

The
Billboard

Cavalcade of fairs

SECTION TWO
NOVEMBER 27, 1948

For over 25 years ...

THE NAME HAMID HAS BEEN

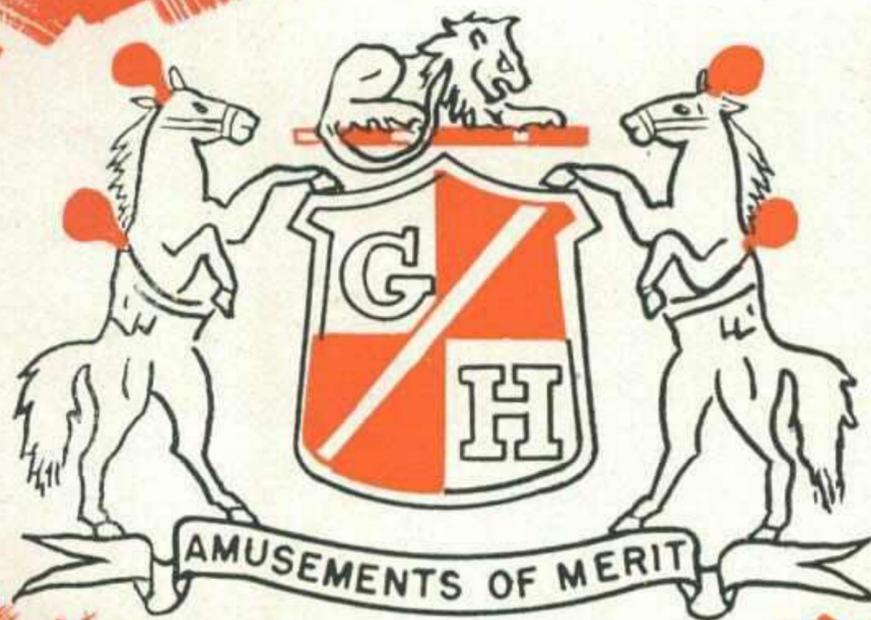
A SYMBOL OF

GENUINE CONFIDENCE

AND GRAND PERFORMANCE

FOR THE WORLD'S GREATEST

OUTDOOR ENTERTAINMENT



Yes, the George A. Hamid seal is truly the symbol which most of North and South America's greatest and best known Fairs, Amusement Parks, Celebrations and Special Events have relied upon to supply the ever-increasing demand for the ultimate in entertainment. Unlimited in scope, Hamid acts, ranging from a single performer to a full revue, are available to meet all 1949 budgets.

GEORGE A. HAMID, Inc.

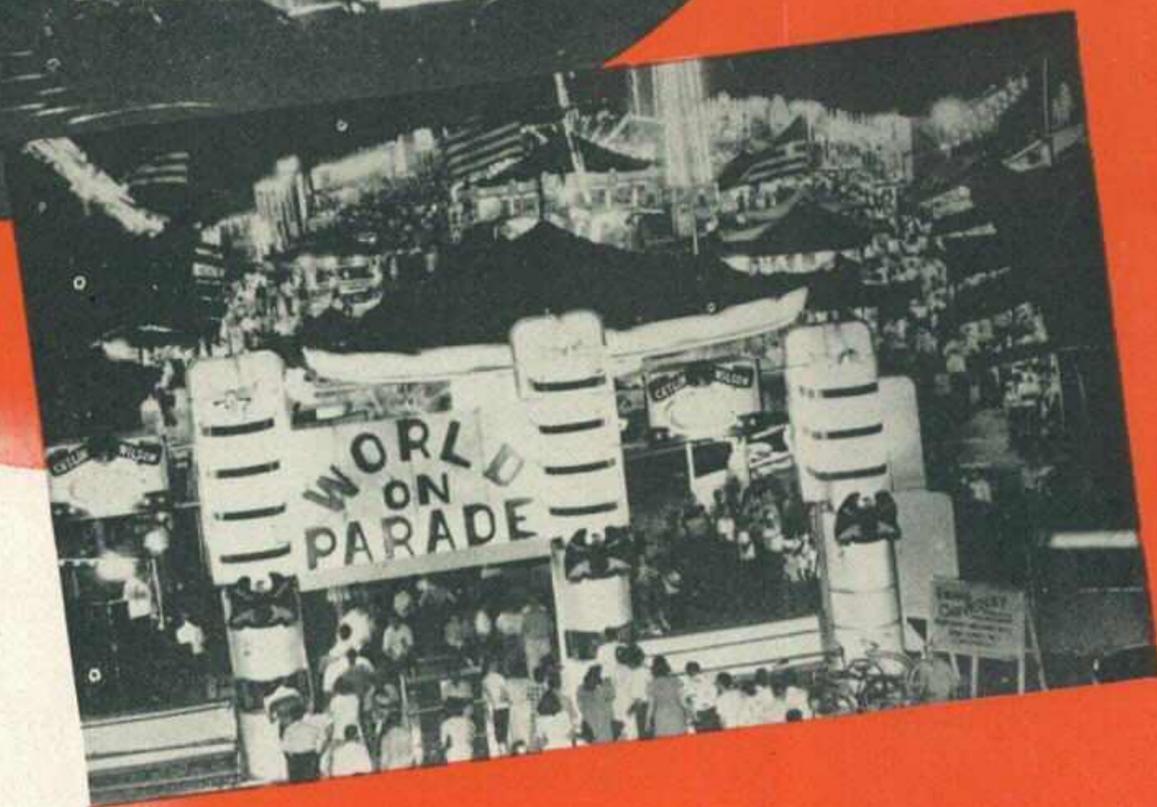
10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

ATLANTIC CITY STEEL PIER • HAMID-MORTON CIRCUS • N. J. STATE FAIR, TRENTON

CETLIN

and
WORLD ON PARADE

"the maximum midway"



STAFF

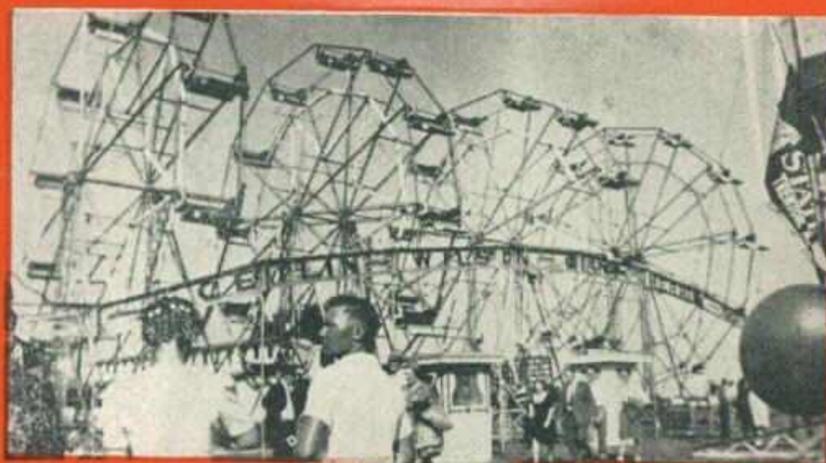
John W. Wilson, Gen. Mgr.
Issy Cetlin, Asst. Mgr.
R. C. McCarter, Gen. Agent
Wm. Hartzman, Treas.
Geo. Golden, Business Mgr.
E. K. Johnson, Special Agt.
J. E. Walker, Secretary

25 Rides • 185 Shows • 40 Railroad Cars

WILSON SHOWS

of modern times!"

FAIR SECRETARIES



WE WISH TO THANK
ALL FAIR OFFICIALS
AND COMMITTEES FOR THE
BIGGEST SEASON EVER

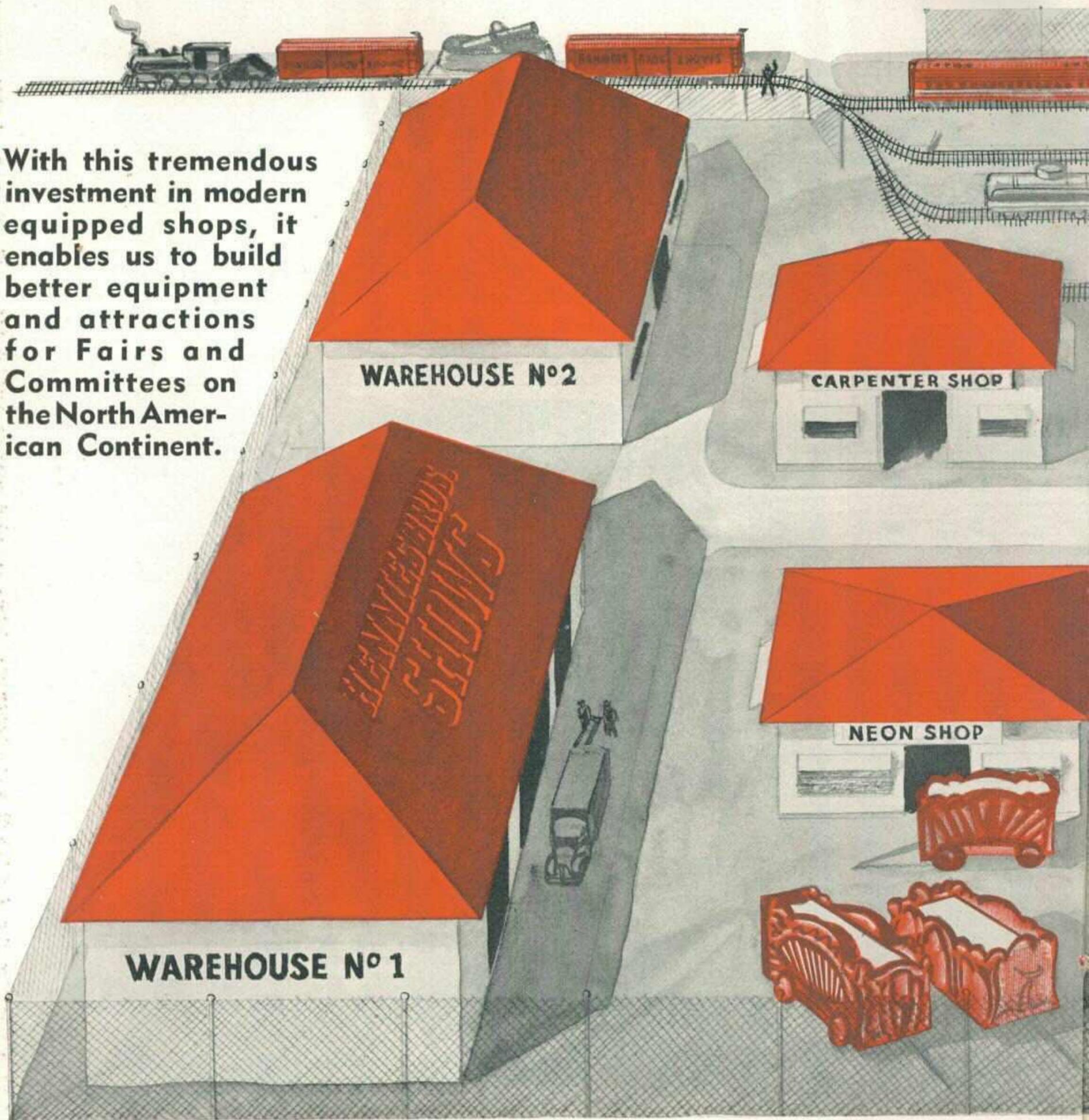
SEE US AT THE CONVENTION

PERMANENT ADDRESS · · BOX 787, PETERSBURG, VA.

HENNIES

THE ONLY RAILROAD SHOW MAINTAINING

With this tremendous investment in modern equipped shops, it enables us to build better equipment and attractions for Fairs and Committees on the North American Continent.



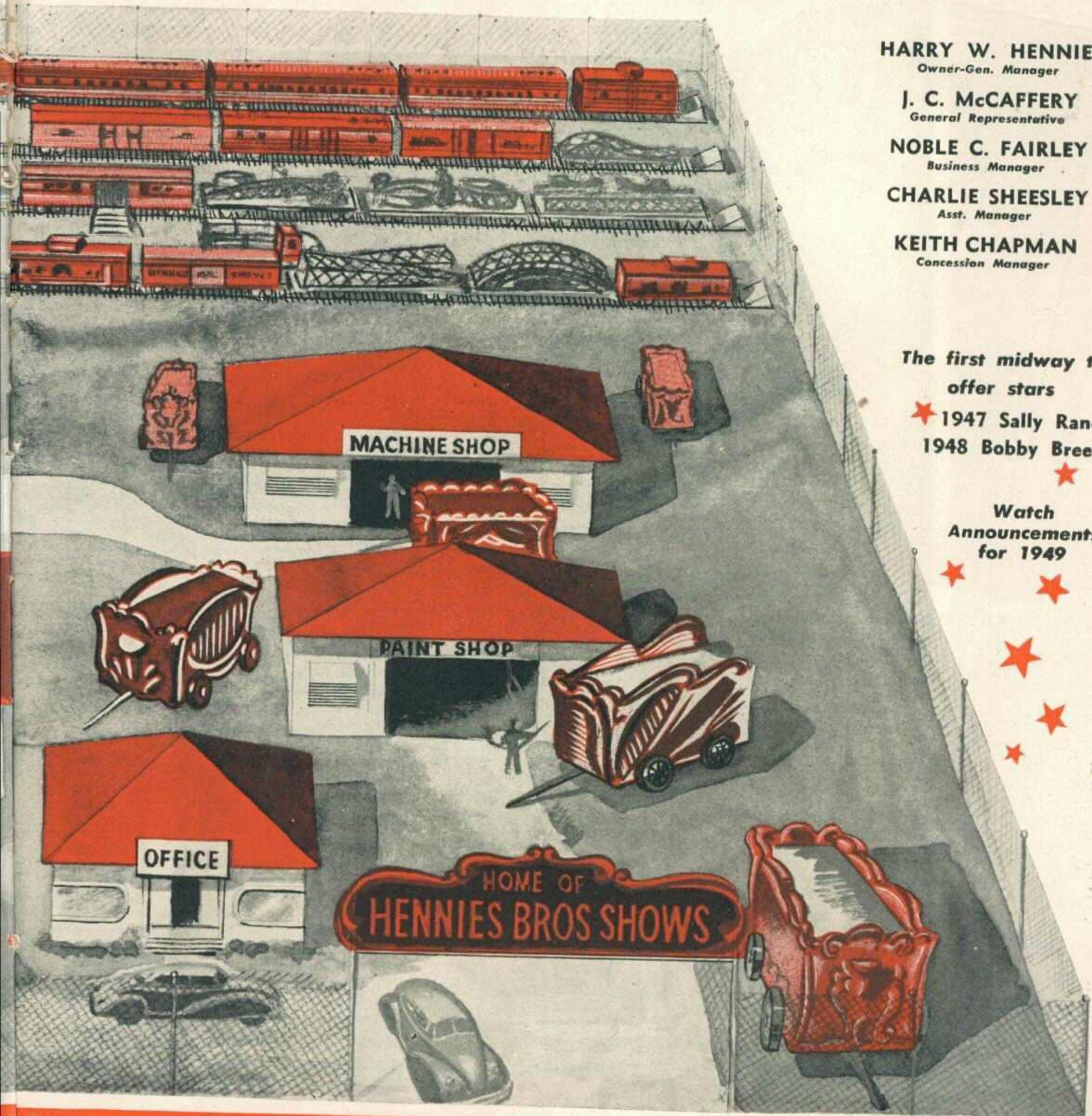
For 1949

The Hennies Bros.' Shows is not affiliated with any corporation or association. It is owned and operated by me.

HARRY W. HENNIES.

BROS. Shows

ITS OWN PERMANENT WINTERQUARTERS!



HARRY W. HENNIES
Owner-Gen. Manager

J. C. McCAFFERY
General Representative

NOBLE C. FAIRLEY
Business Manager

CHARLIE SHEESLEY
Asst. Manager

KEITH CHAPMAN
Concession Manager

**The first midway to
offer stars**

★ 1947 Sally Rand
1948 Bobby Breen

★
**Watch
Announcements
for 1949**



ADDRESS:

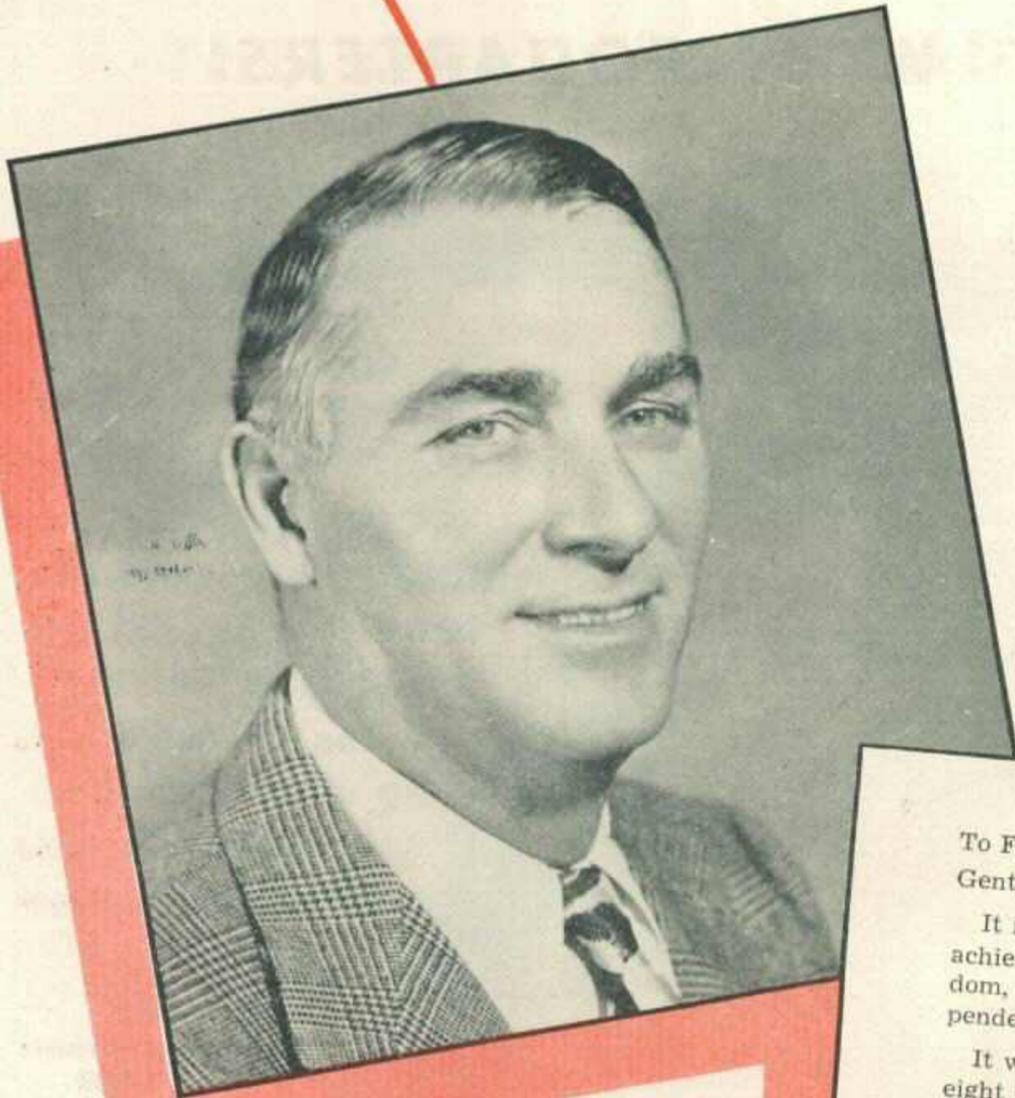
HENNIES BROS.' SHOWS

PERMANENT QUARTERS:

HOT SPRINGS, ARKANSAS

Copyrighted material

ASSOCIATED



RAY MARSH BRYDON

To Fairmen of the U. S. and Canada:
Gentlemen:

It is with understandable pride that we point to our achievements of 1948. Then we demonstrated the wisdom, efficiency and money-earning potential of independent midway operations.

It was our privilege to supply the midway shows at eight major fairs of the U. S. and Canada. We had been selected because the fairs were intent upon presenting cleaner, higher type shows. The records prove that we, indeed, did present vastly better shows. Moreover, at the same time, those fairs received from us the largest grosses in their history.

This year was but a mere beginning for us—and for improved midway shows. Our plans for '49 embrace many innovations. Already we are in the throes of constructing new fronts and contracting new attractions. And we are confident that in '49 we will make a still greater advance in independent midway operations.

We cordially invite fair men interested in better midways to consult us. And we urge them to contract those fairs which we so satisfactorily serviced in '48. They, we know, join in our pride for our achievements of this year and match our confidence in continued improvements for next year.

Sincerely,

Ray Marsh Brydon

P. S.: Thru affiliates, we are prepared to furnish the best in riding devices and concessions tailored to meet the needs of individual fairs.

**FAIR SECRETARIES
and PARK MANAGERS**

Are invited to visit up at our Suite
at the Hotel Sherman, Chicago, during
the Conventions.

INDEPENDENT MIDWAY OPERATORS, INC.

America's Foremost Producer
OF INDEPENDENT MIDWAYS

CANADIAN NATIONAL EXPOSITION
TORONTO, ONTARIO

GREAT LONDON FAIR
LONDON, ONTARIO

MICHIGN STATE FAIR
DETROIT, MICHIGAN

KANSAS STATE FAIR
HUTCHINSON, KANSAS

MID-SOUTH FAIR
MEMPHIS, TENNESSEE

ARKANSAS LIVESTOCK SHOW AND EXPOSITION
LITTLE ROCK, ARKANSAS

STATE FAIR OF TEXAS
DALLAS, TEXAS

HOUSTON COUNTY FAIR
HOUSTON, TEXAS

P. S.—We also supplied Shows at—

Riverview Park, Chicago, Ill.

Palisades Amusement Park, Palisade, N. J.

Savin Rock, West Haven, Conn.

Playland, Rockaway Beach, N. Y.

ASSOCIATED INDEPENDENT MIDWAY OPERATORS, INC.

RAY MARSH BRYDON

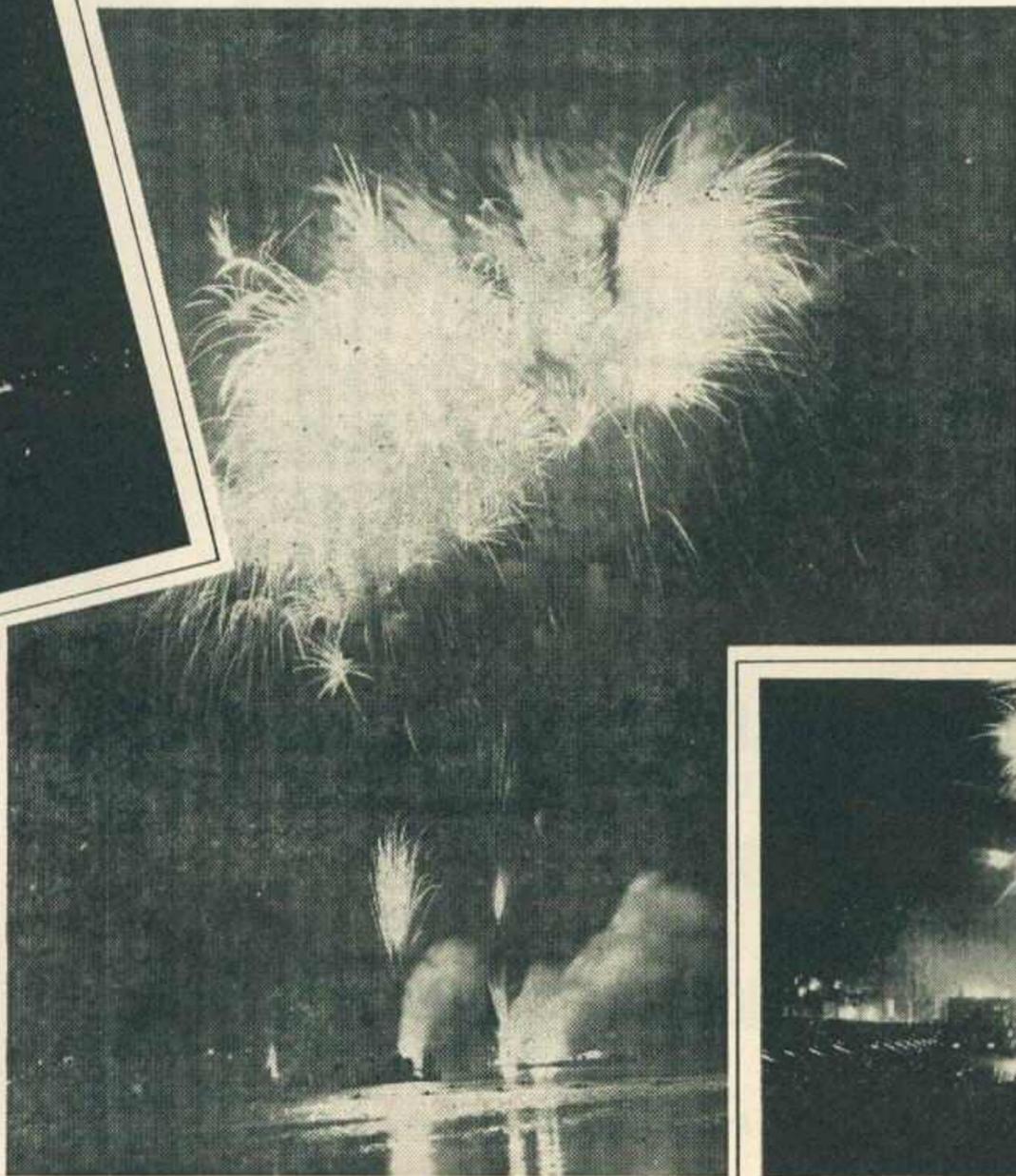
President and General Manager

MAILING ADDRESS: 390 ARCADE BLDG., ST. LOUIS 1, MO.

Thearle-Duffield

FIREWORKS

Largest Producers of Fireworks Displays
and Spectacles in the World



SPECIAL
FEATURES
DESIGNED
FOR EACH
EVENT!

•
HIGHEST
QUALITY
MATERIAL

•
COMPLETE
INSURANCE

•
SATISFACTION
GUARANTEED

DRAMATIZED
DISPLAYS AND
SCENIC SPECTACLES

•
DESIGNED BY
EXPERIENCED
SHOWMEN

•
PRESENTED BY
EXPERT
OPERATORS

Famous at Famous Fairs throughout North America for over fifty years. Contractors to leading Amusement Parks, Patriotic Celebrations, Conventions, Industrial and Labor Programs, Centennials and all Outdoor Events . . . from Coast to Coast.

CONTRACT EARLY WITH AN OLD AND RELIABLE FIRM

THEARLE-DUFFIELD

FIREWORKS, INC.

155 NORTH CLARK STREET • CHICAGO 1, ILLINOIS • PHONE: RANDOLPH 6-9770

The Billboard

CAVALCADE OF FAIRS

TABLE OF CONTENTS

	Page		Page
'49 Beckons Bright With Promise (Editorial).....	11	Pettit Way Wins at Santa Clara, by Sam Abbott.....	28
Looking Ahead to 1949—From Washington, by Charles F. Brannan.....	13	One of Every Five PNE Patrons Pay to Attend Hobby Show.....	29
Looking Ahead to 1949—From Ottawa, by Rt. Hon. James G. Gardiner.....	13	Ottawa Plant Hums Year-Round, by Jim McHugh.....	30
Pomona in Pictures.....	14	Hoosier Annual Does It in News Releases, Gains Much Good Will, by George C. Shull.....	31
Danbury Flashes Showmanship.....	16	Indiana, Radio a Potent Duo, by Lou Culp.....	32
80-acre Farm Machinery Show Rated Top St. Paul Feature, by Harry J. Frost.....	18	60,000 Strong, Rural Youth Gives Dallas Its Biggest Day.....	33
Ohio Sings Out at Columbus, by Lottie M. Randolph.....	20	Iowa State Fair, American Legion Pick Outstanding Veteran-Farmer, by A. E. Faber.....	34
Fems Outdraw Men at CNE, by Kate Aitken.....	22	Statistical Directory of Fairs.....	41-113
Baits Patrons With Big Ones, by Arch Putnam.....	24	Fair Booking Offices.....	115
Plenty of Style Attracts 'Em.....	26		

ADVERTISERS' INDEX

	Page		Page		Page
Alabama State Fair, Birmingham.....	50	Gulf Coast Shows.....	113	Perry, Jack J., Shows.....	89
All-Iowa Fair, Cedar Rapids.....	54	Hames Bill, Shows, Inc.....	83	Playland Shows.....	108
American Eagle Shows.....	109	Hamid, Geo. A., Inc.....	1	Prell's Broadway Shows.....	88
American Theatrical Agency.....	53	Happyland Shows.....	111	Pugh, Murphy & Lindsey.....	99
Arkansas Livestock Show & Rodeo, Little Rock.....	66	Hennies Bros.' Shows.....	4-5	Rand, Sally.....	35
Associated Independent Midway Operators, Inc.....	6-7	Henry's, The.....	71	Rich, Marilyn.....	65
B & C Exposition Shows.....	105	Heth, L. J., Shows.....	106	Richman-Carpenter Enterprises.....	89
B & V Shows.....	109	Hill's Greater Shows.....	96	Robinson, Ethel, Attractions.....	59
Barnes-Carruthers Theatrical Enterprises.....	45	Holiday on Ice.....	47	Rosen, H. B., Shows.....	110
Bernet, Sunny.....	114	Hottle, Buff, Shows.....	112	Royal American Shows.....	61-64
Blue Grass Shows.....	109	Illinois State Fair, Springfield.....	17	Royal Crown Shows.....	74
Bright Lights Exposition Shows.....	113	Independent Show Operators.....	78-79	Saginaw Co. Fair, Saginaw, Mich.....	89
Brockton Fair, Brockton, Mass.....	49	Ionia Free Fair, Ionia, Mich.....	67	Schafer's Just for Fun Shows.....	97
Brownie's Amusements.....	94	Iowa State Fair, Des Moines.....	44	Selden, the Stratosphere Man.....	55
Buffalo Shows.....	84	Jones Greater Shows.....	107	Snyders, The Aerial.....	70
Bush-Laube Concessions.....	116	Jones, J. J., Expo.....	122-123	South Louisiana State Fair, Donaldsonville.....	68
California State Fair, Sacramento.....	33	Jones, Milo Linwood.....	70	Southern Valley Shows.....	83
Canadian National Exhibition, Toronto.....	19	Kansas Free Fair, Topeka.....	65	Southeastern World's Fair, Atlanta.....	27
Capell Bros.' Shows.....	76	Kansas State Fair, Hutchinson.....	34	State Fair of Texas, Dallas.....	12
Casey, E. J., Shows.....	100	Kaus, W. C., Shows.....	110	Stebbins Speedways.....	57
Cavalcade of Amusements.....	37-40	Kentucky State Fair, Louisville.....	42	Stephens, C. A., Shows.....	96
Cetlin & Wilson Shows.....	2-3	Lamb, L. B., Shows.....	98	Strates, James E., Shows.....	118-119
Chattanooga-Hamilton County Interstate Fair, Chattanooga.....	58	Lawrence Greater Shows.....	73	Sun, Gus, Booking Agency.....	56
Clay Co. Fair, Spencer, Ia.....	50	Lewis, Ted, Shows.....	110	Sunset Amusement Co.....	117
Collins Wm. T., Shows.....	82	Los Angeles Co. Fair, Pomona, Calif.....	25	Texas-Oklahoma Fair, Iowa Park, Tex.....	59
Conklin Shows.....	72	Lottridge, Harry, Shows.....	101	Thearle-Duffield Fireworks, Inc.....	8
Continental Shows, Inc.....	108	Louisiana State Fair, Shreveport.....	52	Thomas Joyland Shows.....	76
Cook, Frank.....	87	Lynch, Jimmie, Death Dodgers.....	51	Tidwell, T. J., Shows.....	103
Craig's, Harry, Heart of Texas Shows.....	90	McKee, John, Shows.....	112	Tinsley, Johnny T., Shows.....	104
Douglas Greater Shows.....	84	Magic Empire Shows.....	77	Tivoli Expo, Shows.....	98
Drew, Elaine.....	69	Marks, John H., Shows.....	107	Treanor, Pat, & Son.....	115
Dumont Shows.....	104	Martin Al, Agency.....	51	Tulsa State Fair, Tulsa, Okla.....	89
Du Quoin State Fair, Du Quoin, Ill.....	58	Michigan State Fair, Detroit.....	31	Turner Bros.' Shows.....	107
Eastern State Exposition, Springfield, Mass.....	44	Mid-South Fair, Memphis.....	35	20th Century Shows.....	112
Endy Bros.' Shows.....	48	Mid-Western Exposition.....	103	United Speed & Thrill Features, Inc.....	121
Ferris Greater Shows.....	95	Minnesota State Fair, Minneapolis-St. Paul.....	29	United States Shows.....	100
Fidler's United Shows.....	102	Mississippi-Alabama Fair, Tupelo, Miss.....	67	Upper Peninsula State Fair, Escanaba, Mich.....	65
Florida State Fair, Tampa.....	21	Missouri State Fair, Sedalia.....	42	Victory Exposition Shows.....	90
Foley & Burk Shows.....	80	Model Shows.....	80	Wade, W. G., Shows.....	115
Forsythe & Dowis Rides.....	113	Mower County Fair, Austin, Minn.....	68	Wallace & Murray Shows.....	106
Francis, John, Shows.....	106	National Orange Show, San Bernardino, Calif.....	52	Wallace Bros.' Shows of Canada.....	94
Franklin, Don, Shows.....	108	National Speedways, Inc.....	60	Wallenda Circus Unit.....	43
Gallagan, John.....	116	Nebraska State Fair, Lincoln.....	53	Ward, John R., Shows.....	91
Gem City Shows.....	75	New Mexico State Fair, Albuquerque.....	54	Wels, Ben.....	116
Gold Bond Shows.....	116	Nolan, Larry, Shows.....	102	West Coast Shows.....	83
Gooding Amusement Co., Inc.....	85	North Iowa Fair, Mason City.....	68	White Horse Troupe.....	114
Granite States Shows.....	92	Ohio State Fair, Columbus.....	40	Wisconsin State Fair, Milwaukee.....	10
Greater United Shows.....	81	Ortons, The Sensational.....	71	Woolfolk, Boyle, Agency.....	49
Groves Greater Shows.....	111	Owens, Buck.....	71	World of Mirth Shows.....	86, 87 & 124
		Ozark Empire Fair, Springfield, Mo.....	60	World of Pleasure Shows.....	101
		Page Bros.' Shows.....	92	World of Today Shows.....	120
		Parker "Bob" K.....	105	York Interstate Fair, York, Pa.....	56
				Zemater, Chas., Agency.....	46

WISCONSIN STATE FAIR

AUGUST
20TH TO 28TH
1949

WISCONSIN'S MILLION DOLLAR OUTDOOR SHOW

JACK REYNOLDS, MGR. - MILWAUKEE 14, WISC.

'49 Beckons Bright With Promise

NOTHING stands still. Individuals and institutions push ahead or fall behind, so the sages say! And, in 1948, fairs did not slip; they forged ahead.

Over-all attendance and profits, as expected, were down from the peak year of 1946 and lush 1947. But the drop-off was insignificant compared to the slump in attendance and spending for motion pictures, the legitimate theater and night clubs.

The year served to affirm the basic appeal and the enduring strength of fairs. Where economic conditions were particularly good, new records were registered by many annuals. In the prosperous Midwest, fairs generally were only slightly below previous peaks and a few hit new all-time highs.

Another year of great promise beckons, particularly for those fairs which depend largely upon rural patronage. Economists point to the high prices of farm crops. They see no substantial lowering of them in 1949. For this reason, next year—all other things being equal—should find no slackening in farmers' spending. And that augurs well for those annuals patronized chiefly by farm folk.

OTHER fairs, fewer in number, which draw heavily from urban centers, are expected to do almost as well, if not as well, in '49 as they did this year. There are those, in fact, who maintain these fairs will do even better. Given as reason for this belief is the assumption that city dwellers won't feel as keenly the squeeze of the high cost of living as they did this year.

The probability of re-enactment of rent controls, the looming possibility of some form of price controls and a possible additional round of wage increases give substance to this belief.

Fairs, as a whole, today are in the best financial condition in their history. Many continue to hold comfortable, even sizable cash surpluses. Others have liquidated their debts.

A huge percentage plan improvements when construction costs are firm. Not a few shoved thru construction projects this year. Two of the largest annuals on the North American continent, the Canadian National Exhibition, Toronto, and the State Fair of Texas, Dallas, erected structures which suggest the trend in new construction.

THE CNE's new 22,000-capacity grandstand indicates the refinements in facilities and in design to be expected of grandstands in future years. And the huge, new automotive building at Dallas demonstrates that beauty and utility can be combined effectively in an exhibit building. Moreover, the Dallas addition embraces the many new innovations which will enable an exhibit building to be used for multiple purposes.

Medium-sized fairs and smaller ones, too, pushed thru excellent construction. Thruout the year, *The Billboard* carried stories on many of these projects,

such as the Industrial Exhibit Building at the Alabama State Fair, Birmingham, a structure fabricated out of War Assets Administration surplus materials, and the striking, highly effective, crowd-luring conservation building at Chippewa Falls, Wis.

Most construction, however, did not go into large buildings. A vast number of fairs corrected long-delayed shortcomings. They installed modern toilet facilities, modernized sewerage and drainage systems, improved roadways and walks, enlarged entrances and expanded parking areas.

More of this type of construction is to be expected. So, too, is the erection by medium-sized fairs of more all-purpose coliseums, arenas built for year-round use.

* * *

CHANGES marked the operation of not a few fairs. Such efforts yielded a refreshing new tone to these fairs. *The Billboard* spotlighted these changes as a possible guide to other annuals.

Perhaps, one of the biggest advances of '48—portending even greater progress in the future—was the expansion of commercial exhibits and farm machinery displays. The fairs demonstrated with compelling force their potency as a mart. Many fairs sold out all existing space. Most hit new highs for farm machinery displays. And exhibitors repeated a bountiful harvest.

There was a sharp intensification of publicity and advertising by most annuals in '48. Greater attention was given to radio. Better service was rendered to newspapers. And, in '49, indications are that advance campaigns by most fairs will be stepped up still further.

Similarly, expanded youth participation is anticipated. Membership in the youth clubs continues to mount. In '48, it hit new records. And this was mirrored in the strong youth departments at most fairs.

* * *

A GREATER effort to provide amusement for little children seems probable. Carnivals, in many instances, played a big part in this movement during '48. They increased the number of kiddie ride devices, which now are extremely attractive. And not a few set off kiddielands from the midways. Some fairs established kiddielands of their own and embellished them with a nursery rhyme background.

Livestock shows grew in '48. The development of more dairy herds played a big part in this. Current signs point to further development of stock shows in '49.

Thus, with a new year ahead, the foundation for continued success has been strengthened. And, those fairs which pursue a policy of change, stepped up publicity, plant improvements and the development of youth interests, agricultural, commercial exhibit and farm machinery departments should enjoy another extremely successful and profitable operation.

AGAIN

THE GREATEST FAIR IN AMERICA!



Aerial view of 1948 State Fair of Texas. Surrounding the reflecting pool are General Exhibits Building (left), Automobile Building (right), and Hall of State (far end). In background is newly enlarged Cotton Bowl seating 67,435. To right of Bowl is Foods Building and mile-long Midway. At upper left are Agriculture, Poultry and Livestock Buildings.

1,892,327 VISITORS PROVED IT IN '48
Booking Now for a Greater Season in '49

R. L. THORNTON, Pres. W. H. HITZELBERGER, Exec. Vice Pres. & Gen. Mgr.

STATE FAIR OF TEXAS

THE SHOW WINDOW OF THE SOUTHWEST—DALLAS 10, TEXAS

Looking Ahead to 1949

from Washington

By Charles F. Brannan

United States Secretary of Agriculture

IN THIS age of great discoveries agriculture is undergoing its full share of new development. Improved varieties of plants, more efficient livestock, increased knowledge of cultural methods, have given us the means for providing more abundantly and more economically the food the nation needs. But this new knowledge is only useful to the extent that it is brought before our farmers and ranchers and put into actual practice.

"The fairs of this country, large and small, play an important part in spreading this needed information by providing a common meeting ground for exchange of ideas and by encouraging developments of farm products of excellence thru the granting of honors and awards. This year with products of the farm still in heavy demand it is important that knowledge of advanced methods be brought to all and as rapidly as possible. I am sure fairs will continue to do their full share in this important educational process."



from Ottawa

By Rt. Hon. James G. Gardiner

Canadian Minister of Agriculture

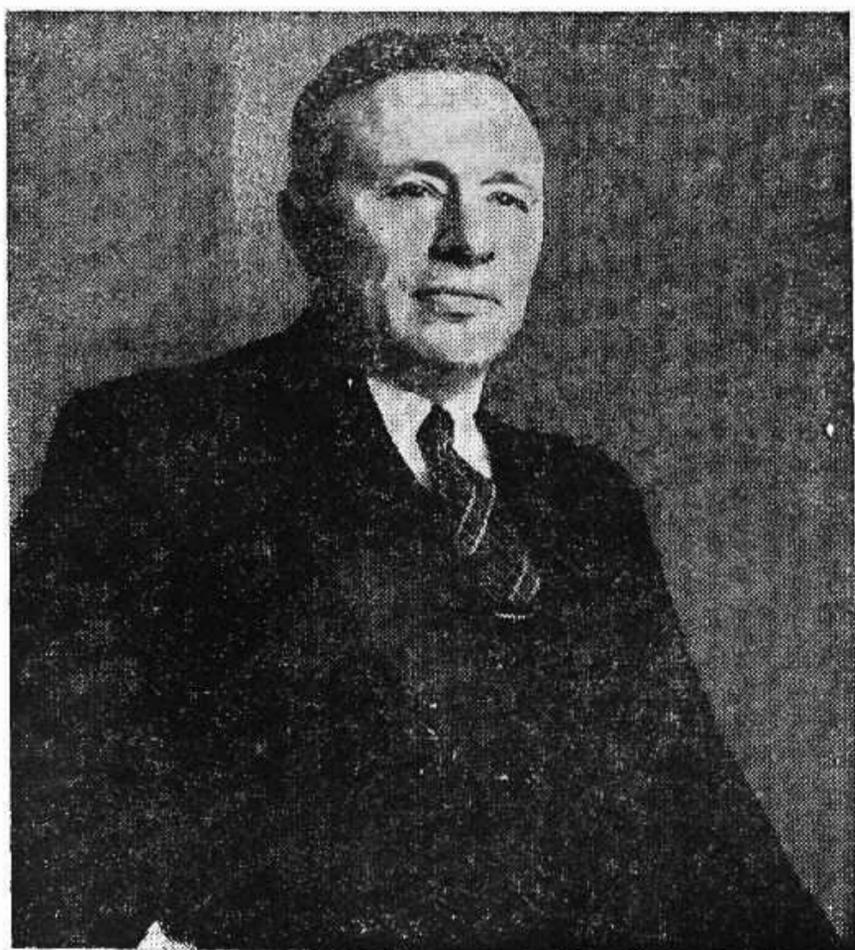
AGRICULTURAL fairs are among the oldest institutions in Canada. For over a century and a half they have performed a service to the farmer in helping to spread information in a practical way thru visual appeal. They form a clearinghouse where farmers and agricultural workers can meet on common ground to discuss the old and the new, and increase the knowledge of those engaged in Canada's basic industry.

"Far from registering a decline in interest, the post-war fairs are showing increased strength. Attendance records are being established and exhibitors of all kinds of agricultural products—from the more spectacular ring showing of livestock to the more intimate seed classes—are so numerous that at many fairs quotas have had to be established.

"The Royal Agricultural Winter Fair at Toronto—national in character—and the Ottawa Winter Fair—more regional in scope—both report entries double those of last year and of 1938, the last pre-war year. Both entries and attendance at smaller fairs during 1948 almost justify the term 'phenomenal.'

"Fairs are an important training ground for farm boys and girls, and increasing use is being made of them by Canadian Council on Boys' and Girls' Club Work.

"The increasing place being given to the finished products—beef carcasses, Wiltshire side bacon, processed food, flowers and plants, and the various activities appealing to women—are rounding out the agricultural fairs of today and making them a place of interest not only to the farmer and his wife, but to the wives of those engaged in other occupations. By attracting this wider audience, agricultural fairs in Canada are acquainting others with the scope and size of this great industry of which the farmer is the backbone."



POMONA

IN PICTURES

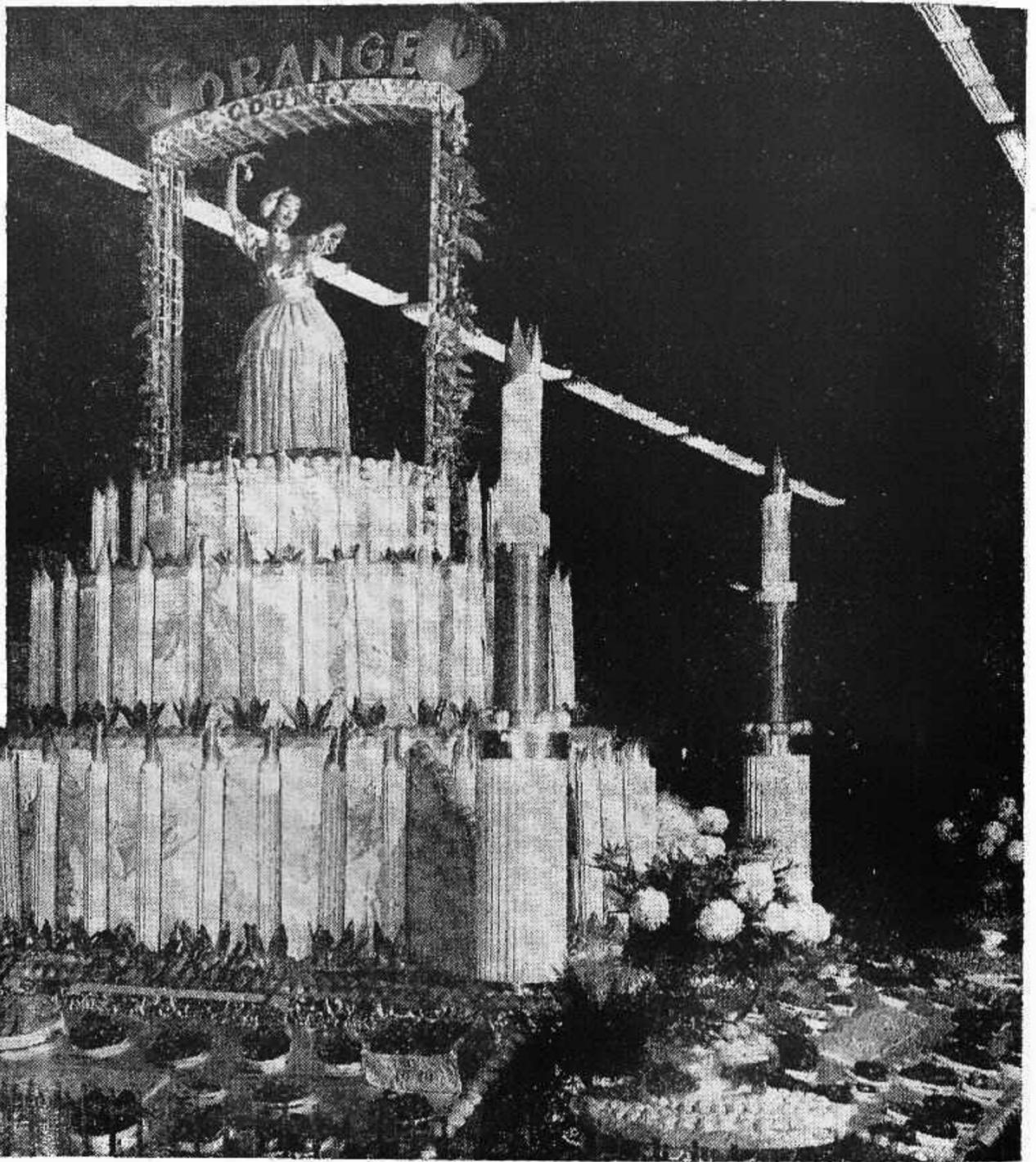
LOS ANGELES COUNTY FAIR, Pomona, Calif., is the Topsy of the nation's fairs . . . it just grew!

It certainly has "grewed." The attendance for the 17-day run this year was 1,254,503. The record up to this fair had been slightly over 800,000. That mark was hit in 1941, the last year the fair was held until 1948.

Under the able direction of C. B. (Jack) Afflerbaugh, now president-general manager, the fair has come a long way. Starting in 1922, the buildings included a 20 by 30-ft. office, a two-room warehouse, comfort station, grandstand seating only 4,500, 100 box stalls and four 35 by 180-foot cattle barns. Agriculture, machinery, poultry and other exhibits were under canvas.

From its inception and until 1933, when the county took over, the funds used to promote the fair were out of the pockets of civic-minded Pomonans. At one time, six residents, including Afflerbaugh, were on notes for \$5,000 each at the local bank to assure the valley of a fair.

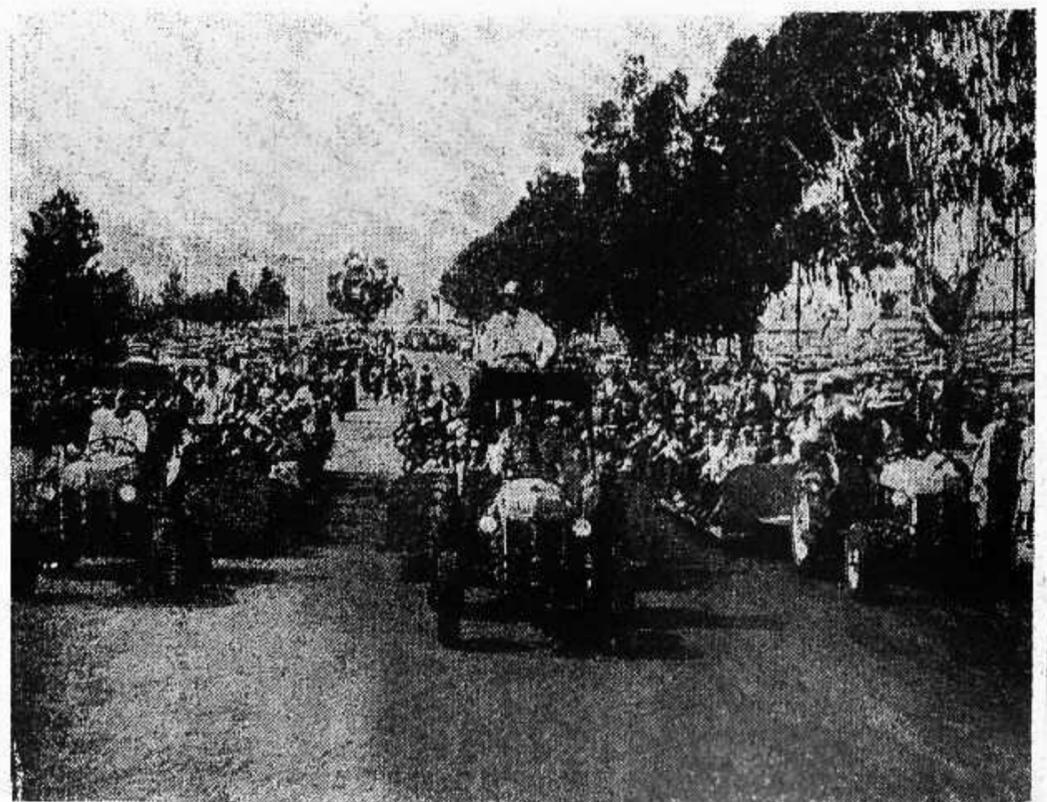
Today the fair plant is valued at nearly \$6,000,000. Readying the grounds for the 1948 event, the management spent over \$2,000,000. Before the 1949 fair another \$1,000,000 will be spent on improvements.



STRIKINGLY EXECUTED, HIGHLY EFFECTIVE EXHIBITS long have been traditional Los Angeles County Fair features. The one above, entered by Orange County, is typical of the displays which have brought Pomona wide renown.



FROM ITS NEW \$85,000 RADIO-TELEVISION BUILDING, and starting the day before the fair opened, 108 shows covering 129 hours and 2 minutes were aired. The shows were attended by 175,000 people in the 1,932-seat auditorium. In addition, according to Lisle Sheldon, radio publicity director, there were 307 programs from eight different remote locations.



BECAUSE PARKING AREAS are located in the outer section of the 350-acre plant, Los Angeles County Fair provided free transportation to fairgoers via elephant train. More than 200,000 people were afforded transportation by this method, and 90,000 paid for tours of the grounds. The fair parked 261,477 cars in the paid parking area, 90,000 in the reserved courtesy lots, and another 10,000 in lots for which the fair management had made arrangements with individuals.



CRAFTS 20 BIG SHOWS, owned by Orville F. Craft and managed by Frank Warren, supplied 20 major rides, 8 shows and 145 concessions. There were 12 kiddie rides managed by William Meyer for Crafts. The midway, entirely paved, covered 12 acres.



INTERIOR OF AGRICULTURAL BUILDING is well lighted with seven and one-half miles of fluorescent lights. Ceiling is painted in pastel colors.



CROWD ON THE FAIR MIDWAY. The building at the right is one of the many permanent structures and houses eating concessions.



LOS ANGELES COUNTY FAIR from the air. At the left center is the top of the new Agricultural Building constructed at a cost of \$719,000 and readied for the 1948 event only a few days before it opened. Parking areas may be seen in the foreground and at the right background. LAC fairgrounds cover 350 acres.

Danbury Flashes Showmanship

Connecticut Annual, Operated Daytime Only, Perks Up in Old Age With Smart, Colorful Touches, and Hikes Attendance

SHOWMANSHIP injected into the Danbury (Conn.) Fair in mass production quantities has paid off in gate grosses aggregating better than \$100,000 a year since John Leahy, owner-general manager, acquired the plant and started postwar operation. The growth of the annual has been revived in its old age and indications are that Leahy-administered stimulants, in the form of newly inspired flamboyant endeavors, will allow for no ceiling on attendance.

The Danbury plant, which might have been allowed to lapse and grow mellow, was presented for the 75th time this year in the dress of one of the year's most stunning debutants. There was a bit of hokum mixed up in it but only in the sense that the gay trappings were hand-me-downs. They were so skillfully employed, however, that few patrons could tag them as anything but originals.

Candy Cane Twist

A candy cane theme was employed this year, even tho it had no relation to the diamond jubilee celebration. The Paul Bunyan-sized canes were salvaged from a lavish Christmas display in New York's Herald Square, staged two years ago and paid for by Macy's, Gimbel's and Sak's. The props were custom-made by Messmore and Damon at a reputed cost of about \$65,000. Needless to say, the reclamation price paid by the fair was fractional altho Leahy, who can be mum about a good deal, refuses to say.

As used originally, the canes extended six or seven floors from the sidewalk. At Danbury, the units were put to lavish use. The focal point was provided by one propped at an angle adjacent to the main entrance and bearing the legend, "Sweetest Fair in New England."

Little Labor Involved

Others were set in groups of geometric design, placed parallel to the peak of some of the buildings, cut into sections and fitted with conical tops to provide eye-appealing entrances and the appearance of up-ended rockets ready to be fired.

Adaptation and use of the prop canes required only a minimum of labor. The previous year Leahy and C. Irving Jarvis, assistant manager,

both of whom believe in keeping the plant spic and span, acquired a large number of aerial bomb cases, still equipped with fns. The cases were pierced with pipe, anchored in the ground, so that the business end of the "bombs" pointed skyward. The units, sparkling in fresh aluminum paint, are used to mark off parking fields, walks and roads.

Tie In With Election

A keen sense of alluring photographic fodder, coupled with decorative know-how, also resulted this year in the use of other eye-appealing features. Especially timely was the non-partisan presentation of statues of the Republican elephant and the Democrat's donkey with appropriate slogans. They were used to flank the main entrance to the Big Top, the fair's unusual tented main exhibition building with wooden side walls.

Numerous other figures, most of them animated, were included in a display called the P. T. Barnum American Museum Show. Adding to the general decor were numerous gigantic sheet metal bows, held aloft by tall poles. Each bow was emblazoned with the name of the fair.

Hay Ride Adds Much

The Hay Ride, a multiple-car traction unit, similar to those first used for sight-seeing at the New York World's Fair, and Fair-E-Land, a kiddie feature complete with papier mache storybook characters, provided additional color.

Danbury's appeal was evidenced by the 118,783 patrons who stormed the gates this year at \$1.20 a head, tax included. In 1947 114,444 paid. The attendance was quite remarkable in view of the fact that the annual has never progressed beyond the gas-light era and its operation continues to be restricted to the daytime. When dusk falls, it is all out and over and the gates are locked at a time when many successful fairs count upon the influx of the bulk of their patronage.

October Nights Too Cool

Leahy conceivably would make a determined bid for night play if he thought it would succeed. But the lateness of the showing (October) is against a serious gamble, since the weather is always cold. There is nothing to stop Leahy from changing



NO BETS WERE MISSED. Politically, the fair played both sides of the street as indicated above. Such stunts as this gave the annual a quality all its own.

his dates. Only his decision is needed. However, he is satisfied to go along with tradition.

The two Saturdays and two Sundays are the big days at the fair. The first Sunday this year drew 34,373 paid admissions to hit the saturation point, as the arteries leading to the fair from adjacent Connecticut and New York towns became hopelessly clogged. Leahy feels that attendance cannot go much above the present total until new roads supplant the twisting, narrow highways to New York's adjacent counties and thus make it possible to siphon off the potential free-spending patronage there.

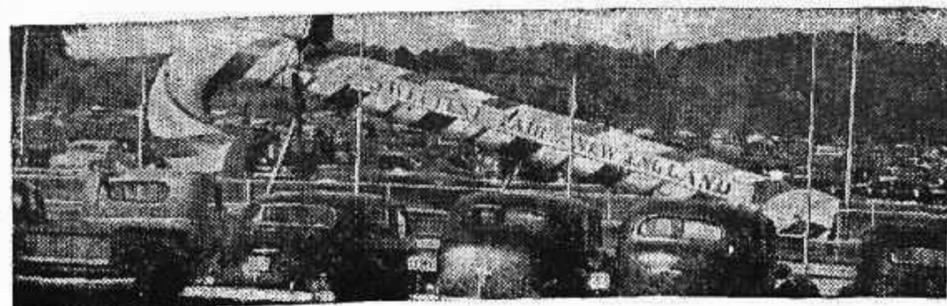
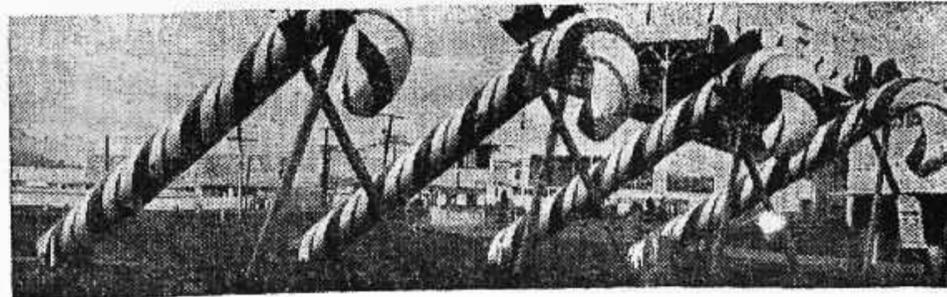
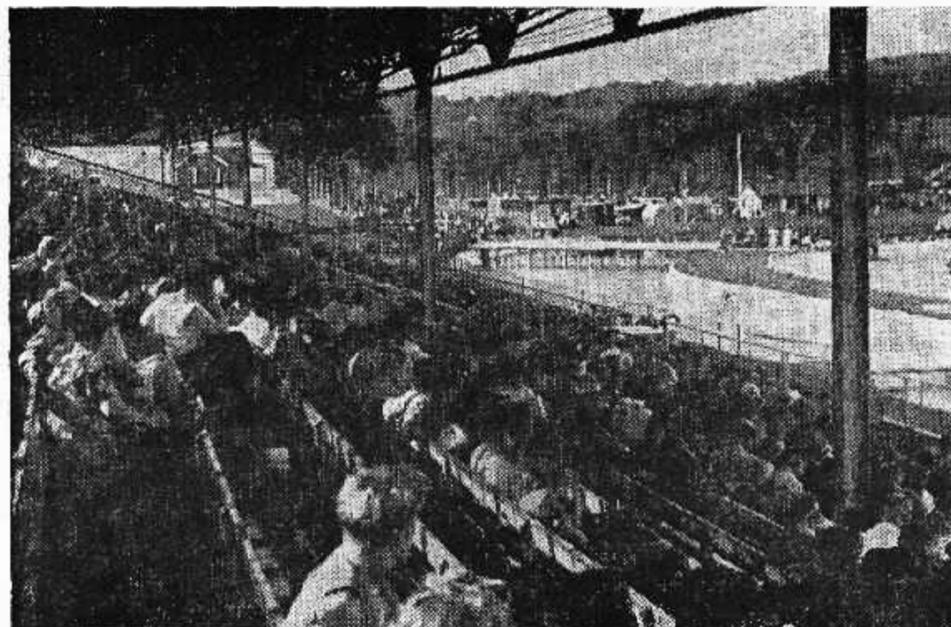
Boat Races Pull

The Danbury plant is kept in operation except when the snow flies. A fine, modern grandstand provides the setting for midget auto racing thruout the spring and summer. The concrete track, wide in the turns, is well engineered. Encircling the midget track and passing the grandstand where the racetrack straightaway used to be, is a water course on which are regularly staged speedboat races. The unique and costly

construction of the water course necessitated the custom-building of special speedboats. The programs are replete with thrills and have lured big crowds.

The infield, or at least that part of it which remained after the installation of the two raceways, is well sodded. The fair-owned parking lots are spacious and neat, and during fair time, cared for by polite uniformed attendants who are forbidden to accept tips. Rest room facilities are modern, clean, plentiful and tip-free. During the operation of the fair everything other than the grandstand and the midway units is included in the general admission price. The exchange is a fair one and the customers regard it as such.

Leahy, who succeeded first in operating a machine shop and later an oil business, has applied a lot of natural showmanship, coupled with keen Yankee business sense, to jolt the Danbury Fair into a forceful attention-grabbing event. The success is well documented in the realm of space given the annual by New York dailies, even tho Danbury is 6 miles distant.

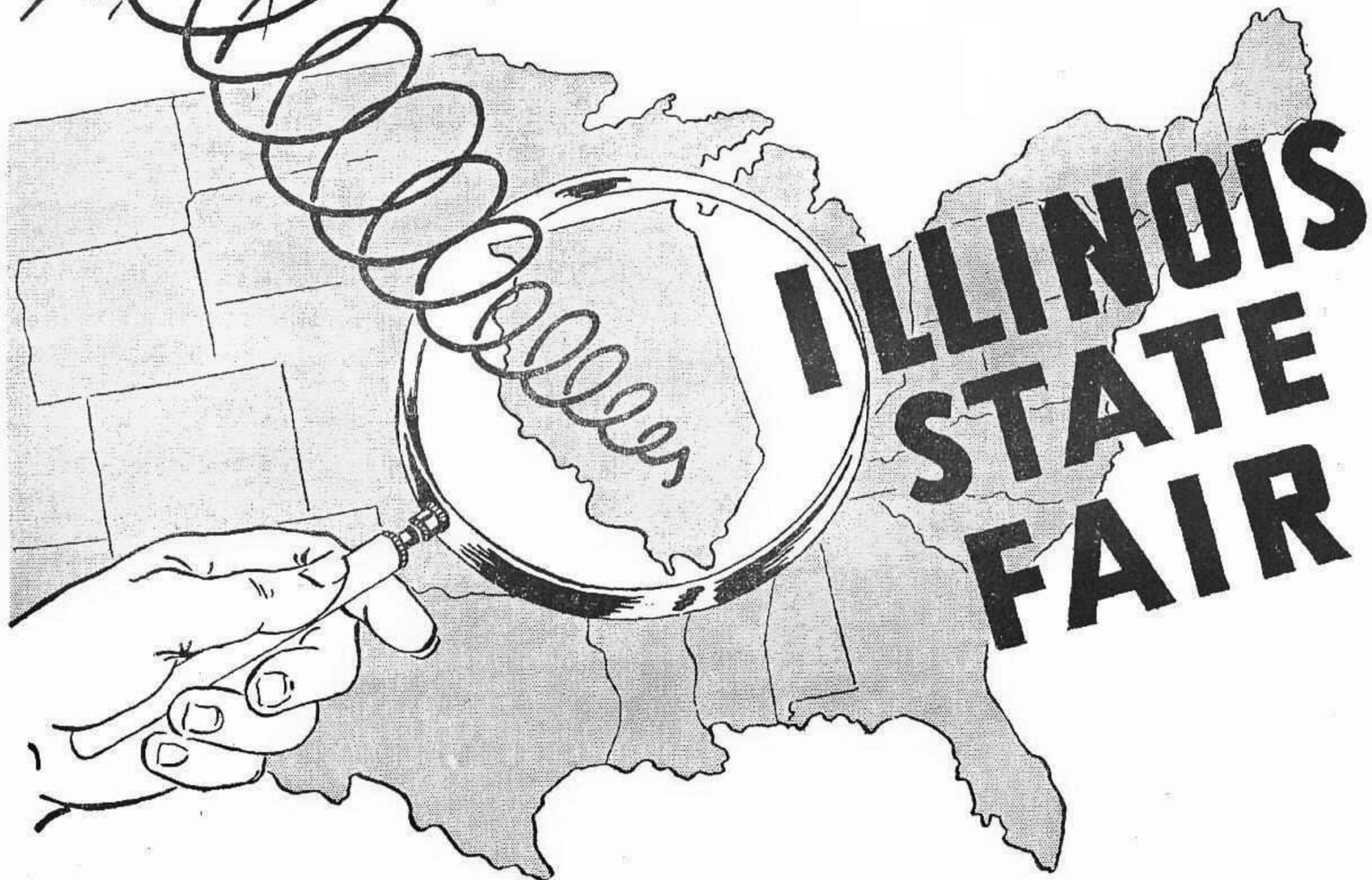


IMAGINATION LED to the installation of a water raceway, and racing of custom-built boats lured big crowds and provided an abundance of thrills. The plant is used intensively during the off-fair months.

HAND-ME-DOWN giant-sized canes, salvaged from a department store brightened up the grounds. And the annual cashed in on the candy cane then plugging itself as the "Sweetest Fair in New England."

SPRINGFIELD
AUGUST 13-21
1949

**THE WORLD'S
OUTSTANDING
CAVALCADE
OF
PLEASURE ^{and}
EDUCATION**



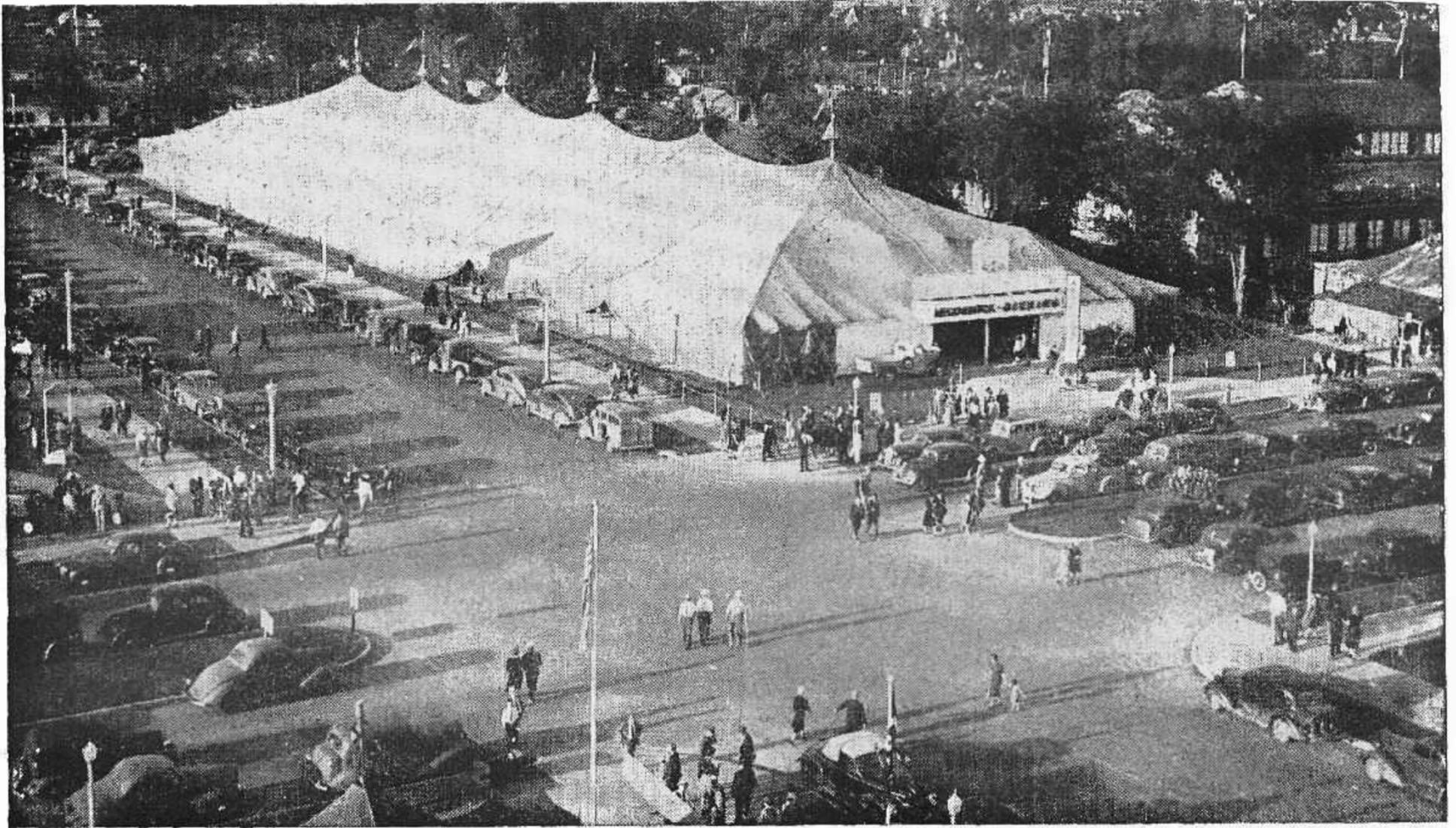
- World's Shop Window of Agriculture
- More Premiums Than Ever Before
- Greater Improvements
- Finer Shows
- The Utmost in Speed

For premium list or other information, address all communications:
ILLINOIS STATE FAIR, P. O. BOX 546, SPRINGFIELD, ILL.

November 27, 1948

The Billboard Cavalcade of Fairs Page 17

Copyrighted material



80-Acre Farm Machinery Show Rated Top St. Paul Feature

By Harry J. Frost

THE BIGGEST educational feature of the 1948 Minnesota State Fair, and certainly the most publicized, was its mammoth machinery show, occupying more than 80 acres of space on Machinery Hill and overflow spots on the grounds.

