, Spencer

TOTAL ATTENDANCE: Front gate, 205,888; Operated 6 days and nights.

WEATHER: Good 4 days and nights; rain 2 days and 1 night.

GRANDSTAND ATTRACTIONS: Thrill show; auto races; harness races; revue and free acts booked thru Barnes-Carruthers.

CARNIVAL: Hennies Bros. Shows.

PLANT FACILITIES: Grandstand capacity, 8,000; bleachers capacity, 400; half-mile race track; capacity of parking area, 30 acres.

RACING: 1 day of harness racing; 3 days of big car racing; 1 day of auto thrill show; 1 night of fireworks.

RECEIPTS: Gate, \$72,905.25; grandstand, \$57,070.22; carnival, \$17,805.14; commercial exhibits and concession space, \$25,832.79; other sources, \$12,510.76.

AID, PREMIUMS: State aid, \$2,000; county aid, \$3,062.18; premiums paid, \$14,903.05.

CHARGES: Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$3.50 to \$4 per foot; farm machinery space, 60 cents per front foot.

STILL DATES: Livestock sales, civic meetings, and dinners.

ADMINISTRATION: President, L. A. Witter; secretary, Ben Nelson.

#### Des Moines County Fair, Burlington

TOTAL ATTENDANCE: Front gate, approximately 5,000. Operated 3 days and nights. Operated as 4-H Club exhibition only this year.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revues booked thru Boyle Woolfolk and George Flint; rodeo; cost of grandstand show, \$3,500.

PLANT FACILITIES: Grandstand capacity, 4,500; half-mile race track; capacity of parking area, 1,500 cars.

RACING: 3 days of rodeo.

RECEIPTS: Gate, \$950.10; grandstand, \$5,010; commercial exhibits, \$300; concession space, \$312.86.

AID, PREMIUMS: State aid, \$2,100; county aid, \$7,100.

CHARGES: Concession space outdoors, \$1 per front foot; commercial space indoors, \$1 per foot.

STILL DATES: Carnival; auto show; auto races.

ADMINISTRATION: President, T. L. Dyer; secretary, Fred Cromwell.

#### Eagle Grove District Junior Fair, Eagle Grove

TOTAL ATTENDANCE: Front gate, approximately 14,800. Operated 3 days and nights.

WEATHER: Good 2 days and 3 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Booked thru Barnes-Carruthers. Cost of grandstand show, \$1,100. Total paid attendance, afternoon, 803; night, 2,800.

CARNIVAL: L. C. Stukman rides.

PLANT FACILITIES: Bleachers capacity, 1,500; half-mile race track.

RECEIPTS: Bleachers, \$1,067.48; concession space, \$1,177.54; other sources, \$1,680.95.

AID, PREMIUMS: State aid, \$1,445.12; county aid, \$1,134.58; other sources, \$179.48; premiums paid, \$1,921.60.

CHARGES: Concession space outdoors, \$1.25 per front foot; commercial exhibit

space indoors, \$1.50 per foot; farm machinery space, \$1.

ADMINISTRATION: President, B. E. McCullack; secretary, Gerhard Hansen.

#### Elkader Fair, Elkader

TOTAL ATTENDANCE: Front gate, 9,876; paid admissions, 7,585. Fair operated 3 days and 4 nights.

WEATHER: Good. Total paid grandstand attendance, afternoon, 2,684; night, 3,315.

GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts booked thru Williams & Lee; talent booked thru WLS Artists Bureau. Cost of grandstand show, \$2,475.

CARNIVAL: L. B. Lamb Shows.

PLANT FACILITIES: Grandstand capacity, 1,500; 1/2-mile race track; capacity of parking area, 20 acres.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$3,795; grandstand, \$1,980; carnival, \$560; commercial exhibits, \$100; concessions space, \$1,025; other sources, \$120.

AID, PREMIUMS: State aid, \$950; county aid, \$1,450; premiums paid out, \$1,200.

STILL DATES: Barbeque; baseball; picnics; Farm Bureau gatherings; 4-H Club gatherings.

ADMINISTRATION: President, Joel Clark; secretary, E. F. Seffert; superintendent of concessions, E. A. Burlingame; publicity director, H. M. Wolf.

#### Franklin County Fair, Hampton

TOTAL ATTENDANCE: Front gate, approximately 15,000. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Circus acts and revue booked thru Williams & Lee, St. Paul. Cost of grandstand show, \$2,500; total paid grandstand attendance, afternoon, 1,200; night, 3,800.

CARNIVAL: Merriam & Robinson Shows.

PLANT FACILITIES: Grandstand capacity, 1,000; bleachers capacity, 300; half-mile race track; capacity of parking area, 10 acres.

RECEIPTS: Gate, \$4,011.75; grandstand, \$1,322.90; carnival, \$625; commercial exhibits, \$200; concession space, \$370; other sources, \$4,292.62.

AID, PREMIUMS: State aid, \$2,000; county aid, \$3,000; premiums paid \$3,958.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$1 per foot.

ADMINISTRATION: President, Ira M. Miller; secretary, Glenn D. Craighton; publicity director, Dwight W. Purcell.

#### Great Jones County Fair, Monticello

TOTAL ATTENDANCE: Front gate, 29,677; paid admissions, 29,501. Fair operated 3 days and 3 nights.

WEATHER: Hot.

GRANDSTAND ATTRACTION: Gus Sun's Stage Show. Cost of grandstand show, \$6,000.

CARNIVAL: Sunset Amusement Company.

PLANT FACILITIES: Grandstand capacity, 5,000; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 40 acres.

RACING: 3 days of harness racing; 3 nights of fireworks.

RECEIPTS: Gate, \$17,000.25; carnival, \$9,000; concession space, \$1,000; other sources, \$2,000.

AID, PREMIUMS: State aid, \$2,000; county aid, \$6,000; other sources, \$500.

CHARGES: Concession space outdoors, per front foot \$1.50; commercial exhibit space indoors, per foot \$2.

ADMINISTRATION: President, H. W. Stuhler; secretary, Ross Baty; superintendent of concessions, G. M. Jones.

#### Guthrie County Fair, Guthrie Center

TOTAL ATTENDANCE: Approximately 9,000; paid admissions, approximately 7,500. Fair operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Barnes-Carruthers. Cost of grandstand show, \$3,300. Total paid grandstand attendance, afternoon, 2,500; night, 2,600.

CARNIVAL: United Shows.

PLANT FACILITIES: Grandstand capacity, 1,050; bleachers capacity, 450; half-mile race track; capacity of parking area, 6 acres.

RACING: 3 days of running races.

RECEIPTS: Gate, \$3,850; grandstand, \$2,053; carnival, \$700; commercial exhibits, \$150; concession space, \$200; other sources, \$650.

AID, PREMIUMS: State aid, \$1,482.10; county aid, \$550.

CHARGES: Concession space outdoors,



# LOUISIANA STATE FAIR

## SHREVEPORT

1948 DATES

OCTOBER 23 TO NOVEMBER 1 INCLUSIVE

WILL KNIGHT  
President

W. R. HIRSCH  
Secretary-Manager

# DU QUOIN STATE FAIR

1948

WILL BE OUR GREATEST ANNUAL

\$125,000.00 Grand Circuit  
Harness Races  
\$50,000.00 Live Stock Premiums  
America's Finest Horse Show  
Mammoth Stage Show  
Auto Races  
Motorcycle Races  
Outdoor Motorboat Races

9 BIG DAYS AND 9 BIG NIGHTS  
AUGUST 29 THRU SEPTEMBER 6

DU QUOIN STATE FAIR DU QUOIN, ILL.

REMEMBER

THE DATES—

SEPT. 19-25,  
1948

THE SHOW WINDOW OF THE EAST

# EASTERN STATES EXPOSITION

SPRINGFIELD, MASS.

(Grounds, West Springfield, Mass.)

CHARLES A. NASH  
GENERAL MANAGER

HERE'S GOOD NEWS

# LOS ANGELES COUNTY FAIR

## BACK AGAIN IN '48

(Sept. 17th through Oct. 3rd at Pomona, Calif.)

With plans to play to

# ONE MILLION PEOPLE

(Attendance 825,000 in 1941)

After serving the nation as an important military installation during the war. \$250,000 improvement program to be completed for opening day. More land, new buildings, increased facilities, parking for 30,000 automobiles.

C. B. AFFLERBAUGH, President-Manager  
Address: Pomona, Calif.

\$1 per front foot; commercial exhibit space indoors, \$1.25 per foot.  
ADMINISTRATION: President, C. Madson; secretary, M. L. Branson.

### Hamilton County Exposition, Webster City

TOTAL ATTENDANCE: Front gate, approximately 28,000; paid admissions, 22,188. Fair operated 5 days and 5 nights.  
WEATHER: Good.

GRANDSTAND ATTRACTIONS: Sunset Amusement, Cliff Carl, of WHO, booked thru Irving & Grossman; Christol Shaw Hayden, booked by self. Cost of grandstand show, \$2,793.20. Total paid grandstand attendance, afternoons, 7,064; nights, 7,129.

CARNIVAL: Tivoli Shows.  
PLANT FACILITIES: Grandstand capacity, 3,500; half-mile race track; capacity of parking area, 10 acres.

RACING: 1 day of harness racing; 1 day of big-car automobile races; 1 day of motorcycle races; 1 day of automobile thrill show; 1 night of fireworks.

RECEIPTS: Gate, \$16,629.72; grandstand, \$7,046.50; carnival, \$1,886.17; commercial exhibits, \$192; other sources, \$28,506.81.

AID, PREMIUMS: State aid, \$2,000; county aid, \$3,700. Premiums paid out, \$5,045.37.

CHARGES: Outdoor concession space, per front foot, \$2; indoor commercial exhibit space, per foot, \$1.50.

STILL DATES: Rodeo, midget auto races, 4th July celebration.

ADMINISTRATION: President, L. L. Lyle; secretary, L. Loyd Chapman; publicity director, H. R. Packard.

### Henry County Fair, Mt. Pleasant

TOTAL ATTENDANCE: Front gate, 16,075; paid admissions, 9,880. Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: WLS "Yankee Doodle Circus" booked thru Earl W. Kurtze. Cost of grandstand show, \$350 plus 50 per cent. Total paid grandstand attendance, 6,445.

CARNIVAL: American Beauty Shows.

PLANT FACILITIES: Grandstand capacity, 1,700; ½-mile race track; capacity of parking area, 1,500.

RACING: 3 days of harness racing; 1 day of midget car auto races.

RECEIPTS: Gate, \$5,183.10; grandstand \$2,845.33; carnival, \$400; commercial exhibits, \$250.

AID, PREMIUMS: State aid, \$2,000; premiums paid out, \$1,736.37.

ADMINISTRATION: President, O. T. Wilson; secretary, W. H. Bainter, superintendent of attractions, William J. Baker; superintendent of concessions and commercial exhibit space, O. L. Job; superintendent of grounds, Fritz Mayer.

### Iowa State Fair, Des Moines

TOTAL ATTRACTIONS: Front gate, 506,111. Operated 10 days and nights.

WEATHER: Good 9 days and 10 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Booked thru Barnes-Carruthers. Cost of grandstand show, approximately \$60,000. Total paid grandstand attendance, afternoon, 125,000; night, estimated 121,000.

CARNIVAL: Hennies Bros. Shows.

PLANT FACILITIES: Grandstand capacity, 13,000; bleachers capacity, 10,000; half-mile race track; capacity of parking area, 13,000 cars.

RACING: 4 days of harness racing; 4 days of running races; 3 days of big car races; 1 day of auto thrill show; 8 nights of fireworks.

RECEIPTS: Carnival, \$163,000.

AID, PREMIUMS: State aid, \$10,000.

CHARGES: Farm machinery space, \$1 a foot.

STILL DATES: July 4th auto races.

ADMINISTRATION: President, John Mullin; secretary, Lloyd Cunningham; superintendent of concessions, William Campbell; superintendent of Commercial exhibit space, Ben Doran; superintendent of grounds, Henry Dietz; publicity director, Larry Fairall.

### Kossuth County Fair, Algona

TOTAL ATTENDANCE: Front gate, approximately 13,000; paid admissions, approximately 9,500. Fair operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Motorcycle races, Jimmie Lynch, acts, revue, ball games, fireworks. Cost of grandstand show \$4,000. Total paid grandstand attendance, afternoon, 1,800; night, 4,875.

CARNIVAL: Merriam & Robinson.

PLANT FACILITIES: Grandstand capacity, 3,000; half-mile race track; parking area capacity, 1,200 cars.

RACING: 1 day of motorcycle races; 1 night of automobile thrill show.

RECEIPTS: Gate, \$3,680; grandstand,

\$3,335; carnival, \$750; commercial exhibits, \$300; rent, \$1,200.

AID, PREMIUMS: State aid, \$2,000; county aid, \$4,800. Premiums paid \$5,000.

CHARGES: Concession space outdoors per front foot 50 cents; commercial exhibit space indoors, per foot \$1.

ADMINISTRATION: President, A. A. Schipull; secretary, A. L. Brown.

### Lee County Fair, Dornellson

TOTAL ATTENDANCE: Front gate, 13,050; paid admissions, 11,195. Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Radio talent from WHO; single acts booked thru Charles Zemater. Cost of grandstand show, \$2,457.30.

CARNIVAL: L. B. Lamb Shows.

PLANT FACILITIES: Grandstand capacity, 2,500; ½-mile race track; capacity of parking area 6 acres.

RACING: 3 days of harness racing; 3 days of running races; 1 day of midget car auto races.

RECEIPTS: Gate, \$6,592.95; grandstand, \$4,592.91; carnival, \$425; commercial exhibits, \$247.50; concession space, \$628.20; other sources, \$2,761.58.

AID, PREMIUMS: State aid, \$2,000; county aid, \$1,500. Premiums paid out, \$2,170.30.

ADMINISTRATION: President, I. O. Bell; secretary, J. R. Doherty; superintendent of attractions, A. O. Krebill; superintendent of concessions and commercial exhibit space, Ralph Heaton.

### Lorimer Agricultural, Lorimer

TOTAL ATTENDANCE: Front gate, 8,000 (approximately). Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Boyle Woolfolk and Horriban Entertainment Agency.

CARNIVAL: Genote's Greater Shows.

PLANT FACILITIES: Bleachers capacity, 800.

AID, PREMIUMS: State aid, \$1,600; other sources, \$1,200.

STILL DATES: Legion play days.

ADMINISTRATION: President, Alvan Gibbs; secretary, Clyde Thompson.

### Louisa County Fair, Columbus Junction

TOTAL ATTENDANCE: Front gate, 14,202; paid admissions, 13,652. Fair operated 3 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Jimmie Lynch, WLS talent, booked thru Barnes-Carruthers. Cost of grandstand show \$3,150. Total paid grandstand attendance, afternoon, 3,950; night, 5,919.

CARNIVAL: Pearl City Rides.

PLANT FACILITIES: Grandstand capacity 2,500. Half-mile race track.

RACING: 2 days of harness racing; 2 days of running races; 1 day of motorcycle races; 1 day of automobile thrill show.

RECEIPTS: Gate, \$5,314.45; grandstand, \$4,321.50; carnival, \$1,350.

AID, PREMIUMS: State aid, \$1,500.

CHARGES: Concession space outdoors, per front foot \$1.50.

ADMINISTRATION: President, Lester Hofmer; secretary, H. M. Duncan; superintendent of concessions, W. H. Hull; superintendent of grounds, R. J. Barnes.

### Mississippi Valley Fair, Davenport

TOTAL ATTENDANCE: Front gate, 71,642; paid admissions, 55,032. Operated 5 days and 6 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Hippodrome booked thru Barnes-Carruthers; WLS Barn Dance; thrill show booked thru United Speed & Thrill Features, Inc.; midget auto races; Cost of grandstand show, \$8,220. Total paid grandstand attendance, afternoon, 12,881; night, 15,162.

CARNIVAL: Alamo Exposition Shows.

PLANT FACILITIES: Grandstand capacity, 5,599; bleachers capacity, 3,000; half-mile race track.

RACING: 2 days of harness and running races; 2 days of midget car auto races; 4 nights of fireworks.

RECEIPTS: Gate, \$19,158.30; grandstand, \$25,444.50; carnival, \$5,429.28; commercial exhibits, \$3,186; concession space, \$3,751.79; other sources, \$12,742.91.

AID, PREMIUMS: State aid, \$2,000; county aid, \$2,609.95; other sources, \$1,456; premiums paid, \$9,479.28.

CHARGES: Concession space outdoors, \$5 per front foot; commercial exhibit space indoors, \$4 per front foot; farm machinery space, \$1 per front foot.

STILL DATES: Operates as an amusement park.

ADMINISTRATION: President, Chester D. Salter; manager, Frank Harris; super-



intendent of concessions and commercial exhibit space, Ted Mollenbeck; superintendent of grounds, Frank Harris; publicity director, William A. Johnson.

#### Mitchell County Fair, Osage

**TOTAL ATTENDANCE:** Not given. Fair operated 3 days and 4 nights.  
**WEATHER:** Good. Total paid grandstand, 4,960.

**GRANDSTAND ATTRACTIONS:** Circus and vaudeville type acts booked thru Boyle Woolfolk; revue booked by Charles Zennater. Cost of grandstand show, \$3,250.

**CARNIVAL:** Rainbow Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,200. 1/2-mile race track.

**RACING:** 2 days of harness racing; 2 days of running races.

**AID, PREMIUMS:** State aid, \$2,000. Premiums paid out, \$4,028.30.

**CHARGES:** Concession space outdoors, per foot, \$2; commercial exhibit space indoors, \$1 to \$1.50 per foot; farm machinery space, \$1.

**ADMINISTRATION:** President, Gar. Moody; secretary, Max Katz.

#### North County Fair Society, Northwood

**TOTAL ATTENDANCE:** Front gate, 15,000 (approx.); paid admissions, 11,948. Fair operated 3 days and 3 nights.

**WEATHER:** Good 2 day and 2 nights; rain 1 day and 1 night. Total paid grandstand attendance, afternoon, 765; night, 4,645.

**GRANDSTAND ATTRACTIONS:** Barnes-Carruthers Shows booked by Len Fisher. Cost of show, \$2,200.

**CARNIVAL:** American Beauty Shows.  
**PLANT FACILITIES:** 1/2-mile race track; capacity of parking area, 1,200.

**RECEIPTS:** Gate, \$5,089.02; grandstand, \$2,803.25; carnival, \$892.73; concession space, \$366.24; other sources, \$912.57.

**PREMIUMS** paid out, \$2,382.05.  
**CHARGES:** Concession space outdoors, \$1.25 per front foot; commercial exhibit space indoor, \$1 per foot.

**STILL DATES:** Horse show.  
**ADMINISTRATION:** President, E. C. Flatness; secretary, Glenn O. Tenold; superintendent of attractions, Lewis Horvel.

#### North Iowa Fair Association, Mason City

**TOTAL ATTENDANCE:** Front gate, approximately 72,000; paid admissions, 52,119. Fair operated 5 days and 5 nights.  
**WEATHER:** Good 5 days and 4 nights; rain 1 night.

**GRANDSTAND ATTRACTIONS:** Thursday afternoon, National Speedway auto races; Friday afternoon, Jimmie Lynch's Death Dodgers; Friday, Saturday, Sunday, Barnes-Carruthers' *Cameos of 1947*; Saturday afternoon, National Speedway auto races; Sunday afternoon, harness races; Monday afternoon and evening, Clyde Miller's Rodeo. Cost of grandstand show, \$4,765.50. Total paid grandstand attendance, afternoon, 15,621; night, 13,452.

**CARNIVAL:** William T. Collins.  
**PLANT FACILITIES:** Grandstand capacity, 3,000; bleachers capacity, 3,000; half-mile race track; parking area capacity, 1,000.

**RACING:** 1 day of harness racing, 2 days of big-car automobile racing, 2 days of automobile thrill show, 1 day of rodeo.  
**RECEIPTS:** Gate, \$14,752; grandstand, \$21,815; carnival, \$4,263.31; commercial exhibits, \$2,016.50; concession space, \$1,509; other sources, \$6,500.

**AID, PREMIUMS:** State aid, \$2,000; county aid, \$6,000; other sources, \$2,500. Premiums paid out, \$5,639.33.

**CHARGES:** Concession space outdoors, per front foot \$4. Commercial exhibit space indoors, per front foot \$1.75. Farm machinery space \$1.

**STILL DATES:** Merriam & Robinson Shows, 1 week; Wallace Bros.' Shows, 1 week; Mills Bros.' Circus, 1 day; Shumac attraction midget auto races, 4 days; Mason City Saddle Club Horse Show, 2 days.

**ADMINISTRATION:** President, Leigh R. Curran; secretary, M. C. Lawson; publicity director, Lee P. Loomis.

#### O'Brien County 4-H Fair, Hartley

**TOTAL ATTENDANCE:** Front gate, approximately 4,000. Fair operated 3 days and 3 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Abu-Bekr White Horse Patrol, free acts booked thru Ruth Orr, Des Moines. Cost of grandstand show, \$2,500. Total paid grandstand attendance, night, 3,500.

**CARNIVAL:** Boone Valley Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,500; parking area capacity, 15 acres.

**RECEIPTS:** Grandstand, 2,500; carnival, \$2,000; other sources, \$5,000.  
**OFFICERS:** Not named.

#### Ringgold County Fair Assn., Mount Ayr

**TOTAL ATTENDANCE:** Front gate, 8,000 (approx.). Fair operated 5 days and 5 nights.

**WEATHER:** Good.  
**PLANT FACILITIES:** Bleachers capacity, 1,500; capacity of parking area 30 acres.

**AID, PREMIUMS:** State aid, \$2,000; other sources, \$1,000. Premiums paid out, \$2,675.

**STILL DATES:** Baseball, kitten ball.  
**ADMINISTRATION:** President, F. L. McCreary; secretary, Stuart W. Hoover; superintendent of attractions, Burl Cunningham; superintendent of concessions, Clarence Holloper; superintendent of grounds, Glenn Dixon; publicity director, Franklin Spurrier.

#### Shelby County Fair Assn., Harlan

**TOTAL ATTENDANCE:** Free, not given. Fair operated 3 days and 3 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Booked thru Barnes-Carruthers, and WLS talent. Cost of grandstand show, \$2,080.40. Total paid grandstand attendance, afternoon, 3,840; night, 6,280.

**CARNIVAL:** Boone Valley Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,600; bleachers capacity, 600; half-mile race track.

**RACING:** 1 day of running races, 1 day of motorcycle races.

**PREMIUMS PAID:** \$1,810.  
**CHARGES:** Concession space outdoors, per front foot \$1.50; commercial exhibit space indoors, per foot \$10; farm machinery space \$10.

**ADMINISTRATION:** President, W. J. Lewis; secretary, J. H. Frederickson; superintendent of grounds, Luke Heflin.

#### Wapello County Agricultural Fair Assn., Eldon

**TOTAL ATTENDANCE:** Front gate, approximately, 30,000; paid admissions, approximately, 25,000. Fair operated 4 days and 4 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Cost of grandstand show, \$2,600.

**CARNIVAL:** Tivoli Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,500; bleacher capacity, 2,000. 1/2-mile race track; capacity of parking area 10 acres.

**RACING:** 3 days of harness racing; 3 days of running races; 1 day of big car automobile races; 1 night of automobile thrill show; 2 nights of fireworks.

**RECEIPTS:** Gate, \$13,458.60; grandstand, \$11,050.

**AID, PREMIUMS:** State aid, \$2,000; county aid, \$3,800. Premiums paid out, \$3,500.

**ADMINISTRATION:** President, F. W. Davis; secretary, L. W. Hall.

#### West Liberty Fair, West Liberty

**TOTAL ATTENDANCE:** Front gate, approximately 17,000. Fair operated 3 days and 4 nights.

**WEATHER:** Good. Total paid grandstand attendance, afternoon, \$1,248.20; night, \$1,291.60.

**GRANDSTAND ATTRACTIONS:** Barnes-Carruthers' attractions. Cost of grandstand show, \$1,800.

**PLANT FACILITIES:** Grandstand capacity, 4,000; bleachers capacity, 500; half-mile race track; capacity of parking area, 2,500 cars.

**RACING:** 3 days of harness racing; society horse show.

**RECEIPTS:** Gate, \$11,044.95; grandstand, \$2,539.80; commercial exhibits, \$522.50; concession space, \$1,773.

**AID, PREMIUMS:** State fair, \$2,000; county aid, \$3,760; premiums paid out, \$1,745.29.

**ADMINISTRATION:** President, James Birkett; secretary, Ray Wuestenberg; superintendent of concessions and commercial exhibit space, Al Carter; superintendent of grounds, Fred Blum; publicity director, W. G. Eichmayer.

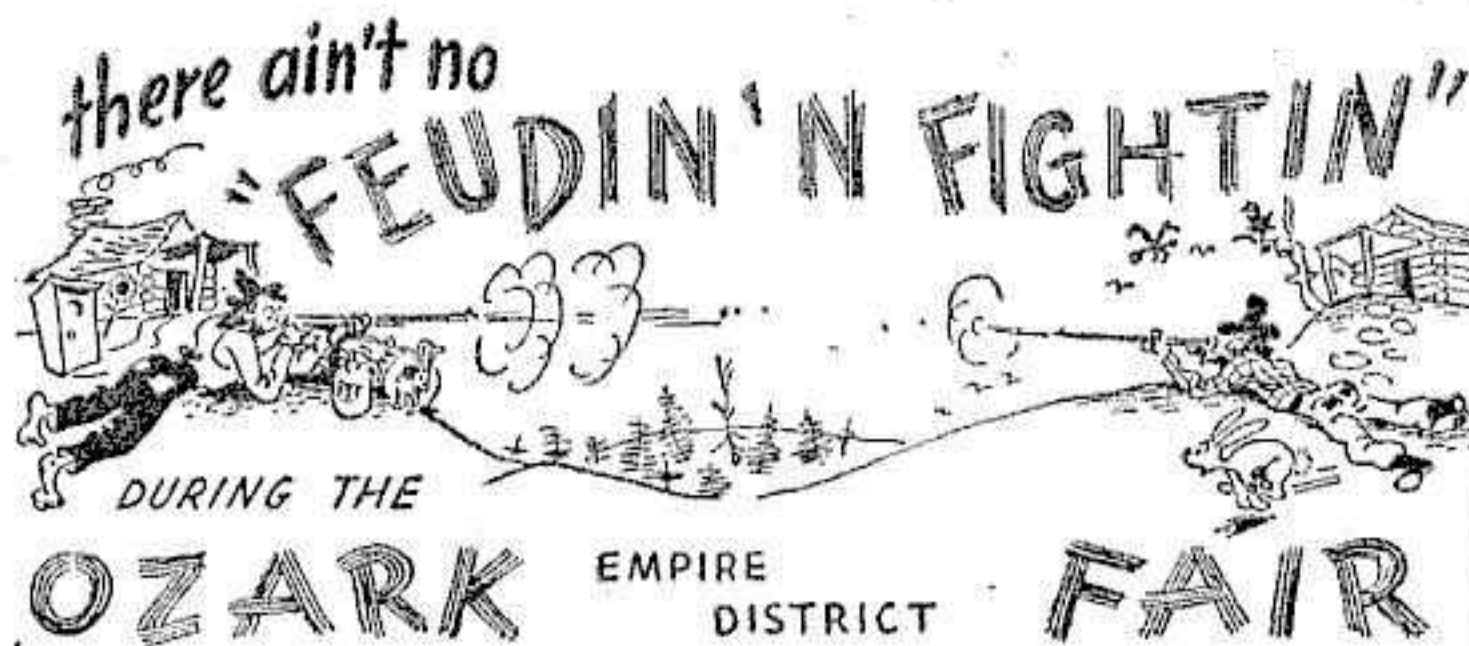
### KANSAS

#### Anderson County Fair Assn., Garnett

**TOTAL ATTENDANCE:** Front gate, 35,000. Fair operated 3 days and 3 nights.

**WEATHER:** Good.  
**CARNIVAL:** Parada Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000.

**RECEIPTS:** Carnival, \$600; commercial exhibits, \$1,000; concession space, \$500; other sources, \$6,000.



SPRINGFIELD, MISSOURI

'47 BIGGER THAN EVER  
AND STILL GROWING IN '48

**MAKE PLANS NOW TO FOLLOW  
The Middle West Fair Circuit**

STARTING HERE

**AUGUST 7-13, 1948** (tentative dates)

★ Complete Standard Classification in all Livestock Departments.

★ Independent Concessions Midway. Apply after April 1.

**G. B. BOYD**

Secretary-Manager

P. O. BOX 630

SPRINGFIELD, MO.

**ALL-TIME ATTENDANCE  
RECORDS BROKEN IN 1947**

**• SAGINAW •  
FAIR**

**MICHIGAN'S PREMIER FARM PRODUCTS SHOW**

**THE MIDWEST'S  
LARGEST  
COUNTY FAIR**

**SEPTEMBER 12 TO 18, 1948**

**CLARENCE H. HARNDEN**

SECRETARY-MANAGER

"The State's Greatest Outdoor Event"

# KANSAS FREE FAIR ... TOPEKA ...

A limited amount of concession space remains to be sold. Interested parties should write to Russell Brown, Supt. of Concessions.

## A GREATER 1948

Following a highly successful 1947 Exposition, the Kansas Free Fair has launched the greatest expansion program in its history.

**MAURICE W. JENCKS**  
Manager

# SEPT. 11 to 17 1948

"America's Greatest Free Fair"



A NON-PROFIT CORPORATION OF 80 FAIRS STIMULATING FARM AND FACTORY ACHIEVEMENT.

**917 SEVENTH STREET  
SACRAMENTO 14, CALIF.**

AID, PREMIUMS: County aid, \$1,500. Premiums paid, \$1,500.  
CHARGES: Commercial exhibit space indoors, \$1.50 per foot; farm machinery space, \$25.  
STILL DATES: Rodeo.  
ADMINISTRATION: President, L. N. Jefferson; secretary, Fred L. Coleman; superintendent of attractions, Don J. Stihl; superintendent of commercial exhibit space, Walter L. Simpson.

### Chase County Fair Assn., Cottonwood Falls

TOTAL ATTENDANCE: Front gate, approximately, 27,500. Fair operated 4 days and 5 nights.  
WEATHER: Good. Hot one day.  
GRANDSTAND ATTRACTIONS: Horse show by local Lions' Club, State Palomino Association. Total paid grandstand attendance, night, 4,000.  
CARNIVAL: Rockwell's.  
PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 500.  
RECEIPTS: None given.

### Cloud County Fair, Glaseo

TOTAL ATTENDANCE: None given. Fair operated 3 days and 3 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Afternoons, baseball tournament. Night shows, circus acts from J. C. Michaels Attractions of Kansas City and Chicago, WIBW talent, radio entertainers, and fireworks.  
CARNIVAL: Jayhawk Amusement Company.  
RACING: 1 night of fireworks.  
AID, PREMIUMS: Premiums paid out, \$1,800.  
ADMINISTRATION: President, Fred Harper; secretary, L. J. Nutland.

### Conway Springs Fall Fair, Conway Springs

TOTAL ATTENDANCE: Estimated attendance, 5,000. Fair operated 2 days and 2 nights.  
WEATHER: Good.  
CARNIVAL: Brodbeck Shows.  
PLANT FACILITIES: One-half mile race track; capacity of parking area, 5,000.  
RACING: 2 days of running races.  
RECEIPTS: Carnival, \$202.32; other sources, \$463.  
AID, PREMIUMS: Premiums paid out, \$285.90.  
ADMINISTRATION: President, Ben Rice; secretary, R. H. Cline; superintendent of concessions, C. E. Wheeler; superintendent of grounds, Charles Riggs.

### Five State Fair, Liberal

TOTAL ATTENDANCE: Front gate, approx., 15,000; paid admissions, approx., 13,500. Operated 4 days.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Acts furnished by Tidwell Carnival in between races.  
CARNIVAL: Tidwell.  
PLANT FACILITIES: Grandstand capacity, 2,500; bleacher capacity, 1,000; half-mile race track; unlimited parking area capacity.  
RACING: 4 days of running races.  
RECEIPTS: Gate, approx. \$13,000; carnival, \$2,000; commercial exhibits, \$1,000; other sources, \$1,500.  
AID, PREMIUMS: County aid, \$2,000; other sources, \$500. Premiums paid out, \$2,000.  
CHARGES: Outdoor concession space, 1-cent per front foot; indoor commercial space 2½ cents per foot; farm machinery space 1 cent.  
ADMINISTRATION: President, Ray Fincham; secretary, Charles Kulow; superintendent of attractions, Lloyd Lambert; superintendent of concessions, Ralph Crissman; superintendent of commercial exhibit space, E. E. Zook; superintendent of grounds, Maurice Green; publicity director, H. L. Holliday.

### Harper County Agricultural Fair Assn., Harper

TOTAL ATTENDANCE: Not given. Operated 4 days and 4 nights.  
WEATHER: Good.  
AID, PREMIUMS: County aid, \$1,400; premiums paid out, about \$1,400.  
ADMINISTRATION: President, Charles V. Maninger; secretary, R. E. Dresser; superintendent of attractions and grounds, J. W. Minger; superintendent of concessions and commercial exhibit space, C. V. Terrell; publicity director, Ray Reazln.

### Inman Community Fair, Inman

TOTAL ATTENDANCE: Not given. Fair operated 3 days.  
AID, PREMIUMS: County aid, \$300; other sources, \$450.  
ADMINISTRATION: President, Art Wittorff; secretary, W. J. Braun; superintendent of grounds, Jake Schierling; publicity director, Editor Dyck.

### Kansas Free Fair, Topeka

TOTAL ATTENDANCE: No estimate given. Free.  
WEATHER: Temperature above 105 degrees for 3 days.  
GRANDSTAND ATTRACTIONS: Jimmie Lynch Show 2 days; Frank Winkley motorcycle races 1 day; John Sloan auto races 4 days; Barnes-Carruthers grandstand shows, evenings.  
CARNIVAL: Royal American.  
PLANT FACILITIES: Grandstand capacity, 10,000; half-mile race track; capacity of parking area, 3,000 cars.  
RACING: 4 days of big car automobile races; 1 day of motorcycle races; 2 days of automobile thrill show.  
RECEIPTS: None given.  
AID, PREMIUMS: County aid, \$16,000. Premiums paid out, \$26,000.  
ADMINISTRATION: President, W. E. Ackers; secretary, M. W. Jencks; superintendent of concessions and commercial exhibit space, Russell Brown; superintendent of grounds, Roy Stratton; publicity director, Clive Lane.

### Kansas State Fair, Hutchinson

TOTAL ATTENDANCE: Front gate, approximately 350,000. Fair operated 6 days and 6 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Revue booked thru Barnes-Carruthers; auto racing; motorcycle racing; Jimmie Lynch Death Dodgers.  
CARNIVAL: Independent midway.  
PLANT FACILITIES: Grandstand capacity, 12,000; half-mile race track.  
RACING: 4 days of big car automobile races; 1 day of motorcycle races; 1 day of automobile thrill show; 2 nights of fireworks.  
AID, PREMIUMS: State aid, \$14,000; premiums paid out, \$34,328.87.  
STILL DATES: Midget car races.  
ADMINISTRATION: President, Perry H. Lambert; secretary, S. M. Mitchell; superintendent of concessions and commercial exhibit space, Ralph W. Mitchell; publicity director, Fred Henney.  
TOTAL ATTENDANCE: No record kept. Fair operated 2 days and 2 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Ball games each day.  
CARNIVAL: None.  
PLANT FACILITIES: Grandstand capacity, 1,000. One-half mile race track.  
RACING: None.  
RECEIPTS: None.  
ADMINISTRATION: President, T. R. Wells; secretary, Ernest McKenzie.

### Leavenworth County Fair, Tonganoxie

TOTAL ATTENDANCE: Front gate, 15,000. Fair operated 3 days and 3 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Soft ball tournament. Cost of grandstand attraction, \$444.30.  
CARNIVAL: Armfield Amusement Company.  
PLANT FACILITIES: Grandstand capacity, 500; bleachers capacity, 500. Capacity of parking area, 1,000 cars.  
RECEIPTS: Grandstand, \$700; carnival, \$350; commercial exhibits, \$100; concession space, \$60.  
AID, PREMIUMS: County aid, \$1,500; premiums paid out, \$1,466.  
CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$1 per front foot; farm machinery space, \$1 per front foot.  
ADMINISTRATION: President, M. F. Black; secretary, George L. Baker.

### Rooks and Adjoining Counties Free Fair, Stockton

TOTAL ATTENDANCE: Not given. Operated 5 days and 5 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Motorcycle races (Truex & Abrahams); WIBW talent; ball games. Cost of grandstand show, \$5,375. Total paid grandstand attendance, afternoon, 7,713; night 7,450.  
CARNIVAL: Brodbeck & Schroder.  
PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 1,000; half-mile race track; capacity of parking area 30 acres.

**RACING:** 3 days of harness racing; 3 days of running races; 1 day of motorcycle races.

**RECEIPTS:** Grandstand, \$10,100; carnival, \$1,400; commercial exhibits, \$250; concession space, \$850; all other sources, \$175.

**AID, PREMIUMS:** County aid, \$2,000. Premiums paid out, \$2,100.

**CHARGES:** Outdoor concession space, \$1 and \$1.50 per front foot; indoor commercial exhibit space, \$1.50 and \$2 per front foot; farm machinery space free.

**STILL DATES:** Fourth of July; ball games; circus.

**ADMINISTRATION:** President, Ed. J. Riffel; secretary, Ray Marshall; superintendent of commercial exhibit space, H. J. Corsten; superintendent of grounds, Frank J. Tyson.

#### Sedgwick County Fair, Cheney

**TOTAL ATTENDANCE:** Front gate, 6,500. Operated 3 days and 3 nights.

**WEATHER:** Good 1 day; rain 1 day; cold 1 day.

**CARNIVAL:** Giffords Bides.  
**RECEIPTS:** Commercial exhibits, \$430; concession space, \$300.

**AID:** County aid, \$5,000.  
**CHARGES:** Outdoor concession space, 40 cents per front foot; indoor commercial exhibit space 15 cents per foot.

**ADMINISTRATION:** President, Floyd Souders; secretary, Frank Ryniken.

#### Sumner County Fair Assn., Caldwell

**TOTAL ATTENDANCE:** Not given.

**CARNIVAL:** Ruth Brodbeck.

**FIREWORKS:** 3 nights.

**PREMIUMS:** Paid out, \$1,403.

**ADMINISTRATION:** President, Iran Fish; secretary, George W. Murray; superintendent of attractions, Charles W. Medley; superintendent of grounds, Carl Schmidt; publicity director, Doyle Stiles.

#### Thayer Homecoming Picnic and Fair, Thayer

**TOTAL ATTENDANCE:** Front gate, approx. 10,000. Fair operated 3 days and 3 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** None.

**CARNIVAL:** Stumbo Shows.

**PLANT FACILITIES:** Capacity of parking area, 6 acres.

**RACING:** Days of rodeo, 2.

**RECEIPTS:** Carnival, \$250.

**AID, PREMIUMS:** County aid, \$200. Premiums paid out, \$300.

**ADMINISTRATION:** President, E. P. Johnston; secretary and superintendent of concessions, H. M. Minnick; superintendent of attractions, Kenneth George; publicity director, Kern Powers.

#### Thomas County Free Fair, Colby

**TOTAL ATTENDANCE:** Front gate, approx. 12,000. Operated 4 days and 4 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Girl revue, circus acts, fireworks, Truex and Drake, 3 nights; harness and running horse races with circus acts on 3 afternoons. Cost of grandstand show, \$2,025. Total grandstand attendance, afternoon, 3,944; night, 4,049.

**CARNIVAL:** M. A. Srader Shows.

**PLANT FACILITIES:** Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 10 acres.

**RACING:** 3 days of harness racing; 3 days of running races; 1 night of fireworks.

**RECEIPTS:** Grandstand, \$6,843.18; carnival, \$1,575.20; commercial exhibits, \$70; concession space, \$562.75.

**AID, PREMIUMS:** County aid, \$3,000; other sources, \$300. Premiums paid out, \$1,601.65.

**CHARGES:** Outdoor concession space, per front foot, \$1; indoor commercial space, per foot, \$1; farm machinery space, \$20 each dealer.

**STILL DATES:** Horse show, rodeo and carnival, May 29 and 30; baseball game every third Sunday thru May, June, July, and August.

**ADMINISTRATION:** President, William Garrett; secretary, J. B. Kuska.

#### Trego County Free Fair, Wakecney

**TOTAL ATTENDANCE:** Front gate, approximately 14,000. Free. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Acts and revue booked thru Truex & Drake; harness races; motorcycle races. Cost of grandstand show, \$5,700. Total paid grandstand attendance, afternoon, 10,000; night, 6,000.

**CARNIVAL:** 20th Century Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,000; bleachers capacity, 3,000. Half-mile race track; capacity of parking area, 2,000 cars.

**RACING:** 3 days of harness racing; 3 days of running races; 1 day of motorcycle races.

**RECEIPTS:** Grandstand, \$6,000; carnival, \$3,000; commercial exhibits, \$50; concession space, \$125; other sources, \$200.

**AID, PREMIUMS:** County aid, \$3,600; premiums paid, \$850.

**CHARGES:** Concession space outdoors, \$2 per front foot.

**STILL DATES:** Cattle show and sale.

**ADMINISTRATION:** President, Henry Dietz; secretary, Lew H. Galloway; superintendent of grounds, E. E. Pearl.

### KENTUCKY

#### Kentucky State Fair, Louisville

**TOTAL ATTENDANCE:** Front gate, approximately, 230,000. Operated 6 days and nights.

**WEATHER:** Good. Total paid grandstand attendance, afternoon, approximately, 10,000; night, approximately, 10,000.

**GRANDSTAND ATTRACTIONS:** Circus-type acts booked thru Klein's Attractions, New Waterford, Ohio; sheep dogs and fireworks; Lone Ranger horse, Silver. Cost of grandstand show, \$5,000. Total paid grandstand attendance, afternoon, approximately, 10,000; night, approximately, 10,000.

**CARNIVAL:** Cavalcade of Amusements.

**PLANT FACILITIES:** Grandstand capacity, 7,500; bleachers capacity, 2,000; half-mile race track; capacity of parking area, 30,000.

**FIREWORKS:** 6 nights.

**AID, PREMIUMS:** State aid, \$45,000.

**CHARGES:** Concession space outdoors, per front foot, \$15 and \$25; commercial space indoors, per foot, \$4.50; farm machinery space, \$5.

**STILL DATES:** Basketball events; midget auto races.

**ADMINISTRATION:** President, J. O. Matlick; general superintendent, John C. Wehrley; publicity director, Carl Caminich.