Every day, tens of thousands of farmers and their wives and children elbowed their way thru the show's hundreds of exhibits, and studied the many new and improved farm machines, from garden cultivators to gigantic combines, they planned to buy.

Worth Near \$5,000,000

It was estimated during the show that exhibits worth more than \$5,000,000, assembled from practically every State in the nation and many parts of Canada, were on display. The attendance was placed at more than 750,000, or only 100,000 less than the total attendance of the fair. Farmers in the Dakotas, Montana,

Minnesota, Northern Iowa and Wisconsin, attended the fair in some instances for two to three days and thronged Machinery Hill with one common thought. Main object of their visit to the fair was to replace their worn-out and out-of-date farm machinery with more efficient equipment, to enable them to farm better and also to meet the farm labor shortage, acute since before World War II.

Have Money To Buy

These farmers not only want to re-equip their farms as quickly as possible but, moreover, they have the money with which to do it. Machinery exhibitors at the fair, well aware of this, went all out to show their wares in the most attractive manner, heading their displays with the best salesmen in their organizations.

So important has become the farm machinery show at the Minnesota State Fair that hundreds of thousands of dollars have been spent, in recent years, to equip it with everything needed for the convenience

and comfort of exhibitors and visitors.

The show's two miles of broad streets are completely paved with sidewalk facilities added; ornamental street lamps light up the show at night, and gas and electric light connections are available to every exhibitor. The exhibition site has four modern rest rooms, including a new one costing more than \$20,000, and adjacent parking lots for more than 10,000 autos.

The 1948 farm machinery show's 350 exhibitors occupied space ranging from a single lot with a 25-foot front, to many with frontages of more than 100 feet. The biggest one, occupied by the International Harvester Company, covered an entire block with a frontage of 400 feet. Many exhibits, unlike those of a few years ago, were presented under mammoth exhibition and circus tents, to protect visitors from wind, rain and sun.

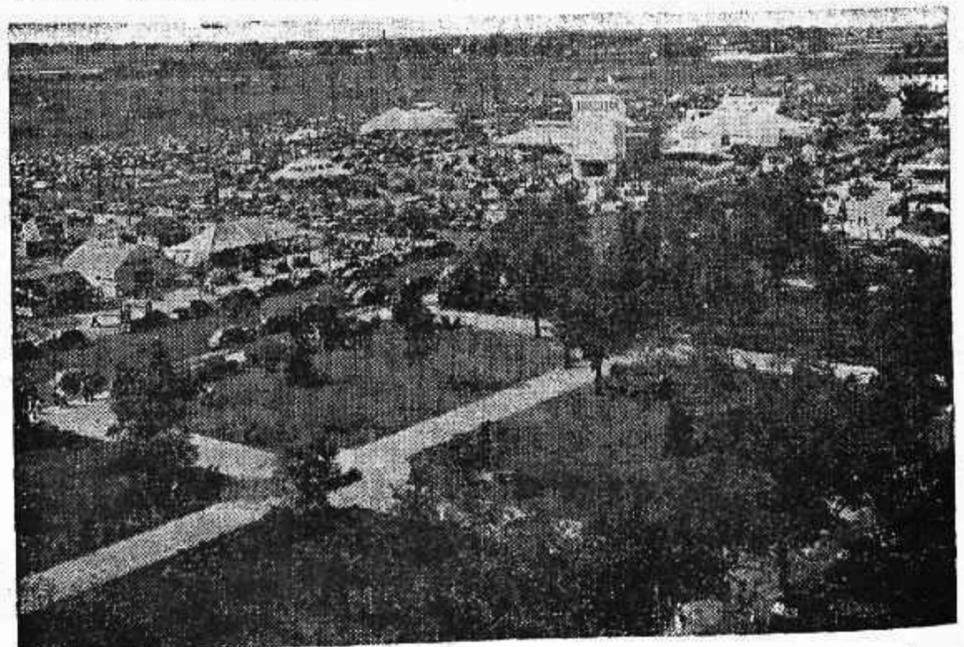
Use Showmanship

Machinery exhibits at the 1948 State fair were far better organized than those of former years, and were manned by crack salesmen. Many

stunts used by carnival and concession folk to attract the attention of visitors were successfully employed, in modified form, by exhibitors, and with very good results. A novel Farm Futurama, stressing soil conservation, occupied a large central space in the gigantic Allis-Chalmers Company tent.

Already, nearly a year in advance, scores of inquiries are being received from prospective exhibitors at the 1949 Minnesota Territorial Centennial State Fair, August 27 thru Labor Day. Work on many of the exhibits booked is already under way. Most exhibitors next year will feature novel displays of new and old machinery, to dramatize the progress made in the invention and improvement of farm machines.

Since old exhibitors always are given the opportunity to re-engage their space, and practically none are willing to relinquish it, it is probable that exhibit space on Machinery Hill will be even more in demand this coming year than in 1948, when every foot of available space was sold.

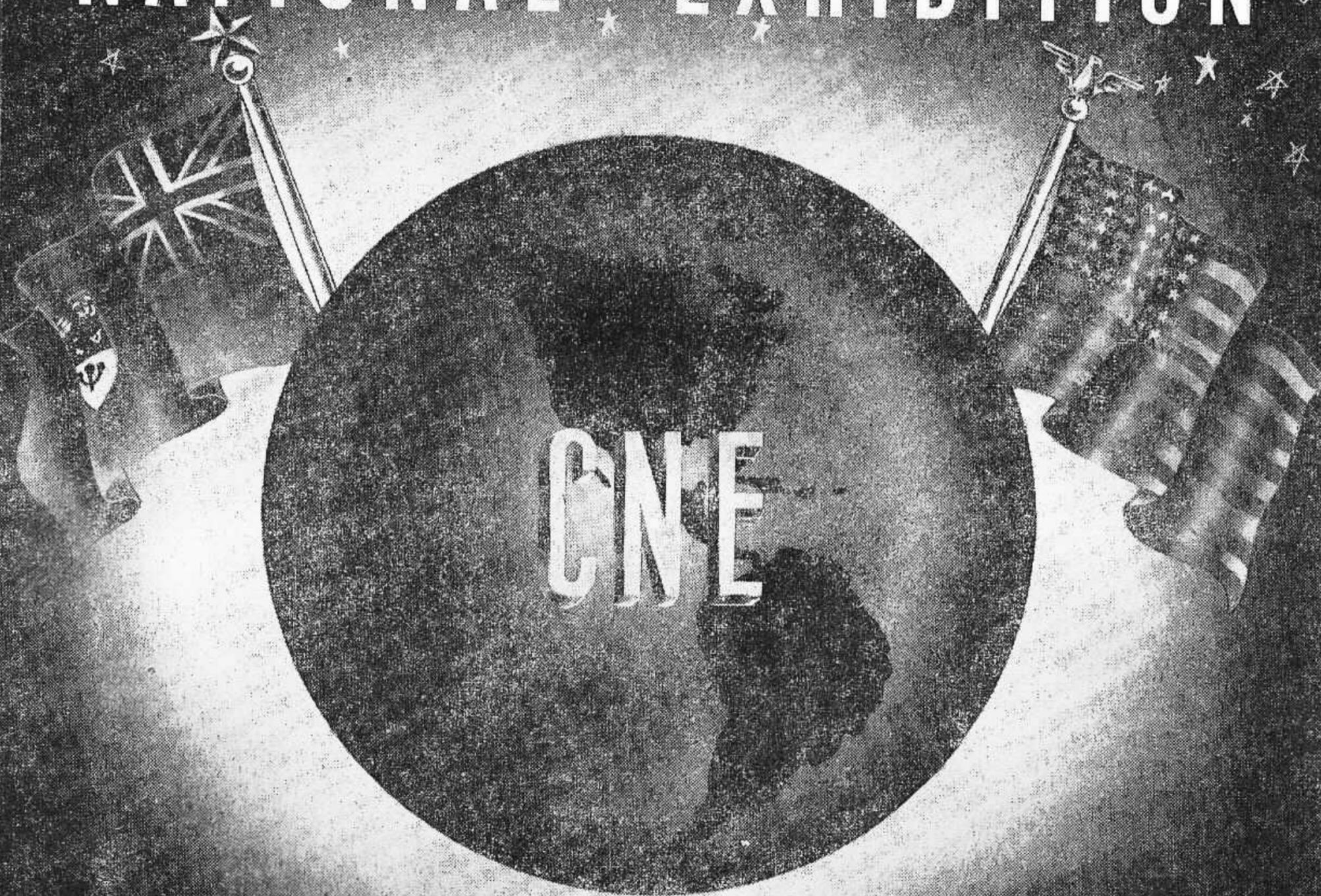


AERIAL VIEW indicates the wide scope of Minnesota State Fair's huge farm machinery show.



Harry J. Frost this year completed a quarter of a century of service as superintendent of concessions and space rentals at the Minnesota State Fair, St. Paul. Before joining the fair in 1924, Harry was associated with the Brooks Sales Company, then a leading concession operator at major fairs in the U. S. and Canada. At St. Paul he handles inside and outside space rentals not only for the machinery department, but all other departments as well, and also all concession space for eat, drink and novelty concessions and the carnival on the midway.

The World's Greatest
THE CANADIAN
NATIONAL EXHIBITION



2,612,000 attendance in 1948

A GREATER AND BETTER EXPOSITION
IN 1949 *Aug. 26th to Sept. 10th*
TORONTO, CANADA

COL. K. R. MARSHALL, C. M. G., D. S. O.
President

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

Ohio Sings Out at Columbus

By
Lottie M. Randolph

**Thousands Join as Musicians, Singers
To Swell Attendance, Present Sound
Features, Give Annual Distinctive Air**

THE click of the turnstiles is always sweet music to the ears of fair administrators and concessionaires, but the Ohio State Fair, Columbus, has another type of music that is gratifying to fair patrons and aids materially in keeping turnstiles spinning at the same time! Rated as perhaps the "most musical fair," the 1948 Ohio State Fair, home of two national livestock shows, an expanded junior division and a well-rounded program, featured various musical, cultural, dramatic and educational programs in which 5,000 persons aided or participated in their planning. And all on a comparatively small budget, thanks to the intense interest on the part of many Ohioans. Because of its success, the program will be expanded next year, Edwin J. Bath, fair manager, has announced.

In Music Hall and the Bandshell alone, 3,500 persons participated. This does not include special programs in the Arts and Crafts Building, grandstand shows, and the traditional All-Ohio Boys' Band led by Dr. Louis E. Pete.

Facilities for Dancing

The new Bandshell, erected at a cost of \$3,200 in a beautiful informal garden setting just inside the main entrance to the fairgrounds, not only served as a stage for many programs but also provided ample space for well-regulated park plan dancing nightly.

It was in 1941 that the writer, ably aided by Dr. Edith Keller, supervisor of music, in the State Department of Education, and Mrs. Herbert Holscher, member of the voice staff, Department of Music, Otterbein College, and with the help of the State fair management and music leaders of the State, took an old, condemned building on the Ohio State Fairground, repaired, transformed and saw it dedicated as Music Hall.

Reconditioning the old aquarium into a Music Hall might be described as a "Ladies' Aid Project." Members of the State Board of Agriculture and the State fair management repeatedly said: "You can't do anything with that old pile of brick and stone — it's been condemned for years." However, a construction man was called in and, after a careful inspection, produced practical plans for reconditioning the building. It was like going up in the attic during the depression or war years and finding several garments and taking the best parts and creating one usable piece of clothing.

New Features Yearly

Each year, with the exception of the war years, when the State fairgrounds were used as an army depot,

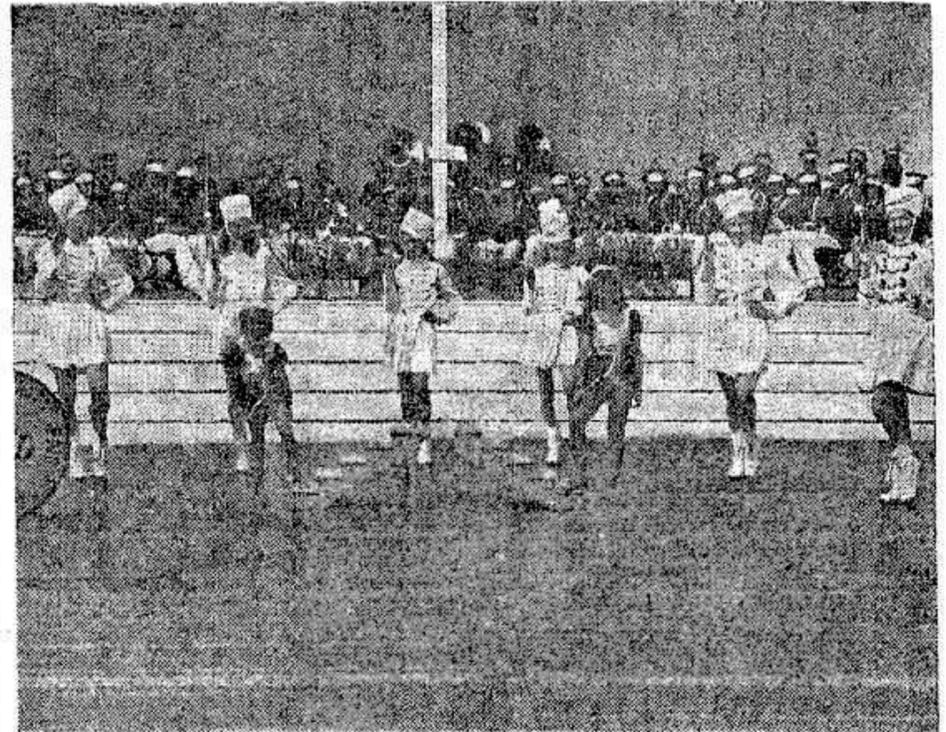
the Music Hall program has grown in interest and in quality of production. Each year new features have been added. This year, for the first time, the Ohio State Fair Music Hall program opened with a full-day Competitive Music Festival for young and adults. Entries came in from all over the State, including all of the large cities as well as villages and rural communities.

The program offered opportunities for competition in male, female and mixed quartets, ensemble choruses, voice, piano, organ, violin and cello solos. Gold and silver certificates were awarded winners. Gold certificate winners were heard in a final broadcast concert from Music Hall at 6:30 p.m. opening day.

Staffers Deep in Music

The success of the Ohio State Fair music program is the result of "An Idea Who's Time Is Come." As we had traveled over the State doing Community Institute work for the State College of Agriculture, we witnessed the fine cultural music and dramatic work being developed thru our public school and civic organization programs and while the Ohio State Fair was the show window for the best in agricultural and industrial production, we felt it should also be the show window for the best in music and drama and the creative arts. Thus, to provide facilities and organize and develop the program thru voluntary leadership, without a fixed budget, has been the venture of a few people with the courage of their convictions.

Without able assistance, such as given to Mrs. Herbert Holscher and Dr. Keller, this year's program could not have been realized. Mrs. Holscher was a member of the State Board of Ohio Congress of Parents and Teachers and helped build the Mother-Singer movement in Ohio communities. She was chairman of Rural Music and an office of the State Board of the Ohio Federation of Music Clubs. She is an artist, a church soloist and a member of the Depart-



CENTER OF MUCH of the musical activity at the Ohio State Fair is the bandshell, shown above. Stage at night is used for park-plan dancing.

ment of Music staff at Otterbein College.

When questioned why she gives so much time to this project, Mrs. Holscher replied "this seemed to present a challenge which demanded all of a lifetime experience and background in many fields of musical interest and which could benefit every citizen in Ohio, in that it gives opportunity for expression of the finer things in life in our pursuit for happiness."

Each advanced step has been taken with the advice of musical and cultural leaders of the State. Care has been taken that we do not duplicate programs already carried on a State level.

Little Theater In, Too

Curtain Time at 8:30 each evening was also a new feature in this year's State Fair Music Hall program. This is the first gesture toward the encouragement for the amateur Little Theater movement in Ohio communities on a State level. Theater Productions, Inc., a popular Columbus Amateur Theater Group, presented the three-act comedy, *Summer Rash*, by Rowena Blake three nights of the fair, and the Yellow Springs (Ohio) Area Theater presented *Charlie's Aunt* as many nights.

The general Music Hall program consisting of school bands, orchestras, drum corps, choruses, ensembles, dance revues, style shows and educational films, was continuous thruout the week of the State fair from 9 a.m. thru the day and included *Curtain Time*. Even barber-shop quartets were presented.

Help From University

Noteworthy was the recognition of the Music Hall program by the Ohio State University in equipping and staffing the building for three daily original broadcasts; namely, *Home-time* at 9 a.m.; *State Fair Party* at 2 p.m., and audience participation and interview shows at 4:30 p.m., 6:30 p.m. and 7:00 p.m. Among these broadcast features were: Theatre Productions, Inc., chorus and soloists of Columbus; WOSU Artists Program, Urbana High School Glee Club, Se-

neca County Chorus, Columbus Hill-top Women's Chorus and a personal interview with Gov. Thomas J. Herbert on Governor's Day. Governor Herbert expressed appreciation for the fine expression of the culture developing in the State and pledged his support to a building and facilities worthy of the music and dramatic talent in Ohio.

The Interdenominational Hymn Sing on Sunday, August 29, conducted by Merrill H. Davis, supervisor of music, Jackson, O., from the Bandshell was a beautiful and worshipful service participated in by Junior Fair and other exhibitors and guests at Sunday's Fair. An unusual feature on the Sunday matinee program in Music Hall was religious dancing to choral accompaniment.

Start Build-Up Early

Early in the year for the 1948 Music Hall program, a letter was mailed from the office of the Ohio Department of Agriculture to all superintendents of schools, setting forth the plan of the program. Enclosed was an application blank which served as an entrance for participation in the program. The application blank gave an opportunity for first and second choice of days for participation. Emphasis has always been placed on quality, and school music supervisors were requested to send only such groups as were qualified to represent their county on a State level. Dr. Keller, working with music groups thruout the State all year, was able to assist greatly in screening and seeing that the best school music available in Ohio was brought to the fair. The only recompense offered participants, was free admission at the outside gate.

R. B. Howard & Associates, Inc., public relations directors for the Ohio Department of Agriculture and for the State fair, did much to publicize special features of our program in newspapers and weeklies thruout the State. All radio stations in the State gave generously of their time, broadcasting the program plans as well as the special features in our program.

Mrs. Lottie M. Randolph is serving under the second Ohio administration as Assistant Director of Agriculture. Named in 1939, she served under the three terms of Sen. John W. Bricker, then governor of Ohio, and is now serving under the administration of Gov. Thomas J. Herbert as assistant to Director of Agriculture Frank Farnsworth.



She recently was honored by the Columbus Business and Professional Women's Club as the only woman directing official of a State department of agriculture in the United States. She has been active in 4-H Club work, Grange, Farm Bureau and civic organizations, a farmers' institute lecturer and was named one of Ohio's Master Homemakers, an honor comparable to that of Master Farmer. At one time she headed the Bureau of Markets in the Department of Agriculture and is considered an authority on marketing.

Tee-Off at Tampa in '49



FEB. 1
TO
FEB. 12, 1949
11 DAYS—11 NIGHTS

THE WORLD'S GREATEST WINTER EXPOSITION

Year in, year out, Tampa has proved a consistent winner to concessionaires and exhibitors. First of America's great fairs, it has become an accurate barometer for expositions to come. And the 1949 edition will top them all in every respect. Economic conditions in Florida are excellent and the 1949 Florida State Fair will reflect that condition.

START THE NEW YEAR RIGHT... BE AT TAMPA

Fair Executives Everywhere—Here you will find your models for glamorous exhibits that portray Florida's agricultural and industrial assets, framed in a background of golden citrus. View the luxuriant tropical harvests in a panorama of color and beauty—thrill to the magnitude of the world's largest electrical exposition.

Commercial Exhibitors: Test your markets here where hundreds of thousands of potent customers from the 48 States spend their tourist months. Be first to make these valuable contacts that will spread your sales message over the nation.

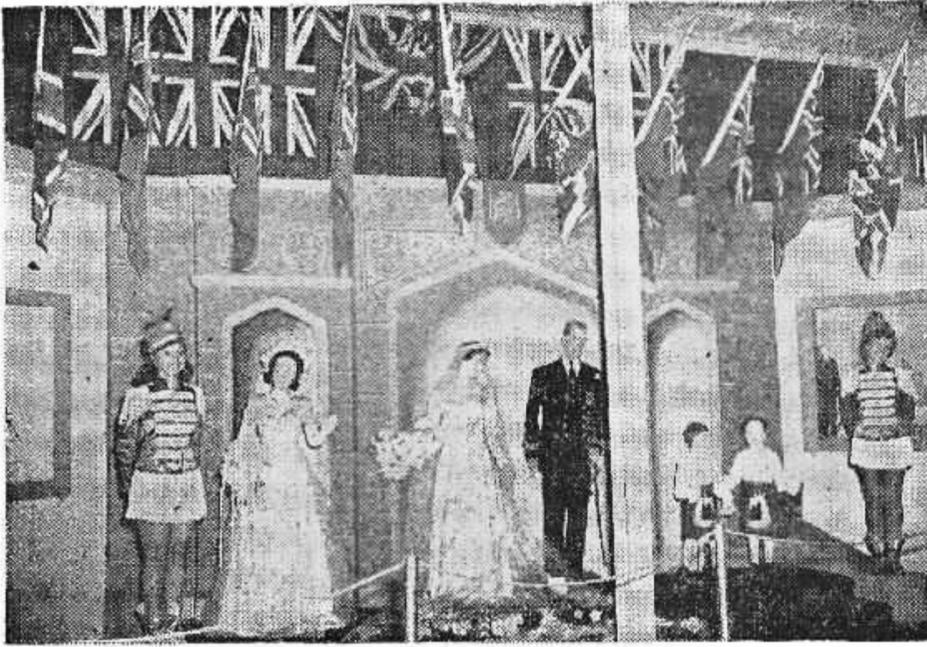
Florida

STATE FAIR
TAMPA, FLA.
11 DAYS 11 NIGHTS

Fems Outdraw Men at CNE

By
Kate Aitken

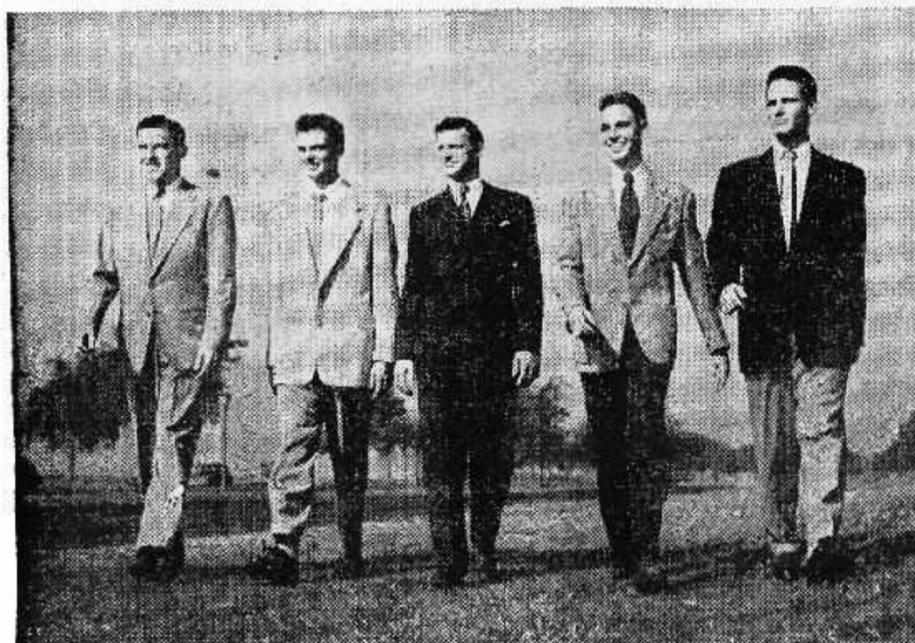
Potent, Many-Sided Program Aimed
At Weaker Sex, Gets Long, Strong
Publicity; Pays Off Big at Gate



ROYAL WEDDING TABLEAU was most popular feature. Exact replica of Princess Elizabeth's dress was made in Canada.



LORD AND COUNTESS MOUNTBATTEN were on hand for opening day. Above they are shown greeting a typical Canadian family.



A BOYS' FASHION SHOW was tossed in for good measure, and 100 applicants turned up for the five modeling jobs.

TWO million, six hundred thousand persons paid their way into the 1948 Canadian National Exhibition (CNE). How many of those 2,600,000 were women is anybody's guess! We'd put the ratio higher than one out of every two adults. In all our years with the annual exhibition we never have seen a more alert and purposeful body of women. They knew what they had come to see and were out to see it. We think the day is past when the busy woman will put off canning the peaches or getting Johnnie ready for school just to "do the fair." What she sets out to see has to be worth her time, worth pushing her way thru the crowds. Or she doesn't go again.

Start Publicity

Early and continuous publicity is one good way, we have found, in helping make up her mind. Of course, that goes for the whole family. It was May this year, a good three months before the "Ex" began, when we released our first publicity. And we kept it steady, week after week, month after month, thru press, radio and magazines.

Our 1948 fair, we said, would be "bigger and better than ever before." We would present an exact replica of that exquisite gown Princess Elizabeth wore on her wedding day. We would have—of all things!—boys' fashion shows. Men could enter the cooking and baking contests, make pancakes on the spot for a \$50 top prize. Women could get free facials, free character readings, learn to weave, arrange flowers, work in ceramics, do over their furniture, make a meal out of a package, see fashion shows and meet celebrities. And along they came.

Good Early News Breaks

We got some good early news breaks. One of our large wool manufacturers agreed to have his teachers give free knitting lessons while the "Ex" was on. To promote the project he had one of his designers create a new knitting pattern. We offered \$100 for the best name.

Almost every daily and weekly newspaper across the Dominion carried a two or three-column cut of the new pattern along with story. True, it was shown in a scarf modeled by one of the country's loveliest models. Why not? Thousands of entries flooded us. They came from hamlets we had never known existed, from the Northwest and far Eastern Coast. Top ad men of Toronto's three dailies took on the job of picking the winner.

7,000 Get Luncheon Bids

But choosing this winner, our staff people claimed, was much less of a headache to the ad men than finding the correct addresses of 7,000 Canadian women whom it was our job to invite to luncheons and teas; food and program, of course, being merely incidental!

At these daily socials the wife of the exhibition president, Mrs. K. R. Marshall, and wives of the other officials, represented their husbands in welcoming the women. And we would tell the guests each day, that every woman was considered a head table guest, so honored for the contribution either she or her husband had made to Canadian life.

Women Leaders

This year, among the 7,000, we invited for the first time outstanding women from cities, towns and even railway crossings within a 500-mile radius of the big fair.

"Will you send us the name," we wrote to the town officials, "of your

outstanding woman? We want her to tell our luncheon guests what makes your town important."

They had two minutes to tell what made their towns outstanding. As the days passed and more of these proud home-town speeches were heard, we could not resist the remark that only the good and noble seemed to inhabit them. The less desirable, we added, had probably long since moved to Toronto!

Community Life

Yet as one after the other of these women would step up to the microphone bustling with pride to say her piece, there began to emerge before us an interesting and satisfying pattern of community living.

The town's industries, for instance, seemed less important than what that town was doing for youth. There was less of what we expect the government to do and far more about what folks in our towns are doing. Almost smugly some of them would declare, "Why, in our town, gracious living is still considered one of the arts."

Youth Honored

We are sure the Warriors' Day luncheon got the same impression. That day some of the country's youth were our honored guests. Why youth on Warriors' Day? Because to youth we must look to keep the peace. One spoke on *What Youth Owes to Canada*, another on *What Canada Owes to Youth*. And as in the case of their elders, here was evidence again that our Canadian people are about and doing to keep our country the progressive nation that it is. The CNE provided the opportunity to have this message heard.

Others among our luncheon speakers were representatives of three million Canadian women affiliated with our national women's groups. Each day delegates from three or four of these, some 40 groups, also allotted only two minutes, were asked to report the reason for their groups' existence. What had they done for Canada?

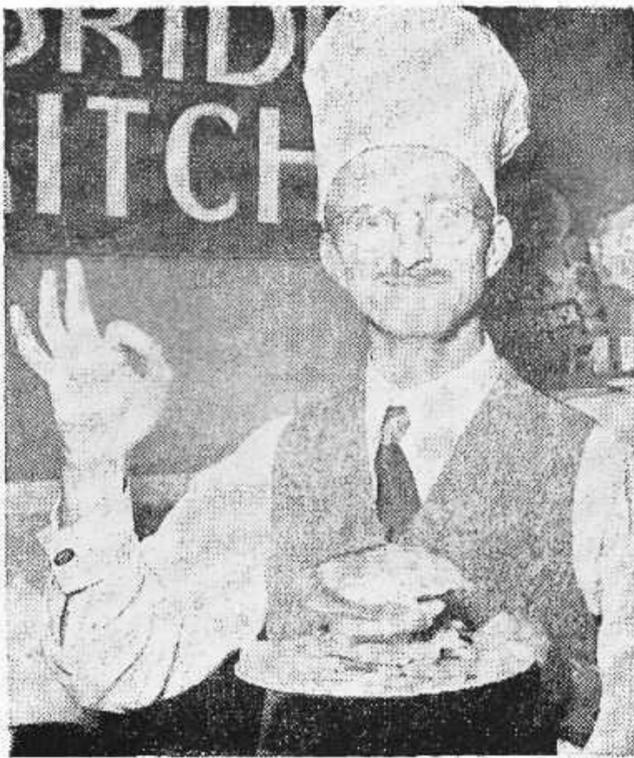
Provide Excellent Copy

"In two minutes, why that's impossible," they would tell us. Yet they did it—nurses, doctors, teachers, church workers, welfare workers and club women. Some of them, like one fiery labor organizer, made excellent newspaper copy. On Transportation Day we added extra color by entertaining top ranking hostesses from eight airlines.

Had we searched the globe over, we might never have found a more popular, photogenic and easy-to-work-with pair of celebrities than Lord Louis and Countess Mountbatten, of India and Burma.

Aid From Mountbatten

Expected to open the CNE and remain thruout the day, the Mountbattens chose to remain for the day following, which was Warriors' Day. And what their staying did to our Warriors' Day luncheon! Word that



THIS BRAVE MAN entered the pancake-making contest and won \$50. Special competitions this year were open to men.



TEEN-AGE MODELS, chosen in large-scaled competition, modeled Canadian-made clothes. Hundreds vied for the jobs.



EIGHT HATS were designed to suit types and moods of women. Most men liked this one. The fens preferred voluptuous types.

One of the best known and loved of Canadian women, Kate Aitken skillfully handles half a dozen major jobs. She is Woman's Director of the Canadian National Exhibition, Woman's Editor of *The Montreal Standard*, large week-end magazine, daily radio commentator for a large drug chain, and woman's editor on a national hook-up three times weekly for a flour company. She is, as well, a lecturer, author, cooking expert, housewife, mother and world traveler.



Part of her week she spends in Toronto, the balance in Montreal, with an occasional side trip overseas. In three days before this year's CNE she flew to Britain for the British Ministry of Food, visited Berlin and Paris and was back home. Nothing daunts Mrs. Aitken. Her energy and ability, both organizing and creative, leave her critics silent. She is one of her country's best dressed. Many times a guest at Buckingham Palace, she brings royalty to Main Street and inspiration to all. She has two married daughters and a thriving grandson. She has been with the Canadian National Exhibition since 1933, and in her present post for the last 10 years.

the countess would attend turned earlier refusals into polite acceptances. Came luncheon time and our dining-room bulged to the seams. Prominent socialites were among those served buffet style in the adjoining room.

We spent most of those two days with Countess Mountbatten and we can tell you she is a real trouper. Opening day she sat beside her husband during long official ceremonies and had plenty of energy left to open the *Royal Wedding* presentation in the Women's Building, then Teen Town and Woman's World in the Coliseum with half a dozen other official duties in between. With the temperature in the 90's, she shook hundreds of hands, talked to mothers and children, hugged a small French woman who one time had sewed for her, and then greeted the daughter of an old family retainer. She was photographed, interviewed and photographed again, and always with a smile and good spirit.

On opening day she wore the uniform of a high-ranking St. John's Ambulance Association officer.

Wedding Rated Top Lure

The fair had a couple of days to go when a local newspaper editor asked us to say which one of our attractions had proved most popular. The answer was easy: *The Royal Wedding* presentation.

In the Elizabeth Wing of the Women's Building we presented the wedding in tableau style against a background suggesting the great West Door of Westminster Abbey. We showed mannequins of the Princess, Prince Philip, Princess Margaret

Rose and pages, all attired in made-in-Canada costumes identical with those worn at the actual affair.

From early morning until late at night, guards were needed to keep the crowds moving in front of the tableau while over and over we played recordings of that impressive music, especially written for the Princess's wedding. It was our good fortune that as close a relative to the royal house as Countess Mountbatten should open the attraction. At the time of its planning we had no idea she was to be here.

Fashion Shows Galore

We are a romantic people. The same emotion we saw on faces viewing the royal wedding was felt again at our fashion shows, every time a model strode forth as a bride . . . every time we sang the old love songs at our evening songtime, called *Songs to Remember*.

Fashion shows! We had more shows at the 1948 "Ex" than ever before. "No matter when you arrive at the 'Ex'," our advance publicity promised, "a fashion show will be on for you in less than an hour."

Every hour on the hour, there were shows of Canadian-made clothes at moderate prices. Three times daily in our Balcony Restaurant the country's loveliest models paraded clothes. Three times daily we had shows for career women, *Make It Yourself* shows and shows for teen-agers.

Selecting the models for the teen-age girls' fashion shows, when 300 mothers turned up with the same number of daughters to compete for 28 jobs, was but a mild affair com-

pared with choosing the young men for the teen-age boys' shows.

Diffident first, at the idea of looking happy in clothes on a runway, the fellows warmed to the prospect of pay checks just as their sisters have to the new look. About 100 turned up for the five jobs to be had. Movie cameras ground away, photographers' bulbs flashed as the young men walked before the girl models serving as judges.

Novel Boys' Contest

From among the winning five, CNE general manager, Elwood Hughes, picked the lad "most likely to succeed." The novelty of it all brought wide publicity. One paper questioned the wisdom of our project editorially. But soon the questioning faded out. The boys did a good job, have since collected their pay checks for new fall duds and are back at school.

Fred Haines, leading Canadian artist and principal of the Ontario College of Art, came along to help choose our Miss CNE from among the winning teen-age models. The selection of this dark-haired beauty, since launched on a successful acting career, was duly recorded for the screen.

Open Competition to Men

Another innovation at this year's "Ex" was the opening of our special competitions to both sexes and all ages, instead of just to women. Men got into the shirt ironing contest, the pancake-making, the canning and the baking. The timid clerical worker who made the best pancakes also made one of the best news pictures to come out of the fair.

At Teen Town we displayed scale models of some of the world's most modern schools. We showed the best art work from schools across Canada, not on a competitive basis, but rather as an indication of what our schools are doing. We had an art hub where anyone could go, and without charge, take a crack at painting. One fellow returned daily for a week to finish his masterpiece under the eye of our instructor.

Plenty of Teen-Agers

Teen Town Theater, a mecca for the young crowd, was managed under our supervision, by the young people themselves. In the lobby outside, they drank their cokes, listened to records and generally had a good time. Club 580, a daily jive show for the young crowd, originated during the "Ex" in Teen Town Theater. Opening day guest was Countess Mountbatten. Next day it was band leader Gene Krupa.

We think our directors were brave souls to serve as our guinea pigs for the schoolgirls' supper competition.

Groups of four girls took turns in preparing and serving supper to CNE directors and their wives while curious and amused crowds looked on.

Model Nursery, Too

Suburban Toronto schools supplied students for our model schoolroom where their own teachers instructed in the most modern of teaching methods. The city's nursery schools sent us toddlers each day to add genuine interest to our model day nursery. The youngsters could be seen thru a screen as they played, had their meals and slept, tho they could not see out.

We would like to think that the hundreds of thousands of women who visited the CNE in 1948 got something tangible to take home with them as well as relaxing entertainment.

Our suggested family shopping lists, for instance, may have inspired thriftier, more varied family food shopping. Those free facials may have opened the door to better looks. The interest they displayed in the demonstration of handicrafts has had much to do with the recent establishment of a Crafts Center where weaving, leatherwork, painting and textile block printing can be learned.

Model Rooms Score

Our 17 model rooms, designed for us, then arranged by Canadian artist John Hall, won plaudits for practicability and good color. Furnishings and fixtures came from a wide list of Canadian houses.

We never could have arranged a women's show of this magnitude without the constant help and inspiration of General Manager Hughes. And we could not have carried it out without the help of those many Canadians who believe in the Canadian National Exhibition.

This was in our minds when we invited some of the busiest people in the land to appear on our nightly *Plan the World* show, broadcast from the Woman's World Theater. Men and women, outstanding in their fields, were invited to sit in as judges on every topic under the sun. Our sponsor provided the audience prizes.

We asked for opinions as to whether a husband should pay his wife a salary, how to deal with back seat drivers and what the individual can contribute to world peace. Best answers got the prizes.

Looking back at it all now, we feel something like a mother of countless children after arranging some gigantic-sized family party. Preparation took months, involved headaches and plenty of midnight oil. Then suddenly, for another year, it was over.

Baits Patrons With Big Ones

By Arch Putnam

Secretary, Northern Wisconsin District Fair, Chippewa Falls

Chippewa Falls, Wis., Cashes In on Angling Interest—Contest for Big Fish and New Aquarium Prove Strong Lures

CHIPPEWA FALLS, Wis., home of the Northern Wisconsin District Fair, is in the heart of one of the nation's outstanding fishing areas. Capitalizing on the numerical strength of rod and reel devotees, who fish its many lakes, rivers and



creeks, the fair this year presented a fish show, unique in at least one respect and notable in many, which proved an outstanding success and holds every promise of continuing as such.

In fact, each year should see the success mount, for the foundation of the show's appeal lies in competition—the competition of anglers, who seek "the biggest one."

Show 'Em on Ice

The biggest fishes caught, determined in a contest sponsored by the fair, were presented in a large refrigerated case. Some experimentation was necessary to determine the proper kind of case in which to present the big ones, all of which were entered in a frozen state and kept that way during the fair.

The temperature of the case had to be maintained at 15 degrees above zero. If the mercury rose above that, the fish would have spoiled; if lower, the glass encasing them would have frosted. Lighting too, posed a problem, but this also was solved. A lighting engineer worked out a light unit that functioned at low temperature.

\$237 in Cash Prizes

Costing \$2,000, the 14-foot case decided upon worked out satisfactorily. Only a few minor adjustments were required during the fair to keep the fish perfect thruout the week.

A total of 24 prize-winning fish were displayed. These were the first three "placers" in competition for the biggest muskellunge, northern pike, walleyed pike, large mouth bass, small mouth bass, brook trout, rainbow trout and German brown trout.

Cash prizes aggregated \$237.50, a reasonable, yet modest sum. It is doubtful that the bait of prize money caused the fishermen to enter, the biggest single prize being \$25. The impelling factor likely was the recognition and publicity that goes to those who hook the biggest.

Gets Strong Publicity

The contest provoked keen interest and just as keen competition. Sportsmen's groups participated in the build-up. Newspapers were generous with space, both leading up to the awards and after they were made. Similarly, radio commentators lent their support. It was, after all, a "natural" as copy.

As the fish were brought in to the receiving station established by the fair, they were weighed. Then, if they fell among the three heaviest in their specie they were retained. As heavier fish were brought in, those out-weighed and thus disqualified were returned to their owners.

Look for Bigger Ones

Naturally, some lessons were learned by the operation of the first contest. For instance, only one receiving station for entries was used. That worked a hardship on some rod-and-reelers who had to make long trips to Chippewa Falls to weigh in their fish. And, it is believed, that even more entries would have been received had there been more receiving stations. This belief is based on the knowledge that in Northern Wisconsin, muskies run as high as 50 to 60 pounds, yet the largest in the contest scaled in at 30 pounds.

In 1949 several receiving stations will be set up thruout the area. Fish will be weighed, measured and recorded and by means of a mailing

card system all entries will be listed at the fair office. Weekly bulletins also will be supplied each receiving depot. These will list all entries received, together with their weight and measurements.

As a result, it is expected that entries in the future not only will include muskies of 50 pounds or better, but also northern pike up to five feet in length, 14-pound walleyes, 7 or 8-pound bass, German brown trout up to 11 or 12 pounds and brook trout running around 5 pounds.

Aquarium Snares Interest

This year, even the entries were under that, either in weight or size, the showing of prize-winners was outstanding. It proved a potent lure to anglers, many of whom otherwise might not have attended the fair. And it was of high interest to others who have no ardent love for fishing as such but nevertheless are interested in seeing prize specimens.

The showing of these was but one feature of a new fair building, devoted entirely to fishing and allied interests. Chief among the other features was an aquarium, stocked with fish native to Wisconsin's waters and furnished by the Wisconsin Conservation Commission. The commission also staffed the aquarium with two men for the full run of the fair.

The aquarium set-up is well worthy of detail. It consisted of a battery of 20 tanks of varied sizes. Together, they occupied a space 9 x 36 feet. Each tank was tagged with the name of the fish or fish life in it, and, along with the name, was a brief description of the habits and peculiarities of each variety. In total, the showing offered an array of species which a vast number of fair-goers did not know existed in Wisconsin waters.

Commercial Exhibits, Too

The fair was fortunate in having pure spring water as the source of the city's supply. Thus, it was not necessary to install any machinery to control the water's temperature and the fish went thru the week with a small percentage of losses.

Supplementing the aquarium and the display of frozen prize-winners inside the building, were exhibits by sporting goods outlets. To these, the show lured the type of people the exhibitors were primarily interested in. Each commercial exhibitor was more than pleased with the results obtained. In fact, all already have contracted for space next year.

Attractive Building

The 46 x 120-foot building that housed the exhibits matched their appeal. The fair shunned log-cabin type construction because of the fire hazard and the high upkeep cost. Instead, construction was of Waylite tile, with a Western Douglas fir roof, set on six fabricated timber trusses made out of 8x10-inch fir timber. Roof boards and dormers are stained a light oak and finished with orange shellac.

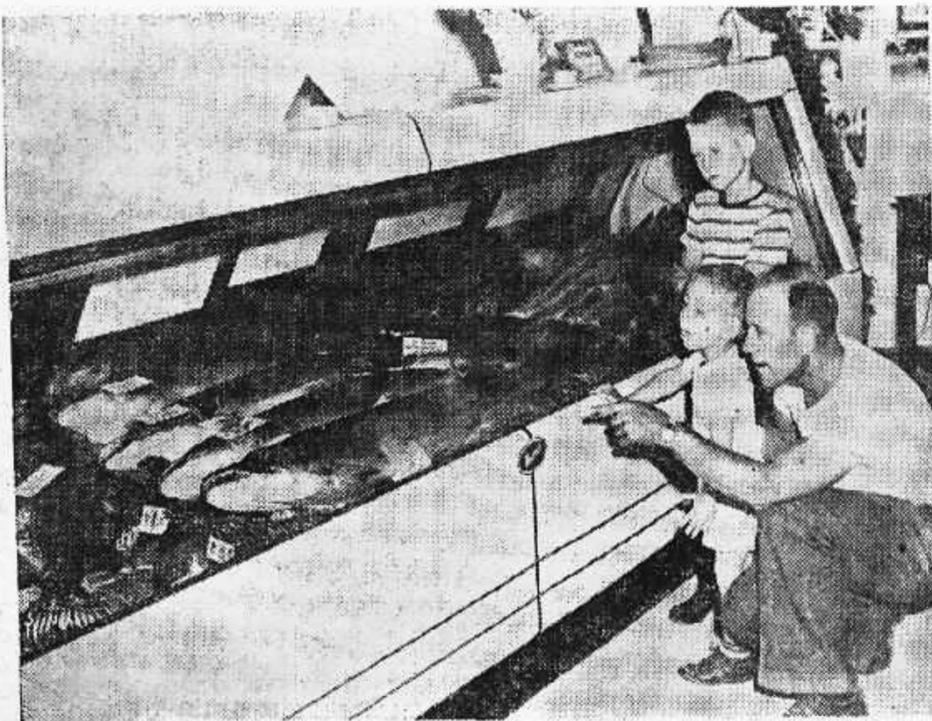
Windows are of glass brick. Fluorescent lighting is used thruout. The floor is concrete, and along the 12-foot, 8 inch-high walls are plywood panels. A battery of exhibit booths, with removable partitions, is provided.

At one end of the building is an 8 x 10-foot door, which permits large trucks to drive in. At the opposite end is a huge fireplace, the base of which is 5 x 10 feet, with an opening to take a six-foot log. Built of native red and blue granite, the fireplace adds much to the outdoor atmosphere of the building.

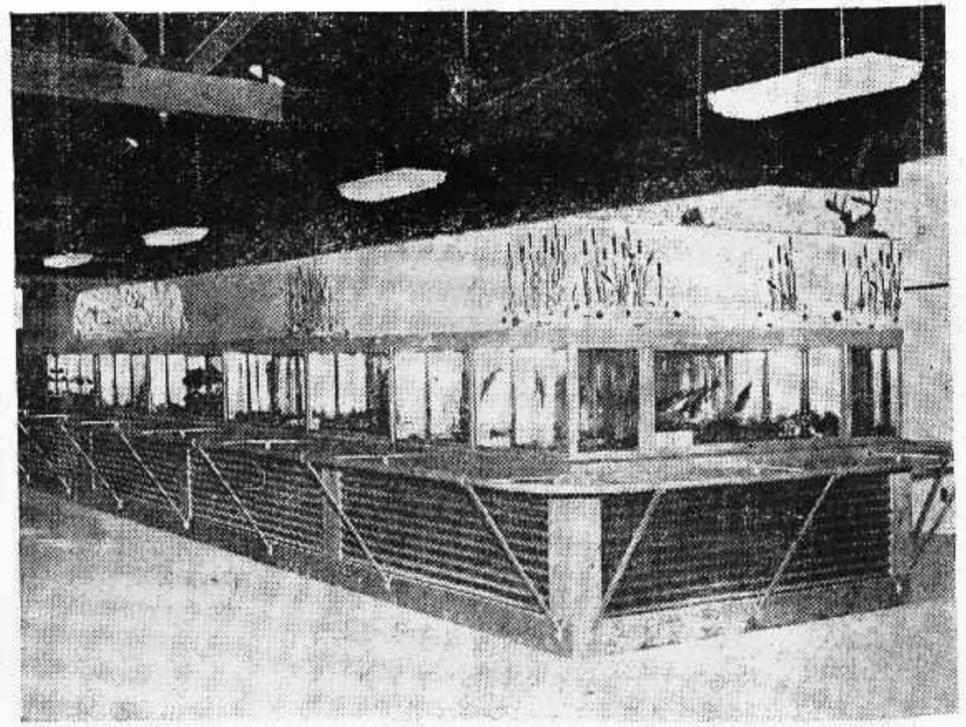
Aimed at Year-Round Use

Moreover, it makes the structure ideal for winter meetings of sportsmen's and other groups. The building can be cleared from wall to wall, so that it may be used for a wide variety of uses at times other than during the fair.

Started in the fall of '47, when the foundations were laid, the building was completed July 20 in ample time for the fair. It cost roughly \$28,000. Together with \$5,000 for the aquarium and the cost of the refrigerator case, the total ran about \$35,000.



VIEW ABOVE shows big ones in deep freeze and is accurate except in one respect. Usually, a crowd lined the case to get a view of the big prize winners.



NEW AQUARIUM, consisting of 20 tanks of various sizes, was stocked with fish native to Wisconsin's waters. Traffic around it was clocked at 2,200 to 2,600 persons per hour.

1,254,503 people

make the

LOS ANGELES COUNTY FAIR

POMONA, CALIFORNIA

TODAY . . . more than
ever before

the **LARGEST**
IN AMERICA



C. B. (JACK) AFFLERBAUGH, President-Manager
LOS ANGELES COUNTY FAIR
FAIRGROUNDS POMONA, CALIF.

**1948 FACTS
AND FIGURES**

Attendance
1,254,503

Pari-Mutuels
\$6,915,644

Grandstand
Attendance
(Afternoon and Evening)
256,433

Exhibits
40,000

Plenty of Style Attracts 'Em

Show of Feminine Fashions, Sponsored by Department Store, Plays to Huge Crowds; First Was Held 28 Years Ago

FOR over 28 years L. S. Ayres & Company, a leading Indianapolis department store, has been going to the Indiana State Fair—each year with a style show staged in the Women's Building that has become as much a part of the fair as Ferris Wheels and cotton candy. The show is unique in many ways. It is the oldest and most attractive of its kind on the State fair circuit. The store is proud of its participation in the fair, and even its models use all kinds of devices to get on the show, tho it means hard work and minute changes of costumes to display the 78 varieties of dress during the 45-minute running time.

Theme of the show, according to Mrs. Elizabeth M. Patrick, director of Ayres' Fashion Bureau, is *Clothes for the Lives That We Live*. In developing this theme the staff works closely with women thruout the State and especially with Mrs. Karolyn Holloway, only woman member of the Indiana State Fair Board, who is in charge of the Women's Building. From this comes a display of serviceable and sensible clothes for Mrs. Average Hoosier.

Six Types of Models

"Good fashion is personal," Mrs. Patrick insists, adding, "Our business is not clothes but the individual woman. We have found that the important thing about our show is to personalize and yet dramatize each costume to provide information plus inspiration."

In working out these ideas, the show opens with six different types of women models, including a collegian, "tip toe" meaning 5 feet 4 inches and under in height; average; half-size matron; the tall thin type and a woman wearing size 42.

The models are arrayed on the stage, and the spectators are urged to pick out their own particular type and watch for the costumes displayed by that model. Incidentally, the big question each year among the staff is why so many men appear at the show?

Stress Basic Ideas

The show is programed to give the spectators certain basic ideas on what is good fashion, including all accessories. Models are picked to fit almost any woman attending the show, even those wearing glasses.

While the show has a definite promotional value to the store, results are not measured in this manner. Ayres has become extremely proud of the service value the show renders. The store finds ample inspiration to continue from statements like the one from an out-State woman who said, "When I go to the store at home to buy my clothes, I always think of what I saw at your style show at the State fair."

Wedding Costumes, Too

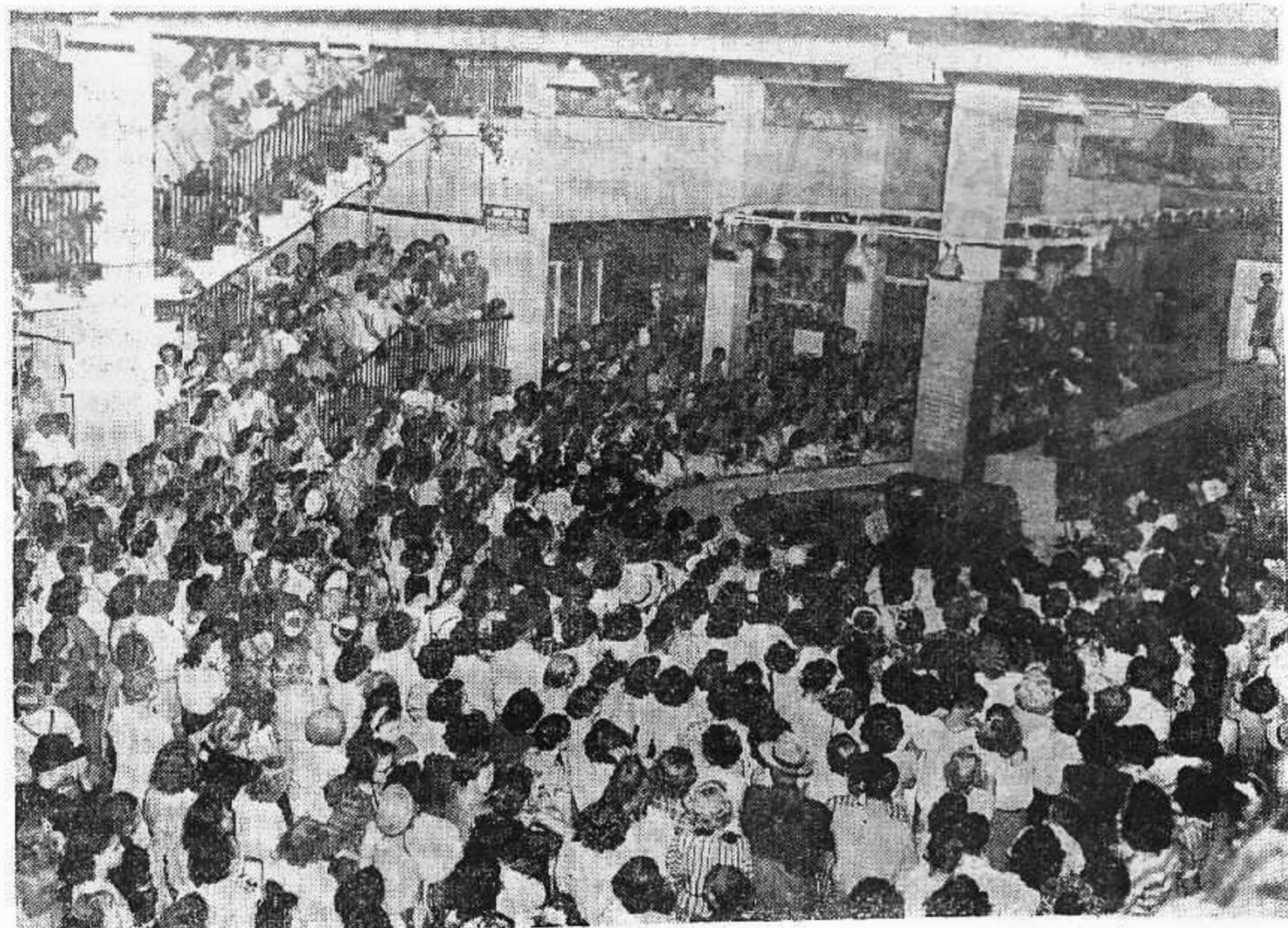
The program always culminates in a display of wedding costumes for the bride and her attendants. This year a new twist was added when a young man posed as the groom for the model showing the bridal gown. Spectators were given paper streamers to toss at them as they left the runway stage. The young man, a college student, returned to his studies, and his father is still receiving fan mail from over the State.

That the shows are packed with interest for fairgoers cannot be denied since the crowds have grown so large that State Police are now assigned to assist in handling the spectators.

Oh, yes, the promotion for the show. The service show is so well known it takes only a small newspaper ad and a plug on the fair's public-address system to pack 'em in.



LONG, HIGH, WELL-LIGHTED RUNWAYS gives Hoosier women an easy opportunity to see all of the latest fashions.



CAPACITY CROWDS INVARIABLY SEE each showing. Picture above is that of typical throng. Note line-up, several deep, in balcony.

Atlanta's

SOUTHEASTERN WORLD'S FAIR

America's No. 1 Fair



1. Mike Benton, President, and Ivan Allen, Chairman of the Board, view \$335,000.00 BENTON ADMINISTRATION BUILDING just before completion.
2. Four prize Aberdeen Angus check in for hotel accommodations at ground floor of new Benton Administration Building.
3. Tap Bennett, Director of Livestock (left), talks with exhibitor of prize Hereford.
4. Left, Shirley Gretona (8 years), high-wire performer, receives best wishes from Gus Sun Sr. (80 years old). They celebrated joint birthdays October 7 at Atlanta.
5. Judy, Wonder Elephant, and Ruby Fisher, both of Sun Bros.' Circus, at S. E. Fair.
6. Main Auditorium, Benton Administration Building, displays S. E. Fair's first Dahlia Show.

Pettit Way Wins at Santa Clara

By
Sam Abbott

Builds Annual's Rep for Friendliness;
"Hi, Neighbor" Greeting Sets Tone;
Many New Features Are Introduced



THE AIM AT SANTA CLARA is to appeal to all age groups. The Diaper Derby is one of the ideas which pays off.



A CHANCE TO WIN a ribbon is extended to almost everyone, as indicated by a three-legged race shown above.



THERE ARE FEW dull moments at a Russ Pettit fair. Such events as daily prune pie-eating contests liven things.

"HI, NEIGHBOR," is the preface to each announcement made over the p.-a. system at the annual Santa Clara County Fair, of which Russell Pettit is secretary-manager. But the phrase doesn't stop there, for it is carried over into the private life of this popular secretary of the San Jose Chamber of Commerce. To Russ Pettit, everyone is a neighbor and this attitude is what helps make this a friendly fair. His slogan: "Never sell San Jose short," and enthusiasm for his job was largely responsible for the 1948 fair attendance mark of 152,787.

Altho the 1948 fair was only Pettit's third, it has grown in stature each year to the point where it threatens the position of more established expos.

Background for his present job was obtained at the University of Chi-

cago, where he helped promote student activities. Shortly after leaving school he was called upon to help put on the Kiwanis International convention at St. Paul. In addition to handling the promotion, Pettit showed an eye for business by getting the novelties contract for the event.

Starts the Hard Way

In 1925 Pettit came to San Francisco where he and a partner trained crews to sell the old *College Humor* magazine. Things were running smoothly until the magazine suddenly changed hands and their funds were cut off. This left Pettit and his partner with nothing but the gold leaf sign on their office door: "Advertising and Publisher's Representatives."

Finances were so low they were forced to subsist on cheese sandwiches, toasted on the flatiron in their hotel room. After hocking everything they owned, they learned that a new shipment of *College Humors* was due in town by freight car. They tied up the car with an injunction and finally got their money.

In the meantime, Pettit had gone to Harry Maine, head of the San Francisco Tourist Bureau, and told him of his experience in handling the Kiwanis convention. It so happened that one of Harry Maine's close friends was Wendell Thomas, manager of the San Jose Chamber of Commerce, who was looking for a young man familiar with publicity and convention work. At this time, Pettit admits he had no idea what constituted a Chamber of Commerce, and what was worse, had never heard of San Jose.

Almost from the moment he arrived in San Jose he was sold on the town. Since 1925, Russ Pettit has been with the Chamber of Commerce and the enthusiasm he feels for the town has been instrumental in his ability to sell the city to Eastern manufacturers anxious to locate on the West Coast. Thru Pettit's efforts, such firms as Beechnut Gum, Owens Illinois Fiber Glass, and General Electric are in the San Jose area. At the present time he's trying to convince the Johnson Wax people to build their new plant in his town.

Builds Good Will

But the fair is Pettit's first love, probably because he has a good time in promoting the event. It's fun and he wants everyone in the county to share his enthusiasm.

Pettit has long felt that some recognition should be given exhibitors and concessionaires to show his appreciation of their participation in the fair. This led to the annual presentation of certificates, which go to everyone connected with the expo. Just another example of the Pettit flair for building good will.

It was this building of good will that enabled Pettit to sway public opinion so that San Jose could have an annual fair. For 32 years the county was without one. In 1935 the San Jose Chamber of Commerce Fair Committee was formed but nothing was accomplished for five years due to lack of cash for the purchase of suitable grounds.

Not until 1941 were any steps taken in this direction. At that time the committee raised the necessary funds so that 97 acres could be purchased from the owners of the 50-year-old Miramonte Stock Farm for \$35,000. Additional acreage at the rate of \$2,000 per acre was purchased until the plant now covers 163 acres. Five acres were added this year for parking, making a total of 28 acres for parking areas surrounding the fair.

Plans Bigger Grounds

Pettit still doesn't feel the grounds are large enough and has no intention of stopping until the fair committee has 200 acres. Eventually he wants the grounds also to be used as a city park, suitable for all types of events. This year-round project, he believes, will help defray part of the \$750,000 now invested in the plant.

A great believer in eye appeal, Pettit had the concession stands painted in four colors this year, instead of the former single color. Even the 130,000 square feet of canvas, housing the main events, is robin's egg blue. A new overhead lighting system makes the grounds as colorful by nights as they are by day. All roads on the grounds are gravel filled. So far as Russ Pettit has been able

to learn, the first public opinion survey made at a county fair was conducted here. These surveys are vital, he believes, if a fair manager is going to give the public what it wants.

As an example, he found that out of the 126,000 attending the fair last year, 47 per cent wanted to see the livestock judging but were prevented because of daytime employment. This resulted in Pettit ordering an illumination job done on the judging rings. As a result, the rings this year were jammed each night.

Other Innovations

Another Pettit innovation was to have the judge wear throat mikes so the judging could be explained to the crowd in non-technical language. But these changes did not come without opposition. Many people argued it was traditional to judge cattle in the daytime and the practice should not be discontinued. But Pettit was adamant, arguing that it was better to cater to the wants of 126,000 patrons than the traditions of 75 herdsmen.

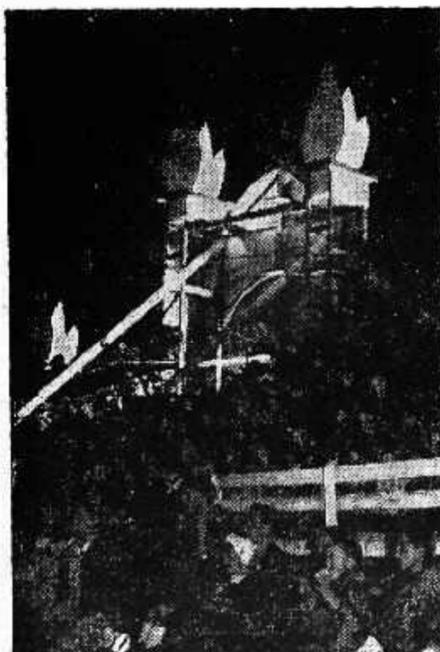
Another interesting point revealed by the survey was that 11 per cent of the public attended the fair because of the children. Upon learning this fact, Pettit began to make new plans. He felt that if 11 per cent of the ticket buyers were the kids, the moppets should have added shows and conveniences.

This led to the establishment of the storytelling hour in a roped off area, where kids could be left while mothers attended the fair. To supplement the storytelling, handled in shifts by local women, a library of recorded fairy tales was used.

"What we try to do," Pettit said, "is to think of things that will entertain all groups and ages."

Fun for All

No matter what the age might be, everyone can participate in the fair. An example of this is the diaper derby for kids under 12 months. Then there is the prune pie-eating contest. Also for the older kids are puppet shows, but Pettit found that 70 per cent of these audiences were composed of adults. Another entertainment (See Accent On on page 36)



Nightly free shows in front of the grandstand helped to hold the late crowd for the midway.



Thar's Gold in Hobbies

One of Every Five PNE Patrons Pay To Attend Hobby Show

THE theory that if you scratch the average citizen you'll find a hobby and also a burning interest in his neighbor's hobbies has been made to pay off financially and as a cultural adjunct of an established exhibition. Some 122,320 persons paid 25 cents each to see probably the Continent's greatest hobby show at this year's 11-day Pacific National Exhibition (PNE) at Vancouver, B. C. That total is indeed impressive because it means that almost one out of every five persons of the 644,237 persons who thronged thru the Vancouver gates took in the hobby show.

M. C. Gordon, Toronto, general manager of the hobby show, is editor of *Hobbycraft Magazine* and has an intimate knowledge of his subject and of individual hobbyists.

The range of exhibits was exactly what anyone might anticipate from model airplanes to goldfish and intricate wood carvings to such games as a farm scene woven out of wheat straw by a retired 80-year-old Alberta farmer.

Then, too, there was a miniature sawmill which, under the hand of its builder, a worker in a logging camp, turned tiny planks out of appropriate sized "logs."

Appeal of the show was enhanced by linking it with a philatelic display and competition and an international photographic salon in which pictures were entered from as far away as India and China.

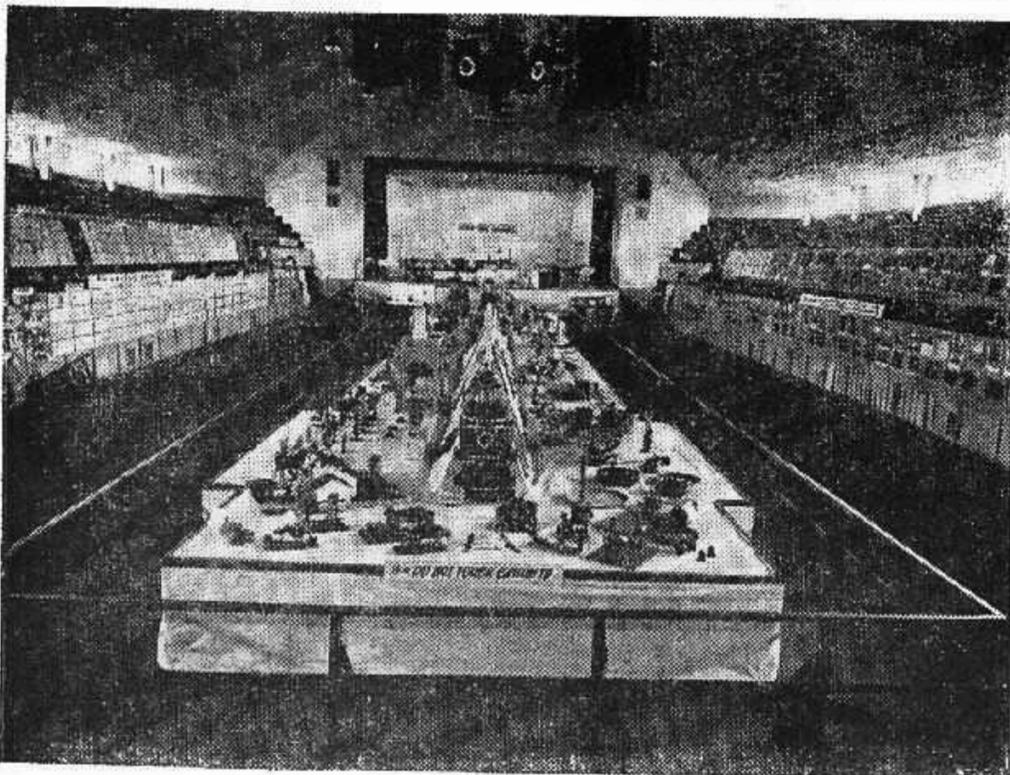
PNE officials, headed by V. Ben

Williams, general manager, had unlimited faith in the hobby show's appeal when they inaugurated it at the first post-war fair. They established the show in one of the exhibition's choicest buildings and set the admission figure low so that it would match the popular appeal.

Suitable trophies, many of them valuable, were distributed in the various classes, including those for disabled persons.

"Hobbies play a definite and important part in our cultural life," declared Professor H. M. King, president of the Pacific National Exhibition, at the trophy awards ceremonies held before thousands on an outdoor stage. "They must be given every encouragement and recognition."

General Manager Williams pursued the point further. "The hobby show is an integral part of the Pacific National Exhibition," he declared. "It will be expanded to the utmost."



PNE OFFICIALS went all-out for the show. They provided a choice building, and the physical set-up inside was laid out to permit heavy traffic and easy visibility of all exhibits.

M INNESOTA

S TATE

F AIR

SAINT PAUL

1948 ATTENDANCE

855,011

1949 DATES

AUGUST 27
TO SEPTEMBER 5

WILLIAM A. LINDEMANN

PRESIDENT

RAYMOND A. LEE

SECRETARY



Ottawa Plant Hums Year-Round

\$500,000 Expenditure for Improvements Enables Canadian National Exhibition to Utilize Facilities for Many Events

**By
Jim Mellugh**

THERE IS nothing static in the annual presentation of the Central Canadian Exhibition, Ottawa. There couldn't be, considering that the association has made a capital investment of more than \$500,000 in the last two years. The money was poured into a plant worth many times that amount, and every dollar was spent with considered carefulness so that the public would reap ultimate benefits.

A long view was taken by fair officials with emphasis on 52-week-a-year operation. The advantages for the people of Ottawa and its environs are many and will tend to stimulate interest in the plant, altho the need is not apparent since an accurate turnstile count shows the exhibition is annually attended by more than 325,000 in five days.

Costs Half Million

Like many other annuals in the United States and Canada, the exhibition was taken over by the army during the war years. The enforced operational lapse meant principally a loss in revenue—considerably more than the \$300,000 paid by the army for the use of the grounds. This sum, supplemented by \$200,000 from the exhibition's treasury, was used in refurbishing permanent buildings which the army had converted into garages, maintenance and supply depots.

Much of the post-war activity has been aimed at furthering civic enterprises, with the accent on youth activities. Fair officials hope that the latter will help circumvent tendencies toward juvenile delinquency.

A portable floor, which can easily be laid over the tanbark surface of the Coliseum, makes it possible to stage in that building basketball, volleyball, dancing, track meets and boxing. The weather is licked and the seasons extended by the adaptation of the Coliseum for these various activities. The building is seldom dark at night as the athletic leagues take over.

Coliseum Seats 2,500

The Coliseum contains permanent seats for 2,500. Capacity can be increased by the use of 1,500 folding chairs for meetings and conventions and other events not requiring the full use of the floor surface.

Planning the extended use of exhibition facilities was considered in minute detail by H. H. McElroy, general manager; D. Roy Campbell, president, and the board of directors. Available for speedy use are 2,200 folding chairs, 800 other chairs, 800 tables, countless benches, glasses, water coolers and many other sundry items in ample proportion.

The Coliseum was completely refurbished for efficient operation. The exits were increased and simplified. Special building features include a teen-age rumpus room, adequate and modern rest rooms, kitchen facilities, check rooms and attractively decorated lounges. Only amateur athletics are fostered by the association.

Houses Conventions

Both the Liberals and Conservatives, Canada's major political parties, used the Coliseum for their national conventions and by so doing focused attention of the Dominion on the exhibition. Complete press and radio facilities were made available by the exhibition.

With the removing of the portable floor, the annual horse and cattle shows are staged in the Coliseum. The Junior Farm Calf Club and various breeder organizations also use it for their annual and semi-annual sales.

Provide Huge Sports Site

After the army's occupation, exhibition officials fenced in three acres of the grandstand infield area, bisecting the old one-half mile track to provide a compact area for baseball, football, track, lacrosse, and other field sports with ample room left over for practice fields. A modern lighting system makes possible night participation in all of the sports. The seating capacity, including bleacher sections, exceeds 10,000 and has been taxed occasionally with the presentation of the amateur contests. Also available for the public are large, shaded picnic areas and tennis courts.

Extensive winter sports activities also are planned by the association. Contemplated are the erection of a toboggan slide, ski jump and speed and fancy skating rinks with all units duplicated in junior sizes. An annual winter sports carnival, even to an ice palace, is slated for possible future production.

Justify Expenditures

The numerous activities involved have resulted in the outlay of very little money which would not have been spent in connection with the staging of the exhibition, officials say. Actually, the program has resulted from adaptation and the studied use of available facilities.

Charges are levied in the belief that it is not good to give something for nothing, since that might tend to detract from the value of the offering. An effort is made to impress the people with the knowledge that the plant belongs to them, and this educational program has resulted in the use of the property with better than average care, officials say.

Officials Look Ahead

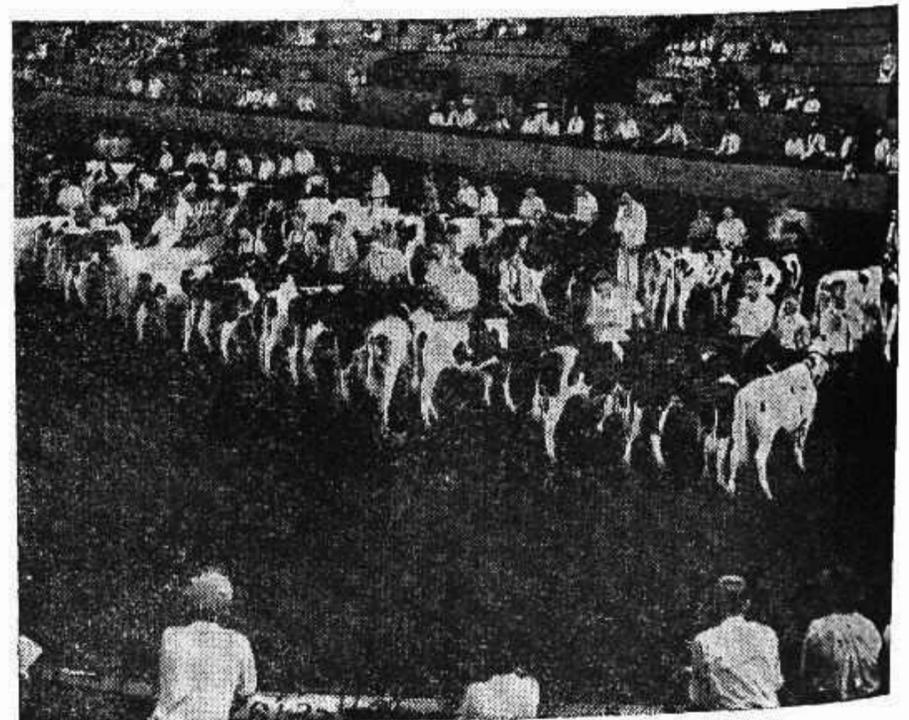
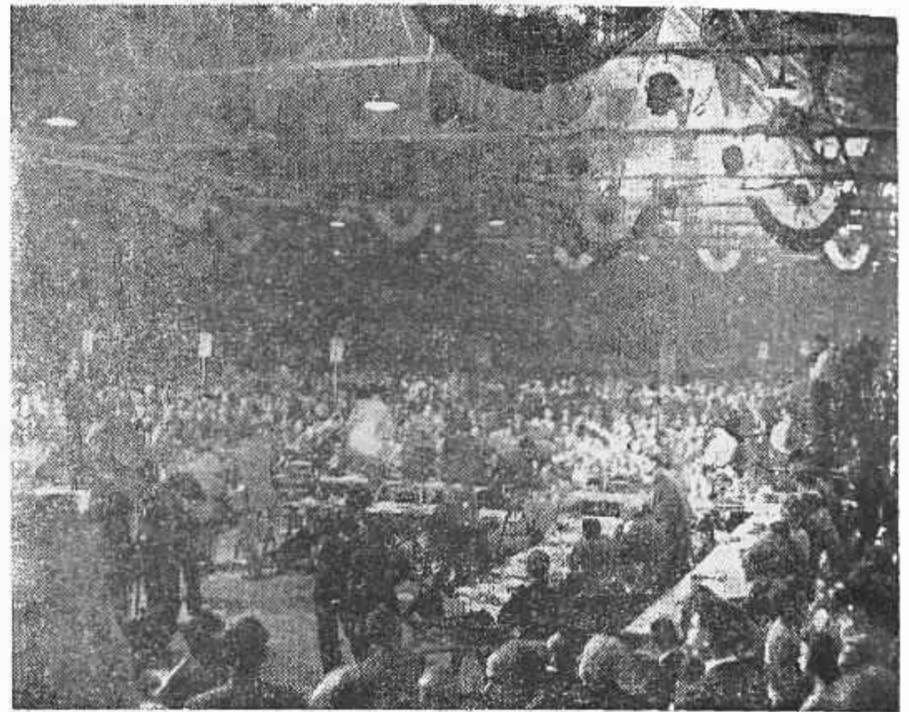
The expansion of these public service facilities hinges solely upon the success of the annual exhibition. There is virtually no limit to the projected planning of officials who are looking forward to increased activity, even tho the program in effect is a full one.

The Assembly Hall, also improvised after the army's occupation, contains an attractive dining room seating upward of 100 people and a large, gaily decorated lounge and bar. Apparently it has filled a need since it is rented at \$60 a night on the average of five nights a week. Those using the facilities include the American Embassy and other small groups. Each day \$8 worth of fresh flowers are placed in the lounge.

The primary purpose of the exhibition has not been ignored, despite the attention given to the civic projects. The Manufacturers' Building, comparable to any, was refurbished at a cost of \$68,000 in time for this year's show. Fluorescent lighting was used lavishly and all the display booths were made as attractive as the skilled use of color and modern decorative materials could make them.

Food Building Rebuilt

The Pure Food Building, which was gutted by the army, was rebuilt with each stall containing water, gas and electric outlets and sinks. As a result of the attractive layout, the demand for space far exceeded that available. Exhibitors gave away more
(See Ottawa Plant on page 36)



RARELY IS OTTAWA'S COLISEUM dark at night. National political conventions, such as shown in the top picture, sporting events, cattle sales and meetings keep the building in almost constant use. Removable flooring enables quick teardown and set-up.

Tailored To Order—

Hoosier Annual Does It in News Releases, Gains Much Good Will

By George C. Shull

CALL IT a miracle or what you will, but dozens of hard-boiled Hoosier newspaper editors took time out this year to reverse the tables on the public relations department of the Indiana State Fair. The customary procedure has been for the fair department to write letters to the newspapers thanking the editors for giving space to "Hoosierland's Greatest Show." This year, however, these editors showered the fair with complimentary letters thanking the fair department for its work—all because of service tailored to their needs.

The public relations department began functioning in February on the theory that almost anyone can get publicity, but it takes a generous amount of work and planning to get good public relations. With the consent of the Indiana State Fair Board the department set itself up to perform three functions.

(1)—To provide informational material mailed each week to Indiana's 374 weekly and daily newspapers with special emphasis given to the "local angle" by making every effort to include home-town names. This was applied to breed papers and other specialized publications. As a foundation, a careful institutional build-up was made thru use of an all-color, sound 16mm. motion picture of the previous year's fair together with speeches by board members.

(2)—To act as an advertising agency in designing, writing and placing advertising in every newspaper in the State plus the specialized publications.

(3)—To make a sudden switch at fair time to a service organization designed to provide every possible angle of coverage for newspapers, wire services and radio, here again with particular emphasis on the "local angle."

Functions 1 and 2 were comparatively easy. In using the movie, 15 copies were spread among Purdue and Indiana universities, the Farm Bureau and the State fair office. Schools, civic clubs and farm organizations were informed that a free program was available with movies and a member of the State fair board as a speaker. More than 600 showings of the movie and countless speeches were made thruout the State in the late winter, spring and summer.

Intensive Service

Function three furnished a knotty problem because to be of real service each of the 374 newspapers and the

radios had to be provided with news and pictures, too. The department was faced with the task of reporting the judging results of about 25,000 individual entries in everything from oil paintings to milch goats.

These 25,000 entries were put into about 1,500 different sections and first ribbons plus awards up to as high as 20th place had to be provided to the newspapers and radios while the news was still "hot." Then the problem of distribution arose. Here is how the Indiana State Fair public relations department got its compliments.

Speed Accuracy Needed

Obviously the need was for speed, coupled with accuracy and a large staff. An experienced newspaperman was employed to act as editor of the State fair staff. Over his desk flowed every story put out, and he assigned the 35 members of the staff to a particular job each day.

His reaction after the fair closed was. "Oh brother! I've covered top sporting events, mine disasters and just about everything in my time but this State fair assignment was the toughest I've ever been on. Why, I haven't seen my family for 10 days."

Agriculture students and men familiar with livestock, poultry and similar exhibits from Purdue University were placed on the reporting staff. From Indiana University department of journalism, came student reporters for the women's department, 4-H Club divisions and general fair coverage.

168 Releases During Fair

Backing up this group were two competent photographers and two additional experienced newspapermen, who circulated over the grounds and gave advice and assistance, when needed, to the college reporters. Every exhibit and judging event had its own reporter whose task it was to report results accurately and fast, and be on the alert for feature stories and pictures from each center of activity. As a result, a total of 168 news stories were provided in addition to the judging reports. Pictures were made of every major award winner. All stories got great play in newspapers and on the radio.

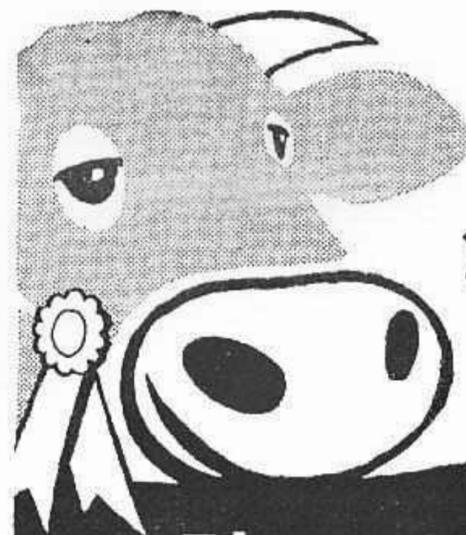
The problem of how to keep in close touch with the reporters was solved with a messenger service. Six high school students were employed. Each was provided with a map of the fairgrounds and assigned a particular route so that every reporter on the grounds was contacted every 15 to 20 minutes thruout the day. The reporters were given report sheets on which they noted judging results, including the name of the article or animal, the name and address of the owner and the section number corresponding to the number in the premium list. The messengers returned these reports to the fair editor's desk.

Fast on Output

From this desk the reports went to a mimeograph room. There five girls cut stencils as the report sheets flowed in. Each girl was careful to keep a complete class on the same stencil. For example, the Chester White swine judging classes were kept together, the Poland China swine on another, right down thru the swine department and every other. These stencils were rushed to the mimeograph machine and copies were turned over to newsmen quickly.

In another corner of the room, a State desk was set up. Prior to the

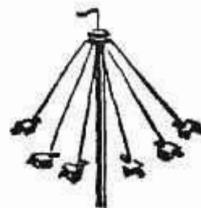
(See Hoosier Annual on page 34)



IT WAS A BEE-UTIFUL SEASON IN MICHIGAN!

The MICHIGAN STATE FAIR and EXPOSITION AT DETROIT

Was the Finest of All!



Folks packed the big Coliseum every night and matinee to see Judy Canova, her sister Annie, her brother Zeke and a terrific, colorful revue staged by Ernie Young! More crowded the big grandstand to see Leo Carrillo, the Bob McKinley Rodeo and Lucky Lott and his Hell Drivers. They also fought for a chance to see Elsie the Cow and Beauregard, the "Michigan on Canvas" Art Exhibit and the first public showing of Life magazine's stunning "The New America" picturama!

Yes, it was a beaut . . . the whole Michigan State Fair for 1948! There was a triple expansion of agricultural machinery and wares exhibits and a new "Modern Living" Center that caught the eye of all. And for the most exciting shows of the century, keep YOUR eye on Michigan's great State Fairs!

What's More... Next Year Comes THE 100th!



BOARD OF STATE FAIR MANAGERS
HAZEN L. FUNK, GENL. MGR.
MICHIGAN STATE FAIRGROUNDS
DETROIT 3, MICHIGAN

George C. Shull, who directed the publicity for the 1948 Indiana State Fair, Indianapolis, now is advertising manager of The Indiana Farmers' Guide at Huntington, Ind. Prior to his State fair service, he published a weekly newspaper at Winamac, Ind., after having served in various capacities on Hoosier newspapers, including The Muncie Star and The Indianapolis Star. He also was employed in the Indianapolis bureau of the Associated Press and was a photo editor for the AP in New York.



Indiana, Radio a Potent Duo

By
Lou Culp

HOOSIER radio broadcasters, haunted by everything from tax collectors to the lurking shadow of television, got a shot in the arm during the 1948 Indiana State Fair, as a tidal wave of more than 200,000 visitors rolled thru the new Radio Center building on the fairgrounds.

Officially dedicated September 4, the \$240,000 showplace, with its 12 studios, drew spectators with the same magnetic power as a Boston-banned book. Fair officials looked on in wonder, smiled happily, and decided that the new edifice was a colossal success. It was, no doubt about it!

But it wasn't the mere fact that people poured in for a visit that made Indiana radio men clasp their hands in joy. It was the deep, unfettered interest displayed by the multitudes in the fascinating field of radio that did the trick.

First Time for Many

It would be a conservative estimate to say that one out of every three visitors had never before seen a studio broadcast. Radio-wise individuals estimated the ratio at anywhere from 50 to 85 per cent of the total visitors.

As a result, the studios were packed to capacity during the airing of each program, while hundreds more watched thru the observation windows or mingled with the milling crowds that moved endlessly thru the corridor from early morning until late at night.

In fact, so tremendous was the demand for seats to the studio shows that broadcasting officials became keenly aware of the need for a continuous schedule of daily programs, with the accent on variety.

Seen as Big Gain

As one station executive so aptly put it: "For the first time radio came to the people and discovered that by so doing it gained thousands of new listeners and some potential users." That seemed to be the consensus of everyone in the broadcasting business.

From the standpoint of the State fair, one spokesman summed it up by saying, "No other single feature in the history of the Indiana State Fair has done so much to build the attendance of our annual agricultural exhibit." What more could one add to a statement like that?

It would be foolish to say that all

Louis J. Culp, vice-president of Gemmer-Culp, Inc., Fort Wayne, Ind., advertising-public relations agency, has directed the Indiana State Fair radio activities the past three years. A native Hoosier, he cut his journalistic eye-teeth with *The Fort Wayne Sentinel* before joining the International Harvester Company in 1936. His tenure with that firm concluded with a three-year stretch in public relations, ending in 1939, when he joined the Fort Wayne agency.



in 1936. His tenure with that firm concluded with a three-year stretch in public relations, ending in 1939, when he joined the Fort Wayne agency.

was sweetness and light during the 10-day run of the fair, for like all new buildings the Radio Center revealed a number of bugs which might well be considered by other organizations contemplating the construction of similar centers.

Because the Radio Center is combined in one unit with a paddock for race horses, with stalls located on the ground floor and studios on the second floor, the No. 1 suggestion was to eliminate the paddock and install an auditorium in its place. It was emphasized by almost all of the radio personnel that since the present individual studios have already proved to be too small, the next best step would be to build a large auditorium, capable of seating a thousand or more guests, which could be shared by all the participating stations, presenting a continuous schedule of programs. Said most of the boys, "Horses and Hoopers just don't go together!"

"Bugs" Uncovered

Other suggestions for improvement of the center were:

1. Build control booths in all studios. (There are none now.)
2. Improve the soundproofing and insulation.
3. Widen the doors. (It was a job getting electric organs thru.) Also, put locks on the doors.
4. Put up bulletin boards at each entrance showing daily schedule of programs.
5. Install "on" and "off" air signals.
6. Install stages and clocks in all studios.
7. Corridor should be wider to eliminate congestion.
8. Increase the number of air-conditioning units.

Obviously most of these criticisms are important enough to warrant consideration before the 1949 Indiana State Fair rolls around. It is still too early to predict what action will be taken, but it is reasonable to believe that the fair board, greatly pleased with the radio industry's liberal contribution, will react favorably to at least part of the recommendations.

Statistics Impressive

For readers to gain some conception of the tremendous service performed by the broadcasters on behalf of the fair, it is necessary to quote a few impressive statistics.

The results of a still incomplete survey show that more than 300 programs were aired from the Radio Center, which, added to an additional hundred-odd broadcasts made from other parts of the fairgrounds, brought the total programs near the 500 mark.

Figured in terms of time, those 500 programs could easily add up to more than 1,000 hours. It should be remembered that programs varied in length from quarter-hour to the long one and two-hour broadcasts of the harness races, which were undertaken by some stations.

Come Back for More

We said earlier that more than 200,000 visited the Radio Center. Yet that figure overlooks the fact that many visitors were "repeaters," who came again and again to take in certain broadcasts. Our spot-check estimates always were reduced by 10 per cent to eliminate as many "repeat" visitors as possible.

One wag commented that the

Hoosier Annual Gives Outlets Best in Facilities, New 12-Studio Building; Reaps Harvest of Free Air Time, Shows



SOME IDEA OF THE POPULARITY of the new Radio Center at 1948 Indiana State Fair may be gained from the above pictures. Upper photo shows the building's modern interior. A small portion of the more than 200,000 people who attended broadcasts is shown in the lower shot. Note the people standing in the rear.

center was so crowded that two lines were always kept moving—one for inhaling and one for exhaling. That was not too far from the truth, and on the day when Shelley Winters, film starlet, paid a surprise visit to the center there was some doubt as to whether anyone would be able to breathe at all.

In trying to determine the type of program which proved most popular with fairgoers, we found that most broadcasters were inclined to vote for a particular show which they had featured. Naturally, the television demonstrations sponsored by WUTV and WFBS, both of Indianapolis, attracted the largest crowds, which may be attributed to two factors, (1) the novelty of television, and (2) the fact that demonstrations and programs were continuous thruout the day.

To a lesser degree, frequency modulation representatives were able to capture audiences with demonstrations of FM versus AM reception.

However, when the popularity poll of actual radio programs was boiled down, it showed that audience participation and musical shows ran neck-and-neck, with the lure of the giveaway gimmick still much in evidence.

Probably the most significant fact of all came from a private survey made by one of the two television outfits. Their records showed conclusively that less than half of 1 per cent of persons interviewed had previously seen a television set in

operation. The Midwest is without doubt still virgin territory so far as video is concerned.

To establish a value on the contributions made by radio and television to the 1948 State fair in terms of dollars and cents is a difficult task. When one considers the tremendous amount of air time donated both before and during the fair, plus the cost of employees' salaries and expenses, and decorating and equipment charges, it all adds up to an unbelievable figure—nearly \$400,000. No further comment seems necessary.

It would be grossly unfair in summarizing the radio activities of the 1948 Indiana State Fair to overlook the fine work of many Hoosier radio stations and a number of out-of-State stations, which operated from points on the grounds other than the Radio Center.

One cannot accept lightly the work of such men as Herbie Koch, WHAS, Louisville, who played the organ at noon and night sessions of the Horse Show in the Coliseum, or Frank Cooley, farm director of WHAS; Harry Campbell, farm director, WBBM, Chicago, or Jay Gould, farm director, WOWO, Fort Wayne, Ind., who did such splendid jobs of covering the agricultural side of the fair. Then, too, there were such hearty perennials as the WLS, Chicago, *Dinner Bell* show and Roy Battles, farm director of WLW, Cincinnati, and *Everybody's Farm Hour*, plus many others too numerous to mention.

THREE YEARS of planning on a year-round basis paid off for the State Fair of Texas October 16 when 60,000 rural youth, an all-time world's record, helped give the fair a total attendance of 226,047, largest single day in its history.

Farm and ranch youngsters from all sections of Texas whooped into the grounds, after many had traveled by bus all night to be in Dallas for the occasion.

Dallas business leaders joined with the fair as hosts at an enormous outdoor luncheon. Divided into 60 food lines, the throng was served hot dogs, cup cakes and apples in one hour.

Fifty outstanding boys and girls of the three organizations received State fair honor awards for outstanding records in farming, leadership and other activities. Presentations were made by D. A. Hulcy, president of the Dallas Chamber of Commerce.

Dress Revue Contest

Another top-flight event of the day was the 4-H Club Dress Revue, a home-made clothing competition among girls from 96 Texas counties.

An attendance prize of \$100 went to the unit from each of the three groups which brought the most kids, the most miles.

Not satisfied with one day, 2,500 of the boys and girls remained overnight in dormitory facilities provided by the fair.

The greatest day in the history of the State Fair of Texas had its origin in a meeting early in 1946 attended by R. L. Thornton, State fair president; Ben E. Cabell, general chairman of the livestock and agriculture committees, and Ray W. Wilson, then chairman of the junior livestock and agriculture committees. They decided on a program which would reach the maximum number of farm and ranch boys and girls, to make it

It Takes Planning—

60,000 Strong, Rural Youth Gives Dallas Its Biggest Day

possible for them to take advantage of all the splendid educational features of the fair.

Rural Youth Day Plan

Moreover, they believed that a big single day for rural youth would dramatically focus attention on the splendid programs being carried out by these boys and girls and would encourage these groups to work still more closely together for one common cause. Before the war, each group had been honored with a separate day.

As the first step in bringing the plan to fruition, officials in charge of

the 4-H Club program in Texas and leaders in vocational agriculture (Future Farmers) were invited to assist. As a result of their work, the State fair entertained 30,000 rural youth as its guests in 1946.

The Future Homemakers then asked to be invited, and as the result of an expanded program and better organization, the fair had 45,000 boys and girls as its guests in 1947. This established a record as the largest group of rural youth ever assembled at one time in one place.

It is felt that aside from the thorough planning and year-round work, the

two most important factors in the success of the day are the luncheon and the presentation of State fair honor awards.

Business Leaders Aid

Local business leaders embraced the idea of the free luncheon on the theory that it creates more good will for Dallas in the minds of young people than any other project possibly could. Money for the luncheon was raised thru popular subscription by a committee of the Dallas Chamber of Commerce.

In 1946, the kids were treated to a barbecue lunch. As a result of this experience, the food committee decided on a box lunch for '47; and on a frankfurter, cup cake and apple lunch for 1948. The committee early found that ample drinking cups and water is one of the most important single items.

In 1946 the fair presented honor certificates to outstanding boys and girls selected by their respective organizations for excellent records on various projects. However, in 1947 the fair began the presentation of State Fair of Texas Honor Award medals at a special luncheon to which boys and girls, their parents, extension agents and vocational or home-making teachers were invited.

Inspirational Talks

Inspirational talks at the luncheon this year were made by R. L. Thornton, State fair president and Dallas banker; John W. Carpenter, Texas public utility executive; Richard M. Kleberg Sr., of King Ranch, and James W. Aston, chairman of the fair's Rural Youth Committee.

The Rural Youth Committee is the largest at the State Fair of Texas. It is composed of officials of Texas A. & M. College in charge of 4-H Club programs; vocational agriculture and home-making teachers responsible for Future Farmers and Future Homemakers, and key leaders in Dallas. (See Dallas Rural Youth on page 34)



HERE'S WHAT THE MIDWAY of the State Fair of Texas looked like on Rural Youth Day.

EARL WARREN
Governor

JAMES S. DEAN
Director of Finance

Join the 1949 Gold Rush to the CALIFORNIA STATE FAIR

IN SACRAMENTO

SEPT. 1 THROUGH 11

Next year California celebrates the one hundredth anniversary of the Great Gold Rush and Big State Fair. Join the hundreds and thousands of visitors coming west for the Centennial Celebration. New

records assured to be established in 1949. Exhibit space is at a premium and is being booked now. Plan to exhibit. Place your reservation immediately.

STATE AGRICULTURAL SOCIETY

Fred H. Bixby, President

Ned Green, Secretary-Manager

1949
GOLD RUSH
CENTENNIAL

1950
STATEHOOD
CENTENNIAL

Ex-G.I. Contest Clicks—

Iowa State Fair, Am. Legion Pick Outstanding Vet.-Farmer

By A. F. Faber

Director Public Relations, Iowa Department, The American Legion

EACH year Iowa State Fair has sought to introduce some type of interest-creating activity to arouse a widespread interest over the entire State in its publicity for the fair at Des Moines. In '48 it hit upon the Iowa G.I. Farm Family Contest. Co-sponsored by the Iowa Department of the American Legion, the contest proved an outstanding success, and it will be repeated again next year when an even greater success is anticipated.

Aimed at selecting the G.I. farmer who made the greatest progress since his discharge from the army, the contest pulled a total of about 300 entries. Local eliminations whittled the field down. County judging followed to further cut the number. And then the nine American Legion district eliminations determined those G.I.'s who, with their families, would go to the fair as guests to compete in the final eliminations.

State Judging Group

The elimination in each instance was based on interviews before a committee of competent judges. The State judging committee was comprised of representatives of the Legion, the Iowa State College Agricultural Extension Service, the Iowa Department of Agriculture, the Iowa Farmer's Home Administration and the Iowa Extension Home Economist Association.

First prize was an all-expense trip to Washington. However, most entries found greater appeal in the second prize offering, an all-expense

trip to the International Livestock Exposition, Chicago, in December. This served to bolster belief that the GI contestants were intent, primarily, on furthering their education and advancement in their chosen field.

Gets Much Publicity

The contest snared much publicity. Radio station WHO was lavish in its treatment. Newspapers, too, were generous. It built good will for the fair and gave added tone to its purpose. All district finalists were introduced from the grandstand.

Here's how the contest was organized. First, Lloyd Cunningham, fair secretary, consulted the farm department of WHO for suggestions. Herb Plambeck and Howard Haas, of the station's farm bureau, in turn consulted with the public relations office of the Iowa American Legion.

Awards and Prizes

The State fair board was willing to set up a budget for suitable awards and prizes. The radio outlet was in a position to handle considerable publicity. And the Iowa American Legion, with 653 posts and strong county and district organizations throughout the State, was set up with adequate machinery to handle entries.

Fair, radio station and Legion representatives met and evolved a set of simple rules. Briefly, they prescribed that each entrant must be a resident of an Iowa farm, be married, have one or more children, be active in farm operations and make his entry on a blank signed by a

Hoosier Annual Tailors News To Order; Gains Much Good Will

(Continued from page 31)

fair a file was made containing folders representing each of the 92 counties in Indiana. On each of these folders was a list of the newspapers, weekly and daily, in that particular county and the city or town. United States Postal Guides were furnished the State desk, and the students assigned here took each mimeographed sheet and determined the county in which each name was listed. When stumped the Postal Guides were used.

Boon to Newspapers

As an example, one mimeographed report of judging listed a winner and placers in the Milking Shorthorn Class as coming from R. R. 1, Montpelier; R. R. 3, Hartford City, and Roll. By cross checking with the Postal Guide the State desk determined that Montpelier, Roll and Hartford City were all in Blackford County. Referring to the front of the Blackford County file folder it was found that two newspapers were listed for Blackford, one in Montpelier, the other in Hartford City. The Blackford County names were checked with red pencil and two copies of the mimeographed sheet were placed in the Blackford County file folder.

This same work was carried on for every county in the State and at the end of the day, when judging reports were complete, envelopes, previously addressed to newspapers in each county, were stuffed with a copy of the mimeographed report found in the file folder for the county. Some counties got as high as a dozen sheets

Legion official. However, it was not necessary for the veteran to belong to any veterans' organization.

each day with local names listed. These were mailed each day.

Vital Build-Up

This not only established good will with the editors and radio people, but provided the Indiana State Fair with a tremendous volume of good news stories in each of the 92 counties while the fair was in progress. One editor was so pleased that he offered to defray his share of the expenses of the service, provided it would be continued next year.

Complete results of the tailored "local angle" service cannot be measured, but startling results were obtained in Page 1 newspaper stories in every section of the State. Such stories, in the opinion of the fair board, build a basic interest in the Indiana State Fair in each county that is bound to result in greater attendance, larger entry lists and a bigger and better fair as advertised.

DALLAS RURAL YOUTH

(Continued from page 33)

las who are taking an interest in Rural Youth activities.

Rural Youth Day at the State Fair of Texas is gaining momentum, apparently because these enthusiastic boys and girls are advertising the fair not only to other boys and girls at home but also to their parents, relatives and friends.

Fair officials believe the success of this day more than justifies all the attention it has required. With 143,000 members of these three youth organizations in Texas, there is plenty of opportunity to break still more records in future years.

KANSAS

State Fair

HUTCHINSON

AN INDEPENDENT MIDWAY

The 1948 Fair the Greatest in Our History

FEATURING

Livestock, Farm Crops and Thousands of Educational and Commercial Exhibits
The Largest and Most Varied Farm Machinery Show in the Mid-West
Home of the Official State 4-H Club Encampment of Kansas

ENTERTAINMENT

"Funland" — Independent Midway of Rides, Shows and Concessions. Schrader and Brodbeck — Forsythe and Dowis — Gooding Amusement Company — Associated Independent Midway Operators of America
"State Fair Revue" produced by Barnes-Carruthers Theatrical Enterprises
Automobile Races — Thrill Shows

Address: PERRY H. LAMBERT, President
S. M. MITCHELL, Secretary

SEPTEMBER

18-23-1948

Sally Rand

JUST A THOUGHT ... In every field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a person or in a product, emulation and envy are ever at work. In art, in literature, in music, in industry, in politics, the reward and the punishment are always the same. The reward is widespread recognition; the punishment, fierce denial and detraction. When a person's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If their work be merely mediocre, they will be left severely alone -- if they achieve a masterpiece, it will set a million tongues a-wagging.

Jealousy does not protrude its forked tongue at the artist who produces a commonplace effort. Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of greatness. Failing to equal or to excel, the follower seeks to depreciate and to destroy -- but only confirms once more the superiority of that which he strives to supplant. There is nothing new in this. It is as old as the world and as old as the human passions. And it all avails nothing.

If the leader truly leads, he remains -- the leader. Master poet, master painter, master workman, each in his turn is assailed, and each holds his laurels. That which is good or great makes itself known, no matter how loud the clamour or denial. That which deserves to live -- lives.

FIGURES DON'T LIE!
 played to over
HALF A MILLION PEOPLE
 Season of 1948 Royal American Midway

THANKS

Carl J. Sedlmayr

. . . and his entire personnel for a most wonderful and pleasant season in the best fairs and exhibitions of the United States and Canada. It was made possible by an understanding, capable and co-operative management.



Accent on Friendliness Wins For Russ Pettit, Santa Clara

(Continued from page 28)

ment feature is folk dancing for all age groups. For the teen-agers there is nighttime dancing to the music of a local 10-piece ork.

Pettit is always on the lookout for something that will add more color to the fair. Last year he and his associates worked for months to develop a colored sawdust to be used in the rings. A harmless vegetable dye had to be found because the animals were liable to eat the sawdust. They didn't get it ready in time for the 1948 event, but they'll have it next year.

Improves P.-A. System

In former years Pettit allowed the p.-a. system to be used for all types of extemporaneous announcements which resulted in a constant barrage. Now he personally okays everything that goes out over the speakers. Incidentally, the p.-a. system, manned by two co-eds from the San Jose State College Speech Department, is one of the fair highlights. Working from prepared scripts, the girls give the announcements a pleasant professional touch. The various entertainment features of the fair, as well as the exhibits, are constantly sold the patrons over the speakers.

It was Pettit who first used the numbered parking ticket, which has done much to eliminate confusion. One side of the ticket is marked for area and the other marked for numbered rows, thus enabling a patron to quickly locate a car in the crowded parking areas.

A great believer in a permanent record of the fair, Pettit has three photographers working the event. This year they shot 873 pix, 16 and

35mm. color stills, spot pix and documentary shots of the exhibits.

There is never a moment during the fair when some form of free entertainment is not being presented. Pettit will try anything to give his patrons a more enjoyable time.

Altho Russ Pettit is the hub of the entire fair production, he is the calmest man on the grounds. While others may be worrying about this year, Pettit is already planning next year's fair. The result of this long-range planning is reflected in the fact that this year's attendance was 50,000 over the 1946 mark.

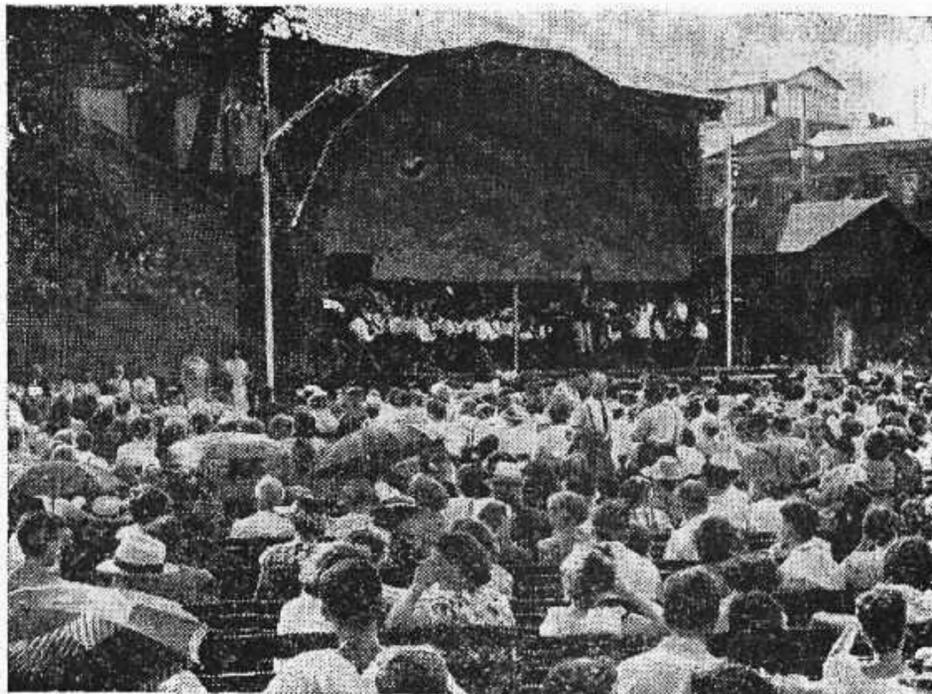
The Santa Clara County Fair hasn't stopped growing—it never will with Russ Pettit at the helm.

Born in Maywood, Ill., May 25, 1902, Russ Pettit has put all the knowledge gained during his school and business years into making his fair a success.

Prior to the advent of the county fair, San Jose held an annual floral parade, colorfully titled *Fiesta de las Rosas*, and managed by Russ Pettit. He met the future Mrs. Pettit when she was a lady in waiting to the fiesta queen. They were married in 1930.

Russ Pettit is not the only member of his family to be associated with the fair. This year his wife won top honors with her exhibit of hand-knitted argyle socks. But it didn't stop there.

On the last day of the fair when the inevitable confusion was swirling around the calm Mr. Pettit, he opened a copy of the daily paper published on the grounds to find a picture of his nine-year-old daughter, Patty. For once Pettit lost his aplomb. Patty also was a blue ribbon winner—first prize in the bubble gum contest.



EXPERT TREE CARE has resulted in unobstructed vision to spectators at features in the bandshell. The shell is new and so, too, is the skillful treatment of the trees. In previous years patrons sitting a few feet from the old shell couldn't see the musicians.

OTTAWA PLANT

(Continued from page 30)

than \$1,000 worth of food on Friday of the fair week and the attendance was doubled as result. Attractive permanent fronts were constructed for food concessions.

This year the second floor of the grandstand was finished and equipped with electric fans. The forethought paid off when temperatures during the 1948 fair at times hit 100 degrees. Special show cases were constructed for exhibitors. On the second floors are also dormitories for boy and girl junior farmers and dressing-room facilities for athletic teams appearing in front of the grandstand.

The band shell was renovated with

private quarters added for conductors and leaders. Dressing rooms and lavatories are available for bandsmen. The cost was a nominal \$1,800.

Much of the attractiveness of the grounds and the permanent buildings was pretty much lost in the big, undisciplined growth of the many trees until they were trimmed this year at a cost of \$2,500. That expenditure was credited by many as one of the wisest made since the attractiveness of the grounds was improved immeasurably.

All roads are hard surfaced and the lawns are attractive and under the watchful eye of a resident caretaker. Keeping the plant in tip-top shape and operating its increasing activities are 30 full-time employees.



ONE OF OUR MOST SUCCESSFUL YEARS

Thanks to a fine group of showmen, ride operators and concessionaires, 1948 was one of outstanding public acclaim.

MEMPHIS, TENNESSEE

L. B. HERRING JR., MANAGER

1949

Dates for 1949 will be announced at the annual meeting in Chicago



The Cavalcade Marches On

Five years ago I came to the Chicago convention offering a new railroad show . . . the Cavalcade of Amusements. Since that occasion every effort has been made to build a bigger and better midway. Each season I have added more railroad equipment . . . more rides and more shows until today I can proudly say that our show is the acknowledged "nation's largest." For the coming season we intend to improve this giant midway until it surpasses all competition.

My grateful thanks to all fair managers, secretaries, chairmen . . . for their whole-hearted support.

This year the press and radio executives have co-operated far more than ever before. And to the staff and personnel of the Cavalcade who have done a great job . . . thank you.

AL WAGNER
General Manager

Al Wagner

proudly presents

CAVALCADE

THE NATION'S LARGEST

50
CAR
2-SECTION
RAILROAD TRAIN

1948 CAVALCADE TOUR OF
FAIRS, SPECIAL CELEBRATIONS
AND CIVIC PROMOTIONS

TENNESSEE STATE FAIR
Nashville, Tennessee

MISSOURI STATE FAIR
Sedalia, Missouri

EASTERN ILLINOIS FAIR
Danville, Illinois

JUNIOR CHAMBER OF
COMMERCE FAIR
East St. Louis, Illinois

LA PORTE COUNTY FAIR
AND EXPOSITION
La Porte, Indiana

WEST TENNESSEE DISTRICT
FAIR
Jackson, Tennessee

MONTGOMERY FALL
FESTIVAL
Montgomery, Alabama

TENNESSEE VALLEY FAIR
Knoxville, Tennessee

MOBILE & GULF COAST
FAIR
Mobile, Alabama

Under civic auspices the CAVALCADE BEAT ALL PAST RECORDS
at Toledo, Ohio; Cedar Rapids, Iowa, and Chicago, Illinois.



of AMUSEMENTS



MIDWAY

AND FINEST

30
RIDES
25
STAGE
SHOWS

CAVALCADE OFFICERS

Season 1948

AL WAGNER	General Manager
J. C. McCaffrey	General Representative
Louis E. Berger	Agent
Thomas W. Allen	Special Agent
Arthur Atherton	Secretary
Arnold F. Maley	Treasurer
Louise M. Nath	Bookkeeper
P. J. McLane	Superintendent
William B. Naylor	Press and Radio
O. J. Weiss	Concession Manager
Archie Wagner	Asst. Concession Mgr.
J. Raymond Morris	Billposter
Leo Hout	Electrician
Ward V. Nath	Diesel Dept. Supt.
LeRoy Hunter	Neon Dept. Supt.
Dr. John LaMarr	Show Physician
Joe Pearl	Mailman—Billboard Agent

The outdoor season of 1948 followed past history during an election year, and business throughout the nation felt the pressure. Business was good but not quite as good as previous and recent years. The crowds were there but they were careful buyers of entertainment. The Cavalcade of Amusements opened in Mobile, April 10, and closed the season there on October 31. The show traveled on 50 cars on a 4,470 mile tour. Famous vaudeville and night club stars were used as extra added attractions at many of the fairs. The ultimate in neon lighting was achieved with many show fronts brilliant in their artistic settings. Everything was done to make the Cavalcade of Amusements the premier midway in the nation and the results, in financial returns, were beyond expectations. For the coming season of 1949 the Cavalcade will march on to every greater height. New stage shows are already in the blueprint stage and a big staff will build the best that money and ability can produce. Although new rides were added during the last season, orders have already been placed for more ride novelties. Next season the Cavalcade will surpass all previous programs.

The 1949 Cavalcade will again lead as the nation's largest and finest midway.

SEE US AT THE SHERMAN HOTEL DURING THE CONVENTION

After the Chicago convention, write or wire

AL WAGNER
Cavalcade of Amusements
P. O. Box 66, Mobile, Ala.
Winterquarters: Mobile Fairgrounds

HEY, BOYS, HAVE YOU SEEN MITZI?

Only a few days more and all Joliet will be asking the same question they are now answering in Chicago today . . . "Have you seen MITZI?"

Probably it will be best to state right away that Joliet's favorite carnival the Cavalcade of Amusements, will open its annual engagement . . .

Wagner Flashes New Girl Show In Chi Opener

CHICAGO, June 12.—Interest in Al Wagner's Cavalcade of Amusements, which opened Wednesday (9) at Harlem and Foster in suburban Norwood Park, centered upon the new Gal Show which joined there. Framed at considerable expense, the show flashes eye-catching costumes, Charles Tichner and a picture of persons dancing solidly.

Midway at Fair Grounds Opens Saturday Noon

Starting at noon tomorrow, the Cavalcade of Amusements will give a preview of the 1948 midway at the Missouri State Fair. Everything on the mile of midway will be open from noon to midnight.

This is the second annual appearance here of the Wagner Cavalcade and to the show people it is the most important event in the five years of the "world's largest midway." Three nationally known headliners of stage, screen and night clubs will appear in stage shows. Two of these artists open their tour of state fairs here tomorrow. They are George Givot, Greek Ambassador of Good Will, whose comedy on radio and the

CAVALCADE OF AMUSEMENTS

Will Present a Midway of Wonders

The midway this year will be entirely new. Lining both sides of the midway, clear around the grounds, will be shows, booths, rides and many forms of amusement, all new to LaPorte county people.

The Cavalcade of Amusements is one of the finest and largest carnival companies on the road. It is a gathering of the outstanding performers of the highest quality that will thrill you and your tiny tots only. You will see many of the new rides and attractions in lighting effects that have not been seen on any fair-grounds before.

Top O' the Mornin'

By RED O'DONNELL

Sunday Mid-Statements—Considering life yours truly endures, it should be in order to join in celebration of National Dog week, which begins today . . . State Fair opens tomorrow . . . Cumberland park . . . Al Wagner sets up Cavalcade of Amusement carnival today . . . Wagner dead-ringer for late N. Y. mayor Fiorello LaGuardia . . . Grim Dept.—Yesterday a. m. G o r d o n (Gawky) Nichol came to work, not feeling too chipper . . . Shortly after arriving at office, he looked out window, saw truck with three caskets stopping . . . Few minutes later noticed elderly negro



Wagner

Cavalcade Shows Open Stand Here

Al Wagner's Cavalcade of Amusements opened its seven-day engagement last night at the Washash Avenue and Twenty-seventh Street circus grounds under the auspices of the Vigo County C. I. O.

Performances are to be given nightly through Sunday with a free matinee Saturday for school children and a regular matinee on Sunday, both to start at noon. Brilliantly illuminated and with four giant Navy searchlights, the midway, which is only three weeks out of Mobile, Ala., Winter quarters, is one of the largest railroad shows. Rides, stage shows and scores of other tented features are carried on a 50-car railroad show train.

There are 30 rides, a Kiddieland of five rides for the smallest youngsters and 20 stage shows the mile around . . . at 14 star . . . will close . . . to Cedar-R



Crowd FOR WEEK

The Cavalcade of Amusements opened a week's stand at highway 41 south. A booth has been placed on the midway by the local naval reserve unit which is observing Naval Reserve Week. Performances will be given each night . . . in space . . . fair, Thirti . . . opened a . . . night

The World Is A Carnival And The World's Largest

Al Wagner's Cavalcade Of Amusements Opens 1948 Season Here Friday

The ferris wheels blaze in the sky . . . from the rocking seats

Trade, in Early, Gets Big Business at Sedalia

28.—Al Wagner's Cavalcade of Amusements were a sizable gross was spent in painting and ready.

Sunday (22) a huge opening-day crowd thronged out to the fair, and did better in the Cavalcade line-up business held up well, and a strong week-end play was expected.

George Givot, stage and radio headliner, bowed here with the girl head-show. Harem Revue, the latter carries a flashy front, strong in neon, which adds still more to the eye-catching array of attractions under the Wagner banner.

The Capital-Democrat went all out Sunday (22) for Bill Naylor, the org's agent. It carried seven pictures. Naylor also arranged for several radio for Givot, who also announced the Optimist

In Kalamazoo

Monday The Cavalcade of Amusements is playing a week's engagement at the North Burdick

'Jesse James' (He Says) Due Today for Fair Sideshow

The newest claimant to the somewhat dubious honor of being the famed Missouri outlaw, Jesse James, will arrive in Nashville this morning. He is the 102-year-old

Oklahoman and past "Jesse James" is that the present claimant has startled historians with intimate knowledge of heretofore hazy incidents concerning the life of the two-fisted, gun-sling Robin Hood of the postwar era following the War Between the States. Officially, Jesse James, who used Nashville at one time for a hide-out after his wild and wooly escapades . . . but my real name is

Expose Promised

EXCELSIOR SPRINGS, Mo.—There will be a new book soon on the lives of Frank and Jesse James and it will have little to do with the revived James of Lawton, Okla. Homer Croy, the Missouri novelist, is gathering material for the new novel on the lives of the famous said here that he had visited Col. J. Frank Dalton, 100 years old, at Lawton and that Dalton's claims to be Jesse James would be exposed as a fraud in his new book.

used many different names and aliases . . . but my real name is and always has been Jess Woodson James. My full brother was Alexander Frank James four years older than myself. We were members of Quantrell's Missouri Irregulars that fought through the Civil War on the side of the Confederacy, later we became outlaws or bandits who operated over a wide area in several states.

Cavalcade; Big Promise

Cavalcade of Amusements, the Cavalcade of the season, exceeds expectations and lies ahead in its better than . . . been . . . the



STATISTICAL DIRECTORY OF FAIRS

ALABAMA

VALUABLE GUIDE

More fairs than ever before are embraced in the 1948 statistical directory. The increased number accents the value placed upon it as a source of information, not only to fairs but to fair suppliers of all kinds.

In total, the directory comprises a valuable cross-section of fair operations in the United States and Canada. As such, it merits saving and studying.

Individually, each listing presents worth-while data vital to those in the outdoor show world who do business with fairs. Attraction outlets, carnivals, concessionaires and many others who fill the needs of fairs use it as a guide.

The directory is one of the many features presented by The Billboard, not only in the Cavalcade of Fairs but each week, as a trade service to fairs and allied interests.

Dog Fanciers; auto races, 1 day, staged by private enterprise.

ADMINISTRATION: President, Fred E. Bixy; secretary, E. P. Green; superintendent of concessions, Theodore Rosequist; superintendent of commercial exhibits, Kenneth B. Fry; publicity director, Ralph Bell.

1949 DATES: September 1-11.

Farmers' Fair and Festival, Hemet

ATTENDANCE: 19,300, total. Operated 4 days, 5 nights.

WEATHER: Good 4 days, 5 nights.
AID, PREMIUMS: State aid, \$3,000.
CARNIVAL: Ferris Greater Shows.
ATTRACTIONS: Revue, booked thru Abel & Nelson, 1 night; circus acts, booked thru Abel & Nelson, 4 days, 5 nights.

ADMINISTRATION: President, J. C. Loomis; secretary, superintendent of concessions and commercial exhibits, F. M. Bruderlin; publicity director, Bob Maxwell.

1949 DATES: October 5-9.

Glenn County Fair, Orland

ATTENDANCE: 15,094 paid; 400 free. Outside gate admissions sold in advance, 3,000. Operated 5 days, 5 nights.

WEATHER: Good, 2 days, 3 nights; rain, 2 days, 2 nights cold, 1 day.
RECEIPTS: Gate, \$4,943.50; grandstand, \$4,634.34.

AID, PREMIUMS: State aid, \$24,936; other, \$152.

CARNIVAL: Golden West Shows.
ATTRACTIONS: Thrill show, Eddie Burke, 4 days, 4 nights; harness horse races, 3 days, with purses of \$1,800; rodeo, presented by Orland Riding Club.

ADMINISTRATION: President, C. A. Whitsett; secretary, superintendent of concessions and commercial exhibits and publicity director, J. W. Bequette.

Lake County Fair, Lakeport

ATTENDANCE: 6,500 paid; 1,400 free. Operated 3 days, 3 nights.

RECEIPTS: Gate, \$2,250; grandstand, \$1,150.

AID, PREMIUMS: State aid, \$5,000.
CARNIVAL: Golden West Shows.

ATTRACTIONS: Horsecapades, horse acts, booked thru Bruce Gear, 2 nights.
STILL DATES: 4-H Livestock Show, 1 day, staged by county agents.

Lassen County Fair & Livestock Show, Susanville

ATTENDANCE: 8,000 paid, 3,000 free. Operated 6 days, 3 nights.

WEATHER: Good 6 days, 3 nights.
RECEIPTS: Gate, \$6,665.

AID, PREMIUMS: State aid, \$19,000.
ATTRACTIONS: Rodeo, presented by Lassen County Sheriff Posse, 2 days.

STILL DATES: Horse show, 2 nights, staged by fair.

ADMINISTRATION: President, Lester Coffin; secretary, superintendent of concessions, commercial exhibits, publicity director, A. A. Jensen.

1949 DATES: August 23-28.

Lodi Grape Festival and National Wine Show, Lodi

ATTENDANCE: 82,000. Family membership gate admissions sold in advance, 1,762. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Night grandstand, \$2,300.

AID, PREMIUMS: State aid, \$6,000.
CARNIVAL: Crafts Enterprise Shows.

ATTRACTIONS: Revue, booked thru Bert Levy, 1 night, at cost of \$450; Festival Aqua Capers, 1 night.

STILL DATES: World Championship Rodeo, 2 days, staged by Disabled American Veterans.

ADMINISTRATION: President, Harry E. Mahaffey; secretary, W. A. Knolhoff; superintendent of commercial exhibits, Ted Hell; publicity director, Al Trivellice.

Napa County Fair and Horse Show, Calistoga

ATTENDANCE: 20,000, free fair.

WEATHER: Cold 3 days, 3 nights.
AID, PREMIUMS: State, \$65,000.

CARNIVAL: Golden West Shows.
ATTRACTIONS: Revue, booked thru Eddie Burke Attractions, 1 night; fire-

Etowah County Fair, Attalla

WEATHER: Good 1 night, rain 2 nights, cold 3 nights.

CARNIVAL: Royal Crown Shows.

STILL DATES: Motorcycle races, 1 day, staged by Gadsden Motorcycle Club and fair association; carnival, 6 nights, staged by Eddie Young and fair association.

ADMINISTRATION: President, F. V. Logsdon; secretary, Riley L. Hamley.

Lexington Community Fair, Lexington

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Johnny's Shows.

ATTRACTIONS: Horse show, 1 night.

ADMINISTRATION: President, Lowery H. Davis; secretary, Charles P. McMeans; superintendent of concessions, B. A. Porter; superintendent of commercial exhibits, J. B. McCain; publicity director, Pearl Lanier.

Madison County Fair, Huntsville

ATTENDANCE: Total attendance, 50,000. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

AID, PREMIUMS: Total premiums \$5,500.

CARNIVAL: Imperial Exposition.

ADMINISTRATION: Secretary, Marie Dickova.

North Alabama State Fair, Florence

ATTENDANCE: 47,000 paid. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, \$25,330.55.

AID, PREMIUMS: Chamber of Commerce, \$1,200.

CARNIVAL: John R. Ward Shows.

ATTRACTIONS: Circus acts, booked thru Braly circus unit, 6 days, 6 nights, at cost of \$4,000.

STILL DATES: Horse show, 1 night, staged by Kiwanis Club; cattle sale, 2 days, staged by North Alabama Hereford Breeders' Association; farm bureau, 1 day, staged by Lauderdale County Farm Bureau; fox hounds, 4 days, 5 nights, staged by U. S. Open Field Trials.

ADMINISTRATION: President, J. T. Flagg; secretary, C. H. Jackson; superintendent of concessions, B. L. Nabors; superintendent of commercial exhibits, J. R. Taylor; publicity director, O. D. Lewis.

ARKANSAS

Arkansas Livestock Show, Little Rock

ATTENDANCE: 120,108 paid; 38,643 free. Operated 7 days, 7 nights.

WEATHER: Good 6 days, 5 nights; rain 1 day, 2 nights.

RECEIPTS: Gate, \$30,000; grandstand, \$51,000.

AID, PREMIUMS: State aid, \$25,000; other, \$2,500.

CARNIVAL: Gooding's Rides, Ray Marsh Brydon's Shows.

ATTRACTIONS: Circus acts, booked thru J. C. Michaels, 7 days, 7 nights, at cost of \$600; fireworks, 2 nights, at cost of \$200; rodeo, presented by Homer Todd, 5 days, 6 nights.

ADMINISTRATION: President, T. H. Barton; secretary, Clyde E. Byrd; superintendent of concessions, E. M. Ford; superintendent of commercial exhibits, L. T. Barnes Jr.; publicity director, Gene Newsom.

Clark County Fair and Livestock Assn., Arkadelphia

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$528.

CARNIVAL: Gem City Shows.

ADMINISTRATION: President, Bob Ligon; secretary, George S. Duer.

Columbia County Fair and Livestock Show, Magnolia

ATTENDANCE: 20,200 paid, 500 free. Operated 5 days, 6 nights.

WEATHER: Good 5 days, 6 nights.

AID, PREMIUMS: State aid, \$700; county aid, \$2,000; other, \$1,000.

CARNIVAL: United Exposition Shows.
ADMINISTRATION: President, Vea Godley; secretary, W. L. Jameson; superintendent of concessions, Grady Johnson; superintendent of commercial exhibits, W. E. Williamson.

Crawford County Fair, Mulberry

ATTENDANCE: 20,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$560; county aid, \$250; other, \$250.

CARNIVAL: Joe Star Shows.

ADMINISTRATION: President, R. D. Caudle; secretary and superintendent of concessions, T. J. House; superintendent of commercial exhibits, Mark Forrest; publicity director, Mrs. Mont Crowley.

Desha County Fair, McGehee

ATTENDANCE: Outside gate admissions sold in advance, 600. Operated 6 days, 6 nights.

WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.

AID, PREMIUMS: State aid, \$676.75; other, \$1,500.

CARNIVAL: Mound City Shows.

ADMINISTRATION: President, H. W. Wells; secretary, Lee Wylie; superintendent of concessions and commercial exhibits and publicity director, A. C. Isch.

Franklin County Fair Assn., Inc., Ozark

ATTENDANCE: 10,000 free. Operated 4 days.

WEATHER: Good 4 days.

AID, PREMIUMS: State aid, \$500; county aid, \$1,000; other, \$1,000.

ADMINISTRATION: President, Jack Yates; secretary, J. M. Hopper.

Logan County Livestock Show and Fair, Booneville

ATTENDANCE: 5,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$500; county aid, \$150; other, \$1,500.

ADMINISTRATION: President, W. L. Fulmer; secretary, George E. Lusk Jr.; publicity director, Lester Hampton.

Northeast Arkansas District Fair, Blytheville

ATTENDANCE: 14,798, paid; 29,000, free. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 2 nights; cold 3 nights.

AID, PREMIUMS: State aid, \$5,000.

CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 5 nights, at cost of \$2,625, and Roscoe Armstrong, at cost of \$125; fireworks, supplied by Paramount Fireworks Company, 5 nights, at cost of \$875.

Union County Fair, El Dorado

ATTENDANCE: 52,500 paid, 7,500 free. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 4 nights; threatening 1 day, 2 nights.

AID, PREMIUMS: State aid, \$750.

CARNIVAL: Gem City Shows.
ATTRACTIONS: Jimmie Lynch's Death Dodgers, 3 nights; fireworks, supplied by fair, 3 nights.

ADMINISTRATION: President, superintendent of concessions, Joe Wepfer; secretary, publicity director, Julius Miller; superintendent of commercial exhibits, Davis Love.

White County Fair, Searcy

ATTENDANCE: 20,000 free. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.

AID, PREMIUMS: State aid, \$600.29; county aid, \$400.

CARNIVAL: Moore's Modern Shows.

ADMINISTRATION: President, Oran J. Vaughan; secretary, publicity director, B. D. Forsythe; superintendent of concessions and commercial exhibits, Doyle Kelso.

CALIFORNIA

Antelope Valley Fair, Lancaster

ATTENDANCE: 23,500 paid; 1,000 free. Operated 4 days, 4 nights.

RECEIPTS: Gate, \$7,900; grandstand, \$5,600.

AID, PREMIUMS: State aid, \$6,200; other, \$500.

CARNIVAL: Ferris Greater Shows.

ATTRACTIONS: Revue, booked thru Abel and Nelson, at cost of \$1,680; circus acts, booked thru Abel and Nelson; fireworks, supplied by Shell Oil Company.

ADMINISTRATION: President, David J. Roach; secretary, D. R. Jaqua; publicity director, T. L. Jones.

California Spring Garden Show, Oakland

ATTENDANCE: 125,000 paid; 5,000 single admissions sold in advance. Operated 6 days, 7 nights.

RECEIPTS: Gate, \$100,000.

AID, PREMIUMS: State aid, \$32,000.

ADMINISTRATION: President, Edward T. Foulkes; business manager, S. L. Fletcher; publicity director, Glon Frates.

1949 DATES: April 26-May 1.

California State Fair, Sacramento

ATTENDANCE: 395,650 paid; 101,176 free. Operated 11 days, 11 nights. Outside gate admissions sold in advance, 5,639.

WEATHER: Good, 11 days, 11 nights.

RECEIPTS: Gate, \$197,474.60; grandstand, \$102,360; day grandstand, \$55,062; night grandstand, \$47,360.

CARNIVAL: Foley & Burk.

ATTRACTIONS: Revue, booked thru Adrian Awan, 11 nights, at cost of \$90,000; fireworks, supplied by Pat Lizza, 11 nights, at cost of \$14,500; harness horse races, 9 days, with purses of \$39,000; running horse races, 9 days, with purses of \$73,300.

STILL DATES: Sheep dog trials, 1 day, staged by Far Western Sheep Dog Association; quarter horse show and races, 4 days, staged by Pacific Quarter Horse Association; horseshow, 2 days, staged by Liquefield Petroleum Gas Association; puppy show, 1 day, staged by Sacramento

Kentucky State Fair

500,000 '48 Gate

UPS '47 BY 43%

CIVIC CLUB "HOME FOLKS" MIDWAY, MORE GROUPS IN STRONG ON ACT, "BIGGER, BETTER" THEME, ALL HELP

'49 Goal 700M Thru All-Year Re-Plug Per '48

LOUISVILLE, Ky.—"Strictly Class. Minus Clip" promotion and performance paid off for the Ky. State Fair this year, held Sept. 12-18 at the Fairgrounds, Louisville. "Finest ever" exhibitions and events were promised and delivered, as an all-time record 500M attendance smashed '47's 350M previous high mark. Louisvillians and down-staters who "hadn't been for years"—or ever, answered the Fair's high-tone appeal to home folks' sentiment for family-grade fun and pageantry. Ky. civic, county and farm groups, company and individual exhibitors—all were prompted to take active parts in appropriate State Fair roles, resulting in upped attraction value and turnout.

Attendance ads featured solid-collar come-ons for all the family—"World's Greatest Horse Show," "Champion Calibre Livestock Shows," "A Wealth of Educational Exhibits and Information," "Midway Stands Run by Local Civic Clubs for Charity," with "Gala Entertainment Program and Facilities" cast in a supporting role.

New Co-Plan Parley Body, KY. ASS'N OF FAIRS
for
"Bigger and Better Fairs in Kentucky"
To Hold 1st Annual Confab
January 6-7, 1949
Brown Hotel, Louisville, Ky.

1949 promotion will be pitched on the same high key, preluded by year-long showings of a special movie that follows a Ky. farm family all thru '48 Fair events. The '49 Fair will hold the 2nd Nat'l Fiddlers' Contest, plus special contests of local interest. Contracts are open for fresh, attractive shows, acts, rides that merit bigger, better '49 billing. Contact John Wehrley, Ky. State Fairgrounds, Louisville 11, Ky.

works, supplied by Shell Oil Company, 1 night.

STILL DATES: Spring Horse Show, 1 day, staged by Silverado Riders.

ADMINISTRATION: President, Howard Butler; secretary, Sam W. Kellett; superintendent of commercial exhibits, F. E. Williams; publicity director, Robert Zulich.

9th District Agricultural Assn., Eureka

ATTENDANCE: 10,611 paid; 1,252 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Day grandstand, \$12,801.25; night grandstand, \$1,001.25.

AID, PREMIUMS: State aid, \$17,313.57; other, \$515.

ATTRACTIONS: Sons of the Pioneers, 3 days and 3 nights at cost of \$3,000; circus acts, booked thru Albert Ostermaier, 3 nights, at cost of \$600; rodeo, sponsored by 9th District Agricultural Assn., 3 days.

ADMINISTRATION: President and publicity director, Blaine McGowan; secretary and superintendent of concessions and commercial exhibits, Ralph H. Barnes.

Placer County Fair, Roseville

ATTENDANCE: 18,867, paid; 1,200, free. Operated 4 days, 5 nights.

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

RECEIPTS: Gate \$4,700; grandstand \$3,300; night grandstand, \$950.

AID, PREMIUMS: State aid, \$10,000; county aid, \$200.

CARNIVAL: Crafts Exposition Shows.

ATTRACTIONS: Revue, booked thru Eddie Burke Agency, 4 nights, at cost of \$900; rodeo, presented by fair, 1 day.

STILL DATES: Horse show, 1 day, staged by Senior Roseville Rider's Club; horse show, 1 day, staged by Junior Roseville Rider's Club.

ADMINISTRATION: President, H. A. Crockard; manager, superintendent of concessions and commercial exhibits, publicity director, Nic Huddleston.

Plumas County Fair, Quincy

ATTENDANCE: 8,183 paid; 9,317 free. Operated 3 days, 3 nights.

RECEIPTS: Gate, \$1,636.60; grand-

stand, \$6,615; day grandstand, \$2,485.09; night grandstand, \$4,130.

AID, PREMIUMS: State, \$9,065.54.

CARNIVAL: Golden West Shows.

ATTRACTIONS: Big car races, staged by Speedway Sports, Inc., 2 days, at cost of \$4,450.

STILL DATES: Midget auto races, 2 nights, staged by Speedway Sports, Inc.; rodeo, 2 days, staged by Carlton Grimes; horse show, 1 night, staged by Harrison Cutler; children's events, 1 day, staged by Quincy 20-30 club.

STAFF: President, Ray Carmichael.

Sacramento County Fair, Galt

ATTENDANCE: 38,406 paid; 2,112 free. Operated 7 days, 7 nights.

WEATHER: Good, 7 days, 7 nights.

RECEIPTS: Gate, \$16,420; grandstand, \$8,420; day grandstand, \$4,828; night grandstand, \$3,592.

AID, PREMIUMS: State, \$27,420.

CARNIVAL: California Shows.

ATTRACTIONS: Revue, booked thru Joe Bren, at cost of \$1,500; Satan Hell Drivers, 2 night; harness horse races, 4 days, with purses of \$2,500.

ADMINISTRATION: President, Dan Donovan; secretary, Eugent Kenefick; superintendent of commercial exhibits, Terry Davis.

1949 DATES: July 15-24.

Santa Clara County Fair, San Jose

ATTENDANCE: 128,460 paid; 24,307 free. Operated 6 days, 7 nights.

WEATHER: Good 6 days, 7 nights.

AID, PREMIUMS: State aid, \$52,600.

ATTRACTIONS: Revue, booked thru Bert Levey, at cost of \$6,000; James Washburne Thrill Show, 7 nights; fireworks, supplied by C. L. Cronkite, 7 nights; harness races, 4 days with purses of \$4,000.

ADMINISTRATION: President, Frank C. Mitchell; secretary and superintendent of concessions, Russell E. Pettit; superintendent of commercial exhibits, George T. Wise; publicity director, Albert E. Buhot.

Second District San Joaquin County Fair, Stockton

WEATHER: Good, 9 days, 9 nights.

RECEIPTS: Gate, \$41,117.13; grandstand, \$40,314.16.

Missouri STATE FAIR

SEDALIA

PHIL M. DONNELLY
Governor

TOM R. DOUGLASS
Commissioner of Agriculture

TO EXHIBITORS, CONCESSIONAIRES, ATTRACTIONS, ENTERTAINMENT AND VISITORS

OUR THANKS

FOR MAKING THE 1948 FAIR ANOTHER OUTSTANDING SUCCESS

Roy S. Kemper

SECRETARY

Attend the annual convention of Missouri Association of Fairs and Agricultural Exhibitions, Missouri Hotel, Jefferson City, Mo., Jan. 13 and 14, 1949.

Rollo E. Singleton, Secy.,
Jefferson City, Mo.

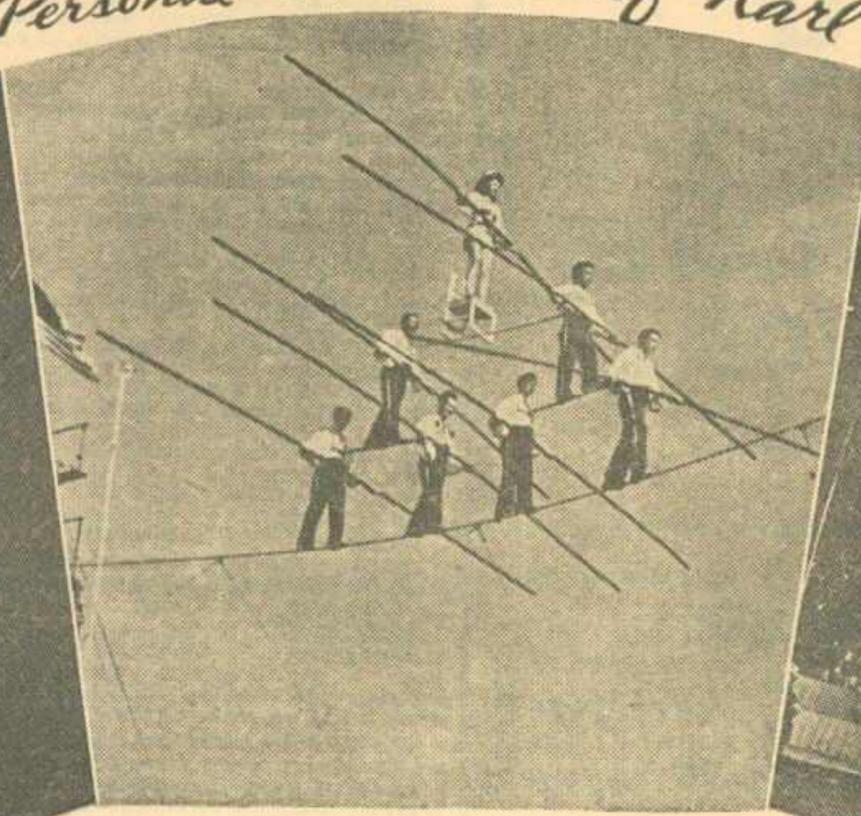
★ **THE SHOW DIFFERENT** ★

WALLENDAS CIRCUS UNIT

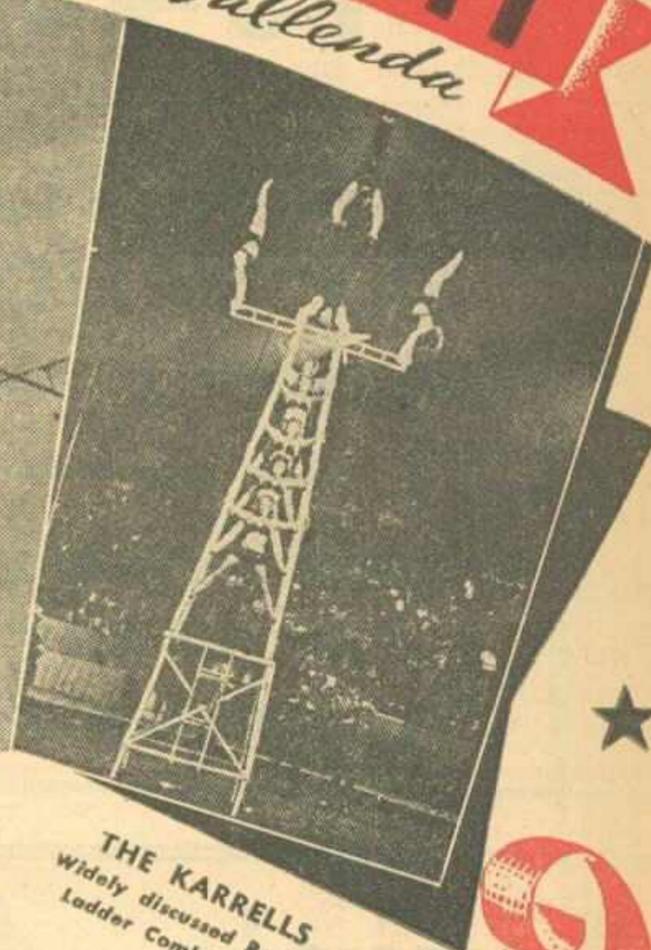
Under the Personal Direction of Karl Wallenda



MISS RIETTA
None greater in existence.
Ask those who have seen it.



UNSURPASSED



THE KARRELLS
Widely discussed Roman
Ladder Combination.

Featuring the World Famous

WALLENDAS HIGH WIRE ACT

with the Internationally Acclaimed Sensational

7-PERSON PYRAMID-7

presented without Nets or Safety Devices

FAIRMEN!

**A COMPLETE UNIT
FOR YOUR GRANDSTANDS**

THE TALK OF THE FAIR WORLD IN 1948

NOW BOOKING FOR 1949—THE OUTSTANDING UNIT

SEE US AT THE SHERMAN HOTEL DURING THE CONVENTION

For Future Information:

JACK A. LEONTINI Personal Manager

476 ARLINGTON AVE.

SARASOTA, FLA.

Remember!
The Dates!

SEPT. 18-24
1949

EASTERN STATES
EXPOSITION
SPRINGFIELD, MASS.

"THE SHOW WINDOW
OF THE EAST"

1948 ATTENDANCE 352,152

COLORADO

Arkansas Valley Fair, Rocky Ford

ATTENDANCE: 7,000 paid; 11,000 free. (Gate operated only five hours one day.)
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate, \$3,800.56; day grandstand, \$7,697.69; night grandstand, \$3,737.86.

AID, PREMIUMS: County aid, \$900.
CARNIVAL: Forsythe & Davis.
ATTRACTIONS: Satan's Hell Drivers (thrill show), 2 nights; running horse races, 2 days, with purses of \$2,000; rodeo, presented by Tom Coleman, 2 days.

ADMINISTRATION: President, M. R. Harrison; secretary, superintendent of concessions and publicity director, W. H. (Billy) Kittle; superintendent of exhibits, John McClelland.
1949 DATES: August 30-September 1.

Delta County Fair, Hotchkiss

ATTENDANCE: About 5,000; free, 500 (estimated); gate admissions sold in advance, 350. Operated 3 days, 1 night.
WEATHER: Good 3 days, 1 night.
RECEIPTS: Gate, \$6,750 (estimated); night grandstand, \$450 (operated only one night).

AID, PREMIUMS: County aid, \$2,800.
ATTRACTIONS: Revue, booked thru Empire Entertainment Agency, 1 night, at cost of \$800; harness horse races, 3 days, with purses of \$3,500; rodeo, presented by Western Slope Rodeo and Racing Company, 3 days.
ADMINISTRATION: President, G. F. Roberts; secretary, Mark R. Clay; superintendent of concessions, John R. Nell.

Washington County Fair & Rodeo, Akron

ATTENDANCE: 5,500. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Silver State Shows.

ATTRACTIONS: Circus, booked thru Empire Agency; harness horse races, 2 days; rodeo, presented by Pomery and Hawkins, 2 days, 1 night.

ADMINISTRATION: Secretary and publicity director, Brandt Wenig; superintendent of concessions, L. W. Fassler.