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(Continued on page 54)

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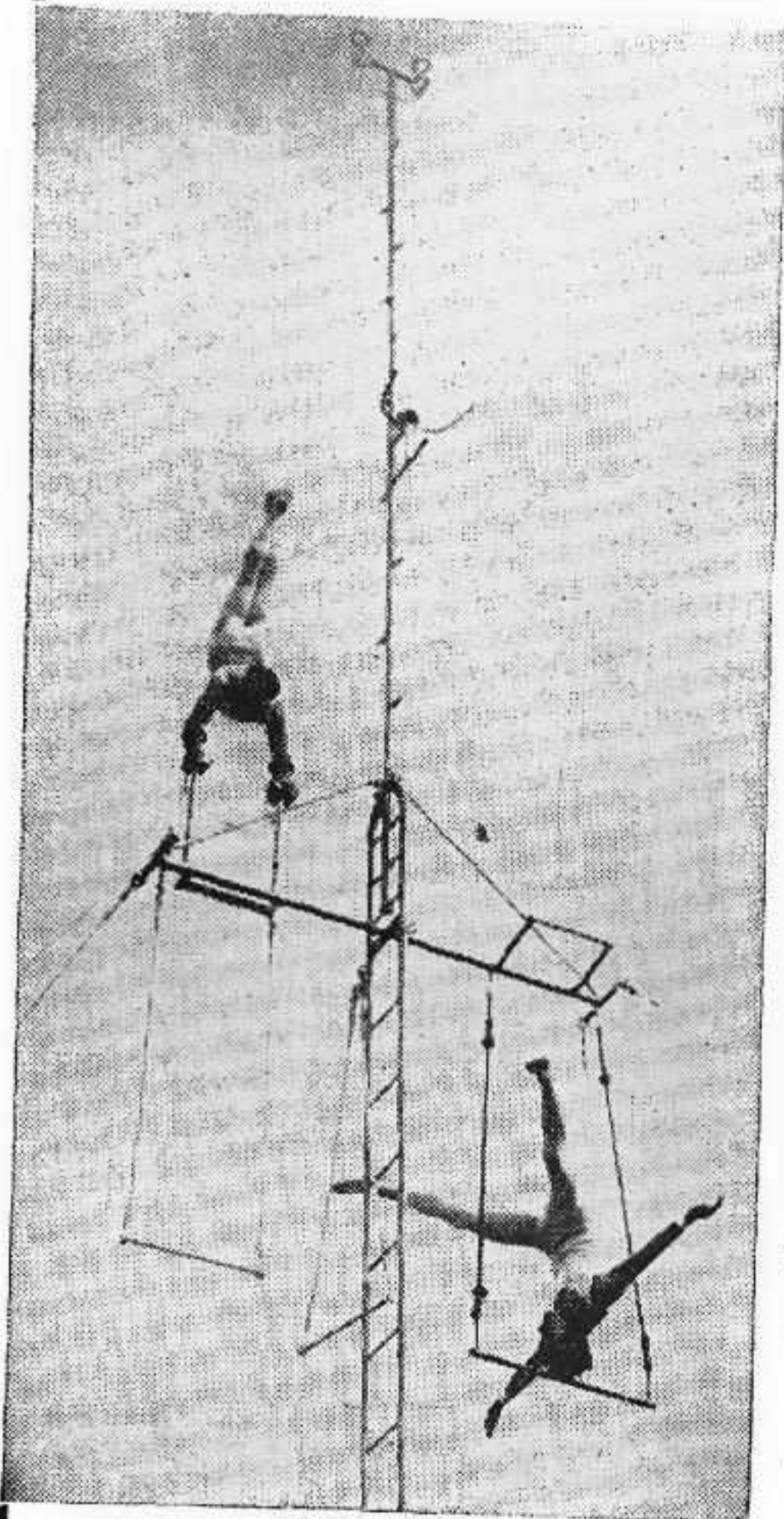
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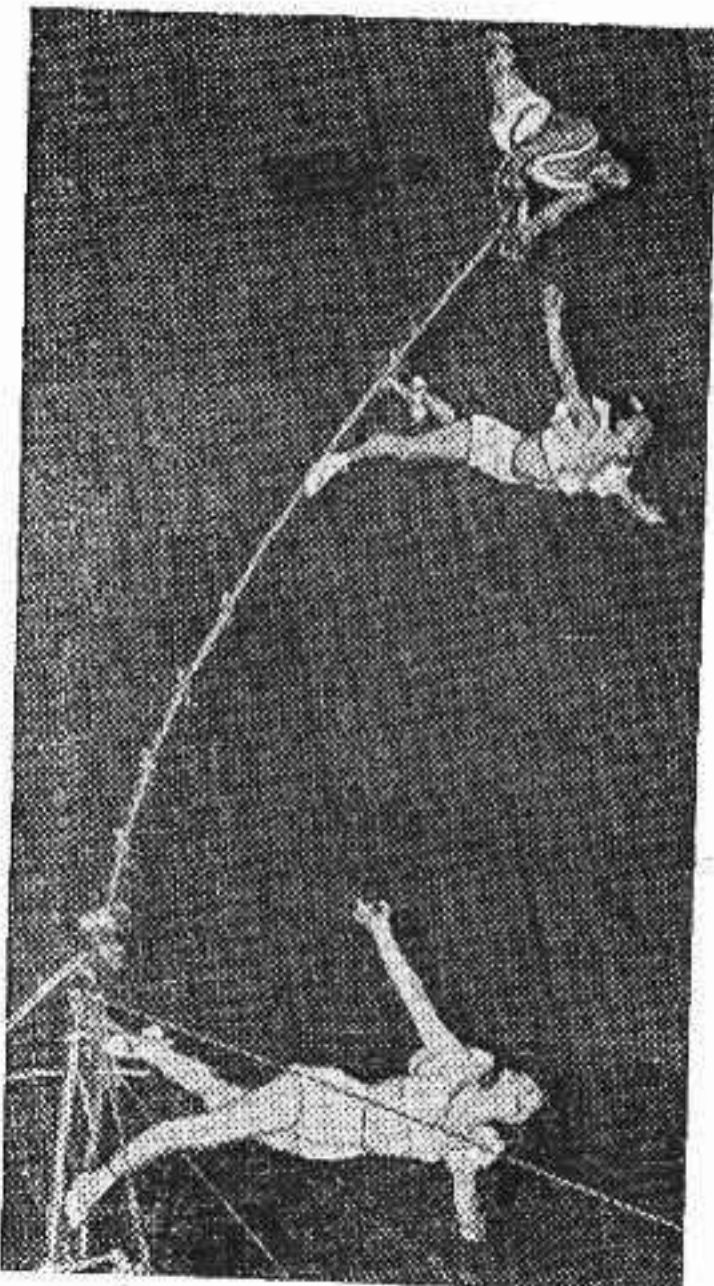
PRESENTS

The SKYLARKS

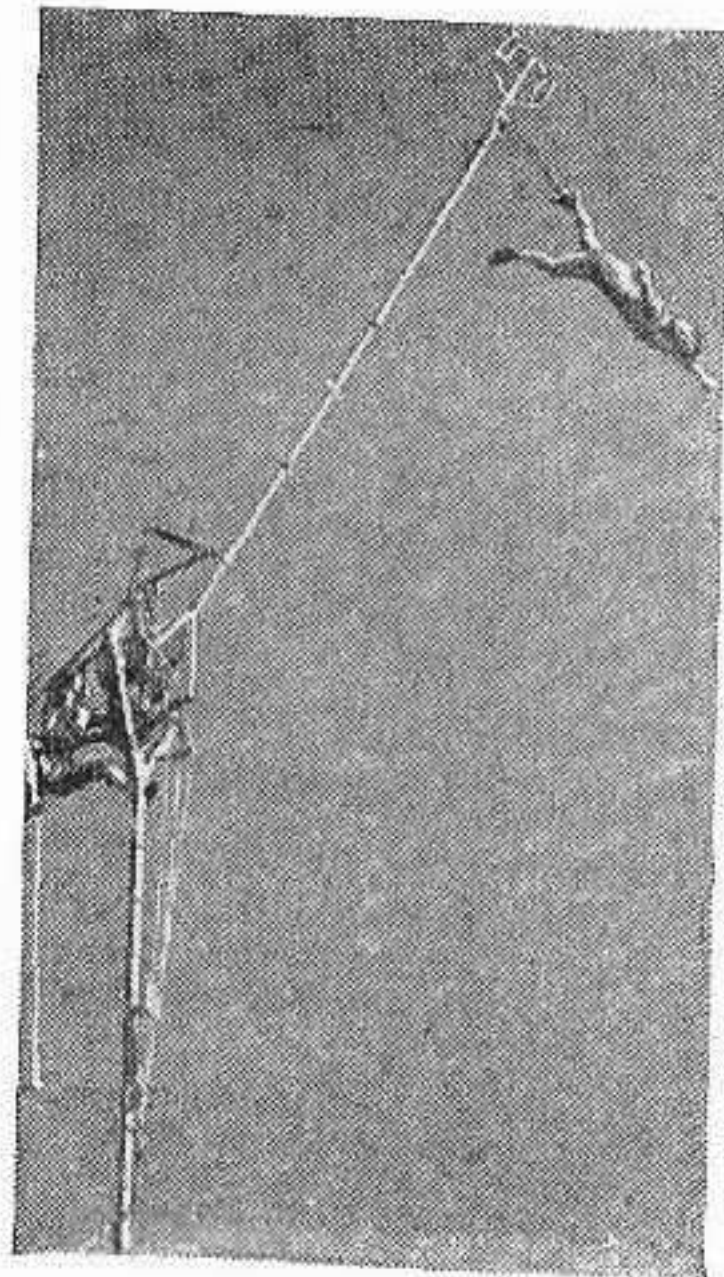
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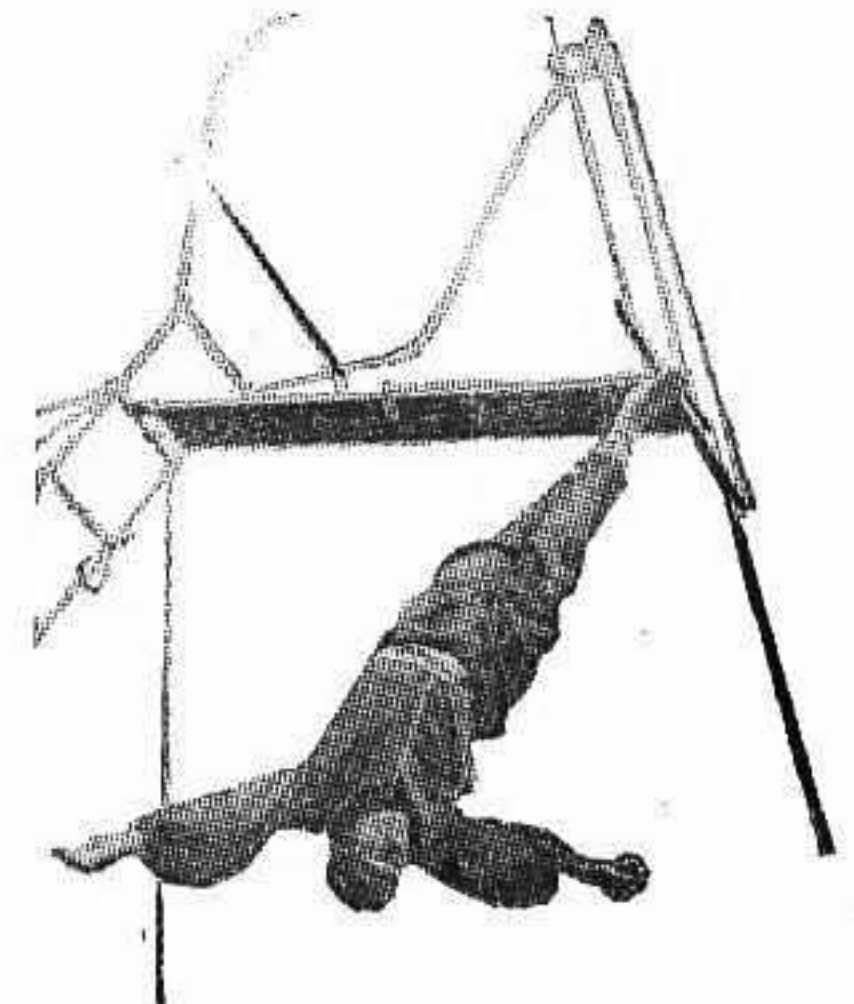


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CHARLES ZEMATER, 54 West Randolph Street, Chicago**

**CARNIVAL:** Southern Valley Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,500; bleachers capacity, 560; 300-yd. race track; capacity of parking area, 3,000 cars.  
**RACING:** 4 days of running races; 4 days of rodeo.  
**RECEIPTS:** Gate, \$3,972.20; grandstand, \$4,800; carnival, \$1,685.61; commercial exhibits, \$550; concession space, \$900; other sources, \$1,000.  
**AID, PREMIUMS:** State aid, \$1,000. Premiums paid out, \$750.  
**CHARGES:** Concession space outdoors, per booth, \$33; commercial exhibit space indoors, \$25 for 15 feet.  
**STILL DATES:** Livestock show in the spring.  
**ADMINISTRATION:** President, Tressmer Johnson; secretary, O. J. Hood; publicity director, Sam T. Roberts Jr.; superintendent of attractions, L. C. Lee; superintendent of concessions and grounds, J. Booth Jones.

# STATISTICAL DIRECTORY OF FAIRS

(Continued from page 51)

## Concordia Parish Fair Assn., Monterey

**TOTAL ATTENDANCE:** Free, approximately 1,000. Operated 2 days and 2 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Pictures; rodeo. Total cost of grandstand show, \$100.  
**PLANT FACILITIES:** Grandstand capacity, 400; capacity of parking area, 10 acres.  
**RACING:** 2 days of rodeo; 1 night of fireworks.  
**ADMINISTRATION:** President, H. M. Balmfater; secretary, R. W. Kemp.

## Louisiana Sugar Cane Festival and Fair, New Iberia

**TOTAL ATTENDANCE:** Front gate, approximately 60,000. Free. Operated 3 days and nights.  
**AID, PREMIUMS:** State aid, \$5,000. Premiums paid out, \$2,500.  
**CHARGES:** Commercial exhibit space, \$1 per square foot; farm machinery space, \$50 for 20x20 plot.  
**ADMINISTRATION:** President, Leo J. Bulliard; secretary, Robert Badon; superintendent of concessions, Henry Ortte.

## Louisiana State Fair, Shreveport

**TOTAL ATTENDANCE:** Front gate, estimated 630,000, free. Operated 10 days and nights.  
**WEATHER:** Good 5 days and nights; rain 1 day and night; hot 4 days and nights.  
**GRANDSTAND ATTRACTIONS:** Revue booked thru Barnes-Carruthers; Jimmie Lynch Death Dodgers; auto races; motorcycle races.  
**CARNIVAL:** Royal American Shows.  
**PLANT FACILITIES:** Grandstand capacity, 6,500; bleachers capacity, 3,000; half-mile race track.  
**RACING:** 2 days of big car races; 1 day of motorcycle races; 3 days of auto thrill show; 10 nights of fireworks.  
**ADMINISTRATION:** President, Will Knight; secretary-manager, W. R. Hirsch; superintendent of concessions, S. E. Mon-sour.

## North Louisiana State Fair, Ruston

**TOTAL ATTENDANCE:** Free. Operated 5 days and nights.  
**WEATHER:** Good.  
**RECEIPTS:** Carnival, \$1,101.50; commercial exhibits, \$200; concession space, \$200; other sources, \$2,000.  
**AID, PREMIUMS:** State aid, \$2,500. Premiums paid, \$1,500.  
**CHARGES:** Commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$3.50 per machine.  
**ADMINISTRATION:** President, J. V. Hinton; secretary, F. W. Stewart; superintendent of grounds, T. E. Raley.

## MAINE

### Piscataquis Valley Fair, Dover

**TOTAL ATTENDANCE:** Front gate, approx. 4,500; paid admissions, approx. 2,800. Operated 1 day.  
**WEATHER:** Good. Total paid grandstand attendance, 450.  
**GRANDSTAND ATTRACTIONS:** Horse-pulling, baseball, etc.  
**CARNIVAL:** Maine Amusement Company.  
**PLANT FACILITIES:** Grandstand capacity, 450; capacity of parking area, 5 acres.  
**RECEIPTS:** Gate, \$1,350; Grandstand, \$5,600; carnival, \$850; commercial exhibits, \$195; concession space, \$400.  
**PREMIUMS:** Premiums paid out, \$850.  
**CHARGES:** Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per space, \$10; farm machinery space, \$10 per space.  
**ADMINISTRATION:** President, M. S. Blithen; secretary, Frank A. Pierce.

### Skowhegan State Fair, Skowhegan

**TOTAL ATTENDANCE:** Front gate, approx. 120,000. Operated 7 days and nights.  
**WEATHER:** Good 2 days, 6 nights; rain 1 day, 1 night; extremely hot 5 days and 5 nights.  
**GRANDSTAND ATTRACTIONS:** Kochman's Cavalcade of Thrills; Revue thru George Hamid. Cost of Grandstand show, \$17,025. Grandstand total paid attendance, afternoon, 19,800 (approx.); night, 20,500 (approx.).  
**CARNIVAL:** World of Mirth Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,000. Half-mile race track.  
**RACING:** 6 days of harness racing; 1 day of auto thrill show; 3 nights of fireworks.  
**RECEIPTS:** Gate, \$32,100; Grandstand, \$24,278; Commercial Exhibits, \$3,800; Concession space, \$6,900; other sources, \$41,456.  
**AID, PREMIUMS:** State aid, \$4,700. Premiums paid out, \$8,700.  
**CHARGES:** Concession space outdoors, per front foot, \$8; commercial space indoors, per foot, \$6 and \$10; farm machinery space, \$5.  
**STILL DATES:** Race Meet, July 4th week.  
**ADMINISTRATION:** President, Francis H. Friend; secretary, Raymond Finley.

### World's Fair Association, Inc., North Waterford

**TOTAL ATTENDANCE:** Free, approx. 10,000. Operated 2 days and 2 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Horse pulling. One night of fireworks. Total paid grandstand attendance, 2,000.  
**CARNIVAL:** The Merritt Shows.  
**CHARGES:** Concession space outdoors, \$1 to \$2 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$1.  
**ADMINISTRATION:** President, W. A.

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- DONNA JEAN, petite singer of folk songs
- TURNER BROTHERS, mountain music specialists
- LAFE HARKNESS, wizard of the harmonica
- BILL THALL, musician-comedian
- HANK PENNY, singing comedian

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STATE FAIR OF TEXAS  
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WE CAN ALWAYS USE A GOOD ACT

ACTS FOR ANY EVENT

Hersey; secretary, Bill Button; superintendent of attractions, Alton White; superintendent of commercial exhibit space, Roy G. Wardwell; publicity director, Harry B. McKeen.

## MARYLAND

### Great Frederick Fair, Frederick

**TOTAL ATTENDANCE:** Front gate, approximately 75,000; paid admissions, approximately, 60,000. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Booked thru George A. Hamid. Cost of grandstand show, \$4,000. Total paid grandstand attendance, afternoon, 15,000; night, 4,000.

**CARNIVAL:** Ceilin & Wilson Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,000; half-mile race track; capacity of parking area, 30 acres.

**RACING:** 4 days of harness and running races; 2 nights of fireworks.

**RECEIPTS:** Gate, \$25,000; grandstand, \$6,000; carnival, \$5,000.

**AID, PREMIUMS:** State aid, \$10,000; premiums paid, \$12,000.

**CHARGES:** Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space 50 cents.

**ADMINISTRATION:** President, Alvey D. Young; secretary, Guy K. Motter.

## MASSACHUSETTS

### Essex County Agricultural Society, Topsfield

**TOTAL ATTENDANCE:** Front gate, 70,100; paid admissions, 54,019. Operated 7 days and nights.

**WEATHER:** Good 5 days and 6 nights; rain 1 day and 1 night; 2 days extremely hot.

**GRANDSTAND ATTRACTIONS:** Al Martin's Shows; Jimmy Lynch's Hell Drivers. Total paid grandstand attendance, afternoon, 4,592; night, 4,280.

**PLANT FACILITIES:** Bleachers capacity, 2,500; half-mile race track; capacity of parking area, 1,000.

**RACING:** 6 nights of harness racing; 1 day of auto thrill show.

**RECEIPTS:** Gate, \$39,378; grandstand, \$4,276; commercial exhibits, \$3,260; concession space, \$7,540.

**AID, PREMIUMS:** State aid, \$1,600; premiums paid out, \$5,176.75.

**CHARGES:** Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$8 per foot; farm machinery space, \$2.50.

**STILL DATES:** 3 cattle sales; motorcycle races; rodeo; rabbit show; field days.

**ADMINISTRATION:** President, Dudley P. Rogers; secretary, Ellery E. Metcalf; superintendent of attractions, Robert P. Trask; superintendent of grounds, Nicholas D'Agostino.

## MICHIGAN

### Allegan County Fair, Allegan

**TOTAL ATTENDANCE:** Front gate, approximately 72,000; paid admissions, 56,279. Operated 7 days and 6 nights.

**WEATHER:** Good 5 days and 5 nights, rain 2 days and 1 night, cold or cloudy 2 days and 2 nights.

**GRANDSTAND ATTRACTIONS:** Ernie Young Revue, Jimmie Lynch Thrill Show, John Sloan's big car races. Cost of grandstand show, \$8,500. Total paid grandstand attendance, 27,241.

**CARNIVAL:** Happyland Shows.

**PLANT FACILITIES:** Combined grandstand and bleachers capacity, 3,200; half-mile race track; capacity of parking area, 1,500 cars.

**RACING:** 4 days of harness racing, 1 day of big car races, 1 day of auto thrill show.

**RECEIPTS:** Gate, \$26,423.30; grandstand, \$15,238.10; carnival, \$6,970.52; commercial exhibits, \$2,405; concession space, \$8,622.68; other sources, \$7,710.04.

**PREMIUMS** paid, \$6,640.

**CHARGES:** Concession space outdoors, \$5 and \$6 per front foot; commercial exhibit space indoors, \$4 and \$5 per foot; farm machinery space, \$1 per foot.

**STILL DATES:** Motorcycle races, horse show, running races.

**ADMINISTRATION:** President, E. W. DeLano; superintendent of attractions, George Horan; superintendent of commercial exhibit space, A. W. Harty; superintendent of grounds, Guy Hale; publicity director, John Axe.

## Berlin Fair, Marne

**TOTAL ATTENDANCE:** Front gate, 20,000 (approx.). Paid admissions, 17,786. Fair operated 4 days and 4 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Jimmy Lynch Death Dodgers, WLS radio talent, horse pulling, Barnes-Carruthers revue. Cost of grandstand show, \$6,525. Total paid grandstand attendance, afternoon, 2,801; night, 5,009.

**CARNIVAL:** Majestic Greater Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,400; bleachers capacity, 500; half-mile race track; capacity of parking area, 1,500 cars.

**RACING:** 3 days of harness racing, 1 day of auto thrill show, 1 night of fireworks.

**RECEIPTS:** Gate, \$8,893; grandstand, \$4,320; carnival, \$1,000; commercial exhibits, \$325; concession space, \$2,000; other sources, \$3,500.

**AID, PREMIUMS:** State aid, \$1,400; county aid, \$300. Premiums paid, \$2,450.

**CHARGES:** Concession space outdoors, \$3 to \$5 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$1.

**STILL DATES:** Horse show, jalopy races.

**ADMINISTRATION:** President, Arthur P. Edison; secretary, R. M. Ossewaarde; superintendent of commercial exhibit space, Roy Lowing; superintendent of grounds, Dorr Garter; publicity director, Jack Bronkema.

## Branch County 4-H Fair, Coldwater

**TOTAL ATTENDANCE:** Free. Operated 5 days and nights.

**WEATHER:** Good 4 days and 4 nights; rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Acts booked thru Jack Raum. Cost of grandstand show, \$3,500. Total paid grandstand attendance, 10,000.

**CARNIVAL:** W. G. Wade.

**PLANT FACILITIES:** Grandstand and bleachers capacity, 3,000; capacity of parking area, 10 acres.

**RECEIPTS:** Grandstand, \$5,300; carnival, \$2,400.

**AID, PREMIUMS:** State aid, \$1,440; county aid, \$1,800; other sources, \$3,200.

**CHARGES:** Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$2 to \$4.50 per foot; farm machinery space, \$1.

**ADMINISTRATION:** President, Elmer Dobson; secretary, Gordon R. Schlubatz.

## Dickinson County Free Fair, Norway

**TOTAL ATTENDANCE:** Front gate, 12,000 (approx.). Operated 4 days and 2 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Gus Sun stageshow. Cost of grandstand show, \$75. Total paid grandstand attendance, afternoon, 3,500; night, 500.

**CARNIVAL:** Sherbeck Carnival.

**PLANT FACILITIES:** Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 20 acres.

**RECEIPTS:** Gate, \$900; grandstand, \$2,100; carnival, \$400; commercial exhibits, \$1,400.

**AID:** State aid, \$2,400; county aid, \$3,600.

**CHARGES:** Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$1.

**ADMINISTRATION:** President, Nick Ries; secretary, Frank Mollnare.

## Gratiot County Agricultural Society, Ithaca

**TOTAL ATTENDANCE:** Front gate, free, 65,000 (approx.). Operated 5 days and 5 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Gus Sun show. Cost of grandstand show, \$3,500. Total paid grandstand attendance, afternoon, 5,000; night, 15,000.

**CARNIVAL:** W. G. Wade Shows.

**PLANT FACILITIES:** Grandstand capacity, 2,000; bleachers capacity, 750; half-mile race track; capacity of parking area, 1,000 cars.

**RACING:** 4 days harness racing, 1 day rodeo.

**AID, PREMIUMS:** State aid, \$1,500.

**CHARGES:** Concession space outdoors, per front foot, \$5; commercial space indoors, per foot, \$5; farm machinery space, \$2.50.

**ADMINISTRATION:** President, Don Mulholland; secretary, James O. Peet.

(Continued on page 61)



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NEVER IN THE HISTORY OF MIDWAY SHOWS  
HAS THERE BEEN SUCH GLORIFIED ALL TIME RECORDS  
AS ACHIEVED BY ROYAL AMERICAN SHOWS IN 1947

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We wish to express our gratitude to  
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for being the show selected to be filmed  
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"KING OF THE CARNIVAL"

TO BE RELEASED THIS SPRING AND EXHIBITED IN MORE  
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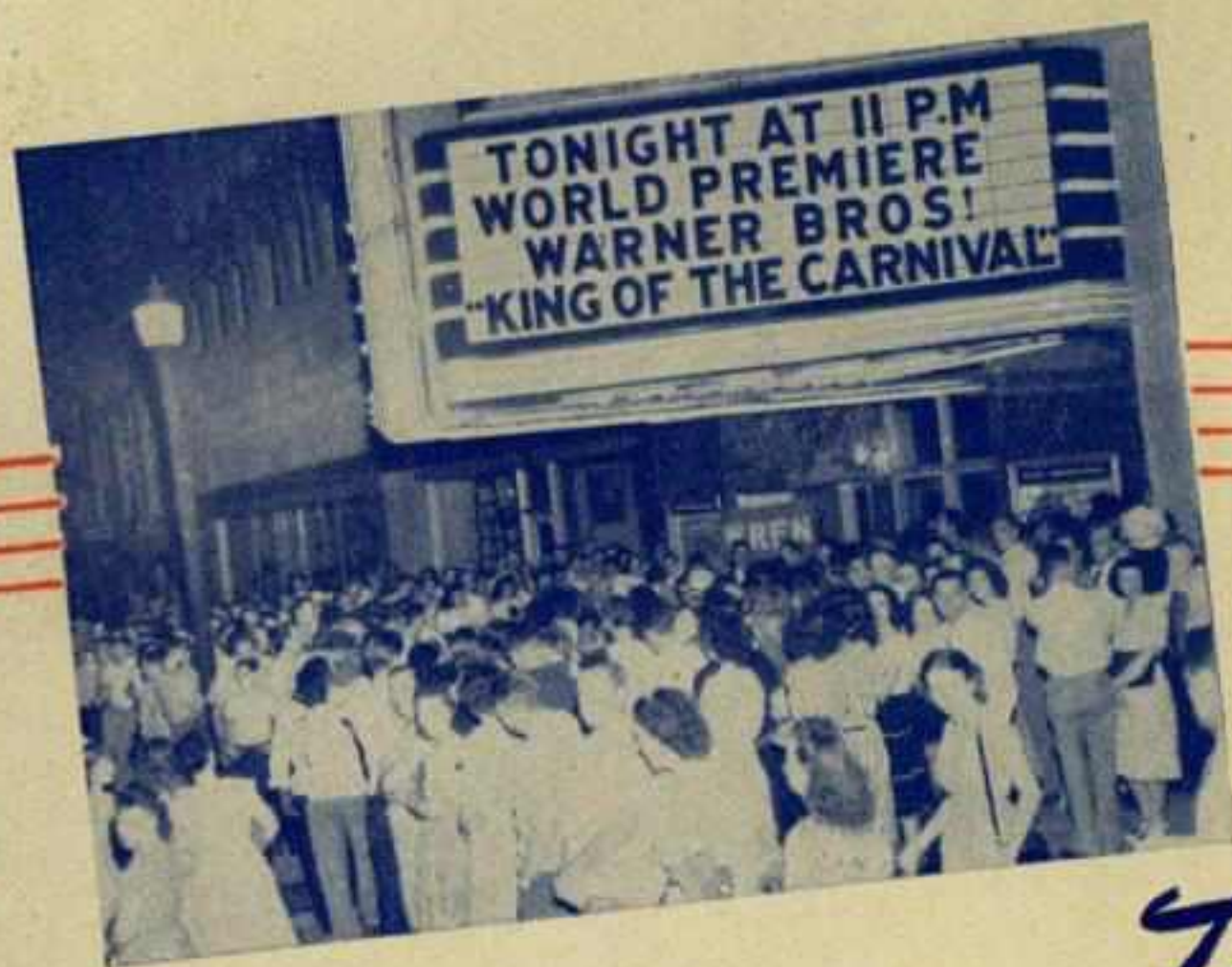
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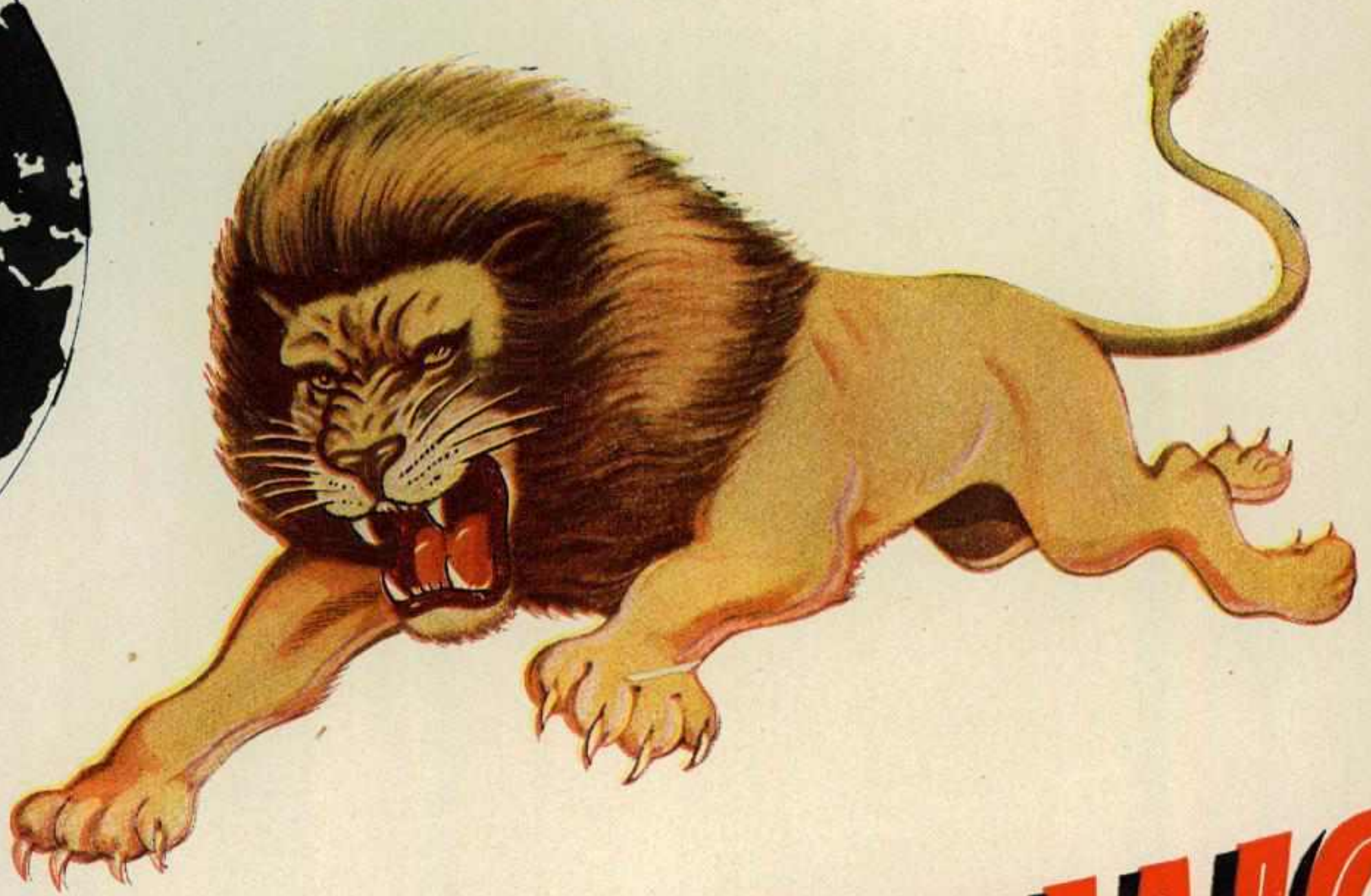
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**WINTER QUARTERS - FLORIDA STATE**

# BEST MIDWAY



# AMERICAN SHOWS

FAIR GROUNDS, TAMPA, FLORIDA



CARL J. SEDLMAYR  
GENERAL MANAGER



CARL J. SEDLMAYR, JR.  
ASSISTANT MANAGER

We wish to express our gratitude and sincere appreciation to those distinguished gentlemen who hold within their power to CHOOSE which of all the shows in the land shall appear in their respective communities—

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FLORIDA STATE FAIR  
Tampa, Florida

CANADIAN LAKEHEAD EXHIBITION  
Fort William, Ontario

CENTRAL FLORIDA FAIR  
Orlando, Florida

TRI-STATE FAIR  
Superior, Wisconsin

PROVINCIAL EXHIBITION  
Brandon, Manitoba

MINNESOTA STATE FAIR  
St. Paul, Minnesota

CALGARY EXHIBITION AND STAMPEDE  
Calgary, Alberta

KANSAS FREE FAIR  
Topeka, Kansas

EDMONTON EXHIBITION  
Edmonton, Alberta

OKLAHOMA STATE FAIR  
Oklahoma City, Oklahoma

SASKATOON INDUSTRIAL EXHIBITION  
Saskatoon, Saskatchewan

OKLAHOMA FREE STATE FAIR  
Muskogee, Oklahoma

REGINA FAIR AND EXPOSITION  
Regina, Saskatchewan

SOUTH TEXAS STATE FAIR  
Beaumont, Texas

LOUISIANA STATE FAIR  
Shreveport, Louisiana

# ROYAL AMERICAN SHOWS

# STATISTICAL DIRECTORY OF FAIRS

(Continued from page 56)

## Eaton County 4-H Fair, Charlotte

**TOTAL ATTENDANCE:** Front gate, approximately 40,000; paid admissions, approximately 39,000. Operated 5 days and nights.

**WEATHER:** Good 3 days and 3 nights, rain 2 days, cold 2 nights.

**GRANDSTAND ATTRACTIONS:** Revue and acts booked thru United Booking Association, WLS talent, motorcycle races. Cost of grandstand show, \$4,000. Total paid grandstand attendance, afternoon, 6,000; night, 10,000.

**CARNIVAL:** Gooding Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,300; half-mile race track; capacity of parking area 10 acres.

**RACING:** 3 days of harness racing; 4 nights of fireworks; 1 day of motorcycle races.

**RECEIPTS:** Gate, \$8,338.82; grandstand, \$8,237.50; carnival and concessions, \$3,731.37; commercial exhibits, \$1,618.50; other sources, \$5,489.61.

**AID, PREMIUMS:** State aid, \$2,000; premiums paid, \$5,000.

**CHARGES:** Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, 50 cents.

**STILL DATES:** Circus, horse show, cattle sale, community auctions.

**ADMINISTRATION:** President, John B. Strange; secretary, Hans Kardel; superintendent of concessions, Sidney Phillips.

## Ingham County Fair, Mason

**TOTAL ATTENDANCE:** Front gate, 50,000; paid admissions, 11,000. Operated 6 days and 6 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** WOWO radio talent; Voorhees & Flaekles International Revue booked thru Voorhees Booking Agency, Chicago; Jack Raum Red Devil Drivers Thrill Show. Cost of grandstand show, \$7,650. Total paid grandstand attendance, \$10,000.

**CARNIVAL:** W. G. Wade Shows.

**PLANT FACILITIES:** Grandstand capacity, 4,000. Bleachers capacity, 1,000; half-mile race track.

**RACING:** 4 days of harness racing, 1

day of automobile thrill show, 1 night of fireworks.

**RECEIPTS:** Gate, \$11,000; grandstand, \$10,000; carnival, \$9,000 (all approx.).

**AID, PREMIUMS:** State aid, \$4,500; county aid, \$1,500. Premiums paid, approximately \$7,500.

**CHARGES:** Concession space outdoors, per front foot, \$3; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, \$1.

**STILL DATES:** Nightly soft ball games, two horse shows.

**ADMINISTRATION:** President, Harry Freshour; secretary, Joy O. Davis.

## Ionia Free Fair, Ionia

**TOTAL ATTENDANCE:** Free. Operated 6 days and nights.

**WEATHER:** Hot 6 days and 6 nights.

**GRANDSTAND ATTRACTIONS:** Revue booked thru Barnes-Carruthers, Lucky Lott, harness races, auto races furnished by Racing Corporation of America. Total paid grandstand attendance, afternoon, 25,422; night, 40,157.

**CARNIVAL:** Cavalcade of Amusements.  
**PLANT FACILITIES:** Grandstand capacity, 3,432; bleachers capacity, 5,556; half-mile race track; capacity of parking area, 10,000 cars.

**RACING:** 3 days of harness racing, 2 days of big-car automobile races, 1 day of automobile thrill show, six nights of fireworks.

**AID, PREMIUMS:** State aid, \$3,963.95; premiums paid, \$10,084.87.

**CHARGES:** Concession space outdoors, \$5 to \$10 per front foot; commercial exhibit space indoors, \$5 to \$10 per foot; farm machinery space, \$1 to \$2.50.

**STILL DATES:** Motorcycle races, auto races.

**ADMINISTRATION:** President, Allan Williams; secretary, Rose Sarlow.

## Manistee County Fair, Onekama

**TOTAL ATTENDANCE:** Front gate, 12,800; paid admissions, 9,900. Operated 3 days and 4 nights.

**WEATHER:** Good 2 days and 3 nights, rain half day and half night.

**GRANDSTAND ATTRACTIONS:** Horse and pony races, jalopy race, horse pull-

ing, amateur contest, rodeo, baseball game. Cost of grandstand show, \$400. Total paid grandstand attendance, afternoon, 3,011.

**CARNIVAL:** Playland United.

**PLANT FACILITIES:** Grandstand capacity, 500; bleachers capacity, 100; half-mile race track; capacity of parking area, 2,000 cars.

**RACING:** 3 days of running races, 1 day of big-car automobile races, 2 days of rodeo.

**RECEIPTS:** Gate, \$4,100; grandstand, \$1,001; carnival, \$1,000; commercial exhibits, \$350; concession space, \$200.

**ADMINISTRATION:** J. W. Ellis, secretary.

## Michigan State Fair, Detroit

**TOTAL ATTENDANCE:** Front gate, approximately 910,000. Operated 10 days and nights.

**WEATHER:** Good 8 days and 7 nights, rain 2 days and 3 nights.

**GRANDSTAND ATTRACTIONS:** Buster Crabbe water show and acts booked thru Barnes-Carruthers. In Coliseum, Bob Burns and variety acts, Olsen and Johnson.

**CARNIVAL:** Gooding Amusement Company.

**PLANT FACILITIES:** Grandstand capacity, 10,000; coliseum capacity, 10,000; capacity of parking area, 7,000 cars.

**RACING:** 8 days of running races, 10 nights of fireworks.

**RECEIPTS:** Gate, \$267,473.50; Coliseum, \$40,538; grandstand, \$31,558; carnival, \$150,000; commercial exhibits, \$46,000; concession space, \$55,000; other sources, \$218,000; parking, \$18,000.

**CHARGES:** Concession space outdoors, 50 cents per front foot; commercial exhibit space indoors, \$2 per foot.

**STILL DATES:** Shrine Circus, bowling congress, dances, religious services, graduation exercises, Dodge truck rodeo.

**ADMINISTRATION:** Secretary-manager, Hagen L. Funk; superintendent of concessions, Lester Schroder; superintendent of commercial exhibit space, Arthur Beer; superintendent of grounds, Joseph Bader; publicity director, Gladys McCracken.

## Ogemaw County Free Fair, West Branch

**TOTAL ATTENDANCE:** Free. Operated 4 days and 4 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Local rodeo and band. Cost of grandstand show, \$800.

**PLANT FACILITIES:** Grandstand capacity, 450; bleachers capacity, 200; half-mile race track.

**RACING:** 2 days of harness racing, 1 day of running races, 3 nights of rodeo, 3 nights of fireworks.

**RECEIPTS:** Grandstand, \$1,990; carnival, \$2,458.16; commercial exhibits, \$50; concession space, \$292.

**AID, PREMIUMS:** State aid, \$800; county aid, \$1,000.

**CHARGES:** Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$1 per foot.

**STILL DATES:** High school athletic field, baseball.

**ADMINISTRATION:** President, R. B. Coulter; secretary, Thomas P. Rau; superintendent of concessions, R. O. Carscallen; publicity director, Vic Niles.

## Sanilac County 4-H Fair, Sandusky

**TOTAL ATTENDANCE:** Front gate, approximately 30,000; free. Operated 4 days and 4 nights.

**WEATHER:** Good 1 day and 3 nights, rain 1 night, very hot 3 days.

**GRANDSTAND ATTRACTIONS:** Circus and rodeo, thrill show, Jack Raum and Cherokee Hammon. Cost of grandstand show, \$3,500. Total paid grandstand attendance, afternoon, 3,000; night, 6,500.

**CARNIVAL:** W. G. Wade.

**PLANT FACILITIES:** Bleachers capacity, 2,500; half-mile race track; capacity of parking area, 2,000 cars.

**RACING:** Days of automobile thrill show, 1; 3 days of rodeo, 2 nights of fireworks.

**RECEIPTS:** Grandstand, \$4,500; carnival, \$3,000; commercial exhibits, \$500; concession space, \$1,000; other sources, \$2,500.

**AID, PREMIUMS:** State aid, \$1,600; county aid, \$750; premiums paid, \$3,200.

**CHARGES:** Concession space outdoors, per front foot, \$1.50; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, 50 cents.

**STILL DATES:** Ball games, livestock sales.

**ADMINISTRATION:** President, Gordon Sneekert; secretary, Clarence E. Prentice; superintendent of attractions, John Francis; superintendent of commercial exhibit space, A. A. Pattullo.

# SNAPP Greater SHOWS INC.

**WORLD'S NEWEST  
AND FINEST  
AMUSEMENT RIDES**



### FAIR SECRETARIES

DESIRING A CLEAN UP-TO-DATE MIDWAY:

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SHOWS AND STOCK CONCESSIONS**

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**SNAPP GREATER SHOWS, INC.**  
118-128 VIRGINIA AVE., JOPLIN, MISSOURI

**Upper Peninsula State Fair,  
Escanaba**

TOTAL ATTENDANCE: Front gate, not given; paid admissions, \$23,500 approx. Fair operated 5 days and 6 nights.

WEATHER: Good 4 days and 5 nights, rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Hippodrome Show and Revue booked thru Barnes-Carruthers, Jimmie Lynch. Total paid grandstand attendance, afternoons, 16,946; night, 30,095.

CARNIVAL: Gem City Shows.  
PLANT FACILITIES: Grandstand capacity, 4,750; bleachers capacity, 300; half-mile race track; capacity of parking area, 5,000.

RACING: 2 days of motorcycle races, 1 day of automobile thrill show.

RECEIPTS: Gate, \$7,935.20; grandstand, \$15,764.20; carnival, \$4,612.65; commercial exhibits, \$2,550.50; concession space, \$9,213; other sources, \$4,046.30.

AID, PREMIUMS: State aid, \$25,000.

CHARGES: Concession space outdoors, per front foot, \$6, \$7.50 and \$12; commercial space indoors, per foot, \$5 and \$6; farm machinery, \$25 per lot.

ADMINISTRATION: Chairman, H. D. Brackett; secretary and superintendent of attractions, H. P. Lindsay; superintendent of concessions and grounds, John Sheahan; publicity director, Ken Gunderman.

**MINNESOTA**

**Becker County Fair Assn.,  
Detroit Lakes**

TOTAL ATTENDANCE: Front gate, approx. 20,000. Operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Vaudeville booked thru Boyle Woolfolk Agency; WLS talent. Cost of grandstand show, \$2,147. Total paid grandstand attendance, 1 afternoon, 394; nights, 3,009.

CARNIVAL: Home State Shows.  
PLANT FACILITIES: Grandstand capacity, 3,000; half-mile race track; capacity of parking area, 750.

RECEIPTS: Grandstand, \$2,388.90; carnival, \$1,420.35; other sources, \$6,530.72.

AID, PREMIUMS: State aid, \$1,550; county aid, \$500; other sources, \$300.

CHARGES: Concession space outdoors, per front foot, \$1.50; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, \$1.

STILL DATES: July 4 and 5 celebration sponsored by fair and featuring small midway and WLS Barn Dance; others, Water Carnival, including boxing, Williams & Lee Revue, Graham Western Riders, speedboat races, dance and beauty contest.

ADMINISTRATION: President, L. C. Enfield; secretary, G. W. Peoples; superintendent of attractions, Fred Wickstrom; superintendent of concessions, Theron Vigen; superintendent of commercial exhibit space, R. W. Lindemann.

**Benton County Agricultural  
Society, St. Cloud**

TOTAL ATTENDANCE: Front gate, approx. 20,000, free. Operated 3 days and nights.

WEATHER: Good 3 days and 2 nights; rain 1 night.

GRANDSTAND ATTRACTIONS: Rodeo; total paid grandstand attendance, afternoon, 2,000; night, 1,500.

CARNIVAL: Wm. T. Collins Shows.  
PLANT FACILITIES: Grandstand capacity, 2,200; half-mile race track; capacity of parking area, 5 acres.

AID, PREMIUMS: State aid, \$1,500; county aid, \$1,000; premiums paid, \$1,800.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, 50c.

STILL DATES: Motorcycle races; Model T derby; Elks' circus; carnival for vets.

ADMINISTRATION: President, Leo Ross; secretary, C. H. Varner.

**Brown County Fair, New Ulm**

TOTAL ATTENDANCE: Front gate, approx. 45,000; paid admissions, approx. 36,000. Operated 5 days and 6 nights.

WEATHER: Good 5 days and 5 nights; rain 1 night.

GRANDSTAND ATTRACTIONS: Gus Sun Show; Barnes-Carruthers Show; White & Sweeney auto races; Frank Winkley thrill show and motorcycle races; horse show.

CARNIVAL: World of Today.  
PLANT FACILITIES: Grandstand capacity, 2,800; half-mile race track; capacity of parking area, 1,000.

RACING: 1 day of big car auto races;

1 day of motorcycle races; 1 day of auto thrill show.

RECEIPTS: Gate, \$17,950; grandstand, \$8,900.

AID, PREMIUMS: State aid, \$1,500; county aid, \$1,000. Premiums paid out, approx. \$3,100.

CHARGES: Commercial exhibit space indoors, per foot, \$2.50.

STILL DATES: Rodeo on Labor Day; 4-H Baby Beef Show in October.

ADMINISTRATION: President, Dr. J. P. Graff; secretary, Wm. A. Lindemann; superintendent of attractions, A. F. Retzlaff; superintendent of concessions, Frank Tauscheck; superintendent of commercial exhibit space, H. P. Hauenstein; superintendent of grounds, W. Huwkman; publicity director, Al Marti.

**Cannon Valley Fair Assn.,  
Cannon Falls**

TOTAL ATTENDANCE: Front gate, free, approx. 14,000. Operated 3 days and 3 nights.

WEATHER: Good 2 days and 3 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Booked thru Pety's Entertainment, Minneapolis. Cost of grandstand show, \$600.

CARNIVAL: Dobson's.  
PLANT FACILITIES: Half-mile race track.

RACING: 1 day of harness racing; 1 night of fireworks.

AID, PREMIUMS: State aid, \$1,255; county aid, \$500. Premiums paid, \$1,255.

STILL DATES: Dances, rodeos.

ADMINISTRATION: President, D. Fay Case; secretary, R. J. Goodwin.

**Chisago County Agricultural  
Society, Rush City**

TOTAL ATTENDANCE: Front gate, 7,000; paid admissions, 6,000 (both approx.). Fair operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru Pety's Entertainment Enterprises. Cost of grandstand show, \$1,200. Total paid grandstand attendance, afternoon, 500; night, 1,200.

CARNIVAL: William T. Collins' Shows  
PLANT FACILITIES: Grandstand capacity, 800.

RECEIPTS: Gate, \$1,500; grandstand, \$250; carnival, \$500; concession space, \$250; other sources, \$1,200.

AID, PREMIUMS: State aid, \$1,154.25, CHARGES: Concession space outdoors, \$1 per front foot.

ADMINISTRATION: President, C. H. Sommer; secretary, George W. Larson; superintendent of grounds, Andrew Leerhoff.

**Chippewa County Fair Assn.,  
Montevideo**

TOTAL ATTENDANCE: Front gate, approximately 14,000; paid admissions, 10,185. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue and acts booked thru Barnes-Carruthers, harness racing, horse show. Cost of grandstand show, \$4,000. Total paid grandstand attendance, afternoon, 2,000; night, 3,000.

CARNIVAL: Parkway Amusement Company.

PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 2,000 cars.

RACING: 2 days of harness racing.  
RECEIPTS: Gate, \$3,181; grandstand, \$2,000; carnival, \$1,000; commercial exhibits, \$300; concession space, \$1,000; other sources, \$6,200.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,000; other sources, \$2,800. Premiums paid out, \$1,850.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$5 per lot.

STILL DATES: Ball games, annual Montevideo Fiesta Days.

ADMINISTRATION: President, J. M. Thornton; secretary, L. E. Whitmer; superintendent of concessions, commercial exhibit space and publicity director, G. G. Engstrom.

**Clearwater County Agricultural  
Society, Bagley**

TOTAL ATTENDANCE: Front gate, 5,500; paid admissions, 5,500 (approx.). Operated 4 days and 4 nights.

WEATHER: Good 2 days and 2 nights; rain 2 days and 2 nights.

GRANDSTAND ATTRACTIONS: Booked thru Williams & Lee. Cost of grandstand show, \$1,000.

CARNIVAL: Art. B. Thomas.  
PLANT FACILITIES: Grandstand capacity, 600; bleachers capacity, 200; half-mile race track.

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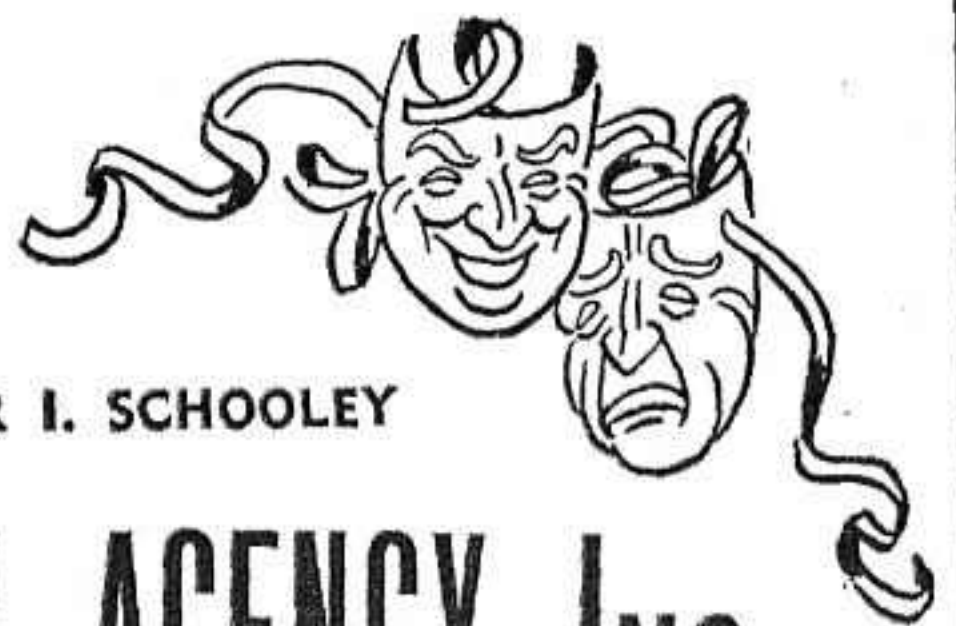
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**RACING:** 3 days of running races.  
**RECEIPTS:** Total, \$5,695.78.  
**AID, PREMIUMS:** State aid, \$1,163.55; county aid, \$500; other sources, \$50; premiums paid out, \$1,713.55.  
**CHARGES:** Concession space outdoors, \$1.50 per front foot; commercial exhibit space indoors, \$25 per space; farm machinery space, \$25.  
**ADMINISTRATION:** President, E. H. Reff; secretary, John Hulteen; superintendent of grounds, L. Vik.

## Freeborn County Agricultural Society, Albert Lea

**TOTAL ATTENDANCE:** Not given. Operated 5 days and nights.  
**WEATHER:** Good 4 days and 5 nights; rain 1 day.  
**GRANDSTAND ATTRACTIONS:** Revue booked thru Barnes-Carruthers; auto races booked thru White & Sweeney; thrill show; horse races; cost of grandstand show, \$7,150.  
**CARNIVAL:** Gold Medal Shows.  
**PLANT FACILITIES:** Grandstand capacity, 5,500; half-mile race track; capacity of parking area, 20 acres.  
**RACING:** 1 day of harness racing; 2 days of big car auto races; 1 day of auto thrill show.  
**RECEIPTS:** Gate, \$14,000; grandstand, \$14,000; carnival and concessions, \$7,000.  
**PREMIUMS:** Paid, \$6,099.  
**CHARGES:** Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot.  
**STILL DATES:** July 4th celebration.  
**ADMINISTRATION:** President, Andrew C. Hanson; secretary, Herman D. Jensen; superintendent of concessions and commercial exhibit space, Henry Behr; superintendent of grounds, John Rund.

## Grant County Fair, Herman

**TOTAL ATTENDANCE:** Front gate, 8,000; paid admissions, 7,800 (approx.). Operated 2 days and 3 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Artists' Bureau, Art B. Thomas Shows. Cost of grandstand show, \$1,500. Total paid grandstand attendance, afternoon, 1,336; night, 1,222.  
**CARNIVAL:** Art B. Thomas Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,000; bleachers capacity, 200; half-mile race track; capacity of parking area, 1,000.  
**RACING:** 2 days of harness racing.  
**RECEIPTS:** Gate, \$2,544; grandstand, \$900; carnival, \$1,400.  
**AID, PREMIUMS:** State aid, \$1,500; county aid, \$500.  
**CHARGES:** Concession space outdoors, per front foot, \$2.  
**ADMINISTRATION:** President, Frank H. Kinsella; secretary, F. J. Haney.