AID, PREMIUMS: State aid, \$65,000.
CARNIVAL: Foley & Burk Shows.
ATTRACTIONS: Circus acts, booked thru Bruce Geer, 1 day, 2 nights, at cost of \$6,000; fireworks, supplied by Pat Lizza, 1 night, at cost of \$1,500; rodeo, 6 nights, presented by Christenson Bros.
STILL DATES: Running races, 7 days.
ADMINISTRATION: President, C. C. Moorehead; secretary, E. G. Vollmann; superintendent of concessions, Wayne Courtright; superintendent of commercial exhibits, A. L. Enos; publicity director, Al Trivelpiece.

Stanislaus District Fair, Turlock

ATTENDANCE: 49,000 paid; 9,000 free. Operated 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights.
CARNIVAL: Foley & Burk Shows.
ATTRACTIONS: Revue, booked thru Eddie Burke Attractions, 3 nights, at cost of \$2,500.

STILL DATES: Horse show, 2 nights, staged by 38th District Agricultural Association; Gymkana, 2 days, staged by Turlock Horseman's Club.

ADMINISTRATION: President, E. B. Ledue; secretary, W. F. Hollingsworth; publicity director, Harry Villinger.

Ventura County Fair, Ventura

ATTENDANCE: 24,422 paid. Outside gate admissions sold in advance, 36,425. Operated 5 days, 5 nights.

WEATHER: Good 4½ days, 5 nights; cold ½ day.

RECEIPTS: Gate, \$20,511.28; grandstand, \$5,657.33.

AID, PREMIUMS: State aid, \$17,100; district, \$1,355.50.

CARNIVAL: Foley & Burk Shows.

ATTRACTIONS: Fireworks, supplied by Shell Oil Company, 1 night; rodeo, staged by Gordon Wiggett, 2 days, 1 night.

STILL DATES: All-Western horse show, 2 nights, staged by Gordon Wiggett; dog show, 1 day, staged by Ventura Dog Fanciers' Association; children's horse show, 1 day, staged by Gordon Wiggett.

ADMINISTRATION: President, John Lagomarsino; secretary, Larry Ver Husen; superintendent of concessions and commercial exhibits, Robert Stuart; publicity director, Dorothy Arndt.

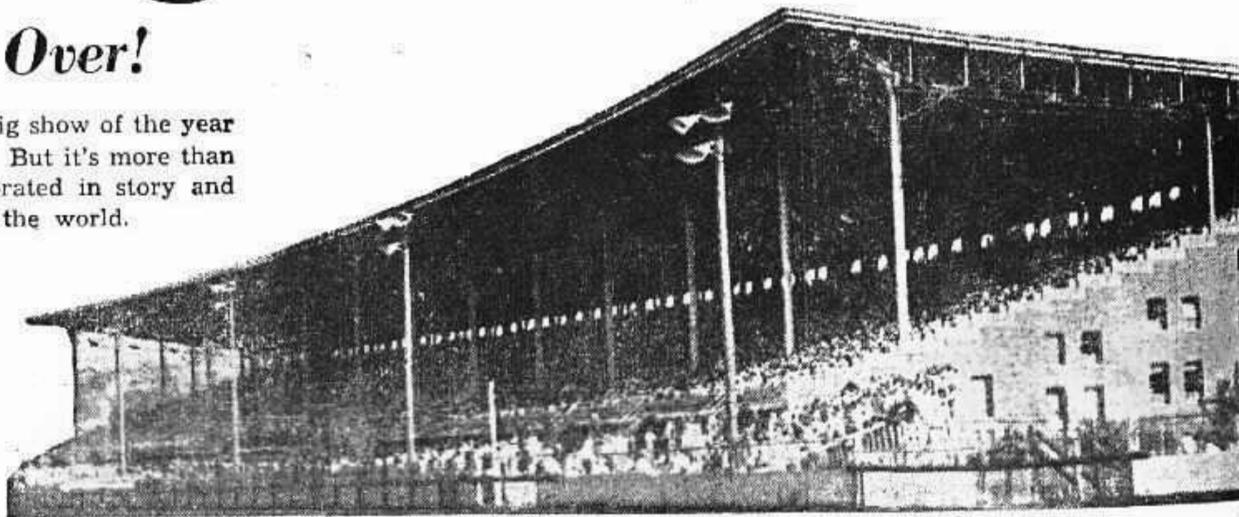
Iowa's Big Show . . .

Famous the World Over!

FOR 90 years the Iowa State Fair has been the big show of the year for the richest agricultural State in the land. But it's more than an Iowa show now. The Iowa State Fair, celebrated in story and song, motion pictures and magazines, belongs to the world.

THIS is the original "State Fair" . . . the original of Phil Stong's fictional masterpiece . . . sung and celebrated in two smash-hit movies . . . more often featured in popular national magazines than any other event of its kind in the country.

AND next year, on a grander scale than ever before, the Iowa State Fair will be the capital of the amusement world from August 24 to September 2.



L. B. CUNNINGHAM, Secretary

HAROLD L. PIKE, President

IOWA STATE FAIR

DES MOINES • AUG. 24-SEPT. 2, 1949

*breaking
all records*

OHIO STATE FAIR

The show window of a great State — and fast becoming America's most outstanding Agricultural and Industrial Fair. New records set in 1948. Total attendance 390,000. Even more diversified program being planned for 1949 — designed to draw still bigger gate. Top flight attractions and high-grade concessioners are invited to present proposals now.

Edwin J. Bath, State Fair Manager

**AUG. 27
thru
SEPT. 2
1949**

OHIO STATE FAIR

713 State Office Bldg. Columbus 13, Ohio

Yuma County Fair and Rodeo, Yuma New Haven County 4-H Fair, Orange

WEATHER: Good 2 days, 1 night.
RECEIPTS: Day grandstand, \$4,300; night grandstand, \$2,200.
AID, PREMIUMS: County aid, \$6,000.
CARNIVAL: Silver State Shows.
ATTRACTIONS: Rodeo, presented by Pomeroy and Hawkins, 2 days, 1 night.
ADMINISTRATION: President, L. J. McMillan; secretary, L. E. Fitzgerald; superintendent of concessions and commercial exhibits, Glen S. Thompson; publicity director, Vernon E. Trunde.

ATTENDANCE: 2,704 paid, 800 free. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.

North Haven Fair Assn., North Haven

ATTENDANCE: 12,978 paid, 8,000 free. Outside gate admissions sold in advance, 295. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$6,886.05; grandstand, \$1,466.40; day grandstand, \$635.05; night grandstand, \$830.35.
AID, PREMIUMS: State aid, \$440.10; other, \$15.

ATTRACTIONS: Revue, booked thru George A. Hamid, 3 nights, at cost of \$800; fireworks, supplied by Pearl Fireworks Company, 1 night, at cost of \$375.
STILL DATES: Boxing, 3 nights.
ADMINISTRATION: President, Robert J. Bartlett; secretary, Harry Wooding; superintendent of concessions, Norvin Stephens; superintendent of commercial exhibits and publicity director, Joseph C. Bartlett.

1949 DATES: September 9-11.

Union Agricultural Society, Riverton

ATTENDANCE: 6,000 paid, 1,000 free. Operated 2 days.

WEATHER: Good 1 day, rain 1 day.
RECEIPTS: Gate, \$3,625 (approximate).
AID, PREMIUMS: State aid, \$500.
ATTRACTIONS: Vaudeville acts, booked thru Clements Bureau, 1 day, at cost of \$250.

ADMINISTRATION: President, Francis Jackquar; secretary, publicity director, Grace D. Seymour; superintendent of concessions, William F. Wright.

GEORGIA

Bartow County American Legion Fair, Cartersville

ATTENDANCE: 18,000 paid, 5,000 free.
(Continued on page 49)

CONNECTICUT

Great Danbury Fair, Danbury

ATTENDANCE: 118,783 paid. Operated 8 days.

WEATHER: Good 7 days, rain 1 day, cold 1 day.

CARNIVAL: O. C. Buck Shows.

ATTRACTIONS: Circus acts, booked thru Arch Daley Entertainment Bureau, 7 days; midget races, staged by fair.

STILL DATES: Midget races, 21 nights, staged by Danbury Fair Speedways; speedboat races, 1 day, 3 nights, staged by Danbury Fair Speedways.

ADMINISTRATION: General Manager, John W. Leahy; assistant general manager, superintendent of concessions and commercial exhibits, C. Irving Jarvis; co-directors of publicity, LeRoy Paltrowitz and C. Irving Jarvis.

1949 DATES: October 1-9

Harwinton Fair, Harwinton

ATTENDANCE: 8,000 paid, 5,000 free. Operated 2 days.

WEATHER: Good 2 days.

AID, PREMIUMS: Total aid, \$500.

ATTRACTIONS: Revue, booked thru Daley, at cost of \$250.

ADMINISTRATION: President, superintendent of commercial exhibits, R. G. Bentley; secretary, publicity director, M. H. Plaskett; superintendent of concessions, John Considine.

1949 DATES: October 1-2.

A KNOCKOUT
EVERY TIME
WITH
CHARLES ZEMATER'S



Attractions

**A Single Act or a Complete Production
Suitable for Any Fair**



CHARLES ZEMATER
Theatrical Agency

54 W. RANDOLPH ST., CHICAGO 1, ILL.

Phone DEarborn 2-4462

Attention
FAIR MEN
See us at the Chicago
Convention or at your
State Conventions

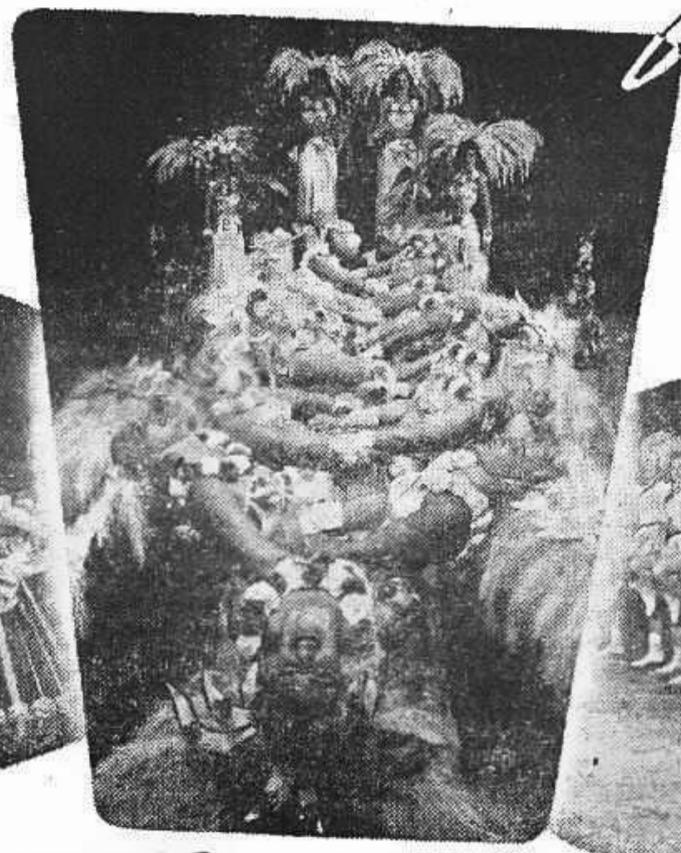
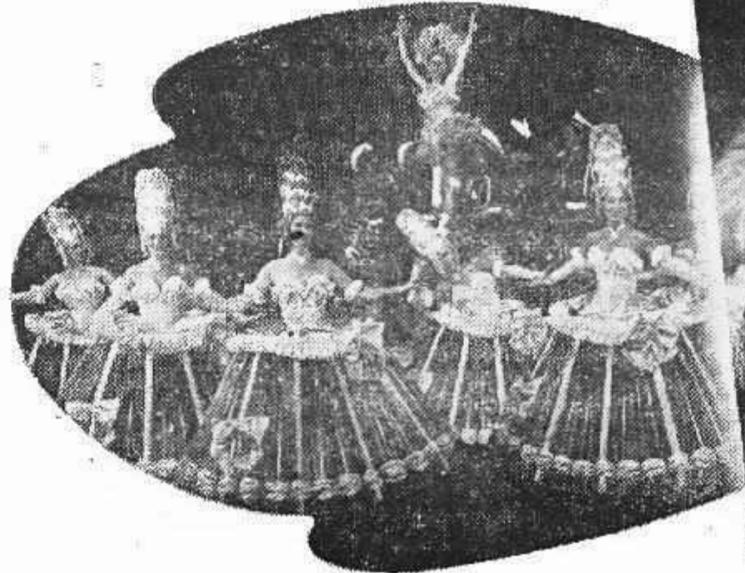
WHO SAID THERE'S
NOTHING NEW IN
FAIR
ENTERTAINMENT

...HERE ARE 2 SHOWS
WITH A CROWD PULLING
GUARANTEE FOR....
YOUR 1949 SEASON

Holiday on Ice and Ice Vogues

HOLIDAY ON ICE

A \$250,000 production on a lake of real ice, 120x65 feet. Played to 2,000,000 happy patrons on its 48-week tour of 35 American cities and Mexico. A company of 115—2½ hours of thrilling entertainment. Grossed \$150,000 at Utah State Fair



ICE VOGUES

A \$125,000 production on 90x40 feet of real ice. Company of 65 internationally famous ice stars in 2½ hours of sparkling, breath-taking skating. Grossed \$130,000 at Wisconsin State Fair



THEY ARE SENSATIONAL
CAN BE PLAYED
INDOOR or OUTDOOR
ANYTIME ANYWHERE!

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

NOW BOOKING FOR 1949 SEASON Write, wire or phone
GEORGE TYSON, Executive Director
HOLIDAY ON ICE SHOWS, INC.
 624 General Motors Bldg., 1775 Broadway, New York City Telephone Circle 6-8660



DAVID B. ENDY
PRESIDENT

Endy

BROS.
SHOWS—

REPORT on 40th ANNIVERSARY TOUR!

★ 30 RAILROAD CARS ★

OUR APPRECIATION TO:

the officials of all the fairs, celebrations and still dates that combined to make our season the BEST ON RECORD! And a special salaam to the following: The Delaware State Fair at Harrington, the Bedford (Pa.) County Fair, the West Virginia State Fair at Lewisburg, the Virginia State Fair at Staunton.

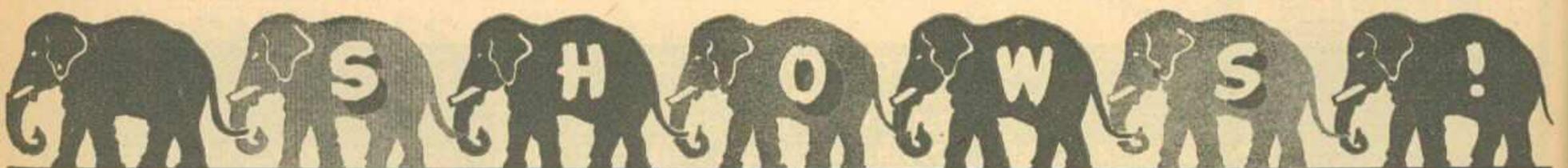
AND

the Interstate Fair at York (Pa.) the Bloomsburg (Pa.) Fair, the Frederick (Md.) County Fair, the Wilson (N. C.) County Fair, the Georgia State Fair at Macon, the Southwestern Georgia Fair at Albany, the Shrine Dade County Fair at Miami, the Bunker Hill Celebration at Boston and the Pottsville (Pa.) Home-Coming Celebration.

WRITE AND WIRE NOW FOR THE RIGHT DATES FOR '49!!

AMERICA'S SMARTEST RAILROAD SHOWS

PERMANENT ADDRESS: 743 SEYBOLD BLDG., MIAMI, FLA.



STATISTICAL DIRECTORY OF FAIRS

(Continued from page 46)

Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Gate \$4,200.
 AID, PREMIUMS: Total aid, \$2,000 in merchandise.
 CARNIVAL: Shan Bros.' Shows.
 ADMINISTRATION: Secretary, V. H. Waldrop.

Cassia County Fair & Rodeo, Burley

ATTENDANCE: 10,323. Operated 3 days, 3 nights.
 WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights.
 RECEIPTS: Gate and grandstand, \$10,323.
 CARNIVAL: Midwest Shows.
 STILL DATES: Rodeo, 3 nights, Hutchinson Rodeo Company; horse racing, 3 days, staged by Cassia County Sheriff's Posse.
 ADMINISTRATION: President, Wesley Sizmore; secretary and publicity director, Saul Clark.

Central Georgia Fair, Cordele

ATTENDANCE: 12,362 paid, 5,000 free. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night.
 RECEIPTS: Gate \$3,384.34, grandstand \$600.
 AID, PREMIUMS: County aid \$2,143.70.
 CARNIVAL: Blue Grass Shows.
 ATTRACTIONS: Fireworks, 6 nights, at cost of \$217; hot-rod races, 1 night, at cost of \$900.
 ADMINISTRATION: President, Jack Comer; secretary, J. D. Rainey; superintendent of concessions, Pope Williams; superintendent of commercial exhibits, Leon Odom; publicity director, C. S. Worthy.
 1949 DATES: October 17-22.

Clearwater County Fair, Orofino

ATTENDANCE: 12,000, free gate. Operated 3 days, 3 nights.
 WEATHER: Good 2 days, 1 night; rain 1 day, 2 nights.
 AID, PREMIUMS: County aid, \$500 (4-H only).

Eastern Idaho State Fair, Blackfoot

ATTENDANCE: 65,000 paid, 4,900 free. Operated 5 days, 5 nights.
 WEATHER: Good 2 days, 2 nights; rain 3 days, 3 nights.
 RECEIPTS: Gate and grandstand, \$37,986.65.
 AID, PREMIUMS: County aid, \$19,100.
 CARNIVAL: Siebrand Bros.
 ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$14,500; running horse races, 5 days, with purses of \$7,500.
 STILL DATES: Posse Show, 2 days, 1 night, staged by Idaho State Riding Club.
 ADMINISTRATION: President, Frank G. DeKay; secretary, superintendent of concessions and commercial exhibits, publicity director, Ruth C. Hartkopf.
 1949 DATES: September 13-17.

Cherokee County Fair, Canton

ATTENDANCE: 4,200 paid. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 CARNIVAL: Shan Bros.' Shows.
 ADMINISTRATION: President, Ernest Stone; secretary, superintendent of concessions and commercial exhibits, O. E. Morgan Jr.

IDAHO

Bannock County 4-H Fair, Pocatello

ATTENDANCE: 1,200 free. Operated 3 days.
 WEATHER: Good 3 days.
 1949 DATES: August 26-27.

BROCKTON Fair

BROCKTON, MASS.

New England's Major Annual
 Catering to the Metropolitan
 Boston Zone

- FRANK H. KINGMAN (Manager)
- GEORGE A. BUCKLEY (President)
- MEMBER (IAFE)

A Booking Office

With a Conscience . . .

BOYLE WOOLFOLK AGENCY

203 NORTH WABASH AVENUE

CHICAGO

*Revue of Class • Wonder Bros.' Circus
 Thrill Shows • Radio Shows • Variety Acts*

SEE US CONVENTION HEADQUARTERS AT HOTEL SHERMAN

Alabama State Fair

THE OUTSTANDING 6 DAY
FAIR IN AMERICA

1949
DATES

will be
announced later

MEMBER
IAFE

R. H. McINTOSH
General Manager

ALABAMA STATE FAIR, BIRMINGHAM, ALA.



CLAY COUNTY FAIR

SPENCER, IOWA

World's Greatest County Fair

EXPECTED DATE

Sept. 12-17, 1949

• SIX DAYS • SIX NIGHTS

1948 ATTENDANCE - - NEARLY 200,000

\$150,000 SPENT IN NEW CONSTRUCTION IN 1947

For Further Information Write

BILL WOODS, Secy.

Kootenai County Fair, Coeur D'Alene

ATTENDANCE: 25,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night.
AID, PREMIUMS: County aid, \$4,200; other, \$2,500.
STILL DATES: Oldtime Fiddlers contest, 1 night; Oldtime dance, 1 night, both staged by Junior Chamber of Commerce.
ADMINISTRATION: President and secretary, C. W. Neider; superintendent of concessions, E. L. Brugger; superintendent of commercial exhibits, Chester Peltonus; publicity director, Clyde Stranahan.

ILLINOIS

Clark County Fair, Marshall

ATTENDANCE: 12,000 paid, 3,000 free. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$5,000; grandstand, \$2,000.
AID, PREMIUMS: State aid, \$9,000.
CARNIVAL: Florida Amusement Company.
ATTRACTIONS: Revue, 4 nights, at cost of \$1,600; fireworks, supplied by American Legion, 1 night, at cost of \$150; harness races, 3 days.
ADMINISTRATION: President, Everett Smlley; secretary, Fred Huffinton.

Effingham County Fair, Altamont

ATTENDANCE: 40,000 paid, 500 free. Operated 6 days, 6 nights.
WEATHER: Good, 5 days, 5 nights; rain, 1 day, 1 night.
CARNIVAL: Moore's Modern Shows.
ATTRACTIONS: Acts, booked thru Voorhees and Fleckles, 4 nights, at cost of \$1,750; fireworks, supplied by Illinois Fireworks Company, 1 night, at cost of \$350; harness races, 4 days, with total purses of \$7,500.
ADMINISTRATION: President, Ben Reiss; secretary, M. S. Alwert; superintendent of concessions, Milton Smith; publicity directors, Robert Dunlap and Ed McDonald.
1949 DATES: August 6-11.

Farmer City Fair, Farmer City

ATTENDANCE: 31,000 paid. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$9,725; grandstand, \$6,459.
AID, PREMIUMS: State aid, \$11,471.
CARNIVAL: Moore's Modern Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk Agency, 1 night, at cost of \$1,250; circus acts, booked thru Boyle Woolfolk, 1 day, 1 night, at cost of \$700; thrill show, Lucky Lott, 1 day, 1 night; midget car races at cost of \$1,800; harness horse races, 4 days, with purses of \$7,200.
STILL DATES: Midget auto races, 2 days, 16 nights, staged by fair; motorcycle races, 2 days, 4 nights, staged by Evergreen Motor Club.
ADMINISTRATION: President, R. F. Wilson; secretary, superintendent of concessions, publicity director, E. S. Wightman.

Hamilton County Fair, McLeansboro

WEATHER: Good 2 days, 3 nights; rain 2 days, 1 night.
ATTRACTIONS: Revue, booked thru Voorhees and Fleckles, 3 nights at cost of \$2,800; circus acts, 3 days, 3 nights, cost included in price of revue; running horse races, 4 days with purses of \$3,200.
ADMINISTRATION: President, A. N. Allen; secretary, superintendent of concessions, H. (Red) Mead.

Heart of Illinois Exposition, Peoria

ADMINISTRATION: President, J. V. Chiles; secretary, Ralph Ammon.

Henry County Fair, Cambridge

ATTENDANCE: 18,245 paid. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Wilson Shows.
ATTRACTIONS: Revue booked thru Boyle Woolfolk, 2 nights; circus acts, booked thru Boyle Woolfolk, 1 night; B. Ward Beam Thrill Show, 1 night.
ADMINISTRATION: President, C. H. Stackhouse; secretary, M. E. Werbach; superintendent of concessions, Roy Falloon.
1949 DATES: August 9-12.

Highland Madison County Fair, Highland

ATTENDANCE: 50,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
AID, PREMIUMS: State aid, \$2,400; county aid, \$500.
ADMINISTRATION: President, Milton Wine; superintendent of concessions, A. Buehlman; superintendent of commercial exhibits, L. M. Stoecklin; publicity director, Wilbur Federer.
1949 DATES: August 3-6.

Iroquois County Agricultural Fair and 4-H Club Assn., Milford

ATTENDANCE: 13,000. Gate admissions sold in advance, \$11. Operated 3 day, 5 nights.
WEATHER: Good 2½ days, 5 nights; rain, ½ day.
RECEIPTS: Gate, \$4,427.85.
AID, PREMIUMS: State aid, \$3,592.52; county aid, \$1,000; other, \$425.
CARNIVAL: Tatum Bros.
ATTRACTIONS: Circus acts booked thru Barnes-Carruthers, 2 days, 2 nights, at cost of \$2,500.
STILL DATES: Horse show, 1 night, promoted by American Legion; horse show, 2 nights, promoted by fair.
ADMINISTRATION: President, Elmer Breymeyer; secretary, Charles Alken; superintendent of concessions and commercial exhibits, O. E. Glover; publicity director, Warren Hartberg.
1949 DATES: August 7-11.

Jasper County Fair, Newton

ATTENDANCE: 12,000 paid. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate, \$3,800; grandstand, \$2,500; day grandstand, \$1,200; night grandstand, \$1,300.
AID, PREMIUMS: State aid, \$10,000.
CARNIVAL: Moore's Modern Shows.
ATTRACTIONS: Revue, booked thru Edna Deal, 1 night, at cost of \$500; circus acts, booked thru Gus Sun, 1 night, at cost of \$700; harness races, 3 days, with purses of \$3,900.
ADMINISTRATION: President, Earl Headig; secretary, publicity director, C. L. Batman; superintendent of concessions and commercial exhibits, R. T. Mineo.

Kane County Fair Assn., Elgin

WEATHER: Good, 4 days, 4 nights.
AID, PREMIUMS: State aid, \$5,200.
CARNIVAL: Jack Gerten Shows.
ATTRACTIONS: Musical Majorettes, at cost of \$1,200; circus acts, booked thru WLS Artists Bureau, 4 days, 4 nights; society horse show, 1 night, with purses of \$1,500.
ADMINISTRATION: President, Orlo E. Salisbury; secretary, publicity director, Ralph McKenzie; superintendent of concessions, Dr. H. J. Hoerner; superintendent of commercial exhibits, Lyle A. Ziegler.

Knox County Fair, Knoxville

ATTENDANCE: 30,000 paid; 10,000 children free; 2,400 single admissions sold in advance. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$10,876.50; grandstand, \$8,563.72.
AID, PREMIUMS: State aid, \$8,500; county aid, \$200.
CARNIVAL: Imperial Shows.
ATTRACTIONS: WLS Barn Dance, 1 night; novelty acts, booked thru Joe J. Smith, 2 nights; B. Ward Beam Thrill Show, 1 day, 1 night; harness races, 3 days with purses of \$5,400.
ADMINISTRATION: President, Thomas Shea; secretary and publicity director, Ray Swanson; superintendent of concessions and commercial exhibits, Carl L. Morgan.

Lawrence County Fair, Bridgeport

ATTENDANCE: 12,600 paid; 1,000 free. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate, \$6,000.60; grandstand, \$1,802.
AID, PREMIUMS: State aid, \$10,512.99 (approximate).
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$3,618.
ADMINISTRATION: President, L. W. Flanders; secretary, G. C. Gross; superintendent of concessions, Walter Kiger; superintendent of commercial exhibits, Glen Dale; publicity director, Mary Hamilton.

Martinsville Fair, Martinsville

ATTENDANCE: 20,000 paid, 5,000 free. Outside gate admissions sold in advance, 1,000. Operated 6 days, 6 nights.
 WEATHER: Good 2 days, 4 nights; rain 4 days, 2 nights.
 RECEIPTS: Gate, \$8,000; grandstand, \$5,000.
 AID, PREMIUMS: State aid, \$16,000.
 CARNIVAL: Moore's Modern Shows.
 ATTRACTIONS: Revue, booked thru Barnes-Carruthers and Fleckles-Voorhees Fair Booking Association, 4 nights, at cost of \$1,400; harness races, 5 days, with purses of \$8,200.
 ADMINISTRATION: President, Dr. R. H. Cooper; secretary, publicity director, H. T. Bennett; superintendent of concessions and commercial exhibits, Dr. H. L. Downey.
 1949 DATES: July 18-24.

ADMINISTRATION: President, Dwight Stephens; secretary, publicity director, Jack Stevenson; superintendent of concessions and commercial exhibits, Kenneth Benjamine.

Mercer County Agricultural Society, Aledo

ATTENDANCE: 10,300 paid, 9,000 free. Operated 3 days, 3 nights.
 WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
 RECEIPTS: Gate, \$4,800; grandstand, \$2,500; day grandstand, \$1,500; night grandstand, \$1,000.
 AID, PREMIUMS: State aid, \$7,300; county aid, \$300.
 CARNIVAL: Imperial Shows.
 ATTRACTIONS: Revue, booked thru Edna Deal and Ray Schute, 2 nights, at cost of \$300; harness races, 3 days, with purses of \$4,050.

McDonough County Agricultural Fair Assn., Macomb

ATTENDANCE: 1,500 paid, 200 free. Operated 4 days, 5 nights.
 WEATHER: Good 4 days, 5 nights.
 RECEIPTS: Gate, \$6,030; grandstand, \$5,171.
 AID, PREMIUMS: State aid, \$13,548.50
 CARNIVAL: Imperial Shows.
 ATTRACTIONS: Booked thru Sidney Belmont, 4 days, 4 nights, at cost of \$1,445; Jimmie Lynch's Death Dodgers, one night; harness races, 4 days.
 STILL DATES: Midget auto races, 8 nights, staged by Midget Auto Racing Association; big car races, one day, staged by Mutual Auto Association.
 ADMINISTRATION: President, Alex Garnes; secretary, James L. Allen; superintendent of concessions, John Burgard; superintendent of commercial exhibits, Vernett Roberts; publicity director, Herbert S. Bobbitt.

Moultrie-Douglas Fair, Arthur

ATTENDANCE: 20,000 paid; 1,500 free. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 4 nights; rain, 1 night.
 RECEIPTS: Gate, \$8,000.
 AID, PREMIUMS: State aid, \$1,200 (approximately).
 CARNIVAL: Midway of Mirth Shows.
 ATTRACTIONS: Free acts, booked thru Barnes-Carruthers, 5 nights, at cost of \$3,500.
 ADMINISTRATION: President, Perry Knoblock; secretary and publicity director, H. E. Hood; superintendent of concessions, George Bradford; superintendent of commercial exhibits, Clark Eads.

Ogle County Fair, Oregon

ATTENDANCE: 20,000 paid; 300 free. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 RECEIPTS: Gate, \$12,000; grandstand, \$1,800.
 AID, PREMIUMS: State aid, \$3,050.
 CARNIVAL: Shows, rides booked independently.
 ATTRACTIONS: Acts, booked thru Boyle Woolfolk Agency, 4 nights, at cost of \$2,200; harness horse races, 2 days, with purses of \$3,200.
 STILL DATES: Harness horse races, 1 day, staged by fair.
 ADMINISTRATION: President, James

McLean County Fair, Bloomington

ATTENDANCE: 23,000 paid, 1,500 free. Outside gate admissions sold in advance, 6,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate, \$6,643.
 CARNIVAL: Tatham Bros. Shows.
 ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 1 night at cost of \$1,000.

TO THE FAIRS, SPEEDWAYS AND STADIA

who contributed to our most successful season

THANK YOU

For your confidence in the Nation's Top Thrill Show

JIMMIE LYNCH JIMMY VAN CISE LEO OVERLAND EARL NEWBERRY

JIMMIE LYNCH DEATH DODGERS

203 North Wabash Ave., Chicago 1, Ill.

Barnes-Carruthers
Chicago

Al Martin
Boston



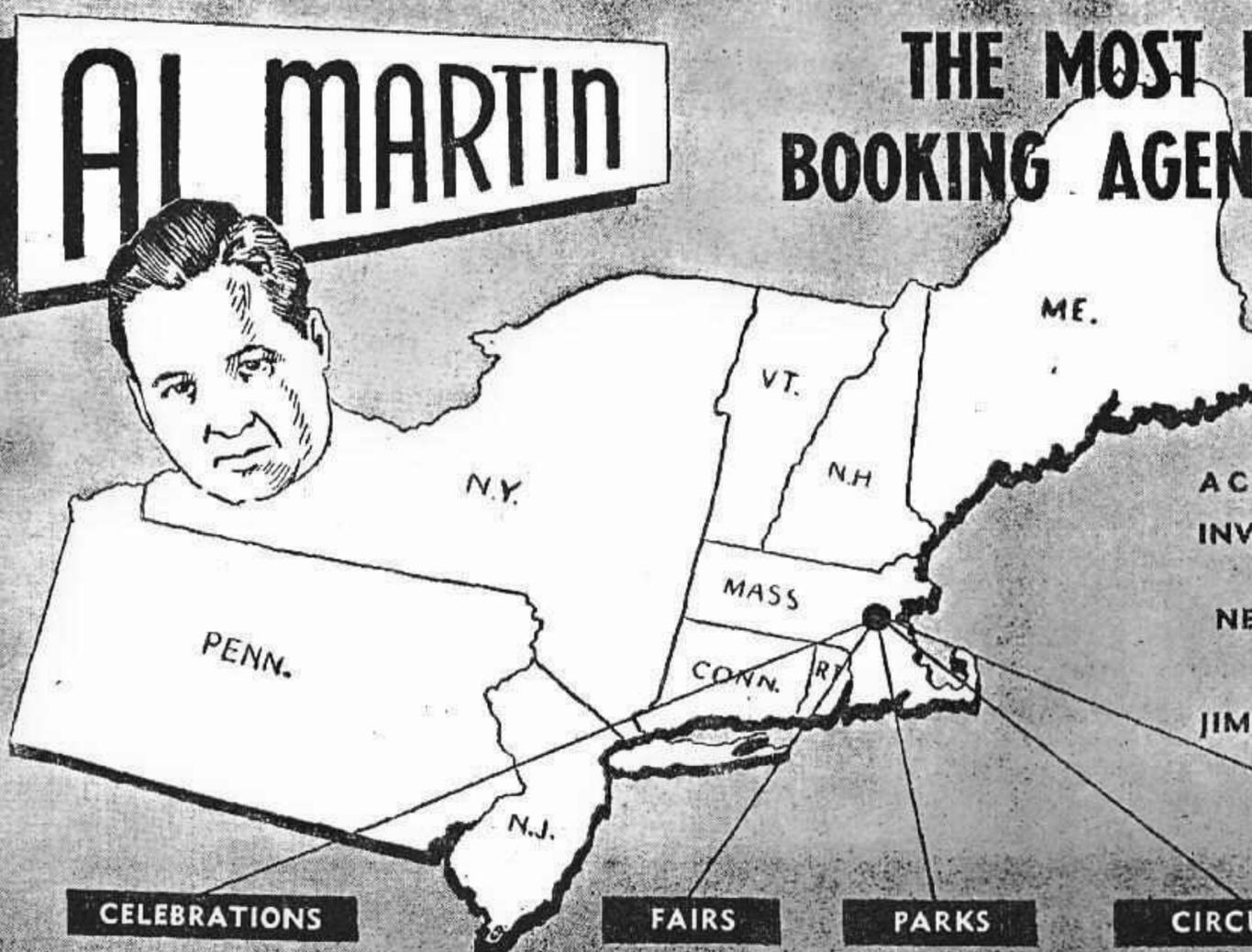
AL MARTIN

THE MOST PROGRESSIVE BOOKING AGENCY IN THE EAST

OUTSTANDING ATTRACTIONS NOW AVAILABLE

ACTS NEW TO THE EAST ARE INVITED TO CORRESPOND AT ONCE

NEW ENGLAND AND NEW YORK REPRESENTATIVE FOR JIMMIE LYNCH'S "DEATH DODGERS"



CELEBRATIONS

FAIRS

PARKS

CIRCUSES

CARNIVALS

AL MARTIN *Everything in Entertainment*

AGENCY

HOTEL BRADFORD • BOSTON, MASS. • HUBBARD

{ 0688
0689

LOUISIANA STATE FAIR

SHREVEPORT

1949 DATES
OCTOBER 22-31 INCLUSIVE

"It's your Fair —
So Be There!"



J. M. SENTELL
President

W. R. HIRSCH
Secretary-Manager

Thirty-fourth

NATIONAL ORANGE SHOW

March 10 through March 20, 1949

SAN BERNARDINO, Calif.

World's Largest Citrus Exposition

One of the nation's major agricultural fairs... a million-dollar show presented in a million-dollar plant in the center of the fabulously beautiful San Bernardino Valley.

The 1949 edition with "California's Famous Days" as its theme will be the most spectacular in the show's 34 years of splendor.



R. J. Smith, Secretary-Manager
P.O. BOX 29 SAN BERNARDINO, CALIFORNIA

Dexter; secretary and publicity director, E. D. Landers; superintendent of concessions, George A. Chasrn.
1949 DATES: September 3-5.

Sandwich Fair, Sandwich

ATTENDANCE: 47,872 paid; 429 free. Operated 5 days, 5 nights.

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

AID, PREMIUMS: State aid, \$5,000 (approximately).

CARNIVAL: Wilson Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk Agency, 1 night, at cost of \$2,500; circus acts, booked thru Boyle Woolfolk, 1 day, 1 night, at cost of \$2,700; thrill show, 1 day, 1 night; harness horse races, 3 days, with total purses of \$6,500.

ADMINISTRATION: President, H. J. White; secretary, publicity director, C. R. Brady; superintendent of concessions and superintendent of commercial exhibits, W. Dillon.

1949 DATES: September 7-11.

Will County Fair, Peotone

ATTENDANCE: 12,000 paid; 2,100 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$3,210.42; grandstand, \$2,620; day grandstand, \$710; night grandstand, \$1,910.

AID, PREMIUMS: State aid, \$5,225; county aid, \$300.

CARNIVAL: Peck Amusement Company.

ATTRACTIONS: Acts booked thru Boyle Woolfolk Agency, 2 days, 2 nights, at cost of \$1,675; horse show, 1 day, 1 night, with purses of \$1,648.50.

STILL DATES: Midget Auto Races 17 nights, promoted by Fred Emde.

ADMINISTRATION: President, superintendent of concessions and superintendent of commercial exhibits, George Fritz; secretary, C. M. Ginter; publicity director, G. Lee Russell.

1949 DATES: August 30-September 1.

Warren Fair, Warren

ATTENDANCE: 10,000 paid, 1,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Imperial Shows.

ATTRACTIONS: Stage and circus acts, booked thru Boyle Woolfolk, at approximate cost of \$2,500; harness races, 3 days, with purses of \$800; rodeo, presented by fair.

ADMINISTRATION: President, L. A. Reisner; secretary and publicity director, J. W. Richardson; superintendent of concessions and commercial exhibits, C. W. Bartell.

INDIANA

Akron Agricultural Fair Assn., Akron

ATTENDANCE: 10,764 paid. Operated 4 days, 5 nights.

WEATHER: Good 4 days, 5 nights.

RECEIPTS: Gate, \$2,651.95.

AID, PREMIUMS: County aid, \$500.

CARNIVAL: Mighty Hoosier State Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 4 nights at cost of \$1,000. Zacchini, human cannonball, 1 day, 4 nights.

ADMINISTRATION: President, Walter Harris; secretary, A. M. Price Jr.; superintendent of concessions and publicity director, Robert Tembaugh; superintendent of commercial exhibits, Tom Hauptert.

Anderson Free Fair, Anderson

ATTENDANCE: 85,000, free gate.

RECEIPTS: Night grandstand, \$6,359.46.

CARNIVAL: Thomas Joyland Amusements.

ATTRACTIONS: Harness horse races, 6 nights, with purses of \$11,711.54.

ADMINISTRATION: President, Walter E. Hughes; secretary, Earl J. McCarel.

Bourbon Fair, Bourbon

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

CARNIVAL: World of Pleasure Shows.

ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 3 nights; White Horse Troupe, 1 night; Jimmie Lynch's Death Dodgers, 1 night; harness races, 4 days; rodeo, presented by fair.

STILL DATES: Horse pulling contests, 2 nights, staged by Midwestern Horse Pulling Association.

ADMINISTRATION: President, Lewis Erwin; secretary, publicity director, Harvey Byrer; superintendent of concessions, Dallas Anglin; superintendent of commercial exhibits, Roscoe Metheny.

Cass County Fair Assn., Logansport

ATTENDANCE: 45,000, paid. Operated 7 days, 7 nights.

WEATHER: Good, 6 days; 7 nights; cold, 1 day.

AID, PREMIUMS: County aid, \$750 (for 4-H only).

CARNIVAL: Royal Crown Shows.
ATTRACTIONS: Grandstand acts, booked thru Sunny Bernet; harness races, 3 days, with purses of \$3,000; Jimmie Lynch's Death Dodgers, 1 day.

STILL DATES: Rodeo, 3 days, 3 nights, staged by Lyman Keys; motorcycle races, staged by Bridge City Motorcycle Club; Labor Day celebration, 1 day, staged by AFL; horse show, 1 day, 1 night, staged by Logansport Saddle Club.

ADMINISTRATION: President, superintendent of commercial exhibits, publicity director, Ben Pennington; superintendent of concessions, Dewey Schmidt.

Farmers and Merchants Fair Assn., Salem

ATTENDANCE: 2,500, free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Night grandstand, \$941; day grandstand, \$440.

AID, PREMIUMS: County aid, \$500.

CARNIVAL: John Bouze.

ATTRACTIONS: Revue, 2 nights at cost of \$457. Fireworks, 2 days, supplied by J. Roe, at cost of \$270. Harness races, 3 days with purses of \$1,800.

ADMINISTRATION: President, Clarence Howell; secretary, R. R. Tash; superintendent of concessions and commercial exhibits, H. Voyles, and publicity director, N. C. Johnson.

Indiana State Fair, Indianapolis

ATTENDANCE: 402,886 paid. Gate admissions sold in advance, 250,000. Operated 8 days, 8 nights.

WEATHER: Good 6 days, 6 nights; rain 2 days, 2 nights.

RECEIPTS: Gate, \$248,241.48; day grandstand, \$67,976.60; night grandstand, \$55,065.60.

CARNIVAL: Cetlin & Wilson Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 5 nights, at cost of \$27,917; Jole Chitwood's Thrill Show, 1 day, 1 night; fireworks, supplied by Illinois Fireworks Company, 8 nights, at cost of \$1,750; harness races, 6 days, with purses of \$134,000.

STILL DATES: Sonja Henie ice show, 18 nights, staged by Arthur Wirtz; Roy Rogers, 2 days, 6 nights, staged by Arthur Wirtz.

1949 DATES: September 2-9.

Jackson County Farmers' Fair, Brownstown

WEATHER: Good 6 days, 6 nights.

AID, PREMIUMS: County aid, \$2,500.

CARNIVAL: Blue Grass Shows.

ATTRACTIONS: Revue, booked thru Gus Sun, 2 nights at cost of \$1,000.

STILL DATES: Saddle horse show, 3 nights, staged by Midway Saddle Club.

ADMINISTRATION: President, C. B. Gillespie; secretary, Richard Elliott; superintendent of concessions, Jim Cummings; superintendent of commercial exhibits, W. M. Bobb; publicity director, Ray Berry.

1949 DATES: August 15-20.

Jasper County Fair, Rensselaer

ATTENDANCE: 10,711 paid; 415 season tickets. Operated 5 days, 5 nights.

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

RECEIPTS: Gate, \$4,478.62; day grandstand, \$568.50; night grandstand, \$736.22.

AID, PREMIUMS: County aid, \$750.

CARNIVAL: Wade Shows.

ATTRACTIONS: Revue, booked thru Gus Sun, 4 nights at cost of \$2,809.50.

B. Ward Beam Thrill Show, 1 day and 1 night. Harness races, 3 days with purses of \$3,024.

ADMINISTRATION: President, E. E. Fultz; secretary and publicity director, Ralph B. Amsler; superintendent of concessions, Ellwood Hoepfner; superintendent of commercial exhibits, William Woodworth.

Jay County Fair Assn., Portland

ATTENDANCE: 39,505 paid; 847 free.

Outside single gate admissions sold in advance, 2,843. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 6 nights; rain, 1 day.

RECEIPTS: Gate, \$11,843; grandstand, \$4,752; day grandstand, \$1,952.70; night grandstand, \$2,932.30.

AID, PREMIUMS: Total, \$230.

CARNIVAL: Jimmie Chanos Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$2,000; Jimmie Lynch's Death Dodgers, 1 day, 1 night; fireworks, supplied by Interstate Fireworks Company, 1 night, at cost of \$350; harness horse races, 3 days, with purses of \$3,600.

ADMINISTRATION: President, Percy Gleeson; secretary, publicity director, Charles C. Hartzell; superintendent of concessions, Orlan Holsapple; superintendent of commercial exhibits, O. E. Holsapple.

**Knox County Fair, Inc.,
Bicknell**

WEATHER: Good 5 days, 3 nights; rain 2 nights.

CARNIVAL: Rogers Greater Shows.

ADMINISTRATION: President, Roberts C. Hill; secretary, Erwin D. Scott.

1949 DATES: August 9-13.

**Kosciusko County Fair,
Warsaw**

WEATHER: Good, 6 days, 6 nights.

AID, PREMIUMS: County aid, \$2,500.

CARNIVAL: World of Pleasure.

ATTRACTIONS: Revue, 1 night, booked thru WLW Artists Bureau; Jimmie Lynch's Death Dodgers, 1 day, 1 night; rodeo, presented by Barnes-Carruthers, 2 days, 2 nights.

STILL DATES: Horse show, 2 days, 2 nights, staged by Saddle Club, Warsaw; Homecoming, 1 day, 1 night, staged by Junior Chamber of Commerce; Band Camp, 30 days, 30 nights, staged by Petrie Band Camp; Opera, 4 nights; Wrestling, 4 nights, staged by Moose Lodge.

ADMINISTRATION: President, Milo Maloy; secretary, R. W. Sittler; superintendent of concessions, Floyd Stevens; superintendent of commercial exhibits, Vern Frantz; publicity director, William Orr.

Owen County Fair, Spencer

ATTENDANCE: 10,000, free fair.

WEATHER: Good 4 days, 4 nights.

AID, PREMIUMS: County aid, \$800.

ATTRACTIONS: Roy Starkey show from WHAS, Louisville, 1 night.

ADMINISTRATION: President, Ralph W. Poulton; secretary, Mrs. Freda Booth; superintendent of concessions, Guy Cantwell; publicity director, Carl Ward.

1949 DATES: August 22-27.

**Pulaski County 4-H and
Community Free Fair,
Winamac**

ATTENDANCE: 6,000 free. Operated 4 days, 5 nights.

WEATHER: Good 3 days, 4 nights; rain 1 day, 1 night.

CARNIVAL: Baker United Shows.

ADMINISTRATION: President, Robert Critten; secretary, Stuart Gast; superintendent of concessions, Charles Arens.

1949 DATES: August 22-27.

Putnam County Fair, Greencastle

ATTENDANCE: Approximately 10,000, free. Operated 6 days.

WEATHER: Good 3 days, 3 nights; rain 3 days, 3 nights.

AID, PREMIUMS: County aid, \$2,500; other, \$250.

ADMINISTRATION: President, Carl Arnold; secretary, Roy C. Sutherland; and superintendent of concessions and commercial exhibits, J. F. Hirt.

1949 DATES: August 22-27.

**Rush County Agricultural Assn.,
Rushville**

CARNIVAL: F. E. Gooding.

ATTRACTIONS: White Horse Troupe, 1 night.

ADMINISTRATION: President, Burl Henchman; secretary, superintendent of concessions, E. E. Privett; superintendent of commercial exhibits, Thomas McMannus.

1949 DATES: August 22-27.

IOWA

All-Iowa Fair, Cedar Rapids

ATTENDANCE: 69,950; 82,843 free. Operated 7 days, 7 nights.



THE MIDWEST'S FASTEST
GROWING INDUSTRIAL-
AGRICULTURAL EXPOSITION

A GREAT STATE STAGES A GREAT SHOW
IN 1949

SEPTEMBER 4 TO 9 INCLUSIVE

DAVE OSBORN
PRESIDENT

EDWIN SCHULTZ
SECRETARY

**WARD (Flash) WILLIAMS
and
EDGAR I. SCHOOLEY**

ARE GRATEFUL

For the wonderful co-operation A.T.A. received in 1948 to enable us to complete our first successful year as producers.



AMERICAN THEATRICAL AGENCY, Inc.

Producers of

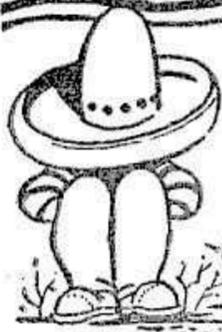
GRAND STAND SHOWS, THRILL SHOWS, RODEOS

FAIRMEN

You Are Cordially Invited To Enjoy Our Hospitality During the Meeting at the Sherman Hotel, and To See Us Personally About Our Many New Surprise Features for 1949.

AMERICAN THEATRICAL AGENCY, INC.
SUITE 1806, 203 N. WABASH AVE. • CHICAGO 1, ILLINOIS
(Phones: ANDover 3-6087 and 3-6088)





New MEXICO STATE FAIR

THANKS -

Although we are the youngest State Fair in the nation, we are proud to present a modern two-million-dollar plant that is different. Each succeeding fair has been a record breaker, thanks to the fine support.

NEXT YEAR -

BIGGER AND BETTER

We invite you to a truly Western Fair that promises to be the best yet, September 25 through October 2, 1949.

**NEW MEXICO STATE FAIR
ALBUQUERQUE**

132,693

**AND IT'S ONLY THE BEGINNING
WATCH US REALLY
GO TO TOWN IN '49**

WITH

- ★ GREATER CROWD APPEALING ATTRACTIONS
- ★ GREATER EXHIBITION FACILITIES
- ★ IOWA'S FASTEST GROWING FAIR
- ★ IN ONE OF THE NATION'S TOP RANKING CITIES

ALL-IOWA FAIR
HAWKEYE DOWNS - - - CEDAR RAPIDS, IOWA
ANDY HANSON, Mgr.

WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$34,240.65; grandstand, \$35,407.06; day grandstand, \$18,377.65; night grandstand, \$17,029.41.
AID, PREMIUMS: State aid, \$1,300; county aid, \$9,000.
CARNIVAL: Imperial Exposition Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 5 nights, at cost of \$10,000; All-American Thrill Drivers, 2 days, 1 night; fireworks, supplied by Thearle-Duffield, 5 nights, at cost of \$1,500; big car races, staged by Frank Winkley, 2 days; hot-rod auto races, staged by Frank Winkley, 1 day; running horse races, 2 days, with purses of \$1,800.
STILL DATES: Big car auto races, 1 day, staged by National Speedways; big car auto races, 1 day, staged by Frank Winkley.
ADMINISTRATION: President, Charles Penningroth; manager, Andrew C. Hanson; superintendent of concessions, Earl Bapty; superintendent of commercial exhibits, Merlin Rees; publicity director, Carl Kane.
1949 DATES: August 14-20.

Audubon County Agricultural Society, Audubon

ATTENDANCE: 19,750 paid; 250 free. Outside single gate admissions sold in advance, 500. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$6,811.54; grandstand, \$4,206; day grandstand, \$1,828.66; night grandstand, \$2,377.84.
AID, PREMIUMS: State aid, \$2,000; county aid, \$9,780.74.
CARNIVAL: Sunset Amusement.
ATTRACTIONS: Revue, booked thru Charles Zemater, 4 nights, at cost of \$3,200; thrill show, booked thru Frank Winkley, 1 day; big car races, 1 day, staged by Frank Winkley; harness races, 2 days, with purses of \$3,352.21.
STILL DATES: Auto races, 1 day, staged by Guard Company; motorcycle races, 1 day, staged by Gypsy Trail Riders; saddle horse show, 1 day, staged locally.
ADMINISTRATION: President, H. V. Meier; secretary, superintendent of concessions and commercial exhibits and publicity director, George A. Price.

Benton County Fair, Vinton

ATTENDANCE: 10,614 paid; 1,675 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$5,564.62; grandstand, \$2,505.50; day grandstand, \$1,231.50; night grandstand, \$1,274.
AID, PREMIUMS: State aid, \$2,000; county aid, \$4,500.
CARNIVAL: Model Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,800; circus acts, booked thru Boyle Woolfolk, 1 day, 1 night, at cost of \$755; Jimmie Lynch's Death Dodgers, 1 day, 1 night; big car races, staged by John Sloan, 1 day, at cost of \$814.
STILL DATES: Big car races, 1 day, staged by John Gerber.
ADMINISTRATION: President, Dr. D. H. Hibbs; secretary, superintendent of concessions and publicity director, W. J. Campbell; superintendent of commercial exhibits, Howard Knupp.

Buena Vista County Fair, Alta

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$3,954.90; grandstand, \$1,663.10; day grandstand, \$1,276.52; night grandstand, \$2,386.58.
AID, PREMIUMS: State aid, \$1,902.46; county aid, \$3,000.
CARNIVAL: Veterans United.
ATTRACTIONS: Revue and acts, booked thru Barnes-Carruthers, at cost of \$3,600; Jimmie Lynch's Death Dodgers, 1 day, 1 night; harness races, 2 days, with purses of \$1,800.
ADMINISTRATION: President, William Brechwald; secretary, G. A. Soderquist; superintendent of concessions, H. A. Ruppel; superintendent of commercial exhibits, Joe Bensene; publicity director, Alvin Smit.

Butler County Fair, Allison

ATTENDANCE: 11,061 paid, 2,000 free. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Gate, \$4,000; grandstand, \$1,900; day grandstand, \$650; night grandstand, \$1,250.
AID, PREMIUMS: State aid, \$1,670; county aid, \$3,200.
CARNIVAL: L. B. Lamb Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights, at cost of \$1,500; Jimmie Lynch's Death Dodgers, 1 day, 1 night; harness races, 1 day, with purses of \$815.
ADMINISTRATION: President, J. F. Allan; secretary, V. E. Shepard.

Cedar County Fair Association, Tipton

ATTENDANCE: 9,700 paid; 1,800 free. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 3 nights; rain 1 day.
RECEIPTS: Gate, \$4,000; grandstand, \$1,500.

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

CARNIVAL: L. B. Lamb Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights, at cost of \$1,200; hot-rod races, staged by Central Iowa Auto Racing Association, at cost of \$900; harness horse races, 1 day, with purses of \$1,200.
STILL DATES: Midget races, 1 day, staged by Midwest Midget Auto Racing Association; harness horse races, 1 day, staged by Hawkeye Racing Association; hot-rod races, 1 day, staged by Central Iowa Auto Racing Association.
ADMINISTRATION: President, Earl M. J. Escher; secretary, J. F. Casterline; superintendent of concessions, Henry Williams; superintendent of commercial exhibits, Ed Rigby; publicity director, C. S. Miller.

Central Iowa Fair, Marshalltown

ATTENDANCE: 22,746 paid, 14,000 free. Outside gate admissions sold in advance, 950. Operated 4 days, 4 nights.

WEATHER: Cold 4 days, 4 nights.
RECEIPTS: Gate, \$6,811.54; grandstand, \$4,206; day grandstand, \$1,828.66; night grandstand, \$2,377.84.

AID, PREMIUMS: State aid, \$2,000; county aid, \$9,780.74.

CARNIVAL: Sunset Amusement.
ATTRACTIONS: Revue, booked thru Charles Zemater, 4 nights, at cost of \$3,200; thrill show, booked thru Frank Winkley, 1 day; big car races, 1 day, staged by Frank Winkley; harness races, 2 days, with purses of \$3,352.21.

STILL DATES: Auto races, 1 day, staged by Guard Company; motorcycle races, 1 day, staged by Gypsy Trail Riders; saddle horse show, 1 day, staged locally.

ADMINISTRATION: President, H. V. Meier; secretary, superintendent of concessions and commercial exhibits and publicity director, George A. Price.

Clay County Fair, Spencer

ATTENDANCE: 183,000 paid; 2,000 free. Gate admissions sold in advance, 300. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: Hennies Bros.

ATTRACTIONS: Revue booked thru Barnes-Carruthers; Frank Winkley Thrill Show, 1 day; fireworks supplied by Thearle-Duffield, at cost of \$1,000; big car races, staged by Auto Racing, Inc., 2 days, at cost of \$12,000; harness horse races, 3 days, 3 nights.

STILL DATES: Motorcycle races, 1 day, promoted by local concern; Babe Ruth Day, promoted by local baseball club.

ADMINISTRATION: President, Leon Witter; secretary, Bill Woods; superintendent of concessions and commercial exhibits and publicity director, Lewis Jones.

Dairy Cattle Congress, Waterloo

WEATHER: Good 4 1/2 days, 4 nights; rain 2 1/2 days, 3 nights.

AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: Royal United Shows.

ATTRACTIONS: Revue and circus acts, booked thru Barnes-Carruthers, 7 days, 7 nights.

STILL DATES: Circus acts, 7 days, 7 nights, staged by Barnes-Carruthers.

ADMINISTRATION: President, S. D. Moore; secretary, superintendent of concessions and commercial exhibits, E. S. Estel; publicity director, Win. F. Hanssen.

Des Moines County Fair, Burlington

ATTENDANCE: 13,000 paid, 3,000 free. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

RECEIPTS: Gate, \$2,700; day grandstand, \$5,400; night grandstand, \$6,600.

AID, PREMIUMS: State aid, \$2,000.
CARNIVAL: Victory Exposition Shows.

ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 4 nights, at cost of \$4,500; Frank Winkley Thrill Show, 1 day, 1 night; big car races, staged by Frank Winkley, 1 day, at cost of \$1,500; harness races, 2 days, with purses of \$3,284.

STILL DATES: Carnival, 5 days, 5 nights, staged by World of Today Shows.

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

Eagle Grove District Junior Fair, Eagle Grove

WEATHER: Good 3 nights.
AID, PREMIUMS: State aid, \$1,577.10; county aid, \$1,424.13.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$1,200.

ADMINISTRATION: President, B. E. McCulloch; secretary, superintendent of concessions and commercial exhibits and publicity director, G. Hanson.

**Fayette County Fair,
West Union**

WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate, \$9,411.54; grandstand, \$8,118.32; day grandstand, \$2,337.66; night grandstand, \$5,180.66.
AID, PREMIUMS: State aid, \$2,000; county aid, \$3,000.
CARNIVAL: Model Shows.
ATTRactions: Revue, booked thru Ernie Young, 2 nights, at cost of \$3,500; circus acts, booked thru Sonny Bernet, 1 day, 1 night, at cost of \$1,200; Jimmie Lynch's Death Dodgers, 1 day, 1 night; big car races, staged by John Sloan, 1 day; harness races, 2 days, with purses of \$1,400.
STILL DATES: Midget auto races, 2 days, staged by John Gerber.
ADMINISTRATION: President, Harry Cline; secretary, superintendent of concessions, commercial exhibits and publicity director, Ed Bauder.

**Great Jones County Fair,
Monticello**

ATTENDANCE: 41,106 paid, 2,345 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$29,230.52; grandstand, \$1,952.36.
AID, PREMIUMS: State aid, \$2,000; county aid, \$6,465.11.
CARNIVAL: Sunset Amusement Company.
ATTRactions: Revue, booked thru Boyle Woolfolk Agency, 3 nights, at cost of \$3,500; circus acts, booked thru Sunny Bernet, 1 day, 1 night, at cost of \$1,100; harness races, 4 days, with purses of \$4,200.
ADMINISTRATION: President, H. W. Stuhler; secretary, publicity director, Ross Baty; superintendent of concessions and commercial exhibits, G. M. Jones.

**Greater Lyon County Fair, Rock
Rapids**

ATTENDANCE: 20,000 paid, 5,000 free; gate admissions sold in advance, 1,200. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$8,976; grandstand, \$6,741; day grandstand, \$4,670; night grandstand, \$2,079.
AID, PREMIUMS: State aid, \$1,735; county aid, \$6,000.
CARNIVAL: Boone Valley Shows.
ATTRactions: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$2,950; circus acts booked thru Barnes-Carruthers, 3 days, 3 nights, cost included in cost of revue; Jimmie Lynch's Death Dodgers, 1 day, 1 night; big car races staged by National Speedways; harness horse races, 2 days, with total purses of \$3,000.
ADMINISTRATION: President, Anthony Slepiera; secretary and publicity director, Bob Sutton; superintendent of concessions, Fritz Van Anne; superintendent of commercial exhibits, Walley Mitchell.

**Greene County Fair Association,
Jefferson**

ATTENDANCE: 7,548 paid; 6,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$4,161.26; grandstand, \$2,807.72.
AID, PREMIUMS: State aid, \$2,000; county aid, \$2,585.30.
CARNIVAL: Hales Shows of Tomorrow.
ATTRactions: Revue, booked thru Col. Wilbur, Omaha, 3 nights, at cost of \$2,000; thrill show, Death Drivers, 1 day, 1 night, at cost of \$1,700.
STILL DATES: Carnival, 4 days, 4 nights, staged by Merrian and Robinson; midget auto races, 1 day, staged by American Legion.
ADMINISTRATION: President, Tom Ferrell; secretary, F. Cudahy; superintendent of concessions, D. E. Lyon.

**Humboldt County Fair,
Humboldt**

ATTENDANCE: 8,459 paid, 500 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$3,613.61; day grandstand, \$1,241.24; night grandstand, \$1,368.64.
AID, PREMIUMS: State aid, \$1,793.38; county aid, \$2,000.
CARNIVAL: L. B. Lamb Shows.
ATTRactions: Revue, booked thru Williams and Lee, 3 days, 3 nights at cost of \$1,750; act, Boys Town Band, 1 day, 1 night at cost of \$1,000; running horse races, 3 days with purses of \$1,100.
ADMINISTRATION: President, Otis Nelson; secretary, Len W. Olson.

Iowa State Fair, Des Moines

ATTENDANCE: 487,668 paid. Operated 8 days, 8 nights.
WEATHER: Good 4 days, 6 nights; rain 3 days; threatening, 1 day, 2 nights.
CARNIVAL: Hennies Bros.
ATTRactions: Revue, booked thru Barnes-Carruthers, 8 nights; circus acts booked thru Barnes-Carruthers; fireworks supplied by Thearle-Duffield, 8 nights; big car races staged by John Sloan, 3 days; midget car races, staged by John Sloan.
ADMINISTRATION: President, H. L. Pike; secretary, L. B. Cunningham; superintendent of concessions, W. J. Campbell; superintendent of commercial exhibits, Ben B. Doran; publicity director, L. R. Fairall.
1949 DATES: August 24-September 2.

**Kossuth County Agricultural
Assn., Algona**

ATTENDANCE: 10,122 paid, 70 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$4,098.65; grandstand, \$3,322.
AID, PREMIUMS: State aid, \$2,000; county aid, \$5,000.
CARNIVAL: L. B. Lamb Shows.
ATTRactions: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,500; Jimmie Lynch's Death Dodgers, 1 night; harness races, 1 day, with purses of \$900.
STILL DATES: Hot-rod races, 1 day, staged by Frank Winkley; motorcycle races, 1 day.
ADMINISTRATION: President, A. A. Schipull; secretary, Robert Munger.

Lee County Fair, Donnellson

ATTENDANCE: 11,190 paid, 6,185 free. Outside gate admissions sold in advance, 86. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 3 nights; cold, 1 day, 1 night.
RECEIPTS: Gate, \$6,120.76; grandstand, \$3,794.32; day grandstand, \$1,502.02; night grandstand, \$2,292.30.
AID, PREMIUMS: State aid, \$2,000; county aid, \$1,500.
CARNIVAL: L. B. Lamb Shows.
ATTRactions: Revue, booked thru Charles Zemater, 2 nights, at cost of \$1,700; Frank Winkley's All-American Thrill show, 1 day, 1 night; harness races, 2 days, with purses of \$3,024.02.
ADMINISTRATION: President, Cliff Ward; secretary, J. R. Doherty; superintendent of concessions and commercial exhibits, Ralph Heaton; publicity directors, Graham Jennings and J. R. Doherty.

**Mississippi Valley Fair,
Davenport**

ATTENDANCE: 51,814 paid, 17,380 free. Operated 5 days, 6 nights.
WEATHER: Good 4 1/2 days, 6 nights, rain one-half day.
RECEIPTS: Gate, \$18,332.09; grandstand, \$26,226.40; day grandstand, \$13,590.71; night grandstand, \$12,635.69.
AID, PREMIUMS: State aid, \$2,000; county aid, \$2,610.
CARNIVAL: Victory Exposition Shows.
ATTRactions: Circus acts, booked thru Barnes-Carruthers, 3 nights, at cost of \$3,702.25; thrill show, United Speed & Thrill Features, 1 day; fireworks, supplied by Thearle-Duffield, 3 nights, at cost of \$1,500; big car races, staged by Auto Racing, Inc., 1 day, at cost of \$2,715.13; midget car races, staged by Midwest Midget Auto Racing Association, at cost of \$7,116.75; hot-rod races, staged by Frank Winkley, 2 days, at cost of \$1,785.90.
ADMINISTRATION: President, Chester D. Salter; manager, Frank Harris; superintendent of concessions, Ted Moellenbeck; superintendent of commercial exhibits, Ed Rochau; publicity director, William O. Johnson.

Mitchell County Fair, Osage

ATTENDANCE: 10,150 paid; 45 free. WEATHER: Rain 2 nights after 10 p.m.
AID, PREMIUMS: State aid, \$2,000; county aid, \$5,000.
CARNIVAL: Barney Lamb.
ATTRactions: Revue, booked thru Boyle Woolfolk Agency, 3 nights, at cost of \$2,750; WLS Barn Dance, 1 night; fireworks, supplied by Thearle-Duffield, 1 night; hot-rod races, staged by Frank Winkley, 1 day; running horse races, 1 day.
ADMINISTRATION: President, Garfield Moody; secretary, Max Katz.

**North Iowa Fair Assn., Mason
City**

ATTENDANCE: 52,653 paid, 30,666 free. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate, \$11,701.11; day

Still
THE TOP
grandstand
ATTRACTION



Many acts have come and gone since Selden first originated his unique attraction, but fair and exhibition patrons still clamor to see the **OUTSTANDING GRANDSTAND ATTRACTION** of them all—Selden, The Stratosphere Man.

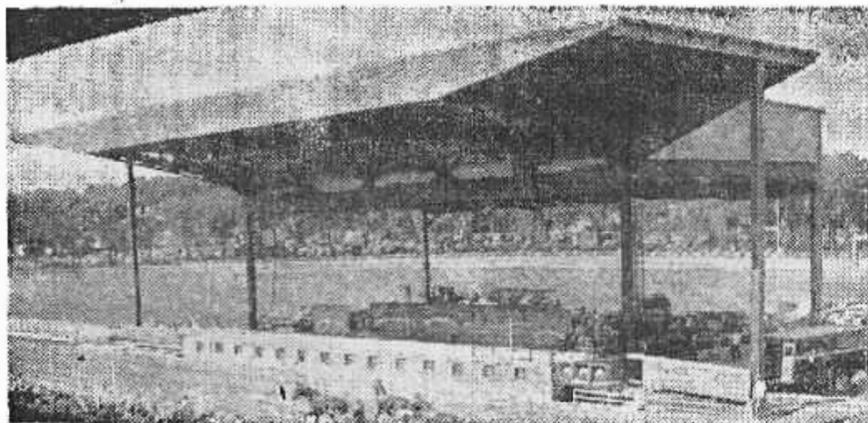
FAIR MANAGERS AND SECRETARIES: Make reservations now for the act that will assure the success of your grandstand or midway!

Permanent Address
c/o THE BILLBOARD • CINCINNATI 22, OHIO

YORK INTER STATE FAIR

YORK, PENNA.

Pioneers



**ALL WEATHER STAGE AND COVERING
THERE'S NONE LIKE IT
IT'S RAIN INSURANCE
IT'S COSTLY but
IT PAYS DIVIDENDS**

YORK INTER STATE FAIR
Invites Criticism and Suggestions.

SEPTEMBER 13 - 14 - 15 - 16 - 17 - 1949

grandstand, \$7,618.17; night grandstand, \$9,796.92.

AID, PREMIUMS: State aid, \$2,000; county aid, \$6,000; special awards, \$2,500.

CARNIVAL: William T. Collins.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights at cost of \$5,280; circus acts, 1 day, booked thru Sonny Bernet and Nestor Ranch Shows, at cost of \$576.38; Jimmie Lynch's Death Dodgers, 1 night; fireworks, supplied by Thearle-Duffield, 1 night at cost of \$2,144.24; big car races, booked thru Frank Winkley, 2 days at cost of \$3,377.59; harness races, 2 days with purses of \$2,762.35; horse show, by Mason City Saddle Club, 1 night, at cost of \$1,235.

STILL DATES: Carnival, 6 days and 6 nights, staged by Wolf Shows; carnival, 6 days and 6 nights, staged by Sunset Amusement; hot-rod races, 1 day, staged by Frank Winkley; hot-rod races, 1 day, staged by Gopher Racing; circus, 1 day and 1 night, staged by Dalley Bros.; horse show, 2 days, staged by Mason City Saddle Club, and midget races, 1 day, staged by Speed, Inc.

ADMINISTRATION: President, Leigh R. Curran; secretary and superintendent of concessions and exhibits, M. C. Lawson; publicity director, Lee P. Loomis.

O'Brien County 4-H Fair, Hartley

ATTENDANCE: 4,000 free. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

ATTRACTIONS: Circus acts, booked independently, 1 day, 1 night, at cost of \$500.

ADMINISTRATION: Secretary, I. L. Hansen.

Plymouth County 4-H and Agricultural Show, LeMars

ATTENDANCE: 5,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$1,800.

CARNIVAL: Ganotes Greater Shows.

ADMINISTRATION: President, Jim Paulin; secretary, superintendent of concessions and commercial exhibits, publicity director, Don P. Carter.

1949 DATES: August 15-17.

Shelby County Fair Assn., Harlan

ATTENDANCE: 10,544 paid. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate and grandstand, \$5,480.93.

AID, PREMIUMS: State aid, \$1,440; county aid, \$2,200.66; rental, \$400.

CARNIVAL: Boone Valley Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 2 days, 2 nights at cost of \$1,450. Circus acts, 1 day, 1 night at cost of \$782.41. Auto races.

ADMINISTRATION: President, W. J. Lewis; secretary and superintendent of concessions, J. H. Frederickson.

Wapello County Agricultural Fair Assn., Eldon

ATTENDANCE: 20,000 paid. Operated 4 days, 4 nights.

WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.

RECEIPTS: Gate, \$9,865; grandstand, total, \$6,537.

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

CARNIVAL: Tivoli Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers. Big car races, booked thru John A. Sloan. Harness races, 3 days, with purses of \$6,100.

ADMINISTRATION: President, F. W. Davis; secretary and publicity director, L. W. Hall; superintendent of concessions, H. F. Gilbert.

1949 DATES: August 22-25.

West Liberty Fair, West Liberty

ATTENDANCE: 14,331 paid; 1,000 free.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$11,699.35; day grandstand, \$1,653.18; night grandstand, \$1,640.50.

AID, PREMIUMS: State aid, \$2,000; county aid, \$5,000.

ATTRACTIONS: Revue, booked thru Charlie Zemater, 3 nights at cost of \$2,000; harness horse races, 3 days, with purses of \$4,000.

ADMINISTRATION: President, James Birkett; secretary, Roy Wustenberg; publicity director, W. G. Eichenouer.

Woodbury County Fair, Merville

ATTENDANCE: 11,068 paid, 9,992 free. Operated 3 days, 3 nights.

WEATHER: God, 3 days, 3 nights.

RECEIPTS: Total ticket sales, gate and grandstand, \$12,167.66.

AID, PREMIUMS: State aid, \$2,000; county aid, \$2,277.64.

CARNIVAL: L. B. Lamb Shows.

ATTRACTIONS: Revue, booked thru Bernie Marr Agency, 1 day, 1 night, at cost of \$1,050; fireworks, supplied by Fidelity Company, 1 night, at cost of \$201; rodeo, presented by Harley Roth, 2 days, 2 nights.

ADMINISTRATION: President, R. E. Richards; secretary, superintendent of concessions and commercial exhibits, publicity director, F. H. Rebersky.

1949 DATES: September 8-11.

Worth County Fair Society, Northwood

ATTENDANCE: 12,586 paid, 6,000 free. Outside gate admissions sold in advance, 4,596. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$6,292.70; day grandstand, \$333.75; night grandstand, \$4,305.50.

AID, PREMIUMS: State aid, \$1,929.15; county aid, \$3,476.51.

CARNIVAL: Tivoli Exposition Shows.

ATTRACTIONS: Revue, booked thru Ernie Young, 3 nights, at cost of \$2,750; revue, booked thru WLS Artists Bureau, 1 night, at cost of \$850; fireworks, supplied by Peerless Fireworks Company, 1 night, at cost of \$295.

STILL DATES: Horse show, 1 day, staged by Northwood Lions Club; rodeo, 1 day, 1 night, staged by VFW.

ADMINISTRATION: President, E. C. Flatness; secretary, superintendent of concessions and commercial exhibits and publicity director, Glenn O. Tenold.

1949 DATES: August 14-17.

KANSAS

Barber County Fair, Hardtner

WEATHER: Good 3 days, 2 1/2 nights; rain, 1/2 night.

RECEIPTS: Free gate. Day grandstand, \$2,500.

AID, PREMIUMS: County aid, \$1,900.

CARNIVAL: Brodbeck Shows.

ATTRACTIONS: Rodeo, presented by Jess Howard and Claude Hayes, 3 nights.

ADMINISTRATION: President, Louis A. Baker; secretary, publicity director, J. M. Molz; superintendent of concessions, A. W. Wetz; superintendent of commercial exhibits, H. L. McCoy.

Barton County 4-H, Great Bend

ATTENDANCE: 1,200, free fair. Operated 3 days, 2 nights.

WEATHER: Good, 3 days, 2 nights.

AID, PREMIUMS: Total \$1,000.

1949 DATES: August 16-18.

Belle Plaine Fair Assn. Belle Plaine

WEATHER: Good 3 days, 2 nights.

AID, PREMIUMS: County aid, \$600; other, \$500.

CARNIVAL: Gifford Shows.

ADMINISTRATION: President, Paul Savelem; secretary, D. W. Davis; superintendent of commercial exhibits, W. L. Cox.

Chase County Fair, Cottonwood Falls

ATTENDANCE: 3,000 paid, 200 free. Operated 4 days.

WEATHER: Good 4 days.

AID, PREMIUMS: County aid, \$1,133.93.

CARNIVAL: Larry Nolan Shows.

ATTRACTIONS: Acts, booked thru WIBW, Topeka, 1 night, at cost of \$225; motorcycle races, staged by Indian Motorcycle Association, 1 day, at cost of \$800.

ADMINISTRATION: President, T. R. Wells; secretary, superintendent of concessions, Ernest McKenzie.

Cherokee County American Legion Fair, Columbus

ATTENDANCE: 25,000 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

AID, PREMIUMS: County aid, \$1,000.

CARNIVAL: Dixie Shows.

ATTRACTIONS: Fireworks, staged by American Legion, 1 night at cost of \$150.

ADMINISTRATION: President, Russell Jarrett; secretary, superintendent of concessions, K. M. McComak; superintendent of commercial exhibits, Vern Reese; publicity director, Victor Kopple.

Cloud County Fair, Glasco

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: County aid, \$2,000.



An American institution purveying
only the finest in

- REVUES
- AERIAL ACTS
- RODEOS
- SENSATIONAL TROUPES
- TOP QUALITY STAGE ACTS
- SUN BROS.' CIRCUS

See Us at the Sherman in Chicago and Remember
A "SUN SHOW" IS A BADGE OF DISTINCTION!

THE GUS SUN BOOKING AGENCY

SUN'S REGENT THEATRE BLDG.

SPRINGFIELD, OHIO

CARNIVAL: Jayhawk Amusement Company.

ATTRACTIONS: Circus acts, booked thru J. C. Michaels; horse show, 1 night; fireworks, 1 night.

ADMINISTRATION: President, Fred Harper; secretary, L. J. Nutland.

Coffee County Agricultural Fair, Burlington

ATTENDANCE: 5,000 paid. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: County aid, \$1,800.

CARNIVAL: Cherokee Amusement Company.

ATTRACTIONS: Revue, booked thru Jack Collins, 2 nights, at cost of \$525.

STILL DATES: Horse races, 3 days, staged locally.

ADMINISTRATION: President, R. A. Roberts; secretary, Carl Henning; superintendent of concessions and commercial exhibits, Charles Peterman; publicity director, John Redmond.

Cowley County Free Fair, Winfield

ATTENDANCE: 15,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

AID, PREMIUMS: County aid, \$1,375; Chamber of Commerce, \$1,500.

ATTRACTIONS: Revue booked thru WLS Artists Bureau, 1 night, at cost of \$500; rodeo, presented by Harry Shepler, 3 nights.

ADMINISTRATION: President, Loyd Hittle; secretary, Noble Bradbury.

Decatur County Fair, Oberlin

ATTENDANCE: 5,900 paid, 2,000 free. Operated 4 days, 4 nights.

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

RECEIPTS: Grandstand, \$3,150.

AID, PREMIUMS: County aid, \$500; other, \$1,600.

CARNIVAL: Larry Nolan Shows.

ATTRACTIONS: Circus acts, booked thru J. C. Michaels, 1 day, 1 night, at cost of \$150; rodeo, presented by Gale Taylor, 2 days.

STILL DATES: Miracle horses, 1 day, staged by fair.

ADMINISTRATION: President, Bartos Brown; secretary, publicity director, E. R. Woodward; superintendent of concessions, Rodney Partch; superintendent of commercial exhibits, Keith Nicodemus.

1949 DATES: August 19-22.

Eastern Cowley County Fair, Burden

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$7,000.

AID, PREMIUMS: County aid, \$625.

CARNIVAL: Mike Rockwell.

ATTRACTIONS: Circus acts, booked thru J. C. Michaels Attractions, 3 days, 3 nights, at cost of \$325; midget races, staged by Wichita Hot Rods, at cost of \$527.50; running horse races, 3 days, with purses of \$900; rodeo, presented by fair, 3 days, 3 nights.

STILL DATES: Running races, 3 days; rodeo, 3 days, 3 nights; free acts, 3 days; dance, 3 nights; carnival 3 days, 3 nights; 4-H stock show, 3 days, 3 nights.

ADMINISTRATION: President, Harold Triplett; secretary, superintendent of concessions and commercial exhibits, Dick Alexander; publicity director, Jack Shore.

Hamilton County, Syracuse

AID, PREMIUMS: Donations, \$500.

ADMINISTRATION: President, G. E. Wilson; secretary, William S. Bork.

Harper County Agricultural Fair Assn., Harper

WEATHER: Good 4 days, 4 nights.

RECEIPTS: All free.

AID, PREMIUMS: County aid, \$2,000.

CARNIVAL: Tidwell Shows.

ADMINISTRATION: President, Charles Maninger; secretary, R. E. Dresser; superintendent of concessions, Ralph Leu; superintendent of commercial exhibits, C. V. Terrell; publicity director, Ray Reazin.

Harvey County Fair, Newton

ATTENDANCE: Free fair, 30,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Night grandstand, two nights only, \$1,287.

AID, PREMIUMS: County aid, \$2,000.

CARNIVAL: Rockwell's Shows & Rides.

ADMINISTRATION: President, E. A. Berry; secretary, Guy W. Webster; superintendent of concessions, Don Bayless.

Kansas Free Fair, Topeka

ATTENDANCE: Free gate, estimated 500,000. Operated 7 days, 7 nights.

WEATHER: Good 7 days, 7 nights.

RECEIPTS: Day grandstand, \$38,350; night grandstand, \$61,650.

AID, PREMIUMS: County aid, \$17,000.

CARNIVAL: Royal American.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers; Jimmie Lynch's Death Dodgers, 2 days; big car races, 4 days, Racing Corporation of America.

STILL DATES: Big car races, 1 day, staged by Racing Corporation of America; rodeo, 3 days, 1 night, staged by Topeka Roundup Club.

ADMINISTRATION: D. E. Ackers, president; secretary, M. W. Jencks; superintendent of concessions, Russell R. Brown; publicity director, Clive Lane.

1949 DATES: September 10-16.

Kansas State Fair, Hutchinson

WEATHER: Good 5 days, 6 nights; rain 1 day, 1 night.

AID, PREMIUMS: State aid, \$14,000.

CARNIVAL: Independent.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; Frank Winkley's All-American Thrill Show, 1 day; fireworks, supplied by B. C. Truex, 1 night; big car races, staged by Frank Winkley, 4 days; midget races, staged by Verne M. Hamilton, 1 night; hot-rod races, staged by Frank Winkley, 1 day.

STILL DATES: Midget auto races, 15 nights, staged by Verne M. Hamilton; big car races, 1 day, staged by Frank Winkley; stock car races, 1 day, staged by Frank Winkley; hot-rod races, 1 day, staged by Verne M. Hamilton.

ADMINISTRATION: President, Perry H. Lambert; secretary, S. M. Mitchell; superintendent of concessions and commercial exhibits, Ralph W. Mitchell; publicity director, Fred Henney.

1949 DATES: September 18-23.

Leavenworth County Fair, Tonganoxie

ATTENDANCE: Free fair, 15,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: County aid, \$1,500.

CARNIVAL: Midwest Amusement Company.

ATTRACTIONS: Harness horse show, 2 nights, with purses of \$1,400, presented by fair.

STILL DATES: Horse show, 1 night, staged by Riding Club.

ADMINISTRATION: President, M. P. Black; secretary, George L. Baker.

McPherson County 4-H Fair, McPherson

ATTENDANCE: 2,000 free. Operated 3 days.

WEATHER: Good 3 days.

ADMINISTRATION: Secretary, Jess Cooper.

Mineral Free Fair, West Mineral

ATTENDANCE: 3,783 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

AID, PREMIUMS: County aid, \$1,000.

CARNIVAL: Brownie Amusement Company.

ADMINISTRATION: President, superintendent of commercial exhibits, Joe Carlson; secretary, superintendent of concessions, publicity director, John Blair.

1949 DATES: September 7-10.

Nemaha County Agricultural Fair, Seneca

WEATHER: Good 2 days, 3 nights; threatening 1 day.

AID, PREMIUMS: County aid, \$400; other, \$500.

CARNIVAL: Jayhawk Amusement Company.

ATTRACTIONS: Revue, 2 nights, at cost of \$150.

ADMINISTRATION: President, Clem Wempe; secretary, A. J. Haverkamp.

Nemaha County Fair, Wetmore

ATTENDANCE: 8,000 free. Operated 3 days, 3 nights.

CARNIVAL: Catlett Greater Shows.

STILL DATES: Local talent, 1 night, staged by local and neighboring towns; Radio show, 1 night, staged by WIBW and WREN, Topeka; Radio show, 1 night, staged by KPAB, Lincoln, Neb.

ADMINISTRATION: President, Howard V. Bixley; secretary, E. E. Church; superintendent of concessions, Edgar Campbell; superintendent of commercial ex-

FAIR EXECUTIVES

Before Booking Your 1949

AUTO RACES

Consult Us

A Complete Service of Promoting, Publicizing and Operating Speed Attractions.

PUBLICITY-EXPLOITATION—

A well-organized campaign of attention-attracting features, designed to produce packed stands.

PERFORMANCE—

Full fields of cars driven by nationally known speed stars. No "Parades," no "Runaway" events—but honestly contested races, programmed in a manner to give your patrons what they want—Thrills.

BACKGROUND—

Fifteen years' experience in presenting to the American Public the best in speed presentations.

MIDGETS AND BIG CARS

Sanctioned by



AMERICAN AUTOMOBILE ASSN.

STEBBINS SPEEDWAYS

Affiliated With

SMALL CAR ENTERPRISES, INC.

MADISON SQUARE GARDEN

307 WEST 49TH ST., NEW YORK 19

DU QUOIN STATE FAIR

1949

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

8 BIG DAYS AND 8 BIG NIGHTS
AUGUST 29 THRU SEPTEMBER 5

DU QUOIN STATE FAIR DU QUOIN, ILL.

CHATTANOOGA-HAMILTON COUNTY



Interstate Fair

Tennessee's Most Popular Fair

"Always the Third Week in September"

NOW PLANNING A GREATER AND
BETTER EXPOSITION FOR 1949
SEPTEMBER 19-24 INCLUSIVE

FREE GRAND STAND SHOW EVERY
AFTERNOON AND EVENING

JOE E. ENGEL • MAUDE H. ATWOOD
President Secretary

NOW SELLING EXHIBIT AND CONCESSION SPACE

For Terms and Information Contact

MAUDE H. ATWOOD, Secy.

ROOM 420 VOLUNTEER BLDG.

CHATTANOOGA 2, TENN.

libits, Dave Eoelmesser; publicity director, Dave Seboldt.

Ness County 4-H Fair, Ness City

ATTENDANCE: Free fair, 800. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
ADMINISTRATION: President, A. W. Slek; superintendent of concessions, J. F. Finn.
1949 DATES: August 22-24.

Osborne County Rural Fair, Osborne

ATTENDANCE: 5,651 paid. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
RECEIPTS: Gate, \$3,322.82.
AID, PREMIUMS: County aid, \$1,411.40.
CARNIVAL: Strader Shows.
ATTRACTIONS: Circus acts at cost of \$1,142.05; Pete Bailey's Thrill Show, 1 night; fireworks, supplied by WIBW, Topeka, at cost of \$490.26.
STILL DATES: Rodeo, 1 day, 2 nights, staged by fair and Paul Long Rodeo; horse show, 1 night, staged by 4-H clubs.
ADMINISTRATION: President, W. W. Foster; secretary, C. W. Rogers.

Ottawa County Fair Assn., Delphos

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Night grandstand, \$600.
AID, PREMIUMS: County aid, \$1,000.
CARNIVAL: Jayhawk Amusement Company.
ATTRACTIONS: Revue, booked thru Tom Drake Agency, 1 night, at cost of \$500.
ADMINISTRATION: President and superintendent of concessions, Gordon Zajlic; secretary and publicity director, W. J. Gwinner; superintendent of commercial exhibits, B. E. Ferris.

Pratt County Fair, Pratt

WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$500; night grandstand, \$600.
AID, PREMIUMS: County aid, \$600; other, \$2,500.

Rooks County Free Fair, Stockton

ATTENDANCE: 14,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Grandstand, \$9,300; day grandstand, \$3,500; night grandstand, \$5,800.
AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: Brodbeck-Strader.
ATTRACTIONS: Revue, booked thru Colonel Wilbur Attractions, 1 night; circus acts, booked thru Colonel Wilbur Attractions, 4 days, 4 nights; Oscar Abraham Thrill Show, 1 night; harness races, 3 days, with purses of \$1,500.
ADMINISTRATION: President, Ed J. Reffel; secretary, superintendent of concessions, commercial exhibits and publicity director, Ray Marshall.

Smith County Free Fair, Smith Center

ATTENDANCE: 7,500 paid, 1,000 free.
AID, PREMIUMS: County aid, \$2,000; other, \$1,000.
CARNIVAL: Brodbeck-Strader.
ATTRACTIONS: Midget auto races, staged by Hamilton, at cost of \$850.
ADMINISTRATION: President, Lee Bolton; secretary, Paul Gilpin.

Sumner County Fair, Caldwell

ATTENDANCE: 12,000 (free gate). Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$1,600.
CARNIVAL: Frear's United Shows.
ATTRACTIONS: Revue, booked thru Truex, 2 nights, at cost of \$1,700.
ADMINISTRATION: President, Charles G. Overall; secretary, F. W. Frazier; superintendent of concessions, F. L. Norton; superintendent of commercial exhibits, J. L. Young; publicity director, Doyle Styles.

Thomas County Free Fair, Colby

ATTENDANCE: 10,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Grandstand, \$5,095.92; day grandstand, \$2,274; night grandstand, \$2,821.92.
AID, PREMIUMS: County aid, \$6,525.
CARNIVAL: Central States.
ATTRACTIONS: Revue, booked thru Wheeler-Pittman, 2 nights, at cost of \$2,000; circus acts, booked thru Wheeler-

Pittman, 3 days, cost included in revue; fireworks, supplied by Ben Truex, 1 night, at cost of \$400; motorcycle races, staged by Peter D. Freytag, 1 day, at cost of \$200; harness horse races, 3 days, with purses of \$1,500; WIBW radio show, supplied by Ben Truex, 1 night, at cost of \$700.

STILL DATES: Rodeo, 2 days, staged by Colby Saddle and Bridle Club; Society Horse Show, 2 nights, staged by Colby Saddle and Bridle Club; Vatican Choir, 1 night, staged by Radio Station KXXX.
ADMINISTRATION: President, William Garrett; secretary, superintendent of concessions and commercial exhibits and publicity director, J. B. Kuska.
1949 DATES: August 15-18.

Thayer Homecoming Picnic and Fair, Thayer

ATTENDANCE: Free fair, 8,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$200.
ATTRACTIONS: Rodeo, 2 days, presented by Kenneth George.
ADMINISTRATION: President, E. P. Johnston; secretary and superintendent of concessions, H. M. Minnick; superintendent of commercial exhibits, Charles Payne; publicity director, Kerm Powers.
1949 DATE: September 7-9.

Tri-County Fair, Horton

WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$1,750 (for premiums); other, \$2,000.
CARNIVAL: Catlett Greater Shows.
ATTRACTIONS: Acts, booked thru WIBW, Topeka, 3 nights, at cost of \$800.
ADMINISTRATION: President, George Hamilton; secretary, Jules A. Bourquin.

Washington County Fair Assn., Washington

WEATHER: Good 3 days, 3 nights.
CARNIVAL: Cherokee Amusement Company.
ATTRACTIONS: Circus acts, booked thru J. C. Michaels, 3 nights at cost of \$1,375.
ADMINISTRATION: President, C. L. Tubbs; secretary and superintendent of commercial exhibits, A. C. Fuhrken; publicity director, Helen Hennon.

KENTUCKY

Breckinridge County Fair, Hardinsburg

ATTENDANCE: 5,000 free. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
AID, PREMIUMS: Special aid, \$2,100.
ATTRACTIONS: Horse show, 1 day, 1 night.
ADMINISTRATION: President, W. C. Pate; secretary, Virginia Sills.

Germantown Fair Assn., Germantown

ATTENDANCE: 24,294 paid, 550 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$11,102.35.
AID, PREMIUMS: Total, \$1,250.
CARNIVAL: Mighty Hoosier State Shows.
ADMINISTRATION: President, Adam Kalb; secretary, R. K. Asbury.

Kentucky State Fair, Louisville

ATTENDANCE: 219,000 paid; 231,000 free. Outside single gate admissions sold in advance, 51,000. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$62,000; grandstand, \$8,800.
AID, PREMIUMS: State aid, \$55,000; other, \$27,000.
CARNIVAL: John R. Ward Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 7 nights; circus acts, booked thru Boyle Woolfolk, 7 days, 7 nights.
STILL DATES: National Fiddle Contest, 1 night; high school band, 2 days; quartet contest, 1 day; beauty contest, 1 day; drum contest, 1 day; recreation contest, 1 day, all staged by Doc Cassidy.
ADMINISTRATION: President, J. R. Rash; secretary, Ann McCrocklin; superintendent of concessions and commercial exhibits, John C. Wehrley; publicity director, Doc Cassidy.
1949 DATES: September 11-17.

Lawrenceburg Fair and Horse Show, Lawrenceburg

ATTENDANCE: 15,000 paid. Operated 1 day, 5 nights.
 WEATHER: Good 2 nights; rain 1 day, 3 nights.
 CARNIVAL: Johnny J. Denton Shows.
 ADMINISTRATION: President, Frank E. Martin; secretary, Dub Johnson.

Lee County Fair, Beattyville

ATTENDANCE: Free gate. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: Total aid, \$200.
 CARNIVAL: Nelson Breeze.
 ATTRACTIONS: Thrill show, staged locally; fireworks, supplied by Fidelity Fireworks, 1 night, at cost of \$100.
 ADMINISTRATION: President, Tom Comies; secretary, Lee Tyler; superintendent of concessions, Roy Cole; superintendent of commercial exhibits, Charles Beach Jr.; publicity director, Nevel Shackelford.

Marion County Fair, Lebanon

WEATHER: Good 4 days, 4 nights.
 CARNIVAL: Wallace Bros. Shows.
 ATTRACTIONS: Harness races, 4 days, with purses of \$3,200.
 ADMINISTRATION: Secretary, R. L. Isaacs.

Owsley County Fair Assn., Inc., Booneville

ATTENDANCE: Free fair, 15,000. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: Total aid, \$1,500.
 CARNIVAL: Nelson Breeze Rides.
 ATTRACTIONS: Care Story Quartette, 1 night; Owsley Jamboree, 1 day, 1 night.

West Kentucky Fair and Races, Paducah

ATTENDANCE: 20,000 paid, 20,000 free. Operated 4 days, 4 nights.
 WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.
 CARNIVAL: Blue Grass Shows.
 STILL DATES: Horse races, 4 days; horse show, 2 days.
 ADMINISTRATION: President-secretary, C. W. Peel; superintendent of concessions, commercial exhibits, Lee Livingston; publicity director, Dave Rogers.
 1949 DATES: July 12-15.

LOUISIANA

Allen Parish Fair, Oberlin

ATTENDANCE: 15,000 (free gate). Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: State aid, \$1,500.
 CARNIVAL: Buff Hottle Shows.
 ADMINISTRATION: President, A. B. Finke; secretary, superintendent of concessions, G. C. Meaux.

Claiborne Parish Fair, Haynesville

WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: State aid, \$1,500; other, \$3,500.
 CARNIVAL: Snapp's Greater Shows.
 ADMINISTRATION: President, G. H. Sherman; secretary, Joe Webb.
 1949 DATES: October 5-8.

Grant Parish Fair Assn., New Verda

WEATHER: Good 2 days, 3 nights.
 AID, PREMIUMS: State aid, \$1,000; county aid, \$200.
 CARNIVAL: Floyd Kile Shows.
 ATTRACTIONS: Fireworks, supplied by Peerless Fireworks Company, 1 night at cost of \$205.
 ADMINISTRATION: President, John Williams; secretary, Odella Purvis; superintendent of concessions, C. F. Fletcher; superintendent of commercial exhibits, G. A. Fletcher.

Louisiana State Fair, Shreveport

ATTENDANCE: 684,000 free gate. Operated 10 days, 10 nights.
 WEATHER: Good 7 days, 8 nights; cold 3 days, 2 nights.
 AID, PREMIUMS: State aid, \$20,000.
 CARNIVAL: Royal American Shows.
 ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 9 nights; Jimmie Lynch's Death Dodgers, 3 days; fireworks, supplied by Thearle-Duffield, 9 nights;

big car races, staged by National Speedways, 2 days.

STILL DATES: Midget auto races, 12 days, staged by Jimmie Lynch; auto races, 3 days, staged by John Sloan; motorcycle races, 1 day, staged by White Eagle Motorcycle Club, Shreveport.

ADMINISTRATION: President, John M. Sentell; secretary, W. R. Hirsch; superintendent of concessions, Sam Monson; superintendent of commercial exhibits, J. T. Monson.
 1949 DATES: October 22-31.

Louisiana Sugar Festival and Fair, New Iberia

WEATHER: Good 3 days, 3 nights.
 AID, PREMIUMS: State aid, \$10,000; other, \$15,000.
 CARNIVAL: Burke Shows.
 ADMINISTRATION: President, Leo J. Bullard; secretary, Robert Badon; superintendent of concessions, Henry Orte; superintendent of commercial exhibits, L. C. Bourgeois; publicity director, Robert J. Angers Jr.
 1949 DATES: September 30-October 2.

North Louisiana State Fair, Ruston

WEATHER: Good 5 days, 5 nights.
 AID, PREMIUMS: State aid, \$4,500; county aid, \$250; other, \$500.
 CARNIVAL: Groves Greater Shows.
 ATTRACTIONS: Midget car races, staged by Fran Bratan, at cost of \$200.
 ADMINISTRATION: President, T. E. Raley; secretary, C. M. Mathews; superintendent of concessions, D. R. Durrett; superintendent of commercial exhibits, I. E. Isom; publicity director, Jim Hinton

Red River Parish, Coushatta

ATTENDANCE: 8,500 paid, 700 free. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 CARNIVAL: Mimic World Shows.
 ATTRACTIONS: Rodeo, presented by Jasper County Rodeo Association, 3 nights.
 ADMINISTRATION: President, A. M. Posey; secretary, Lester P. Vetter; publicity director, Emile Roper.

South Louisiana State Fair, Donaldsonville

ATTENDANCE: 50,000 free. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Grandstand, \$3,400 (estimated).
 AID, PREMIUMS: State aid, \$10,000; county aid, \$3,500.
 CARNIVAL: Buff Hottle.
 ATTRACTIONS: Circus acts, booked thru LaVann of New Orleans, 4 days and 4 nights at cost of \$1,500; fireworks, supplied by Thearle-Duffield, 4 nights.
 ADMINISTRATION: President, L. A. Boone; secretary, P. M. Sleet.

Vernon Parish Fair, Leesville

ATTENDANCE: 30,000, free gate. Operated 3½ days, 4 nights.
 WEATHER: Good 2 days, 2 nights; cold 1½ days, 2 nights.
 AID, PREMIUMS: State aid, \$1,750; other, \$1,250.
 CARNIVAL: United Exposition Shows.
 ADMINISTRATION: President, superintendent of concessions and commercial exhibits, publicity director, Loven Wood; secretary, Floyd Jackson.

MAINE

Piscataquis Valley Fair, Dover-Foxcroft

ATTENDANCE: 4,000 paid, 278 free. Operated 2 days, 2 nights.
 WEATHER: Extremely hot 2 days, 2 nights.
 RECEIPTS: Gate, \$2,000.
 AID, PREMIUMS: State aid, \$350.
 CARNIVAL: Maine Amusement Company.
 ATTRACTIONS: Horse pulling, saddle horse show.
 ADMINISTRATION: President, M. S. Blethen; secretary, superintendent of concessions and commercial exhibits and publicity director, F. A. Pierce.

Skowhegan State Fair, Skowhegan

WEATHER: Good 6 days, 6 nights; rain 1 day, 1 night.
 CARNIVAL: World of Mirth.
 ATTRACTIONS: Revue, booked thru George Hamid, 6 nights; circus acts, booked thru George Hamid, 6 days, 6

ETHEL ROBINSON

TALENT SCOUT AND BOOKING REPRESENTATIVE

POLACK BROS.'

WESTERN **CIRCUS** EASTERN

35 OR MORE WEEKS STANDARD CIRCUS ACTS

EUROPEAN ACTS CONTACT ME

★ **ETHEL ROBINSON** ★
ATTRACTIONS

155 NORTH CLARK ST. • CHICAGO • SUITE 413
 PHONE: FRANKLIN 2-5318

TEXAS-OKLAHOMA

FAIR and **SOUTHWESTERN OIL EXPOSITION**



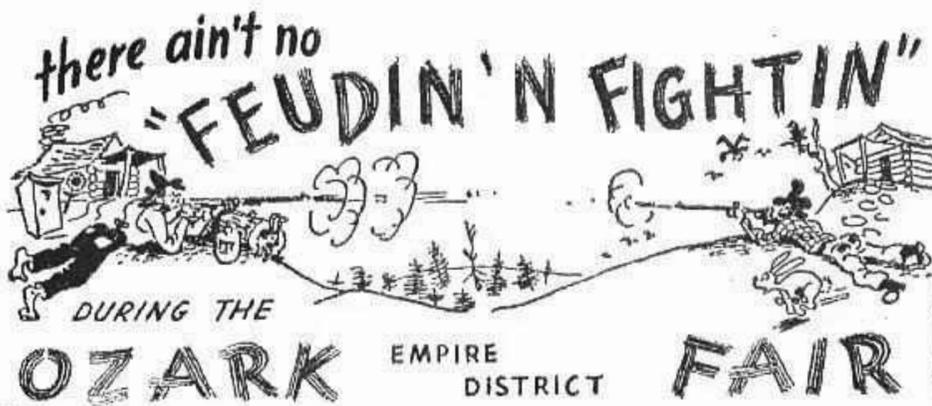
"Stimulating interest in agriculture, livestock and industry in Northwest Texas and Southern Oklahoma."

For Shows and Midway Concessions, contact Alvin Van Dyke, 231 Kendellia, San Antonio, Texas, or T. Leo Moore, Electra, Texas.

IOWA PARK, TEX.

Sept. 24 thru Oct. 1, 1949

For Building and Demonstrator Concessions, contact: DR. GORDON G. CLARK Iowa Park, Texas



there ain't no "FEUDIN' N FIGHTIN'" DURING THE OZARK EMPIRE DISTRICT FAIR

SPRINGFIELD, MISSOURI

"BIGGEST ANNUAL EVENT IN
THE OZARKS"

MAKE PLANS NOW TO FOLLOW

The Middle West Fair Circuit

STARTING HERE

AUGUST 13-19, 1949 (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

H. FRANK FELLOWS

President

SPRINGFIELD, MO.

NATIONAL SPEEDWAYS, INC.

AL SWEENEY

GAYLORD WHITE

America's Foremost Promoters



Integrity, Efficiency, Dependability

"The Cornerstone of Our Growth"

1400 SEDGWICK STREET

CHICAGO, ILLINOIS

PHONE: Michigan 2-6940

night; Jack Kochman's thrill show; fireworks, supplied by Interstate Fireworks, 8 nights; harness races, 6 days, with purses of \$21,000.

ADMINISTRATION: President, Raymond S. Finley; secretary, Clayton Eames; superintendent of concessions, John L. Carter; superintendent of commercial exhibits, Miles F. Carpenter; publicity director, Roy E. Symons.

MASSACHUSETTS

Essex County Agricultural Society, Topsfield

ATTENDANCE: 70,000 paid, 500 free. Operated 7 days, 7 nights.
WEATHER: Good 5 days, 7 nights; rain 2 days.
AID, PREMIUMS: State aid, \$3,500; other, \$3,000.
ATTRactions: Harness races, 6 nights.
ADMINISTRATION: General manager, Paul Corson.

Marshfield Agricultural & Horticultural Society, Marshfield

ATTENDANCE: 26,150 paid; 350 free. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$11,467; day grandstand, \$1,326.97; night grandstand, \$495.50.
AID, PREMIUMS: State aid, \$2,200.
CARNIVAL: Playtime Amusements.
ATTRactions: Revue, booked thru Al Martin, 7 nights, at cost of \$4,000; running races, 6 days, with purses of \$24,500.
ADMINISTRATION: President, Frank L. Suinott; secretary and superintendent of commercial exhibits, Horace G. Keene; superintendent of concessions, E. W. Burr; publicity director, Floyd Bell.

Weymouth Fair, South Weymouth

ATTENDANCE: 60,718 paid. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 6 nights; rain 1 night.
AID, PREMIUMS: State aid, \$1,400.
CARNIVAL: Lagasse Amusement Company.
ATTRactions: Revue, booked thru George A. Hamid, 7 nights; circus acts, booked thru George A. Hamid, 1 day, 7 nights.
ADMINISTRATION: President, Daniel Reidy; manager, Milton Danziger; superintendent of concessions, E. M. Lagasse; superintendent of commercial exhibits, Milton Danziger; publicity director, Pres Hobson.
1949 DATES: August 14-20.

MICHIGAN

Addison Community Fair, Addison

ATTENDANCE: 800 free. Operated 2 days, 2 nights.
WEATHER: Good 1 night; rain 2 days, 1 night.
AID, PREMIUMS: State aid, \$150; other, \$800.
ADMINISTRATION: President, L. T. Pope; secretary, K. A. Swanson.

Allegan County Fair, Allegan

ATTENDANCE: 54,379 paid, 15,000 free. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 6 nights; rain 1 day.
RECEIPTS: Gate, \$19,089.38; grandstand, \$13,096.54; day grandstand, \$5,074.22; night grandstand, \$8,022.32.
AID, PREMIUMS: State aid, \$7,500.
CARNIVAL: Happyland Shows.
ATTRactions: Revue, booked thru Ernie Young, 5 nights, at cost of \$10,000; Jimmie Lynch's Death Dodgers, 1 night; fireworks, supplied by Interstate Fireworks Display Company, 5 nights, at cost of \$700; harness horse races, 4 days, with total purses of \$10,000.
STILL DATES: Auto races, 1 day, staged by B. Ward Beam.
ADMINISTRATION: President, E. W. De Lano; secretary, superintendent of concessions, J. H. Snow; publicity director, John Axe.
1949 DATES: September 12-17.

Armada Agricultural Society, Armada

ATTENDANCE: 30,000 paid. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Majestic Greater Shows.
ATTRactions: Revue booked thru Gus Sun, 3 nights; circus acts, booked

thru Gus Sun, 3 days; fireworks, supplied by Great Lakes, 3 nights.
ADMINISTRATION: President, Paul Russ; secretary, Wilbur Bantien.
1949 DATES: August 25-26.

Barryton Community Fair, Barryton

ATTENDANCE: 300 free. Operated 2 days, 2 nights.
WEATHER: Good 2 days, rain 3 nights.
AID, PREMIUMS: State aid, \$141; other, \$171.
ADMINISTRATION: President H. E. Hall; secretary, Howard Malcolmson.

Branch County 4-H Fair, Coldwater

ATTENDANCE: 38,000 free. Operated 5 days, 5 nights.
WEATHER: Good 4½ days, 5 nights; rain ½ day.
RECEIPTS: Grandstand, \$5,500.
AID, PREMIUMS: State aid, \$2,500; county aid, \$500; other, \$2,000.
CARNIVAL: W. G. Wade Shows.
ATTRactions: Revue, booked thru Gus Sun, 3 nights; circus acts, booked thru Gus Sun, 2 days, total cost, \$4,500; fireworks, supplied by Great Lakes, 1 night, at cost of \$300.
ADMINISTRATION: President, E. M. Dobson; secretary, superintendent of concessions and commercial exhibits, Gordon R. Schlubatis.
1949 DATES: September 13-17.

Croswell Agricultural Society, Croswell

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$4,350; grandstand, \$1,354.75; day grandstand, \$569.25; night grandstand, \$785.50.
AID, PREMIUMS: State aid, \$2,500.
CARNIVAL: Roscoe T. Wade Shows.
ATTRactions: Revue, booked thru Gus Sun, 3 nights, at cost of \$1,400.
STILL DATES: Horse racing, 2 days; heavy pulling match, 1 night; light pulling match, 1 night; baseball games, 3 days; saddle show, 1 day, 1 night.
ADMINISTRATION: President, George Perry; secretary and superintendent of concessions, Paul Helm.

Eaton County 4-H Fair, Charlotte

ATTENDANCE: 40,000 total. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gate, \$6,482.10; grandstand, \$7,079.65; day grandstand, \$2,829.65; night grandstand, \$4,250.
AID, PREMIUMS: State aid, \$3,175.
CARNIVAL: Gooding.
ATTRactions: Revue, booked thru United Booking Association, 2 nights, at cost of \$2,000; circus acts, booked thru United Booking Association, 2 days, 2 nights, at cost of \$2,000; Lucky Lott's Hell Drivers, 1 day; fireworks, supplied by Interstate Fireworks Display Company, 4 nights, at cost of \$618; harness races, 3 days.
STILL DATES: Motorcycle races, 2 days, staged by fair.
ADMINISTRATION: President, John B. Strange; secretary, Hans Kadel; superintendent of concessions, Sidney Phillips.

Farmers' Festival, Brown City

ATTENDANCE: 3,000 paid, 500 free. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; cold 1 day, 1 night.
AID, PREMIUMS: State aid, \$360.
CARNIVAL: Playland United Shows.

Gratiot County Agricultural Fair, Ithaca

ATTENDANCE: 60,000 free. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: W. G. Wade Shows.
ATTRactions: Harness racing, 4 days, with purses of \$7,500.
ADMINISTRATION: President, Don Mullholland; secretary and superintendent of commercial exhibits, James O. Peet; superintendent of concessions, W. G. Wade.

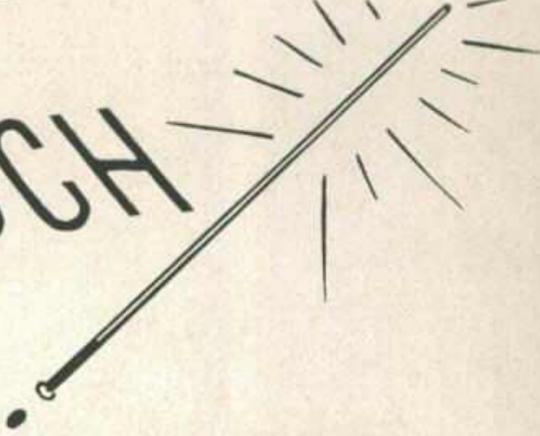
Ingham County Fair, Mason

ATTENDANCE: 50,000 paid. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$12,000; grandstand, \$10,000.
AID, PREMIUMS: State aid, \$3,900; county aid, \$2,500; other, \$5,900. State aid for harness horse races.
CARNIVAL: W. G. Wade Shows.
ATTRactions: Revue, booked thru Kline Booking Agency, at cost of \$6,500;

(Continued on page 65)

THE GREATEST NAME IN
THE OUTDOOR SHOW WORLD

ROYAL AMERICAN SHOWS

has THE MAGIC TOUCH 

The current Season of 1948 has been more than just a profitable one for

ROYAL AMERICAN SHOWS

It has been a Season of Appreciation from our Patrons which more than
Compensates us for our Hard Work and Serious Efforts to bring them
THE MAGIC TOUCH.

And what is THE MAGIC TOUCH?

It is a Birth! The Birth of Skill and Ingenuity . . . of Sweat from
Honest Labor . . . of Imagination and Dreams that have been born into
Reality . . .

Yes, we have earned THE MAGIC TOUCH.

MAGIC is a POWER that must be earned . . .

A Power To Produce Brilliance and Beauty and Talent and Record
Attendance and Record Gross Receipts.

AND HAS MADE THIS

THE GREATEST SEASON IN HISTORY!

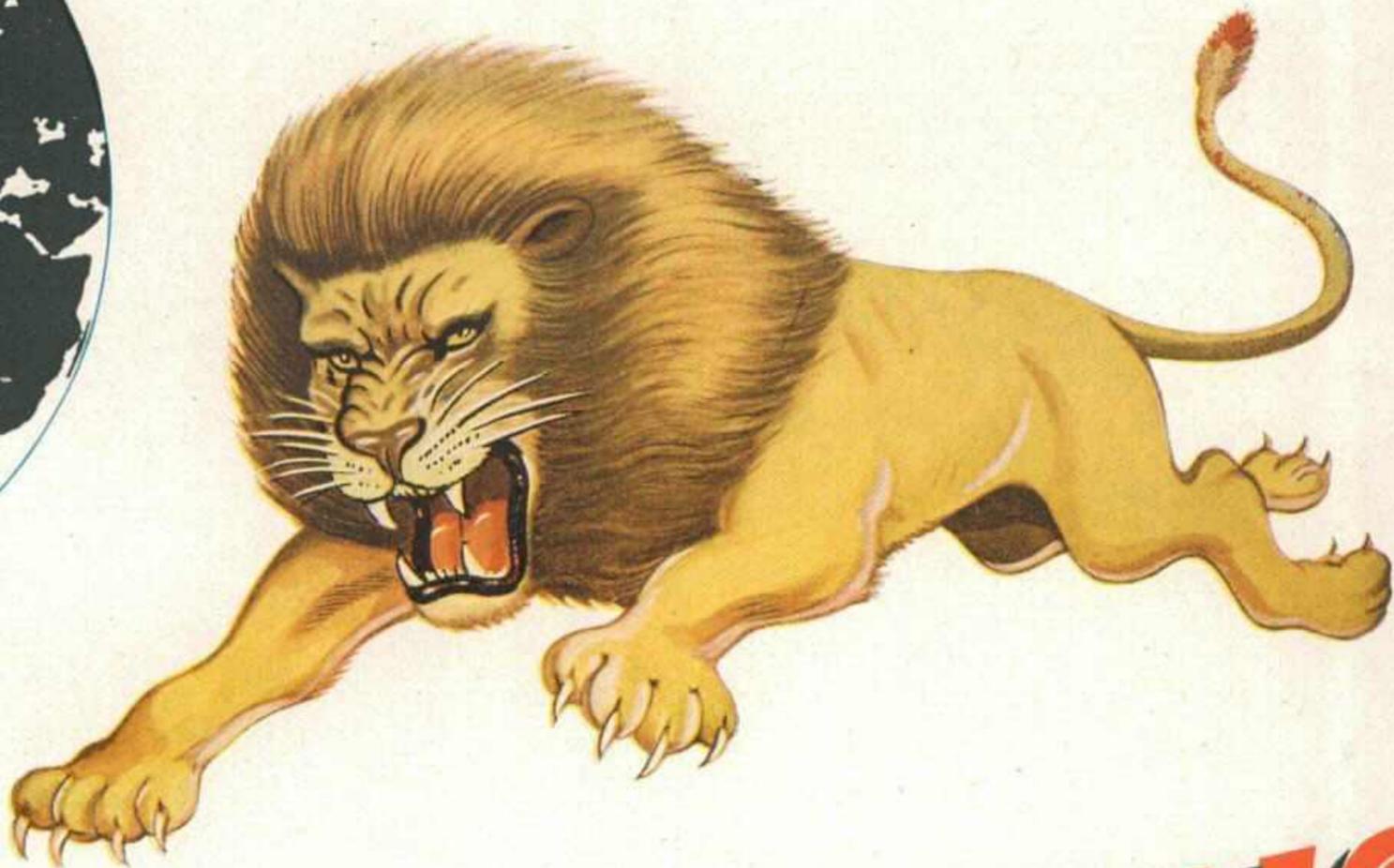
WORLD'S LARGEST



ROYAL AMERICAN

WINTER QUARTERS - FLORIDA STATE FAIR

EST MIDWAY



CAN SHOWS

OUNDS, TAMPA, FLORIDA

COPYRIGHTED

ROYAL AMERICAN SHOWS



CARL J. SEDLMAYR
GENERAL MANAGER



CARL J. SEDLMAYR, JR.
ASSISTANT MANAGER

express
their
sincere
thanks
and appreciation

To the Managers and Board of Directors of the following
FAIRS and EXHIBITIONS

For the Opportunity they have extended us to
AGAIN prove ourselves an asset
in our business affiliations with those whom we have had
the Pleasure of Serving:

FLORIDA STATE FAIR
Tampa, Florida

CENTRAL FLORIDA FAIR
Orlando, Florida

MEMPHIS COTTON CARNIVAL
Memphis, Tennessee

PROVINCIAL EXHIBITION
Brandon, Manitoba

CALGARY EXHIBITION AND STAMPEDE
Calgary, Alberta

EDMONTON EXHIBITION
Edmonton, Alberta

SASKATOON INDUSTRIAL EXHIBITION
Saskatoon, Saskatchewan

REGINA FAIR AND EXHIBITION
Regina, Saskatchewan

CANADIAN LAKEHEAD EXHIBITION
Fort William-Port Arthur, Ontario

TRI-STATE FAIR
Superior, Wisconsin

MINNESOTA STATE FAIR
Minneapolis-St. Paul

KANSAS STATE FAIR
Topeka, Kansas

ARK.-OKLA. LIVESTOCK SHOW
Fort Smith, Arkansas

OKLAHOMA STATE FAIR
Oklahoma City, Oklahoma

ALABAMA STATE FAIR
Birmingham, Alabama

MISSISSIPPI STATE FAIR
Jackson, Mississippi

LOUISIANA STATE FAIR
Shreveport, Louisiana

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 60)

thrill show, staged by Raum, 1 night; harness races, 4 days, with purses of \$12,535.

STILL DATES: Horse show, 3 days, 2 nights, staged by fair; horse show, 1 day, 1 night, staged by Dexter Trall Club; horse show, 2 days, 2 nights, staged by Michigan Western Association; motorcycle races, 2 days, staged by Jackson Motorcycle Club; auto races, 4 days, staged by Art Maynard.

ADMINISTRATION: President, Otto Hartig; secretary, superintendent of concessions and commercial exhibits, publicity director, Joy O. Davis.

Ionia Free Fair, Ionia

ATTENDANCE: 350,000, estimated (free gate). Operated 6 days, 6 nights.

WEATHER: Good 5 days, 5 nights; rain, 1 day, 1 night.

AID, PREMIUMS: State aid, \$5,000; total premiums paid, \$11,393.32.

CARNIVAL: Cetlin & Wilson.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; circus acts, booked thru Barnes-Carruthers, 6 days, 6 nights; Jimmie Lynch's Death Dodgers, 1 day; fireworks, supplied by Thearle-Duffield, 6 nights; big car races, staged by Racing Corporation of America, 2 days.

STILL DATES: Midget Auto races, 1 day staged by Zeiter Speedways; motorcycle races, 1 day, staged by Michigan Motorcycle Club; auto races, 1 day, staged by Mel Moore.

ADMINISTRATION: President, Allan Williams, secretary, superintendent of concessions and commercial exhibits, publicity director, Rose Sarlow.

1949 DATES: August 8-13.

Iron County Fair, Iron River

WEATHER: Good 4 days, 4 nights.

AID, PREMIUMS: State aid, \$1,700; county aid, \$3,000; other, \$500.

CARNIVAL: Dowland's Midway.

ATTRACTIONS: Grandstand acts, booked thru WLS Artists Bureau, 2 nights, at cost of \$900.

STILL DATES: WLS Revue, 2 days, 2

nights, staged by fair; band concert, 1 night, staged by Iron County school board; local acts, 1 night, staged by business men's association.

ADMINISTRATION: President, Victor Soderman; secretary, superintendent of concessions and commercial exhibits, publicity director, V. C. Vaughan.

Isabella Youth and Farm Fair, Mt. Pleasant

ATTENDANCE: 15,000 free (estimated). Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

RECEIPTS: Grandstand, \$2,372.17.

AID, PREMIUMS: State aid, \$1,750; county aid, \$1,750.

CARNIVAL: Happyland Shows.

ATTRACTIONS: Circus acts, booked thru Gus Sun, 3 days, 3 nights, at cost of \$800.

ADMINISTRATION: President, L. H. Moon; secretary, M. S. Gilmore; manager, B. C. Mellencamp.

1949 DATES: August 9-13.

Menistee County Fair, Onckama

ATTENDANCE: 9,000 paid, 2,000 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, \$3,200; grandstand, \$990.

AID, PREMIUMS: State aid, \$500; other, \$500.

CARNIVAL: Playland United, Gallagher.

ADMINISTRATION: President, superintendent of concessions and commercial exhibits, H. P. Briske; secretary, publicity director, J. W. Ellis.

Michigan State Fair, Detroit

ATTENDANCE: 440,000 paid, 170,000 free. Operated 10 days, 10 nights.

WEATHER: Good 8 days, 6 nights; rain 3 days, 3 nights; cold 1 day, 1 night.

RECEIPTS: Gate, \$185,000; grandstand, \$49,000.

CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Revue, booked thru Ernie Young, 10 nights; Lucky Lott's

"The State's Greatest Outdoor Event"

KANSAS FREE FAIR

... TOPEKA ...

SEPT.
10-16

The Showplace
of
Western Progress

DURING THE 1948 EXPOSITION

With an Attendance of More Than 500,000
ALL PREVIOUS RECORDS WERE SHATTERED.

PROOF THAT PROGRESSIVENESS
PAYS A FITTING RETURN.

A GREATER FAIR IS IN THE MAKING.

PLANNING 1949
A GREATER

MAURICE W. JENCKS
Manager

FOR THE LIMITED CONCESSION
SPACE REMAINING TO BE SOLD

Write to:

RUSSELL BROWN
Supt. of Concessions



MARYLN RICH
The QUEEN
OF THE SKY

THE UNSURPASSED
GRANDSTAND
ATTRACTION

Now Booking for 1949

Dangerous

Exciting

Glamorous

Original

Thrilling

★ Performing her death defying feats . . . Roman Rings and one-arm planges . . . from the landing gear of a Helicopter in front of and HIGH ABOVE the grandstand.

★ TIMELY. The Most Daring Act of the MODERN AVIATION AGE.

★ THE ONLY ACT OF ITS KIND. Miss Rich is the only performer in the World to feature this novel and breath-taking routine high in the skies.

★ A Date With Danger. Miss Rich performs without the aid of any kind of a SAFETY DEVICE.

WRITE-
WIRE

MARYLN RICH

3249 E. COLORADO ST.
PASADENA 8, CALIF.

UPPER PENINSULA

★ State Fair ★

ESCANABA, MICHIGAN

6 DAYS --- 6 NIGHTS

AUGUST 16 TO 21, 1949

WANT

CONCESSIONER

CAPABLE OF TAKING OVER ALL
GRANDSTAND CONCESSIONS

LAST YEAR'S GRANDSTAND
ATTENDANCE - 30,000

UPPER PENINSULA STATE FAIR

ESCANABA, MICHIGAN

HAROLD P. LINDSAY, Sec.

"ARK SHOW KIX LID OFF RECORD TO SET NU HI IN STATE BIZ"

- ★ 150,450 attended the 9th Annual Arkansas Livestock Show & Rodeo!
- ★ 3,500 livestock entries set new high for competition!
- ★ 650 exhibitors presented latest farm machinery and related business ideas!
- ★ 45,931 paid admission to the World Championship Rodeo!
- ★ Independent paved midway hit new high for paid admissions!

★★★



Sen. Clyde E. Byrd, Sec.-Mgr.

NEW COLISEUM TO SEAT 9,300!

"Our Arkansas \$3,000,000 expansion program for a permanent plant is approximately one-third completed. The new coliseum is nearing completion and will house our World Championship Rodeo at the 1949 Show. Our mile-long paved midway has proved exceptionally popular with our exhibitors and customers. Rides this year were furnished by Floyd Gooding and shows by Ray Marsh Brydon. Next year's Show should again set a new high in entertainment and admission receipts."

Now booking for 1949 Show
Will see you at the convention

Pat Ford
CONCESSION MGR.

Clyde E. Byrd
SECY.-MGR.

ARKANSAS LIVESTOCK SHOW AND RODEO

"An Annual October Presentation"

Pyramid Bldg., Little Rock, Arkansas

Thrill Show, 3 days, 3 nights; fireworks, supplied by Atlantic Fireworks Company, 10 nights; rodeo presented by Bob McKinley Company, 10 days, 10 nights.

ADMINISTRATION: Secretary, Hazen L. Funk; superintendent of concessions, Lester Schrader; superintendent of commercial exhibits, Arthur J. Beer.

Saginaw Fair, Saginaw

ATTENDANCE: 301,625 paid, 18,000 free. Operated 7 days, 7 nights.

WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$85,940; grandstand, \$28,800.

AID, PREMIUMS: State aid, \$8,500.
CARNIVAL: Gooding Amusements.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 7 nights; circus acts, booked thru Barnes-Carruthers.

STILL DATES: Thrill show, 1 day, 1 night, staged by Jimmie Lynch; Modified Stock, staged by Spencer Speedways; car races, 19 days.

ADMINISTRATION: President, A. E. Williams; secretary, C. H. Harnden; superintendent of concessions, B. B. Sawyer; superintendent of exhibits, Mrs. M. Mulrooney; publicity directors, Mrs. Mulrooney and C. H. Harnden.
1949 DATES: September 11-17.

St. Clair County 4-H Fair, Goodells

ATTENDANCE: 1,500 free. Operated 3 day, 2 nights.

WEATHER: Good 3 days, 2 nights.
AID, PREMIUMS: State aid, \$600; county aid, \$600.

1949 DATES: August 25-27.

St. Joseph County Grange Fair, Centerville

ATTENDANCE: 48,453 paid, 40,000 free. Operated 5 days, 6 nights.

WEATHER: Good 2 days, 6 nights; rain 1 day, cold 2 days.

AID, PREMIUMS: State aid, \$4,650.

CARNIVAL: Gooding Greater Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; circus acts, booked thru Barnes-Carruthers, 5 days, 6 nights; harness races, 4 days, with purses of \$11,500.95.

Sanilac County 4-H Fair, Sandusky

ATTENDANCE: 30,000 free. Operated 4 days, 5 nights.

WEATHER: Extremely hot 4 days, good 5 nights.

RECEIPTS: Grandstand, \$4,000; day grandstand, \$900; night grandstand, \$3,100.

AID, PREMIUMS: State aid, \$1,800; county aid, \$500.

CARNIVAL: W. G. Wade Shows.

ATTRACTIONS: Jack Raum's Cavalcade of Stars; fireworks, supplied by Interstate Fireworks, 2 nights, at a cost of \$450.

ADMINISTRATION: President, Gordon Smeckert; secretary, C. E. Prentis.

1949 DATES: August 23-27.

The Caro Fair, Caro

ATTENDANCE: 60,000 paid, 4,800 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, \$18,900; grandstand, \$8,790.

AID, PREMIUMS: State aid, \$3,000.

CARNIVAL: Happyland Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; circus acts, booked thru Barnes-Carruthers, 6 days, 6 nights. Combined total cost, \$7,500.

ADMINISTRATION: President, J. C. Kirk; secretary, superintendent of concessions and publicity director, Carl F. Mantey; superintendent of commercial exhibits, R. E. Kenefic.

Upper Peninsula State Fair, Escanaba

ATTENDANCE: 32,727 paid; 150,000 free (free gate 4 days). Operated 6 days, 6 nights.

WEATHER: Good 4 days, 6 nights; rain 2 days.

RECEIPTS: Gate, parking and grandstand, \$33,121.21.

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

CARNIVAL: Gem City Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 4 days, 4 nights, at cost of \$7,500; Jimmie Lynch's Death Dodgers, 1 day, 1 night; big car races, staged by Auto Racing, Inc., 1 day, at cost of \$3,250.89.

ADMINISTRATION: Secretary, H. P. Lindsay.

1949 DATES: August 16-21.

MINNESOTA

Becker County Agrl. Society and Fair Assn., Detroit Lakes

ATTENDANCE: 18,521, free fair. Operated 4 days, 3 nights.

WEATHER: Good 2 days, 2 nights; 1 day, 1 night, cold.

RECEIPTS: Grandstand, \$2,065.40.

AID, PREMIUMS: State aid, \$1,577.55; other, \$100.

CARNIVAL: Home State Shows.

ATTRACTIONS: Circus acts, booked thru DeWaldo, 3 nights, at cost of \$1,500; fireworks, supplied by Fidelity, 1 night, at cost of \$100.

STILL DATES: Thrill Show, 1 day, 1 night, staged by Frank Winkley; revue, 1 day, 1 night, staged by Williams & Lee;

radio show, 1 day, 1 night, WDAY Artists Bureau; speed boat races, 1 day; Rainey carnival, 3 days, 3 nights, staged by Rainey Amusements; July 4 celebration, 3 days, 3 nights, staged by fair.

ADMINISTRATION: President, L. C. Enfield; secretary and publicity director, G. W. Peoples; superintendent of concessions, Sharon Vigen; superintendent of commercial exhibits, R. W. Lindemann.

Benton County Agricultural Society, St. Cloud

ATTENDANCE: 20,000 (free gate). Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 1 night; rain, 2 nights.

RECEIPTS: Grandstand, \$599.14.

AID, PREMIUMS: State aid, \$1,545.15; county aid, \$500.

CARNIVAL: Rainey's United Shows.

ATTRACTIONS: Paddy Nolan's Thrill show, 1 day, 1 night; rodeo, presented by Bill Blomberg, 2 days, 2 nights.

STILL DATES: Carnival, 7 days, 7 nights, staged by VFW; Chuck Wagon Races, 2 days, 1 night, staged by American Legion.

ADMINISTRATION: President, Leo Ross; secretary, C. H. Varner.

Brown County Fair, New Ulm

ATTENDANCE: 18,000 paid, 6,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$7,180.44; grandstand, \$4,564.

AID, PREMIUMS: State aid, \$1,550; county aid, \$2,276; other, \$575.

CARNIVAL: World of Today Shows.

ATTRACTIONS: Revue, booked thru Ernie Young, 3 nights, at cost of \$4,100; thrill show, staged by Frank Winkley; hot-rod races, staged by Frank Winkley, 1 day.

STILL DATES: Hot-rod races, staged by Frank Winkley.

ADMINISTRATION: President, Waldemar Haevelmann; secretary, William A. Lindemann.

Carlton County Agricultural & Industrial Assn., Barnum

ATTENDANCE: 6,032 paid, 340 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$1,508; grandstand, \$1,991.82.

AID, PREMIUMS: State aid, \$1,375; county aid, \$1,000.

CARNIVAL: Rogers Bros. Shows.

ATTRACTIONS: Circus acts, booked thru Black Hills Rodeo, 3 days, 3 nights, at cost of \$2,500.

ADMINISTRATION: President, Roy Douglas; secretary, J. T. Rudebeck.

Chippewa County Fair, Montevideo

ATTENDANCE: 6,983 paid, 5,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 2 nights; threatening 1 night.

RECEIPTS: Gate, \$2,871; grandstand, \$2,166.

AID, PREMIUMS: State aid, \$1,543; county aid, \$1,000; other, \$250.

ATTRACTIONS: Revue, booked thru DeWaldo, 2 nights, at cost of \$1,000; thrill show by All American, 1 day, 1 night; hot-rod races, staged by Frank Winkley, 2 days, at cost of \$1,500.

ADMINISTRATION: President, Emil Weckwerth; secretary, superintendent of concessions and commercial exhibits, L. E. Whitmer; publicity director, B. E. Bonn.

1949 DATES: August 18-21.

Chisago County Agricultural Society, Rush City

ATTENDANCE: 6,500 paid; 1,000 free. Operated 3 days, 3 nights.



MOWER COUNTY FAIR

AND UPPER MIDWEST LIVESTOCK SHOWS

AUSTIN, MINNESOTA

AUGUST 9TH THRU 14TH

"The Fastest Growing Fair in the Upper Midwest"

Featuring

- MARKET SWINE SHOW
- MARKET LAMB SHOW
- FEEDER CATTLE SHOW
- DAIRY CATTLE
- POULTRY AND RABBIT SHOW

Presenting

- HORSE RACING
- AUTO RACING
- THRILL SHOW
- NIGHT SHOW
- BIG MIDWAY

"THE MIDWEST'S FOREMOST COUNTRY FAIR"

P. J. HOLAND, Sec.

WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.

RECEIPTS: Gate, \$1,700.

AID, PREMIUMS: State aid, \$1,387.95; county aid, \$1,000; other, \$100.

CARNIVAL: Dobson's United Shows.

ATTRACTIONS: Revue, booked thru KSTP Barn Dance, 1 night; circus acts, booked thru Talent Scout Show, 2 nights, at cost of \$500.

STILL DATES: Rodeo, 1 day, staged by fair.

ADMINISTRATION: President, superintendent of exhibits, C. H. Sommer; secretary, superintendent of concessions, publicity director, George W. Larson.

Crow Wing County Fair, Brainerd

ATTENDANCE: 28,620 paid; 2,200 free. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights.

RECEIPTS: Gate \$4,629.06; grandstand \$1,237.76

AID, PREMIUMS: State aid, \$1,550.

CARNIVAL: Badger State Shows.

ATTRACTIONS: Circus acts, booked thru DeWaldo Attractions, 3 days, 4 nights, at cost of \$1,500.

ADMINISTRATION: President, V. P. Anderson; secretary, superintendent of concessions and commercial exhibits, B. C. Wilkins; publicity director, Ruth Lee.

Faribault County Agricultural Society, Blue Earth

ATTENDANCE: 9,584 paid; 100 free. Outside gate admissions sold in advance, 75. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 3 nights; cold, 1 night.

RECEIPTS: Gate, \$4,025.38; grandstand, \$2,410.38.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,000.

CARNIVAL: Badger State Shows.

ATTRACTIONS: Revue, 3 nights, at cost of \$1,300, booked thru Barnes-Carruthers; WLS Shows, 1 night, at cost of \$275, booked thru WLS Artists' Bureau; fireworks, supplied by Fidelity, 2 nights at cost of \$504.10; midget races, staged by Speed Unlimited, at cost of \$650; harness horse races, 2 days, with purses of \$2,760.

STILL DATES: Harness racing, 1 day, staged by Chamber of Commerce; hot-

rod racing, 2 days, staged by Chamber of Commerce.

ADMINISTRATION: President, George Wiehr; secretary, superintendent of concessions and commercial exhibits and publicity director, Harold A. Meyers.

Goodhue County Fair, Zumbrota

ATTENDANCE: 30,000 free gate. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Day grandstand, \$800; night grandstand, \$1,700.

AID, PREMIUMS: State aid, \$1,500; county aid, \$500.

CARNIVAL: International Shows.

ATTRACTIONS: Acts, booked thru Boyie Woolfolk, 3 nights, at cost of \$1,500; rodeo, presented by Graham Riders, 1 day, 1 night.

ADMINISTRATION: President, M. C. Rockne; secretary, superintendent of concessions, A. E. Callange Jr.; superintendent of commercial exhibits, Elmer Jacobson

Grant County Agricultural Assn., Herman

ATTENDANCE: 6,375 paid, 2,000 free. Operated 2 days, 3 nights.

WEATHER: Good 2 days, 3 nights.

RECEIPTS: Gate, \$2,908; grandstand, \$1,029.

AID, PREMIUMS: State aid, \$1,500; county aid, \$750.

CARNIVAL: Raney United Shows.

ATTRACTIONS: Revue and acts, booked thru Williams & Lee, 3 nights, at cost of \$1,900; harness races, 2 days, with total purses of \$800, plus added money.

ADMINISTRATION: Frank H. Kinsella; secretary, G. I. Haney.

Hubbard County Fair, Nevis

ATTENDANCE: 1,179 paid, 621 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$659.70.

AID, PREMIUMS: State aid, \$1,404.25; other \$396.

CARNIVAL: Jansen's Midway Shows.

ATTRACTIONS: Broadcast show, booked thru WDAY (Fargo, N. D.) Artists Bureau, 1 night at cost of \$425.

STILL DATES: Baseball games, 6 days, staged by local baseball club; donkey

IONIA Free FAIR

MICHIGAN'S GREATEST OUTDOOR EVENT

1948 ATTENDANCE RECORD

GRANDSTAND 70,417

MIDWAY 208,716

ESTIMATED ATTENDANCE ON GROUNDS 350,000

THE FINEST IN EXHIBITS
CONCESSIONS
ENTERTAINMENT

NOW PLANNING FOR 1949

Allan Williams
PRESIDENT

Rose Sarlow
SECRETARY

FRANK COOK



AMERICA'S
Finest Comedy •
HIGH WIRE ACT

Just Completed

• **41 WEEKS** •
of consecutive dates

Thanks

Al Martin for a long season. Hans Lederer for an enjoyable month in Texas at Houston and Fort Worth Shrine dates.

And to the others—Harry Cooke, Ward Beam, Frank Wirth and Levin Bros.' Circus—thanks for making this a most successful season.

**BOOKING FOR WINTER
North or South America**

Parks, Fairs and Celebrations in the New England area, contact:

AL MARTIN AGENCY
HOTEL BRADFORD, BOSTON, MASS.
For an Outstanding Act in 1949.

All reply to
FRANK COOK
C/O THE BILLBOARD
CINCINNATI 22, OHIO

MISSISSIPPI-ALABAMA *Fair and Dairy Show*



TUPELO, MISS.

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

**WE WISH TO THANK OUR FRIENDS
FOR OUR GREAT SUCCESS IN '48**

**1949 DATES WILL BE
ANNOUNCED IN CHICAGO**

WRITE OR CONTACT:

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

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

NORTH IOWA FAIR

In 1947 — All Previous
Attendance Records
Were Broken

AGAIN IN '48 ALL
PREVIOUS RECORDS
WERE BROKEN

TOTAL ATTENDANCE IN '48

83,219

WITH EVERY PROMISE OF
AN INCREASE IN '49

MASON CITY, IA.

SEPTEMBER

FIRST,
SECOND,
THIRD,
FOURTH
and
FIFTH

Plan
Now To ...

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

M. C. LAWSON

Secretary

Mason City, Iowa

softball, 1 night, staged by American Legion.

ADMINISTRATION: President, S. G. Reishus; secretary, Darwin L. Erickson; superintendent of concessions and publicity director, W. O. Ashba; superintendent of commercial exhibits, Carl O. Johnson.

1949 DATES: August 25-27.

Kanabec County Agricultural Society, Mora

ATTENDANCE: 6,800 paid; 1,500 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$2,320.

AID, PREMIUMS: State aid, \$1,550. County aid, \$400; other \$250.

CARNIVAL: Rogers Show.

ATTRACTIONS: Revue, Red River Valley, 1 night at cost of \$324; circus acts, booked thru KSTP 1 night at cost of \$500.

STILL DATES: Circus, 1 day, 1 night, staged by James Circus.

ADMINISTRATION: President, John C. Erickson; secretary and superintendent of concessions, Victor Elfstrom.

Kandiyohi County Fair Assn., Willmar

ATTENDANCE: 13,863 paid, 16,450 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$5,517.33; day grandstand, \$1,079.40; night grandstand, \$1,464.96.

AID, PREMIUMS: State aid, \$1,539.75; county aid, \$1,000.

CARNIVAL: Wolf Greater Shows.

ATTRACTIONS: Revue, booked thru Williams and Lee, 3 days, 3 nights, at cost of \$2,300 (figures includes cost of circus acts); fireworks, supplied by Arrowhead Company, 1 night, at cost of \$300; harness races, 2 days, with purses of \$1,200.

STILL DATES: Horse show, 1 day, staged by Willmar Jaycees; Palomino horse show, 1 day, staged by Willmar Jaycees; hot rod races, staged by fair.

ADMINISTRATION: President, William O. Johnson; secretary and superintendent of concessions, A. E. Thompson; co-superintendents of commercial exhibits, Paul A. Anderson and George K. Douma; publicity director, Reuben Bengston.

1949 DATES: September 14-17.

Lake County Agricultural Society, Two Harbors

ATTENDANCE: 5,000 paid, 4,500 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$1,700.

AID, PREMIUMS: State aid, \$1,500.

CARNIVAL: Rogers Bros. Shows.

ADMINISTRATION: President, Ed J. Nauka; secretary, Torsten Grunag.

Le Sueur County Fair, Le Center

ATTENDANCE: 14,789 paid, 574 free. Operated 3 nights.

WEATHER: Good 3 days, 2 1/2 nights; rain 1/2 night.

RECEIPTS: Gate, \$4,240; grandstand, \$2,048.50.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,200.

CARNIVAL: International Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,175; circus acts, local talent, 1 night, at cost of \$350; fireworks, supplied by Arrowhead, 1 night, at cost of \$300.

ADMINISTRATION: President, C. F. Vollmer; secretary, superintendent of commercial exhibits and publicity director, W. J. Baker; superintendent of concessions, John Sprey.

1949 DATES: August 19-21.

Lyon County Fair, Marshall

ATTENDANCE: 9,200 paid; 5,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

AID, PREMIUMS: State aid, \$1,500.

CARNIVAL: Thomas Bombshell Shows.

ATTRACTIONS: Revue, booked thru Williams & Lee, 2 nights, at cost of \$2,000; harness races, 2 days with purses of \$1,800; horse show, sponsored by Fair Association, 1 day and 1 night.

ADMINISTRATION: President, Will N. Nelson; secretary, superintendent of concessions and commercial exhibits, F. J. Meade; publicity director, John Garberson.

Marshall County Agricultural Assn., Warren

ATTENDANCE: 6,936 paid; 3,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$2,011.44; grandstand, \$2,617.64.

AID, PREMIUMS: State aid, \$1,500; county aid, \$1,000.

CARNIVAL: Sunset Amusement Company.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$2,070; Ford car races, staged by fair, at cost of \$400; running horse races, 1 day, with purses of \$300.

STILL DATES: Circus, 1 day, 1 night, staged by Al G. Kelly-Miller Bros. Circus; auto races, 1 day, staged by Junior Chamber of Commerce.

ADMINISTRATION: President and publicity director O. M. Mattson; secretary, W. R. Holbrook; superintendent of concessions, R. B. Taralseth.

Morrison County Fair, Little Falls

ATTENDANCE: 6,673 paid, 6,990 free. Operated 2 days, 3 nights.

WEATHER: Good 2 days, 3 nights.

RECEIPTS: Gate, \$1,933.72; grandstand, \$1,491.84.

AID, PREMIUMS: State aid, \$1,500.

CARNIVAL: Home State Shows.

ADMINISTRATION: President and superintendent of concessions, Adolph Peterson; secretary, D. T. Sargeant.

Mower County Fair and Upper Midwest Livestock Show, Austin

ATTENDANCE: 66,000 paid; 40,000 free. Operated 6 days, 6 nights.

RECEIPTS: Gate, \$14,670; grandstand, \$18,740; day grandstand, \$8,340; night grandstand, \$10,400.

AID, PREMIUMS: State aid, \$1,550.

CARNIVAL: World of Today.

ATTRACTIONS: Revue, booked thru Ernie Young, 4 nights; All-American thrill show, 1 day, 1 night; fireworks, supplied by Arrowhead, 6 nights; big car races, staged by Frank Winkley, 2 days; hot-rod races, staged by Frank Winkley, 1 day; harness horse races, 2 days; rodeo, presented by fair.

STILL DATES: Big car auto races, 2 days, staged by Frank Winkley; hot-rod races, 1 day, staged by Frank Winkley.

ADMINISTRATION: President, N. V. Torgerson; secretary, P. J. Holand; superintendent of concessions, Gunnar Youngdahl; superintendent of commercial exhibits, George Reppe; publicity director, Guy Wold.

1949 DATES: August 9-14.

Nicollet County Fair, St. Peter

ATTENDANCE: 11,000. Outside single gate admissions sold in advance, 2,200. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 2 nights; rain, 1 night.

RECEIPTS: Gate, \$5,000; grandstand, \$2,240.

AID, PREMIUMS: State aid, \$1,550; county aid, \$1,915; other, \$765.

CARNIVAL: Badger State Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$5,000; fireworks, supplied by Fidelity, 1 night, at cost of \$200; harness horse races, 1 day, with purses of \$900.

STILL DATES: Hot-rod, 1 day, staged by Sports, Inc.; KSTP, 1 night.

ADMINISTRATION: President, Ernest Edoff; secretary and publicity director, Roy A. Dean; superintendent of concessions, Hilton Miller; superintendent of commercial exhibits, Oscar Jacobson.

Otter Tail County Fair, Fergus Falls

ATTENDANCE: 13,803 paid, 18,500 free. Operated 3 days, 4 nights.

WEATHER: Good 2 days, 4 nights; rain 1 day.

RECEIPTS: Gate, \$7,152.80; grandstand, \$4,480.45.

AID, PREMIUMS: State aid, \$1,550; county aid, \$350; other, \$60.

CARNIVAL: Art B. Thomas Shows.