## Houston County Agricultural Society, Caledonia

**TOTAL ATTENDANCE:** Front gate, approx. 21,000. Operated 3 days and nights.  
**WEATHER:** Good 2 days and 3 nights; rain 1 day.  
**GRANDSTAND ATTRACTIONS:** Booked thru Barnes-Carruthers; cost of grandstand show, \$2,125.  
**CARNIVAL:** Home State Shows.  
**PLANT FACILITIES:** Capacity of parking area, 10 acres.  
**RECEIPTS:** Gate, \$4,263.12; grandstand, \$1,251.53; concession space, \$2,599.86.  
**AID, PREMIUMS:** County aid, \$1,236.65.  
**CHARGES:** Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, \$5.  
**ADMINISTRATION:** President, William J. Daley; secretary, Ed. Zimmerhagl.

## Hubbard County Fair, Nevis

**TOTAL ATTENDANCE:** Front gate, 1,250; paid admissions, 1,093. Operated 3 days and 3 nights.  
**WEATHER:** Good 2 days and 2 nights; rain 1 day and 1 night.  
**GRANDSTAND ATTRACTIONS:** Borgan Players; trap shooting; fireworks; band concerts; baseball games.  
**CARNIVAL:** Nelson Shows.  
**RACING:** 1 night of fireworks.  
**RECEIPTS:** Gate, \$345; commercial exhibits, \$1,000; other sources, \$200.  
**AID, PREMIUMS:** State aid, \$1,500; other sources, \$200. Premiums paid out, \$800.  
**STILL DATES:** Baseball games, trap shooting.  
**ADMINISTRATION:** President, Peter Arrowood; secretary, Darwin L. Erickson; superintendent of attractions, concessions and publicity director, John A. Johnson; superintendent of grounds, Carl O. Johnson.

## Kanabec County Agricultural Society, Mora

**TOTAL ATTENDANCE:** Front gate, 7,278; paid admissions, 6,800. Operated 3 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** KSTP radio talent; local talent; cost of grandstand show, \$1,370.  
**CARNIVAL:** Roger Bros. Shows.  
**PLANT FACILITIES:** Grandstand capacity, 600; bleachers capacity, 100; half-mile race track; capacity of parking area, 20 acres.  
**RECEIPTS:** Gate, \$3,505.90; carnival, \$537; concession space, \$90.  
**AID, PREMIUMS:** County aid, \$400; other sources, \$700; premiums paid, \$1,984.35.  
**ADMINISTRATION:** President, John G. Erickson; secretary, Victor E. Elfstrom.

## Kandiyohi County Fair, Willmar

**TOTAL ATTENDANCE:** Front gate, 27,954; paid admissions, 13,656. Operated 4 days and 4 nights.  
**WEATHER:** Good 4 days and 3 nights; rain 1 night.  
**GRANDSTAND ATTRACTIONS:** Williams & Lee Attractions; fireworks; horse racing; band and drum corps entertainment. Cost of grandstand show, \$3,370. Total paid grandstand attendance, afternoon, 2,539; night, 4,398.  
**CARNIVAL:** W. J. Wolf Greater Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,550; bleachers capacity, 200; half-mile race track; capacity of parking area, 1,200.  
**RACING:** 2 days of harness racing; 1 night of fireworks.  
**RECEIPTS:** Gate, \$6,603; grandstand, \$2,948.50; carnival, \$1,432.49; commercial exhibits, \$1,187; concession space, \$2,100.96; other sources, \$2,736.28.  
**AID, PREMIUMS:** State aid, \$1,500; county aid, \$1,000; premiums paid, estimated, \$2,200.  
**CHARGES:** Concession space outdoors, per front foot, \$2.50; commercial exhibit space indoors, per front foot, \$2; farm machinery space, \$2 per front foot.  
**STILL DATES:** Annual horse show or rodeo in June.  
**ADMINISTRATION:** President, Wm. O. Johnson; secretary, Albert E. Thompson; superintendent of attractions, Arthur Kleven; superintendent of concessions, Frank Bednarz; superintendent of commercial exhibit space, Frank M. Burns; publicity director, Reuben Bengtson.

## Lake Ramsey County Agrl. Society, White Bear Lake

**TOTAL ATTENDANCE:** Front gate, approx. 22,500; paid admissions, 12,330. Operated 4 days and 4 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Society horse show; rodeo and circus; cost of grandstand show, \$3,150. Total paid grandstand attendance, 4,223.  
**CARNIVAL:** Wm. T. Collins.  
**PLANT FACILITIES:** Grandstand capacity, 1,200; half-mile race track; capacity of parking area, 500.  
**RACING:** 2 days of rodeo.  
**RECEIPTS:** Gate, \$2,252.17; grandstand, \$884.73; carnival, \$2,058.12; commercial exhibits, \$150; concessions, \$95; other sources, \$2,391.16.  
**AID, PREMIUMS:** State aid, \$338.75; county aid, \$2,000; other sources, \$1,189. Premiums paid out, \$1,795.75.  
**CHARGES:** Commercial exhibit space indoors, \$2.50 per front foot; farm machinery space, \$15 per lot.  
**STILL DATES:** Indoor hockey and skating; municipal recreation program; baseball; high school activities.  
**ADMINISTRATION:** President, Eddie Heckerath; secretary, R. Ferriman; superintendent of concessions, George Glevner; publicity director, Fred Strong.

## Lyon County Fair, Marshall

**TOTAL ATTENDANCE:** Front gate, approx. 15,000; paid admissions, 11,752. Operated 4 days and nights.  
**WEATHER:** Good 3 days and 4 nights; rain 1 day.  
**GRANDSTAND ATTRACTIONS:** Horse show; horse races; radio talent; vaudeville-type acts booked thru Williams & Lee; cost of grandstand show, \$3,600; total paid grandstand attendance, 5,852.  
**CARNIVAL:** Wm. T. Collins Shows.  
**PLANT FACILITIES:** Bleachers capacity, 2,000; half-mile race track; capacity of parking area, 15 acres.  
**RACING:** 2 days of harness racing.  
**RECEIPTS:** Gate, \$5,800; grandstand, \$1,465; carnival, \$2,200; other sources, \$3,000.  
**PREMIUMS:** Paid, \$1,515.  
**CHARGES:** Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$2 per front foot.  
**STILL DATES:** Rodeo; July 4th show.  
**ADMINISTRATION:** President, Will N. Nelson; secretary, F. J. Meade; publicity director, John Garberson.

**Martin County Fair, Fairmont**

TOTAL ATTENDANCE: Front gate, approx. 8,500; paid admissions, 7,072. Operated 2 days and 2 nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Acrobatic, musical and other acts booked thru Northwest Amusement Co., Minneapolis. Cost of grandstand show, \$2,000. Total paid grandstand attendance, afternoon, 1,328; night, 1,890.

CARNIVAL: Badger State Shows.  
PLANT FACILITIES: Grandstand capacity, 1,800; capacity of parking area, 900 cars.

RECEIPTS: Gate, \$2,970.24; grandstand, \$1,351.56; carnival, \$1,040.11; commercial exhibits, \$70; concession space, \$279.

AID, PREMIUMS: State aid, \$1,500; county aid, \$800. Premiums paid out, \$1,850.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$2.

ADMINISTRATION: President, D. N. Spee; secretary, A. P. Krahrmer.

**Minnesota State Fair, St. Paul**

TOTAL ATTENDANCE: Front gate, 302,693. Operated 10 days and nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Horse racing; auto races booked thru White & Sweeney; auto races booked thru John Sloan; Winkley Thrill Show; band tournament; revue booked thru Barnes-Carruthers; total paid grandstand attendance, afternoon, 178,431; night, 138,379.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, 12,000; bleachers capacity, 13,000; half-mile race track; capacity of parking area, 30,000 cars.

RACING: 4 days of harness racing; 4 days of big car races; 2 days of auto thrill show; 10 nights of fireworks.

PREMIUMS: Paid, \$81,048.03.

ADMINISTRATION: President, W. S. Moscrip; secretary, Raymond A. Lee; superintendent of attractions, Al Sheehan; superintendent of concessions and commercial exhibit space, Harry J. Frost; superintendent of grounds, E. H. Deemer; publicity director, Ray P. Speer.

**Morrison County Agricultural Society, Little Falls**

TOTAL ATTENDANCE: Front gate, 10,073. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Williams & Lee Co. talent. Cost of grandstand show, \$1,100. Total paid grandstand attendance, 3,430.

CARNIVAL: Raney United Shows.

PLANT FACILITIES: Grandstand capacity, 1,800; bleachers capacity, 500.

RECEIPTS: Gate, \$3,630.55; grandstand, \$1,076.60.

AID, PREMIUMS: State aid, \$1,500; other sources, \$1,200. Premiums paid out, \$2,041.55.

CHARGES: Concession space outdoors, per front foot, \$2.50.

STILL DATES: 4-H and Boy Scout activities; day and night baseball; night football.

ADMINISTRATION: President, Adolph Peterson; secretary, D. T. Sergeant.

**Mower County Fair and Upper Midwest Livestock Shows, Austin**

TOTAL ATTENDANCE: Front gate, approx. 75,000. Operated 6 days and 6 nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Horse show; thrill show; motorcycle races; auto races; horse races; musical revue booked thru Gus Sun. Cost of grandstand show, \$15,000. Total paid grandstand attendance, afternoon, 15,000; night, 20,000.

CARNIVAL: World of Today.  
PLANT FACILITIES: Grandstand capacity, 5,000; half-mile race track.

RACING: 1 day of harness racing; 1 day of big car auto races; 1 day of motorcycle races; 2 days of auto thrill show; 6 nights of fireworks.

RECEIPTS: Total, \$60,000.

AID, PREMIUMS: State aid, \$1,500. Premiums paid out, \$7,500.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot.

STILL DATES: Auto races; 4th of July celebration; swine shows; Ayrshire show; fox and mink show; boar sale.

ADMINISTRATION: President, N. V. Torgerson; secretary, P. J. Holand; superintendent of attractions, Ricnard Rahilly; superintendent of concessions, Cunnard Youngdahl; superintendent of commercial exhibit space, George Reppe; superintendent of grounds, Guy Wold.

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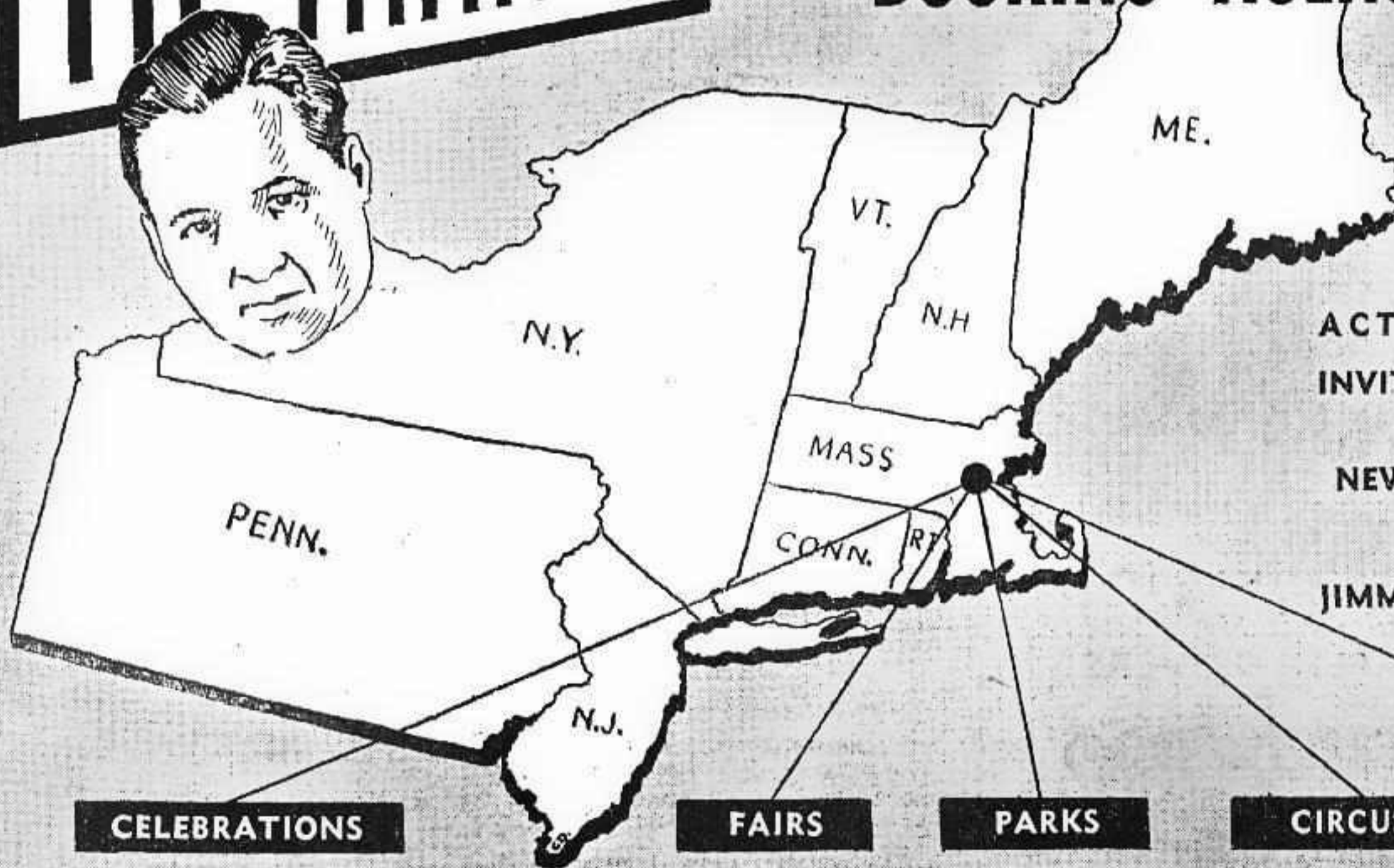
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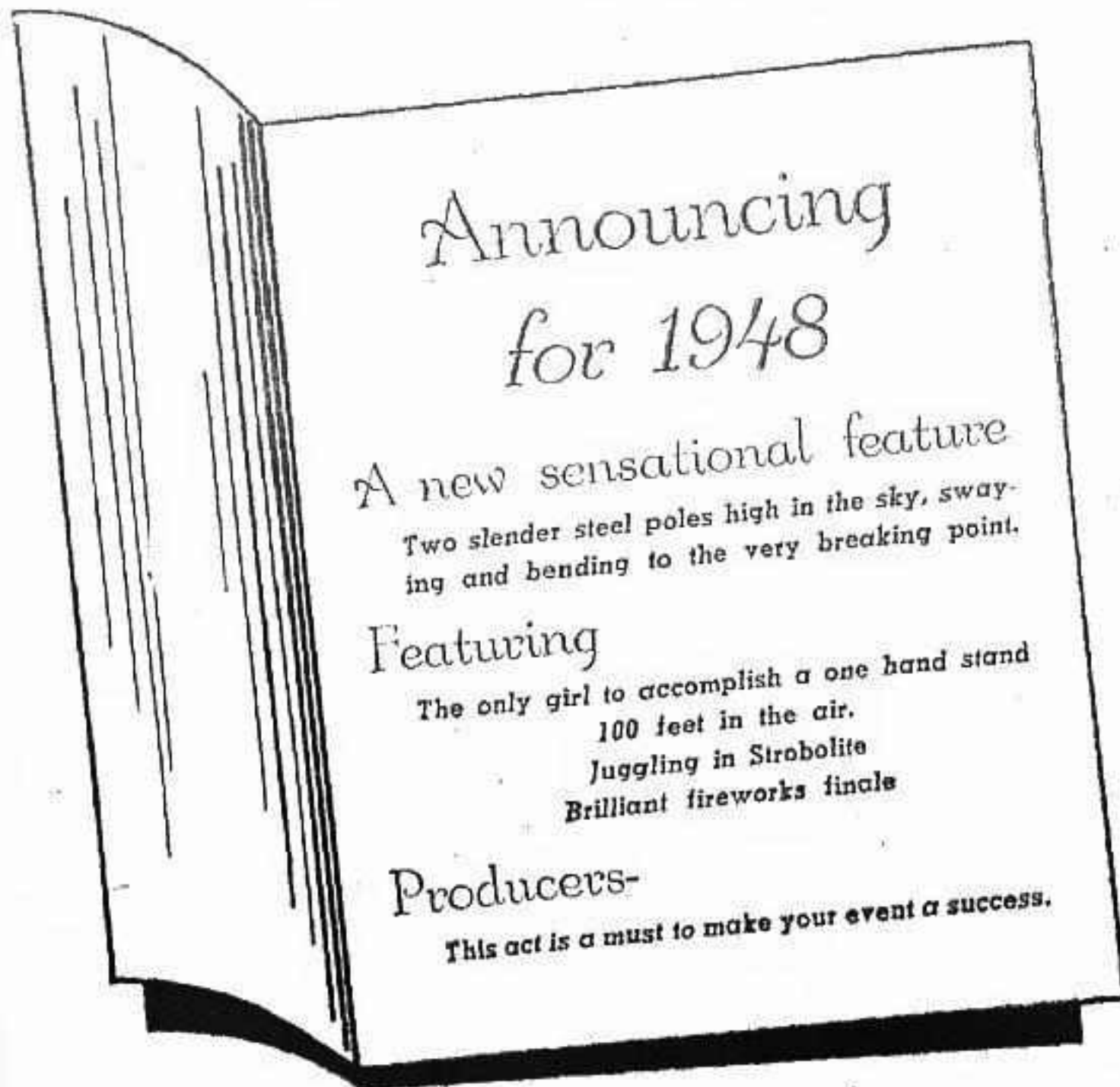
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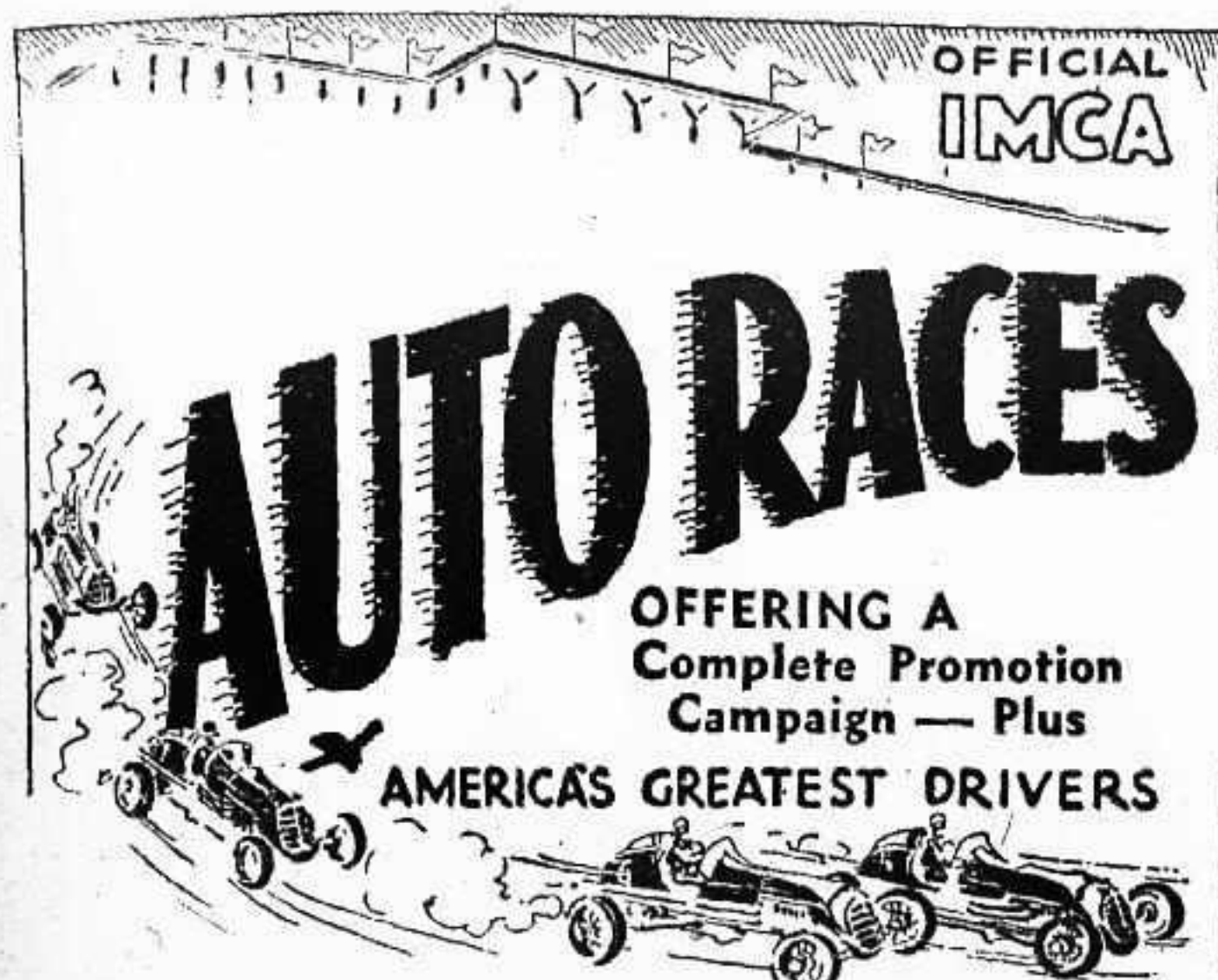
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Nicollet County Fair, St. Peter

TOTAL ATTENDANCE: Front gate, 10,000; paid admissions, 10,000 (both approx.). Operated 3 days and 3 nights.

WEATHER: Good 2 days and 3 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Horse parade; rodeo; Barnes-Carruthers Revue; parade of stars and acts; horse racing. Cost of grandstand show, \$4,600. Total paid grandstand attendance, afternoon, 4,000; night, 6,000.

CARNIVAL: Parkway. PLANT FACILITIES: Grandstand capacity, 1,800; bleachers capacity, 700; half-mile race track; capacity of parking area, 1,400.

RACING: 1 day of harness racing. RECEIPTS: Gate, \$4,975; grandstand, \$2,358.70; carnival, \$1,035; commercial exhibits, \$275; concession space, \$1,120; other sources, \$377.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,000; other sources, \$915.

CHARGES: Commercial exhibit space indoors, per foot, \$1; farm machinery space, \$10 and \$20.

ADMINISTRATION: President, Ernest Edoff; secretary, Dr. Roy A. Dean; publicity director, E. Hoffman; superintendent of concessions and commercial exhibit space, Hilton Miller; superintendent of grounds, Oscar Jacobson.

Otter Tail County Fair, Fergus Falls

TOTAL ATTENDANCE: Front gate, 24,000 (approx.); paid admissions, 13,584. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue and circus acts booked thru Gus Sun. Cost of grandstand show, \$3,000. Total paid grandstand attendance, afternoon, 2,708; night, 6,181.

CARNIVAL: Raney United Shows. PLANT FACILITIES: Grandstand capacity, 4,500; half-mile race track.

RACING: 1 day of motorcycle races; 2 nights of fireworks.

RECEIPTS: Gate, \$7,130.45; grandstand, \$3,767.20; carnival, \$2,952.01; commercial exhibits and concession space, \$1,350; other sources, \$2,242.23.

AID, PREMIUMS: State aid, \$1,550; county aid, \$300; other sources, \$50. Premiums paid out, \$2,833.77.

CHARGES: Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$15 and up per space; farm machinery space, \$15 and up.

ADMINISTRATION: President, Theo. M. Thompson; secretary, Knute Hanson.

Pope County Agricultural Society, Glenwood

TOTAL ATTENDANCE: Front gate, approx. 8,000; paid admissions, 7,183. Operated 3 days and 3 nights.

WEATHER: Good 1 day and 2 nights; cold 2 days and 1 night.

GRANDSTAND ATTRACTIONS: Gus Sun Revue; horse racing; Red River Valley Gang booked thru Hal E. Garvin, Minneapolis, Minn.; baseball games. Cost of grandstand show, \$2,170. Total paid grandstand attendance, afternoon, 1,548; night, 2,756.

CARNIVAL: Tri-State Amusement Co. PLANT FACILITIES: Grandstand capacity, 900; bleachers capacity, 300; half-mile race track.

RACING: 2 days harness racing.

RECEIPTS: Gate, \$3,500.75; grandstand, \$1,500.40; carnival, \$485; commercial exhibits, \$75; concession space, \$928.20.

AID, PREMIUMS: State aid, \$1,550; premiums paid out, \$1,620.50.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, \$15 per booth; farm machinery space, \$10.

ADMINISTRATION: President, C. O. Ettesvold; secretary, Gilman P. Gandrud; superintendent of attractions, concessions and commercial exhibit space, J. A. Leedahl.

Sibley County Agricultural Association, Arlington

TOTAL ATTENDANCE: Front gate, approx. 9,500; paid admissions, approx. 7,250. Operated 2 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Booked thru Barnes-Carruthers; cost of grandstand show, \$1,520; total paid grandstand attendance, afternoon, 1,225; night, 1,475.

CARNIVAL: Wolf Greater Shows. PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track; capacity of parking area, 1,000.

RACING: 2 days of harness racing; 1 day of motorcycle races; 1 day of auto thrill show; 1 night of fireworks.

RECEIPTS: Gate, \$3,100; grandstand, \$880; carnival, \$400; commercial exhibits, \$100; concession space, \$200.

AID, PREMIUMS: State aid, \$1,500; county aid, \$2,000; premiums paid, \$1,500. CHARGES: Concession space outdoor \$1.50 per front foot; commercial exhibit space indoors, \$1.50 per foot.

ADMINISTRATION: President, A. Sprengler; secretary, Louis Kill; superintendent of concessions, Hubert Pinski; superintendent of commercial exhibit space, Paul Schumann; superintendent of grounds, John Benning.

Steele County Free Fair and Minnesota Exposition, Owatonna

TOTAL ATTENDANCE: Front gate, 187,223, free. Operated 5 days and 1 night.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Ernie Young Revue; auto races booked thru Sweeney & White; Frank Winkley Thrill Show. Cost of grandstand show, \$7,000.

CARNIVAL: Goodman Wender Shows. PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 1,500; mile race track.

RACING: 2 days of big car auto races; 1 day of motorcycle races; 2 days of auto thrill show.

RECEIPTS: Grandstand, \$15,971.79; carnival, \$11,744.05; other sources, \$1,544.36.

AID, PREMIUMS: State aid, \$1,500; county aid, \$4,500; other sources, \$1,050. Premiums paid out, \$5,571.46.

ADMINISTRATION: President, Fred C. Johnson; secretary, Otto A. Schroeder; superintendent of concessions, C. A. Tincher; superintendent of grounds, John Utpadel; publicity director, Fritz Long.

Stevens County Agricultural Society, Morris

TOTAL ATTENDANCE: Not given. Operated 4 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts and revue booked thru Gus Sun. Cost of grandstand show, \$2,000.

CARNIVAL: Tri-State Amusement. PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 500; half-mile race track; capacity of parking area, 3 acres.

RACING: 2 days of harness racing; 2 days of running races.

RECEIPTS: Gate, \$4,200.36; grandstand, \$1,785.60; carnival, \$2,149; concession space, \$1,800.

AID, PREMIUMS: State aid, \$1,500; county aid, \$500; other sources, \$667.50. Premiums paid out, \$1,497.25.

CHARGES: Concession space outdoors, per front foot, \$2.50; commercial exhibit space indoors, 20 per cent commission.

STILL DATES: W. L. Collins Shows; Diamond Jubilee.

ADMINISTRATION: President, J. M. Heir; secretary, Louis Vinje; superintendent of grounds, Emil Mocklenburg.

Swift County Fair Assn., Appleton

TOTAL ATTENDANCE: Front gate, approx. 15,000; paid admissions, approx. 8,000. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue and acts by Barnes-Carruthers. Cost of grandstand show, \$2,200.

CARNIVAL: International. PLANT FACILITIES: Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 20 acres.

RECEIPTS: Gate, \$4,000; grandstand, \$1,800; carnival, \$1,215; commercial exhibits, \$100; concession space, \$100.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, \$10 a booth; farm machinery space, \$2.50 a spot.

ADMINISTRATION: President, Lester Evans; secretary, J. G. Anderson.

Wadena County Fair, Wadena

TOTAL ATTENDANCE: Front gate, 15,090; paid admissions, 13,090. Operated 5 days and 4 nights.

WEATHER: Good 3 days and 3 nights; rain 1 day and 1 night; cold and cloudy 1 day.

GRANDSTAND ATTRACTIONS: Revue booked thru Hal Goodman, Minneapolis; hillbilly show sponsored by American Legion; rodeo. Cost of grandstand show, \$1,200.

CARNIVAL: Wm. T. Collins. PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 10 acres.

RACING: 2 days of harness racing; 1 day of running races; 1 day of rodeo.

RECEIPTS: Gate, \$4,144.41; grandstand, \$1,737.28; carnival, \$2,224.14; commercial exhibits and concession space, \$4,193.19; other sources, \$2,632.40.

**AID, PREMIUMS:** State aid, \$1,549.50; county aid, \$100; other sources, \$1,627.50; premiums paid out, \$2,672.00.  
**CHARGES:** Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$1.25 per foot; farm machinery space, \$1 per foot.  
**STILL DATES:** Gypsy motorcycle meet.  
**ADMINISTRATION:** President, Art Mattie; secretary, Clyde E. Kelsey; superintendent of attractions, Miles Rowe; superintendent of grounds, C. B. Knutson; publicity director, Harry Davey.

**RECEIPTS:** Gate, \$1,900; grandstand, \$1,300; carnival, \$1,200; commercial exhibits, \$100; concession space, \$540; other sources, \$325.  
**AID, PREMIUMS:** State aid, \$1,550; county aid, \$100; other sources, \$2,200.  
**CHARGES:** Concession space outdoors, \$1.50 per front foot; commercial exhibit space indoors, \$10 per foot.  
**STILL DATES:** Rodeo.  
**ADMINISTRATION:** President, C. T. Crowley; secretary, Hubert Ransom.

**Waseca County Fair, Waseca**

**TOTAL ATTENDANCE:** Free front gate, approx. 10,000. Operated 4 days and 4 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** KSTP talent; home talent; Artists' Bureau show. Cost of grandstand show, approx. \$1,900.  
**CARNIVAL:** Badger State Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,500; bleachers capacity, 800; half-mile race track; capacity of parking area, 50 acres.  
**RACING:** 1 night of fireworks.  
**RECEIPTS:** Grandstand, \$1,875; carnival, \$1,102.30; commercial exhibits, \$100; concession space, \$295.50; other sources, \$300.  
**AID, PREMIUMS:** State aid, \$1,700; county aid, \$2,000. Premiums paid estimated at \$1,500.  
**CHARGES:** Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, \$10 a booth; farm machinery space, \$5 per 100 foot.  
**ADMINISTRATION:** President, B. J. Knauss; secretary, Judge Leon B. Sexton; superintendent of concessions, F. T. Madini.

**Winona County Agricultural and Industrial Fair Assn., St. Charles**

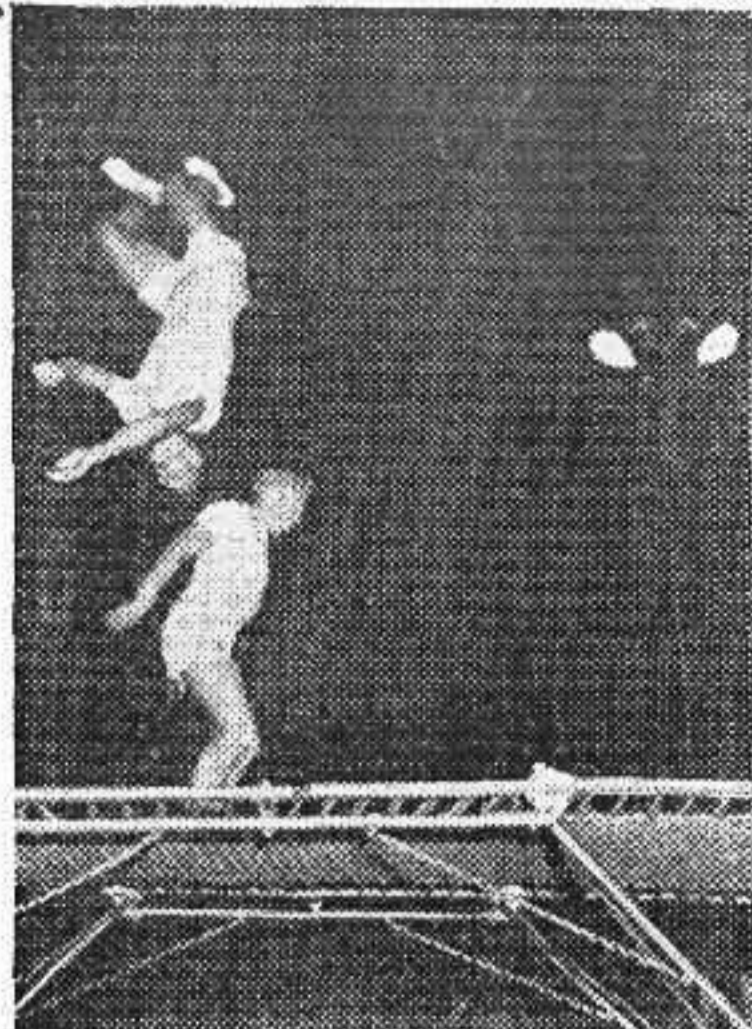
**TOTAL ATTENDANCE:** 22,000. Operated 3 days and 3 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** B. Ward Beam Thrill Show; Williams & Lee Attractions; harness races. Cost of grandstand show, \$2,500. Total paid grandstand attendance, afternoon, 2,200; night, 4,500.  
**CARNIVAL:** John Francis Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,200; half-mile race track.  
**RACING:** 2 days of harness racing; 1 day of running races; 1 day of auto thrill show.  
**RECEIPTS:** Gate, \$5,600; grandstand, \$3,000.

**Wright County Fair, Howard Lake**

**TOTAL ATTENDANCE:** Front gate, 11,560; paid admissions, 6,715. Operated 3 days and 3 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Show booked thru Artists' Bureau, Minneapolis. Cost of grandstand show, \$1,050.  
**CARNIVAL:** Rogers Bros.  
**PLANT FACILITIES:** Grandstand capacity, 1,800; half-mile race track; capacity of parking area, 5 acres.  
**RACING:** 1 day of harness racing; 1 day of running races; 1 day of midget car auto races; 1 day of motorcycle races.  
**RECEIPTS:** Gate, \$2,820.30; grandstand, \$1,641.07; carnival, \$830; commercial exhibits, \$220; concession space, \$714.59; other sources, \$4,148.25.  
**AID, PREMIUMS:** State aid, \$1,498.05; county aid, \$1,250. Premiums paid out, \$2,632.65.  
**CHARGES:** Concession space outdoors,

**Watwan County Fair Assn., St. James**

**TOTAL ATTENDANCE:** Front gate, approx. 8,500; paid admissions, approx. 6,500. Operated 3 days and 3 nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Booked thru Barnes-Carruthers. Cost of show, \$1,200. Total paid grandstand attendance, afternoon, 3,800; night, 2,500.  
**CARNIVAL:** Wm. T. Collins.  
**PLANT FACILITIES:** Grandstand capacity, 1,600; half-mile race track; capacity of parking area, 1,500 cars.  
**RACING:** 2 days of harness racing; 2 days of running races.



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LOVELAND, OHIO

per front foot, \$1; commercial exhibit space indoors, per foot, \$2.50; farm machinery space, \$1.

STILL DATES: July 4th celebration.

ADMINISTRATION: President, J. Mayne; secretary, P. L. Eddy.

### MISSISSIPPI

#### George County Fair, Lucedale

TOTAL ATTENDANCE: Front gate, free, approx. 6,000. Operated 2 days and 2 nights.

WEATHER: Good.

CARNIVAL: Rogers & Powell Shows.

PLANT FACILITIES: Capacity of parking area, 3 acres.

RECEIPTS: Carnival, \$170; concession space, \$180.

AID, PREMIUMS: Miscellaneous sources, \$900.

CHARGES: Concession space outdoors, \$5 per concession.

ADMINISTRATION: President, B. J. Hilburn; secretary, J. L. Singley; superintendent of commercial exhibit space, Jack Huff.

#### Mississippi A. and I. State Fair, Jackson

TOTAL ATTENDANCE: Front gate, approx. 325,000, free. Operated 6 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Barnes-Carruthers State Fair Revue; total paid grandstand attendance, night, 28,014.

CARNIVAL: Cavalcade of Amusements.

PLANT FACILITIES: Grandstand capacity, 4,500; bleachers capacity, 1,000; capacity of parking area, 5 acres.

RECEIPTS: Grandstand, \$30,203.85; carnival, \$31,571.39; commercial exhibits, \$3,865; concession space, \$9,946.25.

PREMIUMS: Paid, \$18,000.

CHARGES: Concession space outdoors, \$15 per front foot; commercial exhibit space indoors, \$6 per foot; farm machinery space, \$2.50.

STILL DATES: Carnival; circuses.

ADMINISTRATION: Secretary, J. M. Dean; superintendent of concessions, I. C. Collier; superintendent of grounds, J. W. Pierce; publicity director, Larry Davis.

#### Mississippi-Alabama Fair and Dairy Show, Tupelo

TOTAL ATTENDANCE: Front gate, approx. 109,000. Operated 5 days and 5 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: E. R. Braly Circus Attractions; State Beauty Contest. Cost of grandstand show, \$5,000.

CARNIVAL: Cavalcade of Amusements.

PLANT FACILITIES: Grandstand capacity, 5,000; bleachers capacity, 5,000; capacity of parking area, 2,500.

RACING: Days of rodeo, 2; nights of fireworks, 3.

RECEIPTS: Gate, \$23,000; grandstand, \$6,000; carnival, \$12,500; commercial exhibits, \$650; concession space, \$1,750; other sources, \$2,000 (all approx.).

AID, PREMIUMS: State aid, \$1,500; premiums paid out, \$15,000.

CHARGES: Concession space outdoors, per front foot, \$5; commercial exhibit space indoors, per foot, \$2.50; farm machinery space, \$2.50.

ADMINISTRATION: President, J. M. Savery; treasurer, W. A. Spight; superintendent of attractions, L. G. Millam Sr.; superintendent of concessions, J. M. Savery; publicity director, Albert Freeman.

#### Old Natchez Territory Fair, Natchez

TOTAL ATTENDANCE: Not given. Operated 6 days and 6 nights.

WEATHER: Fair.

PLANT FACILITIES: Grandstand capacity, 900; bleachers capacity, 500.

RECEIPTS: Carnival, \$350.

AID, PREMIUMS: State aid, \$350; county aid, \$500; other sources, \$1,800.

STILL DATES: Circus and horse shows.

ADMINISTRATION: C. J. Barry, manager.

#### Yazoo County Fair, Yazoo City

TOTAL ATTENDANCE: Front gate, 24,683; paid admissions, 24,310. Operated 6 days and nights.

WEATHER: Good 6 days; cold 6 nights.

CARNIVAL: Wallace Bros. Shows.

PLANT FACILITIES: Capacity of parking area, 300 cars.

RECEIPTS: Gate, \$2,963; carnival, \$1,857; commercial exhibits, \$250; other sources, \$1,500.

AID, PREMIUMS: County aid, \$300; city aid, \$300; premiums paid, \$1,893.50.

CHARGES: Commercial exhibit space indoors, \$3 per foot; farm machinery space, \$2.50.

STILL DATES: Spring Festival; minstrels; circuses; other tented attractions.

ADMINISTRATION: President, F. H. Jenne; secretary, W. A. Steinriede; vice-president and general manager, J. N. Ballard; publicity director, W. Miles Hamel.

### MISSOURI

#### Greater St. Louis Fair and Exposition, St. Louis

TOTAL ATTENDANCE: Front gate, approximately 300,000. Operated 10 days and 10 nights.

WEATHER: Good.

CARNIVAL: J. J. Jones Exposition.

CHARGES: Concession space outdoors, per front foot, \$10; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$10.

ADMINISTRATION: President and general manager, Vernon M. Hoff; publicity director, Joed Van Pelt.

#### Hickory County Free Fair, Hermitage

TOTAL ATTENDANCE: Front gate, approximately 9,000. Free. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Rodeo; horse show; Wild West show, etc.

PLANT FACILITIES: Capacity of parking area, 2,000 cars.

AID, PREMIUMS: State aid, \$175; county aid, \$250.

ADMINISTRATION: President, Mont Mitchell; secretary, Raymond Meador; superintendent of attractions, M. F. Taylor.

#### Lamar Farm and Industrial Exposition, Lamar

TOTAL ATTENDANCE: Not given; free. Operated 3 days and 3 nights.

WEATHER: Good 2 days and 2 nights; rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Hi-Jinks on Rollers and Harris Brothers booked thru J. C. Michaels Attractions, Kansas City, Mo. Cost of grandstand show, \$500.

CARNIVAL: Jayhawk Amusement Company.

RECEIPTS: Carnival, \$480; commercial exhibits, \$124.50; concession space, \$180.

#### Missouri State Fair, Sedalia

TOTAL ATTENDANCE: Front gate, 305,624. Operated 8 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Stage revue and acts, thrill show, horse show.

CARNIVAL: Cavalcade of Amusements.

PLANT FACILITIES: Grandstand capacity, 7,000; bleachers capacity, 2,000; one-mile race track.

RACING: 5 days of harness racing, 2 days of big car races, 1 day of motorcycle races, 1 night of auto thrill show; 7 nights of fireworks.

#### Osage County Fair, Linn

TOTAL ATTENDANCE: Not given, free. Operated 2 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Horse show.

PLANT FACILITIES: Grandstand capacity, 300. Capacity of parking area, 3 acres.

RACING: Two nights of running races.

AID, PREMIUMS: State aid, \$225; county aid, \$550; premiums paid out, \$1,000.

CHARGES: Concession space outdoors, \$25; farm machinery space, \$25.

STILL DATES: Dance, registered cattle sales, ball games.

ADMINISTRATION: President, Doc Stormer; secretary, Walter P. Niedlays.

#### Ozark Empire District Fair, Springfield

TOTAL ATTENDANCE: Front gate, 166,480; paid admissions, 162,000. Operated 7 days and 7 nights.

WEATHER: Good 4 days and 5 nights; rain 1 night; hot 3 days and 1 night.

GRANDSTAND ATTRACTIONS: Thrill show and motorcycle races booked thru Frank Winkley; John Sloan's auto races; revue and acts booked thru Boyle Woolfolk. Total paid grandstand attendance, afternoon, 23,674; night, 20,326.

CARNIVAL: Victory Exposition Shows.

PLANT FACILITIES: Grandstand capacity, 3,800; bleachers capacity, 3,000.

Half-mile race track; capacity of parking area, 5,000 cars.

RACING: 4 days running races; 2 days big car auto races; 1 day of motorcycle

faces; 2 nights of auto thrill show; 5 nights of fireworks.

RECEIPTS: Gate, \$30,647.48; grandstand, \$27,824.30; carnival, \$5,835.50; commercial exhibits and concession space, \$16,197.58; other sources, \$30,516.78.

AID, PREMIUMS: State aid, \$5,143.03; county aid, \$1,000. Premiums paid out, \$13,726.19.

CHARGES: Concession space outdoors, \$4 to \$6 per front foot; commercial exhibit space indoors, \$25 to \$75 per space; farm machinery space, \$1 per foot.

STILL DATES: Motorcycle races, big car auto races, midget auto races, horse shows, world championship rodeo, circus, kennel shows, etc.

ADMINISTRATION: President, H. Frank Fellows; secretary-manager, G. B. Boyd; assistant to manager, Dorothy J. Dickman; superintendent of concessions and commercial exhibit space, M. R. Walshe; superintendent of grounds, Hans Weatherman; publicity director, Eddie Bass.

### Prairie Home Fair, Prairie Home

TOTAL ATTENDANCE: No amount given; free. Fair operated 2 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Rides and concessions.

CARNIVAL: Kansas City.

PLANT FACILITIES: Grandstand capacity, 230; half-mile race track; capacity of parking area, 200 cars.

RACING: 1 day of big-car automobile races, 1 day of automobile thrill show.

RECEIPTS: Parking, \$200; concession space, \$400.

AID, PREMIUMS: State aid, \$176.82; county aid, \$100; other sources, \$200. Premiums paid out, \$700.

ADMINISTRATION: President, M. H. Lohse; secretary, Dr. A. L. Meredith; superintendent of attractions and concessions, A. W. Bodamer.

### Putnam County Agricultural Show, Unionville

TOTAL ATTENDANCE: Front gate, approximately 13,000. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Radio talent, various acts.

CARNIVAL: Rainbow Shows.

PLANT FACILITIES: Capacity of parking area, 5 acres.

RECEIPTS: Gate, \$3,300; carnival, \$150; commercial exhibits, \$400; concession space, \$250; other sources, \$2,300.

AID, PREMIUMS: State aid, \$700; other sources, \$2,300; premiums paid out, \$1,900.

CHARGES: Commercial exhibit space indoors, \$1.20 per foot; farm machinery space, 60 cents.

STILL DATES: Feeder calf sale, county bull sale.

ADMINISTRATION: President, Wayne Norman; secretary, Marple S. Wyckoff; superintendent of attractions, Don Melton; superintendent of commercial exhibit space, Don Reisaard; superintendent of grounds, John Jones; publicity director, Paul Melton.

### Randolph County Fair Assn., Inc., Moberly

TOTAL ATTENDANCE: Undetermined. Operated 4 days and 5 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Horse show, rodeo.

CARNIVAL: Victory Exposition Shows.

PLANT FACILITIES: Grandstand capacity, 3,300; capacity of parking area, 1,000 cars.

RACING: 3 days of rodeo.

RECEIPTS: Gate, \$2,302.10; grandstand, \$8,505.36; carnival, \$1,392.61; commercial exhibits, \$790; concession space, \$428; other sources, \$3,249.89.

AID, PREMIUMS: State aid, \$873.36; county aid, \$225; other sources, \$1,997.34. Premiums paid out, \$3,028.

CHARGES: Concession space outdoors, \$1.50 per front foot; commercial exhibit space indoors \$2.50 per foot; farm machinery space \$4.

ADMINISTRATION: President, Claud Bledsoe; secretary, J. C. Patterson; superintendent of attractions, Charles W. Green, superintendent of commercial exhibit space, Donald Barnes; superintendent of grounds, Jim Slaughter; publicity director, L. W. Hardy.

### Tri-County Fair and Livestock Show, Mountain Grove

TOTAL ATTENDANCE: Front gate, approximately 40,000; paid admissions, 23,844. Operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Horse

show, livestock exhibits, free acts. Cost of grandstand show, \$250.

CARNIVAL: Pauls Amusement Company.

PLANT FACILITIES: Grandstand capacity, 1,300.

RECEIPTS: Gate, \$2,384.40; carnival, \$812; commercial exhibits, \$350; concession space, \$80.

AID, PREMIUMS: Various sources, \$1,500.

ADMINISTRATION: President, B. F. Richardson; secretary, Ralph G. Archer.

### Vernon County 4-H and F. F. A. Fair, Nevada

TOTAL ATTENDANCE: Front gate, estimated 20,000 free. Operated 2 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: White Horse Ranch Show. Cost of grandstand show, \$700. Total grandstand attendance, afternoon, 1,000; night, 18,000.

PLANT FACILITIES: Grandstand capacity, 10,000.

RECEIPTS: Commercial exhibits, \$250; concession space, \$250; other sources, \$5,000.

AID, PREMIUMS: Premiums paid out, \$1,500.

CHARGES: Concession space outdoors, \$1 per front foot; farm machinery space, \$25.

STILL DATES: Carnivals; saddle club.

ADMINISTRATION: President, J. O. Morrison; secretary, Jane Runyon; superintendent of attractions and concessions, H. L. Perkins; superintendent of grounds, Clyde Seaton; publicity director, Dr. E. B. Wray.

## MONTANA

### Central Montana Fair, Lewistown

TOTAL ATTENDANCE: Front gate, 4,641. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Ernie Young Revue, various circus and vaudeville type acts. Cost of grandstand show, \$2,600.

CARNIVAL: Northern Exposition Shows.

PLANT FACILITIES: Grandstand capacity, 1,152; bleachers capacity, 1,200.

RACING: 3 days of harness racing; 5 nights of fireworks.

RECEIPTS: Bleachers, \$1,890; grandstand, \$4,520.10; box seats, \$432; parking, \$509; carnival, \$1,738; concession space, \$955.37; other sources, \$5,504.93.

CHARGES: Concession space outdoors, \$6 per front foot; farm machinery space, \$2 a front foot, with a minimum of 25 feet.

STILL DATES: Local rodeo and saddle club round-up.

ADMINISTRATION: President, C. W. Cooley; secretary, Henry J. Otten; general superintendents, Paul Fishburn, Matt Reichmuth and Fred Selleck.

### Chouteau County Fair, Fort Benton

TOTAL ATTENDANCE: Front gate, estimated 1,800; paid admissions, 4,495. Operated 2 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Night show and free acts, afternoons, booked by Boyle-Woolfolk Agency, Chicago; rodeo, local talent. Cost of grandstand show, \$2,300. Total paid grandstand attendance, afternoon, 1,212; night, 1,310.

CARNIVAL: Greater Fairway Shows.

PLANT FACILITIES: Grandstand capacity, 931; bleachers capacity, 300; half-mile race track; capacity of parking area, 1,500.

RACING: 2 days of running races, 2 days of rodeo, 2 nights of fireworks.

RECEIPTS: Gate, \$1,495; grandstand, \$2,156; carnival, \$893; commercial exhibits, \$20; concession space, \$87; other sources, \$105.

AID, PREMIUMS: County aid, \$1,600. Premiums paid out, \$1,200.

CHARGES: Concession space outdoors, per front foot, \$2; commercial space indoors, per foot \$2; farm machinery space, \$1.

STILL DATES: July 4 celebration sponsored by local veterans' groups.

ADMINISTRATION: President, Ed C. Fuller; secretary, G. C. Schmidt Jr.; superintendent of attractions, William A. Meeks; superintendent of grounds, Harley Hurd; superintendent of concessions and commercial exhibit space and publicity director, Joel R. Overholser.

(Continued on page 72)

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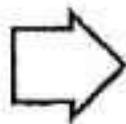
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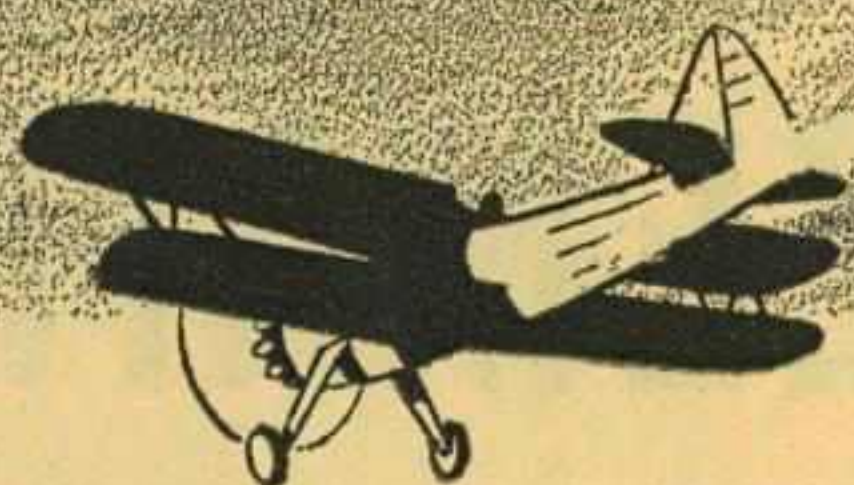
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General Manager

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**HARRY MYERS**  
Manager



**LOUIS LEOS**  
Secretary-Treasurer

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Agent & Business Manager

# WEST COAST AMUSEMENT CO.

291 Sixth Avenue

San Francisco, Calif.

WEATHER: Good 1 day and 1 night; windy and dusty 2 days and nights.

**GRANDSTAND ATTRACTIONS:** Parades, circus and vaudeville type acts booked thru Wilbur, Truex & Drake; Jimmie Lynch Death Dodgers; WLBW radio talent. Cost of grandstand show, \$3,358.99.

**CARNIVAL:** Twentieth Century Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; bleachers capacity, 1,000; half-mile race track; capacity of parking area 18 acres.

**RACING:** 1 day of automobile thrill show.

**RECEIPTS:** Gate, \$1,374; grandstand, \$4,497.35; carnival, \$1,358.74; commercial exhibits, \$953; other sources, \$408.50.

**AID, PREMIUMS:** County aid, \$4,000; other sources, \$1,300. Premiums paid, \$2,489.45.

**CHARGES:** Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$15 and \$25 per booth; farm machinery space, \$2 per front foot.

**STILL DATES:** Circuses.

**ADMINISTRATION:** President, H. F. Brandt; secretary, J. M. Quackenbush; superintendent of attractions, R. W. Trefz; superintendent of concessions, Orville Glass; superintendent of commercial exhibit space, Mrs. Edith Walker; publicity directors, E. M. Marvin and B. R. Rothenburger.

Walter O'Nele; superintendent of commercial exhibit space, George Hedges.

## Morrill County Fair, Bridgeport

**TOTAL ATTENDANCE:** Front gate, 6,376; paid admissions, 4,448. Operated 8 days and 3 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Rodeo; stage show; horse show. Cost of grandstand show, \$950. Total paid grandstand attendance, afternoon, 2,961; night, 1,487.

**CARNIVAL:** L. R. Leerlight Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,000; bleachers capacity, 1,500; half-mile race track; capacity of parking area, 160 acres.

**RACING:** 2 days of rodeo.

**RECEIPTS:** Grandstand, \$2,713.50; carnival, \$500; other sources, \$750.

**AID, PREMIUMS:** County aid, \$2,000. Premiums paid, \$690.

**CHARGES:** Concession space outdoors, per front foot, \$1.

**ADMINISTRATION:** President, Allan Atkins; secretary, J. Cedric Conover; superintendent of attractions, G. B. Allhouse; superintendent of concessions, C. N. Clemens; superintendent of grounds, Francis Serivoris; publicity director, J. Cedric Conover.

## Gosper County Free Fair, Elwood

**TOTAL ATTENDANCE:** Front gate, 4,000 (approx.). Free. Operated 3 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Acts booked thru Williams & Lee.

**CARNIVAL:** Silver States Shows.

**RECEIPTS:** Carnival, \$200.

**AID, PREMIUMS:** County aid, \$2,300. Premiums paid out, \$1,200.

**ADMINISTRATION:** President, George T. Burt; secretary, M. R. Morgan.

## Nance County Fair, Fullerton

**TOTAL ATTENDANCE:** Front gate, estimated 12,000. Free. Operated 3 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Stage revue booked thru Tom Drake Agency, Kansas City, Mo.; dance orchestra; Zogl & Company; fireworks. Cost of grandstand show, \$3,035. Total paid grandstand attendance, afternoon, 1,723; night, 3,927.

**CARNIVAL:** Davis United Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,200; bleachers capacity, 1,000; capacity of parking area, over 4 acres.

**RECEIPTS:** Grandstand, \$2,434.25; carnival, \$163.50; concession space, \$510.35; other sources, \$785.50.

**AID, PREMIUMS:** County, \$2,000. Premiums, approximately \$800.

**CHARGES:** Concession space outdoors, per front foot, \$1; farm machinery space, 50 cents per foot.

**ADMINISTRATION:** President, Art Umbarger; secretary, E. M. Black; superintendent of attractions, Col. B. L. Anderson; superintendent of concessions, F. R. Whitney; superintendent of grounds, Willis Bell; publicity director, E. M. Black.

## Harlan County Junior Fair, Orleans

**TOTAL ATTENDANCE:** Not given. Fair operated 3 days and 3 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Home talent, amateurs.

**CARNIVAL:** Collins Shows.

**RECEIPTS:** Miscellaneous sources, \$2,000.

**AID, PREMIUMS:** Miscellaneous sources, \$1,383.71.

**ADMINISTRATION:** President, Elam Peterson; secretary, W. A. Lennemann.

## Jefferson County Fair, Fairbury

**TOTAL ATTENDANCE:** Not given. Fair operated 3 days and 4 nights.

**WEATHER:** Good 2 days and 1 night; rain 1 day and 2 nights; cold or cloudy 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** J. C. Michaels attractions. Cost of grandstand show, \$1,275. Total paid grandstand attendance, afternoon, 1,700; night, 2,000.

**CARNIVAL:** Collins United Rides.

**PLANT FACILITIES:** Grandstand capacity, 1,600; bleachers capacity, 400. Half-mile race track.

**RACING:** 3 days of running races.

**RECEIPTS:** Grandstand, \$1,680; carnival, \$160; concession space, \$100; other sources, \$132.

**AID, PREMIUMS:** County aid, \$1,700; other sources, \$399.20. Premiums paid out, \$1,475.

**ADMINISTRATION:** President, C. B. Calloway; secretary, J. W. Winslow; superintendent of concessions, Edward A. Howe; superintendent of grounds, J. W. Winslow; publicity director, Elmer Sasse.

## Nebraska State Fair, Lincoln

**TOTAL ATTENDANCE:** Front gate, 225,000. Operated 7 days and 6 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Jimmie Lynch Thrill Show, auto races, revue and acts booked thru Barnes-Carruthers. Total paid grandstand attendance, 98,560.

**CARNIVAL:** Hennies Bros.' Shows.

**PLANT FACILITIES:** Grandstand capacity, 14,000; half-mile race track; capacity of parking area, 120 acres.

**RACING:** 4 days of harness racing, 2 days of big car races, 1 day of auto thrill show.

**CHARGES:** Concession space outdoors, \$1 to \$7 per front foot; commercial exhibit space indoors, \$15 to \$75 per space; farm machinery space, \$1 per running foot.

**STILL DATES:** Auto racing, motorcycle racing, wrestling, horse show, Shrine Circus, kennel show.

**ADMINISTRATION:** President, A. A. Russell; secretary, Edwin Schultz; superintendent of grounds, Harry Doran.

## Platte County Mid-Nebraska 4-H Fair, Columbus

**TOTAL ATTENDANCE:** Free gate. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Jimmie Lynch Death Dodgers; acts booked thru Barnes-Carruthers. Cost of grandstand show, \$3,800. Total paid grandstand attendance, afternoon, 2,670; night, 7,000.

**CARNIVAL:** Midwest Exposition.

**PLANT FACILITIES:** Grandstand capacity, 500; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 1,000 to 1,500 cars.

**RECEIPTS:** Grandstand, \$5,000; carnival, \$600; commercial exhibits, \$200; concession space, \$150.

## Richardson County Free Fair, Humboldt

**TOTAL ATTENDANCE:** Front gate, approx. 30,000. Free. Operated 3 days and 4 nights.

**WEATHER:** Good 3 days and 3 nights; rain 1 night.

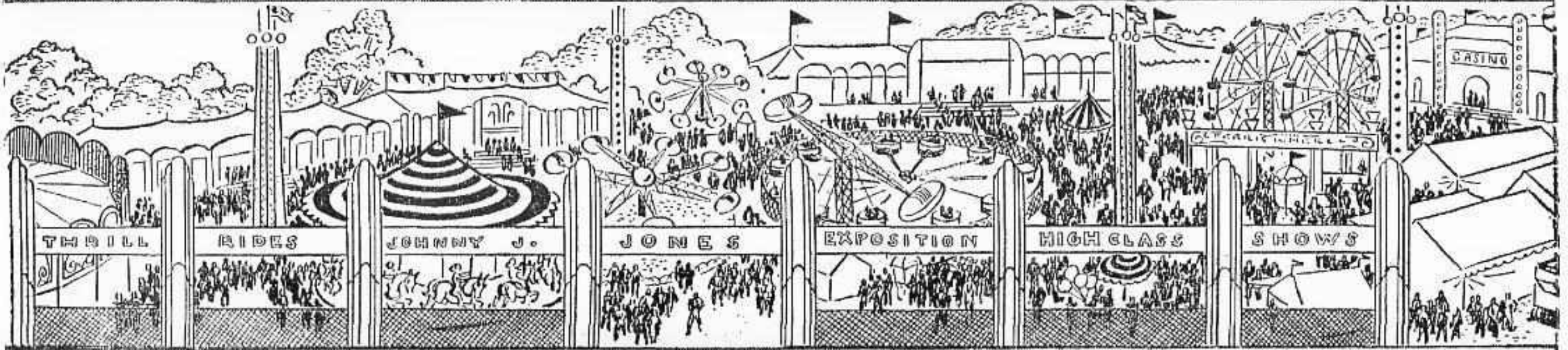
**GRANDSTAND ATTRACTIONS:** Booked

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• CLYDE BEATTY IN PERSON

• GENE AUSTIN AND HIS "My Blue  
 Heaven Revue"

• THE GREAT WALLEDA CIRCUS

*Unfolding in 1948 the Newest Attractions and Innovations of the Amusement World*

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**MIGHTY MONARCH OF THE TENTED WORLD**

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1948



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*"Holiday Greetings to All Our Friends"*

**BIGGER AND BETTER EVERY YEAR**

12 MAJOR RIDES — 5 KIDDIE RIDES — 10 MAMMOTH TENTED THEATRES  
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Spots. Concessionaires, Contact Us Early.

**SEASON OPENS APRIL 1st, 1948**

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#### and CELEBRATION COMMITTEES

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WE RESPECTFULLY REFER YOU TO THE FOLLOWING:

- Cambria County Fair, Ebensburg, Pa.
- South Boston Fair, South Boston, Va.
- Allegheny County Fair, Covington, Va.
- Carlisle Fair, Carlisle, Pa.
- Lynchburg County Fair, Lynchburg, Va.
- Golden Belt Five-County Fair, Henderson, N. C.
- Robeson County Fair, Lumberton, N. C.
- Lancaster County Fair, Lancaster, S. C.
- Charleston County Fair, Charleston, S. C.
- Flower and Horse Show, Alexandria, Va.
- Founders' Week Celebration, Philadelphia, Pa.
- Elks' Annual Celebration, Newark, N. J.
- And Hundreds of Others.

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- SAM E. PRELL, Owner and General Manager
- JOSEPH PRELL, Secretary-Treasurer
- BENNETT W. PRELL, Purchasing Manager
- PATRICK J. FINNERTY, Business Manager
- ALLAN A. TRAVERS, General Representative
- ABE R. PRELL, Supt. of Transportation
- WHITEY HEWITT, Lot Supt. and Chief Builder
- MACK KLEIN, Chief Electrician
- JOE HOLLANDER, Chief Mechanic
- CARL PETERSON
- CHARLES GUTTERMUTH } Assistant Mechanics



CONTACT OR WRITE: SAMUEL E. PRELL, Gen. Mgr.

Permanent Address: 216 CUSTER AVE., NEWARK, NEW JERSEY

(Phone: Waverly 3-0436)

thru Williams & Lee. Cost of grandstand show, \$1,200.

**CARNIVAL:** Hale's Rides.  
**PLANT FACILITIES:** Grandstand capacity, 10,000.

**AID, PREMIUMS:** State aid, \$350; county aid, \$4,000; other sources, \$1,600. Premiums paid, \$1,400.

**STILL DATES:** Livestock sales.  
**ADMINISTRATION:** President, F. M. Boss; secretary, L. E. Watson; superintendent of attractions, Henry Kruese; superintendent of concessions, John Cooper; publicity director, Frank J. Rist.

#### Thayer County Fair, Dasher

**TOTAL ATTENDANCE:** Front gate, 29,300; paid admissions, 21,314. Operated 3 days and 4 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Radio talent; circus type acts; thrill show; musical revue booked thru Col. Wilbur of Omaha. Cost of grandstand show, \$3,450. Total paid grandstand attendance, afternoon, 5,116; night, 12,206.

**CARNIVAL:** Silver States Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,000; bleachers capacity, 500. Half-mile race track; capacity of parking area, 2,000 cars.

**RACING:** 1 day auto thrill show.  
**RECEIPTS:** Gate, \$4,235; grandstand, \$3,348; carnival, \$1,125; commercial exhibits, \$300; concession space, \$150.

**AID, PREMIUMS:** County aid, \$2,500; other sources, \$400. Premiums paid out, \$2,100.

**CHARGES:** Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per foot, \$2.

**ADMINISTRATION:** President, H. B. Rossmiller; secretary, E. J. Grupe.

#### Thurston County Fair, Walthill

**TOTAL ATTENDANCE:** Front gate, approx., 9,000; paid admissions, approx., 9,000. Fair operated 3 days and nights.

**WEATHER:** Good 3 days and 2 nights; rain 1 night.

**GRANDSTAND ATTRACTIONS:** Circus acts and revue furnished by Gus Sun. Cost of grandstand show, \$2,500. Total paid grandstand attendance, 5,500.

**PLANT FACILITIES:** Grandstand capacity, 2,000; half-mile race track.

**RECEIPTS:** Gate, \$3,500; grandstand, \$2,000; concession space, \$1,200; other sources, \$2,500.

**AID, PREMIUMS:** Miscellaneous, \$1,000.  
**CHARGES:** Concession space outdoors, \$2 per front foot.

**STILL DATES:** Rodeo; circus.  
**ADMINISTRATION:** President, R. A. Phillips; secretary, Alred W. Parin; superintendent of concessions, E. G. Conger.

#### Valley County Fair, Ord

**TOTAL ATTENDANCE:** Front gate, approx. 6,000. Operated 3 days and nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Auto races; midget car races; local talent shows; cost of grandstand show, \$6,000; total paid grandstand attendance, afternoon, 3,000; night, 2,000.

**CARNIVAL:** W. S. Curl Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; bleachers capacity, 800; half-mile race track; capacity of parking area, 1,000 cars.

**RACING:** 2 days of big car races; 2 days of midget auto races.

**RECEIPTS:** Gate, \$2,636.43; grandstand, \$6,746.93; carnival, \$200; concession space, \$150.

**AID, PREMIUMS:** County aid, \$2,000; premiums paid, \$2,083.

**STILL DATES:** July 4 celebration.  
**ADMINISTRATION:** President, R. Clare Clement; secretary, Ed. Armstrong; superintendent of concessions, John Koll; superintendent of grounds, Corwin Cummins.

#### Washington County Fair, Arlington

**TOTAL ATTENDANCE:** Front gate, 8,000. Free. Operated 3 days and 3 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Baseball; entertainment and revue partly booked thru Colonel Wilbur, Omaha, and partly independently. Cost of grandstand show, \$3,501. Total paid grandstand attendance, afternoon, 2,587; night, 1,917.

**PLANT FACILITIES:** Grandstand capacity, 1,500; bleachers capacity, 500. Capacity of parking area, 2,000.

**RECEIPTS:** Grandstand, \$4,432; concession space, \$498; other sources, \$450.

**AID, PREMIUMS:** County aid, \$2,000. Premiums paid out, \$2,000.

**CHARGES:** Concession space outdoors, per front foot, \$2 and \$1.50. Farm machinery space, free.

**STILL DATES:** Public dances May to September 20; semi-pro baseball, September 21.

**ADMINISTRATION:** President, Charles Nelson; secretary, H. C. McClellan; superintendent of grounds, J. P. Rhea.

### NEW HAMPSHIRE

#### Cheshire Fair, North Swanzy

**TOTAL ATTENDANCE:** Front gate approx. 11,000; paid admissions, 9,168. Operated 3 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Rodeo booked thru Frank Wirth; band concerts. Cost of grandstand show, \$3,500.

**PLANT FACILITIES:** Grandstand capacity 1,200; bleachers capacity, 300; half-mile race track; capacity of parking area, 2,000 cars.

**RACING:** Three days of rodeo; 1 day of fireworks.

**RECEIPTS:** Gate, \$12,071.55; grandstand, \$2,943.35; commercial exhibits, \$1,552.75; concession space, \$1,425.

**PREMIUMS** paid \$10,434.

**CHARGES:** Concession space outdoors, \$3.50 per front foot; commercial exhibit space indoors, \$2.50 per foot.

**ADMINISTRATION:** President, C. T. Richardson; secretary, Helen W. Adams; superintendent of concessions, Clarence F. Worcester; superintendent of commercial exhibit space, Harry Swanson; superintendent of grounds, Harry C. Hastings; general manager, Arthur P. Reed.

#### Hopkinton Fair, Contoocook

**TOTAL ATTENDANCE:** Front gate, approx. 30,000. Operated 4 days and nights.

**WEATHER:** Good 2 days and 2 nights; rain 1 day and 1 night; cold or cloudy 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Seven acts of vaudeville booked thru George A. Hamid; Joey Chitwood Thrill Show. Cost of grandstand show, \$3,200.

**CARNIVAL:** Granite State Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,000; bleachers capacity, 800. Half-mile race track; capacity of parking area 2,500.

**RACING:** Three days of harness racing; 1 day of auto thrill show; 4 nights of fireworks.

**CHARGES:** Concession space outdoors, per front foot, \$2; commercial space indoors, per foot \$1.25; farm machinery space, \$1.25.

**STILL DATES:** American Legion July 4 Celebration.

**ADMINISTRATION:** President, H. R. Clough; superintendent of concessions and commercial exhibit space, H. N. Walls.

#### Lancaster Fair, Lancaster

**TOTAL ATTENDANCE:** Front gate, 25,000; paid admissions, 22,000 (both approx.). Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Jimmie Lynch Thrill Show; 8 free acts booked thru Al Martin Agency. Cost of grandstand show, \$3,300. Total paid grandstand attendance, afternoon, 15,000; night, 13,000.

**CARNIVAL:** Lagasse Amusement Company.

**PLANT FACILITIES:** Grandstand capacity, 2,200; bleachers capacity, 600; half-mile race track; capacity of parking area, 6,000 cars.

**RACING:** Two days of big car races; 1 day of auto thrill show; 2 nights of fireworks.

**PREMIUMS** paid, \$18,325.

**ADMINISTRATION:** President, Dana H. Lee; secretary, Carroll Stoughton; superintendent of grounds, Frank Alexander; publicity director, Reynold Guilmette.

### NEW JERSEY

#### Cumberland County Co-Operative Fair Assn., Bridgeton

**TOTAL ATTENDANCE:** Front gate, 24,275. Operated 5 days and nights.

**WEATHER:** Good 4 days and 4 nights; cold 1 day; rain 1 night.

**GRANDSTAND ATTRACTIONS:** Acts booked thru Harry Cooke. Total cost of grandstand show \$3,375. Total paid grandstand attendance, afternoon, 3,464; night, 3,022.

**CARNIVAL:** B & V Shows.

**PLANT FACILITIES:** Grandstand ca-

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# FOLEY & BURK

# SHOWS

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*No Other Show*  
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OAKLAND, CALIFORNIA

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Institution for Half a Century"*

# JOHN R. WARD SHOWS

*America's Gigantic Railroad Show*

WE DEFINITELY PROMISE YOU ONE OF THE FINEST SHOWS ON RAILS FOR 1948—  
A GALAXY OF MIDWAY ATTRACTIONS EXTRAORDINARY ON THE MOST  
BEAUTIFUL MILE LONG MIDWAY IN AMERICA

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CELEBRATION COMMITTEES,  
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If you want the absolute best for your 1948 events, be sure and contact us before con-  
tracting. We are now arranging our star-studded route of stellar dates.

## **FAIR MEN:**

SEE US IN CHICAGO DURING THE  
CONVENTIONS AT THE SHERMAN  
HOTEL, OR AT YOUR STATE FAIR  
MEETINGS.

## **EXECUTIVE STAFF:**

JOHN R. WARD, General Manager  
WILLIAM COWAN, Assistant Manager  
ROBERT R. KLINE, Gen. Representative  
CASH WILTSE, Special Representative

## **SHOWMEN WITH WORTHWHILE ATTRACTIONS**

We are anxious to book any High Class Shows in keeping with the high standard of all of our Attractions.  
Will finance and equip any Reputable Showman with any different Ideas.

**WINTERQUARTERS ADDRESS:  
GALVESTON, TEXAS**



capacity, 2,600; half-mile race track; capacity of parking area 1,000.

**RACING:** Four days of harness racing; 3 days of rodeo.

**RECEIPTS:** Gate, \$14,081; grandstand, \$4,599.95; carnival, \$2,000; commercial exhibits, \$6,000; concession space, \$1,250.

**AID, PREMIUMS:** State aid, \$750; premiums paid, \$3,668.

**CHARGES:** Concession space outdoors, per front foot, \$3.50; commercial exhibit space indoors, per foot, \$3.50 and \$4; farm machinery space, \$3.50.

**STILL DATES:** Lions Club Horse Show, May 10; horse races, June 7 and 28; motorcycle races, July 4; rodeo, July 18-19.

**ADMINISTRATION:** President, H. W. Miller; secretary, Earl McCormick; superintendent, Raymond R. Riley; publicity director, Sam Brown.

### Flemington Agricultural Fair, Flemington

**TOTAL ATTENDANCE:** Front gate, approximately 100,000. Operated 7 days and nights.

**WEATHER:** Good 6 days, 7 nights; rain 1 day.

**GRANDSTAND ATTRACTIONS:** Jole Chitwood; Sam Nunn's Big Car auto races; Ted Horne; Bill Rolland; Behney's Revue booked thru George A. Hamid. Total paid grandstand attendance, afternoon, 16,800; night, 8,400.

**CARNIVAL:** Morris Hannum Shows.

**PLANT FACILITIES:** Grandstand and bleachers capacity, 4,200; half-mile race track; capacity of parking area, 3,000 cars.

**RACING:** Four days of harness racing; 2 days of running races; 2 days of big car races; 1 day of auto thrill show.

**CHARGES:** Concession space outdoors, per front foot, \$5; commercial exhibit space indoors, per foot, \$5.

**STILL DATES:** Midget car races, May 30; stock car races, June 15; midget car races, July 4.

**ADMINISTRATION:** President, Major Edward B. Allen; secretary, Herbert J. Rodenbaugh; superintendent of grounds, William U. Bohren.

## NEW MEXICO

### New Mexico State Fair, Albuquerque

**TOTAL ATTENDANCE:** Front gate, approx. 250,000. Operated 8 days and nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** New Mexico State Championship rodeo. Cost of grandstand show, \$20,000.

**CARNIVAL:** Folk Celebration Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,500; bleachers capacity, 3,000. One-mile race track; capacity of parking area 40 acres.

**RACING:** Eight days of running races; 8 nights of rodeo; 8 nights of fireworks.  
**AID, PREMIUMS:** State aid, \$10,000. Premiums paid, \$16,000.

**CHARGES:** Concession space outdoors, per front foot, \$5; commercial exhibit space indoors, per foot, \$5; farm machinery space, \$1.

**ADMINISTRATION:** President, Harold B. Sellers; secretary, Leon H. Harms; superintendent of concessions, Carl Fuller; superintendent of commercial exhibit space, I. O. Harms; superintendent of grounds, John Montonye; publicity director, H. B. Henning.

## NEW YORK

### Lewis County Agricultural Society, Lowville

**TOTAL ATTENDANCE:** Paid admissions, 17,461. Operated 6 days and nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Acts booked thru George A. Hamid; Jole Chitwood Hell Drivers. Total paid grandstand attendance, 10,622.

**PLANT FACILITIES:** Grandstand capacity, 2,500; half-mile race track.  
**RACING:** 4 days of harness racing; 1½ days of auto thrill show.

**RECEIPTS:** Gate, \$13,920; grandstand, \$3,694; carnival, \$4,200.

**AID, PREMIUMS:** State aid, \$10,000; other sources, \$7,100.

**ADMINISTRATION:** President, Alton Weller; secretary, Cyril Seymour; superintendent of attractions, Robert E. Lomare; superintendent of grounds, Victor S. Virkler.

### Mineola Fair, Mineola

**TOTAL ATTENDANCE:** Front gate, approx. 320,000. Operated 5 days and nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** James M. Cole Circus, booked direct. Total paid grandstand attendance 28,000.

**CARNIVAL:** I. T. Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,000; half-mile race track; capacity of parking area 5,000 cars.

**AID, PREMIUMS:** State aid, \$10,000.  
**ADMINISTRATION:** President, J. Alfred Valentine; secretary, Fred D. Baldwin.

### Palmyra Fair, Palmyra

**TOTAL ATTENDANCE:** Front gate, approximately 45,000; paid admissions, 43,580. Operated 3 days and 4 nights.

**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Stage show, aerial acts, drum corps drills, giant balloon parade, barbershop quartets, fireworks. Cost of grandstand show, \$4,300. Total paid grandstand attendance, afternoon, 2,400; night, 3,600.

**PLANT FACILITIES:** Grandstand capacity, 1,200; bleachers capacity, 600; half-mile race track; capacity of parking area, 10 acres.

**RACING:** 3 days of harness and running races; 3 nights of fireworks.

**RECEIPTS:** Gate, \$16,898.58; grandstand, \$5,592.65; commercial exhibits, \$7,500; concession space, \$4,900; other sources, \$3,100.

**AID, PREMIUMS:** State aid, \$10,000. Premiums paid, \$3,000.

**CHARGES:** Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$5 per foot; farm machinery space, 50 cents.

**STILL DATES:** Baseball, football, cattle sales, circus.

**ADMINISTRATION:** President, Charles H. Johnson; secretary, W. Ray Converse; superintendent of attractions, John H. Meyers; superintendent of grounds, H. G. Chapman.

### Rensselaer County Agricultural and Horticultural Society, Schaghticoke

**TOTAL ATTENDANCE:** Front gate, approximately, 70,000; paid admissions, approximately, 55,000. Operated 4 days and 4 nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Acts booked thru Frank Wirth.

**PLANT FACILITIES:** Grandstand capacity, 2,500; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 25 acres.

**RACING:** 3 days of harness racing; 1 day of auto thrill show; 2 nights of fireworks.

**AID, PREMIUMS:** State aid, \$7,600.  
**ADMINISTRATION:** President, P. B. Caird; secretary, Carl W. Lohnes.

### Silver Lake Agricultural and Mechanical Assn., Pike

**TOTAL ATTENDANCE:** Not given. Operated 4 days and 4 nights.

**WEATHER:** Good 3 days and 3 nights; rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Horse show, rides.

**PLANT FACILITIES:** Capacity of parking area, 10 acres.

**AID, PREMIUMS:** State aid, \$3,000; county aid, \$300. Premiums paid, \$7,600.

**STILL DATES:** Baseball; horse show.  
**ADMINISTRATION:** President, Harold Altoff; secretary, H. M. Wagenblass; superintendent of attractions, Merle Davis; superintendent of concessions and commercial exhibit space, Warren White; publicity director, Harold Sweet.

### Tompkins County Agricultural and Horticultural Society, Ithaca

**TOTAL ATTENDANCE:** Paid admissions, approx. 12,000. Operated 6 days and 5 nights.

**WEATHER:** Good 5 days and 4 nights; rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** George Hamid shows. Cost of grandstand show, \$3,900. Total paid grandstand attendance, afternoon, 2,000; night, 2,500.

**CARNIVAL:** B. & V. Shows.  
**PLANT FACILITIES:** Grandstand ca-



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— BIGGER AND BETTER THAN EVER BEFORE IN 1948 —

THE SENSATIONAL MILLER DUO FREE ACT NIGHTLY

15 UP-TO-DATE RIDES — 10 SHOWS — 40 STREAMLINED CONCESSIONS

We Will Open Our 1948 Tour the Second Week in March, Six Weeks Before the "Battle of Flowers" in San Antonio, Texas, Which Is One of the Many Stellar Dates Already Contracted Among Our Season of 36 Weeks.

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#### CELEBRATION COMMITTEES

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Oklahoma and Texas,

Contact us for your 1948 Midway Attractions.

#### WANT FOR 1948

Will book and finance any Shows of merit that do not conflict.  
Man to operate Snake Show. Capable Operator for Side Show (have complete outfit).  
Capable People for Hawaiian Show.  
Good opening for Penny Arcade and Frozen Custard.  
Want good Billposter and Special Agent, commencing March 1.  
Experienced Truck Mechanics (no boozers). Good Scenic Painter to work in winterquarters.



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FOR 1948 SEASON

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#5 Eli Ferris Wheel

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"THE BATTLE OF FLOWERS," SAN ANTONIO, TEXAS, APRIL 19 TO 24

WINTERQUARTERS AND PERMANENT ADDRESS: 2240 EAST HOUSTON ST., SAN ANTONIO, TEXAS



capacity, 800; bleachers capacity, 500; half-mile race track.  
**RACING:** 3 days of harness racing; 1 day of auto thrill show; 1 day of rodeo.  
**AID, PREMIUMS:** State aid, \$10,000; county aid, \$2,000. Premiums paid, \$7,186.15.  
**CHARGES:** Concession space outdoors, per front foot, \$3; commercial exhibit space indoors, per foot, \$5; farm machinery space, \$2.  
**STILL DATES:** Circus; horse show; rodeo.  
**ADMINISTRATION:** President, Richard M. Putney; secretary, Merrill F. Curry; publicity director, Clarence Haxton.

### Yates County Agrl. Society, Penn Yan

**TOTAL ATTENDANCE:** Front gate, approx. 10,000; paid admissions, approx. 7,500. Operated 4 days and 4 nights.  
**WEATHER:** Good 3 days and 3 nights; rain 1 day and 1 night.  
**GRANDSTAND ATTRACTIONS:** Circus and vaudeville type acts; radio talent. Cost of grandstand show, \$1,900. Total paid grandstand attendance, afternoon, 3,000; night, 4,500.  
**CARNIVAL:** Independent midway.  
**PLANT FACILITIES:** Grandstand capacity, 1,800; half-mile race track; capacity of parking area, 8 acres.  
**RACING:** 3 days of harness racing.  
**RECEIPTS:** Gate, \$3,375; grandstand, \$1,000; commercial exhibits, \$80; concession space, \$1,250; other sources, \$148.50.  
**AID, PREMIUMS:** State aid, \$8,800; other sources, \$450. Premiums paid, \$4,320.  
**CHARGES:** Concession space outdoors \$2 per front foot; commercial exhibit space indoors \$2 per foot; farm machinery space \$15 per lot.  
**STILL DATES:** Circus.  
**ADMINISTRATION:** President, Homer M. Fullagar; secretary, Oliver Wilcox; superintendent of attractions, John Hollowell.

### NORTH CAROLINA

**Center of North Carolina Fair Assn., Inc., Asheboro**  
**TOTAL ATTENDANCE:** Front gate,

estimated 10,000. Operated 3 days and nights.  
**WEATHER:** Rain 3 days, cold and cloudy 3 days and 3 nights.  
**CARNIVAL:** W. C. Kaus Shows.  
**PLANT FACILITIES:** Half-mile race track; capacity of parking area, 1,500 cars.  
**STILL DATES:** Spring Festival; July 4.  
**ADMINISTRATION:** President, J. Sikes; secretary, W. C. York.

### Davidson County Agrl. Assn., Inc., Lexington

**TOTAL ATTENDANCE:** Front gate, approximately 15,000. Operated 6 days and nights.  
**WEATHER:** Good 2 days and 3 nights, rain 1 day and 1 night, cold or cloudy 3 days and 2 nights.  
**PLANT FACILITIES:** Capacity of parking area, 750 to 1,000 cars.  
**PREMIUMS paid** \$2,300.  
**CHARGES:** Commercial exhibit space indoors, \$5 per foot.  
**ADMINISTRATION:** President, C. A. Leonard; secretary, J. J. Matthis.

### North Carolina State Fair, Raleigh

**TOTAL ATTENDANCE:** Not given. Fair operated 5 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** George A. Hamid attractions, horse races, Kochman's Thrill Show, auto races.  
**CARNIVAL:** World of Mirth Shows.  
**PLANT FACILITIES:** Grandstand capacity, 5,500; half-mile race track.  
**RACING:** 3 days of harness racing, 1 day of big-car races, 1 day of auto thrill show, 5 nights of fireworks.  
**AID, PREMIUMS:** Various sources, \$25,000.  
**CHARGES:** Concession space outdoors, per front foot, \$6; commercial exhibit space indoors, per foot, \$6; farm machinery space, \$2.50.  
**ADMINISTRATION:** Manager, Dr. J. S. Dorton; publicity director, Able Upchurch.

### Southern States Fair, Charlotte

**TOTAL ATTENDANCE:** Front gate, approx. 250,000. Operated 5 days and nights.  
**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Revue booked by George A. Hamid.  
**CARNIVAL:** World of Mirth Shows.  
**PLANT FACILITIES:** Grandstand capacity, 4,119; bleachers capacity, 3,000; half-mile race track.  
**RACING:** 3 days of harness racing; 1 day of big car races; 1 day of auto thrill show; 5 nights of fireworks.  
**PREMIUM:** Paid, \$15,000.  
**CHARGES:** Concession space outdoors, \$6 per front foot; commercial exhibit space indoors, \$5 per foot; farm machinery space, \$2.50.  
**STILL DATES:** Stock car races; live-stock sales.  
**ADMINISTRATION:** President, Dr. J. S. Dorton; secretary, Mrs. Helen S. Spencer; assistant manager, T. E. Dorton; superintendent of grounds, Oscar Patterson; publicity director, Gene Lawing.

### Western North Carolina Fair, Hendersonville

**TOTAL ATTENDANCE:** Front gate, approx. 40,000. Operated 5 days and 6 nights.  
**WEATHER:** Good 5 days and nights; rain 1 night.  
**GRANDSTAND ATTRACTIONS:** Buck Owens Circus Unit; thrill show; midget car races; horse races.  
**CARNIVAL:** Endy Bros.' Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,500; half-mile race track; capacity of parking area, 8 acres.  
**RACING:** 3 days of harness racing; 1 day of auto thrill show.  
**PREMIUMS:** Paid out, \$2,500.  
**CHARGES:** Concession space outdoors, \$2.50 to \$6 per front foot; commercial exhibit space indoors, \$5 per foot.  
**STILL DATES:** Stock car races; apple blossom festival.  
**ADMINISTRATION:** President, E. D. Mitchell; secretary H. B. Kelly; superintendent of commercial exhibit space, A. Calhoun; superintendent of grounds, P. F. Patton; publicity director, J. T. Fain Jr.

### NORTH DAKOTA

**North Dakota State Fair, Minot**  
**TOTAL ATTENDANCE:** Front gate, approximately 105,000. Operated 6 days and nights.

**WEATHER:** Good 5 days and 5 nights, rain 1 day.

**GRANDSTAND ATTRACTIONS:** County bands, 6-horse hitch, Jimmie Lynch Thrill Show, revue booked thru Barnes-Carruthers, rodeo booked thru Blackhills Rodeo Company. Cost of grandstand show, \$15,677.14. Total paid grandstand attendance, 20,296.

**CARNIVAL:** World of Today Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,876; bleachers capacity, 5,000; half-mile race track; capacity of parking area, 40 acres.

**RACING:** 4 days of rodeo, 2 days of auto thrill show, 1 night of fireworks.  
**RECEIPTS:** Gate, \$14,562.30; grandstand, \$19,198.55; carnival, \$6,627.09; commercial exhibits, \$1,905; concession space, \$4,619.18; other sources, \$13,651.48.  
**PREMIUMS paid,** \$5,539.12.  
**CHARGES:** Concession space outdoors, per front foot, \$5.50; commercial exhibit space indoors, \$6.50 per foot; farm machinery space, \$30 for 40-foot front.  
**STILL DATES:** Motorcycle races and thrill show, auto races.  
**ADMINISTRATION:** President, Oscar Nordstrom; secretary, H. L. Finke; superintendent of concessions, D. W. King.

### Pembina County Fair, Hamilton

**TOTAL ATTENDANCE:** Front gate, approx. 15,000; paid admissions, approx. 7,500. Operated 2 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Acts and revue booked thru Northwest Amusement Company. Cost of grandstand show, \$1,500.  
**CARNIVAL:** Wm. T. Collins Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; half-mile race track; capacity of parking area, 5,000.  
**RACING:** 2 days of harness racing; 2 days of running races.  
**RECEIPTS:** Gate, \$3,300; grandstand, \$2,000; carnival, \$1,700; concession space, \$1,000; other sources, \$2,500.  
**AID, PREMIUMS:** County aid, \$2,500.  
**CHARGES:** Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$2 to \$3 per foot.  
**STILL DATES:** 4-H Club Achievement Day; picnics.  
**ADMINISTRATION:** President, F. C. Thacker; secretary, Franklin Page; superintendent of attractions, C. F. Fleming.

(Continued on page 85)

# MARKS SHOWS

## MILE LONG PLEASURE TRAIL

"THE CHOICE OF THE MOTORIZED SHOWS IN THE EAST AND SOUTHEAST"

Unsurpassed in Earning Capacity and Capable Management

LATEST RIDES • TOP FLIGHT ATTRACTIONS • HIGH CLASS CONCESSIONS

Thanks

TO THE FAIRMEN, COMMITTEES and ORGANIZATIONS for their confidence in booking our Show in 1947. You helped make our Season a very pleasant and profitable one, and we feel sure you were entirely satisfied.

TO OUR EMPLOYEES, SHOWMEN AND CONCESSIONAIRES, without whose loyalty and hard work we could not have chalked up another successful year.

### Fairs and Celebrations Along the Eastern Seaboard:

For over 20 years the Marks Shows has enjoyed an enviable reputation, as to always having a money-earning midway, being fair and honest in all dealings, and presenting one of the largest and finest Midways en tour. We will continue to uphold this reputation and invite you to contact us at the Eastern Fair meetings, or at our permanent address.

### Want for 1948 Season:

We will finance capable Showmen with new ideas and furnish the necessary equipment. Will book any Shows not conflicting, but they must be in keeping with the high standard of our attractions. Will place any modern, well-kept rides not conflicting with our own. Capable and useful Help of all kinds. Ride Foremen and Second Men are always paid top salaries and receive good treatment.

**JOHN H. MARKS** Owner and General Manager  
 PERMANENT WINTERQUARTERS: RICHMOND, VA. (P. O. BOX 771)

AMERICA'S OLDEST TITLE

# 36<sup>th</sup> ANNUAL TOUR **GREAT SUTTON SHOWS** BEST ILLUMINATED MIDWAY IN AMERICA

AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL

GET ON THE BANDWAGON  
NOW FOR 1948 . . .

"EVERYTHING NEW BUT THE NAME"

Will finance or book any showmen  
with new and novel ideas in keeping  
with our Big Show Plans. Legitimate  
concessions wishing to contract, please  
contact me at once.

"1947 WAS MY  
FIRST YEAR AND  
A VERY SUCCESSFUL  
ONE . . ."

PROVED TO BE ONE OF THE  
OUTSTANDING MOTORIZED  
SHOWS IN THE MIDWEST.

FOR 1948 WE PLAN ON PRESENTING TO  
FAIRS A FINER AND LARGER MIDWAY.

A REPUTATION UNSURPASSED—ORIGINALLY FOUNDED IN 1912 BY F. M. SUTTON SR., THE GREAT SUTTON SHOWS HAS ALWAYS BEEN NOTED AS BEING ONE OF AMERICA'S FLASHIEST MIDWAYS—AND NOW OWNED AND MANAGED BY F. M. SUTTON JR., IT STILL LEADS THE FIELD IN THE MOTORIZED SHOW WORLD. DON'T FAIL TO SEE OUR REPRESENTATIVE BEFORE SIGNING YOUR 1948 CONTRACTS!!

EQUIVALENT TO A 25 CAR RAILROAD SHOW!

10

THRILLING,  
MODERN  
RIDES

12

HIGH-  
CLASS  
SHOWS

40

LEGITIMATE  
CON-  
CESSIONS

6

GIANT  
NEON LIGHT  
TOWERS

INDEPENDENT RIDE OWNERS AND SHOWMEN,  
CONTACT ME FOR ONE OF THE FINEST  
ROUTES IN AMERICA.

PERMANENT MAILING ADDRESS: F. M. SUTTON JR., Care THE BILLBOARD, 390 ARCADE BLDG., ST. LOUIS, MO.

SEE ME AT CHICAGO AT THE SHERMAN DURING THE  
CONVENTION OR AT YOUR RESPECTIVE STATE FAIR MEETINGS



# America's

## Breaks All Records

**DURING THE 1947 SEASON WE BROKE  
ALL RECORDS AT THE FOLLOWING FAIRS**

**ATLANTA, GA.**  
Southeastern World's Fair

● **CHATTANOOGA, TENN.**  
Chattanooga-Hamilton Tri-State Fair

● **BEDFORD, PA.**  
Bedford Fair

● **BUTLER, PA.**  
Butler Fair

● **HENDERSONVILLE, N. C.**  
Western North Carolina Fair

● **MACON, GA.**  
Georgia State Fair

● **STAUNTON, VA.**  
Virginia State Fair

● **MIAMI, FLA.**  
Miami Shrine Fair

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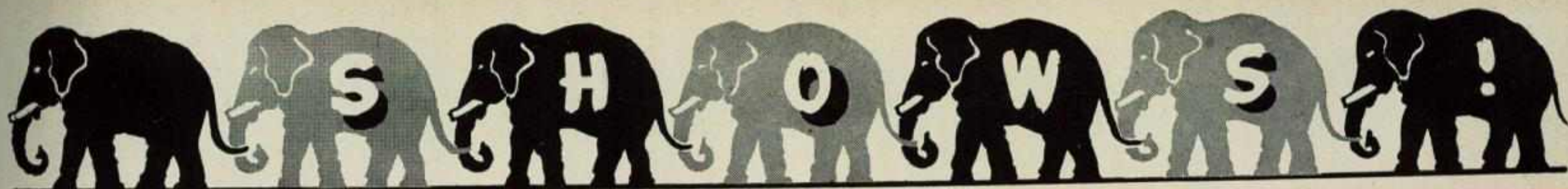
WE OPEN THE 1948 SEASON IN MIAMI, FLA., ON FEB. 24 FOR A 45 WEEKS' SEASON, DURING WHICH WE SHOW 7 SHRINE DATES. WE CARRY 22 OFFICE-OWNED RIDES.



DAVID B. ENDY, Gen. Mgr.

# Endy

**AMERICA'S  
GENERAL OFFICES:**



# No. 1 Show!

## **APPRECIATION:**

WE WISH TO TAKE THIS OPPORTUNITY TO THANK THE FAIR MANAGERS, COMMITTEES AND ORGANIZATIONS FOR THEIR SPLENDID CO-OPERATION.

*Also*

OUR LOYAL EMPLOYEES, SHOWMEN AND CONCESSIONAIRES FOR HELPING TO MAKE OUR 1947 TOUR SUCH AN OUTSTANDING SUCCESS.

## **THANKS A MILLION**

### **FAIRS, CELEBRATIONS, ORGANIZATIONS:**

WE HAVE A NUMBER OF SURPRISES TO TELL YOU ABOUT FOR NEXT SEASON'S TOUR . . . ASK US ABOUT THESE !!

We will be at the Hotel Sherman in Chicago during the Conventions. Stop in and see us while there. CONTACT US NOW FOR OPEN DATES.

# **Bros Shows**

## **30 RAILROAD CARS**

**SMARTEST RAILROAD SHOW**

**743 SEYBOLD BLDG. WINTER QUARTERS: MIAMI, FLORIDA**



# UNITED STATES

## SHOWS

FEATURING IN ALL OUR ADVERTISING AND ON ALL OF OUR TOP-FLIGHT EQUIPMENT THE GRAND AND GLORIOUS COLORS OF THE UNITED STATES  
RED, WHITE AND BLUE

**THANKS** TO EVERYONE FOR MAKING  
1947 A VERY SUCCESSFUL YEAR

THE MOST BEAUTIFUL NEON-LIGHTED TRUCK  
SHOW IN AMERICA

10 RIDES—10 SHOWS—FREE ACTS—40 CONCESSIONS

Our Concessions and Fun Booths Positively Give a  
Prize Every Time

### FAIR SECRETARIES AND COMMITTEEMEN:

IN OHIO, PENNSYLVANIA, NEW YORK, KENTUCKY, TENNESSEE, SOUTH CAROLINA, NORTH CAROLINA, WEST VIRGINIA, VIRGINIA, MISSISSIPPI, ALABAMA, GEORGIA AND FLORIDA.

IF YOU WANT THE FINEST SHOW FOR YOUR EVENTS BE SURE AND CONTACT US BEFORE CONTRACTING FOR 1948.

### SHOWMEN . . . . .

WE NEED MOTORDROME AND FUN HOUSE, ALSO UNBORN SHOW, MONKEY SHOW AND ILLUSION SHOW. WILL BOOK ANY WORTH-WHILE SHOWS AND ATTRACTIONS THAT DO NOT CONFLICT.

### CONCESSIONS . . . . .

WE WILL BOOK ANY CONCESSIONS IN LINE WITH OUR POLICY OF "A PRIZE EVERY TIME." OTHER CONCESSIONS OPEN. WONDERFUL OPPORTUNITY FOR ROTARY MACHINES AND NOVELTIES.

### ADDRESS:

CONTACT OR WRITE L. P. BRADY, Manager  
UNITED STATES SHOWS

Winterquarters and Home Office: Box , MIAMI, FLA.

## Towner County Fair Assn., Cando

TOTAL ATTENDANCE: Front gate, 10,474; paid admissions, 9,976. Fair operated 3 days and nights.

WEATHER: Good 3 days and 2 nights, rain 1 night.

GRANDSTAND ATTRACTIONS: Acts booked thru Barnes-Carruthers. Cost of grandstand show, \$2,000.

CARNIVAL: William T. Collins Shows.

PLANT FACILITIES: Grandstand capacity, 2,500; bleachers capacity, 350; half-mile race track; capacity of parking area, 4 acres.

RACING: 2 days of harness racing, 2 days of running races, 1 day of auto thrill show.

RECEIPTS: Gate, \$5,200; grandstand, \$3,750; carnival, \$1,250; commercial exhibits, \$50; concession space, \$370.

AID, PREMIUMS: County aid, \$1,000. Premiums paid, \$400.

CHARGES: Concession space outdoors, per front foot, \$1.50; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$1; farm machinery space, \$1.

STILL DATES: Cromby's Trained Horses, Pavilion Dances.