ATTRACTIONS: Circus acts, booked thru Art B. Thomas Shows, Gus Sun and WDAY Artists Bureau, 3 days, 4 nights, at cost of \$3,432.33; fireworks, supplied by Arrowhead Fireworks Company, 3 nights, at cost of \$750.

STILL DATES: Thrill show, 1 night, staged by Paddy Nolan.

ADMINISTRATION: President, Theo. M. Thompson; secretary, Knute Hanson.

Perham Agricultural Society, Perham

ATTENDANCE: 7,900 paid, 500 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days.

RECEIPTS: Gate, \$3,774.40; day grandstand, \$1,440.20.

AID, PREMIUMS: State aid, \$1,500; county aid, \$300.

ATTRACTIONS: Revue, booked thru Williams and De Waldo, 3 days, at cost of \$1,700.



State Fair

ORGANIZED 1913

THE LARGEST FAIR IN SOUTHERN LOUISIANA

PARTICIPATING PARISHES

ASCENSION
ASSUMPTION
EAST BATON ROUGE
IBERVILLE
JEFFERSON
LAFOURCHE
LIVINGSTON
ORLEANS
PLAQUEMINES
POINTE COUPEE
ST. CHARLES
ST. JAMES
ST. JOHN
ST. MARY
TANGIPAHOA
TERRE BONNE
WEST BATON ROUGE
WEST FELICIANA

SECRETARY-MANAGER

P. M. SLEET

1949 FAIR

Will Be Greatest Ever—
Entire Plant Will Be
Refurbished—
7 More Acres Will Be Added
To Fair Grounds—

1949 DATES

To Be Announced Soon.

NOW BOOKING

Rodeos and Grandstand Shows
for Winter and Summer Season.

PRESIDENT

L. A. BORNE

DONALDSONVILLE, LOUISIANA

ADMINISTRATION: President, E. A. Scott County Good Seed Assn., Teesch; C. B. Weber.

Pine County Fair, Pine City

ATTENDANCE: 2,586, total. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; cold 1 night.
RECEIPTS: Gate, \$646; grandstand, \$316.80; day grandstand, \$267.50; night grandstand, \$49.50.
AID, PREMIUMS: State aid, \$1,600; county aid, \$500.
CARNIVAL: Worth Exhibition Shows.
ADMINISTRATION: President, H. H. Grandt; secretary, superintendent of concessions and commercial exhibits, publicity director, E. J. Wamhoff.

Pope County Agricultural Society, Glenwood

RECEIPTS: Grandstand, \$1,771.73; day grandstand \$786.87; night grandstand, \$984.86.
AID, PREMIUMS: State aid, \$1,686.75; county aid, \$2,291.06 (1/2 mill tax in lieu of taxes).
CARNIVAL: Art B. Thomas Shows.
ATTRACTIONS: Art B. Thomas stage attractions, 3 days, 3 nights, at cost of \$600; DeWaldo's 2 days, 2 nights, at cost of \$1,000; harness horse races, 2 days, with purses of \$1,600.
STILL DATES: Thrill show, 1 night, staged by Paddy Nolan Thrill Show.
ADMINISTRATION: President, C. O. Estesvold; secretary, Gilman P. Ganrud; superintendent of concessions and commercial exhibits, J. A. Leedah.

Redwood County Fair, Redwood Falls

ATTENDANCE: 9,000 paid, 7,000 free. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$4,124; grandstand, \$1,811.
AID, PREMIUMS: State aid, \$1,500; county aid, \$1,750.
CARNIVAL: William T. Collins Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$2,200; Jimmie Lynch's Death Dodgers; fireworks, 3 nights, at cost of \$1,000; midget auto races, staged by Speed Unlimited, at cost of \$1,200.

Jordan

ATTENDANCE: 15,000 paid. Operated 3 days, 3 nights.
RECEIPTS: Gate, \$3,800.
AID, PREMIUMS: State aid, \$1,500; county aid, \$250.
CARNIVAL: William Wolf Shows and Rides.
ADMINISTRATION: President, Henry Arens; secretary and superintendent of concessions, Hubert G. Strait.
1949 DATES: September 8-11.

Steele County Free Fair, Owatonna

ATTENDANCE: 192,242 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: William T. Collins Shows.
ATTRACTIONS: Revue, booked thru Ernie Young, 6 nights; fireworks, supplied by Thearle-Duffield, 5 nights; big car races, staged by Frank Winkley, 2 days; harness horse races, 2 days, with purses of \$1,800.
ADMINISTRATION: President, Hugo B. Thelmer; secretary, superintendent of concessions and commercial exhibits, Stan Muckle; publicity directors, Hugo B. Thelmer and Stan Muckle.
1949 DATES: August 16-21.

Swift County Fair Assn., Appleton

WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: State aid, \$1,550; county aid, \$500.
CARNIVAL: Home State Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights at cost of \$2,500; midget races, staged by Speed Unlimited at cost of \$1,800.
STILL DATES: Circus, 1 day, 1 night. Al G. Kelly-Miller Bros. Circus.
ADMINISTRATION: President, Lester Evans; secretary and superintendent of concessions, J. G. Anderson.
1949 DATES: August 25-28.

Traverse County Agricultural Assn., Wheaton

ATTENDANCE: 13,000 paid, 200 free. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.

SAGINAW FAIR

SAGINAW, MICHIGAN

STATE FAIR
IN SCOPE

COUNTY FAIR
IN INTIMATE HOSPITALITY

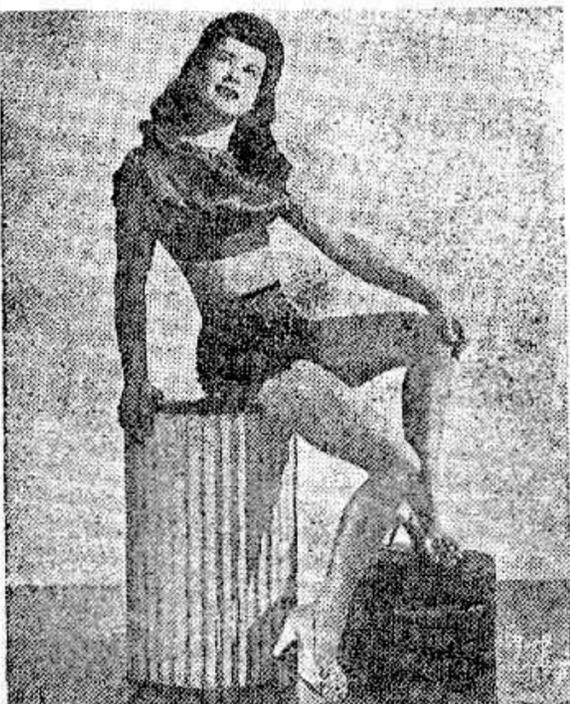
LARGEST
AGRICULTURAL PRODUCTS
SHOW
IN THE MIDWEST

SEPT. 11th Thru 17th
1949

C. H. HARNDEN
MANAGER

M. MULROONEY
ASS'T MANAGER

A New
"TWIST"
in
Fair
Entertainment!



ELAINE DREW

World's Greatest Contortionist

Winning plaudits wherever she plays! Miss Drew was booked with overwhelming success at the following Fairs and Parks: Selinsgrove, Pa., FAIR; WEST VIEW PARK, Pittsburgh; BUTLER COUNTY FAIR, Butler, Pa.; PETERSBURG, VA., FAIR; BLAND PARK, Altoona, Pa.; DUNDEE, N. Y., FAIR; WEST NEWTON, PA., FAIR; JENNERSTOWN, PA., FAIR; LEHIGHTON, PA., FAIR; CENTRE HALL, PA., FAIR, and several others.

Personal Management: JOHN GECOMA

THEATRICAL ATTRACTIONS
722 EMPIRE BLDG. PITTSBURGH, PA.

Booking acts for fairs, vaudeville, night clubs and special attractions



TULSA, OKLA.

PLANNING A GREATER
TULSA STATE FAIR

FOR 1949

At Oklahoma's Finest 240-Acre Multi-Million Dollar State Fair Plant

LETITIA DABNEY
SECRETARY-MANAGER

TULSA STATE FAIR, P. O. BOX 2386, TULSA, OKLA.

MILO LINWOOD JONES

PRESENTS

THREE GREAT ACTS

THE **THREE MILOS** *GOOD? ASK CHARLIE*

THE **SKYLARKS** *HOW IS IT? ASK CHARLIE*

THE **MARIONS** *SENSATIONAL SOMETHING NEW? ASK CHARLIE*

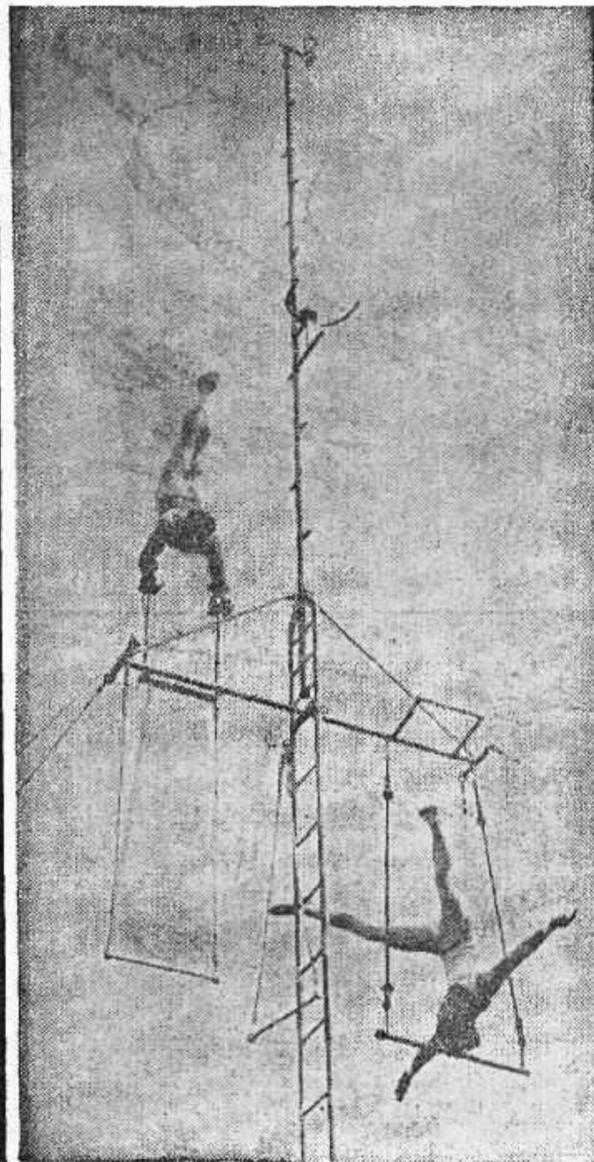
Each of these thrilling acts are under the direction of Milo Linwood Jones and booked exclusively

By

CHARLES ZEMATER

54 West Randolph St.

Chicago, Illinois



THE AERIAL SNYDERS

125 FT.—NO NETS

★
THE ONE AND ONLY
HEAD AND HANDSTAND COMBINATION SWAYPOLE

★
MOST DARING—SPECTACULAR THRILL ACT!

★
ASSURE SUCCESS FOR ANY EVENT

Exclusive Representative
CHARLES ZEMATER

54 WEST RANDOLPH STREET

CHICAGO

RECEIPTS: Gate, \$6,140.23; grandstand, \$3,462.06
AID, PREMIUMS: State aid, \$1,550; county aid, \$100.
CARNIVAL: Tri-State Amusement.
ATTRactions: Revue, booked thru Williams & Lee, 3 nights, at cost of \$2,500; thrill show, staged by Frank Winkley, 1 day, 1 night; harness races, 2 days, with purses of \$2,005.
STILL DATES: Carnival, 3 days, 3 nights, staged by American Legion; horse show, 1 day, 1 night, staged by Odd Fellows lodge.
ADMINISTRATION: President, Ed W. Hanson; secretary, superintendent of concessions and commercial exhibits, publicity director, A. W. Vye.
1949 DATES: September 8-11.

Wabasha County Free Fair, Wabasha

ATTENDANCE: 30,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Carnival and shows, \$4,722.30
AID, PREMIUMS: State aid, \$700; other, \$50.
CARNIVAL: Raney United Shows.
ATTRactions: Revue, booked thru DeWaldo, 3 nights at cost of \$1,000.
ADMINISTRATION: President and superintendent of concessions, Arnold W. Hatfield; secretary, Herbert E. Feldman; superintendent of commercial exhibits, Paul McDonald; publicity director, Ray Young.

Wadena County Fair, Wadena

ATTENDANCE: 10,976 paid; 2,037 free. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold 1 day, 1 night.
RECEIPTS: Gate, \$3,974.74; day grandstand, \$751.35; night grandstand, \$627.96.
AID, PREMIUMS: State aid, \$1,500; county aid, \$150; Chamber of Commerce, \$150.
CARNIVAL: W. T. Collins Shows.
ATTRactions: Revue, booked thru DeWaldo, 3 nights; circus acts, booked thru DeWaldo, 3 days, 3 nights at combined cost of \$2,000; harness races, 2 days with purses of \$1,940.
STILL DATES: Chuck wagon races, staged by Jaycees, 1 day.
ADMINISTRATION: President, Arthur Mattie; secretary, superintendent of concessions and commercial exhibits, publicity director, Clyde E. Kelsey.

Watsonwan County Fair Assn., St. James

ATTENDANCE: 7,000 paid; 1,500 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain, 1 night.
RECEIPTS: Gate, \$1,854.42; grandstand, \$1,187.97.
AID, PREMIUMS: State aid, \$1,550; other, \$275.
CARNIVAL: William T. Collins Shows.
ATTRactions: Revue, booked thru Barnes-Carruthers, 2 nights, at cost of \$1,250; running horse races, 2 days, with purses of \$400.
ADMINISTRATION: President, C. T. Crowley; secretary, superintendent of concessions and commercial exhibits and publicity director, Hubert Ransom.

Wright County Fair, Howard Lake

ATTENDANCE: 6,094 paid, 11,606 free. Operated 4 days, 3 nights.
WEATHER: Good 2 days, 1 night; rain, 2 days, 2 nights.
RECEIPTS: Gate, \$3,047; grandstand, \$2,046.75.
AID, PREMIUMS: State aid, \$1,493.35; county aid, \$2,250; other, \$50.
CARNIVAL: Rogers Bros.
ATTRactions: Thrill Show, staged by Frank Winkley, 1 day, 1 night; rodeo, presented by Northern, 1 day, 1 night.
STILL DATES: Rodeo, 1 day, 1 night, staged by Northern; Thrill Show, staged by Frank Winkley, 1 day, 1 night.
ADMINISTRATION: President, James C. Mayne; secretary, superintendent of concessions, publicity director, Paul Eddy; superintendent of commercial exhibits, Mrs. Fred Main.
1949 DATES: August 11-14.

MISSISSIPPI

Clay County Fair, West Point

ATTENDANCE: 12,000 paid, 500 free. Outside gate admissions sold in advance, 500. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 5 nights.
AID, PREMIUMS: State aid, \$232.
CARNIVAL: L. P. Sutton Shows.
ADMINISTRATION: President, superintendent of concessions, R. G. Millard; secretary, superintendent of commercial exhibits, Y. P. Akers; publicity director, E. E. Wooten.

Itawamba Fair and Livestock Assn., Fulton

ATTENDANCE: 5,000 paid, 8,000 free. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
STILL DATES: Beauty revue, 1 night, dairy show, 1 day; pulling contest, 1 day, horse show, 1 night.
ADMINISTRATION: President, superintendent of concessions, A. J. Mattox; secretary, H. L. Holland.

Mississippi-Alabama Fair & Dairy Show, Tupelo

ATTENDANCE: 106,000 paid; 20,000 free. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; cold 1 day, 1 night.
RECEIPTS: Gate, \$24,000; grandstand, \$6,100.
AID, PREMIUMS: State aid, \$1,500.
CARNIVAL: Hennies Bros.
ATTRactions: Revue, booked thru Ernie Young, 5 nights, at cost of \$7,000.
STILL DATES: Horse show, 1 day, 1 night, staged by Vay Sample; pulling contest, 1 day, staged by V. S. Whitesides.
ADMINISTRATION: President-manager, superintendent of concessions, J. M. Savery; superintendent of commercial exhibits, John Hunter; publicity director, Al Freeman.

Pontotoc County Fair Assn., Pontotoc

ATTENDANCE: 3,950 paid, 8,500 free. Operated 5 days, 3 nights.
RECEIPTS: Grandstand \$1,500.
AID, PREMIUMS: State aid, \$480; county aid, \$1,500.
ADMINISTRATION: President, L. G. Simmons; secretary, superintendent of concessions, Q. S. Vail; superintendent of commercial exhibits, W. T. Potter; publicity director, H. O. George.

Tri-State Fair and Livestock Show, Corinth

ATTENDANCE: 22,004 paid, 500 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$5,501; grandstand, \$798.20.
AID, PREMIUMS: State aid, \$180; county aid, \$100.
CARNIVAL: Imperial Exposition Shows.
ATTRactions: Circus acts, booked thru Braley Circus Units, 6 days, 6 nights, at cost of \$1,825.
ADMINISTRATION: President, D. Mercier; secretary, superintendent of concessions and commercial exhibits, publicity director, A. H. Taylor Jr.

Wayne County Fair, Waynesboro

ATTENDANCE: 3,525 paid, 500 free. Operated 6 days, 6 nights.
WEATHER: Good, 6 days, 6 nights.
AID, PREMIUMS: Total, \$750.
CARNIVAL: J. A. Gentsch.
ADMINISTRATION: President, R. E. Cooley; secretary, H. S. Cassell.

MISSOURI

Hickory County Free Fair, Hermitage

ATTENDANCE: 7,000 free. Operated 3 days, 3 nights.
WEATHER: Cold and threatening 3 days and 3 nights.
AID, PREMIUMS: State aid, \$150; county aid, \$100; other, \$1,500.
CARNIVAL: Jayhawk Amusement Company.
ATTRactions: Triple X Rodeo, 1 day.
STILL DATES: Horse show, 2 nights, staged by fair association; rodeo, 1 day, staged by Triple X Rodeo.
ADMINISTRATION: President and superintendent of commercial exhibits, M. F. Taylor; secretary, Raymond Meabor; superintendent of concessions, Mont Mitchell; publicity director, Elvis Samples.

Lamar's Farm & Industrial Exposition, Lamar

WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: State aid, \$700; Chamber of Commerce, \$1,400.

J.W. and F.R.
CONKLIN



EXTEND SEASON'S GREETINGS
AND BEST WISHES TO OUR MANY
FRIENDS IN THE AMUSEMENT BUSI-
NESS AND THE FAIRS AND EXHIBI-
TION THROUGHOUT CANADA AND
THE UNITED STATES.

To Our Many Employees We Express Our Thanks for Their Untiring Efforts and Loyalty, and We Are Looking Forward for Their Return to Our Fold During the Season 1949.

We Are Also Prepared to Book Attractions for All the Other Exhibitions With Whom We Hold Long Term Contracts.

Now Contracting Attractions for the Canadian National Exhibition, August 26 to September 10, 1949.

Conklin SHOWS
POST OFFICE BOX NO. 31, HAMILTON, CANADA

POST-OFFICE BOX NO. 31, BRANTFORD, CANADA

ATTRACTIONS: Northern Exposition Shows. **CARNIVAL:** Revue, booked thru William & Lee, 4 nights, at cost of \$3,000; fireworks, supplied by Thearle-Duffield, 4 nights, at cost of \$1,100; running horse races, 4 days, with purses of \$5,300; rodeo, presented by John Tunnicliff, 4 days.

ADMINISTRATION: President, John S. Gordon; secretary and publicity director, Clifford D. Coover; superintendent of concessions, G. O. Ness; superintendent of commercial exhibits, E. A. Smith.

North Montana State Fair, Great Falls

ATTENDANCE: 185,000 paid, 5,500 free. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 6 nights; rain 1 day.

AID, PREMIUMS: Total aid, \$3,000.

CARNIVAL: John R. Ward Shows.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; fireworks, supplied by Thearle-Duffield, 6 nights; running horse races, 6 days, with purses of \$30,000; Gene Autry rodeo, 6 days.

STILL DATES: Motorcycle races, 1 day, staged by Elks; midget auto races, 2 days, staged by Kiwanis; rodeo and celebration, 1 day, staged by Cascade County Trades and Labor Assembly.

ADMINISTRATION: President, O. S. Warden; secretary, Leo C. Dailey.

NEBRASKA

Boone County Fair, Albion

ATTENDANCE: 7,500 paid, 12,000 free. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights.

RECEIPTS: Gate, \$4,200; grandstand, \$3,393; day grandstand, \$1,500; night grandstand, \$1,893.

AID, PREMIUMS: State aid, \$378.35; county aid, \$2,000.

CARNIVAL: Davis United Shows.

ATTRACTIONS: Revue, booked thru Williams & Lee, 3 nights, at cost of \$2,000; circus acts, booked thru Williams & Lee, 3 days, 3 nights, at cost of \$1,000; Jimmie Lynch's Death Dodgers, 1 night; fireworks, supplied by Rich Specialty Company, 1 night, at cost of \$333; horse races, 3 days, with purses of \$1,116.

ADMINISTRATION: President, Dorsey Paup; secretary, Floyd Gelmer; superintendent of concessions, Erwin Hunter; publicity director, Glen Cramer.

1949 DATES: September 13-16.

Box Butte County Agricultural Society, Hemingford

ATTENDANCE: 2,320 paid, 50 free. Fair operated 3 days, Rodeo 2 days.

WEATHER: Good 5 days.

RECEIPTS: Gate \$3,331.50.

CARNIVAL: Silver States Shows.

ADMINISTRATION: Fair president, R. H. Kloppel; rodeo president, Clarence Reilnd; fair secretary, C. A. Burrew; rodeo secretary, Charles Saling; superintendent of concessions, Charles Saling; superintendent of commercial exhibits, John Wiltsey; publicity director, A. M. Kuhn.

Buffalo County Fair, Kearney

WEATHER: Good 5 days, 4 nights; rain 1 night.

RECEIPTS: Gate, \$4,985.40; grandstand, \$2,965.85.

AID, PREMIUMS: County aid, \$2,000.

CARNIVAL: Hale's Shows of Tomorrow.

ATTRACTIONS: Revue, circus acts and thrill show, booked thru Truet Drake Enterprises; revue, 5 nights, 4 days, at cost of \$2,500.

STILL DATES: Rodeo, 2 days, staged by Kearney Rustlers Club; horse show, 1 day, staged by Kearney Saddle and Bridle Club; amateur rodeo, 1 day, staged by Kearney Rustlers Club.

ADMINISTRATION: President, Fred Knobel; secretary, S. A. Wilson; superintendent of concessions and commercial exhibits, Ernest Staubitz; publicity director, Earl H. Ramsay.

1949 DATES: August 29-September 2.

Cheyenne County Fair, Sidney

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Day grandstand, \$5,700.

CARNIVAL: County Fair Shows.

ATTRACTIONS: Revue, booked thru Gus Sun, 3 nights, at cost of \$2,000; fireworks, supplied by Ad Service, at cost of \$660; midget car races, staged by Pop Schroeder, at cost of \$300; rodeo, presented by Pomeroy & Hawkins, 2 days.

STILL DATES: Horse show, 1 day, staged by Lodgepole Saddle Club; carnival, 4 days, 4 nights, staged by County Fair Shows.

ADMINISTRATION: President, Emil

intendent of concessions, Roy Babcock; superintendent of commercial exhibits, Verlyn Livingston; publicity director, Frank Pivonka.

Dawson County Agricultural Society, Lexington

WEATHER: Good 3 days, 2 nights.

AID, PREMIUMS: County aid, \$3,800.

CARNIVAL: Central States Shows.

ATTRACTIONS: Circus acts, 2 nights, at cost of \$1,000; rodeo, presented by Paul Long, 2 days.

ADMINISTRATION: President, William Jeffrey; secretary, superintendent of concessions, publicity director, Monte Kiffin; superintendent of commercial exhibits, C. W. Winkler.

1949 DATES: August 30-September 2.

Douglas County Fair, Waterloo

ATTENDANCE: 20,000 paid; 14,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$17,000.

AID, PREMIUMS: State aid, \$7,500.

CARNIVAL: Twentieth Century Shows.

ATTRACTIONS: Revue, booked thru Williams & Lee, 4 nights, at cost of \$2,150; fireworks, supplied by Interstate Fireworks, 2 nights, at cost of \$800.

ADMINISTRATION: President, Irving McArdle; secretary, R. D. Herrington.

Gage County Agricultural Society, Beatrice

WEATHER: Good 3 days, 4 nights.

RECEIPTS: Autos at gate, \$1,519.91; day grandstand, \$959.29; night grandstand, \$3,934.11.

AID, PREMIUMS: State aid, \$378.35; county aid, \$4,000.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Revue, booked thru Colonel Wilbur, 1 night at cost of \$502.92; circus acts, booked thru Colonel Wilbur, 2 days at cost of \$497.02; Jimmie Lynch's Death Dodgers, 1 night at cost of \$1,206.43; radio show, supplied by WLS *Westernaires*, 1 night at cost of \$317.51; motorcycle races, staged by Colonel Wilbur, 1 day, at cost of \$272.11.

STILL DATES: Rodeo, 3 days, 3 nights, staged by VFW; motorcycle races, 2 days, staged by Garold Chapman; circus, 1 day, staged by Bailey Bros.

ADMINISTRATION: President, H. P. Brandt; secretary and publicity director, J. M. Quackenbush; co-superintendents of concessions, Paul Henderson and O. Glass; superintendent of commercial exhibits, Edith Wolken.

Gosper County Free Fair, Elwood

ATTENDANCE: 5,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$340; county aid, \$2,000.

CARNIVAL: Strong's Amusements.

ATTRACTIONS: Acts, booked thru Williams & Lee, 3 nights, at cost of \$650.

ADMINISTRATION: President, George I. Burt; secretary, superintendent of concessions and publicity director, M. R. Morgan; superintendent of commercial exhibits, Harry Swanson.

1949 DATES: September 14-16.

Jefferson County Fair, Fairbury

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Grandstand, \$2,352.

AID, PREMIUMS: County aid, \$2,130; other, \$543.

CARNIVAL: Greater Rainbow Shows.

ATTRACTIONS: Circus acts, booked thru J. C. Michael Attractions, 3 days, 4 nights, at cost of \$1,350; horse races, 3 days, with purses of \$632.

ADMINISTRATION: President, Max Logan; secretary, J. W. Winslow; superintendent of concessions, Edward A. Howe; publicity director, Elmer B. Sasse.

Keith County Fair, Ogallala

ATTENDANCE: 5,000 paid; 7,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 2 nights; rain 1 night.

CARNIVAL: J. R. Leeright Shows.

ATTRACTIONS: Rodeo, presented by Ogallala Roundup Corporation, 1 day, 2 nights.

ADMINISTRATION: President, E. A. Geisert; secretary, R. D. Hughes; superintendent of concessions and commercial exhibits, R. E. Geisert.

Logan County Fair and Rodeo, Stapleton

ATTENDANCE: 3,000 paid; 50 free. Operated 2 days.

LAWRENCE GREATER SHOWS

FEATURING ON OUR WELL-LIGHTED MIDWAY

- 14 Modern Riding Devices
- 11 Meritorious Shows
- 40 Streamlined Concessions
- Caterpillar Diesel Power Plants
- Mammoth Neon Light Towers
- 41 Trucks



Sam and Shirley Levy
Owners-Operators



H. B. Shive
General Representative (third year)

Fair Secretaries and Celebration Committees:

In 1948 we played the following Fairs, any of which we respectfully refer you to:

Western Carolina Fair, Winston-Salem, N. C.; American Legion Fair, Burlington, N. C.; Clarendon County Fair, Manning, S. C.; Haines N. & I. Institute Fair, Augusta, Ga.; Washington County Fair, Washington, Pa.; West Virginia State Agricultural and Industrial Fair, Charleston, W. Va.; Davidson County Fair, Lexington, N. C.; Iredell County Fair, Statesville, N. C.; Union County Fair, Union, S. C.

For 1949:

We are now arranging our Route for next Season, and booking Fairs in States East of the Mississippi River. We respectfully invite you to investigate our Show before Contracting for your 1949 Midway Attractions.

FOR SALE

Two 100 Kw. Transformers. (Best in the business). 1 Schult Trailer Office Wagon. (Cost \$5,000.00 to build and furnish). 1 Ridee-O Ride. 1 Kiddie Airplane.

WANT FOR 1949 SEASON

Painters, Carpenters, Blacksmiths, Ride Foremen, Attractions People and Concessions.

SEE US AT THE SHERMAN HOTEL, CHICAGO, during the Convention, or contact us at any time at the address below.

SUITE 7-J, 333 WEST 57TH ST., NEW YORK CITY
OR
P. O. BOX 1921, SAVANNAH, GA.

E. L. YOUNG, *Manager*

Eddie Young's

MRS. DOLLY YOUNG
Business Mgr.
W. E. (BILL) SNYDER
Agent

Royal  **Crown**
Shows

—AMERICA'S FINEST CARNIVAL—

THANKS

FAIR OFFICIALS,
OUR COMMITTEES
and
LOYAL ASSOCIATES



E. L. YOUNG, *Manager*

1948

**Was a most
successful year.**

**NO DISAPPOINTMENTS
—READY ON SCHEDULE**

**"THAT'S OUR
REPUTATION"**

For the Season of 1949

**WE PROMISE THE FINEST MIDWAY
EVER PRESENTED BY ANY
CARNIVAL ORGANIZATION.**

**We invite you to see it presented at
Florida Citrus Exhibition, Winter
Haven, Fla., Feb. 14 to 19 inclusive.**

** Incidentally our
4th consecutive
appearance
here.*

To All Fair Secretaries
**SEE US AT CHICAGO—
SEE WHAT WE HAVE TO OFFER**

**THIS IS POSITIVELY AMERICA'S
FINEST CARNIVAL**

**Big enough—clean—an asset to your fair.
We have our own light plants—towers,
searchlights and carry an out-
standing Free Act.**

PERMANENT ADDRESS

Eddie Young's
ROYAL CROWN SHOWS
P. O. Box 1327, Clearwater, Fla.

Weather: Good 2 days.
RECEIPTS: Gate, \$4,200.
AID, PREMIUMS: State aid, \$400; county aid, \$600; other, \$75.
CARNIVAL: William T. Collins Shows.
ATTRACTIONS: Acts, 2 days at cost of \$150; rodeo, 2 days.
ADMINISTRATION: President, H. E. Wells; secretary, H. V. Mogrison; superintendent of concessions, John Messick; superintendent of commercial exhibits, H. Reynard; publicity director, M. A. Brown

Morrill County Fair, Bridgeport

ATTENDANCE: Free fair. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
RECEIPTS: Grandstand, \$2,833.78; day grandstand, \$2,108.78; night grandstand, \$725.
AID, PREMIUMS: State aid, \$350; county aid, \$2,000.
CARNIVAL: J. R. Leerlight.
ATTRACTIONS: Revue, booked thru Wheeler-Pitman Agency, 3 nights, at cost of \$1,285; rodeo, presented by Eagles Lodge, 2 days.
ADMINISTRATION: President, Allan B. Atkins; secretary, J. Cedric Conover; superintendent of concessions, O. N. Clemens
1949 DATES: September 5-7.

Nebraska State Fair, Lincoln

WEATHER: Good 5 days, 4 nights; rain 1 day, 2 nights.
CARNIVAL: Hennies Bros.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers; Jimmie Lynch's Death Dodgers, 1 night; big car races, booked thru National Speedways, 1 day; harness races 4 days with purses of \$12,000.
STILL DATES: Auto races 1 day, staged by National Speedways; motorcycle races 1 day, staged by American Legion; horse racing 17 days, staged by fair; dog show 2 days, staged by Lancaster Kennel Club; ice show 1 day, 6 nights, staged by Ice Vogues; horse show, 3 days, 3 nights, staged by Robert Hudson.
ADMINISTRATION: President, Dave Osborn; secretary, Edwin Schultz.
1949 DATES: September 4-9.

Nuckolls County Fair, Nelson
ATTENDANCE: 12,000 paid. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$6,000.
AID, PREMIUMS: County aid, \$2,000; other, \$300.
ATTRACTIONS: Rodeo, presented by Paul Long Company, 3 nights.
ADMINISTRATION: President, J. E. Portwood; secretary, A. M. Huey; superintendent of concessions and commercial exhibits, Fred Wullender; publicity director, Vic Schezinger.

Platte County Mid-Nebraska 4-H Fair, Columbus

ATTENDANCE: 10,581 paid. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 3 nights; rain 1 night.
RECEIPTS: Gate, \$5,584.75; grandstand, \$4,650.
AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: Merriam & Robinson.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$2,550; Jimmie Lynch's Death Dodgers, 1 day, 1 night.
STILL DATES: Horse racing, 15 days, staged by Platte County Agricultural Society.
ADMINISTRATION: President, Walter L. Losehe; secretary, W. L. Boetcher; superintendent of commercial exhibits, Clarence Wilken.

Richardson County Free Fair, Humboldt

ATTENDANCE: 45,000 estimated. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Hale's Rides.
ATTRACTION: Revue, booked thru Barnes-Carruthers, 3 nights, at cost of \$1,500.
ADMINISTRATION: President F. M. Boss; secretary, L. E. Watson; superintendent of concessions, Leo Goodhart; publicity director, Frank J. Rist.
1949 DATES: September 14-16.

Sheridan County Fair and Rodeo, Gordon

ATTENDANCE: 6,000 paid, \$500 free. Operated 3 days.
WEATHER: Good 3 days.
CARNIVAL: Curl Amusement Company.
STILL DATES: Rodeo, 3 days, staged by fair.
ADMINISTRATION: President, William Coon; secretary, George B. Comer; superintendent of concessions, Charles Finkey.

Stanton County Fair, Stanton

ATTENDANCE: 10,000 paid; 1,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$2,000; other \$300.
CARNIVAL: Merriam & Robinson.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers; circus acts, booked thru Barnes-Carruthers; Jimmie Lynch's Death Dodgers.

Thurston County Fair, Walthill

ATTENDANCE: 4,600 paid, 1,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$3,200; night grandstand, \$1,700.
AID, PREMIUMS: County aid, \$2,000.
CARNIVAL: DeWaldo Attractions.
ATTRACTIONS: Revue, booked thru DeWaldo, 3 nights.
STILL DATES: Rodeo, 2 days, staged by Milt Freel.
ADMINISTRATION: President, Ray A. Phillips; secretary, superintendent of commercial exhibits, publicity director, Alfred Raun; superintendent of concessions, E. A. Conger.
1949 DATES: August 31-September 3.

Wheeler County Fair and Rodeo, Bartlett

WEATHER: Good 3 days, 3 nights.
CARNIVAL: Curl Amusement Company.
ATTRACTIONS: Revue, booked thru Blackwood Bros., 1 night, at cost of

\$200; rodeo, presented by G. L. Obermire, 2 days.
ADMINISTRATION: President, W. A. Summers.

NEVADA

Nevada Rodeo, Winnemucca

ATTENDANCE: 10,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$4,000; other, \$4,000.
ATTRACTIONS: Fireworks, supplied by Harold's Club; harness horse races, 3 days, with purses of \$900; rodeo, presented by Humboldt Company, 3 days.
ADMINISTRATION: President, L. W. Peraldo; secretary, publicity director, Albert Lowry.

NEW HAMPSHIRE

Cheshire Fair Assn., Keene

ATTENDANCE: 9,347, paid. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 2 nights; rain, 1 night.
RECEIPTS: Gate, \$11,600.81; grandstand, \$2,077; day grandstand, \$837.50; night grandstand, \$1,239.60.
ATTRACTIONS: Revue, booked thru Al Martin, at cost of \$1,500; 6 circus acts, booked thru Al Martin, 1 day, 1 night; B. Ward Beam's Hell Drivers, 1 day, 1 night; fireworks, 2 nights, at cost of \$400; harness races, 2 days, 2 nights, with purses of \$1,400.

Hopkinton Fair, Contoocook

ATTENDANCE: 15,000 paid; 6,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Granite State Shows.
ATTRACTIONS: Revue, booked thru George A. Hamid, 3 nights, at cost of \$2,000; fireworks, supplied by Interstate Fireworks Company, 3 nights, at cost of \$900; harness horse races, 3 days, with purses of \$900.
ADMINISTRATION: President, Fred A. Savoery; secretary, H. R. Clough; superintendent of concessions and commercial exhibits, H. N. Walls.

GEM CITY SHOWS

THANKS

TO THE FAIRS AND COMMITTEES

Where We Had the Privilege of Furnishing the Midway Attractions, for Making the 1948 Season a Successful One.

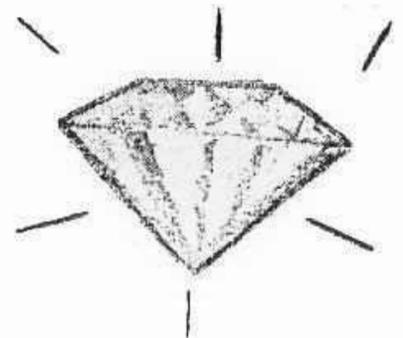
We Are Especially Grateful to

Earl Bunting — Carl Byers — Mickey Mansion and Emanuel Zacchini, for their splendid co-operation.

"THE DIAMOND OF THE SHOW WORLD"

Fairs and Celebrations

Add a "Sparkle" to Your Events and get the Best in the Middle West. See us before booking your Midway Attractions for 1949. We will be at the Hotel Sherman, Chicago, during the IAFE Convention and the various State Fair Meetings during the winter months. You can always contact us at our winterquarters address below.



WANT FOR 1949 SEASON—OPENING IN MARCH

SHOWS:

Will book any Worth-While Attractions. Fun House, Monkey Circus, Mechanical City, etc. Mickey Mansion: Will hold Side Show open for you.

CONCESSIONS:

We will have no Office-Owned Concessions in 1949 except Bingo and P.C. Will place all kinds of Stock Concessions.

FOR SALE

2 Girl Show Fronts, 2 Tops, Lights and Scenery. Everything complete and practically brand new. Stored in Baraboo, Wis.

All Contact or Address **JACK DOWNS** GENERAL MANAGER

WINTER QUARTERS: (Fair Grounds) BOX 1081, EL DORADO, ARKANSAS
 (PHONE: 3433)



Schedule Now
 A Show That

SPARKLES

THOMAS Land Shows

A SHOW WITH A WORTH-WHILE REPUTATION

9 MAJOR RIDES — 8 SHOWS — 4 KIDDIE RIDES — 30 CONCESSIONS
5 LIGHT TOWERS — DIESEL PLANTS

NOW CONTRACTING FOR SEASON 1949

Opening early in April in proven territory

SHOWS

Want for 1949 Season — Side Show, Animal Show, Glass House, Fun House, Wild Life, Unborn, Illusion, Girl Revue, Fat Show, Mechanical City (Joe Teska, write), Minstrel Show.

CONCESSIONS

Can Place Photo, Jewelry, Race Horse Game, Cook House, French Fries. Can Place Agents for Hanky Panks, Married Couples Preferred.

HELP

Can Place Ride Men, Foremen and Second Men Who Drive.
All People With Me Last Year, Contact Me.

WILL BE AT SHERMAN HOTEL,
CHICAGO, NOV. 28 TO DEC. 3

All Address:

L. I. THOMAS, MGR.

Box 1593

Riverside Station, Miami, Florida

Lancaster Fair, Lancaster

ATTENDANCE: 20,000 paid; 5,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Lagassee Amusement Company.

ATTRACTIONS: Revue, booked thru Al Martin Agency, 4 nights at cost of \$3,000, thrill show, Jimmie Lynch's Death Dodgers, 1 day, 1 night; fireworks, supplied by Interstate Company, 1 night, at cost of \$600; harness races, 2 days, with purses of \$1,800.

STILL DATES: Motorcycle races, 2 days, staged by Northeast Motorcycle Association.

ADMINISTRATION: President, Dr. Dana Lee; secretary, A. S. Kenney; superintendent of concessions, Carroll Stoughton; publicity director, R. Guilmette.

1949 DATES: September 2-5.

Mascoma Valley Fair, Canaan

ATTENDANCE: 10,000, paid; 1,000, free. Outside gate admissions sold in advance, 1,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$8,000.

CARNIVAL: Granite Shows.

ATTRACTIONS: Revue, booked thru Al Martin, 3 nights, at cost of \$800; fireworks, supplied by Interstate Fireworks Company; harness horse races, 3 days, with purses of \$1,800.

STILL DATES: Motorcycle races, 1 day, staged by Twin State Riders.

ADMINISTRATION: President, superintendent of concessions, Lynn Webster; secretary, William Shepard.

NEW JERSEY

Cumberland County Co-Op Fair Assn., Bridgeton

ATTENDANCE: 25,976 paid; 10,000 free. Outside gate admissions sold in advance, 150. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

RECEIPTS: Gate, \$12,095.28; grandstand, \$2,984.12; day grandstand, \$2,131.32; night grandstand, \$852.80.

AID, PREMIUMS: State aid, \$1,650.

CARNIVAL: Penn Premier Shows.

ATTRACTIONS: Revue, booked thru Cooke & Rose, 5 nights, at cost of \$1,475; circus acts, booked thru Red, White & Blue Band, 5 days, 5 nights, at cost of \$750; harness horse races, 4 days, with purses of \$1,700.

ADMINISTRATION: President, Horace Miller; secretary, Earl McCormick; superintendent of concessions and commercial exhibits, Raymond R. Riley; publicity director, Samuel Brown.

NEW MEXICO

New Mexico State Fair, Albuquerque

ATTENDANCE: 205,000 paid. Operated 8 days, 8 nights.

WEATHER: Good 7 days, 7 nights; rain 1 day, 1 night.

AID, PREMIUMS: State aid, \$10,000. CARNIVAL: Folk Celebration Shows.

ATTRACTIONS: Revue, booked thru Seldon, 7 nights; circus acts, booked thru Ernie Young; fireworks, supplied by Thearle-Duffield, 8 nights; harness horse races, 8 days, with purses of \$95,000; rodeo, presented by Beuther Bros., 8 nights.

Quay County Fair Assn., Tucumcari

ATTENDANCE: 10,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

STILL DATES: Rodeo, 3 days 2 nights, staged by Sheriff's Posse; junior rodeo, 3 days, 2 nights, staged by Junior Chamber of Commerce.

ADMINISTRATION: President, C. D. Clampett; secretary, Roy H. Smith.

NEW YORK

Cattaraugus County Agricultural Society, Little Valley

ATTENDANCE: 17,076 paid, 3,000 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$8,563.25; grandstand, \$4,484.50.

(Continued on page 80)

CAPELL BROS. SHOWS

America's Cleanest Midway!

AGAIN WE WISH ALL FRIENDS AND ENEMIES

A MERRY CHRISTMAS AND A BIG SEASON IN 1949...

WE WILL OPEN OUR 1949 SEASON EARLY IN MARCH

Showing Our Regular Route of Tested and Proven Spring Dates (Our Seventh Year To Show Them) under Strong Auspices, With Several Bonafide Fairs and Celebrations To Follow.

WE WILL PROUDLY PRESENT AN ARRAY OF 10 NEW AND MODERN RIDING DEVICES—10 OUTSTANDING SHOWS WITH MODERNISTIC FRONTS—50 FLASHY MERCHANDISE CONCESSIONS—GIANT LIGHT TOWERS—4 CALLIOPES—4 MILITARY BAND ORGANS. ALL TRANSPORTED ON A STREAMLINED FLEET OF 40 TRUCKS AND TRAILERS.

Truly "AMERICA'S CLEANEST MIDWAY"

WANTED FOR 1949 SEASON

Clean Stock Concessions of all kinds. (Concessionaires: Write us what you have!) Cookhouse capable of handling this size show and that caters to Show People.

Want for the Shows: Capable Manager and Producer for Minstrel Show (beautiful wagon style front). Elex Tolliver, contact us. Outstanding Feature Freak Novelty Acts, Midgets, Runts, Talkers, etc., for Big Pit Show (top salaries paid thru office). Manager with talent for Girl Revue. Can place Fun House, Gorilla Show, Snake Show, Mickey Mouse, Monkey Show and War and Outlaw Show.

HELP

Can always place sober, capable Ride Men. (Top salaries with bonus.) Can place Electrician and Mechanic. (Must have own tools.) Always room for capable, sober Help for all Shows.

AL HILL,
contact us
at once

FAIR SECRETARIES

IN OKLAHOMA, MISSOURI, KANSAS, NEBRASKA AND ARKANSAS: If you want a new Show from the front to the back end, Free from Racket, for your Fair, then contact us now and get your Carnival worries over, and give your patrons "AMERICA'S CLEANEST MIDWAY." Call us now for more information (Phone: McAlester 1984).

FOR SALE

12-Car Ridee-O. (Perfect condition.) Will sell outright or will trade for non-conflicting Ride. Nice Sit-Down Grab Outfit. (New last fall.) 10x14 blue canvas, nicely equipped. Several Concession Tops and Pin-Hinged Frames, with flash (Grind Stores) One hand-played Calliope, just overhauled; one Blower Outfit just overhauled. All bargains.

Address: H. N. (DOC) CAPELL, Manager, BOX 725, McALESTER, OKLA.
Phone: 1984. Winterquarters Near Fair Grounds, McAlester.

1948
was our best year

**TRULY A MAGIC
MIDWAY for 1949**

We grew in '48
Watch us in '49!

16th Annual Tour

16th Annual Tour

MAGIC EMPIRE

A. SPHEERIS
Gen. Manager

FRANK H. OWENS
Gen. Representative

SHOWS



We are now contracting for a 1949 season. Capable foremen and help for Tilt-a-Whirl, Caterpillar, Fly-o-Plane, Twin Wheels, Octopus, Roll-o-Plane, Merry-Go-Round, Chair-Plane, Speedway, Looper, and a Kiddie Land consisting of four rides. Salary the best if you are capable and know how to appreciate good treatment and take care of equipment. All rides load on special trailers. Nothing handled twice. Complete winch truck for loading and unloading. Semi-drivers preferred. Want capable ride superintendent, that can handle above equipment.

WE WANT TO
THANK
the committees and Fair Associations that we showed for in '48. Thanks for a grand season and the courtesies extended to Magic Empire Shows in its entirety. We will see you at the Fair Meetings.

**SHOWS—WILL FURNISH COMPLETE NEW EQUIPMENT
PANELS ALL ALUMINUM FRONTS FOR HIGH CLASS SHOWS**

**WANT
WANT
WANT**

Want girl review, at least 6 girls. Must be tops. Will give posing show to same party.

Want Motordrome. Will book Arcade. Want fun house, glass house, or any worthwhile attraction.

Will book legitimate concessions. Must be high class. Positively No Gypsies.

WILL FINANCE ANY WORTH-WHILE SHOW FOR CAPABLE PEOPLE

PHONE—WIRE—WRITE

MAGIC EMPIRE SHOWS

Winter Quarters: GULFPORT, MISS.

★
★
★
★
COMPLIMENTS



to
RAY MARSH BRYDON
FROM ALL
INDEPENDENT SHOW
OPERATORS
★

*Best Wishes
for
1949*

WORLD FAIR FREAKS

Jack Korie

HELLS BELLS

Arch McAskill

FANTASY

Bob Edwards

BEAUTIFUL BAGDAD

Connie Austin

CLUB EBONY

Tichenor & Taylor

LION DROME

Art Spencer

AQUA FOLLIES

Sam Howard

CASBAH

Jack Korie

GLOBE OF DEATH

Rivero Troupe

GILDA

Senor Rodriquez

**MONKEY PEOPLE From
TOBACCO ROAD**

Julienne Ward

SNAKE GIRL ILLUSION

Jimmie Chavanne

LITTLE HORSE-BIG DOG

Bill Dusin

MICKY MOUSE

James Dunlavey

CONCESSIONS — Eddie Billetti — Carl R. Balmer — Allen Tobell — CONCESSIONS

MONKEY CIRCUS

Joe Lemecke

WILD LIFE

Cash Miller

BIG REPTILES

C. C. McClung

SPIDORA

Jack Korie

BIG BERTHA

W. V. (Bill) Harper

IRON LUNG

Greco Brothers

MIDGET CATTLE

Bill Dusin

FAT FOLKS FROLIC

Mary Webb

LIFE

Roy Rosier

WORLD'S STRANGEST BABY

Babe LaBarie

STEPIN FETCHIT

In Person, and His "Swing, Hollywood, Swing" Revue

CIRCUS SIDE SHOW

Charles L. Hodges

MUSEUM OF ODDITIES

Milo Anthony

MODEL SHOWS

Thanks —

To our many friends, especially our loyal friends in the States of Iowa and Arkansas who have helped us complete our second successful season on the road, it was a pleasure to have worked with you.

WANT

Now booking for 1949 season, Stock Concessions and Hanky Panks of all kinds, Popcorn, Bingo (if you have something else to offer).

Rides: Rides that do not conflict, especially Spitfire, Roll-o-Plane, Little Dipper, Fly-o-Plane or Boat Ride.

Shows: Ten-in-One, Girl Revue (with own equipment), Glass House, Fun House, Snake, etc. Have 20'x50' top for worthwhile attraction.

FAIR SECRETARIES

Iowa, Minnesota, Nebraska, Arkansas, Missouri and Louisiana, if you want a good, clean carnival with no gypsies or grift, with a well-lighted midway that carries a Dodgem and Motor Drome, along with eight other rides and five shows, neon light towers and neon on rides, be sure and contact us before signing a 1949 contract. Our transportation is of the best to assure you we will open in entirety on time. We can and will furnish you the best of reference.

ADDRESS

JOHN L. ROBINSON, Mgr.
1302 Buchanan, Texarkana, Texas

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 76)

AID, PREMIUMS: State aid, \$10,000, 6 days, 6 nights.
CARNIVAL: O. C. Buck Shows.
ATTRACTIONS: Revue, booked thru Frank Wirth, 4 nights, at cost of \$1,000; circus acts, booked thru Frank Wirth, 4 days, 4 nights, at cost of \$3,000; Lucky Lott's Hell Drivers, 1 day; harness races, 3 days, with purses of \$8,772.50; rodeo, presented by Western Type Horse Show, 1 day.
ADMINISTRATION: President, superintendent of concessions, Ralph F. Knight; secretary, superintendent of commercial exhibits, publicity director, J. W. Watson.

Chautauqua County Fair, Dunkirk

ATTENDANCE: 47,152 paid; 16,000 free. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 4 nights; rain 3 days, 2 nights.
RECEIPTS: Gate, \$20,140.05; grandstand, \$19,850.23; day grandstand, \$9,-274.42; night grandstand, \$10,575.81.
AID, PREMIUMS: State aid, \$10,000; county aid, \$4,000.

CARNIVAL: O. C. Buck Shows.
ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights, at cost of \$3,500; circus acts, booked thru George A. Hamid, 6 days, 6 nights, at cost of \$4,800; thrill show, Jole Chitwood, 1 day; Jack Kochman, 1 day; fireworks supplied by Antonelle, 6 nights, at cost of \$1,000; harness horse races, 2 days, with purses of \$4,000.

STILL DATES: Midget races, 1 day, staged by B. Ward Beam; stock car races, 2 days, staged by Bob McKensie; *Ladies Be Seated* Radio Show, 1 night, staged by Optimist Club; wrestling matches, 2 nights, staged by Tommy Moore.

ADMINISTRATION: President, Florian G. Spoden; secretary, superintendent of concessions and commercial exhibits, C. J. Larson; publicity director, Harold P. Kane.

Erie County Agricultural Society, Hamburg

ATTENDANCE: 124,946 paid. Operated

6 days, 6 nights.
WEATHER: Good 5 days, 4 nights; rain 1 day, 2 nights.
AID, PREMIUMS: State aid, \$10,000; county aid, \$20,000.
CARNIVAL: James E. Strates Shows.
ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights; circus acts, 6 days, 6 nights, booked thru George A. Hamid; Jole Chitwood Thrill Show, 3 nights; fireworks, 6 nights, supplied by Atlantic Fireworks Company; big car races, 1 day, staged by Sam Nunis; harness horse races, 4 days, presented by Erie County Agricultural Society.

STILL DATES: Motorcycle races, 1 day, staged by BFO Motorcycle Club; big car races, 1 day, staged by Sam Nunis; Republican picnic, 1 day, staged by Erie County Republican Committee.
ADMINISTRATION: President, John K. Lapp; secretary, Frank A. Slade; superintendent of concessions, Warren Gressman; publicity director, Ralph Thorn.

Lewis County Agricultural Society, Lowville

ATTENDANCE: 18,764 paid. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$9,965.20; grandstand, \$3,141.90; night grandstand, \$6,813.
AID, PREMIUMS: State aid, \$10,000.

CARNIVAL: King Reid.
ATTRACTIONS: Revue, booked thru George A. Hamid, 4 nights, at cost of \$6,000; harness races, 4 days, with purses of \$4,400.

ADMINISTRATION: President, Alson D. Weller; secretary, superintendent of concessions, Cyril L. Seymour.

Orange County Fair, Middletown

ATTENDANCE: 65,000 paid, 1,000 free. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 6 nights; rain 1 night.

AID, PREMIUMS: State aid, \$10,000; county aid, \$2,500; other, \$550.

CARNIVAL: Coleman Bros.' Shows.
ATTRACTIONS: Revue, booked thru

(Continued on page 83)

The West's Top Midway Attraction For Over 50 Years

→ FOLEY & BURK SHOWS

A CALIFORNIA INSTITUTION

HERE ARE THE FACTS . . .

24th year SAN JOAQUIN COUNTY FAIR, STOCKTON, CALIF.
28th year CALIFORNIA RODEO, SALINAS, CALIF.

OVER 70% of the 1948 dates were for California fairs

THE WEST'S ONLY RAILROAD SHOW

We invite correspondence from independent showmen who would like to associate with a proven concern. Shows must have merit and capable of doing business.

Permanent Address . . . FOLEY & BURK SHOWS

P. O. BOX 148 FRUITVALE STATION OAKLAND, CALIFORNIA

J. GEORGE LOOS



greater UNITED Shows

THE SHOW WITH THE WORLD'S RECORD

FACTS

For the past THIRTY-NINE CONSECUTIVE YEARS J. GEORGE LOOS' GREATER UNITED SHOWS have held contracts for the Beeville, Texas, Fair and Livestock Show, and for the past twenty-nine 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 contracts extended until 1953, aggregating a total of thirty-three 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.")

1949 OPENING DATE LAREDO, TEX.

WASHINGTON BIRTHDAY CELEBRATION

16 DAYS AND NIGHTS THREE SATURDAYS AND SUNDAYS FEB. 19 TO MARCH 6

CAN PLACE—FIRST CLASS SIDE SHOW

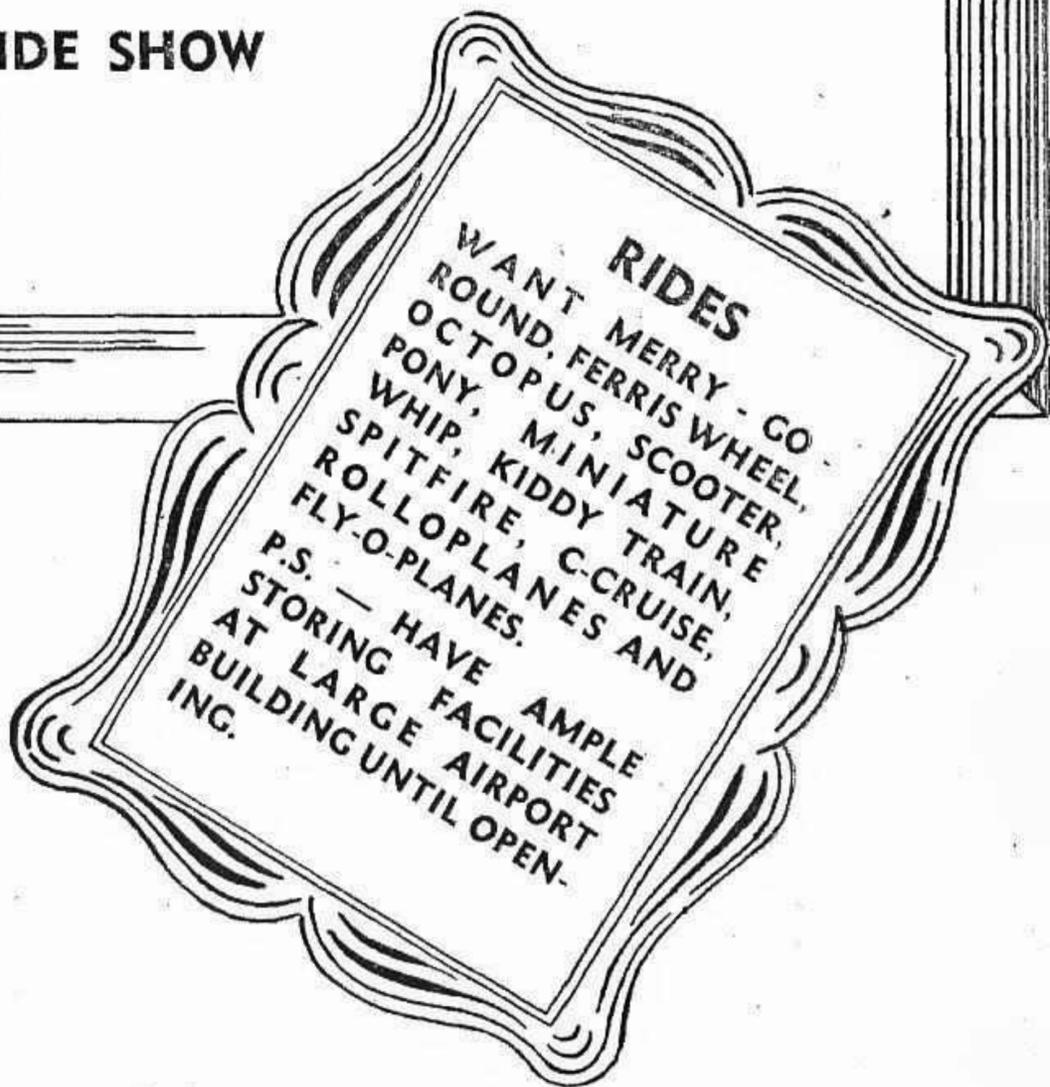
FUN HOUSE, ILLUSION SHOW, MONKEY SHOW, BIG SNAKE, MOTORDROME, FAT SHOW, GIRL SHOW AND OTHER NON-CONFLICTING ATTRACTIONS.

CONCESSIONS, WRITE

WANT CAPABLE CONTRACTING AGENT
FAMILIAR WITH TEXAS, OKLAHOMA AND
KANSAS TERRITORY.

FOR SALE Mixup, Smith and Smith Baby Auto and Aero-
planes, also Allan Herschell Merry-Go-Round.

WRITE J. GEORGE LOOS
BOX 455, LAREDO, TEX.



The **PRIDE**
of the Northwest



Announcing a New and Bigger---

WILLIAM T.
COLLINS SHOWS
"Pride of the Northwest"

THE MOST MODERNISTIC AND UP-TO-DATE TRUCK SHOW IN AMERICA
EQUIVALENT TO A 35-CAR RAILROAD SHOW

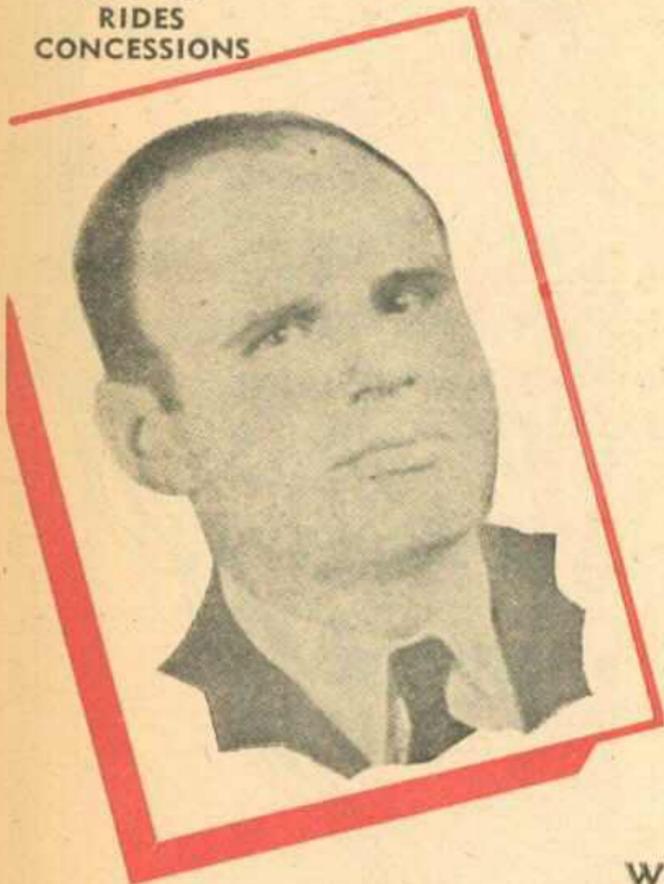
15 Rides — 10 Shows — 50 Concessions — 8 Light Towers — 2 Searchlights

ATTENTION — FAIR OFFICIALS — ATTENTION

If you want a Show of Flash and Top Earning Capacity, then investigate before you contract for your 1949 event. See us at the Hotel Sherman during the Chicago Convention. You can always contact us at our permanent address below.

I am taking this opportunity to extend my thanks and best wishes to all the Committeemen, Fair Officials, Showmen, Concessionaires and Personnel for a successful 1948 season.

NOW BOOKING
FOR 1949
SHOWS
RIDES
CONCESSIONS



DURING 1948

We Broke All Previous Grosses at the Following Fairs:

Crosby, N. D.	Hamilton, N. D.	St. James, Minn.
Bottineau, N. D.	Wadena, Minn.	Mason City, Iowa
Cando, N. D.	Rochester, Minn.	Sibley, Iowa
Jamestown, N. D.	Owatonna, Minn.	Bird Island, Minn.
Fessenden, N. D.	Worthington, Minn.	Redwood Falls, Minn.
Langdon, N. D.		

Most of the above were repeat dates for us

Our Route Was Completed With the Following Still Dates:

Alexandria, Minn.	Devils Lake, N. D.	Richfield, Minn.
Breckenridge, Minn.	Minot, N. D.	South St. Paul, Minn.
Fargo, N. D.		

A Big Surprise Announcement!

FOR THE 1949 TOUR WE HAVE CONTRACTED

"STEPIN FETCHIT"

And His Own Company

"SWING, HOLLYWOOD, SWING" REVUE

TO BE PRESENTED IN A NEW MAMMOTH TENTED THEATRE ON OUR MIDWAY

Winterquarters and Permanent Address: 406 Erie Street, St. Paul, Minn.

America's Outstanding Motorized Show

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 80)

George A. Hamid, 6 nights; thrill show, Kochman's Hell Drivers, 1 day, 1 night; fireworks, supplied by International Fireworks Company, 6 nights; big car races, 1 day, staged by Walter Stebbins; harness horse races, 2 days, with purses of \$4,500; rodeo, presented by fair.
ADMINISTRATION: President, Benjamin E. Strong; secretary, Alan C. Madden.

Niagara County Fair, Lockport

ATTENDANCE: 40,000 paid, 25,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$20,000; grandstand, \$3,500.

AID, PREMIUMS: State aid, \$10,000.
CARNIVAL: O. C. Buck Shows.
ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights, at cost of \$5,000.

ADMINISTRATION: President, John K. Sibley; manager, Elmer A. Barrett; publicity director, William G. Malliet.

Palmyra Fair, Palmyra

ATTENDANCE: 34,000 paid; 12,000 free. Operated 3 days, 4 nights.
WEATHER: Cold or threatening, 3 days, 4 nights.

RECEIPTS: Gate, \$12,048.48; grandstand, \$5,827.03; day grandstand, \$2,144; night grandstand, \$3,683.03.

AID, PREMIUMS: State aid, \$10,000.
CARNIVAL: Holman's Rides.
ATTRACTIONS: Harness horse races, 8 days, with purses of \$3,600; rodeo, presented by Westcott, 1 day, 4 nights.

STILL DATES: Thrill show, 1 day, 1 night, staged by Joele Kochman.

ADMINISTRATION: President, Charles E. Johnson; secretary, superintendent of concessions and commercial exhibits, W. Ray Converse; publicity director, John E. Meyers.

Penn Yan Fair, Penn Yan

ATTENDANCE: 5,000 paid, 400 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$2,157.92; grandstand, \$389.52; day grandstand, \$172.08; night grandstand, \$217.44.

AID, PREMIUMS: State aid, \$9,236.92.
ATTRACTIONS: Revue, booked thru Cooke and Rose, 3 nights, at cost of \$1,175; fireworks, supplied by Vitale Fireworks Company, 1 night, at cost of \$150; harness horse races, 3 days, with purses of \$4,300.

STILL DATES: Hot-rods, 1 day, Lockport Speedways, Inc.

ADMINISTRATION: President, Homer M. Fullagar; secretary, superintendent of concessions and commercial exhibits, Oliver Wilcox.

Seneca County Agricultural Society, Waterloo

WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.

CARNIVAL: B. & C. Exposition Shows.
ADMINISTRATION: President, G. E. Collins.

1949 DATES: August 18-21.

Tompkins County Agricultural and Horticultural Society, Ithaca

ATTENDANCE: 12,000 paid, 1,500 free. Operated 4 days, 5 nights.

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

AID, PREMIUMS: State aid, \$10,000; county aid, \$2,000.

ATTRACTIONS: Harness races, 3 days, with purses of \$4,900.

Wyoming County Fair, Pike

ATTENDANCE: Paid, 1,000; free, 5,000. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.

RECEIPTS: Gate, \$400.
AID, PREMIUMS: State aid, \$10,000; county aid, \$600.

ATTRACTIONS: Revue, booked thru Don Morgan.

Southern VALLEY Shows

FOR 1949 WE WILL PRESENT A LARGER AND MORE BEAUTIFUL SHOW

12 RIDES	6 SHOWS	50 CONCESSIONS	DIESEL PLANTS	LIGHT TOWERS
-------------	------------	-------------------	------------------	-----------------

FAIRS IN ARKANSAS, LOUISIANA, MISSISSIPPI, MISSOURI, ILLINOIS

Book the New Streamlined Show for your 1949 annuals. Investigate us, then contract us to furnish your Midway Attractions.

Thanks

to the Fairs, Celebrations and Committees where we were privileged to exhibit the past season. You enabled us to chalk up our most Successful year.

NOW BOOKING FOR NEXT SEASON
SHOWS—RIDES—CONCESSIONS

EDDIE MORAN

Manager

WINTER QUARTERS: SELMAN FIELD MUNICIPAL AIRPORT, MONROE, LOUISIANA



Announcing for 1949

BILL HAMES SHOWS, inc.

The Name "Bill Hames" is a symbol of integrity thruout the Vast Realms of the Great State of Texas

FAIRS AND CELEBRATIONS IN THE SOUTHWEST

You know the reputation of the Bill Hames Shows, so before contracting for your 1949 Midway Attractions contact us.

WE WERE AGAIN AWARDED CONTRACTS TO FURNISH ALL MIDWAY ATTRACTIONS AT THE 2 GREATEST WINTER DATES IN THE SOUTHWEST:

Southwestern Exposition and Fat Stock Show, Fort Worth, Texas.

Houston Fat Stock Show and Livestock Exposition, Houston, Texas.

W. H. (BILL) HAMES
Pres. and Gen. Mgr.

THEO. LEDELL
Secretary-Treas.

Address all mail:
P. O. BOX 1377, FORT WORTH, TEX.

Address all telegrams:
BOX 1304, TEXAS HOTEL, FORT WORTH, TEX.

WANT

FOR THE HOUSTON AND FORT WORTH FAT STOCK SHOWS AND FOR THE 1949 SEASON

RIDES THAT DO NOT CONFLICT. SHOWS NOT CONFLICTING. especially want high-class Girl Show, Metordrome and other meritorious Attractions. LEGITIMATE CONCESSIONS OF ALL KINDS.

HELP

Want good, sober Ride Foremen and capable Help for new Rides. Useful Carnival People in all lines.

BUFFALO SHOWS

MIGHTY MIDWAY



THANKS FOLKS!

... especially to our loyal employees who cheerfully 'put it in the air' and all ready to run every Monday; to the splendid and co-operative concession operators who were 'with it'; and to the Fair Secretaries and celebration sponsors who made our success possible.

WANT for 1949 all kinds of legitimate concessions. Will book Shooting Galleries both Long and Short Range, Penny Arcade, Cat Racks, Milk Bottles, Cane Rack, Knife Rack, Photos, all kinds Dart Stores, Cork Gallery, Glass Pitch, Teddy Bear Pitch, Bowling Alley, Fish Pond, Duck Pond,

Novelties, String Game, etc., etc. Will carry thirty or more concessions. Want Side Shows with own transportation. WILL BOOK or lease any two of the following Flat Rides: Tilt, Whip, C-Cruise, Caterpillar, High Rides: Octopus, Fly-o-Plane, Spitfire, or others not conflicting.

Only food concessions open are Taffy and Potatoes.

Address:

HOWARD POTTER, Gen. Mgr.

P. O. BOX 809, BUFFALO, N. Y.

NORTH CAROLINA

Atlantic District Fair, Ahoskie

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

CARNIVAL: W. E. Page Shows.

ATTRACTIONS: Harness races, 5 days, with purses of \$1,700.

ADMINISTRATION: President, Clarence Chanle; secretary, E. M. Weaver.

Center of North Carolina Fair Assn., Asheboro

WEATHER: Good 2 days, 2 nights; rain 4 days, 4 nights.

CARNIVAL: Jack J. Perry Shows.

ATTRACTIONS: Free acts, furnished by carnival.

STILL DATES: Thrill show, 1 day, staged by Flash Edwards; carnival, 6 days, 6 nights, staged by Jack J. Perry.

ADMINISTRATION: President and superintendent of concessions, Jack J. Perry; secretary, superintendent of commercial exhibits, publicity director, W. C. York.

Cherokee County Fair Assn., Inc., Murphy

ATTENDANCE: 12,000 paid, 6,000 free. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

AID, PREMIUMS: County aid, \$2,140.

CARNIVAL: Johnny Denton Shows.

ADMINISTRATION: Secretary, A. J. Ketcher.

Iredell County Agricultural Fair, Statesville

ATTENDANCE: 22,400 paid, 12,000 free. Operated 6 days, 6 nights.

WEATHER: Good 3 days, 3 nights; rain, 3 days, 3 nights.

RECEIPTS: Gate, \$11,000; grandstand, \$975.

CARNIVAL: Lawrence Greater Shows. ATTRACTIONS: Acts, booked thru George A. Hamid, 6 nights, at cost of \$2,000.

ADMINISTRATION: President, Glenn Chandler; secretary, Clyde Smyre.

Reidsville Fair, Reidsville

ATTENDANCE: 11,769 paid, 6,000 free. Operated 4 days, 5 nights.

WEATHER: Good 2½ days, 4 nights; rain 1½ days, 1 night.

CARNIVAL: Morris Hannum Shows.

ATTRACTIONS: Capt. Jack Perry Thrill Show, 5 nights.