ADMINISTRATION: President, Jack Currie; secretary, Mont Bacon.

## Tri-County Fair, Wishek

TOTAL ATTENDANCE: Not known. Operated 2 days and 3 nights.

WEATHER: Good 2 days and 2 nights, rain 1 night.

GRANDSTAND ATTRACTIONS: Olson Shows acts. Cost of grandstand show, \$300.

CARNIVAL: Olson Shows.

PLANT FACILITIES: Bleachers capacity, 1,500; half-mile race track; capacity of parking area, 2,000 cars.

RACING: 2 days of harness racing, 2 days of running races.

RECEIPTS: Gate, \$1,585.45; carnival, \$180.

PREMIUMS: Paid, \$35.

ADMINISTRATION: President, John H. Weber Jr.; secretary, M. G. Flechtner; publicity director, Ed K. Wiest.

# STATISTICAL DIRECTORY OF FAIRS

(Continued from page 80)

## OHIO

### Auglaize County Agricultural Society, Wapakoneta

TOTAL ATTENDANCE: Front gate, 58,000; paid admissions, 36,000. Operated 6 days and nights.

WEATHER: Good 5 days and 5 nights; rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: B. Ward Beam Thrill Show; WLW radio talent booked by Bill McCluskey; Amos Selly Rodeo, booked direct; WOWO Hoosier Hopp booked direct. Cost of grandstand show estimated at \$10,000.

PLANT FACILITIES: Grandstand capacity, 3,500; bleachers capacity, 1,500; half-mile race track.

RACING: 3 days and 2 nights of harness racing; 2 days of rodeo; 2 nights of fireworks.

RECEIPTS: Gate, 16,479; grandstand, \$12,793.35.

AID, PREMIUMS: State aid, \$1,500; county aid, \$800. Premiums paid, \$6,200.

CHARGES: Concession space outdoors, per front foot, \$4.

STILL DATES: Motorcycle races; harness races; reunions; livestock sales.

ADMINISTRATION: President, Martin Katter; secretary, Harry Kahn; superintendent of grounds, Bert DeLong.

### Fredericktown Community Fair, Fredericktown

TOTAL ATTENDANCE: Street fair; free. Operated 4 days and 4 nights.

WEATHER: Good 2 days; cold and cloudy 2 days and 4 nights.

CARNIVAL: Howard Bros.' rides.

RECEIPTS: Concession space, \$700; other sources, \$600.

PREMIUMS: Paid, \$300.

ADMINISTRATION: Secretary, Irl Willits.

### Greene County Agricultural Society, Xenia

TOTAL ATTENDANCE: Not given. Fair operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Circus and vaudeville acts booked thru Gus Sun Booking Exchange. Cost of grandstand show, \$1,750.

PLANT FACILITIES: Grandstand capacity, 1,600; bleachers capacity, 500; half-mile race track.

RACING: 4 days of harness racing.

RECEIPTS: Gate, \$13,189.75; grandstand, \$4,523.25; concession space, \$6,800; other sources, \$2,000.

CHARGES: Concession space outdoors, per front foot, \$1.50 and \$2; commercial exhibit space indoors, per foot, \$2.

ADMINISTRATION: President, R. K. Haines; secretary, Mrs. Robt. Bryson; superintendent of attractions and concessions, B. U. Bell.

### Hocking County Fair, Logan

TOTAL ATTENDANCE: Front gate, not given; paid admissions, 11,644. Operated 3 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Al Jones Rodeo; WLW radio talent. Cost of grandstand show, \$2,915.50. Total paid grandstand attendance, afternoon, 737; night, 4,668.

CARNIVAL: Howard Bros.' Shows.

PLANT FACILITIES: Grandstand capacity, 800; bleachers capacity, 500; half-mile race track; capacity of parking area, 500 cars.

RACING: 2 days of harness racing; 1 day of auto thrill show; 4 days of rodeo; 1 night of fireworks.

RECEIPTS: Gate, \$3,815.75; grandstand, \$2,879.75; carnival, \$769.34; commercial exhibits, \$125; concession space, \$900.

ADMINISTRATION: President, W. H. Mowery; secretary, J. H. Barker.

### Mahoning County Agricultural Society-Canfield Fair, Canfield

TOTAL ATTENDANCE: Front gate, 100,844; paid admissions, 100,844. Operated 5 days and 6 nights.

WEATHER: Good 4 days and 5 nights; rain 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Summer Follies; B. Ward Beam's Heli Drivers; horse pulling contests; harness races. Cost of grandstand show, \$12,000. Total paid grandstand attendance, afternoon, 9,240; night, 14,417.

PLANT FACILITIES: Grandstand capacity, 8,000; half-mile race track; capacity of parking area, 100 acres.

RACING: 4 days of harness racing; 1 night of auto thrill show.

RECEIPTS: Gate, \$50,423; grandstand, \$18,527.75; rides and novelties, \$4,047.61; commercial exhibits, \$1,750; concession space, \$6,316.95; other sources, \$9,935.66.

AID, PREMIUMS: State aid, \$800; county aid, \$2,800; premiums paid, \$7,657.85.

CHARGES: Concession space outdoors, per front foot, \$4; commercial exhibit space indoors, per foot, \$5; farm machinery space, free.

STILL DATES: Midget auto races; motorcycle races; horse show.

ADMINISTRATION: President, George S. Bishop; secretary, E. R. Zieger; superintendent of grounds, Homer Miller.

### Marion County Fair, Marion

TOTAL ATTENDANCE: Front gate, approximately 30,000; paid admissions, approximately 22,000. Operated 6 days and nights.

WEATHER: Good 6 days and 5 nights; cold and rainy 1 night.

GRANDSTAND ATTRACTIONS: Jimmie Lynch Death Dodgers booked thru Barnes-Carruthers; White Horse Troupe, thru Sunny Bernet; Duke of Paducah, thru Gus Sun Booking Exchange. Cost of grandstand show, \$3,000. Total paid grandstand attendance, afternoon, 2,000; night, 5,000 (both approximate).

PLANT FACILITIES: Grandstand capacity, 1,800; half-mile race track; capacity of parking area, 20 acres.

RACING: 3 days of harness racing; 1 day of auto thrill show.

RECEIPTS: Gate, \$10,000; grandstand, \$3,000; commercial exhibits, \$500; con-

# HARRISON

## GREATER SHOWS

presenting the shows of shows



FRANK HARRISON

## A CLEAN SHOW FOR ALL THE FAMILY TO ENJOY!

FRANK HARRISON, Owner and Manager

TONY POMPORENI, Business Manager

CHARLES M. POWELL, General Agent

MRS. FRANK HARRISON, Secretary-Treasurer

A. E. SULLIVAN, Publicity Director and Sound Technician

VICTOR PALMER, Special Agent and Billposter

J. C. BOLDING, Lot Supt. and Concession Manager

JOHN DILL, Ride Superintendent

EARL TILGHMAN, Diesel Engineer

ELZIE KINLEY, Electrician

HOWARD PARTEE, Supt. of Transportation

### LOOK AT OUR RECORDS FOR 1947

4TH YEAR TASLEY GREATER FAIR, TASLEY, VA.

2D YEAR AMERICAN LEGION CELEBRATION, SALISBURY, MD.

ORANGEBURG COLORED FAIR, ORANGEBURG, S. C.

CHARLESTON FREE FAIR, CHARLESTON, S. C.

SOUTH CAROLINA STATE COLORED FAIR, COLUMBIA, S. C.

★★ WE POSITIVELY HAVE ALL OF THE ABOVE FAIRS BOOKED AGAIN FOR 1948, WHICH SPEAKS FOR ITSELF!

#### RIDES . . .

Twin Ferris Wheels  
Octopus  
Roll-o-Plane  
Chairplane  
Caterpillar  
Merry-Go-Round  
Whip  
Spittire  
Choo Choo Train  
Kiddie Swings

#### SHOWS . . .

Circus Side Show  
Night in Havana  
Streets of Cairo  
Carolina Follies  
Monkey Land  
Snake Show  
Wildlife Show

#### SHOWS, RIDES

and CONCESSIONS . . .

We are now booking for 1948 Season. Get with a Winner. Can place Shows and Rides not conflicting. Concessions of all kinds.

ALL ADDRESS: **HARRISON GREATER SHOWS**  
WINTERQUARTERS: ROUTE 4, BOX 87  
LEXINGTON, SOUTH CAROLINA

# SAM'S FUNLAND

LOVED BY KIDDIES AND  
GROWN-UPS ALIKE!

THANKS TO THE THOUSANDS OF PEOPLE  
WHO MADE THIS OUR FIRST  
SUCCESSFUL SEASON

FAIRMEN AND COMMITTEEMEN

If it's a Clean Show you want,  
we have it!

NOW BOOKING SHOWS, RIDES AND  
CONCESSIONS FOR 1948 SEASON

WATCH US GROW!

SAM FOGLEMAN  
MANAGER

SAM SWAIN  
GENERAL AGENT

SAM'S FUNLAND SHOWS

Winter Quarters Address: BOX 11, ELON COLLEGE, NORTH CAROLINA

cession space, \$6,000; other sources, \$4,000 (all approximate).

AID, PREMIUMS: State aid, \$500; county aid, \$1,500; premiums paid out, \$6,000.

CHARGES: Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per foot, \$2; farm machinery space, 50c.

ADMINISTRATION: President, Frank Foster; secretary, H. A. Mayers; superintendent of concessions and commercial exhibit space, Don H. Clements and E. H. Teller.

### Montgomery County Fair, Dayton

TOTAL ATTENDANCE: Front gate approx. 125,000; paid admissions, 82,921. Fair operated 4 days and 4 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Vaudeville and circus-type acts booked thru Gus Sun Booking Agency, Springfield, O.; Ernie Young Agency, Chicago; Earl Kurtze Company, Chicago. Cost of grandstand show, \$3,800. Total paid grandstand attendance, 15,685.

PLANT FACILITIES: Grandstand capacity, 2,200; half-mile race track.

RACING: 4 days of harness racing. RECEIPTS: Gate, \$34,826.82; grandstand, \$6,587.70; commercial exhibits, \$5,883; concession space, \$13,465.01; other sources, \$22,626.41.

AID, PREMIUMS: State aid, \$800; county aid, \$2,500. Premiums paid out, \$8,121.34.

CARNIVAL: None.

CHARGES: Concession space outdoors, per front foot, \$4; commercial exhibit space indoors, 30c per square foot.

STILL DATES: Cole Bros.' Circus; Ringling-Barnum Circus; picnics; basketball tournaments; ice-skating show; religious meetings; food show; horse show; rodeo; bicycle races.

ADMINISTRATION: President, C. C. Neff; secretary, R. C. Haines; chairman of attractions, Fred J. Greenwald; superintendent of grounds, W. G. Elliott.

### Monroe County Fair, Woodfield

TOTAL ATTENDANCE: Front gate, 11,584; paid admissions, 10,978. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Jimmie Lynch Thrill Show, WWVA radio talent, White Horse Troupe. Cost of grand-

stand show, \$2,100. Total paid grandstand attendance, afternoon, 1,758; night, 6,200.

CARNIVAL: Happy Attractions.

PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track; capacity of parking area, 1,000 cars.

RACING: 2 days of harness racing, 1 night of auto thrill show.

RECEIPTS: Carnival, \$700; commercial exhibits, \$300; concession space, \$1,000.

AID, PREMIUMS: State aid, \$1,500; county aid, \$500. Premiums paid, \$1,500.

CHARGES: Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, 50 cents per foot; farm machinery space, 50 cents.

ADMINISTRATION: President, D. B. Harper; secretary, Ralph Schumacher.

### Muskingum County Agricultural Society, Zanesville

TOTAL ATTENDANCE: Front gate, 24,248; paid admissions, 24,248. Operated 4 days and nights.

WEATHER: Good 2 days and 3 nights; rain 2 days and 1 night.

GRANDSTAND ATTRACTIONS: WWVA radio talent booked thru Gene Johnson Agency; White Horse Troupe booked thru Sunny Bernet; Jimmie Lynch Death Dodgers. Cost of grandstand show, \$4,634.42. Total paid grandstand attendance, 8,172.

PLANT FACILITIES: Grandstand capacity, 3,000.

RECEIPTS: Gate, \$11,927.02; grandstand, \$4,086.

ADMINISTRATION: President, O. L. Baughman; secretary, Perl D. Elliott.

### Paulding County Fair, Paulding

TOTAL ATTENDANCE: Front gate, approx., 12,000. Operated 5 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts booked thru C. A. Klein; B. Ward Beam Thrill show; WOWO radio talent. Cost of grandstand show, \$2,694.67.

CARNIVAL: Howard Bros.' Shows.

PLANT FACILITIES: Grandstand capacity, 1,220; bleachers capacity, 300; half-mile race track; capacity of parking area, 5 acres.

RACING: 3 days of harness racing; 1 day of running races; 1 day of auto thrill show.

RECEIPTS: Gate, \$5,859.50; grandstand, \$4,400.25; carnival, \$510.09; com-

# Mid-Western Exposition

FAMOUS THRU-OUT MID-WEST FAIRS

"AMERICA'S SHOW BEAUTIFUL"

FAIR & CELEBRATION  
COMMITTEES

THROUGHOUT LOUISIANA, ARKANSAS,  
MISSOURI, IOWA, DAKOTAS, NEBRASKA,  
WYOMING, COLORADO, KANSAS, OKLA-  
HOMA AND TEXAS.

We will play your territory in '48.  
Contact us before booking your  
midway attraction. Our terms and  
contract are to your advantage.  
This organization excels in co-  
operation and management as  
proven by our route this past sea-  
son. "We're walking now."

WINTERQUARTERS  
P. O. Box 1555, Lake Charles, La.

ALL NEW AND ENLARGED FOR '48  
TRULY UNSURPASSED FOR CLEAN,  
WHOLESOME MIDWAY ENTERTAINMENT

★  
10 RIDES—6 SHOWS  
30 CONCESSIONS

NEON LIGHT TOWERS  
NEON ENTRANCE ARCH  
SENSATIONAL FREE ACTS

★  
All Address:

TED WOODWARD  
OWNER AND GEN. MANAGER PERMANENT ADDRESS  
390 Arcade Bldg., St. Louis, Mo.

CAN PLACE  
FOR OUR 3RD ANNUAL YEAR

RIDES—not conflicting. Tilt, Spit-  
fire, Looper, Caterpillar, Shows,  
10-in-1, Minstrel, Lung, Monkey,  
Drome, Fun or Glass House. Will  
consider and finance any novel and  
worthwhile attraction complete.  
CONCESSIONS—Will book prize  
concessions of all kind. Also Bingo,  
Digger, Arcade, Photos, Cookhouse,  
Novelties.  
HELP—Combination Agent and  
Special Agent, Ride Help, Elec-  
trician; long season, good treat-  
ment.



**MAX GOODMAN**  
President and General Manager

# WONDER SHOWS OF AMERICA

AMERICA'S  
LEADING  
**30 CAR**  
RAILROAD  
SHOW

**WE ARE DETERMINED TO MAINTAIN A SUPREMACY IN THE FIELD OF SHOWS OF OUR SIZE**

**PLANNING NOW FOR A GREATER 1948**

Next season we are adding more shows and have contracted for new rides, sufficient to keep this an outstanding organization. If there is anything new, we will have it.

**CORRESPONDENCE INVITED FROM  
FAIRS AND AUSPICES**

We will be pleased to receive inquiries from showmen with adaptable ideas for new offerings.

MEET US AT THE CHICAGO CONVENTION  
**WONDER SHOWS OF AMERICA**

**WINTER QUARTERS: CARUTHERSVILLE, MO.  
Address all inquiries to MAX GOODMAN, P. O. BOX 37, CARUTHERSVILLE, MO.**



# C. A. STEPHENS SHOWS

**THANKS . . . EVERYBODY  
FOR MAKING 1947 SUCH  
A FINE YEAR!**

**WE PROMISE DEFINITELY A  
BIGGER, BETTER AND MORE BEAUTIFUL  
SHOW FOR 1948**

## FAIRS AND CELEBRATION COMMITTEES

We live up to every promise! We offer you one of the most beautiful Midways obtainable for your 1948 dates. Be sure and contact us before contracting. See us at your State Fair meetings, or wire or write us at our winter quarters concerning your dates.

## SHOWMEN AND CONCESSIONAIRES

CAN PLACE A FEW MORE HIGH-CLASS ATTRACTIONS not conflicting and in keeping with the standard of other shows on our Midway.

WANT MERCHANDISE CONCESSIONS OF ALL KINDS. Get in touch with us early so that you are all set for a long, profitable season.

**NOW BOOKING FOR 1948**

All Address: C. A. STEPHENS, Mgr.

Winter Quarters Address: BOX 817, Crystal River, Fla.

mercantile exhibits, \$259.50; concession space, \$2,301.89; other sources, \$2,613.39. AID, PREMIUMS: State aid, \$2,000; county aid, \$800; other sources, \$500. Premiums paid, \$1,500. CHARGES: Concession space outdoors, \$1.50 per front foot; commercial exhibit space indoors, \$2 per foot. STILL DATES: Horse-pulling contest; softball games. ADMINISTRATION: President, Cleon White, secretary, Ernie Rulman.

### Preble County Fair, Eaton

TOTAL ATTENDANCE: Front Gate, 18,517. Operated 4 days and nights. WEATHER: Good 3 days and 3 nights; rain 1 day and 1 night. GRANDSTAND ATTRACTIONS: White Horse Troop; WLW radio talent; Jimmie Lynch Death Dodgers. Total cost of grandstand show, \$3,729.49. PLANT FACILITIES: Grandstand capacity, 2,400; half-mile race track. RACING: 4 days of harness racing; 1 day of automobile thrill show. RECEIPTS: Gate, \$9,927.25; grandstand, \$4,734.75; commercial exhibits, \$1,066; concession space, \$2,580.48. CHARGES: Commercial exhibit space, indoors, \$1 per foot; farm machinery space, \$1 per foot. STILL DATES: 2 horse shows; All-American Palamino show; Eaton Flat Saddle Horse show; Dayton Association motorcycle races. ADMINISTRATION: President, Everett Jellison; secretary, William B. Pryor, superintendent of attractions, John Ernst, superintendent of grounds, H. C. Fultz.

### Scioto County Fair, Lucasville

TOTAL ATTENDANCE: Front gate, approximately 23,000; paid admissions, approximately 21,000. Fair operated 3 days and 4 nights. WEATHER: Good. GRANDSTAND ATTRACTIONS: Circus-type acts booked thru Gus Sun; racing; horse show. Cost of grandstand show, \$1,400. Total paid grandstand attendance, afternoon, 2,800; night, 3,500. PLANT FACILITIES: Grandstand capacity, 900; bleachers capacity, 500; half-mile race track; capacity of parking area, 10 to 15 acres. RACING: 3 days of harness racing; 1 night of fireworks. RECEIPTS: Gate, \$11,000; grand-

stand, \$2,000; commercial exhibits, \$500; concession space, \$5,500 (all approximate). AID, PREMIUMS: State aid, \$800; county aid, \$1,500; other sources, \$4,700. Premiums paid out, \$150. CHARGES: Concession space outdoors, per front foot, \$2.50; commercial exhibit space indoors, per foot, \$2.50; farm machinery space, \$1. STILL DATES: July 4; Decoration Day; Labor Day. ADMINISTRATION: President, L. Taylor; secretary, A. S. Moulton; publicity director, Lee Bunes.

### Trumbull County Free Fair, Warren

TOTAL ATTENDANCE: Front gate, approximately, 120,000. Free. Operated 5 days and nights. WEATHER: Good. GRANDSTAND ATTRACTIONS: Jimmie Lynch Death Dodgers; theatrical acts booked thru Barnes-Carruthers; WLW radio talent. Cost of grandstand show, \$3,200. Total paid grandstand attendance, afternoon, 3,250; night, 5,500. CARNIVAL: F. E. Gooding Amusement Company. PLANT FACILITIES: Grandstand capacity, 1,700; bleachers capacity, 1,400; half-mile race track; capacity of parking area, 700 cars. RACING: 3 days of harness racing. RECEIPTS: Grandstand, \$8,750; commercial exhibits, \$1,100; concession space, \$6,500; other sources, \$1,023 (all approximate). AID, PREMIUMS: State aid, \$1,000; county aid, \$800. Premiums paid out, \$1,885. CHARGES: Commercial exhibit space indoors, per foot, \$2.50. ADMINISTRATION: President, Lamar Young; secretary, Frank Neal; publicity director, Frank Ruttman.

## OKLAHOMA

### Comanche County Fair, Lawton

TOTAL ATTENDANCE: Not given. Fair operated 3 days and 2 nights. WEATHER: Good. AID, PREMIUMS: County aid, \$1,-

# AMERICA'S MOST SPECTACULAR MIDWAY . . .



## WALLACE

### BROS.' SHOWS

#### SHOWMEN

Funhouse, Motordrome, Mechanical City—will finance any showman with novel ideas.

#### CONCESSIONS

Custard, Cookhouse, Arcade—percentage. All merchandise concessions open.

#### WANTED

Will book Octopus and Chairplane. Want foremen and second men on all rides. Useful help in all departments. Want Billposter. Man to take charge of Kiddie Rides.

HEY, JOE!  
WALLACE BROS. ARE  
COMING TO TOWN



#### FAIR SECRETARIES AND COMMITTEEMEN

We wish to thank all of you for making our season a grand success.

See us at your meetings for a bigger, better midway in 1948.

## WALLACE BROS.' SHOWS

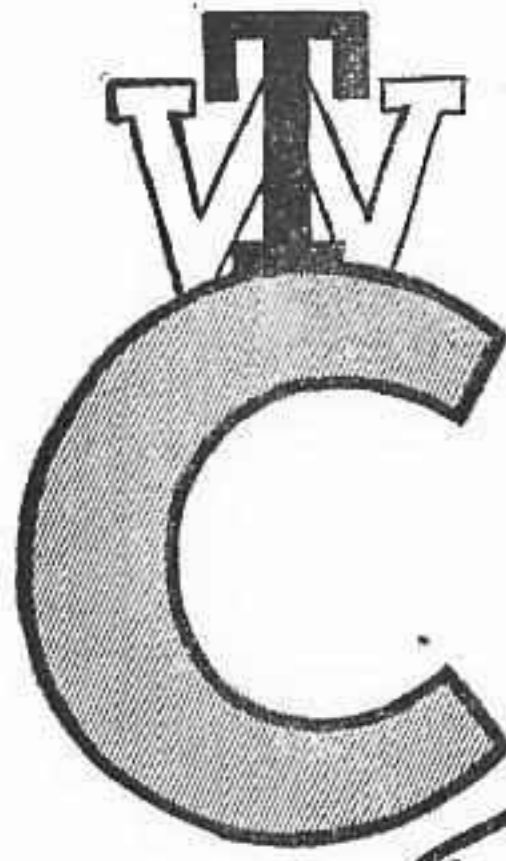
E. E. FARROW

Box 1184, Jackson, Mississippi

Phone: 3-7644



WM. T. COLLINS  
Sole Owner-Manager



*The* **PRIDE**  
*of the Northwest*

Announcing

A NEW AND BIGGER—

# WILLIAM T. COLLINS SHOWS

FOR 1948

WILL BE THE MOST MODERNISTIC AND UP-TO-DATE TRUCK SHOW IN AMERICA.  
EQUIVALENT TO A 35-CAR RAILROAD SHOW.

**WE ARE PROUD TO PRESENT TO THE FAIR-GOING PUBLIC—A MIDWAY OF SUPREMACY**

13 Modern Rides, 10 Shows with latest designed Panel Fronts, with indirect illumination, and built on Semi-Trailers.

On the Inside will be presented a Variety of Star-Studded Attractions.

8 New and Novel Neonized Towers, along with 2 Anti-Aircraft Searchlights.

50 Merchandise Concessions.

**ATTENTION—FAIR OFFICIALS—ATTENTION**

IF YOU WANT A SHOW OF FLASH AND TOP EARNING CAPACITY, THEN INVESTIGATE BEFORE YOU CONTRACT FOR YOUR 1948 EVENT. See us at the Hotel Sherman during the Chicago Convention; the Iowa Fair Meeting at Des Moines; and the Wisconsin Fair Meeting in Milwaukee. You can always contact us at our permanent address below.

I AM TAKING THIS OPPORTUNITY TO EXTEND MY MOST GRATEFUL THANKS AND BEST WISHES TO ALL THE COMMITTEEMEN, FAIR OFFICIALS, SHOWMEN, CONCESSIONAIRES AND PERSONNEL FOR A SUCCESSFUL 1948 SEASON.

**WANT FOR 1948  
SHOWMEN**

Want Managers for the following Office-Owned Shows with all new Equipment and Transportation: Circus Side Show, Girl Show, Hillbilly and Midget.

Will book the following: Mechanical, Animal, Snake, Monkey or any show of merit. Will frame and finance any new and novel shows for reliable showmen.

**HELP  
FOREMEN  
and  
SECOND MEN  
for all  
RIDES**

**FOR SALE**

4 Telescopic Towers

1946 LeRoi Motor (used 1 season)

1 older LeRoi Motor (in excellent condition, suitable for Ferris Wheels)

1 set of Fly-o-Plane Tubs

Winterquarters and Permanent Address:

406 ERIE STREET, ST. PAUL, MINN.

*America's Outstanding Motorized Show*

WILLIAM T.  
**COLLINS** SHOWS  
*"Pride of the Northwest"*

102.50; premiums paid out, \$1,102.50.  
**ADMINISTRATION:** President, Clarence Wilson; secretary, Ted Krisher.

**Hughes County Free Fair, Holdenville**

**TOTAL ATTENDANCE:** Front gate, approximately, 10,000. Free. Operated 3 days and nights.

**WEATHER:** Good 2 days and 2 nights; rain 1 day and 1 night.

**CARNIVAL:** Capell Bros.' Shows.

**RACING:** 1 day of rodeo.

**RECEIPTS:** Carnival, \$261.40; concession space, \$200.

**AID, PREMIUMS:** County aid, \$1,500. Premiums paid, \$1,500.

**CHARGES:** Concession space outdoors, \$10 per stand; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, \$15.

**ADMINISTRATION:** President, John Wolf; secretary, Vernon J. Frye; superintendent of attractions, K. V. Love; superintendent of concessions, H. H. Hudson.

**Hydro District Free Fair, Hydro**

**TOTAL ATTENDANCE:** Not given. Operated 3 days and nights.

**WEATHER:** Hot.

**CARNIVAL:** Dickson Shows.

**RECEIPTS:** Carnival, \$189.48; concession space, \$40.

**AID, PREMIUMS:** County aid, \$450. Premiums paid, \$810.50.

**ADMINISTRATION:** President, Clyde Quattlebaum; secretary, Grace R. Felton; superintendent of attractions and concessions, J. E. Crall; superintendent of grounds, Souk Gourd.

**Kay County Free Fair, Blackwell**

**TOTAL ATTENDANCE:** Not given. Free. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Midget auto races, promoted by Broyles Amusement Company, sponsored by local Junior Chamber of Commerce. Total paid grandstand attendance, night, 5,600.

**CARNIVAL:** Brodbeck-Strader.

**PLANT FACILITIES:** Grandstand capacity, 1,000; bleachers capacity, 1,500; fifth-mile race track; capacity of parking area, 1,000 cars.

**RACING:** 3 days of midget auto races; 3 days of rodeo.

**RECEIPTS:** Grandstand, \$5,600; carnival, \$5,500.

**AIDS, PREMIUMS:** County aid, \$6,500.

**CHARGES:** Concession space outdoors, per front foot, \$1.50.

**STILL DATES:** Chikaskia Valley Harvest Jubilee and Wheat Show; Oklahoma State Duroc Sale; Chikaskia Valley Rabbit Show; Kansas-Oklahoma Hereford Sale; Fourth of July Celebration.

**ADMINISTRATION:** President, W. B. House; secretary, W. R. Hutchinson; superintendent, Marsh B. Woodruff.

**Okmulgee County Free Fair, Okmulgee**

**TOTAL ATTENDANCE:** Front gate, approximately, 32,500. Free. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Rodeo; circus-type acts by Capell Bros.' Shows.

**CARNIVAL:** Capell Bros.' Shows.

**PLANT FACILITIES:** Capacity of parking area, 4 acres.

**RACING:** 3 days of rodeo.

**RECEIPTS:** Carnival, \$1,396; commercial exhibits, \$1,050; concession space, \$7,500; other sources, \$3,000.

**AID, PREMIUMS:** County aid, \$3,250. Premiums paid, \$3,250.

**ADMINISTRATION:** President, Homer Chancey; secretary, C. J. Harvey; superintendent of concessions, Russell Miller; superintendent of commercial exhibit space, Don Hoyt; superintendent of grounds, H. C. Hames; publicity director, Don Hoyt.

**Payne County Free Fair, Stillwater**

**TOTAL ATTENDANCE:** Front gate, approx. 14,000. Operated 4 days and nights.

**WEATHER:** Good.

**CARNIVAL:** Heart of Texas Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,000; bleachers capacity, 1,200; capacity of parking area, 10 acres.

**RECEIPTS:** Carnival, \$868; commercial exhibits, \$345; concession space, \$80.

**AID, PREMIUMS:** County aid, \$5,140; other sources, \$1,400; premiums paid, \$6,000.

**CHARGES:** Concession space outdoors, \$1 per front foot; commercial exhibit space indoors, \$1.50 per foot.

**STILL DATES:** July 4th carnival.

**ADMINISTRATION:** President, George Jacobs; secretary, Dick Fisher; superintendent of attractions, George Telford; superintendent of commercial exhibit space, D. B. Jeffrey; superintendent of grounds, Gerald Blyen.

**Pottawatomie County Free Fair, Shawnee**

**TOTAL ATTENDANCE:** Front gate, approximately, 15,000. Free. Operated 4 days and nights.

**WEATHER:** Good 4 days and 1 night; rain 3 nights.

**GRANDSTAND ATTRACTIONS:** Local shows.

**PLANT FACILITIES:** Grandstand capacity, 6,000; capacity of parking area, 20 acres.

**ADMINISTRATION:** President, Otto T. Krausse; secretary, Mrs. H. L. Swink.

**Washington County Free Fair, Dewey**

**TOTAL ATTENDANCE:** Front gate, approx. 15,000. Operated 3 days and 4 nights.

**WEATHER:** Good 3 days and nights; rain 1 night.

**GRANDSTAND ATTRACTIONS:** Midget auto races. Total paid grandstand attendance, night, 2,000.

**PLANT FACILITIES:** Grandstand capacity, 3,500; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 20,000.

**RACING:** 1 night of midget auto races.

**RECEIPTS:** Grandstand, \$3,000.

**AID, PREMIUMS:** County aid, \$4,500; premiums paid out, \$3,150.

**STILL DATES:** Midget auto races; football games.

**ADMINISTRATION:** President, B. H. Jeter; secretary, Howard Nelson; superintendent of attractions, Paul Johnson; publicity director, Ernest O. Back.

**OREGON**

**Clackamas County Fair, Canby**

**TOTAL ATTENDANCE:** Front gate, not given; paid admissions, 8,820. Operated 4 days and nights.

**WEATHER:** Good 3 days and 3 nights; rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Eddie Burke Attractions. Cost of grandstand show, \$1,800. Total paid grandstand attendance, afternoon, 1,540; night, 2,871.

**CARNIVAL:** Pacific Coast Shows.

**PLANT FACILITIES:** Grandstand capacity, 750; bleachers capacity, 500; half-mile race track.

**RACING:** 3 days of harness racing; 4 days of rodeo; 1 night of fireworks.

**RECEIPTS:** Gate, \$4,396.80; grandstand, \$1,818.60; carnival, \$28; commercial exhibits, \$30; concession space, \$22.

**AID, PREMIUMS:** State aid, \$15,000; county aid, \$2,500. Premiums paid, \$5,028.29.

**CHARGES:** Concession space outdoors, per front foot, \$3; commercial exhibit space indoors, per foot, \$2.50.

**STILL DATES:** Various riding clubs and cattle shows.

**ADMINISTRATION:** President, H. H. Chindgren; secretary, Ried H. Stone; superintendent of grounds, Otto Krueger; publicity director, Pete Laurs.

**Lincoln County Fair, Newport**

**TOTAL ATTENDANCE:** Front gate, approximately, 3,600; paid admissions, 2,819. Operated 3 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Rodeo program. Total paid grandstand attendance, approximately 1,000.

**CARNIVAL:** Redwood Empire Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,500; one-third mile race track; capacity of parking area 500 cars.

**RACING:** 2 days of rodeo.

**RECEIPTS:** Gate, \$1,265.70; grandstand, \$1,188; carnival, \$350; commercial exhibits, \$190.

**CHARGES:** Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per foot, \$2; farm machinery space, \$2.

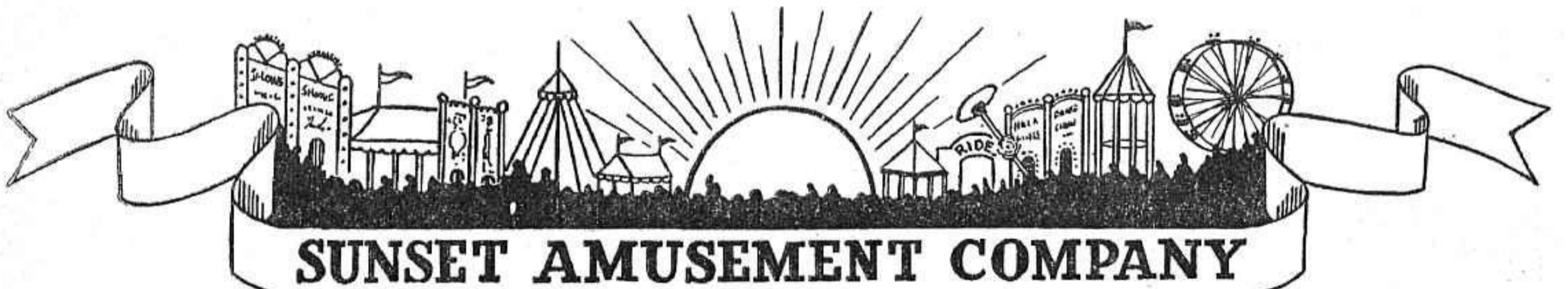
**ADMINISTRATION:** President, W. P. McBee; secretary, Turner Bond; superintendent of commercial exhibit space, Gertrude B. Wurtz; publicity director, Ed Hay.

**Oregon State Fair, Salem**

**TOTAL ATTENDANCE:** Front gate, 228,335. Operated 7 days and nights.

**WEATHER:** Good 5 days and 4 nights; rain 2 days and 3 nights.

**GRANDSTAND ATTRACTIONS:** Har-



PERMANENT FIREPROOF WINTER QUARTERS, EXCELSIOR SPRINGS, MO.  
**"1948 WILL BE THE 20TH SEASON UNDER THE SUNSET BANNER"**  
 OUR POLICY FOR SEASON 1948  
 ONLY LEGITIMATE CONCESSIONS AND PERCENTAGE

NEW RIDES

LIGHT TOWERS

NEON FRONTS

**- 14 -  
UP-TO-DATE RIDES**

- Triple FERRIS WHEELS
- CATERPILLAR
- OCTOPUS
- SPITFIRE
- CAROUSEL
- TRAIN
- ROLL-O-PLANE
- TILT-A-WHIRL
- GLIDER
- KIDDIE RIDES
- DODGEM
- ROTO-WHIP

*Thanks*

FAIR SECRETARIES,  
 AUSPICES,  
 COMMITTEES  
 AND SHOW PERSONNEL  
 FOR AN EXCELLENT  
 1947 SEASON

FAIR  
 SECRETARIES  
 OF  
 North Dakota  
 Iowa  
 Minnesota  
 Illinois  
 Kansas  
 Nebraska  
 Missouri



K. H. GARMAN  
 OWNER-MANAGER

SEE US  
 AT THE  
 CONVENTIONS  
 AT  
 Grand Forks  
 Chicago  
 Des Moines  
 St. Paul  
 Springfield  
 Lincoln  
 Jefferson City

**- 8 -  
HIGH-CLASS SHOWS**  
 30-40 Legitimate  
 Concessions,  
 Transported by  
 New Tractor-  
 Trailers

*Now Booking  
 for  
 1948*

ADDRESS CORRESPONDENCE

SUNSET AMUSEMENT CO.

DANVILLE, ILL.

at the *San Diego County Fair* alone

(DEL MAR, CALIF.)

NEARLY A QUARTER OF A MILLION PEOPLE  
SAW and ENJOYED

# FERRIS GREATER SHOWS

THIS FIGURE IS FOR ONE STAND. BUT  
IT GIVES AN IDEA OF THE TREMEN-  
DOUS PULLING POWER OF THIS SHOW.

**NOW BOOKING FOR 1948**

*Contact*

**LARRY FERRIS**

**BOX 231**

**WHITTIER, CALIFORNIA**

# HETH

## EXPOSITION SHOWS

Thanks--

TO THE FAIRS AND COMMITTEES WHO BOOKED MY NEW SHOW, Also MY MANY FRIENDS IN THE OUTDOOR SHOW BUSINESS for Making



ROBT. L. HETH

### 1947 A VERY SUCCESSFUL YEAR

A BIGGER AND BETTER SHOW IN 1948. ADDITIONAL RIDES AND ATTRACTIONS.

Will book any high-class Shows. Want to book Fly-o-Plane for season. Concessions of all kinds.

Get on the Bandwagon Early With a Winner

#### FAIR SECRETARIES AND CELEBRATION COMMITTEES

In Montana, North and South Dakota, Idaho, Minnesota, Wisconsin, Illinois, Iowa, Missouri and Arkansas, contact us before booking your 1948 Midway Attractions.

#### WANT

FOREMEN FOR ALL RIDES.

(Percentage or Salary)

Capable Ride Help, good Concession Agents for our office-owned Concessions.

ALL ADDRESS: ROBT. L. HETH, Manager

Winterquarters: BOX 97  
MALDEN, MO.

ness and running races; rodeo; horse show; revue booked thru Helene Hughes; cost of grandstand show, \$18,500.

CARNIVAL: Douglas Greater Shows.

PLANT FACILITIES: Grandstand capacity, 4,650; half mile race track; capacity of parking area, 67.

RACING: 6 days of harness racing; 6 days of running races; 7 days of rodeo.

RECEIPTS: Gate, \$148,519; grandstand, \$32,729.25; carnival, \$18,682.04; commercial exhibits, \$10,912; concession space, \$17,534.50; other sources, \$1,972.78.

AID, PREMIUMS: State aid, from parliament, \$35,000; county aid, \$2,800; premiums paid out, \$43,664.67.

CHARGES: Concession space outdoors, \$15 per front foot; commercial exhibit space indoors, \$4 per front foot; farm machinery space, \$3 per front foot.

STILL DATES: Auto races; motorcycle races.

ADMINISTRATION: Director, E. L. Peterson; manager, Leo G. Spitzbart; superintendent of concessions and commercial exhibit space, Ella S. Wilson; superintendent of grounds, Joseph Cook; publicity director, Bruce Williams.

### Pacific International Livestock Exposition, North Portland

TOTAL ATTENDANCE: Front gate, 136,145. Operated 8 days and 9 nights.

WEATHER: Good 7 days and 5 nights; rain 1 day and 3 nights.

GRANDSTAND ATTRACTIONS: Horse show and rodeo.

PLANT FACILITIES: Grandstand capacity, 6,822.

RACING: None.

### Wasco County Fair, Tygh Valley

TOTAL ATTENDANCE: Front gate, approx. 8,000; paid admissions, approx. 6,800. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Rodeo; calf scramble; Indian pageant; war dances; horse races. Cost of grandstand show, \$4,800. Total paid grandstand attendance, afternoon, 7,508; night, 5,580.

PLANT FACILITIES: Grandstand capacity, 600; bleachers capacity, 4,000; half-mile race track; capacity of parking area, 3,000 cars.

RACING: 3 days of running races; 2 days of rodeo; 1 night of fireworks.

CHARGES: Concession space outdoors, \$3 per front foot; farm machinery space, 50c.

STILL DATES: Rodeo; picnics. ADMINISTRATION: President, K. Grossmiller; secretary, A. N. Muller; superintendent of grounds, H. Wood.

### PENNSYLVANIA

#### Clearfield County Fair, Clearfield

TOTAL ATTENDANCE: Front gate, estimated 80,000. Operated 5 days and 6 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Grandstand Follies booked thru George A. Hamid.

CARNIVAL: Cetlin & Wilson Shows.

PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 1,500; one-half mile race track; capacity of parking area, 1,200.

RACING: Four days of harness racing; 2 days of automobile thrill show.

#### Cochranon Community Fair, Cochranon

TOTAL ATTENDANCE: Front gate, approx. 15,000. Operated 3 days and nights.

WEATHER: Good.

PLANT FACILITIES: Grandstand capacity, 400; bleachers capacity, 400.

RACING: 1 night of fireworks.

RECEIPTS: Concession space, \$12,500. AID, PREMIUMS: State aid, \$258; county aid, \$100; other sources, \$350; premiums paid out, \$150.

CHARGES: Concession space outdoors, \$8 per lot.

STILL DATES: Firemen's carnival. ADMINISTRATION: President, John Oakes; secretary, Wm. McCullough; superintendent of concessions, A. N. Shaffer.

#### Ephrata Farmers' Day Assn., Ephrata

TOTAL ATTENDANCE: Front gate, not given. Operated 4 days and 4 nights.

WEATHER: Good.

RECEIPTS: Concession space, \$8,724.43; other sources, \$2,682.02.

AID, PREMIUMS: Premiums paid out, \$1,015.25.

CHARGES: Concession space outdoors,

per front foot, \$5; farm machinery space, \$5.

ADMINISTRATION: President, Norman Groff; secretary, Wayne Heberling; superintendent of concessions, Whitey Jacobs.

#### Fulton County Fair, McConnellsburg

TOTAL ATTENDANCE: Front gate, approx. 10,000. Operated 4 days and nights.

WEATHER: Good 4 days and 3 nights.

GRANDSTAND ATTRACTIONS: Circus and vaudeville-type acts. Cost of grandstand show, \$1,250.

CARNIVAL: Thompson Bros. Shows.

PLANT FACILITIES: Grandstand capacity, 800; bleachers capacity, 200; capacity of parking area, 10 acres.

RECEIPTS: Gate, \$2,800; grandstand, \$700; carnival, \$500; concession space, \$400.

PREMIUMS: Paid out, \$1,100.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$2 per foot.

ADMINISTRATION: President, G. E. Gladfelter; secretary, Chas. W. Easley; superintendent of concessions, Frank Johnston; publicity director, S. S. Alloway.

#### Gratz Horticultural and Agricultural Assn., Gratz

TOTAL ATTENDANCE: Not given. Operated 5 days and nights.

WEATHER: Good 4 days and nights; rain 1 day and night.

CARNIVAL: Caravella Amusements.

RECEIPTS: Gate, \$9,738.86; grandstand, \$5,217; carnival, \$1,256.63; commercial exhibit, \$394; concession space, \$1,931.08.

CHARGES: Concession space outdoors, \$2 to \$3 per front foot; commercial exhibit space indoors, \$2 per foot.

ADMINISTRATION: President, Waldy Leitzel.

#### Kutztown Fair, Kutztown

TOTAL ATTENDANCE: Front gate, approx. 50,000; paid admissions, approx. 36,000. Operated 5 days and 6 nights.

WEATHER: Good.

RECEIPTS: Gate, \$12,000; carnival, \$4,800; commercial exhibits, \$200; concession space, \$1,100.

AID, PREMIUMS: State aid, \$1,000.

CHARGES: Concession space outdoors, \$3 to \$5 per front foot; commercial exhibit space indoors, \$2 per foot.

ADMINISTRATION: President, W. A. Dries; secretary, Elmer A. F. Kline; superintendent of concessions, B. A. Herman; superintendent of grounds, U. B. Ketner.

#### Mansfield Fair, Mansfield

TOTAL ATTENDANCE: Front gate, approx. 40,000; paid admissions, approx. 35,000. Operated 4 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Rides and roller skating booked thru John C. Jackel. Cost of grandstand show, \$1,040. Total paid grandstand attendance, \$7,000.

PLANT FACILITIES: Grandstand capacity, 2,000; capacity of parking area, 2,500.

FIREWORKS: Two nights.

RACING: None.

RECEIPTS: Gate, \$6,200; grandstand, \$2,000; commercial exhibits, \$1,000; concession space, \$1,700.

CHARGES: Concession space outdoors, per front foot, \$3 and \$5; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$1.

ADMINISTRATION: President, H. A. Taylor; secretary, P. W. Farres.

#### Plum Township Farm Show, Unity

TOTAL ATTENDANCE: Front gate, approx. 10,000. Free. Operated 3 days and nights.

GRANDSTAND ATTRACTIONS: Radio talent; vaudeville talent, booked thru Radio Artists Entertainment Service and Artists Service Bureau.

RECEIPTS: Commercial exhibits, \$523.05; concession space, \$958.84; other sources, \$1,060.

AID, PREMIUMS: County aid, \$32.25; premiums paid out, \$443.75.

CHARGES: Concession space outdoors, 10c per front foot; commercial exhibit space indoors, 15c per foot.

ADMINISTRATION: President, Guy R. Smith; secretary, Elizabeth M. Nahar; superintendent of attractions, J. M. Thompson; superintendent of concessions and commercial exhibit space, A. G. Gismond; publicity director, Robert Frack.

(Continued on page 97)

## LAWRIENCIE

GREATER SHOWS  
amusements of to-day plus a bit of tomorrow



SAM AND SHIRLEY LEVY  
Owners-Operators

PLAYING ACE OF THE EASTERN STILL DATES AND OUR SHARE OF THE FAIRS



H. B. (HERB) SHIVE  
General Representative

NOW BOOKING FAIRS AND CELEBRATIONS FOR 1948

### HELP WANTED

Scenic Painter, Designer and Builder, Diesel Engineer who has some knowledge of lighting a carnival midway, Mechanics, Canvasmen, Ride Foremen, and useful, seasoned Show People in all departments.

#### WILL BOOK OR BUY

Moon Rocket, Spitfire, and Motordrome

#### HAVE FOR SALE

Smith & Smith Chair-o-Plane and 12-car Ridee-O

WINTERQUARTERS:  
Kingstree, S. C.

MAIN OFFICE:  
333 West 57th Street  
New York, N. Y.  
(Phone Columbia 5-5242)

SCENES  
1947 SEASON

ADD A

SCENES  
1947 SEASON

*Sparkle*

TO YOUR FAIR

WITH THE

"DIAMOND OF THE SHOW WORLD"

**GEM CITY  
SHOWS**

Presenting  
EMANUEL ZACCHINI  
"The Human Cannon Ball"



INTERSTATE FAIR  
La Crosse, Wisc.



UPPER PENINSULA FAIR  
Escanaba, Mich.



DODGE COUNTY FAIR  
Beaver Dam, Wisc.



MANITOWOC COUNTY FAIR  
Manitowoc, Wisc.



OUACHITA COUNTY FAIR  
Camden, Ark.



WISCONSIN VALLEY FAIR  
Wausau, Wisc.



UNION COUNTY FAIR  
El Dorado, Ark.



OUACHITA VALLEY FAIR  
Monroe, La.

TO ALL FAIRS, their officers, we say thanks for your marvelous co-operation.  
To your countless thousands of patrons, we appreciated their most  
generous patronage.

To all employees and associates, your untiring and willing efforts made  
the 1947 Season most pleasant and free from disappointment to our  
friends. We thank you for a job . . . well done!

WATCH FOR "THE DIAMOND OF THE SHOW WORLD IN 1948"

W. E. (BILL) SNYDER  
Business Manager

JACK DOWNS  
General Manager

A. R. McGUIRE  
Elect. Supt.

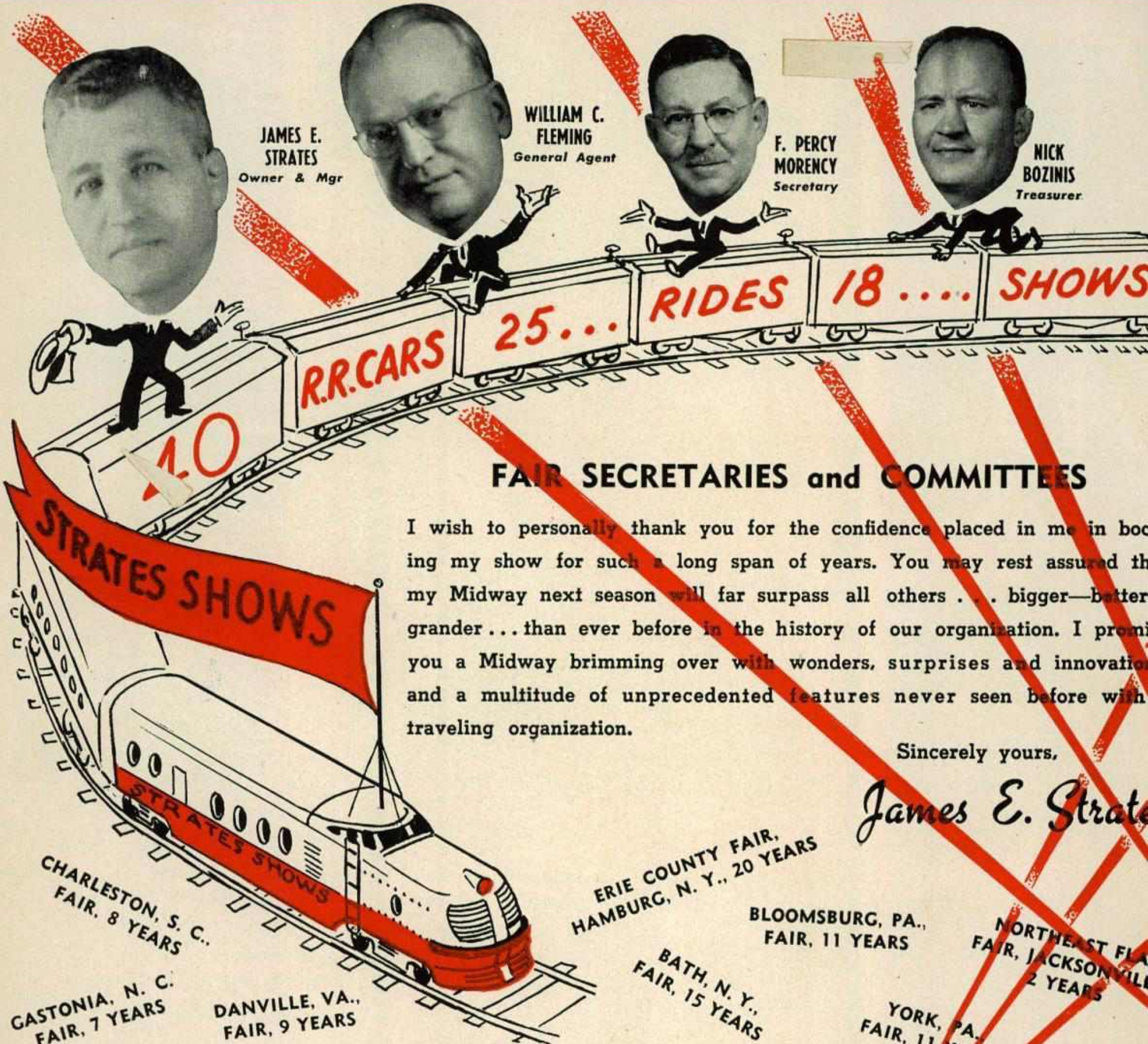
HARRY THOMAS  
Secretary

Permanent Address: EL DORADO, ARKANSAS  
Fairgrounds Telephone 3433

25<sup>th</sup> JUBILEE TOUR

# STRATES

**JAMES E.**



**JAMES E. STRATES**  
Owner & Mgr

**WILLIAM C. FLEMING**  
General Agent

**F. PERCY MORENCY**  
Secretary

**NICK BOZINIS**  
Treasurer

## FAIR SECRETARIES and COMMITTEES

I wish to personally thank you for the confidence placed in me in booking my show for such a long span of years. You may rest assured that my Midway next season will far surpass all others . . . bigger—better—grander . . . than ever before in the history of our organization. I promise you a Midway brimming over with wonders, surprises and innovations and a multitude of unprecedented features never seen before with a traveling organization.

Sincerely yours,

*James E. Strates*

CHARLESTON, S. C.,  
FAIR, 8 YEARS

GASTONIA, N. C.,  
FAIR, 7 YEARS

DANVILLE, VA.,  
FAIR, 9 YEARS

CORTLAND, N. Y.,  
FAIR, 15 YEARS

ERIE COUNTY FAIR,  
HAMBURG, N. Y., 20 YEARS

BATH, N. Y.,  
FAIR, 15 YEARS

BLOOMSBURG, PA.,  
FAIR, 11 YEARS

YORK, PA.,  
FAIR, 11 YEARS

NORTHEAST FLA.  
FAIR, JACKSONVILLE,  
2 YEARS



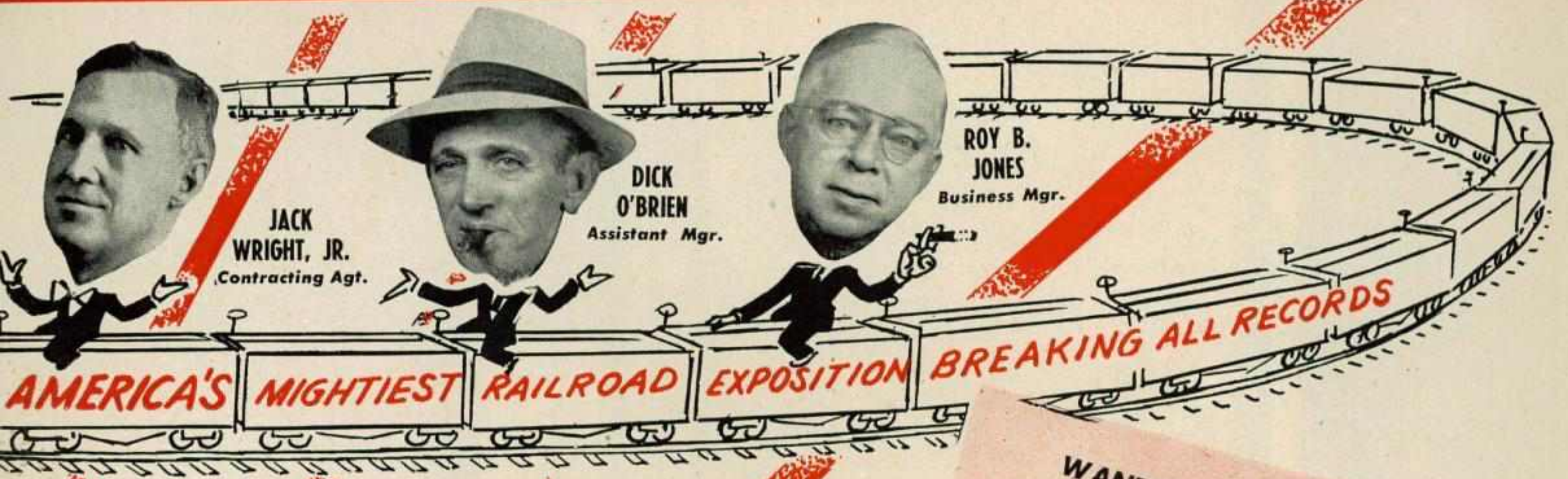
**WINTERQUARTERS**

**ADDRESS**

25th JUBILEE TOUR

# SHOWS

THE WORLD'S MOST BEAUTIFUL MIDWAY



## WATCH

FOR A STARTLING ANNOUNCEMENT  
IN BILLBOARD  
AROUND JANUARY, 1948.  
A SURPRISE THAT WILL ROCK  
THE CARNIVAL WORLD

NEW YORK STATE  
FAIR, SYRACUSE,  
2 YEARS

GREAT ANDERSON, S. C.,  
FAIR, 5 YEARS

WEDMOND INTERSTATE  
FAIR, SPARTANBURG, S. C.,  
4 YEARS

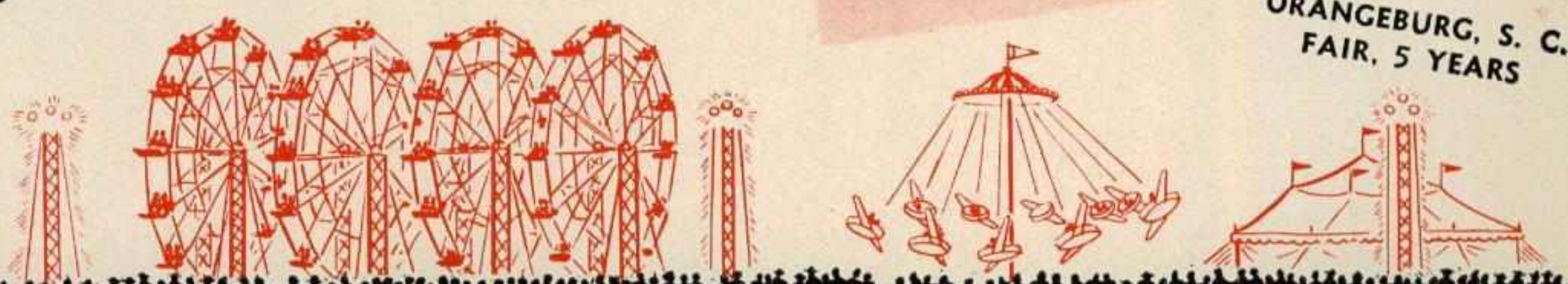
**WANTED FOR SEASON 1948**  
Spectacular show features in keeping with the policy of our Midway. Will finance Showmen with new, original and creative ideas—nothing is too big to handle or finance.

**WANT FOR WINTER QUARTERS**  
Useful people in all working departments—Wagon Builders, Blacksmiths, Welders, Machinists, Carpenters, Painters, Show Builders and Electrician Helpers. Winter Quarters open after Xmas.

**★ EXECUTIVE STAFF ★**

James E. Strates, General Manager	Gifford Ralyea, Chief Electrician
William C. Fleming, Gen. Agent	Star De Belle, Public Relations
Dick O'Brien, Assistant Manager	L. H. Kime, Lot Superintendent
Roy B. Jones, Business Manager	W. D. Holdridge, Purchasing Agt.
Nick Boxinis, Treasurer	Joe McCormack, Chief Mechanic
F. Percy Morency, Secretary	Bennie Wells, Scenic Artist
Frank Zarcoll, Auditor	Ralph Rothrock, Billposter
Harry I. Tong, General Counsel	Elmer Hale, Utilities
Jack Wright Jr., Contracting Agt.	L. M. McBride, Diesel Engineer
Elmer Olson, Gen. Superintendent	Merle Dom, Searchlights
Chick Franklin, Dir. of Publicity	William Leon, Front Gate
Earl Truax, Manager of Rides	Paul Hutchison, Billboards & Mail
James E. Yotas Sr., Master Builder	William Harvey, Trainmaster
	Henry Brooks, Asst. Trainmaster

ORANGEBURG, S. C.,  
FAIR, 5 YEARS



JACKSONVILLE

FLORIDA



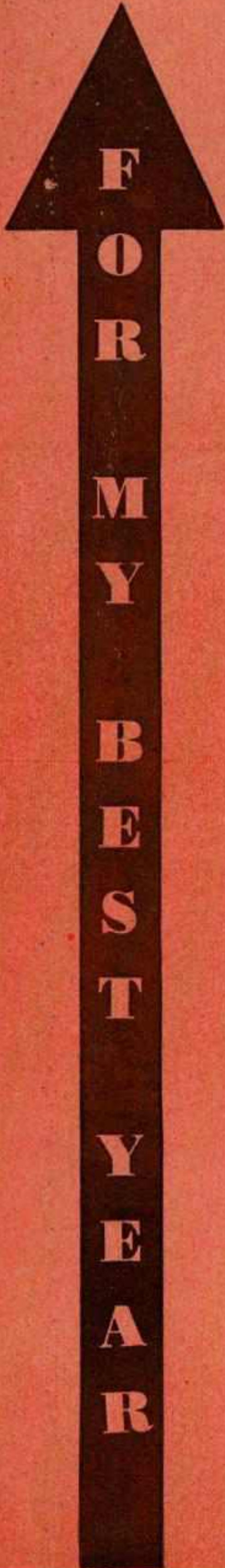
Thanks to . . .

G. G. Botts,  
Riverview Park,  
Chicago, Ill.

The Conklins,  
Canadian National Exhibition,  
Toronto, Ont., Can.

The Mitchells,  
Kansas State Fair,  
Hutchinson, Kan.

Wm. H. Hitzelberger,  
State Fair of Texas,  
Dallas, Texas



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Ray Marsh Brydon

Permanent Address:  
2165 E. Riverside Drive  
Indianapolis, Ind.

# STATISTICAL DIRECTORY OF FAIRS

(Continued from page 92)

## Stoneycreek School and Community Fair, Shanksville

TOTAL ATTENDANCE: Front gate, approximately, 2,500. Free. Operated 2 days and 4 nights.

WEATHER: Good 2 days and 3 nights; rain 1 night.

GRANDSTAND ATTRACTIONS: Hawaiian Sharps and revue booked thru Harold Platt. Total paid grandstand attendance, night, 800.

RECEIPTS: Gate, \$850.

AID, PREMIUMS: State aid, \$350; premiums paid, \$370.

ADMINISTRATION: President, T. L. Corty; secretary, Mrs. Milton Lowry; publicity director, Miss Mosteller.

## Tioga Valley Fair, Tioga

TOTAL ATTENDANCE: Front gate, approx. 5,000; paid admissions, approx. 3,000. Operated 4 days and 3 nights.

WEATHER: Good 3 days and 3 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Frank Doss Animal Circus; aerial act; cowboy act. Cost of grandstand show, \$550.

PLANT FACILITIES: Grandstand capacity, 500; one-quarter mile race track; capacity of parking area, 6 acres.

RACING: 1 day of running races.

RECEIPTS: Gate, \$900; concession space, \$300; other sources, \$200.

AID, PREMIUMS: State aid, \$500; county aid, \$50. Premiums paid out, \$400.

CHARGES: Concession space outdoors, per front foot, 75 cents.

STILL DATES: Ball games; picnics; outings.

ADMINISTRATION: President, R. E. Patterson; secretary, Carl H. Forrest; superintendent of grounds, J. C. Forrest.

## Waterford Community Fair, Waterford

TOTAL ATTENDANCE: Front gate, approx. 20,000. Fair operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Band music; amateur acts; Klein's Attractions.

PLANT FACILITIES: Grandstand capacity, about 600.

ADMINISTRATION: President, Paul Babbitt; secretary, Charles Bowman; superintendent of commercial exhibit space, Rollo McCray; publicity director, H. L. Merritt.

## Wayne County Agricultural Society, Honesdale

TOTAL ATTENDANCE: Front gate, approx. 30,000; paid admissions, approx. 24,000. Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Circus and vaudeville-type acts booked thru George A. Hamid; cost of grandstand show, \$2,500; total paid grandstand attendance, afternoon, 7,000; night, 6,200.

CARNIVAL: Independent.

PLANT FACILITIES: Grandstand capacity, 2,300; half-mile race track; capacity of parking area, 2,000 cars.

RACING: 2 days of harness racing; 1 day of running races.

RECEIPTS: Gate, \$14,000; grandstand, \$10,000; commercial exhibits, \$500; concession space, \$5,000; other sources, \$4,000.

AID, PREMIUMS: State aid, \$1,000; county aid, \$100; premiums paid, \$1,500.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$2.

STILL DATES: Carnival; midget auto racing.

ADMINISTRATION: President, T. Y. Boyd; secretary, R. W. Gammell; superintendent of concessions and commercial exhibit space, E. Finerty.

## West Alexander Agricultural Assn., West Alexander

TOTAL ATTENDANCE: Front gate, 7,500; paid admissions, 7,000 (both approx.). Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTENDANCE: Total paid grandstand attendance, afternoon, 1,200; night, 1,200.

ADMINISTRATION: Secretary, Paul Rogers.

## SOUTH CAROLINA

### Anderson Fair, Anderson

TOTAL ATTENDANCE: No estimate given. Operated 6 days and 6 nights.

WEATHER: Good 2 days and 2 nights; rain 4 days and 4 nights.

GRANDSTAND ATTRACTIONS: Booked thru George A. Hamid.

CARNIVAL: James E. Strates Shows.

PLANT FACILITIES: One-third mile race track.

ADMINISTRATION: President, Harold Major; secretary and treasurer, Mrs. Maude B. Barton; general manager, A. P. Durham; executive director, I. V. Hulme.

### Piedmont Interstate Fair, Spartanburg

TOTAL ATTENDANCE: Front gate, approx. 100,000. Operated 6 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Fair Follies of 1947, booked thru Gus Sun Exchange.

CARNIVAL: James E. Strates Shows.

PLANT FACILITIES: Grandstand capacity, 2,500; size of race track, one-half mile; capacity of parking area, 13 acres.

RACING: Five days of harness racing; 1 day of running races; 1 day of big-car races; 6 nights of fireworks.

PREMIUMS paid, \$10,000.

CHARGES: Concession space outdoors, per front foot, \$5; commercial exhibit space indoors, per foot, \$4.

ADMINISTRATION: President, Paul Black; secretary, Tom Moore Craig; superintendent of grounds, Bill High; publicity director, Glen H. Naves.

## SOUTH DAKOTA

### Corn Palace, Mitchell

TOTAL ATTENDANCE: Paid admissions, approx. 45,000. Operated 5 days and 9 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Tommy Dorsey and orchestra booked thru State Amusement Company; cost of grandstand show, \$26,300.

PLANT FACILITIES: Auditorium capacity, 3,600.

RECEIPTS: Auditorium, \$67,209; concession space, \$13,000.

CHARGES: Concession space outdoors, \$1 per front foot.

ADMINISTRATION: Chairman, L. B. Harmon; secretary, R. B. Willard; superintendent of attractions, H. N. Noble; superintendent of concessions and publicity director, W. T. Wilt.

### Deuel County Fair, Clear Lake

TOTAL ATTENDANCE: Front gate, 5,000; paid admissions, 4,920. Operated 2 days and 3 nights.

WEATHER: Good 1 day and 2 nights; cold and cloudy 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Circus and vaudeville acts booked thru Williams & Lee, St. Paul; radio talent from WMAX, Yankton, S. D. Cost of grandstand show, \$475. Total paid grandstand attendance, afternoon, 805; night, 1,315.

CARNIVAL: Bolton's Shows.

PLANT FACILITIES: Grandstand capacity, 420; one-half mile race track; capacity of parking area, 2 acres.

RACING: Two days of harness racing; 1 night of fireworks.

RECEIPTS: Gate, \$1,627; grandstand, \$300; carnival, \$316; commercial exhibits, \$50; concession space, \$300.

PREMIUMS paid, \$300.

CHARGES: Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$10 per exhibit.

STILL DATES: Clear Lake Sales Company sales every Thursday.

ADMINISTRATION: President, E. W. Wright; secretary, Bud Elrod.

### South Dakota State Fair, Huron

TOTAL ATTENDANCE: Front gate, 169,000; paid admissions, 91,000. Operated 5 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Auto races booked thru National Speedways,

# BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

## 1947

### OUR BRIGHTEST YEAR

MAKE YOUR FAIR OR CELEBRATION  
"THE BRIGHTEST SPOT"

WITH

## BRIGHT LIGHTS EXPOSITION SHOWS

10  
RIDES

FREE  
ACT

10  
SHOWS

### CONCESSIONS

ALL LEGITIMATE CONCESSIONS OPEN FOR SEASON 1948

Will Book Frozen Custard for Entire Season

### FAIR SECRETARIES — COMMITTEE MEN

REMEMBER

MAKE YOURS THE "BRIGHTEST SPOT" with BRIGHT LIGHTS EXPOSITION SHOWS

### NOW BOOKING 1948 SEASON

ALL ADDRESS

JOHN GECOMA  
722 EMPIRE BLDG.

or  
L. C. HECK  
PITTSBURGH, PA.

## HITS THE JACKPOT AGAIN



## ATTENDANCE AND RESULTS

# WORLD OF PLEASURE SHOWS

### NOW CONTRACTING FOR OUR 1948 SEASON

SHOWS—Fun House—Animal—Monkey—Glass House—Mechanical City—Wild Life—Side Show and other worth-while Attractions.

RIDES—Spittfire—Fly-a-Plane—Flying Scooter and other novel Riding Devices.

CONCESSIONS—Merchandise Concessions of all kinds. Excellent territory for modern Penny Arcade.

RIDE HELP—Foremen and Helpers for 10 Major Rides.

A-1 BILLPOSTER that can drive truck.

We will play our usual route of outstanding carnival dates in Michigan, Ohio and Indiana.

Phone: TE 3-6822

JOHN QUINN  
Owner-Manager

100 Davenport St.  
DETROIT 1, MICHIGAN

# DENNY • JOE • JACK

*Compliment the*

**STATE  
FAIR OF  
TEXAS**



**its Directors, Officers and Employees, also  
our own Employees and many Friends**

*on the*

**RECORD BREAKING FAIR and  
PARK SEASON of 1947**

*We feel that it's a feather in our caps  
and we are deeply grateful to  
the Great State Fair of Texas  
that we were again chosen to handle  
all concessions in 1947*

**DENNY  
PUGH**

**JOE  
MURPHY**

**JACK  
LINDSEY**

**STATE FAIRGROUNDS**

**DALLAS, TEXAS**

nc.; revue booked thru Barnes-Carruth-  
us; thrill show booked thru United  
Speed & Thrill Features; harness races.  
Cost of grandstand show, \$15,000.

CARNIVAL: Wonder Shows of America.  
PLANT FACILITIES: Grandstand ca-  
pacity, 6,000; bleachers capacity, 3,500;  
one-half mile race track; capacity of  
parking area, 6,500 cars.

RACING: Two days of harness racing;  
1 day of big-car races; 1 day of auto  
thrill show.

RECEIPTS: Gate, \$26,143; grandstand,  
\$68,557.60; carnival, \$50,225; commercial  
exhibits and concession space, \$15,450;  
other sources, \$4,000.

AID, PREMIUMS: State aid, \$8,000.  
Premiums paid, \$24,500.

CHARGES: Concession space outdoors,  
per front foot, \$5; commercial exhibit  
space indoors, per foot, \$1 and \$2; farm  
machinery space, \$1.

STILL DATES: Auto races, ball games,  
motorcycle races, rodeo.

ADMINISTRATION: President, T. C.  
Young; secretary, F. L. Hafner; superin-  
tendent of concessions, Homer W. Smith;  
superintendent of commercial exhibit  
space, John Adams; superintendent of  
grounds, John Evans; publicity director,  
W. M. Plummer.

### Sully County Fair, Onida

TOTAL ATTENDANCE: Not given.  
Free. Operated 3 days and nights.

WEATHER: Windy, dusty and hot all  
three days.

GRANDSTAND ATTRACTIONS: V. Roy  
and Company, magician; Russ Pike and  
Company booked thru Bernie Marr  
Agency. Cost of grandstand show, \$690.  
Total paid grandstand attendance, after-  
noon, 600, night, 2,000.

CARNIVAL: Victory United Shows.  
PLANT FACILITIES: Grandstand ca-  
pacity, 1,000; one-quarter mile race  
track.

RACING: Three days of running races.  
RECEIPTS: Grandstand, \$439; carniva-  
l, \$252.

AID, PREMIUMS: County aid, \$1,200;  
other sources, \$580. Premiums paid,  
\$600.

ADMINISTRATION: President, J. M.  
Reedy; secretary, John F. Neu.

## TENNESSEE

### Grundy County Fair, Tracy City

TOTAL ATTENDANCE: Not given. Op-  
erated 3 days and nights.

WEATHER: Good.

CARNIVAL: Cumberland Valley Shows.

AID, PREMIUMS: State aid, \$137;  
county aid, \$500. Premiums paid, \$680.

ADMINISTRATION: President, E. J.  
Cunningham; secretary, W. N. Paris; su-  
perintendent of attractions, Mrs. Carl  
Werner; superintendent of commercial  
exhibit space, J. L. Chance.

### Hickman County Fair, Centerville

TOTAL ATTENDANCE: Not given. Op-  
erated 4 days and nights.

WEATHER: Good 1 day and night; rain  
3 days and nights.

GRANDSTAND ATTRACTIONS: Radio  
talent from WSM and WLAG, Nashville;  
3 nights of fireworks; cost of grandstand  
show, \$550.

CARNIVAL: Bee's Old Reliable Shows.  
PLANT FACILITIES: Grandstand ca-  
pacity, 1,000; capacity of parking area, 10  
acres.

RECEIPTS: Gate, \$3,100; carnival,  
\$1,000; commercial exhibits, \$55; conces-  
sion space, \$270.

AID, PREMIUMS: State aid, \$495; pre-  
miums paid, \$1,100.

CHARGES: Concession space outdoors,  
\$1 per front foot; commercial exhibit  
space indoors, \$1 per foot.

STILL DATES: Soft ball; baseball, foot-  
ball.

ADMINISTRATION: President, J. W.  
Shouse; secretary, J. L. Flinn.

### Mid-South Fair and Livestock Show, Memphis

TOTAL ATTENDANCE: Front gate,  
203,181; paid admissions, 195,794. Oper-  
ated 6 days and nights.

WEATHER: Good 5 days and 5 nights;  
cold and cloudy 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Rodeo  
booked by Homer Todd, Fort Smith; free  
acts booked thru Ernie Young Agency,  
Chicago. Cost of grandstand show,  
\$15,000. Total paid grandstand attend-

## don FRANKLIN shows



"CLEANEST SHOW IN TEXAS"

THANKS AGAIN

TO THE FAIRS AND COMMITTEES IN THE LONE  
STAR STATE FOR OUR SECOND SUCCESSFUL  
SEASON.

THANKS ALSO

TO OUR LOYAL EMPLOYEES, SHOWMEN AND  
CONCESSIONAIRES.

FAIRMEN AND CELEBRATION COMMITTEES IN TEXAS

We can furnish you the finest in Clean, Modern Midway Attractions. All new Post-  
War Equipment. Our own Diesel Lighting Plants, Giant Army Searchlight, Light  
Towers, Sound Truck, Etc.

10 - RIDES - 10 6 - SHOWS - 6 35 - CONCESSIONS - 35

FOR REFERENCE, CONTACT ANY FAIR OFFICIAL OF THE FOLLOWING  
NINE FAIRS WE PLAYED IN 1947:

HILL COUNTRY FAIR, JUNCTION, TEX.  
GILLESPIE COUNTY FAIR, FREDERICKSBURG, TEX.  
KENDALL COUNTY FAIR, BOERNE, TEX.  
FLORESVILLE PEANUT FESTIVAL, FLORESVILLE, TEX.  
WHARTON COUNTY FAIR, WHARTON, TEX.  
FAYETTE COUNTY FAIR, LA GRANGE, TEX.  
FORT BEND COUNTY FAIR, RICHMOND, TEX.  
TRINITY VALLEY EXPOSITION & BI-COUNTY FAIR, LIBERTY, TEX.  
TURKEY TROT AND FAIR, CUERO, TEX.

CONTACT US AT THE TEXAS STATE FAIR MEETING IN DALLAS or  
WRITE US BEFORE BOOKING YOUR MIDWAY ATTRACTIONS FOR 1948

SHOWMEN AND CONCESSIONAIRES  
NOW BOOKING FOR 1948  
40 WEEKS OF PROFIT — NO GRIFT

All Address: DON FRANKLIN, Mgr.

Permanent Address: 205 HEIGHTS STATE BANK BLDG., HOUSTON, TEX.,  
or Winterquarters: ANGLETON, TEX.

Don M. Brashear

Presents his own brand new streamlined show

# A★M★E★R★I★C★A★N

## Midway Shows

10 MAJOR RIDES  
4 KID RIDES

DIESEL LIGHT PLANTS  
LIGHT TOWERS

OPENING IN FEBRUARY, 1948, IN THE RIO GRANDE VALLEY OF TEXAS

— NOW BOOKING SHOWS AND CONCESSIONS FOR OUR 1948 TOUR —

FAIRMEN, COMMITTEE MEN,  
ORGANIZATION MEN:

My dealings with you for the past 25 years speaks for itself.  
Now that I am launching my own beautiful Show you can  
bank on me as usual to live up to every promise, and I  
promise to give you one of the finest Motorized Shows  
on the road.

FAIR SECRETARIES,  
CELEBRATION COMMITTEES

in Nebraska, Iowa, Kansas, Missouri, Oklahoma and Texas.  
Contact me before contracting for your 1948 Midway At-  
tractions as I will take my Show thru your territory  
next year.

SEE ME AT CHICAGO DURING THE CONVENTIONS, OR AT YOUR STATE FAIR MEETINGS, OR WIRE OR WRITE AT ALL TIMES TO WINTERQUARTERS

DON M. BRASHEAR  
Owner and Gen. Mgr.

AMERICAN MIDWAY SHOWS

WINTERQUARTERS:  
HARLINGEN, TEXAS

# Page

BROTHERS SHOWS



## HIGH CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

FOR 1948 WE WILL OFFER A BIGGER AND BETTER SHOW, AND WORK WILL SOON START IN WINTERQUARTERS TOWARD THIS END.  
NEW RIDES . . . NEW ATTRACTIONS

**THANKS** FAIR AND CELEBRATION COMMITTEES, FOR YOUR CONFIDENCE IN BOOKING US AT YOUR 1947 EVENTS.

SHOWMEN AND LOYAL EMPLOYEES, FOR MAKING OUR 1947 SEASON SO SUCCESSFUL.

**FAIR and CELEBRATION COMMITTEES**  
IN KENTUCKY, TENNESSEE, GEORGIA

We have some open dates in 1947. Contact us before booking your Midway Attractions.

**WANTED FOR 1948 SEASON**

LEGITIMATE CONCESSIONS OF ALL KINDS  
Shows and Attractions not conflicting with our own five office shows.

All Address: Winterquarters  
BOX 244  
SPRINGFIELD, TENN.

## B & C's Expo Shows

### LEAD THE PARADE

OF BIGGER, BETTER AND MORE BEAUTIFUL SHOWS FOR 1948



**WE WANT TO THANK ALL OF THE PEOPLE WHO WERE WITH US IN 1947, HELPING US TO MAKE IT A SUCCESSFUL SEASON**

**WE HOPE YOU PLAN TO BE WITH US IN 1948.**

#### WANT TO BOOK

**RIDES:** Roll-a-Plane, Octopus, Tilt-a-Whirl, Comet, and Kiddie Rides, with or without transportation.

**CONCESSIONS:** All open. Contact at once.

#### SHOWMEN

We are building all Panel Fronts on Semi-Trailers. Want reliable People to handle Shows. Men and Wives preferred. Want Monkey Show. (J. Jofferies, contact.)

#### WANTED

People for 10-in-1. Girls for Girl Shows and Girls for Posing Show.

**FAIR SECRETARIES AND CELEBRATION COMMITTEES:**  
CONTACT US FOR YOUR 1948 EVENTS  
All Address

M. N. COLEGROVE, Gen. Mgr.

BOX 88, HEMLOCK, N. Y.

ance, afternoon, 19,252; night, 29,133.  
**CARNIVAL:** Johnny J. Jones Exposition.  
**PLANT FACILITIES:** Grandstand capacity, 6,500. Capacity of parking area, 6,000 cars.  
**RACING:** Six days of rodeo; 6 nights of fireworks.  
**RECEIPTS:** Gate, \$78,657; grandstand, \$38,345; carnival, \$9,200; commercial exhibits, \$8,113; concession space, \$14,002; other sources, \$8,456.  
**AID, PREMIUMS:** State aid, \$6,000; premiums paid, approximately \$28,500.  
**CHARGES:** Concession space outdoors, per front foot, \$7.50 to \$10; commercial exhibit space indoors, per square foot, \$1; farm machinery space, 5c per square foot.  
**STILL DATES:** Permanent amusement park; home show; horse show.  
**ADMINISTRATION:** President, W. H. Dilatash; secretary, Arthur Seelbinder; superintendent of attractions, G. W. (Bill) Wynne; superintendent of concessions and commercial exhibit space, J. C. King; superintendent of grounds, C. H. Roney; publicity director, Marshall Smith.

#### Putnam County Agricultural Fair, Cookeville

**TOTAL ATTENDANCE:** Front gate, approx. 30,000. Operated 3 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Free acts. Cost of grandstand show, \$250.  
**CARNIVAL:** Cumberland Valley Shows.  
**PLANT FACILITIES:** Grandstand capacity, 5,000. Capacity of parking area, 1,000 cars.  
**RECEIPTS:** Carnival, \$1,845; commercial exhibits, \$50; concession space, \$550.  
**AID, PREMIUMS:** State aid, \$870; county aid, \$1,800. Premiums paid, \$2,000.  
**CHARGES:** Concession space outdoors, per front foot, \$3 and \$5; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, 50c.  
**STILL DATES:** Horse show; dairy parish show.  
**ADMINISTRATION:** President, W. L. Swallows; secretary, W. J. Huddleston; publicity director, Beecher Gentry.

#### Roane County Fair, Harriman

**TOTAL ATTENDANCE:** Front gate, approx. 37,000; paid admissions, approx. 30,000. Operated 6 days and nights.  
**WEATHER:** Good 5 days and 4 nights; rain 1 day and 3 nights.  
**CARNIVAL:** Page Shows.  
**AID, PREMIUMS:** Aid, \$600.  
**CHARGES:** Commercial exhibit space indoors, \$1 per foot.  
**STILL DATES:** Two carnivals.  
**ADMINISTRATION:** President, J. H. Hyder; secretary, W. B. Stout.

#### Tennessee State Fair, Nashville

**TOTAL ATTENDANCE:** Front gate, 155,142; paid admissions, 155,142. Operated 6 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Acts and revue booked thru Ernie Young.  
**CARNIVAL:** Johnny J. Jones Exposition.  
**PLANT FACILITIES:** Grandstand capacity, 3,500; truck seats, 5,000; 1 mile race track; capacity of parking area, 6,000 cars.  
**RACING:** Five days of harness racing; 6 nights of fireworks; 1 day of big-car races.  
**RECEIPTS:** Carnival, \$102,000; eating stands and commercial space, \$23,000.  
**AID, PREMIUMS:** State aid, \$6,000. Premiums paid, \$53,000, including horse shows and harness races premiums.  
**CHARGES:** Concession space outdoors, \$10 per front foot; commercial exhibit space indoors, \$5 per foot; farm machinery space, minimum of \$200.  
**ADMINISTRATION:** Chairman, Judge Litton Hickman; secretary-manager, Phil C. Travis.

#### White County Fair, Sparta

**TOTAL ATTENDANCE:** Front gate, approx. 30,000, free. Operated 3 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Circus and vaudeville type acts booked independently and thru Pluto City Attractions, French Lick, Ind. Cost of grandstand show, \$700.  
**CARNIVAL:** Cumberland Valley Show.  
**PLANT FACILITIES:** Grandstand capacity, 2,500; one-quarter-mile race track; capacity of parking area, 4 acres.  
**RACING:** One day of horse racing; 1 day of running races; 1 day of big-car races.  
**RECEIPTS:** Carnival, \$1,500; commer-

cial exhibits, \$300; concession space, \$500; other sources, \$600.  
**AID, PREMIUMS:** State aid, \$500; county aid, \$2,400. Premiums paid, \$1,500.  
**CHARGES:** Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, \$3 per foot.  
**ADMINISTRATION:** President, Hillis Erwin; secretary, T. Stanton Hale; superintendent of concessions and commercial exhibit space, J. D. Holder.

### TEXAS

#### Collin County Free Fair, McKinney

**TOTAL ATTENDANCE:** Not given. Free. Operated 3 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Pure bred livestock show.  
**CARNIVAL:** Hill's Greater Shows.  
**PLANT FACILITIES:** Capacity of parking area, 10 acres.  
**RACING:** 3 days of rodeo.  
**RECEIPTS:** Carnival, \$1,250; commercial exhibits, \$300.  
**AID, PREMIUMS:** Miscellaneous sources, \$1,200; premiums paid, \$1,170.  
**CHARGES:** Commercial exhibit space indoors, \$2 per foot; farm machinery space, \$2.  
**STILL DATES:** Old Settlers Reunion.  
**ADMINISTRATION:** President, Wilbur Thompson; secretary, Paul Hardin.

#### Dawson County Fair Assn., Lamesa

**TOTAL ATTENDANCE:** Not given, free. Operated 3 days and nights.  
**WEATHER:** Good 2 days and nights; rain 1 day and night.  
**GRANDSTAND ATTRACTIONS:** Band concerts; amateur night.  
**CARNIVAL:** T. J. Tidwell Shows.  
**PLANT FACILITIES:** Grandstand capacity, 1,200; bleachers capacity, 400.  
**RECEIPTS:** Commercial exhibits, \$416.80; concession space, \$835.35.  
**PREMIUMS:** Paid, \$485.  
**STILL DATES:** Horse show; 4-H Club show; dairy cattle show.  
**ADMINISTRATION:** President, W. M. Yates; secretary, C. A. Hollingsworth; superintendent of concessions, Mrs. Matt McCall; superintendent of commercial exhibit space, John Palmer; superintendent of grounds, George Norman; publicity director, Ross Woodson.

#### Four States Fair, Inc., Texarkana

**TOTAL ATTENDANCE:** Front gate, unknown. Operated 6 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** J. C. Michael's Big City Grandstand Shows. Total paid grandstand attendance, afternoon, 2,300; night, 2,853.  
**CARNIVAL:** Snapp's Greater Shows.  
**PLANT FACILITIES:** Grandstand capacity, 4,000. Fifth-mile race track. Capacity of parking area, 200 cars.  
**RACING:** 3 days of midjet auto races; 6 days of motorcycle races; 4 days of auto thrill show.  
**RECEIPTS:** Gate, \$18,456; grandstand, \$20,252; carnival, \$5,000; commercial exhibits, \$3,400; concession space, \$4,500.  
**CHARGES:** Concession space outdoors, per front foot, \$7.50 to \$3; commercial exhibit space indoors, per foot, \$6; farm machinery space (10 by 10), \$25.  
**STILL DATES:** Horse show in spring; football games; field days for 4-H and FFA.  
**ADMINISTRATION:** President, J. A. Whyte; manager, Howard W. Atkin; superintendent of grounds, Leon Falgout.

#### Harris County Fair Assn., Tomball

**TOTAL ATTENDANCE:** Front gate, approximately, 16,000; paid admissions, approximately, 14,000. Operated 3 days and nights.  
**WEATHER:** Good.  
**CARNIVAL:** Brewer's United Shows.  
**PLANT FACILITIES:** Grandstand capacity, 3,000; race track 500 yards long; capacity of parking area, 5 acres.  
**RACING:** 1 day of running races; 3 days of rodeo.

#### South Texas State Fair, Beaumont

**TOTAL ATTENDANCE:** Front gate, 164,345; paid admissions, 135,987. Operated 4 days and 10 nights.  
**WEATHER:** Good.  
**PLANT FACILITIES:** Capacity of parking area, 5,000 cars.  
**RECEIPTS:** Gate, \$27,507; carnival,

\$13,000; commercial exhibits, \$2,750; concession space, \$7,500; other sources, \$4,800.

**PREMIUMS:** Paid, \$10,000.  
**CHARGES:** Concession space outdoors, \$5 to \$7.50 per front foot; commercial exhibit space indoors, 25c per foot; farm machinery space, 25c per foot.  
**ADMINISTRATION:** President, CHH LeBlanc; secretary, Karl D. Schwartz; superintendent of attractions, Moodye Williamson; superintendent of concessions, W. D. Norwood; superintendent of commercial exhibit space, R. P. Stewart; superintendent of grounds, Reese Martin; publicity director, Ed Reichelt.

**Texas Forest Festival, Lufkin**

**TOTAL ATTENDANCE:** Paid admissions, approximately, 50,000. Operated 6 days and nights.  
**CARNIVAL:** Alamo Exposition Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; bleachers capacity, 1,000. Capacity of parking area, 5,000.  
**AID, PREMIUMS:** Premiums paid, \$1,500.  
**CHARGES:** Concession space outdoors, per front foot, \$3.50; commercial exhibit space indoors, per 9 by 12 space, \$5; farm machinery space, per 20 by 25 space, \$35.  
**ADMINISTRATION:** Chairman, Jean Halwell; secretary, Ed Holden.

**Trinity-Neches Regional Fair, Livingston**

**TOTAL ATTENDANCE:** Front gate, approximately, 4,500; paid admissions, about 4,000. Fair operated 4 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Fireworks displays; raffle; cake walk; band concerts; speeches.  
**CARNIVAL:** Tobe McFarland Shows.  
**RECEIPTS:** Gate, \$1,754.50; carnival, \$587.72; commercial exhibits, \$475; concession space, \$110; other sources, \$2,139.72.  
**PREMIUMS:** Paid, \$2,152.50.  
**CHARGES:** Commercial exhibit space indoors, \$2 per foot.  
**STILL DATES:** Livestock auctions; boys' livestock show.  
**ADMINISTRATION:** Co-chairmen, A. J. Tinker and C. M. Thomas; secretary, Mrs. Velda Dobbs; superintendent of commercial exhibit space, Jerry Smith Jr.; superintendent of grounds, A. W. Orr.

**Trinity Valley Exposition, Liberty**

**TOTAL ATTENDANCE:** Front gate, approximately, 13,000. Operated 5 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Rodeo booked thru Garth Christopher, Cleveland, Tex. Cost of grandstand show, \$4,700. Total paid grandstand attendance, afternoon, 1,550; night, 5,200.  
**CARNIVAL:** Don Franklin Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,000; bleachers capacity, 500. Capacity of parking area, 1,500 cars.  
**RACING:** 3 days of rodeo.  
**RECEIPTS:** Gate, \$3,500; grandstand, \$6,000; carnival, \$1,200; commercial exhibits, \$1,450; concession space, \$470; other sources, \$1,500.  
**PREMIUMS:** Paid, \$1,750.  
**CHARGES:** Commercial exhibit space indoors, 50c per foot; farm machinery space, 10c per foot.  
**ADMINISTRATION:** President, G. E. Jackson Jr.; secretary, J. B. Woolridge; superintendent of attractions, Garth Christopher; superintendent of commercial exhibit space, Bob Grimes; superintendent of grounds, Grover Chamblis; publicity director, Jake Smyth.

**West Texas Fair, Abilene**

**TOTAL ATTENDANCE:** Front gate, approx. 75,000; paid admissions, approx. 40,000. Operated 6 days and nights.  
**WEATHER:** Good.  
**GRANDSTAND ATTRACTIONS:** Rodeo; cost of grandstand show, \$22,000; total paid grandstand attendance, 17,000.  
**CARNIVAL:** Bill Hames Shows.  
**PLANT FACILITIES:** Grandstand capacity, 2,700; bleachers capacity, 2,000; quarter-mile race track.  
**RACING:** 6 days of rodeo.

**UTAH**

**Ogden Livestock Show, Ogden**

**TOTAL ATTENDANCE:** Not given. Free. Operated 5 days and nights.  
**WEATHER:** Good.  
**PREMIUMS:** Paid, between \$20,000 and \$25,000, approximately.

**THOMAS Joyland AMUSEMENTS**

**THANKS—**

TO THE FAIRS, CELEBRATIONS AND CIVIC ORGANIZATIONS FOR THEIR SUPPORT IN MY FIRST YEAR. I AM GRATEFUL TO ALL OF YOU FOR MAKING MY INITIAL TOUR SUCH A PLEASANT AND SUCCESSFUL ONE.

**For next season I promise you a bigger and better THOMAS JOYLAND SHOWS**

New Rides — More High-Class Attractions — Top-Flight Merchandise Concessions — Light Towers — and a far more beautiful Midway for your 1948 Events.

**SHOWS—**

Will book any Shows of Merit. Want Motordrome with or without transportation. Side Show with or without transportation. Will book Penny Arcade for season.

**HELP—**

Want Foremen for Rides. Capable Second Men for our Rides, all of which are in splendid condition. Can place Hunky Pank Agents for office-owned Concessions. Want Electrician that can handle Caterpillar, Diesel Engines.

**WANT TO HEAR FROM FREE ACTS FOR ENTIRE 1948 SEASON**  
 Great Shaffer, contact me immediately.

**OUR 1948 SEASON WILL OPEN APRIL 1ST**

All Address: L. I. THOMAS, Owner and Manager  
 Permanent Address: 681 HAZEL ST., AKRON, OHIO  
 Winterquarters: CROWN POINT, INDIANA (Fairgrounds)

**THE SHOW WITH THE WORLD'S RECORD**

**FACTS**

For the past THIRTY-EIGHT CONSECUTIVE YEARS J. GEORGE LOOS' GREATER UNITED SHOWS have held contracts for the Beeville, Texas, Fair and Livestock Show, and for the past twenty-eight years we have furnished exclusively the Carnival Attractions at LAREDO, TEXAS, WASHINGTON BIRTHDAY CELEBRATION, one of the outstanding spring celebrations on the American Continent, AND THAT'S NOT ALL. We have recently had contracts extended until 1952, aggregating a total of thirty-four years at this date. What other Outdoor Show, Carnival or Circus can claim such an achievement in the entire world? (And that, ladies and gentlemen, is covering a lot of territory.) Naturally, we are proud of this record, for, after all, "THERE MUST BE A REASON WHY WE PLEASE THEM."



J. GEORGE LOOS

**GREATER UNITED SHOWS**

1948 OPENING DATE **FEB. 14 TO MAR. 3**  
 16 DAYS AND NIGHTS  
 3 SATURDAYS AND SUNDAYS

**LAREDO, TEXAS, WASHINGTON BIRTHDAY CELEBRATION**

**CAN PLACE—FIRST CLASS SIDE SHOW**

AND OTHER NON-CONFLICTING ATTRACTIONS. ALSO FRONT GATE TICKET SELLER.

**RIDE HELP**

SOBER AND COMPETENT OPERATOR FOR BABY AUTO AND AEROPLANES (MUST DRIVE TRUCK). ALSO HELP FOR ALLAN HERSHELL MERRY-GO-ROUND.

**WANT CAPABLE CONTRACTING AGENT**

FAMILIAR WITH TEXAS, OKLAHOMA AND KANSAS TERRITORY WILL BOOK SPITFIRE, OCTOPUS AND FERRIS WHEEL FOR SEASON

**40 WEEKS OF PROFIT AND CONTENTMENT — "YOU CAN'T LOSE WITH LOOS"**

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# JOHNNY J. DENTON SHOWS

10 Rides • 6 Shows  
40 Concessions

## FAIR SECRETARIES AND COMMITTEES

WE ARE NOW CONTRACTING FOR YOUR NEXT YEAR EVENTS. WE WILL DELIVER YOU ONE OF THE FINEST SHOWS ON THE ROAD TODAY. A BEAUTIFUL MIDWAY BEYOND REPROACH.

## SHOWMEN AND CONCESSIONAIRES

Contact us now and get on the Bandwagon early and be all set. We will play proven money spots in the early spring and bona fide Fairs and Celebrations next summer and fall.

NOW BOOKING FOR 1948 SEASON

CONTACT

JOHNNY J. DENTON, Manager

Winterquarters: DOTHAN, ALA.

Permanent Mailing Address: HARDWOOD ROAD, FOUNTAIN CITY, TENN.

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EXPOSITION SHOWS...

The Show

with a

Worth-While Reputation

THANKS

To our Fairs and Celebration Committees  
for Season of 1947

NOW BOOKING

—FOR 1948 SEASON—

BOX 742, JOPLIN, MO.

H. V. PETERSEN, Manager

ADMINISTRATION: President, George S. Eccle; secretary-manager, E. J. Fieldsted; superintendents of grounds, J. T. Murray and D. I. Moore; publicity director, Louis A. Gladwell.

## Sevier County Fair, Inc., Richfield

TOTAL ATTENDANCE: Not given. Operated 1 day and 3 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Horse pulling; livestock show; rodeo.  
CARNIVAL: Fred Williams.  
PLANT FACILITIES: Grandstand capacity, 2,000; 1-mile race track.  
RACING: 3 days of harness racing; 3 days of rodeo.  
AID, PREMIUMS: Miscellaneous aid, \$3,000. Premiums paid, \$800.  
CHARGES: \$50 each exhibit for 10-foot space.  
STILL DATES: Race meet.  
ADMINISTRATION: President, La Bell Nebeku; secretary, Ernest R. Anderson; superintendent of attractions, Lew Price; superintendent of commercial exhibit space, J. G. Spencer; publicity director, J. W. Horne.

## Utah Centennial Exposition, Salt Lake City

TOTAL ATTENDANCE: Paid admissions, 609,542. Operated 16 weeks.  
WEATHER: Rainy a good part of the time.  
GRANDSTAND ATTRACTIONS: *Holiday on Ice*; rodeo; auto races; auto thrill show; water show; balloon parades; fireworks; radio programs; Barnes-Carruthers revues; comic opera; horse show; minstrel show; wild animal circus.  
CARNIVAL: Beehive Midways, Inc.  
PLANT FACILITIES: Grandstand capacity, 6,000; half-mile race track; capacity of parking area, 1,000 cars.  
RACING: 4 days of big car races; 7 days of auto thrill show; 6 days of rodeo; 15 nights of fireworks.  
AID, PREMIUMS: State aid, \$25,000. Premiums paid, \$25,000.  
STILL DATES: *Skating Vanities*; basketball; boxing; wrestling; tennis matches. Grounds used for various functions throughout year.  
ADMINISTRATION: President, David H. Thomas; secretary, Sheldon R. Brewster; superintendent of commercial exhibit space, Newell Cotterell; superintendent of grounds, Joseph Garlock; publicity director, James Arno Kirkham.

## VERMONT

### Rutland Fair, Rutland

TOTAL ATTENDANCE: Front gate, approximately, 124,500. Operated 6 days and nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Vaudeville and circus-type acts booked thru George A. Hamid.  
CARNIVAL: World of Mirth Shows.  
PLANT FACILITIES: Grandstand and bleachers capacity, 7,000; half-mile race track; capacity of parking area, 2,000.  
RACING: 4 days of harness racing; 1 day of big car races; 1 day of auto thrill show; 1 night of fireworks.  
ADMINISTRATION: President, Carleton Wilson; secretary, Arthur B. Porter; superintendent of grounds, George McCullough.