ADMINISTRATION: President, superintendent of commercial exhibits, publicity director, William M. Oliver; secretary, superintendent of concessions, Mrs. K. P. Oliver.

NORTH DAKOTA

North Dakota State Fair, Minot

WEATHER: Good 1 day; cold or threatening, 5 days, 6 nights.

AID, PREMIUMS: County aid, \$4,649.97.

CARNIVAL: Slebrand Bros.

ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights, at cost of \$9,500; free acts, booked thru Barnes-Carruthers, 6 days, 6 nights, cost included in revue; thrill show, Winkley's All-American Thrill Drivers, 2 days; big car races, 1 day, staged by Frank Winkley; harness horse races, 3 days, with purses of \$2,800.

ADMINISTRATION: President, B. O. Dahl; secretary, H. L. Finke; superintendent of concessions and commercial exhibits and publicity director, Robert Finke.

Pembina County Fair Assn., Hamilton

ATTENDANCE: 10,000 paid. Operated 2 days, 3 nights.

WEATHER: Good 1 day, 2 nights; rain 1 day, 1 night.

AID, PREMIUMS: County aid, \$2,500.

CARNIVAL: William T. Collins Shows.

ATTRACTIONS: Revue, booked thru Williams and Lee, 2 nights; circus acts, booked thru Williams and Lee, 2 days, combined cost of \$1,800; harness races, 2 days, with purses of \$1,000.

ADMINISTRATION: President, F. O. Thacker; secretary, superintendent of concessions and commercial exhibits, publicity director, Franklin Page.

(Continued on page 89)

Greater than ever!

1949

1948

DOUGLAS

Greater Shows

Earl O. Douglas, Owner-Manager

RT. 5, BOX 870

KENT, WASH.



93 FAIRS and CELEBRATIONS 93 in 1948

87 WEEKS' BEST CARNIVAL DATES IN MIDDLE WEST 87
OPERATING 8 UNITS:

Gooding Amusement Co., 5 Units
American Exposition Shows

Gooding Greater Shows
Gooding Park Attractions

LARGEST • BEST • MOST RELIABLE

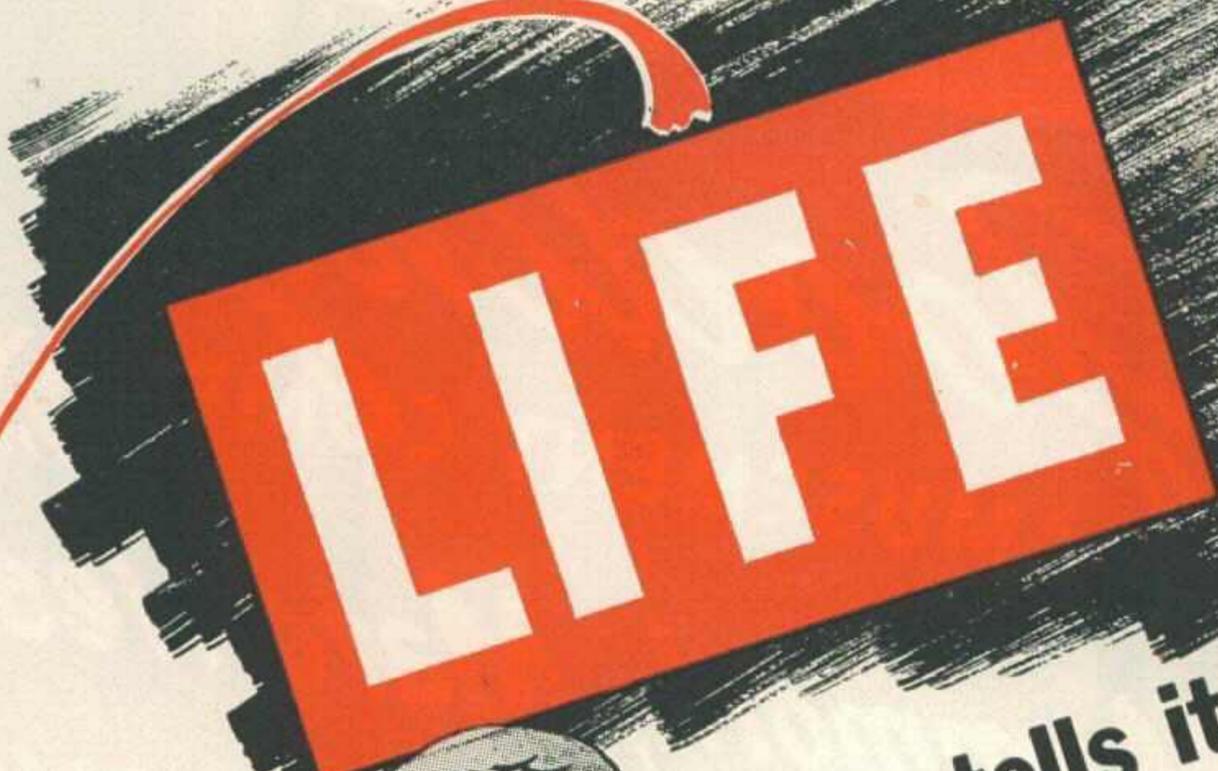
F. E. Gooding, President & Gen. Mgr.

**NOW BOOKING FAIRS
AND SPECIAL EVENTS
FOR '49**

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

See Us at Chicago or at the Various Fair Meetings!

PERMANENT ADDRESS: 1300 NORTON AVE.
COLUMBUS 12, OHIO



LIFE



tells its

27,000,000

readers

about the

LARGEST MIDWAY ON EARTH

and the

BEST ILLUMINATED, too



FRANK BERGEN'S

WORLD of MIRTH



SHOWS

LARGEST MIDWAY ON EARTH

SAMUEL E. PRELL
GEN. MGR.

JOSEPH PRELL
SECRETARY

ABE R. PRELL
SUPT. TRANSPORTATION

BENNETT W. PRELL
PURCHASING AGENT



PRELLS

BROADWAY SHOWS



**"LARGEST
MOTORIZED SHOW
ON EASTERN SEABOARD"**

12 MAJOR RIDES — 5 KIDDIE RIDES — 10 MAMMOTH TENTED THEATRES — 5 BIG GENERAL MOTORS DIESEL LIGHT PLANTS — 8 BEAUTIFUL TOWERS — 45 INTERNATIONAL TRACTORS AND TRAILERS, furnished exclusively by Berman Sales Co., Pennsburg, Pa. H. W. JONES' BINGOS USED EXCLUSIVELY. LITHOGRAPHING AND PAPER furnished by Globe Poster, Inc., South Hanover St., Baltimore, Md. INSURANCE by CLEM SCHMITZ, 30 Rockefeller Plaza, New York City.

BIGGER FOR 1949!

BROADWAY AT YOUR DOOR!

SHOWMEN
Now booking Rides and
High Class Shows for 1949.

CONCESSIONS
Now booking for 1949.
Contact us early.

**FAIR SECRETARIES
AND COMMITTEES**
Get in touch with us for 1949
**OUR PAST RECORD SPEAKS FOR
ITSELF!**
We respectfully refer you to the
following fairs we played this
year:

- Combs County Fair, Elmhurst, Pa.
- Butler Fair, Butler, Pa.
- Lawrence County Fair, Indiana, Pa.
- South Boston Fair, South Boston, Va.
- Allegheny County Fair, Covington, Pa.
- Enfield Fair, Carlisle, Pa.
- Edison, DeWitt, Five-County Fair, Henderson, N. C.
- Flower and Horse Show, Alexandria, Va.
- Rocky Mount Fair, Rocky Mount, N. C.
- Greenville County Fair, Greenville, S. C.
- Greenwood County Fair, Greenwood, S. C.
- Bishopville Fair, Bishopville, S. C.
- and Hundreds of Others.

CONTACT OR WRITE:

SAMUEL E. PRELL, Gen. Mgr.

Permanent Address: 216 CUSTER AVENUE, NEWARK, NEW JERSEY
(Phone: Waverly 3-0436)

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 84)

Towner County Fair Assn., Condo

ATTENDANCE: 11,200 paid; 150 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$2,875; grandstand, \$2,250.

AID, PREMIUMS: County aid, \$1,500.

CARNIVAL: William T. Collins Shows.

ATTRactions: Circus acts, booked thru Barnes-Carruthers, 2 days and 2 nights at cost of \$2,400; Jimmie Lynch's Death Dodgers, 1 day, 1 night; harness races, 2 days with purses of \$1,500.

STILL DATES: Auto Races, 1 day, staged by Fair Association.

ADMINISTRATION: President, Jack Currie; secretary, superintendent of concessions and commercial exhibits and publicity director, Mont Bacon.

Tri-County Fair, Wishek

ADMINISTRATION: Ed K. Weist; secretary, William F. Hoff.

1949 DATES: July 3-5.

OHIO

Ashland County Fair, Ashland

ATTENDANCE: 40,000 paid, 10,000 free. Outside gate admissions sold in advance, 3,500. Operated 4 days, 5 nights.

WEATHER: Rain 1 night, cold 4 days, 4 nights.

AID, PREMIUMS: State aid, \$1,175; county aid, \$2,000.

CARNIVAL: Gooding.

ATTRactions: Revue, booked thru Gene Johnson, at cost of \$800; Jimmie Lynch's Death Dodgers, 1 day, 1 night; harness races, 3 days, with purses of \$7,500.

STILL DATES: Auto races, 2 days, staged by Tri-State Race Association; motorcycle races, 1 day, staged by Ashland Motorcycle Club; horse show, 1 day, 1 night, staged by Ashland County Saddle Club; rodeo, 3 days, 2 nights, staged by

Ashland County Saddle Club; circus, 1 day, staged by Dales Bros.

ADMINISTRATION: President, R. C. Richey; secretary, superintendent of concessions and commercial exhibits and publicity director, H. G. Dotson.

1949 DATES: September 20-24.

Auglaize County Fair, Wapakoneta

ATTENDANCE: 28,750 paid, 8,800 free. Outside single gate admissions sold in advance, 6,770. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.

RECEIPTS: Gate, \$11,514.25; grandstand, \$7,020.65; day grandstand, \$2,526.40; night grandstand, \$4,504.25.

AID, PREMIUMS: State aid, \$800; county aid, \$3,000.

CARNIVAL: Happy Powelson Rides.

ATTRactions: Stage, booked thru WLW Artists Bureau Booking Association and B. Ward Beam; thrill show, B. Ward Beam, 1 night; fireworks, supplied by United Fireworks Company, 1 night, at cost of \$300; harness horse races, 3 days, 1 night, with purses of \$8,800.

STILL DATES: Motorcycle races, 1 day, staged by Lima Motorcycle Club; rodeo, 1 day, staged by Frank Rush.

ADMINISTRATION: President, Bert DeLong; secretary, superintendent of concessions and commercial exhibits, publicity director, Harry Kahn.

1949 DATES: August 7-12.

Cuyahoga County Agricultural Society, Berea

ATTENDANCE: 63,500 paid; 14,295 free; outside single gate admissions sold in advance, 3,369. Operated 5 days, 5 nights.

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

RECEIPTS: Gate, \$31,066.10; night grandstand, \$6,152.50.

AID, PREMIUMS: State aid, \$500; county aid, \$12,000 (for building purposes only).

ATTRactions: Jack Raum's Thrill Show, 1 night; harness horse races, 3

RICHMAN-CARPENTER

presents for 1949

TWO NEW UNITS

So New They Are Still Without Title

Unit No. 1

7 RIDES

5 SHOWS

35 CONCESSIONS

Unit No. 2

6 RIDES

4 SHOWS

30 CONCESSIONS

The units will be combined for larger Fairs and Celebrations that warrant one of the finest organized carnivals in the territory.

All New But the Territory — Still Playing the Best in Texas, Kansas, Colorado, Wyoming and Nebraska.

UNIT NO. 2 OPENS IN FEBRUARY

Inquiries solicited from committees of Fairs, Celebrations and Sponsored Events in the above States—none too large or too small. Write or see us at the Kansas or Nebraska meetings.

Booking now: two major rides worthy of our midways—what have you? Concessions of all kinds—let's hear from you. Shows with or without own outfits—only worth-while attractions considered.

Help wanted: Useful people in all departments—rides, shows and executive—top wages and bonus.

Thanks: To all those who made 1948 our best year.

Richman-Carpenter Enterprises

1511 Farnam

(Jackson 0910)

Omaha, Nebraska

JAMES D. CARPENTER

HARRY RICHMAN

JACK J. PERRY

Shows

A grand and glorious blend of all the elements of show business and personalities.

Get with a winner—the show that tops all shows. We carry the finest in Equipment—High Class Shows—Double Searchlight—4 Light Towers—Clown—Diesels—Acts.

NOW BOOKING AND WANT FOR THE 1949 SEASON

SHOWS—We Will Book, Build, Finance Any Real Show for Real Showmen.

CONCESSIONS—All Kinds of Legitimate Concessions. Will Sell Exclusive on Cook House, Age and Weight, Popcorn, Custard, Novelties.

RIDES—What have you? Consider Your Booking if Not Conflicting.

HELP—Lot Man—Acts—Ride Superintendent.

FAIR SECRETARIES AND COMMITTEEMEN, REMEMBER?

THE SHOW

That Couldn't Make It.
That Gave You Personal Service.
That Topped All Your Grosses.
That Tops Them All.

We Guarantee the Most Consistent Route of Any Truck Show. Repeating Our 9 Virginia and North and South Carolina Fairs, Plus 4 More Dandies because of Our Services.

CONTACT US BEFORE CONTRACTING
FOR YOUR 1949 MIDWAY ATTRACTIONS.

JACK PERRY, Owner-Manager

WINTERQUARTERS: CAMDEN, SOUTH CAROLINA

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 1949, CONTACT US

Now Booking

SHOWS, RIDES AND CONCESSIONS FOR 1949 SEASON

All Address: **HARRY CRAIG** Manager

WINTERQUARTERS: BOX 158 (PHONE 8704) BROWNWOOD, TEXAS

days, with total purses of \$4,500; rodeo, presented by Al Jones, 2 days, 4 nights.
STILL DATES: Auto races, 12 days, staged by Ohio Raceways, Inc.
ADMINISTRATION: H. P. Richards; secretary, William H. Kroesen; superintendent of concessions, J. M. Simpson; superintendent of commercial exhibits, H. L. Kroesen; publicity director, C. T. Martin.

Hocking County Fair, Logan

ATTENDANCE: 7,060 paid, 1,000 free. Outside gate admissions sold in advance, 284. Operated 3 days, 4 nights.

WEATHER: Cold and threatening 3 days, 4 nights.

RECEIPTS: Gate, \$2,140.56; day grandstand, \$107.64; night grandstand, \$780.72.

AID, PREMIUMS: State aid, \$500; county aid, \$2,300.

CARNIVAL: Howard Bros.

ATTRACTIONS: Revue, booked thru WLW Hayride, 1 night, at cost of \$433.51; fireworks, supplied by Interstate Fireworks, 2 nights, at cost of \$412; rodeo, presented by Al Jones Rodeo, 2 days, 3 nights.

STILL DATES: Midget auto races, 2 days, staged by Logan Midget Auto Racing Association; big car races, 2 days, staged by Jones Speedway; motorcycle races, 1 day, staged by Forest Rose Rangers; circus, 1 day, staged by VFW; circus, 1 day, staged by Dales Bros.

ADMINISTRATION: President, W. H. Mowrey; secretary, superintendent of concessions and commercial exhibits, J. H. Barker.

Jefferson County Fair, Smithfield

ATTENDANCE: 9,376 paid, 4,000 free. Outside gate admissions sold in advance, 382. Operated 3 days, 3 nights.

WEATHER: Cold or threatening 3 days, 3 nights.

RECEIPTS: Gate, \$3,648.76; grandstand, \$1,714.85; day grandstand, \$520.34; night grandstand, \$1,194.51.

AID, PREMIUMS: State aid, \$3,000; county aid, \$1,300.

CARNIVAL: W. Va. Jamboree.

ATTRACTIONS: Revue, booked thru Gene Johnson Agency, 1 night, at cost of \$500 and 50 per cent of gate; circus acts, George Bird's Majorettes, 3 nights, at cost of \$900; harness races, 2 days, with purses of \$2,738.90.

Marion County Fair, Marion

ATTENDANCE: 22,000 paid, 8,000 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, \$8,000; grandstand, \$3,600.

AID, PREMIUMS: State aid, \$1,300; county aid, \$1,500.

CARNIVAL: Howard Bros.

ATTRACTIONS: Revue, booked thru Gus Sun and WLW Artists Bureau, 2 nights, at cost of \$1,300; thrill show, B. Ward Beam, 1 day, 1 night; harness horse races, 2 days, 3 nights, with purses of \$8,500.

STILL DATES: Grand Circuit Races, 19 nights, staged by Marion Matinee Club; rodeo, 2 nights, staged by Circle Arrow; motorcycle races, 1 night, staged by Marion Motorcycle Club.

ADMINISTRATION: President, E. G. Fogle; secretary, H. A. Mayers; superintendent of concessions, Don Clements.

Morgan County Agricultural Society, McConnellsville

ATTENDANCE: 8,767 paid; 2,500 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$500; county aid, \$2,800.

CARNIVAL: Happy Attractions.

ATTRACTIONS: Circus acts, booked thru Klein's Attractions; harness races, 2 days, with purses of \$2,625.

STILL DATES: Horse show, 1 day, staged by Kiwanis Club; Steele's Show, 1 day, 1 night, staged by fair.

ADMINISTRATION: President, William T. Huek; secretary, superintendent of concessions, commercial exhibits, publicity director, Ray G. Smith.

Ohio State Fair, Columbus

ATTENDANCE: 390,932. Operated 7 days, 7 nights.

WEATHER: Good 2 days, 5 nights; rain 1 day; intense heat 4 days, cold 2 nights.

RECEIPTS: Gate, \$181,678.39; grandstand, \$52,567.82; day grandstand, \$19,062.32; night grandstand, \$33,505.50.

CARNIVAL: F. E. Gooding Amusement Company.

ATTRACTIONS: Revue, booked thru Gus Sun, 6 nights; radio show, 1 night, staged by WLW Artists Bureau; fireworks, supplied by Ohio Fireworks and Display Manufacturing Company, 7 nights, at cost of \$2,800; harness horse

VICTORY... Exposition Shows

"AMERICA'S FINEST MIDWAY ATTRACTIONS"

— Ultra-Modern Thruout —

FOR OUR 1949 TOUR WE OFFER YOU A BRILLIANT MIDWAY WITH

15
RIDES

15
SHOWS

50
CONCESSIONS

5
TOWERS

DIESEL
PLANTS

FAIRS AND CELEBRATIONS

We are now arranging our Route for next season. If you want the Best for your Event, investigate us and contact us before contracting for your Midway Attractions.

1949 OPENING

We will open the 1949 Season the first week in March, in one of the best Money Spots in Texas, to be followed by a Proven Route of Still Dates in Spring.

SHOWS AND CONCESSIONS

Want to book several more High Class Shows, not conflicting with what we have, and in keeping with the standard of our Midway Attractions. Can place Legitimate Concessions of all kinds.

All Address: **ALVIN AND LOWELL VANDIKE**

Co-Owners and Managers

Show Winterquarters: **EAGLE PASS, TEXAS**

Winter Mailing Address: **231 KENDELIA, SAN ANTONIO, TEXAS**

JOHN R. WARD

Shows *America's Gigantic Railroad Show*

OUR 1948 ROUTE

Took us from

THE GULF OF MEXICO TO THE CANADIAN BORDER AND BACK

in which tour were included the following Fairs:

KENTUCKY STATE FAIR, LOUISVILLE, KY.

NORTH MONTANA STATE FAIR
Great Falls, Mont.

MIDLAND EMPIRE FAIR
Billings, Mont.

BROWN COUNTY FAIR
Aberdeen, So. Dak.

CENTRAL WYOMING FAIR
Casper, Wyo.

BLACK HILLS FAIR & EXPOSITION
Rapid City, So. Dak.

GRAND FORKS STATE FAIR
Grand Forks, No. Dak.

NORTH ALABAMA STATE FAIR
Florence, Ala.

COLUMBUS FAIR
Columbus, Miss.

AMERICAN LEGION FAIR
Caruthersville, Mo.

TRI-PARISH FAIR
Eunice, La.

Bigger and Better in 1949

FAIRMEN

See us before booking your 1949 Midway Attractions. We will be in Chicago and at your State Fair Meetings.

CONCESSIONAIRES

We will carry only Stock Merchandise Concessions in 1949. Will book Legitimate Concessions of all kinds.

SHOWMEN

We will book any High-Class Shows. Will finance and equip any Reputable Showmen with Worthwhile Ideas.

JOHN R. WARD

Owner-General Manager

PERMANENT ADDRESS: P. O. BOX 148, BATON ROUGE, LA.

Page

BROTHERS SHOWS



HIGH CLASS ATTRACTIONS
FOR FAIRS AND CELEBRATIONS
10 MODERN RIDES—7 HIGH CLASS SHOWS
THANKS WANT

To the Fair and Celebration Committees for making 1948 a Successful Year.

We will positively play 12 fairs in Kentucky and Tennessee in 1949 and already have the biggest July 4th Celebration in the South contracted.

Fairs in Kentucky, Tennessee, Georgia and Alabama contact us concerning your dates, as we have some weeks open.

FOR 1949 SEASON

Legitimate Concessions of all kinds. Operator for Fun House, built on semi-trailer. Operator for Side Show (brand new 80 ft. banner line and new banners). Opening for Monkey Circus, Freak Show, Animal Show and Snake Show.

Ride Superintendent (must be first-class) who can and will handle 10 rides. Ride Help on all rides.

All Address

W. E. "SHOTGUN" PAGE
OWNER-MANAGER

Winterquarters Address: BOX 244, SPRINGFIELD, TENN. (Phone: 1305W)

faces, 5 days, with purses of \$24,500; horse show, 2 days, 7 nights, at cost of \$25,000.

STILL DATES: Truck rodeo, 4 days, staged by Ohio Commercial haulers; Western Horse Show, 1 day, staged by Columbus Zoo; *Holiday on Ice*, 10 days, 10 nights, staged by Columbus Enterprises; *Roller Skating Vanities*, 2 days, 7 nights, staged by Columbus Enterprises; Horse show, 3 days, 3 nights, staged by Humane Society; *Ladies Be Seated* radio show, 1 day, 1 night, staged by Columbus Enterprises; Grotto Circus, 7 days, 7 nights, staged by Achbar Grotto; Wild Bill Elliott Rodeo, 9 days, 9 nights, staged by Columbus Enterprises; *Water Follies*, 3 days, 5 nights, staged by Arena Managers' Association; motorcycle races, 2 days, staged by charity newsies.

ADMINISTRATION: Executive secretary-manager, Edwin J. Bath; publicity director, R. B. Howard and Associates, Inc.

1949 DATES: August 27-September 7.

Preble County Agricultural Society, Eaton

ATTENDANCE: 13,976,70 paid; 400 free. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate, \$11,828.94.

AID, PREMIUMS: State aid, \$1,500; county aid, \$800; other, \$1,000.

ATTRACTIONS: Revue, booked thru Gus Sun, 4 nights, at cost of \$3,061.28; circus acts, booked thru Gus Sun, 4 days, 4 nights, at cost of \$3,061.28; thrill show, Duke of Paducah and Circus, 2 days, 2 nights; harness horse races, 4 days, with purses of \$5,245.

STILL DATES: Palomino Horse Show, 2 days, 2 nights, staged by American Palomino Association; motorcycle races, 1 day, Dayton Club; motorcycle races, 1 day, staged by Richmond, Ind., Club.

ADMINISTRATION: President, John J. Ernst; secretary and superintendent of concessions, William B. Pryor; superintendent of commercial exhibits and publicity director, Elroy Kabler.

Scioto County Fair, Lucasville

ATTENDANCE: 24,060 paid; 4,000 free. Operated 4 days, 4 nights.

WEATHER: Good 3 days, 3 nights; rain, 1 day, 1 night.

RECEIPTS: Day grandstand, \$1,300; night grandstand, \$1,600.

AID, PREMIUMS: State aid, \$500; county aid, \$2,800; other, \$300.

CARNIVAL: Howard Bros.

ATTRACTIONS: Revue, 3 nights, at cost of \$1,200; circus acts, booked thru Ratoff Booking Company, 3 days, 3 nights; harness horse races, 3 days, with purses of \$4,400.

STILL DATES: Motorcycle races, 2 days, staged by Portsmouth Motorcycle Club.

ADMINISTRATION: President, L. Taylor; secretary, superintendent of concessions and commercial exhibits, A. S. Moneta.

OKLAHOMA

Beaver County Free Fair, Beaver

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Srader Shows.

ATTRACTIONS: Rodeo, presented by Beaver Rodeo Club, 1 day, 2 nights.

STILL DATES: Horse show, 1 night, staged by Beaver Rodeo Club.

ADMINISTRATION: President, Mrs. Clarence Ross; superintendent of concessions and commercial exhibits, Judge Otto Barby.

Cimarron County Free Fair, Boise City

ATTENDANCE: 2,500 free gate. Operated 3 days, 2 nights.

WEATHER: Good 3 days, 2 nights.

AID, PREMIUMS: County aid, \$1,750.

CARNIVAL: M. A. Schrader.

ATTRACTIONS: Rodeo, presented by Joe Bob Ames, 2 days.

STILL DATES: Rodeo, 2 days, staged by Veterans of Foreign Wars.

ADMINISTRATION: President, Frank Garrett; secretary, Rufus T. Dickerson.

Dewey County Free Fair, Taloga

ATTENDANCE: 4,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: County aid, \$3,100.

CARNIVAL: Whalen & Relley Shows

ADMINISTRATION: Secretary, H. Dale Martin.

WILLIAM E. MULDOON
General Manager

A. W. (PAT) HANLON
Representative

WILLIAM B. MOORE
Business Manager

LOUIS D. KING
Special Agent

GRANITE STATE SHOWS

NEW ENGLAND'S LARGEST ASSEMBLY OF OUTDOOR ENTERTAINMENT

FEATURING

A CANNON ACT—AN AL MARTIN ATTRACTION

WANT 1949 WANT 1949 WANT

RIDES—SHOWS—CONCESSIONS FOR THE FOLLOWING STILL DATES

CONCORD, N. H., APRIL 21-30
BERLIN, N. H., MAY 2-7
RUMFORD, MAINE, MAY 9-14
WESTBROOK, MAINE, MAY 16-21
SO. PORTLAND, MAINE, MAY 23-28
WATERVILLE, MAINE, MAY 30-JUNE 4
BREWER, MAINE, JUNE 6-11
MILLINOCKET, MAINE, JUNE 13-18
MADAWASKA, MAINE, JUNE 20-25

PRESQUE ISLE, MAINE, JUNE 27-JULY 2
HOULTON, MAINE, JULY 4
FORT FAIRFIELD, MAINE, JULY 6-9
CALAIS, MAINE, JULY 11-16
EASTPORT, MAINE, JULY 18-23
ELLSWORTH, MAINE, JULY 25-30
CAMDEN, MAINE, AUG. 1-6
ROCKLAND, MAINE, AUG. 8-13
BATH, MAINE, AUG. 15-20

OUR FAIR LIST TO BE PUBLISHED AT A LATER DATE.

(PAT) HANLON WANTS TO HEAR FROM TOBEY KNEELAND AND RIDE MEN WHO HAVE WORKED FOR HIM BEFORE.

ALL WIRES AND CORRESPONDENCE TO 148 LOUDON ROAD, CONCORD, NEW HAMPSHIRE

Nearly a Quarter of a Century
of Progress

WEST COAST SHOWS

MIKE KREKOS, Gen'l Mgr.

HARRY MYERS, Manager

LOUIS LEOS, Sec'y-Treas.

E. W. (George) COE, Gen'l Rep.

Wishing Our Employees and All Show Folks a Merry
Christmas and a Happy New Year

NOW BOOKING SHOWS, CONCESSIONS AND FREE
ACTS FOR SEASON 1949.

For the Best Route in the West Contact

MIKE KREKOS

500 CLEMENT ST.
SAN FRANCISCO 18, CALIF.

E. W. (George) COE

1235 SOUTH HOPE ST.
LOS ANGELES 15, CALIF.

PERSONNEL

E. E. Adams	C. S. Mortims	Mr. & Mrs. Joseph Exler	Mr. & Mrs. W. A. Giberson
Mr. & Mrs. Edward Barnett	Harry P. Martin	Mr. & Mrs. Phil Horn	Mr. & Mrs. Paul Trent
A. J. Budd	Charles Walpert	Max Hillman	Mr. & Mrs. R. E. White
Mr. & Mrs. Jack Beames	Oscar & Grace Scarberry	Roy Hoglund	El. Linderberg
Mr. & Mrs. J. H. Christinson	H. H. Watchman	Thayer W. Turner	Mr. & Mrs. Tom Syester
Charles Crouse	Bob & Pauline Rawllins	C. S. Finch	Mr. & Mrs. A. H. Rodin
Sam Dolman	Mr. & Mrs. Ray Raney	Mr. & Mrs. Norman Schue	Hayden Pool
Ed Edwards	Mr. & Mrs. Clayton Phelps	J. E. West	Mr. & Mrs. Pete DeCenzie
Charles Ford	Ed Kemp	Johnnie Ristick	James Hewitt
Mr. & Mrs. Hunter Farmer	Mr. & Mrs. Johnnie Miller	Louis Ristick	Joe Zotter
Archie Felhandler	Ivan Gilligan		

C. W. ADKINS PRESENTS BROWNIE AMUSEMENTS



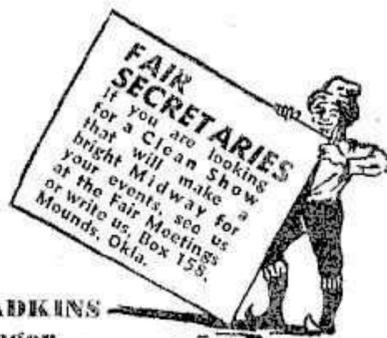
THANKS

We wish to thank the Staff and Personnel in helping to make 1948 the best and most profitable season in our history. Thanks to all Secretaries and Committees for their co-operation in making their events and our season the best of all times.



We are now booking for the 1949 Season.
RIDES—Have opening for one Flat Ride that does not conflict.
CONCESSIONS—Photo, Fish Pond, Clothes Pin, High Striker, Custard, Popcorn, Candy, and any Concession that works for stock. If you can work for stock and want a proven route, come on.
SHOWS—Can place any kind of Grind Show, Snake Show, Girl Show, Athletic Show, Hillbilly Show, with or without transportation.

WE WILL CARRY 6 RIDES, 5 SHOWS, 20 CONCESSIONS
"OUR BUSINESS IS ENTERTAINING"



BROWNIE AMUSEMENTS C. W. ADKINS
 Box 158, Mounds, Okla. Manager

Garvin County Free Fair, Pauls Valley

ATTENDANCE: 6,000 (estimated), free gate.
 ADMINISTRATION: Secretary, Hays Finlayson; general manager, Alton Perry.

Hughes County Free Fair, Holdenville

ATTENDANCE: 8,500. Operated 4 days, 3 nights.
 WEATHER: Good 4 days, 3 nights.
 AID, PREMIUMS: County aid, \$1,875.
 ATTRACTIONS: Amateur entertainment, 3 nights; baseball tournament, 4 days.
 ADMINISTRATION: President, John J. Wolf; secretary, V. J. Frye; superintendent of concessions and exhibits, K. V. Love.

Kay County Free Fair, Blackwell

WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Grandstand, \$2,500.
 CARNIVAL: Shrader-Brodbeck.
 ATTRACTIONS: Revue, 1 night, booked thru B. C. Truex; fireworks, 1 night, supplied by B. C. Truex; midget car races, staged by B. C. Truex.
 STILL DATES: Harvest Festival, 1 day, 1 night, staged by Junior Chamber of Commerce; O-K Hereford Sale, 1 day, staged by Hereford Association; State Duroc sale, 1 day, staged by Oklahoma Association; National Rabbit Show, 1 day, staged by Kay County Association.
 ADMINISTRATION: President, E. W. Higgins; secretary and publicity director, W. R. Hutchinson; superintendent of concessions and commercial exhibits, Marsh E. Woodruff.

Mayes County Free Fair, Pryor

ATTENDANCE: 4,000 free. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 AID, PREMIUMS: County aid, \$2,000; other, \$500.
 STILL DATES: Rodeo, 2 days, 2 nights, staged by Pryor 4-Way Rodeo Association; rodeo, 2 days, 2 nights, staged by Pryor Roundup Club.
 ADMINISTRATION: President, M. F. Shetty; secretary, superintendent of con-

cessions and commercial exhibits, publicity director, Ellsworth Hammer.

Oklahoma State Fair, Oklahoma City

ATTENDANCE: 349,761. Outside single gate admissions sold in advance, 120,000. Operated 7 days, 7 nights.
 WEATHER: Good 7 days, 7 nights.
 CARNIVAL: Royal American Shows
 ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; circus acts, booked thru Barnes-Carruthers, 6 nights; thrill show, staged by United Speed & Thrill Features, 2 days, 1 night; fireworks, supplied by Thearle-Duffield, 6 nights; big car races, staged by Racing Corporation of America, 3 days; midget races, staged by Laveley Racing Promotions, 1 day; motorcycle races, 1 day, staged by William Johnson.
 STILL DATES: Midget auto races, every Tuesday night, April to November, staged by Laveley Racing Promotions; motorcycle races, 3 days, staged by William Johnson; big car races, 1 day, staged by Racing Corporation of America.
 ADMINISTRATION: President, Tom J. Dee; secretary, Ralph T. Hemphill; superintendent of concessions and commercial exhibits, C. G. Baker.
 1949 DATES: September 24-30.

Pott County Free Fair, Shawnee

ATTENDANCE: 20,000. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 CARNIVAL: International Shows.
 ADMINISTRATION: President, Otto T. Krausse; secretary, Mrs. H. L. Swink.

Seminole County Fair, Wewoka

ATTENDANCE: 3,000 paid; 20,000 free. Operated 3 days, 3 nights.
 WEATHER: Good 3 days, 3 nights.
 RECEIPTS: Gate, \$1,300.
 AID, PREMIUMS: State aid, \$3,000.
 CARNIVAL: Admiration.
 ATTRACTIONS: Rodeo, presented by Ralph McGee, 3 days.
 STILL DATES: Rodeo, 3 nights, staged by Ralph McGee; horse races, 3 nights, staged locally.
 ADMINISTRATION: President, W. R. Slaughter; secretary and superintendent of concessions, W. Flott.

***** **J. P. "JIMMY" SULLIVAN**

Presents

Wallace Bros.' Shows of Canada

Celebrating Our 31st Anniversary

IN THE UNITED STATES AND CANADA

THE SHOW BEAUTIFUL. CANADA'S LARGEST RAILROAD SHOW. 30 ALL-STEEL, 72-ft. CARS.

THANKS

to our many friends on the "B" Circuit of Western Canada and the Fairs in Ontario and Quebec for the wonderful co-operation they have given us.

CAN USE

Outstanding Circus Side Show, Also Rides and Concessions. Will consider unusual ideas of merit for financing. WANT Porters for Sleepers, also Train Crew. Can use Workingmen in all departments.

ADDRESS:

J. P. "JIMMY" SULLIVAN
 Box 442 Toronto, Canada

a name that grows **GREATER** everyday....

FERRIS GREATER SHOWS

ROSE and LARRY FERRIS

... and ...

Thanks to the Secretary-Managers for a

BIG FAIR SEASON

San Diego County Fair, Del Mar, Calif.

(Second Consecutive Year)

Beaumont Cherry Festival, Beaumont, Calif.

(Fourth Consecutive Year)

Los Angeles County Spring Fair, Bellflower, Calif.

Westchester Community Fair, Los Angeles, Calif.

Antelope Valley Fair, Lancaster, Calif.

Farmers Fair & Festival, Hemet, Calif.

Riverside County Fair & Date Festival, Indio, Calif.

16th Agricultural District Fair, Paso Robles, Calif.

Now Booking for 1949

Contact:

FERRIS GREATER SHOWS

P. O. BOX 231

WHITTIER, CALIF.

C.A. STEPHENS SHOWS

**WE AIM TO DO THE IMPOSSIBLE—
"PLEASE ALL CONCERNED"**

C. A. STEPHENS Owner & Manager	JOHN MIDDLETERRY Business Manager
EVERETT P. BRYANT Advance	MRS. C. A. STEPHENS Secretary
W. P. STEPHENS JR. Electrician & Mailman	HARRY OKLATNER Billposter

**THANKS . . . EVERYBODY
FOR MAKING 1948 SUCH
A FINE YEAR!**

**WE PROMISE DEFINITELY A
BIGGER, BETTER AND MORE BEAUTIFUL
SHOW FOR 1949**

FAIRS AND CELEBRATION COMMITTEES

We live up to every promise! We offer you one of the most beautiful Midways obtainable for your 1949 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.

Winter Quarters Address: BOX 817, Crystal River, Fla.

Texas County Free Fair, Guymon

WEATHER: Good 4 days, 4 nights.
ADMINISTRATION: President, Carl L. Wright; secretary, Clifford Hatcher.

Washita Junior and Farm Women's Fair, Cordell

ATTENDANCE: 1,000 (free gate). Operated 2 days, 1 night.
WEATHER: Good 3 days, 1 night.
ADMINISTRATION: President, Omer Smith; secretary, J. V. Son.

OREGON

Deschutes County Fair, Redmond

ATTENDANCE: 8,000, paid; 400, free. Operated 3 days, 2 nights.
WEATHER: Good 3 days, 2 nights.
RECEIPTS: Gate, \$11,000.
CARNIVAL: Browning Bros.
ATTRACTIONS: Harness races, 2 days; rodeo, presented by Max Barbour, 1 day, 1 night.
STILL DATE: Horse races, 1 day, staged by Race Horse Owners; horse show, 1 day, staged by Redmond Saddle Club.
ADMINISTRATION: President, M. A. Lynch; secretary, C. O. Galloway.

Multnomah County Fair Assn., Gresham

ATTENDANCE: 111,000 paid; 3,000 free. Operated 7 days, 7 nights.
WEATHER: Good 5 days, 5 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, \$35,164; grandstand, \$7,421.
AID, PREMIUMS: State aid, \$5,000.
CARNIVAL: West Coast Amusement Company.
ATTRACTIONS: Revue, booked thru Burke-Rex, 7 nights, at cost of \$6,500; circus acts, booked thru Eddie Burke; big car races, staged by Ail-Ryan, 1 day, at cost of \$1,500.
ADMINISTRATION: President, H. A. Lewis; secretary, superintendent of con-

cessions and commercial exhibits, A. H. Lea; publicity director, Carl Werner.

PENNSYLVANIA

Albion Community Fair, Albion

ATTENDANCE: 15,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: County aid, \$100.
ADMINISTRATION: President, Chester Harrington; secretary, publicity director, Charles Wiggins; superintendent of concessions and commercial exhibits, Bruce Major.

1949 DATES: September 15-17.

Cambria County Fair, Ebensburg

ATTENDANCE: 65,593 paid. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Prell's Broadway Shows.
ATTRACTIONS: Revue, booked thru Frank Wirth, 6 nights; circus acts, booked thru Frank Wirth, 6 days, 6 nights; Lee Crosby's Hell Drivers, 2 days; midget auto races, staged by George Leitenberger; harness races, 4 days, with purses of \$4,100.
STILL DATES: Midget auto races, every Friday night during season, staged by George Leitenberger and American Legion.

ADMINISTRATION: President, James A. Wilkinson; secretary, Walter Good; superintendent of concessions, John P. Bloom; superintendent of commercial exhibits and publicity director, L. F. Crouse.

1949 DATES: September 5-10.

Kutztown Fair Assn., Kutztown

ATTENDANCE: 35,337 paid; 10,000 free. Operated 6 nights.
WEATHER: Good 6 nights.
RECEIPTS: Gate, \$10,247.73.
AID, PREMIUMS: State aid, \$1,000.
CARNIVAL: Morris Hannum.
ATTRACTIONS: Revue, booked thru Nunnemacher, 5 nights, at cost of \$960.
ADMINISTRATION: President, W. A. Dries; secretary and publicity director, Elmer A. Kline; superintendent of concessions and commercial exhibits, B. A. Herman.

HILLS GREATER SHOWS



H. P. HILL

**"Not Content To Rest on Past Reputation—
Going Forward With the Times"**

NOTICE TO FAIRS AND COMMITTEES in Montana, Wyoming, Western Nebraska, Colorado and New Mexico. We are now arranging our 1949 route and ready to sign contracts with you.



C. O. HILL

**THANKS
TO THE FAIRMEN
and CELEBRATION
COMMITTEES**

Where we had the pleasure of furnishing the Midway Attractions for their co-operation in making the Season of 1948 our Biggest Yet!

Show Will Open Early in March

WILL BOOK FOR 1949 SEASON

Legitimate Stock Concessions. Fun House, Glass House, Motordrome. Will finance any responsible showmen who have some good ideas for the back end. Will give a special proposition to Circus Side Show People with own equipment (will store our equipment in such case). Will sell "exclusive" on Photo Stand and Cookhouse and Grab.

C. O. and H. P. HILL Co-Owners and Managers
Permanent Address: Box 516, ARKANSAS PASS, TEXAS
"Will see you at the Convention in Chicago"

**THIS SHOW CARRIES
14 RIDES
10 SHOWS
40 CONCESSIONS
A WELL-ILLUMINATED
MIDWAY WITH LIGHT
TOWERS.
A TOP-FLIGHT TRUCK
SHOW with the spread
of a 40-CAR Railroad
Show.**

FAIR SECRETARIES..... *Be Sure!*

CONTACT OUR REPRESENTATIVES
AT THE MEETINGS.....

W.A. SCHAFER • J.C. WRIGLEY
ARCHIE HENSLEY

SCHAFFER'S

JUST FOR FUN

SHOWS

Texas' Largest

Motorized Show

40.

CONCESSIONS...

200 KW AND DIESEL

LIGHT PLANTS

— ★ —

BE SURE TO

*16 RIDES
BIG 10 SHOWS*

*Sensational
FREE ACT*

*ANTI-AIRCRAFT
SPOTLIGHTS
70 FOOT*

LIGHT TOWERS

AN INNOVATION

*in
Midway Lighting*

See Our

FULL LENGTH MOVIE

OF OUR SHOW IN ACTION EN TOUR

• FOLLOW THE BEACON •

• FOLLOW THE BEACON •

tivoli

EXPOSITION SHOWS...

Backed by a Record for Successful, Clean Operations

Outstanding for the quality of its rides and shows.

Noted for its brilliant lighting.

Distinguished for its capable staff, high-type personnel.

12 RIDES--10 SHOWS

H. V. PETERSEN, Manager

CHARLES S. NOELL, General Agent

BOX 742, JOPLIN, MO.

Our 1949 season will open March 12 in Arkansas

Mount Joy Community Exhibit, Mount Joy

ATTENDANCE: 15,000 free. Operated days, 3 nights.

WEATHER: Good 3 days, 3 nights.

ADMINISTRATION: President, Dr. E. W. Gerber; secretary, publicity director, Joseph G. Shaeffer; superintendent of concessions and commercial exhibits, Ted Weidner.

Spring Mill Fair, Conshohocken

ATTENDANCE: 23,776 free. Operated 10 days, 10 nights.

WEATHER: Good 10 days, 7 nights; rain 3 nights.

CARNIVAL: Morris Hannum Shows. ATTRACTIONS: Revue, booked thru George Hamid, 10 nights, at cost of \$1,750.

ADMINISTRATION: President, R. Skel-pahlich; secretary, C. H. Johnson; superintendent, William Bozarth.

1949 DATES: July 6-16.

The Great Allentown Fair, Allentown

ATTENDANCE: 165,152 paid, 101,490 free. Operated 5 days, 6 nights.

WEATHER: Good 4 days, 4 nights; threatening, 1 day, 2 nights.

RECEIPTS: Gate, \$57,301.87; grandstand, \$55,655.44; day grandstand, \$23,800.84; night grandstand, \$31,854.60.

AID, PREMIUMS: State aid, \$1,000. CARNIVAL: World of Mirth Shows.

ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights, at cost of \$17,625; John Kochman Thrill Show, 1 day; big car races, staged by Sam Nunis, 1 day, at cost of \$4,500; harness horse races, 4 days, with purses of \$17,300.

STILL DATES: Auto races, 2 nights, staged by Speed Corporation of America; motorcycle races, 1 day, staged by Blue Comet Motorcycle Club; rodeo, 3 days, staged by Circle K Ranch; rodeo, 3 days, staged by Rodeo Corporation of America.

ADMINISTRATION: President, E. H. Scholl; secretary, Reba D. Schall; superintendent of concessions, George E. Bauscher; publicity director, Fred Shankweiler.

1949 DATES: September 19-24.

Tioga County Fair, Tioga

ATTENDANCE: 5,000 paid, 2,000 free. Operated 4 days, 4 nights.

WEATHER: Good 3 days, 3 nights; cold 1 day, 1 night.

RECEIPTS: Gate, \$1,180.50.

AID, PREMIUMS: State aid, \$583.24; county aid, \$50.

CARNIVAL: Gaiety Shows. ATTRACTIONS: Buddy Wagner's Hall Drivers, 2 nights; fireworks, 1 night, at cost of \$150.

ADMINISTRATION: President, R. E. Patterson; secretary and superintendent of commercial exhibits, Carl H. Forrest; superintendent of concessions, J. C. Forrest.

1949 DATES: August 9-18.

Unionville Community Fair, Unionville

ATTENDANCE: 5,000 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

AID, PREMIUMS: State aid, \$400; county aid, \$200; other, \$50.

ADMINISTRATION: President, Roland Evans; secretary, superintendent of commercial exhibits, Robert Struble; publicity director, Wilbur V. Reece.

SOUTH CAROLINA

Clarendon County Agricultural Exposition, Manning

ATTENDANCE: 12,408 paid, 3,000 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate, \$2,762.89.

CARNIVAL: Lawrence Greater Shows. ATTRACTIONS: Circus acts, furnished by Lawrence Greater Shows, 2 days, 6 nights; fireworks, supplied by Vitale Fireworks Company, 6 nights, at cost of \$300.

ADMINISTRATION: President, J. O. Altman; secretary, R. B. Odum.

Greenwood County Fair, Greenwood

ATTENDANCE: 50,000 paid, 15,000 free. Operated 6 days, 6 nights.

L. B.

CELEBRATIONS

"JUST A GOOD CLEAN SHOW"

FAIRS

SHOWS

10 RIDES

7 SHOWS

LIGHT TOWERS

SEARCHLIGHTS

FREE ACTS

THANKS—

TO ALL FAIRS AND CELEBRATION COMMITTEES FOR THEIR CO-OPERATION IN MAKING THE PAST SEASON A VERY PROFITABLE ONE.

TO ALL EMPLOYEES AND PERSONNEL FOR MAKING THIS POSSIBLE.

Fair Secretaries

WE PROMISE YOU A BIGGER AND BETTER SHOW FOR 1949, AND WILL CONTINUE TO OPERATE UNDER OUR OLD POLICY, MAKING IT

WANT:

SHOWS OF MERIT FOR 1949 SEASON.

Want Minstrel Show, Fat Show and Fun House.

WILL BOOK A LIMITED NUMBER OF STOCK CONCESSIONS.

America's Cleanest Carnival!

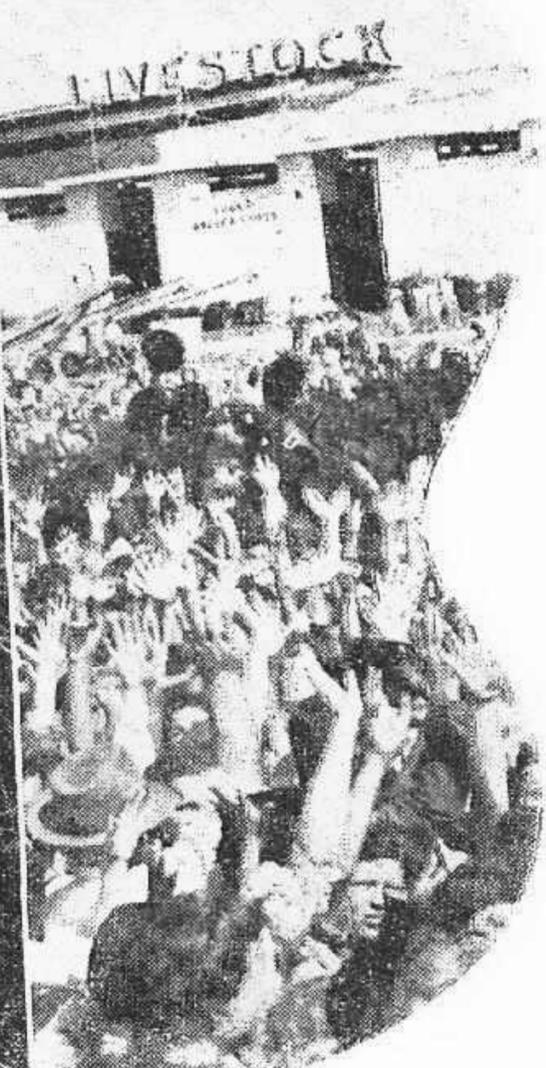
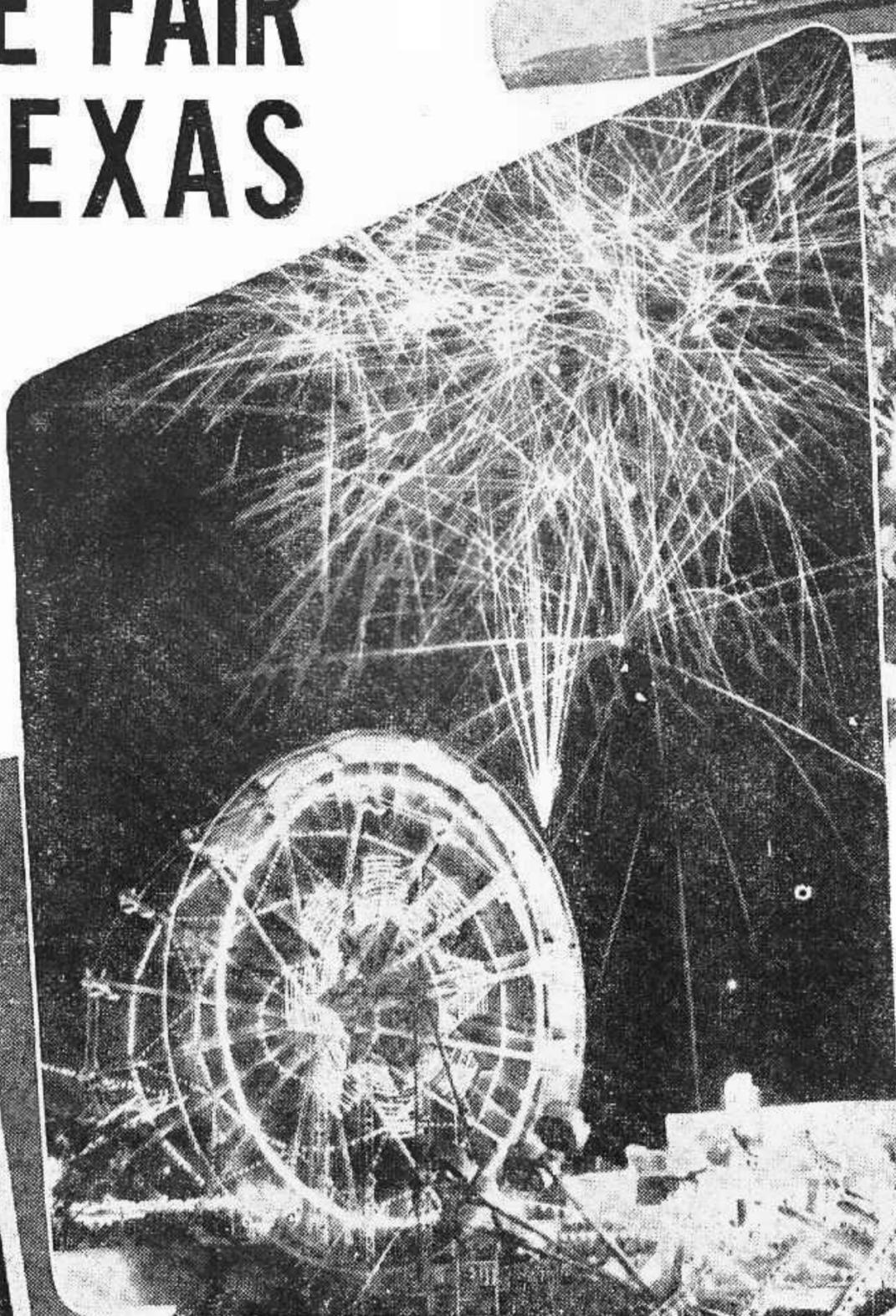
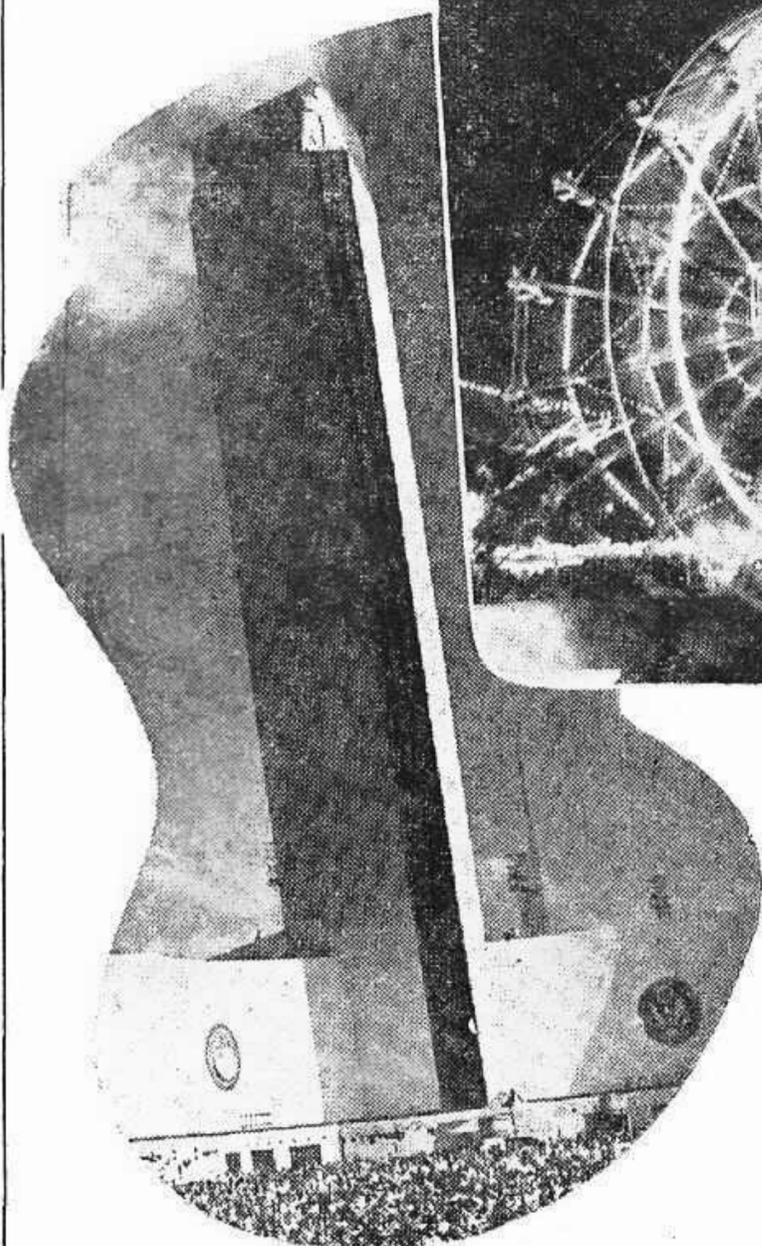
L. B. LAMB, Owner and Manager

L. B. LAMB SHOWS

WINTERQUARTERS: NAPIER FIELD, DOTHAN, ALABAMA

Saluting the STATE FAIR OF TEXAS

PROUD
to be with the
GREAT STATE FAIR
OF TEXAS
for 25 Successive
Years



ALWAYS IN STEP
WITH THE TIMES

In Cleanliness
In Improvements
In New Features

THANKS

To the DIRECTORS, OFFICERS and ALL ATTACHES of
the STATE FAIR OF TEXAS for again making it
possible for us to chalk up a very successful fair
and park season with our rides and concessions.

THANKS ALSO

TO OUR LOYAL EMPLOYEES and our MANY
FRIENDS for their help in making 1948
so pleasant and successful.

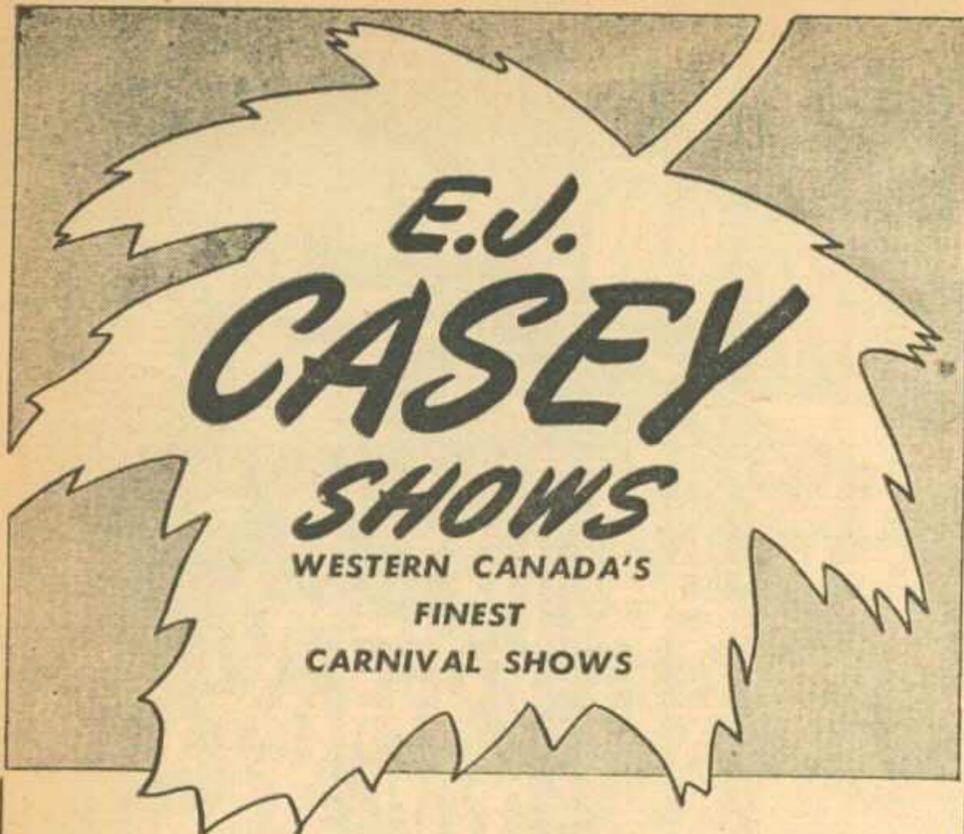


Denny Pugh *Goe Murphy* *Jack Lindsey*

STATE FAIRGROUNDS



DALLAS, TEXAS



**E.J.
CASEY
SHOWS**
WESTERN CANADA'S
FINEST
CARNIVAL SHOWS

Completely Motorized on a Fleet of 25 Trucks
Trailers and Busses

"Greetings to All Our Friends in Show Business"

Looking Forward to a Bigger and Better 1949

E. J. CASEY, Owner-Manager

Permanent Address:

567 St. Mary's Rd., St. Vital, Winnipeg, Man., Canada

WEATHER: Good 6 days, 6 nights.
CARNIVAL: Prell's Broadway Shows.
ATTRACTIONS: Hot-rod races, staged by Tack Dempsey and Lester Vansdore, 1 day; free acts, Selden, the Stratosphere Man, and Aunt Matilda and Uncle Hiram, Funny Ford.
STILL DATES: Rodeo, 6 days, 6 nights; stock car races, 1 day, 1 night; Colored fair, 6 days, 6 nights.
ADMINISTRATION: President, Sam Metts; secretary, superintendent of concessions and commercial exhibits, publicity director, John L. Wash.
1949 DATES: October 24-29.

**Lancaster County Colored Fair,
Lancaster**

ATTENDANCE: 3,827 paid, 300 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$815.45.
AID, PREMIUMS: State aid, \$315.
CARNIVAL: Marion Greater Shows.
STILL DATES: Hog show, 1 day, staged by R. N. Smith.
ADMINISTRATION: President, V. O. Cauthen; secretary, publicity director, C. H. Turner; superintendent of concessions and commercial exhibits, R. N. Smith.

**Union County Agricultural
Fair, Union**

ATTENDANCE: 20,000 paid, 5,000 free. Operated 6 days, 6 nights.
WEATHER: Good, 5 days, 5 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, \$8,324.
AID, PREMIUMS: Total aid, \$2,000.
CARNIVAL: Lawrence Greater Shows.
ATTRACTIONS: Circus acts, booked thru Al Martin Agency, 6 days, 6 nights, at cost of \$600; fireworks, supplied by Paramount Fireworks, 6 nights, at cost of \$750.
ADMINISTRATION: Secretary, superintendent of concessions and commercial exhibits, Hydrick L. Kirby.
1949 DATES: October 3-8.

York County Fair, Rock Hill

WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate, \$8,000 (estimated).
CARNIVAL: Marks Shows.
STILL DATES: King Bros.' Circus, 1 day, 1 night, staged by American Legion;

Jack Perry Shows, 6 days, 6 nights, staged by American Legion.

SOUTH DAKOTA

**Deuel County Fair Assn.,
Clear Lake**

ATTENDANCE: 3,200 paid; 75 free. Operated 2 days, 3 nights.
WEATHER: Good 2 days, 3 nights.
RECEIPTS: Gate, \$1,550; grandstand, \$400; day grandstand, \$280; night grandstand, \$120.
CARNIVAL: Klein Amusement Company.
ATTRACTIONS: Circus acts, booked thru Williams & Lee, 2 days, 3 nights, at cost of \$500; harness horse races, 2 days, with purses of \$750.
STILL DATES: Achievement Day, 1 day, staged by Extension Service; Purebred Lamb sale, 1 day, staged by Extension Service.
ADMINISTRATION: President, E. W. Right; secretary, superintendent of concessions and commercial exhibits, Bud Elrod; publicity director, T. R. Borges.

Potter County Fair, Gettysburg

ATTENDANCE: 2,500 paid, 200 free. Outside gate admissions sold in advance. 50. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; threatening 1 day, 1 night.
RECEIPTS: Gate, \$1,860.
AID, PREMIUMS: County aid, \$750.
CARNIVAL: Victory United Shows.
ATTRACTIONS: Acts, booked thru Petey's Entertainment Service, at cost of \$500.
ADMINISTRATION: President, Walter Sundergaard; secretary, R. A. Butrum; directors of publicity, Walter Sundergaard and R. A. Butrum.

**South Dakota State Fair,
Huron**

ATTENDANCE: 88,000 paid; 69,000 free. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 5 nights; rain 2 days, 1 night.
RECEIPTS: Gate, \$22,628; night grandstand, \$66,261.
AID, PREMIUMS: State aid, \$8,000.

UNITED STATES

SHOWS

The Most Beautiful Neon-Lighted Truck Show in America

10 RIDES — 10 SHOWS — FREE ACTS — 40 STOCK CONCESSIONS

THANKS TO EVERYONE FOR MAKING 1948 A VERY SUCCESSFUL YEAR.

WILL BE OUT ALL WINTER IN FLORIDA

Showing the Palm Beach County Fair, Belle Glade, Fla., first 2 weeks in December.

ADDRESS:

L. P. BRADY MANAGER Winterquarters and Home Address:
1032 N. E. 82D TERRACE, MIAMI, FLA. (Phone: 7-83553)

FAIR SECRETARIES and COMMITTEEMEN:

In Kentucky, Tennessee, South Carolina, North Carolina, West Virginia, Virginia, Alabama, Georgia and Florida—IF YOU WANT THE FINEST SHOW for your 1949 events be sure and investigate and contact us before contracting.

CARNIVAL: Imperial Exposition Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights, at cost of \$17,500; thrill show, Jimmie Lynch's Death Dodgers, 1 day; big car races, staged by National Speedways, 2 days; harness horse races, 3 days, with purses of \$7,543.

ADMINISTRATION: President, E. C. Young; secretary, F. L. Hafner; superintendent of concessions, Homer Smith; superintendent of commercial exhibits, John Adams; publicity director, W. M. Hammer.

Sully County Fair, Onida

WEATHER: Good 3 days, 3 nights.
RECEIPTS: Free gate, Grandstand, \$500.
AID, PREMIUMS: County aid, \$1,280; other, \$445.

CARNIVAL: Victory United Shows.
ATTRACTIONS: Revue, book thru Johnny Gunner, 3 nights, at cost of \$100; Gay Nineties Quartet, 1 night.
ADMINISTRATION: President, James E. Brankin; secretary, John F. Neu.

World's Only Corn Palace Festival, Mitchell

ATTENDANCE: 43,201 paid; 781 free. Operated 6 days 5 nights.
WEATHER: Good 6 days 5 nights.
RECEIPTS: \$58,047.68.
ADMINISTRATION: Chairman, L. B. Harmon; secretary, R. B. Willard; superintendent of concessions and publicity director, W. T. Wilt.

TENNESSEE

Chattanooga-Hamilton County Interstate Fair, Chattanooga

WEATHER: Good 6 days, 6 nights.
AID, PREMIUMS: State aid, \$2,100; county aid, \$5,000; other, \$5,000.
CARNIVAL: Johnny J. Jones Exposition.
ATTRACTIONS: Circus acts, booked thru George A. Hamid, 6 days, 6 nights, at cost of \$1,750; Morrison's Band, 6 days, 6 nights.
ADMINISTRATION: President, Joe W. Engle; secretary superintendent of con-

cessions and commercial exhibits, publicity director, Maude H. Atwood.
 1949 DATES: September 19-24.

Coffee County Fair Assn., Manchester

WEATHER: Good 5 days, 3 nights.
AID, PREMIUMS: State aid, \$401.50.
CARNIVAL: Cumberland Valley Shows.
ADMINISTRATION: President, H. I. Leank; secretary, David W. Shields.

Putnam County Agricultural Fair, Cookeville

ATTENDANCE: 20,000 free. Operated 3 days, 3 nights.
WEATHER: Good 1 day, 1 night; rain, 1 night; cold or threatening, 2 days, 1 night.
AID, PREMIUMS: State aid, \$600; county aid, \$2,100; other, \$3,000.
CARNIVAL: Cumberland Valley Shows.
ADMINISTRATION: President, Tillman H. Phillips; secretary superintendent of concessions and commercial exhibits, and publicity director, W. J. Huddleston.
 1949 DATES: September 8-10.

Roane County Fair, Harriman

ATTENDANCE: 18,000 paid; 1,700 free.
RECEIPTS: Gate, \$150.
CARNIVAL: J. J. Page.
ADMINISTRATION: Secretary and superintendent of concessions, W. B. Stout; superintendent of exhibits, Hydel.

West Tennessee District Fair, Jackson

WEATHER: Good 6 days, 6 nights.
CARNIVAL: Cavalcade of Amusements.
ATTRACTIONS: Revue, booked thru Gus Sun, 6 nights; harness races, 3 days with purses of \$2,400; motorcycle races, 2 days with purses of \$1,200.
ADMINISTRATION: Secretary, A. H. Taylor.
 1949 DATES: September 12-17.

HITS THE JACKPOT AGAIN



ATTENDANCE AND RESULTS
WORLD OF PLEASURE SHOWS

12 RIDES—8 SHOWS—60 CONCESSIONS

Now contracting for our 1949 tour

SHOWS—Side Show, Funhouse, Snake, Monkey, Animal, Glass House, Unicorn, Mechanical City, Fat Show, Wild Life and other attractions. Will help finance capable showmen.
RIDES—Spitfire, Fly-o-Plane, Dark Ride and others not conflicting.
CONCESSIONS—Merchandise Concessions of all kinds. Especially want clean Cookhouse and Grab that cater to show folks. Good territory for well-framed Penny Arcade.
 Ride Foremen and Helpers for all rides. A-1 Mechanic who understands rides. Outstanding Free Act (must be sensational).

We will open in April near Detroit and play our usual route of money spots.

JOHN QUINN
 Manager

3550 Cass Ave.
 Detroit 1, Mich.

Harry Lottridge Shows
 NEWEST AND BEST AMUSEMENT EQUIPMENT

A Midway of New, Thrilling Modern Rides, Entertaining Shows, the Finest in Merchandise Concessions

THANKS

To all Fair Secretaries, Committees and Loyal Employees, Showmen and Concessionaires who helped to make the 1948 Season a Success. We will open early in 1949 and again exhibit in cities that want the best in entertainment.



Fair Secretaries and Celebration Committees wanting a new, modern Midway for their Annual Event, contact us for open dates. A CLEAN MIDWAY is an asset to any Fair or Celebration, insuring large grosses. Very special contract offered to a proven route of well-established Fairs.

WANTED . . .

RIDES—Will book Rolloplane, Tilt-a-Whirl and Caterpillar. Must be in good condition and in keeping with our own Rides.
Reliable Showmen—Will contract any new and novel high-class Attractions and Grind Shows. Motordrome. Must have own equipment and transportation.
Concessions—Merchandise Concessions of all kinds. Penny Arcade.

We are planning on a larger and more beautiful show for 1949.

Reliable Show People in all departments, Boozers, Chasers and Agitators, stay away from us.

Long Season—Early Opening—Money-Making Territory.

All Address

HARRY LOTTRIDGE, Manager

Season's Greetings and Best Wishes to my many friends

Permanent Address: c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio, or as per route in Billboard.

FIDLIERS *United Shows*

OUR MOST SUCCESSFUL YEAR
1948

FEATURING

AMERICA'S MOST MODERN AND SAFE RIDING DEVICES,
Transported on Late-Model Motor Equipment.

"FINEST MOTORIZED SHOW IN THE MIDDLE WEST."

FAIR SECRETARIES AND COMMITTEES

Investigate our Modern Midway before contracting for your 1949 Events. Two complete separate Shows, which are combined for larger Fairs and Celebrations, giving you one of the largest Midway combinations in the Middle West.

WANTED

SEVERAL CAPABLE RIDE FOREMEN, and SECOND MEN ON ALL RIDES. Our Rides are always in A-1 Operating Condition, so we want only real capable men.

1949 OPENING

We will open the 1949 Season in St. Louis, on the best lots in that city, in March; then play proven money-making spots in Middle West industrial cities.

All Address: SAM FIDLER, Manager

WINTERQUARTERS ADDRESS: 4217 N. FLORISSANT AVE., ST. LOUIS, MO.

NOW BOOKING
LEGITIMATE CONCESSIONS OF
ALL KINDS
WILL PLACE A FEW HIGH-
CLASS ATTRACTIONS

TEXAS

Anderson County Fair, Palestine

ATTENDANCE: 20,000 paid, 25,000 free. Operated 6 days, 6 nights.
WEATHER: Good 5 days, 6 nights; threatening 1 day.
CARNIVAL: Bill Hames Shows.
ADMINISTRATION: President, F. H. Ellenberger; secretary, superintendent of concessions and commercial exhibits, publicity director, C. O. Miller Jr.