## VIRGINIA

### Alleghany County Fair, Covington

TOTAL ATTENDANCE: Front gate, approximately, 25,000; paid admissions, approximately, 18,000. Operated 5 days and nights.  
WEATHER: Good 3 days and 3 nights; rain 2 days and 2 nights.  
GRANDSTAND ATTRACTIONS: Vaudeville-type acts booked thru Frank Melville, New York; horse shows; horse racing; motorcycle races; fireworks. Cost of grandstand show, \$2,500.  
CARNIVAL: Prell's Broadway shows.  
PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track; capacity of parking area, 18 acres.  
RACING: 2 days of running races; 1 day of motorcycle races; 3 nights of fireworks.  
RECEIPTS: Gate, \$12,000; carnival,

\$4,000; commercial exhibits, \$150; concession space, \$1,500; other sources, \$500. PREMIUMS: Paid, \$1,000.

CHARGES: Concession space outdoors per front foot, \$7.50; commercial exhibit space indoors, per foot, \$2; farm machinery space, \$2.

STILL DATES: Stock car races; rodeo outdoor boxing; horse show.

ADMINISTRATION: President, J. F. McAllister; secretary, Thomas B. McCaleb; superintendent of concessions and grounds, A. L. Gibson.

## Central Agricultural Fair Assn., Tasley

TOTAL ATTENDANCE: Front gate, approx. 18,000; paid admissions, approx. 18,000. Operated 4 days and nights.  
WEATHER: Good 1 night; rain 1 day and night; cloudy 3 days and 2 nights.  
GRANDSTAND ATTRACTIONS: Bicycle act; skating act; high wire act; magic act.  
CARNIVAL: Harrison's Greater Shows.  
PLANT FACILITIES: Half-mile race track.  
RACING: 4 days of harness racing; day of running races; 4 nights of fireworks.  
CHARGES: Concession space outdoors \$4 per front foot.  
ADMINISTRATION: President and manager, J. Edgar Thomas; secretary, Lier Finney.

## Chesterfield County Fair, Chesterfield

TOTAL ATTENDANCE: Front gate, approximately, 12,000. Operated 4 days and nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Act booked thru Cooke & Rose. Cost of grandstand show, \$580.  
PLANT FACILITIES: Grandstand capacity, 600; bleachers capacity, 500; half-mile race track; capacity of parking area, 2,000 cars.  
RACING: 3 days of harness racing.  
PREMIUMS: Paid, \$2,000.  
CHARGES: Concession space outdoors per front foot, \$2; commercial exhibit space indoors, per foot, \$3; farm machinery space, \$1.  
ADMINISTRATION: President, J. Henning; secretary and manager, J. McKesson.

## Martinsville Colored Agricultural Fair, Martinsville

TOTAL ATTENDANCE: Front gate, approximately, 40,000; paid admissions, approximately, 35,000. Operated 3 days and 7 nights.  
WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Cost of grandstand show, \$500.  
CARNIVAL: Mighty Page Shows.  
ADMINISTRATION: President, D. Baldwin; secretary, S. H. Baldwin; superintendent of commercial exhibit space, Virginia Hauston; superintendent of grounds, Pete Dillard.

## WASHINGTON

### Central Washington Fair, Yakima

TOTAL ATTENDANCE: Front gate, 126,568; paid admissions, 126,568. Operated 5 days and nights.  
WEATHER: Good 4 days and 4 nights; rain 1 day and 1 night.  
GRANDSTAND ATTRACTIONS: Circus and vaudeville-type acts booked thru Joe Bren, Indian show, rope art, mounted posse booked independent horse show. Total paid grandstand attendance, 48,994.  
CARNIVAL: Ziegler Shows.  
PLANT FACILITIES: Grandstand capacity, 6,000; one-mile race track; capacity of parking area, 5,000 cars.  
RACING: 4 days of harness racing; 4 days of running races, 1 day of auto thrill show.  
STILL DATES: Carnivals, circus, auto races, picnics, poultry show, dog show.  
ADMINISTRATION: President, P. Woodall; secretary, D. R. Canfield; superintendent of attractions, J. Hugh Klapp; superintendent of grounds, E. E. Madd; publicity director, F. B. Greene.

## Clallam County Fair Assn., Port Angeles

TOTAL ATTENDANCE: Paid admissions, 4,391. Operated 4 days and nights.  
WEATHER: Good 2 days and 2 nights.

rain 2 days and 1 night.

GRANDSTAND ATTRACTIONS: Cost of grandstand show, \$1,500. Total paid grandstand attendance, afternoon, 1,964; night, 2,308.

PLANT FACILITIES: Grandstand capacity, 2,000; bleachers capacity, 400; half-mile race track.

RACING: 3 days of running races. CHARGES: Commercial exhibit space indoors, \$2.50 per foot; farm machinery space, \$1.

ADMINISTRATION: President, Max Schmick; secretary, Melvin Michel.

### Cowlitz County Fair, Longview

TOTAL ATTENDANCE: Front gate, 7,533; paid admissions, 7,533. Operated 3 days and 2 nights.

WEATHER: Good 1 day and 1 night, rain 2 days and 1 night.

GRANDSTAND ATTRACTIONS: Rodeo, sheriff's posse entertainment. Cost of grandstand show, \$1,126.51. Total paid grandstand attendance, afternoon, 890; night, 976.

CARNIVAL: Browning Bros.' Shows. PLANT FACILITIES: Temporary bleachers capacity, 1,000.

RACING: 2 days of rodeo. RECEIPTS: Gate, \$3,401.75; grandstand, \$1,422; carnival, \$298.49; commercial exhibits, \$1,184; concession space, \$293; other sources, \$2,375.82.

ADMINISTRATION: President, Harry Bidlake; secretary, Harold Gilkey.

### Kittitas County Fair, Ellensburg

TOTAL ATTENDANCE: Front gate, 35,000; paid admissions, 35,000 (both approx.). Operated 3 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Horse pulling; horse show; rodeo. Total paid grandstand attendance, afternoon, 35,000; night, 10,000.

CARNIVAL: Meeker's. PLANT FACILITIES: Quarter-mile race track.

RACING: 3 days of rodeo. RECEIPTS: Grandstand, \$68,000; carnival, \$4,600; commercial exhibits, \$100; concession space, \$1,400.

PREMIUMS paid, \$4,400. CHARGES: Concession space outdoors, \$5 per front foot; commercial exhibit space indoors, \$1 per foot.

STILL DATES: Football, track events, picnics.

ADMINISTRATION: President, Frank Schnebly; secretary, Wendell W. Prater; superintendent of grounds, Steve Fields.

### Southwest Washington Fair, Chehalis

TOTAL ATTENDANCE: Front gate, approximately 30,000; paid admissions, 26,984. Operated 4 days and nights.

WEATHER: Good. GRANDSTAND ATTRACTIONS: Circus-type acts booked thru Joe Bren Agency. Cost of grandstand show, \$10,000. Total paid grandstand attendance, afternoon, 6,350; night, 6,000.

CARNIVAL: Ziegler Shows. PLANT FACILITIES: Grandstand capacity, 3,500; bleachers capacity, 800; half-mile race track; capacity of parking area, 1,500 cars.

RACING: 4 days of harness racing, 4 days of running races, 4 nights of rodeo, 4 nights of fireworks.

RECEIPTS: Gate, \$12,528; grandstand, \$11,484.55; carnival, \$4,800; commercial exhibits, \$2,000; concession space, \$4,000; other sources, \$4,000.

AID, PREMIUMS: State aid, \$9,000; county air, \$5,000; other sources, \$500. Premiums paid, \$8,000.

CHARGES: Concession space outdoors, per front foot, \$4; commercial exhibit space indoors, per foot, \$2; farm machinery space, \$2 per front foot.

STILL DATES: Rodeo cattle sales.

ADMINISTRATION: President, O. P. Templeman; secretary, Vernon J. Zerwekh; superintendent of attractions, concessions and commercial exhibit space, Arthur Ehret; superintendent of grounds, Charles Neville; publicity director, Elmer Olson.

### WEST VIRGINIA

### Mannington District Fair Assn., Inc., Mannington

TOTAL ATTENDANCE: Front gate, approximately 25,000; paid admissions, ap-



## Streamlined Beauty---

12 THRILLING RIDES  
MIDWAY LIGHT TOWERS  
10 OUTSTANDING SHOWS  
ARMY SEARCHLIGHTS

Look to 20th Century for the newest developments for 1948

### THANKS:

We wish to thank all who helped to make 20TH CENTURY the leading Show in the Middle West in 1947.

Thanks also to the Fairmen and Celebration Committees who made possible our Record-Breaking Grosses.

## Tomorrow's Shows Today!

### FAIRMEN AND COMMITTEEMEN

in Kansas, Nebraska, Missouri, Arkansas, Oklahoma and Texas. We have some Open Dates in 1948, and we will be glad to hear from you concerning your events. Will always furnish you the best of references.

### SHOWMEN:

We have 30 Outstanding Weeks, including 16 Fairs and Celebrations, starting in April. Will book any Worthwhile Attractions, especially want Side Show and Girl Show. Will finance any Capable Showmen.

### CONCESSIONS

Can use a few more Concessions of all kinds. No exclusives.

ALBERT MARTIN

E. D. (MACK) McCRARY

OWNERS AND MANAGERS

Winterquarters: P. O. BOX 270, GIRARD, KANSAS

# CARAVELLA



# AMUSEMENTS

## THANKS TO ALL WHO MADE 1947 A YEAR OF OUTSTANDING RECORDS!

TO ALL SECRETARIES AND COMMITTEEMEN

GRATZ FAIR, GRATZ, PA.—Mr. W. Leitzel, Mr. Henninger, Mr. G. Klingler

WILLIAMSBURG COUNTY FAIR, KINGSTREE, S. C.—Mr. H. C. Crawford

CLARENDON COUNTY FAIR, MANNING, S. C.—Mr. Harry Thames

KERSHAW COUNTY FAIR, CAMDEN, S. C.—Mr. John Stover

NEWBERRY COUNTY FAIR, NEWBERRY, S. C.—Mr. Frank Sulton

BEDFORD, PA., DECORATION DAY WEEK CELEBRATION—Mr. William Price

ALL COMMITTEEMEN REPRESENTING FIREMEN, AMERICAN LEGION AND POLICE CELEBRATIONS THROUGHOUT PENNSYLVANIA—THANKS A MILLION FOR YOUR TRUST AND FINE CO-OPERATION

## Watch Us Roll In 1948

**RIDES**  
MOON ROCKET  
SPITFIRE  
ROLLOPLANE  
ELEPHANT RIDE  
MERRY-GO-ROUND  
KIDDIE RIDES

2 FERRIS WHEELS  
OCTOPUS  
WHIP  
TILT-A-WHIRL  
CHAIRPLANE

**SHOWS**  
SIDE SHOWS  
UNBORN  
POSING  
MINSTREL  
GIRLIE  
SNAKE  
WILD LIFE  
MONKEY  
FUN HOUSE  
ILLUSION

### CONCESSIONS

GET ON OUR 1948 BAND WAGON  
Cookhouse — Popcorn — Custard — Bingo — Photo — and all other legitimate Concessions. Book with us now for a 32-week season in 1948 of choice dates and fairs.

TO ALL SHOWFOLKS CONNECTED WITH US THIS YEAR

THANKS... AND MAY WE WISH YOU A MERRY CHRISTMAS AND A MOST PROSPEROUS 1948 SEASON  
MR. AND MRS. F. H. CARAVELLA

### FAIR SECRETARIES AND CELEBRATION COMMITTEEMEN

Please refer to above Secretaries as to our policy and method of conducting business.

WRITE OR CONTACT  
CARAVELLA AMUSEMENTS

(PHONE 26251)

For a Show of Outstanding Attractions and Proven Larger Grosses  
618 TERRACE, MEADVILLE, PENNSYLVANIA



"AMERICA'S CLEANEST MIDWAY"

# CAPELL BROS. SHOWS

**WE WILL OPEN AGAIN EARLY IN MARCH  
PLAYING OUR REGULAR BONA-FIDE SPRING DATES,  
WITH 10 MODERN RIDING DEVICES, 10 NEW NOVEL  
SHOWS AND 40 MERCHANDISE CONCESSIONS**

### WANT FOR 1948 SEASON

STOCK CONCESSIONS OF ALL KINDS. Will sell "Ex" on Diggers, Photos, Custard, Popcorn, Age and Weight. Will book any new Rides not conflicting with our 10 Rides. We will finance any new and worth-while Attractions. Capable Mechanic and Electrician (must have own tools). Working Men on all Rides. (Top salaries with bonus for the season.) Capable Managers for our Shows. Freaks, Fat Folks, Pit Show Attractions for 150 ft. Side Show; also Talkers, Ticket Sellers, Canvas Men, Managers for Single Pit Attractions. Want for Wild West Show: Bronk Riders, Bull Riders, Cowboys, Cowgirls, Rope Spinners, Indians or any Acts suitable for Wild West Show. Long season—good pay.

### FAIR AND CELEBRATION COMMITTEES:

If you want a Show with new Rides, new Canvas, high-class Merchandise Concessions, top-flight Shows, plenty of Lights and Flash and the best of Rolling Equipment, then contract

### CAPELL BROS.' SHOWS

and give your patrons

### "AMERICA'S CLEANEST MIDWAY"

For Further Information, Contact Us NOW!

### FOR SALE

On account of replacing with new equipment, have for sale several 10x14 Concession Tents and Frames. Nice shape. Show Tents, two Calliopes, Semis, Tractors, Light Plants, Kiddie Auto Ride and Mix-Up.

All Address

W. W. "DOC" CAPELL, Mgr., BOX 457, HASKELL, OKLAHOMA. (Phone 63)

**ONE OF AMERICA'S  
BEST!**



### FAIR SECRETARIES AND CELEBRATION COMMITTEES

In Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Oklahoma and Arkansas: See us at your State Fair meetings or contact us at winter quarters before contracting your Midway Attractions for 1948.

### SHOWS AND CONCESSIONS

We are now booking for 1948 season. Get on the Bandwagon early as we still play the real Money Spots.

### EXECUTIVE STAFF:

COLEMAN LEE  
General Manager

W. J. LINDSAY  
Concession Manager

S. W. SCOTT  
Secretary-Treasurer

## INTERNATIONAL SHOWS

WINTER QUARTERS: HOPE, ARKANSAS

proximately 18,000. Operated 4 days and 5 nights.

WEATHER: Good 2 days and 3 nights, rain 2 days and 2 nights.

GRANDSTAND ATTRACTIONS: Circus-type act booked thru Harry Cooke, Lancaster, Pa.

PLANT FACILITIES: Capacity of parking area, 5,000 cars.

RECEIPTS: Gate, \$8,000; commercial exhibits, \$1,600.

CHARGES: Concession space outdoors, per front foot, \$1.50; commercial exhibit space indoors, per foot, \$2; farm machinery space, \$1.50.

STILL DATES: Picnics, home-comings, reunions.

ADMINISTRATION: President, H. G. Moore; secretary, Goffe H. Sturm; superintendent of concessions, Hershel Hibbs; superintendent of grounds, Frank Cross; publicity director, Francis R. Stewart.

### State Fair of West Virginia, Lewistown

TOTAL ATTENDANCE: Front gate, approximately 200,000; paid admissions, approximately 180,000. Operated 5 days and 6 nights.

WEATHER: Good 1 night, rain 5 days and 5 nights.

GRANDSTAND ATTRACTIONS: Revue, aerial act, animal act, comedy acts all booked thru George A. Hamid. Cost of grandstand show, \$9,600. Total paid grandstand attendance, afternoon, 15,000; night, 17,000.

CARNIVAL: John H. Marks Shows. PLANT FACILITIES: Grandstand capacity, 4,000; bleachers capacity, 500; half-mile race track; capacity of parking area, 40 acres.

RACING: 4 days of harness racing, 5 days of running races, 6 nights of fireworks.

RECEIPTS: Gate, \$50,000; grandstand, \$12,000; carnival, \$13,000; commercial exhibits, \$1,500; concession space, \$5,000. AID, PREMIUMS: State aid, \$10,000; premiums paid, \$18,000.

CHARGES: Concession space outdoors, \$7 per front foot; commercial exhibit space indoors, 75 cents per foot; farm machinery space, 50 cents.

STILL DATES: American Legion horse show.

ADMINISTRATION: President, Ross H. Tuckwiller; secretary, Robert E. Sydenstricker; publicity director, J. W. Benjamin.

### WISCONSIN

### Blakes Prairie Agricultural Society, Bloomington

TOTAL ATTENDANCE: Front gate, approximately 17,000, free. Operated 3 days and 2 nights.

WEATHER: Good. GRANDSTAND ATTRACTIONS: Revue booked thru Deak Williams. Cost of grandstand show, \$700.

CARNIVAL: Ellman Shows. PLANT FACILITIES: Grandstand capacity, 700; half-mile race track.

RACING: 1 day of rodeo. RECEIPTS: Carnival and concessions, \$893.54.

PREMIUMS paid out, \$2,777.30.

CHARGES: Concession space outdoors, per front foot, \$1.50; farm machinery space, \$5 per lot.

STILL DATES: Rodeo, October 5.

ADMINISTRATION: President, Richard Morrissey; secretary, Robert O. Brodt; superintendent of concessions and commercial exhibit space, Orlo Champion.

### Buffalo County Agricultural Society, Mondovi

TOTAL ATTENDANCE: Front gate, 12,746. Operated 3 days and nights.

WEATHER: Good 2 days and 3 nights, rain 1 day.

GRANDSTAND ATTRACTIONS: Revue booked thru Jule Miller, B. Ward Beam Thrill Show. Cost of grandstand show, \$2,900. Total paid grandstand attendance, afternoon, 5,438; night, 771.

CARNIVAL: Bodart Shows.

PLANT FACILITIES: Grandstand capacity, 1,200; bleachers capacity, 400; half-mile race track; capacity of parking area, 3,000.

RECEIPTS: Gate, \$5,852.50; grandstand, \$2,960.30; carnival, \$1,118.88; concession space, \$756.31; other sources, \$1,102.54.

AID, PREMIUMS: State aid, \$2,287.28; premiums paid, \$2,759.10.

CHARGES: Concession space outdoors,

\$2 per front foot; commercial exhibit space indoors, \$19 per booth.

ADMINISTRATION: President, R. P. Seyforth; secretary, J. V. Whelan; superintendent of grounds, C. H. Luhrs; publicity director, T. R. Kasmo.

### Crawford County Fair, Gays Mills

TOTAL ATTENDANCE: Front gate, 9,028. Operated 3 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Booked thru Barnes-Carruthers; cost of grandstand show, \$1,000; total paid grandstand attendance, afternoon, 2,858; night, 1,411.

CARNIVAL: Kaarups Rides.

PLANT FACILITIES: Grandstand capacity, 1,500; half-mile race track; capacity of parking area, 8 acres.

RACING: 2 days of running races; 1 day of jeep races.

RECEIPTS: Gate, \$5,032.18; grandstand, \$1,580.80; carnival, commercial exhibits and concession space, \$2,049.76.

AID, PREMIUMS: State aid, \$2,480; premiums paid, \$3,101.25.

CHARGES: Concession space outdoors, \$2 per front foot; farm machinery space, from \$10 to \$25 per space.

STILL DATES: July 4th celebration; circus.

ADMINISTRATION: President, T. N. Nelson; secretary, Leonore Feldman; superintendent of concessions and commercial exhibit space, John Lester; superintendent of grounds, Roy Dale.

### Dodge County Fair Assn., Beaver Dam

TOTAL ATTENDANCE: Front gate, 57,824; paid admissions, 52,318. Operated 4 days and nights.

WEATHER: Good 5 days and 4 nights, rain 1 night.

GRANDSTAND ATTRACTIONS: Ernie Young Revue; White Horse Troupe; Jimmie Lynch Death Dodgers; motorcycle races; cost of grandstand show, \$3,880. Total paid grandstand attendance, afternoon, 10,870; night, 12,121.

CARNIVAL: Gem City Shows.

PLANT FACILITIES: Grandstand capacity, 4,844; half-mile race track.

RACING: 1 day of motorcycle races; days of harness racing.

AID, PREMIUMS: State aid, \$4,030; county aid, \$1,500; premiums paid, \$6,568.05.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot; farm machinery space, \$2.

ADMINISTRATION: President, D. Edwards; secretary, Forrest Knaup; superintendent of concessions and commercial exhibit space, Howard Shepard; superintendent of grounds, Otto Schoe field.

### Jefferson County Fair, Jefferson

TOTAL ATTENDANCE: Front gate, 21,029; paid admissions, 13,637. Operated 5 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Jimmie Lynch Death Dodgers, revue book thru Barnes-Carruthers, horse racing, baseball games, horse-pulling contest. Cost of grandstand shows, \$8,259.55. Total paid grandstand attendance, afternoon, 2,498; night, 3,685.

CARNIVAL: Sam Fidler's United Shows.

PLANT FACILITIES: Grandstand capacity, 1,300; half-mile race track; capacity of parking area, 4,000.

RACING: 1 day of harness racing day of automobile thrill show.

RECEIPTS: Gate, \$7,225.16; grandstand, \$3,540.90; carnival, \$1,024.22; commercial exhibits and concession space, \$2,340.19; other sources, \$984.50.

AID, PREMIUMS: State aid, \$3,860. Premiums paid out, \$4,926.40.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$3.75; farm machinery space, 50 cents.

ADMINISTRATION: Manager, Hor L. Burl.

### Kewaunee County Fair, Luxemburg

TOTAL ATTENDANCE: Front gate, approximately 21,400; paid admissions, 288. Operated 2 days and 2 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Mickey auto races, harness races, horse-pull contest, acts booked thru Boyle W. folk, fireworks by Thearle-Duff musical revue staged by Fine Arts Club of Kewaunee. Cost of grandstand show,

\$2,000. Total paid grandstand attendance, afternoon, 4,500; night, 5,000.

CARNIVAL: Dowland Shows.

PLANT FACILITIES: Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 1,000.

RACING: 1 day of harness racing, 1 day of midget auto racing, 2 nights of fireworks.

RECEIPTS: Gate, \$7,500; grandstand, \$4,500; carnival, \$600; commercial exhibits, \$300; concession space, \$1,800; other sources, \$2,200.

AID, PREMIUMS: State aid, \$2,400; premiums paid out, \$3,100.

ADMINISTRATION: Secretary, Julius Cahn.

### Lincoln County Free 4-H Fair, Merrill

TOTAL ATTENDANCE: Front gate, approximately 36,500. Operated 4 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue and acts booked thru Northwestern Amusement Company of St. Paul. Cost of grandstand show, \$2,775. Total paid grandstand attendance, 6,784.

CARNIVAL: Bodart Shows.

PLANT FACILITIES: Grandstand capacity, 2,700; half-mile race track; capacity of parking area, 3,000 cars.

RECEIPTS: Car parking, \$511.50; grandstand, \$2,915.30; carnival, \$2,004.13; concession space, \$1,359.18; other sources, \$876.

AID, PREMIUMS: State aid, \$1,629.49. Premiums paid, \$2,373.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$5.

ADMINISTRATION: President, H. J. Schultz; secretary, George Schneider; superintendent of attractions, Ted Lokeno; superintendent of concessions, William Steckling.

### Manitowoc County Fair, Manitowoc

TOTAL ATTENDANCE: Front gate, 45,173; paid admissions, 33,132. Operated 5 days and 5 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Billy

Schultz Circus, local talent, Ernie Young Revue, midget auto races, horse show. Cost of grandstand show, \$9,900. Total paid grandstand attendance, afternoon, 5,938; night, 7,919.

CARNIVAL: Gem City Shows.

PLANT FACILITIES: Grandstand capacity, 2,800; half-mile race track.

RACING: 2 days of harness racing, 1 day of running races, 1 day of midget auto races.

RECEIPTS: Gate, \$13,252; grandstand, \$7,261.95; carnival, \$4,435; commercial exhibits, \$1,000; concession space, \$1,133.

CHARGES: Concession space outdoors, per front foot, \$2.50; commercial exhibit space indoors, per foot, \$2.

STILL DATES: Motorcycle races.

ADMINISTRATION: President, L. O. Rehm; secretary, Dr. A. F. Rank; superintendent of concessions and commercial exhibit space, O. C. Heidemann; superintendent of grounds, William B. Mertens.

### Northeastern Wisconsin Fair, Green Bay

TOTAL ATTENDANCE: Paid admissions, 30,259. Operated 5 days and 4 nights.

WEATHER: Good 2 days and 3 nights, rain 1 day and 4 nights.

GRANDSTAND ATTRACTIONS: Cameos of 1947 booked thru Barnes-Carruthers, Jimmie Lynch Death Dodgers, vaudeville-type acts booked thru Barnes-Carruthers. Cost of grandstand show, \$8,948.09. Total paid grandstand attendance, 13,044.

CARNIVAL: Snapp's Greater Shows.

PLANT FACILITIES: Grandstand capacity, 3,200; bleachers capacity, 1,000; half-mile race track; capacity of parking area, 5 acres.

RACING: 3 days of harness racing, 1 day of auto thrill show, 3 nights of fireworks.

RECEIPTS: Gate, \$13,367.08; grandstand, \$7,486.65; carnival and commercial exhibits and concession space, \$7,202.43; other sources, \$3,383.02.

AID, PREMIUMS: State aid, \$4,020; premiums paid out, \$4,739.50.

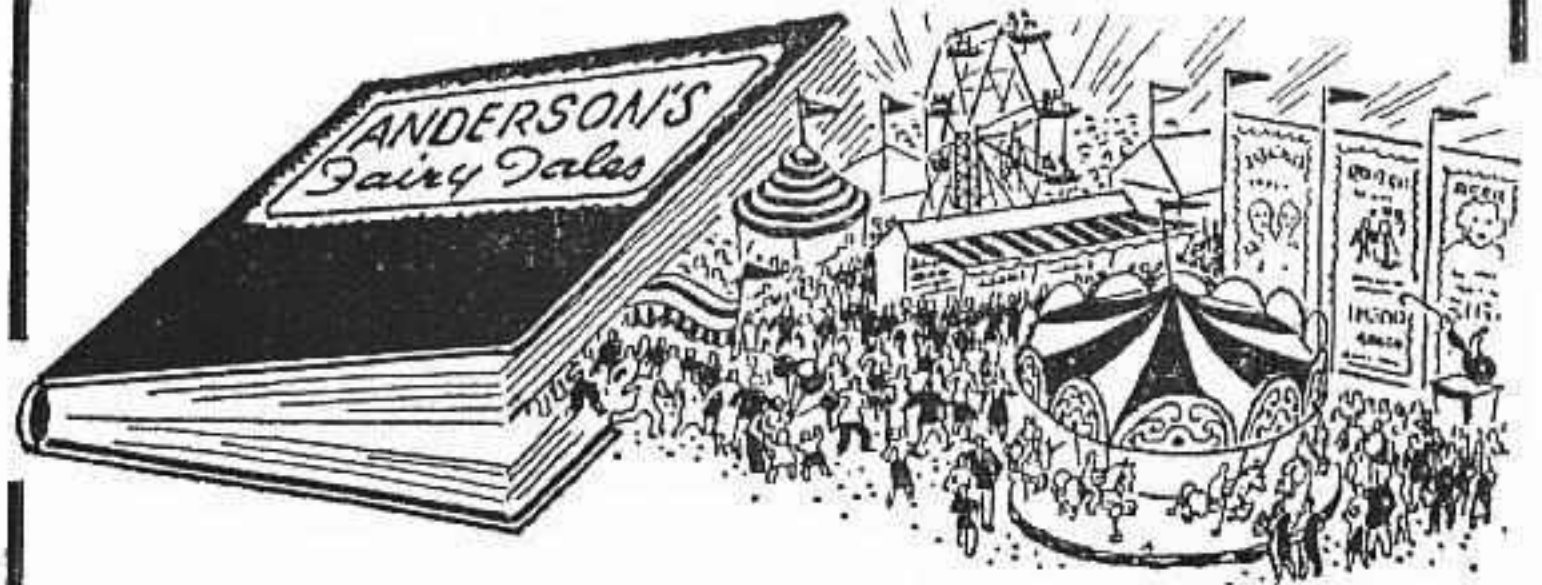
CHARGES: Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$3 per foot.

STILL DATES: Midget auto races, Fourth of July Celebration.

ADMINISTRATION: President, F. Zim-

# ANDERSON'S GREATER SHOWS

*the fine old show with the grand old name...*



## EVERYTHING MODERN IN SHOW BUSINESS

6 — NEW AND MODERN RIDES — 6

5 — HIGH CLASS SHOWS — 5

35 — MERCHANDISE CONCESSIONS — 35

ALL NEW ROYAL BLUE CANVAS FOR 1948

FAIR SECRETARIES AND COMMITTEES

in Alabama, Tennessee, Kentucky, Virginia and West Virginia, contact us. We offer for your approval one of the neatest Motorized Shows on the road today.

## THANKS TO THOSE FAIRS AND CELEBRATIONS

where we furnished the Midway Attractions in 1947 for making this year so pleasant and successful.

### THANKS A MILLION

MR. JOHNNY J. DENTON

For Your Confidence.

Our utmost appreciation for your advice and all the many other things you have done for us.

A REAL FRIEND, INDEED.

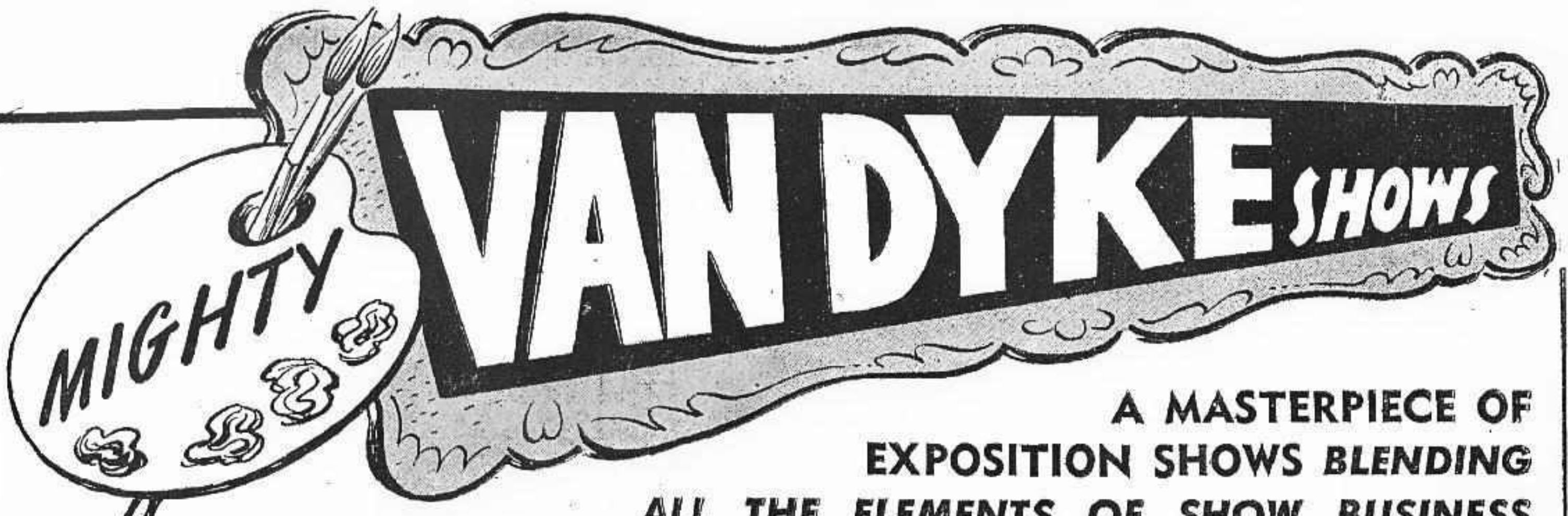
### SHOWMEN AND CONCESSIONAIRES

GET WITH A WINNER!

We are now booking and contracting for 1948

PERMANENT ADDRESS: 2700 JEFFERSON AVE., KNOXVILLE 15, TENN.

NORMAN ANDERSON'S 32ND YEAR OF OPERATION



**A MASTERPIECE OF EXPOSITION SHOWS BLENDING ALL THE ELEMENTS OF SHOW BUSINESS INTO ONE GRAND, GLORIOUS MASTERPIECE OF ENTERTAINMENT**

GET WITH A WINNER — STEP UP TO VAN DYKE QUALITY

We carry 8 major rides and 3 kiddie rides (all office owned); 7 high-class shows; searchlights; light towers; Diesel light plants; clown and outstanding sensational free acts.

**NOW BOOKING AND WANT FOR 1948 SEASON**

#### SHOWMEN

Will add Fun House and Mechanical City to our Midway of seven outstanding Shows.

#### RIDES

We do not need any.

#### CONCESSIONS

All Kinds of legitimate concessions—will sell exclusive on following: Photos, Cookhouse, Age and Weight, Popcorn and Candy Apples, Bingo, Diggers, Novelties.

#### RIDE HELP

Foremen for Merry - Go - Round, Ridee-O, Caterpillar. Second and third men for all rides, best of treatment. Semi drivers given preference.

### FAIR SECRETARIES AND CELEBRATION COMMITTEEMEN, LOOK OVER THIS RECORD

16 spring and fall bona fide fairs in Florida.  
12 Virginia and North and South Carolina bona fide fairs.  
20 celebrations and still dates.

### CONTACT US BEFORE CONTRACTING FOR YOUR 1948 MIDWAY ATTRACTIONS

JACK PERRY

General Manager

LEO M. BISTANY

Assistant Manager

F. E. KELLY

General Representative

Write or Wire MIGHTY VAN DYKE SHOWS, Winterquarters Address: P. O. Box 210, Uleta, Florida

# Harry Craig's HEART of TEXAS Shows

Thanks ~

WE WANT TO THANK OUR PERSONNEL, BUSINESS ASSOCIATES AND THE CELEBRATION AND FAIR COMMITTEES WHO MADE IT POSSIBLE FOR US TO ENJOY A WONDERFUL SEASON - - - - -

Harry, Bee and Bucky Craig

## Fairs and Celebrations ~

IF YOU ARE LOOKING FOR SOMETHING DIFFERENT FOR YOUR MIDWAY FOR 1948, CONTACT US

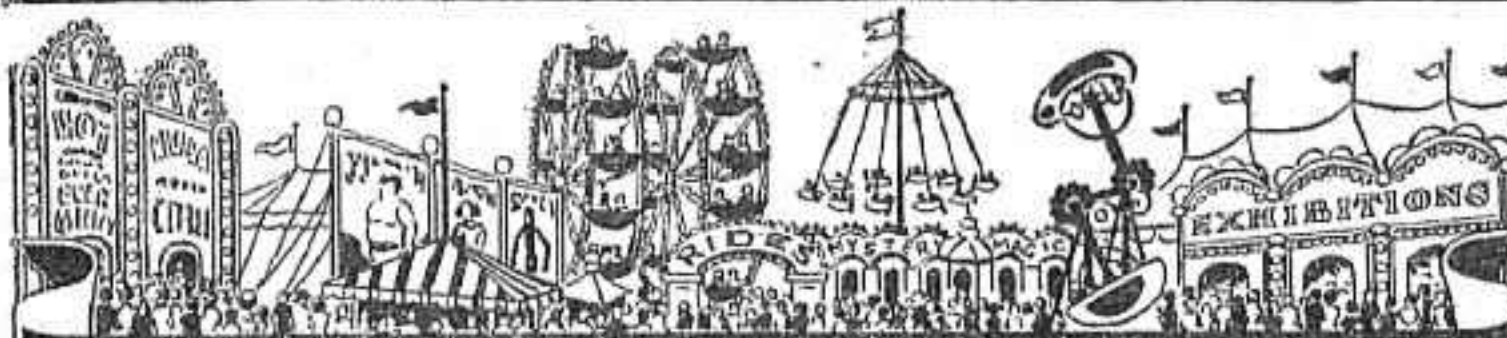
Now Booking ~

SHOWS, RIDES AND CONCESSIONS FOR 1948 SEASON.

All Address: **HARRY CRAIG** Manager

WINTERQUARTERS: BOX 158

BROWNWOOD, TEXAS



## DUMONT SHOWS

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

### OUR THANKS

TO THE FAIRS, CELEBRATIONS AND COMMITTEES FOR MAKING OUR 1947 SEASON SO PLEASANT AND SUCCESSFUL.

### OUR PROMISE

A BETTER AND MORE BEAUTIFUL SHOW IN 1948.

#### FAIR AND CELEBRATION MANAGERS IN THE EASTERN TERRITORY

We are now arranging our 1948 Route. If you want one of the most beautiful Truck Shows on the road today contact us early for your events. See us at Chicago during the Conventions and at your State Fair Meetings or contact us at our permanent address below.

#### SHOWMEN AND HELP

We have openings for several high-class attractions. Will finance reliable Showmen. Can place high-class Merchandise Concessions. Foremen and reliable Help for our Rides. See us in Chicago or contact us at our permanent address.

All Address: **LOU RILEY, General Manager**

Permanent Address: 107 W. Quackenbush Ave., Dumont, N. Jer.

Winterquarters: South Hill, Virginia

onick; secretary, W. S. Klaus; superintendent of concessions and commercial exhibit space, Ralph Soquet; publicity director, John Creviere.

#### Outagamie County Fair Assn., Seymour

TOTAL ATTENDANCE: Front gate, approximately 25,000; paid admissions, 18,349. Operated 4 days and nights.

WEATHER: Hot.  
GRANDSTAND ATTRACTIONS: Circus and vaudeville-type acts booked thru Ernie Young, Chicago. Cost of grandstand show, \$3,750. Total paid grandstand attendance, 12,500.

CARNIVAL: Fidler's United Shows.  
PLANT FACILITIES: Grandstand capacity, 2,800; bleachers capacity, 800; half-mile race track; capacity of parking area, 1,500 cars.

RACING: 2 days of harness racing, 1 day of running races, 1 day of auto thrill show, 2 nights of fireworks.

RECEIPTS: Gate, approximately \$9,100; grandstand, \$6,000; carnival and concessions, \$4,500; other sources, \$7,400.

AID, PREMIUMS: State aid, \$3,000; county aid, \$2,500; other sources, \$6,000. Premiums paid, \$4,000.

CHARGES: Concession space outdoors, per front foot, \$3; commercial exhibit space indoors, per foot, \$3; farm machinery space, \$2.

STILL DATES: Midget auto races and American Legion celebration.

ADMINISTRATION: President, Charles Slevert; secretary, Michael Burns.

#### Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Paid admissions, 9,858. Operated 4 days and nights.

WEATHER: Good 3 days and 4 nights, rain 1 day.

GRANDSTAND ATTRACTIONS: Wonder Bros. Circus booked thru Boyle Woolfolk, B. Ward Baum's Auto Thrill Show. Cost of grandstand show, \$2,933.34. Total paid grandstand attendance, afternoon, 1,802; night, 1,734.

CARNIVAL: Dobson's Shows.  
PLANT FACILITIES: Grandstand capacity, 1,000; bleachers, 300; half-mile race track; capacity of parking area, 1,000 cars.

RACING: 1 day of auto thrill show.  
RECEIPTS: Gate, \$5,478; grandstand, \$1,146.50; carnival, \$1,042.60; commercial exhibits, \$369; concession space, \$80.

AID, PREMIUMS: State aid, \$1,600; county aid, \$400. Premiums paid out, \$2,000.

CHARGES: Concession space outdoors, per front foot, \$2; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$2.

ADMINISTRATION: President, R. W. Cromhart; secretary, H. S. Seyforth; superintendent of concessions, Otto Christanson.

#### Price County Fair, Phillips

TOTAL ATTENDANCE: Front gate, approximately 10,000; paid admissions, approximately 5,000. Operated 3 days and nights.

WEATHER: Good 2 days and 3 nights, rain 1 day.

GRANDSTAND ATTRACTIONS: Vaudeville and revue acts booked thru Williams & Lee. Cost of grandstand show, \$1,500. Total paid grandstand attendance, afternoon, 1,800; night, 1,800.

CARNIVAL: Gold Bond Shows.  
PLANT FACILITIES: Grandstand capacity, 1,000. Capacity of parking area, 8 acres.

RECEIPTS: Gate, \$2,000; grandstand, \$1,100; carnival, \$300; commercial exhibits, \$400; concession space, \$700.

AID, PREMIUMS: State aid, \$1,600; county aid, \$500. Premiums paid, \$2,000.

CHARGES: Concession space outdoors, per front foot, \$1.50; commercial exhibit space indoors, per foot, \$1.

ADMINISTRATION: President, Arthur Johnson; secretary, F. W. Heath.

#### Southwestern Wisconsin Fair, Mineral Point

TOTAL ATTENDANCE: Front gate, 20,160; paid admissions, 19,160. Operated 3 days and nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Vaudeville acts booked thru Boyle Woolfolk. Cost of grandstand show, \$1,800. Total paid grandstand attendance, 7,044.

CARNIVAL: Dyer's Greater Shows.  
PLANT FACILITIES: Grandstand capacity, 1,294; half-mile race track; capacity of parking area, 1,500 cars.

RACING: 2 days of harness racing.  
RECEIPTS: Gate, \$8,001.63; grandstand, \$4,036.20; carnival, \$831.12; concession space, \$1,517.

AID, PREMIUMS: State aid, \$4,124.27;

county aid, \$1,000. Premiums paid, \$4,410.65.

CHARGES: Concession space outdoors, per front foot, \$2; farm machinery space, \$2.

STILL DATES: Farmers' Day program.  
ADMINISTRATION: President, H. A. Spelch; secretary, C. L. Winn; superintendent of attractions, S. Severson; superintendent of concessions and commercial exhibit space, E. Peters; superintendent of grounds, W. L. Grange; publicity director, D. M. Morgan.

#### Trempealeau County Fair, Galesville

TOTAL ATTENDANCE: Front gate, approx. 11,000; paid admissions, approx. 10,000. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue booked thru Williams & Lee; White Horse Troupe booked thru Keough office, Chicago; cost of grandstand show, \$2,000; total paid grandstand attendance, afternoon, 2,500; night, 2,000.

CARNIVAL: Dobson Shows.  
PLANT FACILITIES: Grandstand capacity, 1,000; bleachers capacity, 500; half-mile race track; capacity of parking area, 1,000.

RACING: 2 days of harness racing; 1 day of running races; 1 day of rodeo.

RECEIPTS: Gate, \$5,000; grandstand, \$2,000; carnival, \$600; commercial exhibits, \$200; concession space, \$200; other sources, \$1,000.

AID, PREMIUMS: State aid, \$1,300; county aid, \$1,000; premiums paid out, \$1,600.

CHARGES: Concession space outdoors, \$2.50 per front foot; commercial exhibit space indoors, \$1 per foot.

STILL DATES: Rodeo; circus.

ADMINISTRATION: President, Clarence Brown; secretary, F. M. Smith; superintendent of grounds, Alven Ekern; publicity director, J. B. Howie.

#### Waupaca County Fair, Weyauwega

TOTAL ATTENDANCE: Front gate, approx. 50,000; paid admissions, approx. 30,000. Operated 4 days and 3 nights.

WEATHER: Good 2 days and nights; rain 2 days and 1 night.

GRANDSTAND ATTRACTIONS: J. C. Michaels Circus Acts; cost of grandstand show, \$1,000; total paid grandstand attendance, afternoon, 4,000; night, 2,000.

CARNIVAL: Ellman Shows.  
PLANT FACILITIES: Grandstand capacity, 700; bleachers capacity, 1,200; half-mile race track; capacity of parking area, 20 acres.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$9,000; grandstand, \$2,000; carnival, \$1,000; commercial exhibits, \$1,000; concession space, \$1,000; other sources, \$1,000.

AID, PREMIUMS: State aid, \$3,400; county aid, \$500.

CHARGES: Concession space outdoors, \$3 per front foot; commercial exhibit space indoors, \$3 per foot.

STILL DATES: Picnic.

ADMINISTRATION: President, Pat Walch; secretary, Frank Haffner; superintendent of attractions, Oscar Haight; superintendent of concessions, Thomas Carew; superintendent of grounds, George Flease.

#### Wisconsin Valley Fair, Wausau

TOTAL ATTENDANCE: Front gate, 90,580; paid admissions, 27,454. Operated 4 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Revue booked thru Barnes-Carruthers; auto races; horse racing; cost of grandstand show, \$5,850; total paid grandstand attendance, afternoon, 5,939; night, 17,886.

CARNIVAL: Gem City Shows.  
PLANT FACILITIES: Grandstand capacity, 2,800; bleachers capacity, 3,400; half-mile race track; capacity of parking area, 2,000 cars.

RACING: 3 days of harness racing; 1 day of big car races; 4 nights fireworks.

RECEIPTS: Gate, \$12,662.20; grandstand, \$15,144.80; carnival, \$5,301.17; commercial exhibits, \$1,134; concession space, \$2,346; other sources, \$4,124.60.

AID, PREMIUMS: State aid, \$5,024.37; county aid, \$2,000; premiums paid, \$6,867.75.

CHARGES: Concession space outdoors, \$4 per front foot; commercial exhibit space indoors, \$1.50 per foot.

ADMINISTRATION: President, C. W. Symons; secretary, H. A. Kiefer; publicity director, E. B. Thayer Jr.

## WYOMING

### Big Horn Basin Fair, Powell

**TOTAL ATTENDANCE:** Front gate, approximately, 15,000; paid admissions, approximately, 15,000. Operated 3 days and nights.

**WEATHER:** Good 2 days and 2 nights, rain 1 day and 1 night.

**GRANDSTAND ATTRACTIONS:** Acts booked thru Boyle Woolfolk, Chicago. Cost of grandstand show, \$2,350.

**CARNIVAL:** Midwest Shows.

**PLANT FACILITIES:** Grandstand capacity, 1,200; bleachers capacity, 900; half-mile race track; capacity of parking area, 500 cars.

**RACING:** 3 days of running races; 1 night of fireworks.

**RECEIPTS:** Gate, \$7,500; grandstand, \$5,000; commercial exhibits, \$950; concession space, \$250; other sources, \$500.

**AID, PREMIUMS:** County aid, \$3,750; other sources, \$3,940.

**CHARGES:** Commercial exhibit space indoors, per foot, \$1 and 2; farm machinery space, \$15 per space.

**STILL DATES:** Jimmie Lynch June 8.

**ADMINISTRATION:** President, R. A. Roney; secretary, R. A. Allan.

### Central Wyoming Fair and Stock Show, Casper

**TOTAL ATTENDANCE:** Front gate, approximately 32,000; paid admissions, \$16,000.50. Operated 4 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Racing; revue booked thru Williams & Lee; fireworks. Cost of grandstand show, \$15,500.

**CARNIVAL:** Siebrand Bros.' Shows.

**PLANT FACILITIES:** Grandstand capacity, 3,500; bleachers capacity, 750; half-mile race track; capacity of parking area, 3,000.

**RACING:** 4 days of running races; 4 days of rodeo; 4 nights of fireworks.

**RECEIPTS:** Gate, \$16,000.50; grandstand, \$11,685.50; carnival, \$3,500; com-

mercial exhibits, \$750; concession space, \$1,500.

**AID, PREMIUMS:** County aid, \$6,500. Premiums paid, \$3,600.

**CHARGES:** Concession space outdoors, per front foot, \$4.50; commercial exhibit space indoors, per foot, \$1.50; farm machinery space, \$1.

**ADMINISTRATION:** President, Milt Coffman; secretary-manager, H. L. Rains; superintendent of attractions, Gladys Williams; superintendent of concessions, Tom Jenks; superintendent of commercial exhibit space, Norman French; superintendent of grounds, Leon Goodrich; publicity director, George Christner.

### Laramie County Fair, Pine Bluffs

**TOTAL ATTENDANCE:** Not given. Free. Number of days fair ran not given.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Free acts by Wheeler Pittman Theatrical Agency, Denver. Cost of grandstand show, \$850.

**CARNIVAL:** Mickey Wilson Shows.

**PLANT FACILITIES:** Grandstand capacity, 500; half-mile race track.

**AID, PREMIUMS:** County aid, \$4,800.

**CHARGES:** Concession space outdoors, \$4 per stand. No charge for farm machinery space.

**ADMINISTRATION:** President, M. L. Morris; secretary, Charles W. Stephens.

### Lincoln County Fair, Afton

**TOTAL ATTENDANCE:** Front gate, \$2,000. Fair operated 2 days and nights.

**WEATHER:** Good.

**GRANDSTAND ATTRACTIONS:** Rodeo and race meet.

**PLANT FACILITIES:** Grandstand capacity, 1,000; half-mile race track; capacity of parking area, 100 cars.

**RACING:** 2 days of running races; 2 days of rodeo.

**PREMIUMS:** Paid, \$1,500.

**CHARGES:** Concession space outdoors, per stand, \$5.

**ADMINISTRATION:** President, C. S. Wray; secretary, Orrin Jenkins.

# MIGHTY HOOSIER STATE Shows

MEANS  
"MIGHTY FINE ENTERTAINMENT"

AMERICA'S FINEST MOTORIZED SHOW

NOW BOOKING FAIRS, HOMECOMINGS, STREET CELEBRATIONS, EXPOSITIONS FOR THE COMING SEASON.

Superior in Creations — Supreme in Amusements.

*A carnival superior to anything you have ever seen, with unusual brilliancy, illuminations, and all new and modern streamlined rides and attractions with no cheap or immoral features of any nature.*

6 MAMMOTH LIGHT TOWERS  
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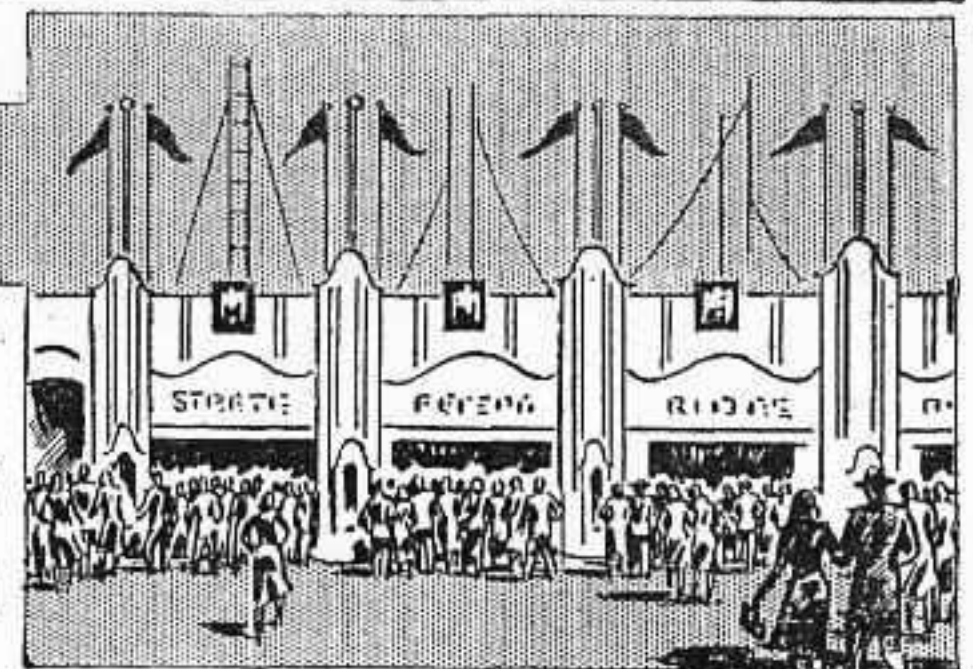
12 THRILLING RIDING DEVICES  
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# LARRY NOLAN SHOWS

THE BRIGHT SPOT ON ANY FAIRGROUNDS  
You Play Very Few "Larrys" when Larry Books 'Em



**THANKS:**

A million to the Fair Secretaries . . . the personnel of our shows . . . all together you made 1947 a grand year for us . . . and we are truly grateful. We promise a better and larger show for 1948.

7 RIDES • 4 SHOWS • 30 CONCESSIONS

## WANT — WANT — WANT

Fast special agent, must tack, litho and post two spots a week; top salary to sober, capable man. Your car or will furnish Dodge Panel.

★★★★

Agents that can COUNT for office owned, flashy framed Concessions.

★★★★

Man and wife to take over Sit-Down Grab, 12x18, good equipment and you must be neat and take care of same. Will finance you.

★★★★

Second Men for Rides, must drive. Elvin Bishop is Ride and Lot Boss.

★★★★

Following Showmen write me, have special deal for you: Dee Aldrich, Jimmy O'Hearn, Geo. Dunn, Bob Atteberry.

## DOWNEY "TELESCOPIC" LIGHT TOWERS

### SHOWMEN

Any money-getting Show, will furnish 20x30 Tops and Panel Fronts. Want Monkey, Snake, Freak Baby, etc. Have new 20x60 Top for 5-In-1.

### CONCESSIONS

All open except Bingo, Popcorn, Floss, Snow, Mitt Camp, Cig. Gallery; others write. We play 2 spots a week. No dead nights. All Ball Games sold.

## NEW IMPROVED SHOWS FOR 1948

"WIN WITH LARRY" — WRITE

Address: BOX 2015, DENVER, COLO.

SORRY BOYS . . . WE HAVE GONE PURITAN . . . NO FLAT STORES — NO GIRL SHOWS

# Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

**GENTLEMEN, WE THANK YOU**

FOR HAVING HELPED US MAKE  
THE 1947 SEASON SUCH A SUCCESS

**GREATER GROVES FOR '48**

WE ARE PLANNING ON A LARGER AND  
MORE BEAUTIFUL SHOW FOR NEXT SEASON

**FAIRS AND CELEBRATION COMMITTEES IN  
THE DEEP SOUTH:**

See us before contracting for your Midway Attractions for your 1948 Events. We live up to all promises and offer you one of the Finest Shows in the South. Absolutely the "fastest-growing" Show in the South.

### SHOWMEN:

We will book any New and Novel Attractions and Grind Shows. Will finance any Capable Showmen with New and Sound Ideas.

### CONCESSIONS:

Can place Good, Clean Concessions at all times. We play proven money spots in the South. Get with the fastest-growing Show in the Deep South.

All Address:

**ED. GROVES, Owner and Manager**  
Winterquarters: P. O. BOX 533, BATON ROUGE, LA.

**JOHN FRANCIS SHOWS**

JOHN FRANCIS  
Owner and Manager

### To the FAIR SECRETARIES

In Wisconsin, North and South Dakota, Minnesota, Illinois, Iowa, Missouri and in the South for late Fall.

WE ARE NOW ARRANGING OUR ROUTE FOR 1948. Work is already in progress at our permanent Winterquarters in St. Louis toward the end of bringing out a much LARGER AND BETTER JOHN FRANCIS SHOWS for next year.

See us at the State Fair Meetings, or contact us at our permanent address before contracting for your 1948 Midway Attractions.

### HELP WANTED

Man and Lady Riders to handle Motordrome. (Have Drome, Motocycles and everything complete.) Loads on 30-ft. trailer. (Man to handle Glass House, Side Show Manager (have complete outfit). Girl for High Pole Act. Reliable and sober Ride Help (will pay top salaries.

### NOW BOOKING

SCIENCE AND SKILL CONCESSIONS THAT WORK FOR STOCK.

SHOWS AND ATTRACTIONS NOT CONFLICTING.

THE OLDEST NAME IN SHOW BUSINESS TODAY

PERMANENT WINTER QUARTERS: 4570 NORTH 2ND ST., ST. LOUIS 7, MO.  
Telephone: Central 6818

## CANADA

### ALBERTA

#### Calgary Exhibition & Stampede, Calgary

TOTAL ATTENDANCE: Front gate, 334,468. Operated 6 days and nights.

WEATHER: Good 5 days and 5 nights; cold or cloudy 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Acts booked thru Hamilton Booking Agency, Winnipeg, Man.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, 10,000; bleachers capacity, 7,000; half-mile race track.

RACING: 7 days of running races; 6 days of rodeo.

CHARGES: Concession space outdoors, \$7 to \$12 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$1.50.

STILL DATES: Bull sale, fall livestock sale, Model T races, trotting races, boxing, wrestling, hockey and radio shows.

ADMINISTRATION: President, A. H. McGuire; secretary, J. Charles Yule.

#### Edmonton Exhibition, Edmonton

TOTAL ATTENDANCE: Front gate, 197,845; paid admissions, 121,795. Operated 6 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Booked thru George Hamilton. Cost of grandstand show, \$11,834. Total paid grandstand attendance, afternoon, 26,702; night, 37,704.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, 3,500; bleachers capacity, 1,100; half-mile race track; capacity of parking area, 4,000.

RACING: 6 days of running races; 1 night of fireworks.

RECEIPTS: Gate, \$28,657; grandstand, \$34,265; carnival, \$72,018; commercial exhibits, \$7,850; concession space, \$9,117; other sources, \$43,285.

AID, PREMIUMS: Provincial aid, \$8,000; premiums paid, \$16,246.

CHARGES: Concession space outdoors, \$7 per front foot; commercial exhibit space indoors, \$1.50 per foot; farm machinery space, \$1.

STILL DATES: Fall livestock show and sale; spring show; light horse show.

ADMINISTRATION: President, E. I. Clarke; secretary, C. E. Wilson; superintendent of concessions and commercial exhibit space, C. G. Steeves; superintendent of grounds, Jack McGaffin; publicity director, C. E. Wilson.

#### Vegreville Exhibition, Vegreville

TOTAL ATTENDANCE: Front gate, approximately 18,000; paid admissions, approximately 18,000. Operated 3 days and nights.

WEATHER: Good 1½ days, 1½ nights; rain 1½ days, 1½ nights.

GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts booked thru Garden Bros. of Toronto; chuck wagon races. Cost of grandstand show, \$3,850. Total paid grandstand attendance, afternoon, 8,000; night, 11,000.

CARNIVAL: Wallace Bros.' Shows.  
PLANT FACILITIES: Grandstand capacity, 1,500; bleachers capacity, 500; half-mile race track.

RACING: 3 days of rodeo.

RECEIPTS: Gate, \$5,222.43; grandstand, \$1,621.25; carnival, \$1,950.57; concession space, \$493.

AID, PREMIUMS: Provincial aid, \$450; county aid, \$100; premiums paid out, \$1,532.40.

CHARGES: Concession space outdoors, \$2 per front foot; commercial exhibit space indoors, \$2 per foot.

STILL DATES: Calf club sale and show.

ADMINISTRATION: President, J. Lench; secretary, J. Fitzallen; superintendent of attractions, W. W. Shaw; superintendent of concessions, Thomas Casson; superintendent of grounds, H. L. Benber.

### MANITOBA

#### Provincial Exhibition of Manitoba, Brandon

TOTAL ATTENDANCE: Not given. Operated 5 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Acts

booked thru George Hamilton Agency. Cost of grandstand show, \$6,660.

CARNIVAL: Royal American Shows.

PLANT FACILITIES: Grandstand capacity, 5,100; bleachers capacity, 2,000; half-mile race track; capacity of parking area, 3,000 cars.

RACING: 5 days of harness racing.

RECEIPTS: Gate, \$17,841.22; grandstand, \$21,104.40; concession space, \$20,455.14.

AID, PREMIUMS: Provincial aid, \$2,500; other sources, \$8,000; premiums paid, \$16,000.

CHARGES: Concession space outdoors, per front foot, \$4; commercial exhibit space indoors, per foot, \$4; farm machinery space free.

STILL DATES: Live stock sales; picnics; field days; Junior Farm days; Boy Scout days.

ADMINISTRATION: President, A. G. Buckingham; secretary, Col. Syd C. McLennan; superintendent of attractions, George Crookshank; superintendent of concessions and grounds, Charles T. Young; publicity director, John McNaughton.

### ONTARIO

#### Canadian Lakehead Exhibition, Fort William-Port Arthur

TOTAL ATTENDANCE: Front gate, 94,177. Operated 6 days and nights.

WEATHER: Good 5 days and 6 nights; rain 1 day.

GRANDSTAND ATTRACTIONS: Jimmie Lynch Death Dodgers; musical revue booked thru Barnes-Carruthers. Cost of grandstand show, \$11,000. Total paid grandstand attendance, afternoon, 9,577; night, 15,064.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, 2,500; standing capacity, 3,000. Half-mile race track; capacity of parking area, 900 cars.

RACING: 2 days of auto thrill show.

RECEIPTS: Gate, \$28,099.90; grandstand, \$15,243.30; carnival, \$46,000; commercial exhibits, \$600; concession space, \$3,000; other sources, \$2,000.

AID, PREMIUMS: State aid, \$3,350; city aid, \$1,500; premiums paid, \$4,000.

CHARGES: Concession space outdoors, \$3 to \$6 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$2.

STILL DATES: Poultry show; flower show; fur animal show; labor meetings.

ADMINISTRATION: President, George Wardrope; secretary, W. Walker; superintendent of grounds, S. Prince.

#### Elmira and Woolwich Agrl. Society, Elmira

TOTAL ATTENDANCE: Front gate, approximately 15,000. Operated 2 days and nights.

WEATHER: Good 2 days and 1 night; rain 1 night.

GRANDSTAND ATTRACTIONS: Horse racing; radio talent broadcast; Garden Bros. Cost of grandstand show, \$550.

CARNIVAL: Jayes Bros.' Shows.

PLANT FACILITIES: Grandstand capacity, 600; bleachers capacity, 900; half-mile race track; capacity of parking area, 1,500.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$4,609.56; grandstand, \$455.50; carnival, \$232.30; commercial exhibits, \$25.

AID, PREMIUMS: State aid, \$100; county aid, \$300. Premiums paid, \$1,703.25.

CHARGES: Concession space outdoors, \$1 per front foot.

ADMINISTRATION: President, Alego Koella; secretary, A. H. Zilliox.

#### Great Northern Exhibition, Collingwood

TOTAL ATTENDANCE: Front gate, 14,312; paid admissions, 12,891. Operated 2 days and 2 nights.

WEATHER: Good 1 day; cold 1 day and 2 nights.

GRANDSTAND ATTRACTIONS: Stage show booked thru Jessie McGregor, Caledonia, Ont. Cost of grandstand show, \$275.

CARNIVAL: Grays All Canadian Shows.

PLANT FACILITIES: Bleachers capacity, 600; half-mile race track; capacity of parking area, 1,000 cars.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$4,820; concession space, \$1,500.

AID, PREMIUMS: Provincial aid, \$975; county aid, \$100. Premiums paid, \$2,307.

ADMINISTRATION: President, C. McArthur; secretary, V. A. Ellis.

### Norfolk County Fair, Simcoe

TOTAL ATTENDANCE: Front gate, approximately, 57,000. Operated 3 days and 4 nights.

WEATHER: Good 2 days and 3 nights; cold 1 day and 1 night.

GRANDSTAND ATTRACTIONS: Horse show afternoons; rodeo evenings. Cost of grandstand show, \$2,400. Total paid grandstand attendance, afternoon, 5,940; night, 6,016.

CARNIVAL: Cherokee Rodeo.

PLANT FACILITIES: Grandstand capacity, 2,500; half-mile race track; capacity of parking area, 4 acres.

RACING: 3 days of harness racing; 2 days of running races; 4 nights of rodeo; 1 night of fireworks.

RECEIPTS: Gate, \$13,204; grandstand, \$5,973; carnival, \$2,023; commercial exhibits, \$3,100; concession space, \$600; other sources, \$3,600.

AID, PREMIUMS: Province aid, \$800. Premiums paid, \$8,893.

CHARGES: Concession space outdoors, \$5 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, \$2.

ADMINISTRATION: President, Dr. A. C. Burt; secretary, Harold I. Pond; superintendent of attractions, concessions, commercial exhibit space and grounds, Lloyd S. Culver.

### Welland County Agricultural Society, Welland

TOTAL ATTENDANCE: Front gate, 31,000; paid admissions, 29,000. Operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Lucky Lot; high tower act; Garden Bros.' Circus. Cost of grandstand show, \$2,400. Total paid grandstand attendance, afternoon, 3,000; night, 9,000.

CARNIVAL: Garden Bros.' Shows.

PLANT FACILITIES: Grandstand capacity, 3,000; bleachers capacity, 4,000. Half-mile race track.

RACING: 1 day of big car races; 1 day of auto thrill show.

RECEIPTS: Gate, \$7,000; grandstand, \$3,000; commercial exhibits, \$500; concession space, \$800; other sources, \$50.

AID, PREMIUMS: Provincial aid, \$800; county aid, \$650; other sources, \$300. Premiums paid out, \$5,500.

CHARGES: Concession space outdoors,

per front foot, \$3; commercial exhibit space indoors, per foot, \$2; farm machinery space, \$2.

ADMINISTRATION: President, George Allen; secretary, G. K. Brown; superintendent of attractions, C. R. Somerville; superintendent of concessions and commercial exhibit space, A. A. Marshall; superintendent of grounds, Ken Stone; publicity director, William Rockel.

### QUEBEC

### Maniwaki Fair, Maniwaki

TOTAL ATTENDANCE: Front gate, approximately 7,000; paid admissions, approximately 6,000. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND: Total paid attendance, afternoon, 1,000.

GRANDSTAND ATTRACTIONS: Horse race by the Maniwaki Racing Association.

PLANT FACILITIES: Grandstand capacity, 1,000. Half-mile race track.

RACING: 2 days of harness racing.

RECEIPTS: Gate, \$4,000; grandstand, \$500; carnival, \$600; commercial exhibits, \$200; concession space, \$100; other sources, \$100 (all approximate).

AID, PREMIUMS: Provincial aid, \$800; county aid, \$300. Premiums paid out, \$500.

CHARGES: Concession space outdoors, per front foot, \$1; commercial exhibit space indoors, per foot, \$1; farm machinery space, \$1.

STILL DATES: Horse racing during summer.

ADMINISTRATION: President, W. P. McComery; secretary, Palma Joanis.

### Richmond County Agricultural Society, Richmond

TOTAL ATTENDANCE: Front gate, 6,342. Fair operated 3 days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Booked thru George A. Hamid. Cost of grandstand show, \$1,250. Total paid grandstand attendance, 4,264.

CARNIVAL: Daniels Greater Shows.

PLANT FACILITIES: Grandstand ca-

# WONDER CITY SHOWS



TRULY A WONDERFUL GALAXY OF STAR-STUDED ATTRACTIONS

FOR 1948 WE WILL PRESENT A BIGGER AND BETTER "WONDER" SHOW

THANKS TO THE FAIRS, CELEBRATIONS AND AUSPICES FOR MAKING THE 1947 SEASON SO SUCCESSFUL. WE FEEL WE FULFILLED ALL PROMISES AND THAT YOUR CONFIDENCE IN US WAS SOUNDLY JUSTIFIED.

### FAIR AND CELEBRATION COMMITTEES

● WE ARE NOW ARRANGING OUR ROUTE FOR NEXT SEASON. THE WONDER CITY SHOWS WILL BE A MORE BEAUTIFUL SHOW IN 1948, AND WE INVITE YOU TO INVESTIGATE US BEFORE CONTRACTING FOR YOUR MIDWAY ATTRACTIONS. See us at your State Fair Meetings, or contact us at our winter quarters.

### SHOWMEN

● We have openings for several high-class attractions. We'll finance any capable showmen who have something worth while to offer.

NOW BOOKING MERCHANDISE CONCESSIONS FOR 1948. WANT TO HEAR FROM FOREMEN AND SECOND MEN. ALSO USEFUL CARNIVAL PEOPLE.

Address: JOE KARR, Manager

Wonder City Shows, BOX 38, Mobile, Alabama

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RICHMAN-CARPENTER presents

# Silver STATES SHOWS

## CONCENTRATE! ON '48

Announcing a new policy for the coming season—3 units, tailor-made to fit the territory.

**UNIT NO. 1**  
6 Rides, 3 Shows,  
25 Concessions

**Combined SHOWS**  
11 Rides, 6 Shows,  
45 Concessions,  
Light Towers, Free Acts

**UNIT NO. 2**  
5 Rides, 3 Shows,  
20 Concessions

A show to fill every requirement—small enough to play the good little spots or big enough for the best big ones.

### ALL NEW — RENEWED — RENOVATED

New Rides, New Canvas, New Fronts, New Trucks — all equipment will be new, rebuilt, renovate—repaired, repainted, modernized—everything tip-top to fit the new policy.

### 1948 ROUTE

Unit No. 2 will open on the Gulf Coast January 30. Unit No. 1 will open May 1 in Nebraska. Territory will include Mississippi, Louisiana, Arkansas, Missouri, Iowa, Nebraska, Colorado, Wyoming. The best of both little and big Fairs, Celebrations and Picnics will fill a route second to none.

### WANT

Will book two major rides not conflicting; showmen, with or without own outfits and capable of producing a worth while attraction; legitimate concessions of all kinds and some grind stores and PC.

### THANKS

And the Season's Best to those fair men, committees, public and police officials, concessionaires, show operators, ride men and employees and all others who helped to make the season of 1947 our most successful.

### FAIR SECRETARIES — COMMITTEEMEN

We can give you a show to meet your every requirement, made up to fit your particular need.

## RICHMAN-CARPENTER ENTERPRISES

HARRY RICHMAN JAMES D. CARPENTER

Communicate with JAMES D. CARPENTER  
119 SOUTH 73RD, (Phone: Glendale 7271) OMAHA, NEB.

# MOORE'S MODERN SHOWS



MOORE MEANS—

MORE CROWDS—

MORE PROFITS

FOR YOUR EXPOSITIONS  
AND ANNUAL EVENTS

### FAIR SECRETARIES CELEBRATION COMMITTEES

We are not the largest show on the road, but we can fill your needs! If not, we will tell you.

WE CARRY: 10 RIDES — 5 TO 8 SHOWS — 30 TO 60 CONCESSIONS  
ALL EQUIPMENT IS FIRST CLASS

NOW BOOKING FOR '48

JACK B. MOORE  
Manager

IRENE MOORE  
Secretary

Winterquarters Address: Box 85, Searcy, Arkansas

capacity, 1,600. 1-mile race track; capacity of parking area, 500.

RACING: 3 days of harness racing.  
RECEIPTS: Gate, \$3,197.55; grandstand, \$1,026.35; commercial exhibits, \$190.

AID, PREMIUMS: Provincial aid, \$904; county aid, \$500.

CHARGES: Concession space outdoors, \$15; commercial exhibit space indoors, \$10; farm machinery space, \$15.

ADMINISTRATION: President, A. E. Dyson; secretary, Antoinette Linalen; superintendent of attractions, F. E. Galup; superintendent of concessions, George Ewing; superintendent of commercial exhibit space, R. S. Carson.

### Stanstead County Agricultural Society, Ayers Cliff

TOTAL ATTENDANCE: Front gate, approximately 13,000. Operated 3 days and nights.

WEATHER: Good.  
GRANDSTAND ATTRACTIONS: Circus and vaudeville type acts booked thru George A. Hamid. Cost of grandstand show, \$1,000.

CARNIVAL: Daniels Greater Shows.  
PLANT FACILITIES: Grandstand capacity, 1,260; bleachers capacity, 225.

RACING: 3 days of harness racing; 1 night of fireworks.

RECEIPTS: Gate, \$4,543.75; grandstand, \$2,856.38; carnival, \$850; commercial exhibits, \$28; other sources, \$315.

AID, PREMIUMS: Provincial aid, \$4,104; county aid, \$500; premiums paid out, \$2,752.

CHARGES: Commercial exhibit space indoors, 50c per foot.

STILL DATES: School fair in September.

ADMINISTRATION: President, A. A. Bacheider; secretary, M. B. Corey; superintendent of concessions and grounds, H. L. Moulton; superintendent of commercial exhibit space, P. W. Baldwin; publicity director, Gordon Beerworth.

### SASKATCHEWAN

### Lloydminster Agricultural Exhibition Assn., Ltd., Lloydminster

TOTAL ATTENDANCE: Front gate, approx. 19,000. Operated 3 days and nights.  
WEATHER: Good 3 days and 2 nights; rain 1 night.

GRANDSTAND ATTRACTIONS: Circus and vaudeville-type acts booked thru Garden Bros., Toronto.

CARNIVAL: Wallace Bros.' Shows.  
PLANT FACILITIES: Grandstand capacity, 2,000; half-mile race track; capacity of parking area, 3,000 cars.

RACING: 2 days of harness racing; 2 days of running races.

RECEIPTS: Gate, \$4,117.98; grandstand, \$5,190.24; carnival, approx. \$2,700; concession space, \$580; other sources, \$1,165.11.

AID, PREMIUMS: Provincial aid, \$1,000; county aid, \$400; other sources, \$289; premiums paid, \$2,858.15.

CHARGES: Commercial exhibit space indoors, per foot, \$2.

STILL DATES: Elks' Sport Day; baseball tournament; Canadian Legion Sports Day; Model T races.

ADMINISTRATION: President, M. Al-sager; secretary-manager, George K. Ross.

### Regina Agrl. & Industrial Exhibition Assn., Ltd., Regina

TOTAL ATTENDANCE: Front gate, approx. 150,000; paid admissions, approx. 125,000. Operated 6 days and 6 nights.

WEATHER: Good 5 days and 4 nights; cold or cloudy 1 day and 2 nights.

GRANDSTAND ATTRACTIONS: Stage revue booked thru Hamilton Booking Agency, Winnipeg, Man.; cost of grandstand show, \$8,000; total paid grandstand attendance, afternoon, 42,000; night, 45,000.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, approx. 8,500; bleachers capacity, 500; half-mile race track.

RACING: 6 days of running races; 6 days of rodeo; 2 nights of fireworks.

RECEIPTS: Gate, \$28,000; grandstand, \$69,000; carnival, \$64,000; commercial exhibits, \$4,200; concession space, \$15,000; other sources, \$5,000 (all approx.).

AID, PREMIUMS: Dominion Government grant, \$4,400; Provincial Government grant, \$15,000; premiums paid, \$12,500.

CHARGES: Concession space outdoors, approx. \$10 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, 1/2c per square foot.

STILL DATES: Fall show of sheep and

swine; spring show of fat cattle and swine; night horse show.

ADMINISTRATION: President, D. A. McCannel; manager, T. H. McLeod; superintendent of attractions, J. F. Sweeey; superintendent of concessions, F. C. England; superintendent of commercial exhibit space, H. Maitby; superintendent of grounds, D. S. Auld; publicity director, T. H. Boyle.

### Saskatoon Industrial Exhibition Ltd., Saskatoon

TOTAL ATTENDANCE: Front gate, 89,043; paid admissions, 71,979. Operated days and nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Booked thru Hamilton Booking Agency, Winnipeg; cost of grandstand show, \$8,000; total paid grandstand attendance, afternoon, 14,193; night, 35,255.

CARNIVAL: Royal American Shows.  
PLANT FACILITIES: Grandstand capacity, 6,000; bleachers capacity, 2,000; half-mile race track; capacity of parking area, 40 acres.

RACING: 6 days of running races; night of fireworks.

RECEIPTS: Gate, \$16,832.95; grandstand, \$37,197.35; carnival, \$37,039.4; commercial exhibits, \$1,670; concession space, \$17,425.48; other sources, \$1,509.7

AID, PREMIUMS: Provincial Government, \$13,342; Dominion Government, \$4,000; premiums paid, \$12,386.25.

CHARGES: Concession space outdoor \$4 to \$8 per front foot; commercial exhibit space indoors, \$2 per foot; farm machinery space, 60c per foot.

ADMINISTRATION: President, C. J. Gooding; manager, S. N. MacEachern; superintendent of attractions, A. M. McIntyre, K. C.; superintendent of concession, John A. East; superintendent of commercial exhibit space, A. M. Duncan; superintendent of grounds, D. H. Wood; publicity director, H. R. Hunking.

### Yorkton Agrl. & Industrial Exhibition Assn., Yorkton

TOTAL ATTENDANCE: Front gate, 17,702. Operated 3 days and 3 nights.

WEATHER: Good.

GRANDSTAND ATTRACTIONS: Garden Bros.' Shows, Toronto; Hands fire works, Cooksville, Ont.; cost of grandstand show, approx. \$3,500; total paid grandstand attendance, afternoon, 4,799; night, 15,038; children admitted free.

CARNIVAL: Wallace Bros.' Shows.  
PLANT FACILITIES: Grandstand capacity, 8,000; bleachers capacity, 2,000; half-mile race track.

RACING: 2 days of harness racing; 2 days of running races; 1 night of fireworks.

RECEIPTS: Gate, \$17,702; grandstand \$8,946.05; carnival, \$3,157.05; other sources (including all concessions), \$21,599.79

AID, PREMIUMS: Municipal aid, \$500; Provincial Government aid, \$1,000.

CHARGES: Concession space outdoors 10 feet for \$15.

STILL DATES: Community day; fair stock sale; purebred sale.

ADMINISTRATION: President, W. H. Wilkinson; secretary, Miss A. Draftenza; superintendent of attractions, P. Tinker; superintendent of concessions, F. E. Lamson; superintendent of commercial exhibit space, Ed. Fleming; superintendent of grounds, James Harris; publicity director, Henry Gordon.

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**ASSOCIATED ARTISTS**  
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Sam Levy, Fred H. Kressmann, Billy Senior, Randolph Avery, Charles Ellsworth  
Royal Union Bldg., Des Moines  
Rube Liebman

**SIDNEY BELMONT**  
394 Pullerton Bldg., St. Louis  
Sidney Belmont

**BERNET AND KEOUGH AGENCY**  
203 N. Wabash Ave., Chicago  
Az Keough, Sunny Bernet, Sadie Jacobs

**RUTH BEST**  
Sinton Hotel, Cincinnati  
Ruth Best

**JOE BREN ENTERTAINMENT SERVICE**  
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Neal Abel, Bert Nelson.

**MONTE BROOKS**  
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Monte Brooks

**EDDIE BURKE ATTRACTIONS**  
935 Market St., San Francisco  
Eddie Burke

**COOKE AND ROSE THEATRICAL ENTERPRISES**  
246 W. King St., Lancaster, Pa.  
Harry Cooke, Harry Rose, George Shade,  
J. M. Cooke

**EDNA DEAL-RAY SHUTE**  
Arcade Bldg., St. Louis  
Edna Deal, Ray Shute

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Juan M. Caloca, Herman Blumenfeld,  
Joseph Hughes, Dave Solli, Leo Grund  
722 Empire Bldg., Pittsburgh  
Frank Cervone  
260 Tremont St., Boston  
Jacy Collier, Henry Cogert

**GEORGE HAMILTON**  
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George Hamilton

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**BILL TITUS**  
30 Shakespeare Ave., St. Catharines, Ont.  
Bill Titus

**TRUAX-DRAKE ENTERPRISES**  
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Tom Drake

**TUDOR ENTERPRISES**  
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Keith Tudor Crowe

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Radio Station WLW, Cincinnati  
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Cal Razor

**ERNIE A. YOUNG AGENCY**  
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Ernie Young, Lucille Young

**CHARLES ZEMATER THEATRICAL AGENCY**  
54 W. Randolph St., Chicago  
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Jack Zemater, Roy Sampson

**Builds Without Subsidy!**

## Dallas, Now \$25,000,000 Expo, Has Unique Operational Set-Up

By W. H. Hitzelberger

Executive Vice-President-General Manager, State Fair of Texas

EVIDENCE abounds that Americans in this atomic era are displaying new enthusiasm for fairs, big and little. Monetary outlays on buildings and improvements bear this out, swelling crowds at the turnstiles bear it out.

We certainly have the proof in our own State Fair of Texas, at Dallas, which this fall, October 4-19, chalked up a new record-shattering attendance of 1,763,921.

Started in 1886

In line with this nationwide revival of interest in fairs, we appreciate this invitation of *The Billboard* to say something about the operational structure of our "world's biggest State fair."

The State Fair of Texas receives no financial aid from the State government or any political subdivision thereof. To our knowledge it is unique in this particular.

The State fair was born in 1886 in the minds of a handful of visionary Texas business men who believed they could make a big contribution in an educational and entertainment way and also, to quote an early fair booster, "advertise this section better than any other thing possibly can."

Thru wars, depressions, fires and droughts these men and their successors pushed the fair on and upward, pouring into it unstintingly of their time, talents and money.

Has 48 Directors

The State Fair of Texas is chartered under the laws of the State of Texas as a non-profit organization. Today it is a \$25,000,000 institution—

187 acres of beautifully landscaped grounds and two score permanent exhibit halls.

It has approximately 3,500 stockholders, who receive no dividends. It is run by a board of 48 directors and a staff of some 20 permanent employees, a staff which is considerably expanded during the annual 16-day exposition.

The 48 directors are from the various walks of business life. Each serves on one or more committees charged with carrying on the many phases of the fair.

New Building Planned

There are 13 standing committees: Finance; ticket sales and gates; legal; publicity and special events; buildings, concessions and exhibits; athletics; operetta committee (in charge of the 10-week summer operettas); petroleum; housing; retail stores and decorations committee; parking and traffic; agriculture and livestock, and livestock coliseum and industrial development.

These 48 men contribute generously of their time and efforts, without which the State Fair of Texas would unquestionably fall far below its present standards and record of accomplishments.

With their dynamic leadership even greater things may be expected by this fair, the show window of the Southwest. Bids will be taken shortly on a new \$700,000 automobile, aviation and recreation building and work will be rushed to have it ready for the 1948 fair. The State Fair of Texas means to hold on to its title, "World's Biggest State Fair."



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## I.A.F.E. CONVENTION PROGRAM

November 30-December 3, Hotel Sherman, Chicago

SUNDAY, NOVEMBER 30

1:30 p.m.—Annual Memorial Service, Showmen's League of America. Bal Tabarin.

MONDAY, DECEMBER 1

10:00 a.m.—I.A.F.E. Directors' meeting.  
10:30 a.m.—Annual Meeting International Motor Contest Association, Ralph Hemphill, president; Frank Harris, secretary.  
2:00 p.m.—Annual Meeting, Middle West Fair Circuit, Joseph T. Monsour, president.  
6:00 p.m.—Reception and buffet supper, open to fair men and their wives, Bligh Dodds, chairman.

TUESDAY, DECEMBER 2

10:00 a.m.—Crystal Room, I.A.F.E. meeting, President Archie L. Putnam, presiding.

### BUSINESS SESSION

Reading of the minutes of the 1946 annual meeting.  
Report of Board of Appeals, Leon H. Harms, chairman.  
Report of Auditing Committee, Mrs. Ethel Murray Simonds, chairman.  
Introduction and acceptance of new members.  
Report of Government Relations Committee, Ralph Ammon, chairman.  
Report of Classification Committee, Charles A. Nash, chairman.  
Appointment of Nominating Committee.  
President's Annual Address.

### GRANDSTAND SHOW CLINIC

"Midget Auto Racing," Harry B. Correll, Bloomsburg (Pa.) Fair.  
"Motorcycle Racing," William V. Ward, Illinois State Fair.  
"What Do People Want?" Mrs. Ethel Murray Simonds, Oklahoma Free State Fair.  
"We Tried a Circus," John Leahy, Danbury (Conn.) Fair.  
Open discussion.

12:00 noon—Past Presidents' Club Luncheon, Clarence H. Harnden, presiding.

1:30 p.m.—ATTRACTION CLINIC

"A New Type of Attraction for Children's Day," Edward Carroll, Great Barrington Fair.  
"Radio Programs," William V. Ward, Illinois State Fair, and Levi P. Moore, Indiana State Fair.  
"Enchanted Land, a Children's Village," Ernest O. Hulick, San Diego (Calif.) County Fair.  
"Wisconsin's Centennial Plans," Ralph Ammon, Wisconsin State Fair.  
Open discussion.

### CONCESSION - SPACE CLINIC

"New Concession Sales Program Doubled Our Revenue," E. P. Green, California State Fair.  
"Permanent Midway Fronts," Elwood A. Hughes, Canadian National Exhibition.  
"Floor Plans for Commercial Exhibits, Flexibility vs. Regimentation," Charles A. Nash, Eastern States Exposition.  
Open discussion.

WEDNESDAY, DECEMBER 3

10:15 a.m.—Crystal Room.

### FINANCIAL CLINIC

"General Pricing Policies—Admissions-Concessions-Space," Ralph Ammon, Wisconsin State Fair.  
"Advance Sale of Tickets—A Source of Revenue and Publicity," Theodore Rosequist, California State Fair, and Orval C. Pratt, Indiana State Fair.  
"The Everybody Pay Policy Produces Greater Revenue," Ralph T. Hemphill, Oklahoma State Fair; Lloyd B. Cunningham, Iowa State Fair, and Raymond A. Lee, Minnesota State Fair.

1:30 p.m.—EXHIBIT CLINIC

"Non Competitive Agricultural Exhibits," G. W. Wynne, Mid-South Fair, Memphis.  
"The Story of the Apple," Douglas K. Baldwin, Minnesota State Fair.  
"Foreign Exhibits Have Tremendous Public Appeal," P. T. Strieder, Florida State Fair.

### THE SEASON'S REVIEW

"A Public Opinion Poll Will Change Some of Our Plans," E. P. Green, California State Fair.  
"America's Finest Agricultural Exhibit Building," Raymond A. Lee, Minnesota State Fair.  
"Utah's Centennial," Sheldon Brewster, Utah State Fair.  
"California Reporting," Richard Washburn, Western Fairs Association.  
"We Tested the Chicago Market," Ralph Ammon, Wisconsin State Fair.

Report of Resolutions Committee.  
Election of officers and directors.

## CLASSROOM-IN-ACTION PULLS INTEREST AT PUYALLUP, WASH.

By J. H. McMURRAY

Secretary, Western Washington Fair, Puyallup

PRIMARILY operating as an assistant to agriculture, industry and younger exhibitors of livestock and agriculture, the Western Washington Fair at Puyallup, Wash., has an even further interest—to do its best in furtherance of education, and keep exhibits up-to-the-minute.

One of the most unusual and most looked-at exhibits at the fair for the past two seasons has been our classroom-in-action exhibit in Educational Hall.

Here is the most modern schoolroom in the State, with the latest type of schoolroom equipment in use. In full view of thousands of spectators an actual classroom is in session. Giant panes of glass prevent customers from diverting the students, who sit so that they do not have to face the spectators. Classes are held six days a week, with a nursery school added on Saturday, and on Sunday a monitor who explains the operation.

Students in the classroom during the 1947 fair were of the primary level, secondary primary and kindergarten ages. Fifteen students comprise each class, which is of one-hour duration. Only one class is held each morning and one each afternoon. Oblivious to the spectators the students recite, go to the blackboard, participate in fingerprinting, modeling, water color painting and other school assignments.

### Attracts Educators

The exhibit has proven very popular both seasons. Educators from all over the State have come to Puyallup to study the operation and to see the equipment shown. Parents, also have found the exhibit very educational, for to many it is the only time they see the inside of a classroom.

Preparations for the classroom are in charge of Mrs. Ruth Bethel, assistant superintendent of Pierce County Schools, under the direction of Pearl A. Wanamaker, State superintendent of public instruction, and Edward G. Olsen, director of school and community relations, State Office of Public Instruction, who is the superintendent for the educa-

tional department of the fair. Department heads reveal that the classroom exhibit is very helpful to them in selling both school officials and parents on new methods and new equipment. Many of them find that new techniques and methods have to be tried out before being accepted.

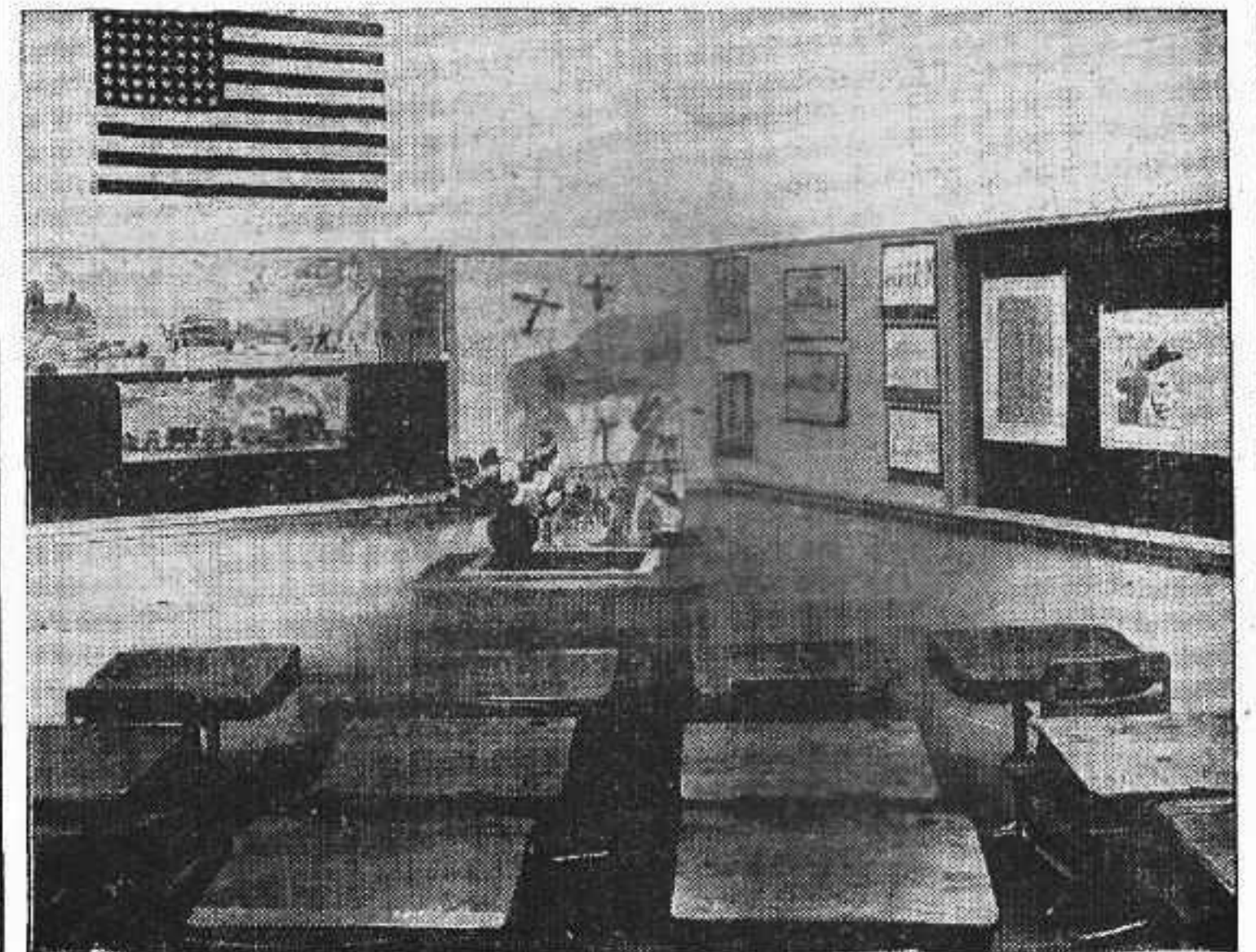
### Builds Good Will

Officers of the fair and representatives of the educational department all agree that the live classroom in action is doing a job of good public relations and community relations, as well as doing its part to educate the public on educational systems and new methods and procedures schools are using, or desire to use.

The exhibit was so successful during our 1946 fair that a complete set of photographs of the display was taken to the College of Fairs at San Luis Obispo, Calif., an annual meeting sponsored by the Western Fairs Association. Judging from the number of queries directed to me, similar exhibits are in the offing for fairs thruout the West.

For contrast with the schoolroom of tomorrow an old-type of classroom interior adjoins the exhibit. Here is seen the outmoded equipment, pot-bellied stove in the corner, a manikin depicting the teacher, and gas lights. This is a walk-in type of exhibit, 15 feet long by 10 feet deep, while the new, glassed-in live classroom is 25 feet long by 10 feet deep.

Other departments which make up the educational department of the Western Washington Fair are audio-visual education, graphic arts, home economics, music (daily choral and band concerts are held in Education Hall), Parent-Teacher Association; physical education, recreation, hobbies and safety (and in conjunction with this activity square dances are held daily, with grade school students performing and demonstrating the recreation-physical education training they receive in the Tacoma, Wash., public schools), Pierce County Public Schools, State library, vocational education and the Washington Education Association and National Education Association.



A MODERN CLASSROOM, actually in session, has proven a popular feature for the past two years at the Western Washington Fair, Puyallup. Room is glassed in and provides good vision to spectators. The operation has won the praise of educators and has built good will for the annual.

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Eddie Young's

MRS. DOLLY YOUNG, Business Mgr.

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14 Modern Rides  
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BY THE SAME TOKEN, DO NOT BUY A SHOW UNSEEN!  
BEFORE BUYING A SHOW FOR YOUR FAIR OR CELEBRATION,  
VISIT THIS SHOW IN FLORIDA THIS WINTER OR EN ROUTE OR  
CONTACT US BEFORE SIGNING CONTRACTS FOR YOUR 1948  
EVENTS.

Wire or write us at our permanent address or see us in Chicago or at the various State Fair meetings.

## WANTS

### SHOWS:

CAN PLACE CAPABLE SHOWMEN FOR OUTSTANDING OFFICE SHOWS.

WILL BOOK ANY HIGH TYPE ATTRACTIONS OR SHOWS NOT CONFLICTING.

### RIDES:

WILL CONTRACT FOR A FEW FLAT RIDES.

### CONCESSIONS:

NOW CONTRACTING FOR CONCESSIONS OF ALL KINDS. Get on the Bandwagon—a long season in proven money spots.

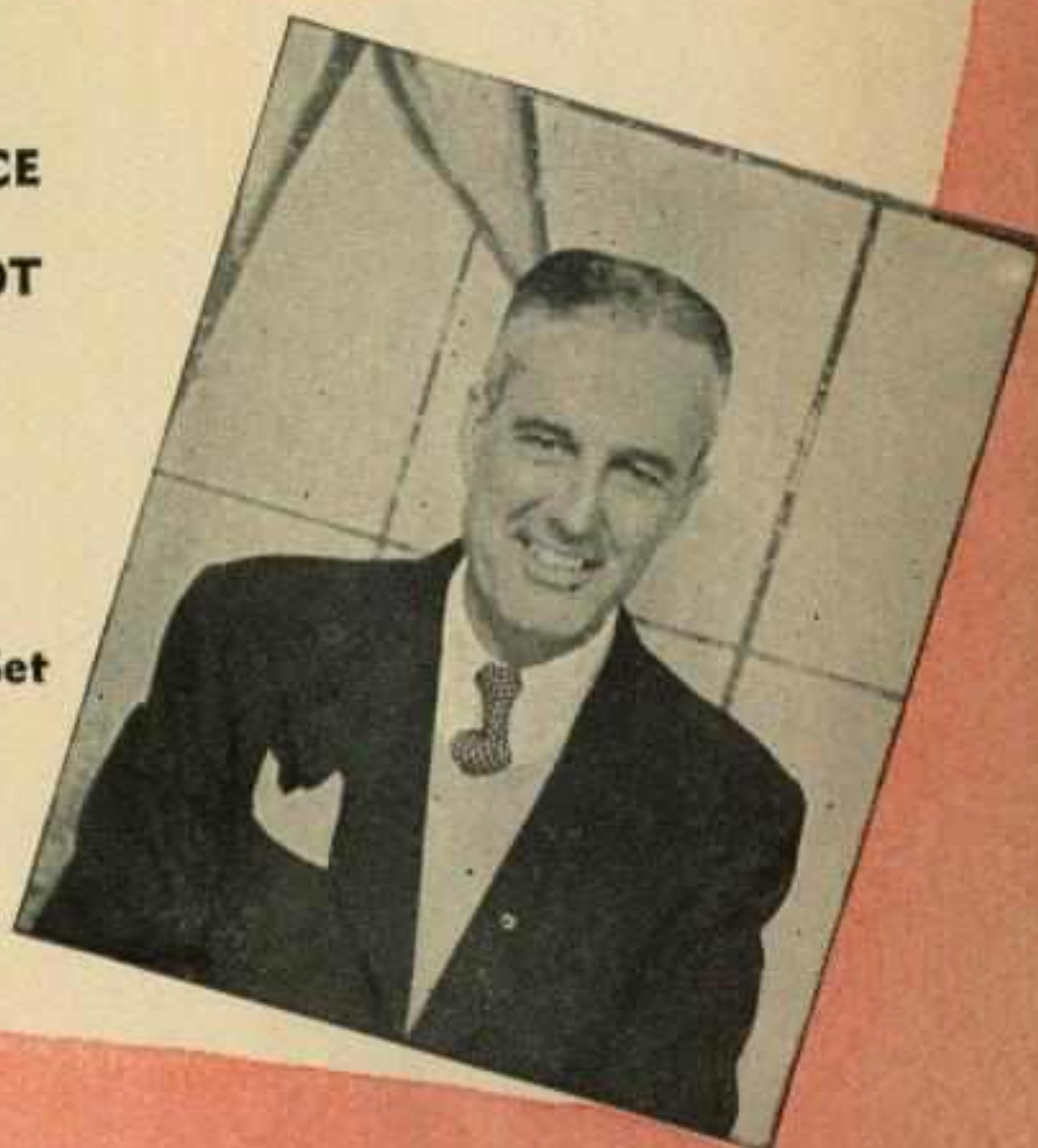
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10 Outstanding Shows

4 Diesel Light Plants

8 Modernistic Light Towers

World's Greatest Free Acts

*A Midway of Entertaining Shows, New, Thrilling Modern Rides, the Finest in Merchandise Concessions.*

Thanks . . . to all Fair Secretaries, Committees and our Loyal Employees who helped make the 1947 season a success. We will open early in 1948 and again exhibit in cities that want the best in entertainment.

### FAIR SECRETARIES

Wanting a new modern midway for their annual event, contact us for open dates at all the Fair Meetings.

### WANTS

**SHOWMEN**—With new and novel shows, invited to write for our proposition or see us at the Fair Meetings.

**CONCESSIONS**—Now booking legitimate stock concessions for our 1948 tour.

**HELP**—Experienced Ride Foremen for 10 major rides. Semi Drivers.

### EXECUTIVE STAFF

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General Manager      Business Manager

**CURTIS L. BOCKUS**      General Agent

**AL C. BECK**      **JEAN BECK**  
Treasurer      Secretary

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RALEIGH, N. C.