Brazoria County Fair, Angleton

ATTENDANCE: 35,000 paid, 35,000 free. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Day grandstand \$2,200.
CARNIVAL: Don Franklin Shows
ATTRACTIONS: Rodeo, presented by Frank Harris, 2 nights.
ADMINISTRATION: President, C. E. Jones; secretary, L. E. Bumgarner; superintendent of concessions, W. G. Stewart; superintendent of commercial exhibits, Jay Medlock; publicity director, L. R. Glese.
1949 DATES: October 18-22.

Central East Texas Fair, Marshall

ATTENDANCE: 70,000 paid, 32,000 free. Outside gate admissions sold in advance, 1,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$6,000.
CARNIVAL: Bill Hames Shows.
ATTRACTIONS: Fireworks, supplied by Peerless, 6 nights at cost of \$650.

Collin County Fair, McKinney

ATTENDANCE: 12,500 free (estimated). Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
AID, PREMIUMS: Total aid \$1,495.
CARNIVAL: Smith Amusement Company.
STILL DATES: Square dance, 1 night, staged by fair; horse show, 2 nights, staged by fair.
ADMINISTRATION: President, Frank W. Smith; secretary, superintendent of concessions and commercial exhibits, publicity director, Paul Hardin.

Cooke County Fair, Gainesville

ATTENDANCE: 18,935. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 5 nights; 1 night rain.
CARNIVAL: Bill Hames Shows.
STILL DATES: Rodeo, 3 nights, staged by Ponder Rodeo Association.
ADMINISTRATION: President, W. T. Bonner; secretary, P. H. Teague; superintendent of concessions, Portis Sims, publicity director, A. Morton Smith.
1949 DATES: September 6-10.

Corsicana Livestock and Agricultural Fair, Corsicana

ATTENDANCE: 18,339 paid; 500 free. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Greater United.
ADMINISTRATION: Secretary, F. B. Harvey Jr.; superintendent of concessions and commercial exhibits, Herman Brown

Fayette County Fair Assn., LaGrange

ATTENDANCE: 14,000 paid, 6,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: Revue, booked thru J. C. Michaels, 3 nights, at cost of \$600
STILL DATES: Calf scramble, 1 day, staged by fair; dance, 3 nights, staged by fair; free music, 3 days, 3 nights staged by fair.
ADMINISTRATION: Secretary, publicity director, J. B. Jackson; superintendent of concessions, George Osthoff; superintendent of commercial exhibits, Percy Dykes.
1949 DATES: October 7-9.

Four States Fair, Inc., Texarkana

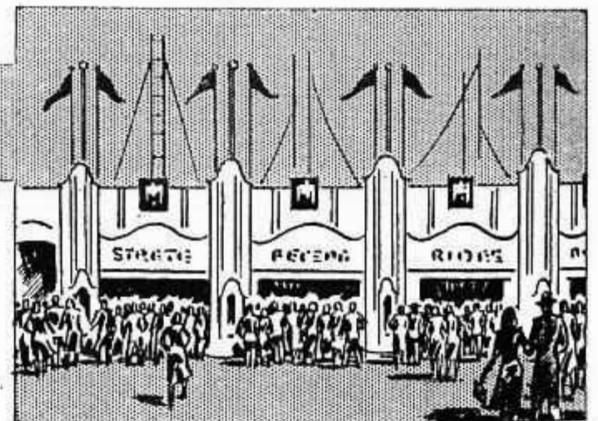
ATTENDANCE: 40,000 paid, 15,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights; rain 1 night.
RECEIPTS: Gate, \$17,000.
CARNIVAL: Snapp's Greater Shows.
ATTRACTIONS: Fireworks, supplied by Paramount Fireworks Company, 5 nights, at cost of \$400; rodeo, presented by T. (Buck) Steiner, 1 day, 5 nights.
ADMINISTRATION: President, J. A.

LARRY NOLAN SHOWS

GREETINGS . . . Every One, Everywhere

7 RIDES***5 SHOWS*****35 CONCESSIONS**

Free Gate and Two Spots a Week . . . 30-Week Season . . . Open Southern Colorado Mid-April . . . Best Spring Route in the Middle West



SHOWS

RIDES

CONCESSIONS

BINGO

Want capable Operator take charge of 16x32 beautifully framed outfit. Closed van truck. Must know the business and be able to buy opening stock. This is a 50-50 deal. Write fully. It's a sweet set-up. . . .

REMEMBER

You ride home a winner when you book with the "LUCKY IRISHMAN"

CAN PLACE . . .

Any worth-while money-getting show with or without equipment. We have 20x40 tops and panel fronts, will letter and flash to meet your needs. (NO GIRL OR ATHLETIC SHOWS.) Morrison, bring Bobo home; write at once. Capt. Price, contact.

Will lease or book Tilt, Spitfire and modern Train.

Opening for a few well-framed and flashed Hanky Panks. All Concessions with us last year write for your 1949 contracts. Others contact quick.

HELP WANTED

Clever Magician to take over Side Show. Have all equipment, including sword box, burning alive and electric chair, you furnish people.

Dealers for office P.C.—Pan Game, Over 7 and Beat the Dealer.

Second Men on all Rides, must drive; use Wives on Tickets or Concessions. . . .

J. H. DUGGAN

Can place sober Agents that can and will work as told for Skiflo. Nail, Count and Wheel Stores. These are the only games carried, and we work here.
Address: Arizona Showmen's Club, Phoenix, Ariz.

Write LARRY NOLAN • Box 2015 • Denver, Colorado

Whyte; secretary, superintendent of concessions, L. E. Gilliland; superintendent of commercial exhibits, Mike Kelly.

Lamar District Fair, Paris

ATTENDANCE: 30,000, free fair. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
CARNIVAL: Bill Hames Shows.
ADMINISTRATION: President, R. V. Free; secretary, Dorey Mackey; superintendent of concessions and exhibits, Charles Berry.

Nacogdoches County Fair and Livestock Exposition, Nacogdoches

ATTENDANCE: 10,000 paid, 8,000 free. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 3 nights, rain 3 nights.
RECEIPTS: Gate, \$3,000; grandstand, \$2,500.
CARNIVAL: Schafer Shows.
ATTRACTIONS: Rodeo, presented by Bob Estes, 3 nights.
ADMINISTRATION: President, Ben Stripling; secretary, superintendent of concessions and commercial exhibits, publicity director, Lee Rogers.

Texas-Oklahoma Fair & Southwest Oil Expo., Iowa Park

ATTENDANCE: 64,000 paid, 20,000 free. Operated 6 days, 6 nights.
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, \$6,000; grandstand, \$900.
AID, PREMIUMS: State aid, \$6,850.
CARNIVAL: Victory Shows.
ADMINISTRATION: President, Dr. Gordon G. Clark; secretary, superintendent of concessions, G. R. McNeil; superintendent of commercial exhibits, Ira C. Cooper; publicity director, T. Leo Moore.
1949 DATES: September 24-October 1.

Trinity Valley Exposition, Liberty

ATTENDANCE: 15,000 paid, 5,000 free. Outside gate admissions sold in advance, 280. Operated 5 days, 5 nights.

WEATHER: Good 4 days, 5 nights; rain 1 day.
CARNIVAL: Don Franklin Shows.
ADMINISTRATION: President, Guy C. Jackson Jr.; secretary, superintendent of concessions, John D. Grivich; superintendent of commercial exhibits, Bob Grimes; publicity director, Jake Smythe.

Waller County Fair, Waller

WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate, \$1,400.
CARNIVAL: Southern Amusement Company
ATTRACTIONS: Rodeo, presented by Melvin Harper, 3 nights.
STILL DATES: Rodeo, 3 nights, staged by Jack Warren.
ADMINISTRATION: President, Henry Holy; secretary, superintendent of commercial exhibits, S. E. Mayo; superintendent of concessions, Art Sauser.

West Texas Fair, Abilene

ATTENDANCE: 50,000 paid, 15,000 free. Operated 6 days, 6 nights.
WEATHER: Good 3 days, 3 nights; threatening 3 days, 3 nights.
CARNIVAL: Bill Hames Shows.
ADMINISTRATION: President, H. D. Jeffries; secretary, superintendent of concessions and commercial exhibits, Frank Cleveland; publicity director, Jack O'Dell.

Wharton County Fair, Wharton

ATTENDANCE: 40,500 paid. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
CARNIVAL: Don Franklin Shows.
ATTRACTIONS: Gaited horse show, staged by Pauline Sternberg, 3 nights; rodeo, staged by Clipson and Thomas, 3 nights.
ADMINISTRATION: President, Lanier H. Forgason; manager, superintendent of concessions and commercial exhibits, publicity director, H. Charles Koehl Jr.

UTAH

Ogden Livestock Show, Ogden

ATTENDANCE: 10,000 free. Operated 5 days, 5 nights.

T. J. TIDWELL SHOWS

THANKS, FOLKS—We wish to express our sincere gratitude to the Fairs and the Committees of the Great Southwest who sponsored our Show during the past season.

OUR THANKS ALSO

to the Showmen, Concessionaires, and our Loyal Personnel for making the 1948 season so successful and pleasant.

FAIR SECRETARIES

WE PRIDE OURSELVES ON OUR "MODERN MIDWAY"

Contact us early for your 1949 Events, as we are now arranging our Route for next season.

NOW BOOKING FOR 1949 SHOWS and CONCESSIONS CAN PLACE CAPABLE RIDE MEN

Address: T. J. TIDWELL, Mgr.

Permanent Winterquarters: BOX 954, SWEETWATER, TEXAS

MID-WESTERN



"AMERICA'S SHOW BEAUTIFUL" EXPOSITION

4th ANNUAL TOUR THRU TEXAS, LOUISIANA, ARKANSAS, MISSOURI, IOWA, DAKOTAS, NEBRASKA, WYOMING, COLORADO, KANSAS AND OKLAHOMA. FAIR AND CELEBRATION COMMITTEES—CONTACT US BEFORE BOOKING YOUR MIDWAY ATTRACTION. OUR TERMS AND CONTRACT ARE TO YOUR ADVANTAGE. THIS ORGANIZATION EXCELS IN CO-OPERATION AND MANAGEMENT. TRULY UNSURPASSED.

GREETINGS TO ALL S.L.O.F.A. AND A.C.A. MEMBERS

WELCOME L.A.F. AND NAAPP AND VISITORS

WANTED

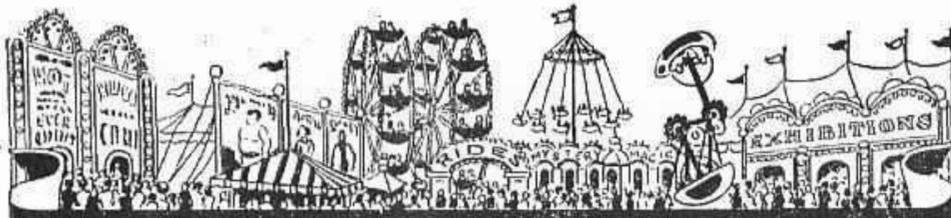
Sensational Free Acts, High or Ring or Platform. Place Combination Mechanic and Electrician—Truck Drivers. P.C. Dealers—Agents for Slum Concessions and Bingo. Help —Sign Painter, Ride Foremen, Second Men.

NOW BOOKING

RIDES—Tilt, Looper, Caterpillar, Pony, Autos, Octopus, Rolloplane. SHOWS—Have complete Jig, Girl, Snake and Athletic Shows. Need Managers, Book 10-in-1, Drome, CONCESSIONS—Fun or Glass House, Diggers, Palmistry, Arcade, Photos, Cookhouse, Custard, Novelties, Galleries.

Thanks to all Personnel, Celebration, Fair Committees and Friends for a most enjoyable and profitable season. There must be a reason. Twenty-two celebrations and 14 fairs now booked in our 1949 route. Six major, 2 Kiddie Rides, 3 clean Shows, 35 Concessions, Light Towers, Entrance Arch, Free Acts. Opening St. Valentine's Day, February 14, deep in the heart of Texas—long season. Don't fail to visit our display and suite—Hotel Sherman, Chicago, November 27 to December 3.

TED WOODWARD, Owner and General Manager—**OCTAVIO PEDRERO, General Representative**
Address Winterquarters
Box 164, Orange, Texas
Old Port Arthur Road — Phone 9442
Permanent Address
390 Arcade Bldg., St. Louis, Mo.
"Show Folks and Visitors Always Welcome"



DUMONT SHOWS

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

THANKS

TO THOSE FAIRS AND CELEBRATIONS where we furnished the Midway Attractions during the past year, also THE COMMITTEES under whose auspices we exhibited at our Still Dates, for enabling us to chalk up another Successful Season.

We are also grateful to the Showmen, Concessionaires and our Loyal Employees in helping us accomplish this

FAIR AND CELEBRATION MANAGERS IN THE EASTERN TERRITORY

We are now arranging our 1949 Route. If you want one of the most beautiful Truck Shows on the road today, contact us early for your events. See us 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. 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

WEATHER: Good 3 days, 4 nights; rain, 1 day, 1 night.

AID, PREMIUMS: State aid, \$4,800; county aid, \$15,000; other, \$5,000.

ADMINISTRATION: President, George S. Eccles; secretary, E. J. Fjeldsted; superintendent of commercial exhibits, J. T. Murray; publicity director, Louis A. Gladwell.

Sevier County Fair Assn., Richfield

ATTENDANCE: 15,000 paid, 200 free. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

CARNIVAL: Silver Star Shows.

STILL DATES: Races, 3 days, staged by fair; rodeo, 3 nights, staged by fair.

ADMINISTRATION: President, LaRell Nebeker; secretary, Ernest Anderson; superintendent of concessions, Morris Cowley; superintendent of commercial exhibits, Bill Winkel; publicity director, Chad Heppler.

Utah State Fair, Salt Lake City

ATTENDANCE: 92,766 paid. Operated 8 days, 8 nights.

WEATHER: Good 4 days, 4 nights; rain 3 days, 2 nights; cold 1 day, 2 nights.

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

CARNIVAL: Monte Young and Beehive Midways.

ATTRACTIONS: Revue, booked thru Joe Bren Agency Talent Company, 8 nights; fireworks, supplied by Thearle-Duffield, 8 nights.

STILL DATES: Rodeo, 6 nights, staged by Gene Autry Rodeo; ice show, *Holiday on Ice*, 3 days, 10 nights; roller skating show, *Skating Vanities*, 3 days, 9 nights; water show, *Water Follies of 1948*, 4 days, 15 nights; home show, 9 days, 9 nights, staged by Utah Builders' Association; dog show, 2 days, 2 nights, staged by Utah Kennel Club; horse show, 3 nights, staged by Salt Lake Horse Show Association; Western horse show, 2 nights, staged by Utah Riding Clubs' Association.

ADMINISTRATION: President, David Thomas; secretary, superintendent of concessions, Sheldon R. Brewster; superintendent of commercial exhibits, Junior Chamber of Commerce; publicity director, Edwin H. Lauber.

VIRGINIA

Farmers' Fair, Clintwood

ATTENDANCE: 4,500 paid, 500 free. Operated 3 days, 3 nights.

WEATHER: Good 1 day, 2 nights; rain 2 days, 1 night.

RECEIPTS: Gate \$2,000.

CARNIVAL: Crystal Exposition Show.

ATTRACTIONS: Stanley Bros., mountain music string band, booked thru Radio Station WCYB, 2 nights, at cost of \$300; circus acts booked thru Crystal Exposition, 2 nights, at cost of \$250; fireworks, supplied by American Legion, 2 nights; horse races, 3 days, with purses of \$300; pony races, presented by fair, 3 days.

STILL DATES: J. J. Page Shows, 6 days, 6 nights; Stanley Bros. String Band, 1 day; C. H. Stevens Carnival, 6 days, 6 nights, all staged by fair.

ADMINISTRATION: President, M. T. Meade; secretary, superintendent of concessions and commercial exhibits, publicity director, A. A. Skeen Jr.

Galax Agricultural Fair, Galax

ATTENDANCE: 60,000 paid, 500 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: Marks Shows.

ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights, at a cost of \$5,000; fireworks, 6 nights, supplied by Tony Vatti, at cost of \$1,000.

ADMINISTRATION: President, Dan Roberts; secretary, superintendent of concessions, publicity director, J. I. Palmer; superintendent of commercial exhibits, Mrs. S. V. Wilson.

1949 DATES: August 23-28.

Lee County Fair, Pennington Gap

ATTENDANCE: 20,000 paid. Operated 6 days, 6 nights.

WEATHER: Good 2 days, 3 nights; rain 4 days, 3 nights.

CARNIVAL: Shan Bros.

ATTRACTIONS: Fireworks 6 nights.

ADMINISTRATION: President, Virgil Q. Wacks; secretary, superintendent of concessions and commercial exhibits, publicity director, R. C. Carter.

Johnny T. TINSLEY Shows

America's most Modern Midway

JOHN T. TINSLEY
Owner-Manager

MAYO TINSLEY
Co-Owner & Secretary

H. S. (TOMMY) THOMPSON
Business Manager & General Agent

TAKE THIS OPPORTUNITY TO THANK
EVERYONE THAT CO-OPERATED
WITH US IN 1948 TO MAKE OURS
A VERY SUCCESSFUL SEASON

NOTICE

FAIRS AND CELEBRATION COMMITTEES

in Indiana, Kentucky, Tennessee, North and South Carolina, Georgia and Alabama: If you are interested in a high-class show for your event contact our representative, H. S. (Tommy) Thompson.

NOTICE

SHOWMEN — CONCESSIONAIRES

We are building the finest show of our career for 1949 and now booking Legitimate Merchandise Concessions and High-Class Shows for the coming season. Contact us now.

THIS SHOW OPENS EARLY IN MARCH AND OFFERS AN OUT-
STANDING ROUTE OF FAIRS, CELEBRATIONS AND STILL DATES

WINTERQUARTERS ADDRESS: 22-A E. COURT STREET—GREENVILLE, S. C.

Northern Neck Fair, Warsaw

CARNIVAL: Virginia Greater Shows.
 ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights; harness races, 1 day with purses of \$800.
 ADMINISTRATION: President, T. R. Coppedge; secretary, superintendent of concessions and commercial exhibits, publicity director, L. P. Altaffer.

Shenandoah County Fair, Woodstock

ATTENDANCE: 16,132 paid, 150 free. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Gate, \$7,650; grandstand, \$2,050; day grandstand, \$800; night grandstand, \$1,250.
 CARNIVAL: W. C. Kaus Shows.
 ATTRACTIONS: Revue, booked thru George A. Hamid, 5 nights, at cost of \$2,150; fireworks, supplied by Fireworks Corporation of America, 5 nights, at cost of \$1,000; harness races, 4 days, with purses of \$2,700.
 STILL DATES: Roadster Races, 3 days, staged by Easter Roadster Association.
 ADMINISTRATION: President, C. M. Shannon; secretary, superintendent of concessions and commercial exhibits, publicity director, Donald H. Garman.

Tazewell County Agricultural Fair, Tazewell

ATTENDANCE: 16,546 paid. Operated 5 days, 5 nights.
 WEATHER: Good 4 days, 5 nights; rain 1 day.
 RECEIPTS: Gate, \$9,811.52; day grandstand, \$716.30; night grandstand, \$1,731.46.
 CARNIVAL: Shan Bros.
 ATTRACTIONS: Rodeo, presented by Kindian Rodeo, 5 days, 5 nights.
 ADMINISTRATION: President, W. S. Coates; secretary, Herbert Ward.

Tidewater Fair Assn., Suffolk

WEATHER: Good 1 day, 1 night; cold 3 days, 3 nights.
 CARNIVAL: George Clyde Smith Shows.
 ATTRACTIONS: Revue, booked thru Whirlwinds, 4 nights, at cost of \$550; circus acts, booked thru Les Sponsler, 4 days, 4 nights; fireworks, supplied by

Hudson Fireworks Company, at cost of \$700; harness races, 4 days with purses of \$1,600.

ADMINISTRATION: President, J. C. White; secretary, publicity director, H. C. Holman.

WASHINGTON

Clallam County Fair Assn., Port Angeles

ATTENDANCE: 6,783 paid. Operated 4 days, 3 nights.
 WEATHER: Good 2 days, 2 nights; rain 2 days, 1 night.
 RECEIPTS: Gate, \$4,000; grandstand, \$3,000.
 ATTRACTIONS: Revue, booked thru Jerry Ross; rodeo, booked thru Jerry Getz, 4 days, 3 nights.
 ADMINISTRATION: President, Max Schnuck; secretary, Melvin Michael; publicity director, Ed Haggerty.

Snohomish County Fair, Monroe

ATTENDANCE: 40,000 paid; 500 free. Outside gate admissions sold in advance, 20,000. Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 AID, PREMIUMS: State aid, \$2,500; county aid, \$1,200; other, \$5,000.
 CARNIVAL: Western Shows.
 ATTRACTIONS: Revue (open booking), at cost of \$5,000; rodeo, presented locally.
 ADMINISTRATION: President, publicity director, Robert H. Follis; secretary, superintendent of concessions, B. T. Moore; superintendent of commercial exhibits, Francis Weber.

Island County Fair, Langley

ATTENDANCE: 3,125 paid; 15 free. Outside gate admissions sold in advance, 402. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate, \$1,704.
 AID, PREMIUMS: State aid, \$1,500.
 ATTRACTIONS: Fireworks, supplied by Hitt Fireworks Company, 1 night, at cost of \$206.
 STILL DATES: Circus 1 night, staged by Parent-Teachers Association; July 4 celebration 2 days, 2 nights, staged by

OPENING MAY 1 U.T.I.C.A. N.Y.

B & C's Expo Shows

LEADS THE PARADE IN 1949 SHOWS BEAUTIFUL

Plan Now To Be With It For 1949

WANT FREE ACT, ONE WITH CONCESSION PREFERRED

WANT COOK HOUSE THAT WILL TAKE CARE OF SHOW PEOPLE. ALL CONCESSIONS OPEN EXCEPT BINGO, ARCADE AND FLOSS. WILL HAVE ONE OF A KIND—GET PLACED NOW.

WILL BOOK OR BUY

Auto and Train Rides. One more Major Ride. One more Grind Show.

WANTED

Girls for Girl Show. Ride Help on all Rides. Help for Office.

FOR SALE

8-Car Whip, loaded on one 30 and one 32-ft. Trailers, Cheap for Cash. Three 16-ft. Trailers. Duck Pond, Dart Store, Cat Rack, new this season. Concessions, with or without transportation. Will book any of the above for 1949. One 20x100 Side Show Top. 15 Side Show Banners, 8x10, \$10.00 each. 20x30 Blue and Green Entrance with Poles.

FAIR SECRETARIES AND COMMITTEES, CONTACT US FOR YOUR 1949 EVENTS

M. N. COLEGROVE, Gen. Mgr.
 Winterquarters: Box 3, Hemlock, N. Y.

MIAMI DIGGERS

known from Coast to Coast

UNITS AVAILABLE FOR SEASON 1949

"BOB" K. PARKER

MANAGER

OFFICE AND FACTORY: 28 N. E. 54TH ST., MIAMI, FLORIDA

See me at the Sherman Hotel, Chicago, during the Convention or contact me at any time at the address above

L. J. HETH Shows

cleanest show on earth

THANKS TO THE FAIRS AND COMMITTEES
Where we had the privilege of furnishing the midway attractions this year, for making our season a successful one.
GREETINGS TO ALL

FAIR SECRETARIES

Our representative, Joe J. Fontana, will attend I.A.F.E. Meeting at Chicago; Kentucky Fair Meeting at Louisville; Tennessee Fair Meeting at Nashville; Georgia Fair Meeting at Augusta. Contact him for open dates.

SHOWMEN

We will attend the Tampa Fair.

NOW BOOKING

Side Show, Organized Minstrel Show, Girl Revue, Want Talkers and Grinders for Fun House and Glass House.

WANTED
Foremen and Second Men for all rides. Must be semi-trailer drivers. Especially want Caterpillar Foreman. Top salary to a good reliable man. Useful Show People in all departments.

WINTERQUARTERS: 3123 North 28th Place, North Birmingham, Alabama
Mailing Address: P. O. Box 5415. Phone: 54-7912

South Whidby Athletic club; 49'ers Circus 1 day, 1 night, staged by Rod and Gun club.

ADMINISTRATION: President and superintendent of commercial exhibits, George Stockholm; secretary, B. M. Herring; superintendent of concessions, Karl Drake; publicity director, Frank Kramer.

Kittitas County Fair, Ellensburg

ATTENDANCE: 35,000 paid, 5,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$80,000.
CARNIVAL: Ralph Meeker Shows.
ATTRACTIONS: Rodeo, Ellensburg Amusement Company, 3 days.
ADMINISTRATION: President, Frank Schnebly.

Lincoln County Pomona Grange and 4-H Assn., Davenport

ATTENDANCE: 4,000 paid. Outside gate admissions sold in advance, 3. Operated 2 nights.
WEATHER: Good 2 nights.
RECEIPTS: Gate, \$2,500.
AID, PREMIUMS: State aid, \$2,000; other, \$2,000.
ADMINISTRATION: President, superintendent of concessions, Fred W. Magin; secretary, C. Ross Trout; superintendent of commercial exhibits, August Reinhold; publicity director, George Hering.

North Central Washington Fair, Waterville

ATTENDANCE: 9,038 paid, 150 free. Operated 3 days.
WEATHER: Good 3 days.
RECEIPTS: Gate, \$5,705.98; grandstand (reserved seats only), \$1,123.20.
AID, PREMIUMS: Total aid, \$14,097.50.
ATTRACTIONS: Running horse races, 3 days, with purses of \$2,270; Buss Carson troupe, trick riders, roping, etc., and exhibition of gaited horses, at cost of \$794.20.
STILL DATES: Race meet, 2 days, staged by North Central Washington Race Club.
ADMINISTRATION: President, P. E. Wainscott; secretary, G. Merton Dick; publicity director, C. A. Wilson.

Southwest Washington Fair, Centralia

ATTENDANCE: 37,788 paid, 2,000 free. Operated 4 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights.
RECEIPTS: Gate, \$18,894; day grandstand, \$8,110; night grandstand, \$7,100.
AID, PREMIUMS: State aid, \$9,514.82; county aid, \$5,000.
CARNIVAL: Douglas Greater Shows.
ATTRACTIONS: Revue, booked thru Monte Brooks, 4 days, 4 nights, at cost of \$5,000; harness races, 4 days, with purses of \$3,000.
STILL DATES: Rodeo, 1 day, 1 night, staged by Sheriff's Posse.
ADMINISTRATION: President, Cecil Birley; secretary, Don Cantrell; manager, Arthur W. Ehret; publicity director, Elmer Olson.

WEST VIRGINIA

Barbour County Street Fair, Philippi

ATTENDANCE: 20,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 1 night; cold 3 nights.
AID, PREMIUMS: State aid, \$120.25; county aid, \$120.25; other, \$200.
CARNIVAL: United States Shows.
ATTRACTIONS: Revue, Garrett Snuff Varieties, booked direct, 1 afternoon, 1 night, at cost of \$150; air show, auspices Civil Air Patrol.
ADMINISTRATION: Chairman of executive committee, Gerald Baughman; secretary and publicity director, Mary Katharine Barnes; superintendent of concessions, Adrian F. Davis.

WISCONSIN

Adams County Agricultural Society, Friendship

ATTENDANCE: 9,900 paid 1,000 free. Operated 4 days, 4 nights.

JOHN FRANCIS
Owner and Manager



JOHN FRANCIS SHOWS

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 1949. 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 1949 Midway Attractions.

HELP WANTED
Man to handle Glass House. Capable Ride Foreman and Second Men for Rides.

RIDES FOR SALE
On account of purchasing New Rides, we have several Rides, in good condition for sale.

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
Telephane: Central 6818

WALLACE & MURRAY

AL WALLACE
MANAGER

GARRETT SCOTT
BUSINESS MGR.

thanks... TO EVERYONE WHO HELPED US MAKE THIS A SUCCESSFUL YEAR.

NOW BOOKING
SHOWS, RIDES AND CONCESSIONS FOR THE 1949 SEASON.

FAIR SECRETARIES and CELEBRATION COMMITTEES
We have a few open dates in Virginia, West Virginia, Tennessee and Georgia.

WANTED
Good proposition to Motordrome; will furnish transportation. Also want Wild Life Show, Minstrel Show and any other High-Class Attraction. Will give capable operator 2 Girl Shows exclusive. Will book, buy or lease Octopus and Rolloplane.

ALL ADDRESS-WINTERQUARTERS: MOULTRIE, GA.

don FRANKLIN shows

"CLEANEST SHOW IN TEXAS"



THANK YOU AGAIN

Fairs, Committees, Loyal Employees, Showmen, Ride Operators and Concessionaires for another successful season.

Now booking Rides, Shows and Concessions for 1949. Two complete Units for 1949 consolidating for large Fairs that require fifteen rides.

Interested persons, contact us at Hotel Sherman, Chicago, during Showmen's convention.

Permanent Address:

DON FRANKLIN, Mgr., Don Franklin Shows
205 Heights State Bank Bldg., Houston 7, Texas.

CONTINENTAL SHOWS, INC.
THE SHOW OF HIGH STANDARDS

A great season in '48

Many Thanks and our Sincere Good Wishes to all those responsible in making the past season a winner. May you all prosper in 1949.

Fairs and Celebrations

We Proudly Boast: NOT THE BIGGEST, BUT UNDOUBTEDLY THE BEST

WE guarantee to provide your Midway with the finest of equipment. We have open dates for Fairs in New York, Vermont, Massachusetts and New Hampshire. We solicit your inquiries.

NOW!

BOOKING SEASON 1949

Concessions—Photos, Cork Gallery, Darts, Pitch-Till-You-Win, String Game, Bumpers, Penny Pitch, Glass Pitch, Balloon Pitch, Novelties, Jewelry, Custard, Waffles or any legitimate Concession working for 10 cents.

Want Grind Shows with own equipment and transportation. Rides—Good opportunity for one more Flat Ride.



Can use capable Advance Man who knows New York and New England.

ADDRESS: ROLAND CHAMPAGNE

3 Courtney Lane, Lowell, Mass. (Phone, 36594)

Green Lake County Jr. Free Fair, Green Lake

ATTENDANCE: 17,000 free gate. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
AID, PREMIUMS: State aid, \$460; county aid, \$500.
CARNIVAL: John Francis Shows.
ATTRACTIONS: Revue, 3 nights, at cost of \$235.
ADMINISTRATION: President, Clifford Jones; secretary, superintendent of concessions and commercial exhibits, publicity director, Lowell Keach.

Iron County Fair Assn., Saxon

ATTENDANCE: 1,172 paid; 2,000 free. Operated 3 days, 1 night.
WEATHER: Good, 3 days, 1 night.
RECEIPTS: Gate, \$234.40.
AID PREMIUMS: State aid, \$1,259.36.
ADMINISTRATION: Mrs. Edward Skaja, secretary.
1949 DATES: August 26-28.

Jefferson County Fair, Jefferson

ATTENDANCE: 25,320 paid, 11,680 free. Outside gate admissions sold in advance, 10,896. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate, \$9,585.90; grandstand, \$4,228.85; day grandstand, \$2,064; night grandstand, \$2,164.85.
AID, PREMIUMS: State aid, \$3,947.
CARNIVAL: Fidler's United Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, at cost of \$2,550; Jimmie Lynch's Death Dodgers, 1 day, 1 night; harness races, 2 days, with total purses of \$3,725.
STILL DATES: Motorcycle races, 1 day, staged by Rock Valley Motorcycle Club; circus, 1 day, 1 night, Al G. Kelly-Miller Bros.
ADMINISTRATION: Manager, Horace L. Burl; superintendent of concessions, Gordon W. Matters.

Kenosha County Fair, Wilmot

ATTENDANCE: 20,000 paid, 10,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Revue, booked thru Charles Zemater.
ADMINISTRATION: President, Marlin

M. Schunn; secretary, E. V. Ryall; superintendent of concessions, Robert Van Liere; superintendent of commercial exhibits, Earl Eifers; publicity director, Henry Frank.
1949 DATES: August 12-14.

Kewaunee County Fair, Luxemburg

ATTENDANCE: 16,740 paid; 6,000 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$7,867.67; grandstand, \$5,358.01.
AID, PREMIUMS: State aid, \$1,860.95.
CARNIVAL: Gold Bond Shows.
ATTRACTIONS: Jimmie Lynch's Death Dodgers, 1 day, 1 night; midget car races, staged by Badger Midget Auto Racing Association, at cost of \$850; White Horse Troupe, presented by Sunny Bernet, 1 day, 1 night.
ADMINISTRATION: President, John DuChateau; secretary, superintendent of concessions, commercial exhibits, publicity director, Elroy C. Hoppe.

La Crosse Inter-State Fair, La Crosse

ATTENDANCE: 36,849 paid, 619 free. Operated 5 days, 5 nights.
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.
RECEIPTS: Gate, \$8,692.40; grandstand, \$6,221.66.
ATTRACTIONS: Circus acts, booked thru Boyle Woolfolk, 5 days, 5 nights, at cost of \$7,663.50.
STILL DATES: Shrine circus, 4 days, 4 nights, staged by Shriners; Centennial celebration, 4 days, 4 nights, staged by La Crosse Centennial Commission.
ADMINISTRATION: President, N. Nustad; secretary, Joseph W. Frisch; superintendent of concessions and commercial exhibits, Bert Wrinn; publicity director, Al Rice.
1949 DATES: August 10-14.

Northern Wisconsin District Fair, Chippewa Falls

ATTENDANCE: 100,000. Operated 6 days, 6 nights.
WEATHER: Good 5 1/2 days, 6 nights; 1/2 day rain.

PLAYLAND SHOWS

PLAYING THE BEST

FAIRS AND CELEBRATIONS IN MICHIGAN

**10 Rides
30 Concessions
3 Shows**

JACK GALLAGHER, Mgr.

15610 Veronica

East Detroit, Mich.

Phone Roseville 0665-W

AID, PREMIUMS: State aid, \$4,000.
CARNIVAL: Imperial Exposition Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 6 nights; circus acts, booked thru Barnes-Carruthers, 6 days, 6 nights; Jimmie Lynch's Death Dodgers, 2 days; fireworks, supplied by Thearle-Duffield, 6 nights; harness horse races, 3 days, with purses of \$4,200.
STILL DATES: Auto races, 1 day, staged by National Speedways.
ADMINISTRATION: President, H. A. White; secretary, Al Putnam; superintendent of concessions and exhibits, Rob Zimmerman; publicity director, Holly Meier.
1949 DATES: August 2-7.

**Outagamie County Fair,
Seymour**

ATTENDANCE: 19,325 paid; 6,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate, \$9,315.63; grandstand, \$7,574.70.
AID, PREMIUMS: County aid, \$10,000; other, \$1,000.
CARNIVAL: Fidler's United Shows.
ATTRACTIONS: Revue, booked thru Ernie Young, 3 nights; harness horse races, 2 days, with purses of \$3,000; White Horse Troupe, booked thru Sunny Bernet.
ADMINISTRATION: President, Charles Siewert; secretary and superintendent of concessions, Michael Burns.

**Richland County Agricultural
Society, Richland Center**

ATTENDANCE: 12,000 paid, 1,000 free. Operated 3 days.
WEATHER: Good 3 days.
RECEIPTS: Gate, \$4,000; grandstand, \$3,300.
AID, PREMIUMS: State aid, \$2,500; county aid, \$1,500.
CARNIVAL: Dusty Rhodes.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, at cost of \$1,200.
STILL DATES: Midget Races, 1 day, staged by VFW; Old Ford races, 1 day, staged by VFW.
ADMINISTRATION: President, J. H. Turgasen; secretary, H. J. Gochenaur; superintendent of concessions, Leo P. Lownik; publicity director, Ellis A. Lee.

**Rosholt Free Community Fair,
Rosholt**
ATTENDANCE: 34,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Dusty Phodes.
ATTRACTIONS: Revue, booked thru Rusty Hagen, at cost of \$600.
ADMINISTRATION: President, A. P. Dobbe; secretary and director of publicity, R. L. Wroldstad; superintendent of concessions and commercial exhibits, Lester Peterson.

Rusk County Fair, Ladysmith

ATTENDANCE: 8,689 paid; 4,000 free. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night.
RECEIPTS: Gate, \$2,590.60; grandstand, \$1,498.34.
CARNIVAL: Bodart Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 2 nights, at cost of \$2,000; circus acts, booked thru Boyle Woolfolk; rodeo, presented by Bernet & Keough, 1 night, at cost of \$823.
ADMINISTRATION: President, Harry Davis; secretary, F. J. Manning; superintendent of concessions, William Schrelber.

**Sauk County Agricultural
Society, Baraboo**

ATTENDANCE: 11,000 paid. Operated 4 days, 4 nights.
CARNIVAL: Bodart.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 2 nights; circus acts, 3 days, at cost of \$2,000.
STILL DATES: Midget auto races, 3 days, staged by Lions Club; rodeo, 2 days, 1 night, staged by fair; horse show, 1 day, 1 night, staged by Baraboo Riding Club.
ADMINISTRATION: President, J. C. Litscher; secretary, George W. Davies; superintendent of concessions, A. R. Attridge; publicity director, John M. Kelly.
1949 DATES: August 30-September 2.



NOW BOOKING

Concessions all open.
 Want Ten-in-One, Girl Show, Animal Show, any Grind Shows with or without own outfits. Also Penny Arcade and Fun House.
 Rides—Rocket, Tilt-a-Whirl, High Ball, Whip and kiddie rides. Guarantee 7 weeks of fairs.

To all secretaries and auspices that we played for in 1948 we extend our thanks and trust that we may have the pleasure of serving you again in 1949. Will be at the fair meetings in New York, Pennsylvania and Virginia.

WANTED

Want a General Agent that knows the East. Also Ride Foremen and Help in all departments, also Semi Drivers. Billposter people with me last year contact.

ADDRESS

J. VAN VLIET, Mgr.
 404 CARIBALDI AVE. LODI, N. J.

**C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS**
 FEATURING THOROUGHBRED ENTERTAINMENT

FOR 1949

A LARGER AND MORE BEAUTIFUL MIDWAY

Featuring

**10 - RIDES - 10 6 - SHOWS - 6 40 - CONCESSIONS - 40
 FREE ACT — GIANT SEARCHLIGHTS — LIGHT TOWERS**

FAIRMEN AND CELEBRATION COMMITTEES

**IN INDIANA, ILLINOIS, KENTUCKY, TENNESSEE
 GEORGIA AND ALABAMA:**

Our Route next season will carry us thru your States, and we respectively ask that you investigate our Show before contracting for your 1949 Events. We will attend your State Fair Meetings, so be sure and contact us at that time for Our Proposition and Open Dates.

APPRECIATION

We wish to thank those Fairs and Committees where we were privileged to exhibit this past season for their co-operation, which made it possible for us to enjoy a Very Successful Year.

All Address

C. C. (SPECKS) GROSCURTH, Mgr.
BLUE GRASS SHOWS, Box 621, Owensboro, Ky.



THANKS To Fair Secretaries, Celebration Committees and to everyone who helped us make this a successful season.

FAIRS AND CELEBRATIONS

**Contact Us Before Contracting for Your Midway
 Attraction for Your 1949 Events.**

WANT

Now booking Shows, Rides and Concessions for 1949. Also want to book Penny Arcade, Minstrel Show Talent. Building new Arch Panels for Girl Show and Animal Show. Want Foreman for Twin Ferris Wheels.

Address: DANNY ARNETT, Owner-Manager
Winterquarters: Yazoo City, Mississippi
Quarters Now Open — Plenty of Parking Space.

W.C. KAUS SHOWS

"AMERICA'S FINEST ATTRACTIONS"

To our many friends everywhere--Best Wishes for this and the Coming Seasons and "Thanks from all of us"

RUSSELL C. OWENS, Lessee and General Manager
GRAVES H. PERRY, General Representative
GEORGE F. WHITEHEAD, Business Manager
HELEN C. OWENS, Secretary
GROVER C. HILL, Contracting Agent

FAIRS AND CELEBRATIONS

To insure success of your 1949 event, contact us at once. Our 20th Annual Tour will open in March and close in November—we promise you a larger and more attractive midway—with the newest innovations for 1949!

WANT FOR THE 1949 SEASON:

RIDES: Tilt, Caterpillar or Whip.
SHOWS: Girl Revue, Circus Side Show or any money-getting attraction. Will furnish complete outfits for same. Also Fun House, Glass House and Animal Show.
CONCESSIONS: Clean, modern Cook House that will cater to Show People. Any percentage that will also book Hanky Panks.
Can always place capable Show People in all departments.
Address: General Offices, P. O. Box 269, New Bern, North Carolina
Winter Quarters: Selma, Alabama

Southwestern Wisconsin Fair, Mineral Point

ATTENDANCE: 14,300 paid; 1,500 free. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate, \$6,009.36; grandstand, \$4,118.30.
AID, PREMIUMS: State aid, \$3,801.84; county aid, \$1,000.
CARNIVAL: Dyers Shows.
ATTRACTIONS: Revue, booked thru Boyle Woolfolk, 2 nights, at cost of \$2,000; circus acts, booked thru WLS Artists Bureau, 1 night, at cost of \$860; harness horse races, 2 days, with purses of \$3,000.
STILL DATES: Centennial Celebration, 3 nights, staged by Iowa Centennial Commission.
ADMINISTRATION: President, Harry A. Speick; secretary, C. L. Winn; superintendent of concessions, W. E. Peters; publicity director, D. M. Morgan.

Vernon County Fair, Viroqua

ATTENDANCE: 22,000 paid; 5,000 free. Operated 5 days.
WEATHER: Good 5 days.
CARNIVAL: Weydt Shows.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 4 days, at cost of \$1,425.
STILL DATES: Stark Bros.' Circus, 2 days; Model "T" races, 1 day, staged by Eagles; Model "T" Races, 1 day, staged by Veterans of Foreign Wars.
ADMINISTRATION: President, Jess Sando; secretary, superintendent of concessions and commercial exhibits, publicity director, Oren G. Johnson.

Washburn County Junior Fair, Spooner

WEATHER: Good 3 days, 2 nights; rain, 1 night.
AID, PREMIUMS: State aid, \$987.76; county aid, \$246.94.
CARNIVAL: Dobson's United Shows.
ATTRACTIONS: Circus acts, booked thru Pety's Entertainment Company, 1 day, 1 night, at cost of \$125; fireworks, supplied by Arrowhead Fireworks Company, 1 night, at cost of \$90.

ADMINISTRATION: President, Janet McNabb; secretary, W. H. Dougherty.

Washington County 4-H Club Fair, Slinger

ATTENDANCE: 32,000 free. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
AID, PREMIUMS: State aid \$2,600; county aid \$1,485.
CARNIVAL: Snapp's Greater Shows.
ADMINISTRATION: Secretary, E. E. Skaluskey.

Wisconsin State Fair, Milwaukee

ATTENDANCE: 1,175,877 paid; 611,141 free. Operated 23 days, 23 nights.
WEATHER: Good 23 days, 23 nights.
RECEIPTS: Gate, \$479,388.68; grandstand, \$268,389.40.
AID, PREMIUMS: Total aid, \$107,769.42.
ATTRACTIONS: Revue, booked thru Barnes-Carruthers, 21 nights; circus acts, booked thru Barnes-Carruthers; fireworks supplied by Thearle-Duffield, 23 nights; midget races staged by Tom Marchese; big car races, staged by Tom Marchese; harness races, 8 days.
ADMINISTRATION: Chief, division of fair, W. J. Reynolds; manager of concessions, M. H. Schey; superintendent of commercial exhibits, George C. Henderson.
1949 DATES: August 20-28.

WYOMING

Central Wyoming Fair and Stock Show, Casper

ATTENDANCE: 35,674 paid; 7,108 free. Total outside single gate admissions sold in advance, 13,932. Operated 4 days, 4 nights.
WEATHER: Good 3 days; cold or threatening, 1 day, 4 nights.
RECEIPTS: Gate, \$15,522.50; grand-

TED LEWIS SHOWS

THANK YOU

To all my Committees and Auspices, also my Staff, that made it possible for a good season. Looking forward to be better in 1949.

Season's Greetings To All

FAIR SECRETARIES

We are now contracting for 1949 season. We offer you a splendid midway of 7 Rides, 5 Shows, 40 Concessions—not too big, nor too small.

WANTED

Legitimate Concessions of all kinds. Shows of merit, Side Shows, Snake, Wildlife, Fun House, Girl Revue, with their own outfits and transportation.

RIDE HELP

Foremen on all Rides, Wheels, Merry-Go-Round, Chairplane, Whip and Kiddie Rides. Those who drive semi tractors and trailers are given preference. Contact Now.

ALL ADDRESS

12-37 Rosewood St.
Fair Lawn, N. J.

TED LEWIS
Owner and Mgr.

PHONE: FA 6-2794W

H. B. ROSEN Shows



Fair and Celebration Committees
Employees
Showmen
Concessionaires
for successful 1948 season

FAIRS AND CELEBRATIONS

Season 1949 offering 10 Modern Rides, 8 Shows, clean Concessions; Free Attractions and Fireworks.

H. B. ROSEN, Owner
BOB SICKELS, Gen. Mgr.
MARY ROSEN, Secy.
BOB SICKELS, Gen. Agt.

Season opens
April
in Alabama

Address: P. O. Box 309, Courtland, Alabama

stand, \$16,880.55; day grandstand, \$7,638; night grandstand, \$9,142.55.

AID, PREMIUMS: County aid, \$6,500.
CARNIVAL: John R. Ward Shows.
ATTRACTIONS: Revue, booked thru Williams & Lee Attractions, 4 nights, at cost of \$3,575; circus acts, booked thru Barnes-Carruthers, 4 days, 4 nights, at cost of \$2,150; fireworks, supplied by Thearle-Duffield, 4 nights, at cost of \$1,750; horse races, 4 days, with purses of \$2,700; rodeo, presented by Johnnie Weintz, 4 days.

STILL DATES: Horse show, 1 day, 1 night, staged by Boots & Spurs Club.

ADMINISTRATION: President, William McIntyre; secretary, H. L. Rains; superintendent of concessions, Mrs. H. L. Rains; superintendent of commercial exhibits, Harry Ritzman; publicity director, Fred Hufsmith.

1949 DATES: August 16-20.

Laramie County Fair, Pine Bluffs

WEATHER: Good 2 days.

AID, PREMIUMS: County aid, \$5,800.

CARNIVAL: Larry Nolan Shows.

ATTRACTIONS: Revue, booked thru Enterprise Entertainment Agency, 2 nights at cost of \$700.

ADMINISTRATION: President, M. L. Morris; secretary, superintendent of concessions and commercial exhibits, publicity director, Charles W. Stephens.

Lincoln County Fair, Afton

ATTENDANCE: 3,000 paid; 500 free. Operated 2 days, 2 nights.

WEATHER: Good, 2 days, 2 nights.

CARNIVAL: Midwest Shows.

ATTRACTIONS: Harness races, 2 days, with purses of \$1,100; rodeo, presented by Marlon McBride, 2 days.

CANADA

ALBERTA

Calgary Exhibition and Stampede, Calgary

ATTENDANCE: 376,987. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Revue, booked thru Ernie Young, 6 nights; fireworks, supplied by Thearle-Duffield, 3 nights; rodeo, presented by the Stampede, 6 days; chuck wagon races, presented by the Stampede, 6 nights.

STILL DATES: Model "T" auto races, 1 day, staged by Lions Club; Rotary Circus, 1 day, 4 nights, staged by Rotary Club; fireworks, 1 night, staged by Kiwanis Club; Hell Drivers, 1 day, 1 night, staged by Kiwanis Club; harness races, 4 days, staged by Lions Club.

ADMINISTRATION: President, A. H. McGuire; secretary, J. Charles Yule.

1949 DATES: July 11-16.

Edmonton Exhibition, Edmonton

ATTENDANCE: 133,716 paid; 80,282 free. Operated 6 days, 5 nights.

WEATHER: Good 2 days, 2 nights; rain 2 days, 1 night; cold 2 days, 2 nights.

RECEIPTS: Gate, \$35,123; grandstand, \$40,126.25; day grandstand, \$14,579.25; night grandstand, \$25,567.

AID, PREMIUMS: State aid, \$8,000.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Revue, booked thru Ernie Young, 5 nights (rained out one night), at cost of \$9,500; fireworks, supplied by T. W. Hand, 2 nights, at cost of \$2,300; running races, 6 days, with purses of \$32,000.

STILL DATES: Fall Livestock Show, Spring Cattle Show, Light Horse Show.

ADMINISTRATION: President, R. V. Price; manager, superintendent of commercial exhibits, C. E. Wilson; superintendent of concessions, G. G. Steeves.

1949 DATES: July 18-23.

St. Paul Exhibition & Stampede, St. Paul

ATTENDANCE: 5,000. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

RECEIPTS: Gate, \$2,700.

AID, PREMIUMS: State aid, \$200.

CARNIVAL: Capital City.

ATTRACTIONS: Revue, booked thru Frank Buro, 2 nights, at cost of \$400; fireworks, supplied by Acme Agency, at cost of \$90; rodeo, presented by Steve Demchok, 2 days.

ADMINISTRATION: President and superintendent of concessions, J. H. Bedard.

Vegreville Exhibition Assn., Ltd., Vegreville

ATTENDANCE: 12,203 paid; free, 500. Outside gate admissions sold in advance, 7,896. Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights.

RECEIPTS: Gate, \$4,177.55; grandstand, \$3,922.90.

AID, PREMIUMS: Province aid, \$1,100.

CARNIVAL: Wallace Bros. Shows.

ATTRACTIONS: Revue, booked thru Gus Sun, 3 nights, at cost of \$2,850; baseball tournament, \$500.

ADMINISTRATION: President, J. Leach; secretary and publicity director, J. Fitzallen; superintendent of concessions, T. Casson; superintendent of commercial exhibits, W. Wade.

1949 DATES: August 1-3.

MANITOBA

Provincial Exhibition of Manitoba, Brandon

ATTENDANCE: 84,000, paid. Outside gate admissions sold in advance, 12,000. Operated 5 days, 5 nights.

WEATHER: Good 3 days, 3 nights; rain, 2 days, 2 nights.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Revue, 5 nights, booked thru Ernie Young, at cost of \$7,900; harness horse races, 4 days, with purses of \$6,200.

STILL DATES: Rodeo, 1 day, 2 nights, staged by C. Claggett; winter fair, 5 days 5, nights, staged by Winter Fair Association.

ADMINISTRATION: President, Judge A. G. Buckingham; secretary, S. C. McLennan.

1949 DATES: July 4-8.

NEW BRUNSWICK

Queens County Fair, Gagetown

ATTENDANCE: 5,709 paid; 3,000 free. Outside gate admissions sold in advance, 284. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

RECEIPTS: Gate, \$2,262.50; grandstand, \$502.90.

AID, PREMIUMS: County aid, \$500; other, \$91.

CARNIVAL: Libbeys Shows.

ATTRACTIONS: Fireworks, supplied by Libbeys Shows, 1 night.

ADMINISTRATION: President, J. J. Jackson; secretary, Fred Hyatt.

NOVA SCOTIA

Maritime Winter Fair, Amherst

ATTENDANCE: 30,000 paid; 400 free. Operated 6 days, 6 nights.

RECEIPTS: Gate, \$15,000.

ATTRACTIONS: Revue, booked thru George A. Hamid, 6 nights.

ADMINISTRATION: President, O. F. Bailey; secretary, superintendent of concessions and commercial exhibits, R. F. McCunn; publicity director, R. M. Ross.

ONTARIO

Belleville Exhibition, Belleville

ATTENDANCE: 21,341. Operated 3 days, 3 nights.

WEATHER: Good 2 days, 2 nights; rain, 1 day, 1 night.

RECEIPTS: Gate, \$7,986.50; grandstand, \$2,022.75.

AID, PREMIUMS: State aid, \$800; county aid, \$300; other, \$850.

CARNIVAL: Conklin Shows.

ATTRACTIONS: Revue, booked thru Garden Bros., 2 days, 2 nights, at cost of \$2,000; Lucky Lott's Hell Drivers, 1 day; harness horse races, 2 days, with purses of \$1,000.

ADMINISTRATION: President, W. H. Rollins; secretary, superintendent of

HAPPYLAND SHOWS

BEST IN
OUTDOOR
AMUSEMENTS

Now
Booking
for
Our 21st Year
in
MICHIGAN
OHIO
INDIANA

RIDEMEN SHOWMEN CONCESSIONAIRES

Book now with a
Persistent Winner

WANT

Side Show
Motor Drome
Fun House

Other Worthwhile Attractions

Will Book One New Ride

Want To Hear From Useful
People in All Departments

Will Contract Sensational
FREE ATTRACTION

HAPPYLAND SHOWS
JOHN F. REID, Mgr.

3633 Seyburn Ave.
Detroit 14, Mich.
Phone WALnut 1-7924

Groves Greater Shows AMERICA'S CLEANEST MIDWAY

GENTLEMEN, WE THANK YOU

FOR HAVING HELPED US MAKE
THE 1948 SEASON SUCH A SUCCESS

GREATER GROVES FOR '49

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 1949 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

WINTER QUARTERS, SULPHUR, LA. (PHONE 7465)

John McKEE Shows

BIGGER AND BETTER IN 1949
9 MODERN RIDES—7 SHOWS—HIGH CLASS MERCHANDISE CONCESSIONS
THANKS to the FAIRS and COMMITTEES
Where We Exhibited in 1948 for Making the
Past Season So Pleasant and Successful.

FAIRS & CELEBRATIONS

WE ARE NOW ARRANGING OUR 1949 ROUTE

which will take us thru the States of Iowa, Minnesota, Missouri, Illinois, and Arkansas. Fairmen and Committees in those States, contact us before contracting for your Midway Attractions.

SHOW WILL OPEN THE 1949 SEASON IN MARCH AND WILL BE OUT UNTIL DECEMBER 1

SHOWMEN	RIDE MEN	CONCESSIONAIRES
Can place several worth-while Shows.	Will book any Rides not conflicting.	Will place Legitimate Concessions.

JOHN McKEE
 Owner-Manager

WINTERQUARTERS: MALDEN, MISSOURI

commercial exhibits, publicity director, E. S. Denyes; superintendent of concessions, Harry Smith.

Canadian Lakehead Exhibition, Fort William

ATTENDANCE: 87,606. Outside gate admissions sold in advance, 5000. Operated 6 days, 6 nights.

WEATHER: Good 3 days, 4 nights; rain, 3 days, 1 night; cold, 1 day, 1 night.

RECEIPTS: Gate, \$25,470.35; grandstand, \$15,009.80; day grandstand, \$4,531.50; night grandstand, \$10,009.30.

AID, PREMIUMS: State aid, \$3,400; other, \$1,500.

CARNIVAL: Royal American Shows.

ATTRACTIONS: Circus acts, booked thru Barnes-Carruthers, 2 days, 6 nights, at cost of \$7,200; Jimmie Lynch's Death Dodgers, 2 days; big car races, Racing Corporation of America, 2 days.

STILL DATES: Flower Show, 4 days, 4 nights, staged by Horticulture Society; Labor Day, 1 day; Poultry show, 3 days, 3 nights, staged by Poultry Association.

ADMINISTRATION: President, George Wardrope; secretary, D. Walker.

North Renfrew Agricultural Society, Beachburg

ATTENDANCE: 3,500 paid, 800 free. Operated 2 days, 1 night.

WEATHER: Good 2 days, 1 night.

RECEIPTS: Gate, \$1,273.

AID, PREMIUMS: County aid, \$200; other, \$285.

ATTRACTIONS: Harness horse races, 2 days, with purses of \$450.

ADMINISTRATION: President, Bert Martin; secretary, Mrs. Mabel Kenny.

Welland County Agricultural Society, Welland

ATTENDANCE: 33,400 paid; 1,200 free. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

RECEIPTS: Gate, \$9,995.50; grandstand, \$7,845.35; day grandstand, \$535; night grandstand, \$7,345.35.

AID, PREMIUMS: State aid, \$800; county aid, \$750; other, \$100.

ATTRACTIONS: Revue, booked thru Charles Lajoie, 3 nights, at cost of \$3,500; circus acts, booked thru Charles Lajoie, 3 days, 3 nights; thrill show, Hollywood Daredevils, 3 days, 3 nights; fireworks, supplied by fair, 1 night, at cost of \$50.

STILL DATES: Midway, 4 days, 4 nights, staged by Lions Club.

ADMINISTRATION: President, George Allen; secretary, Gordon K. Brown; superintendent of concessions, A. A. Marshall; superintendent of commercial exhibits, C. R. Somerville; publicity director, William Rockel.

Norfolk County Fair, Simcoe

ATTENDANCE: 37,328 paid, 14,000 free. Operated 3 days, 4 nights.

WEATHER: Good 1 day, rain 1 night; cold 1 day, 3 nights.

RECEIPTS: Gate, \$11,791; grandstand, \$5,468; day grandstand, \$2,847; night grandstand, \$2,621.

AID, PREMIUMS: Provincial aid, \$800. CARNIVAL: Wallace Bros.' Shows.

ATTRACTIONS: Revue, booked thru Gus Sun, 4 nights, at cost of \$2,080; fireworks, supplied by Hudson, 2 nights, at cost of \$900; harness races, 3 days, with purses of \$1,200.

STILL DATES: Bicycle races, 9 nights, staged by Albert Schoelstrate; harness races, 1 day, staged by Semcoe Klismen; skating show, 1 night, staged by Semcoe Lions and Toronto Skating Club.

ADMINISTRATION: President, Perry L. Sowden; secretary, publicity director, Harold I. Pond; superintendent of concessions and commercial exhibits, L. S. Culver.

QUEBEC

Exposition de St. Jean, St. Jean

ATTENDANCE: 8,000 paid; 1,200 free. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights.

RECEIPTS: Gate, \$2,700; grandstand, \$340.

AID PREMIUMS: State aid, \$2,000; other, \$1,800.

CARNIVAL: Daniel's Greater Shows.

ATTRACTIONS: Revue, booked thru Orsene Vezinot, 3 days, 3 nights; harness horse races, 3 days, with purses of \$1,500.

BUFF HOT HOTTLE SHOWS

THANKS TO THE FAIRS AND CELEBRATIONS
 where we furnished the Midway Attractions for 1948
 for making this our Best Year.

1949

MODERN RIDING DEVICES
 MERITORIOUS SHOWS
 HIGH CLASS CONCESSIONS

SEE US IN
 CHICAGO

during the Convention,
 and at your State Fair
 Meetings during the winter
 months, or contact us
 at any time at winter-
 quarters.

OUR PROMISE

A BIGGER AND BETTER SHOW IN 1949. We are now arranging our route for next season. If you are desirous of booking one of the finest Truck Shows, contact us before contracting for your 1949 Midway Attraction.

BUFF HOTTLE, Mgr.

WINTERQUARTERS: BOX 833, COVINGTON, LA.

20th century shows

Streamlined

12 THRILLING RIDES
 MIDWAY LIGHT TOWERS
 10 OUTSTANDING SHOWS
 ARMY SEARCHLIGHTS

Beauty---

Look to 20th Century for the newest developments for 1949

THANKS:

We wish to thank all who helped to make 20TH CENTURY the leading Show in the Middle West in 1948.

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 1949, 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 Worth-While Attractions, especially want Side Show, Girl Show and Athletic Show. (Have first rate Frame-Ups for all.) 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 162, OTTAWA, KANSAS

STILL DATES: Races, 3 days, staged by Lionel Piedalue.

ADMINISTRATION: President, Joseph Chabot; secretary, H. DeLand; superintendent of concessions, Michel Lanoue; superintendent of commercial exhibits and publicity director, J. A. St. Arnaud.

Exposition Provinciale de Quebec, Quebec

ATTENDANCE: Estimated total, over 300,000. Gate admissions sold in advance, 27,564.

WEATHER: Good 9 days, 9 nights; rain 1 night; extreme heat 6 days, 6 nights.

AID, PREMIUMS: Provincial aid, \$13,100; special aid, \$1,000.

RECEIPTS: Gate, \$90,464.64; Coliseum, day-night total, \$69,543.93; day grandstand, \$21,447.16; night grandstand, \$3,712.56.

CARNIVAL: Conklin & Garrett, Ltd. ATTRACTIONS: Revue, booked thru Skating Vanities, 15 performances; fireworks, 3 nights; harness races, 8 days, 3 nights, with purses of \$24,000.

STILL DATES: Ice Cycles of '48, 1 day, 6 nights, staged by Quebec Coliseum; Barbara Ann Scott, 1 day, 1 night, staged by Lions Club.

ADMINISTRATION: President, Lucien Borne; managing director, Emery Boucher; superintendent of concessions and commercial exhibits, Elzear l'Heureux; publicity director, J. D. Boudreau.

1949 DATES: September 2-11.

Richmond County Agricultural Society, Richmond

ATTENDANCE: 9,605 paid; 550 free. Outside single gate admissions sold in advance, 1,328. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate, \$5,080; grandstand, \$2,783.13

AID, PREMIUMS: State aid, \$904; county aid, \$500.

CARNIVAL: Model Shows of Canada. ATTRACTIONS: Revue, booked thru Garden Bros., 3 days, 2 nights, at cost of \$1,250; harness horse races, 3 days, with purses of \$1,220.

ADMINISTRATION: President, superintendent of concessions and publicity director, Archie E. Dyson; secretary, Miss A. Linahen; superintendent of exhibits, A. T. Smith.

1949 DATES: August 18-20.

SASKATCHEWAN

Regina Exhibition and Rodeo, Regina

ATTENDANCE: 139,051 paid; 20,000 free. Operated 6 days, 6 nights.

WEATHER: Good 5 days, 5 nights; cold 1 day, 1 night.

RECEIPTS: Gate, \$31,072.15; grandstand, \$66,934.95; day grandstand, \$29,586.85; night grandstand, \$37,348.10.

AID, PREMIUMS: State aid, \$15,000; federal, \$4,000.

CARNIVAL: Royal American Shows. ATTRACTIONS: Revue, booked thru Ernie Young, 6 nights, at cost of \$9,500.

STILL DATES: Harness races, 2 nights, staged by fair.

ADMINISTRATION: President, L. A. Doan; secretary, T. H. McLeod; superintendent of concessions, William Ety; superintendent of commercial exhibits, Charles Leach.

1949 DATES: September 2-11.

Saskatoon Industrial Exhibition, Ltd., Saskatoon

ATTENDANCE: 89,127 paid, 10,971 free. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 5 nights; rain 1 night.

RECEIPTS: Gate, \$20,886.95; day grandstand, \$10,157.80; night grandstand, \$30,952.71.

AID, PREMIUMS: Provincial aid, \$13,798.15; federal aid, \$4,000; other, \$2,037.98.

CARNIVAL: Royal American Shows. ATTRACTIONS: Revue, booked thru Ernie Young, 6 nights, at cost of \$9,500.

ADMINISTRATION: President, C. T. Gooding; secretary, S. N. MacEachern; superintendent of concessions, John A. East; superintendent of commercial exhibits, A. M. Duncan; publicity director, H. R. Hunking.

1949 DATES: July 25-30.

Additional Statistical Directory of Fairs information, received too late for classification, appears in the General Outdoor Section of the Christmas Special and Convention Issue of The Billboard, dated November 27.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

1949

MAKE YOUR FAIR OR CELEBRATION
"THE BRIGHTEST SPOT"

BY CONTRACTING US FOR YOUR 1949 EVENT

10
RIDES

FREE
ACT

10
SHOWS

NOW BOOKING FOR 1949 SEASON

Shows and Rides not conflicting. Legitimate
Concessions of all kinds.

BRIGHT LIGHTS EXPOSITION SHOWS

JOHN GECOMA — LUTHER C. HECK

CO-OWNERS AND MANAGERS

722 EMPIRE BUILDING

(Phone: Grand 5813)

PITTSBURGH, PA.

F. M. SUTTON SR.

Presents

GULF COAST SHOWS

WILL PLAY IN THE "SHOW ME" STATE OF MISSOURI
MOST OF THE 1949 SEASON

FAIR SECRETARIES IN MISSOURI

Can furnish you with a Real Carnival—Shows, Rides and Stock Concessions. Plenty of bright paint and lights galore. We will be at the Missouri Fair Meeting. See us there for your Midway Attractions.

WANT FOR SEASON OF 1949

Any Good Shows. (Will furnish outfits for same.) Will sell exclusive on several concessions—what have you? Will book Stock Stores and Ball Racks (no exclusives).

WANT TO BUY

Will buy 7-Tub Tilt-a-Whirl, Octopus, Roll-O-Plane and Flying Scooter.

HAVE FOR SALE

2 60-K.W. Lewis-Diesels, mounted on special built 24-ft. Trailer, with 2 Light Towers on top. (Cheap.)

WILL OPEN APRIL 1ST AND BE OUT 30 WEEKS IN 1949

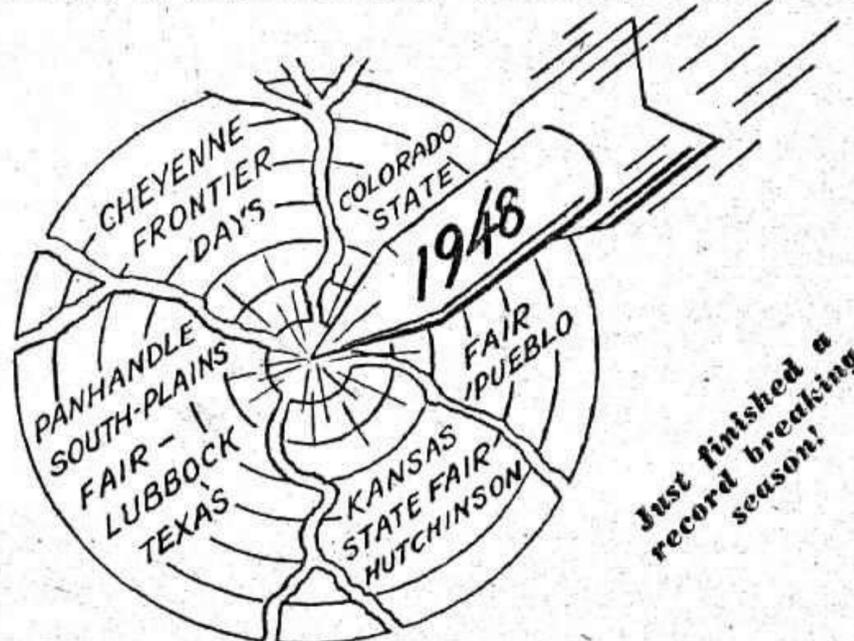
All Address:

F. M. SUTTON SR., BOX 304, OSCEOLA, ARK.

FORSYTHE & DOWIS

RIDES

Clear wholesome entertainment



Just finished a record breaking season!

FAIR SECRETARIES! We operate a clean, strictly legitimate and trouble-free midway. Entire contracts accepted or will furnish Rides and Concessions for an independent midway. We carry a light plant, two giant searchlights and midway light towers.

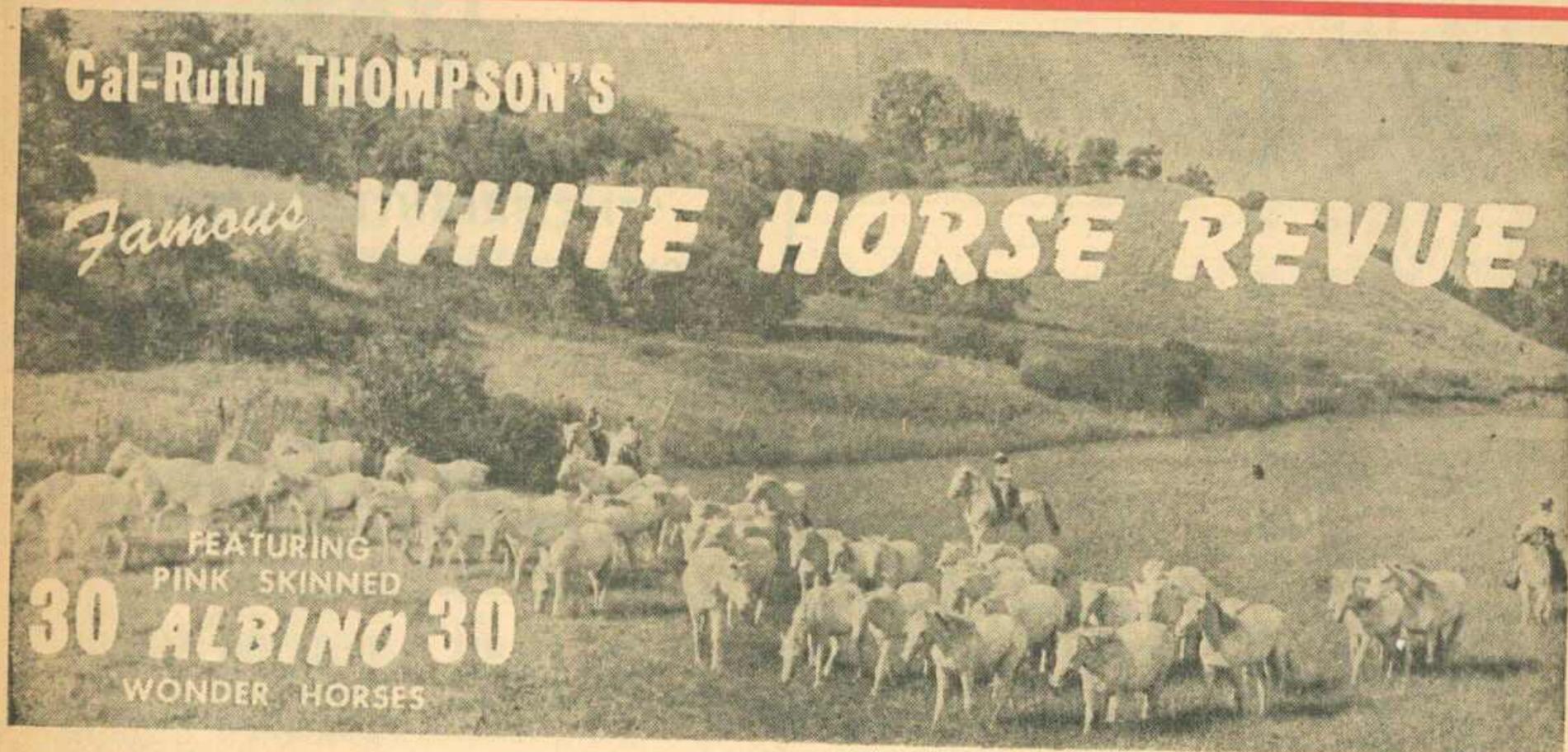
R. DONALD DOWIS

801 North Sixth Street

Sterling, Colo.

**5th SEASON
AND
STILL**

**BREAKING ATTENDANCE RECORDS
ONLY SHOW OF ITS KIND IN THE WORLD TODAY
AMERICA'S GREATEST NOVELTY**



ALL NEW

BEAUTIFULLY COSTUMED

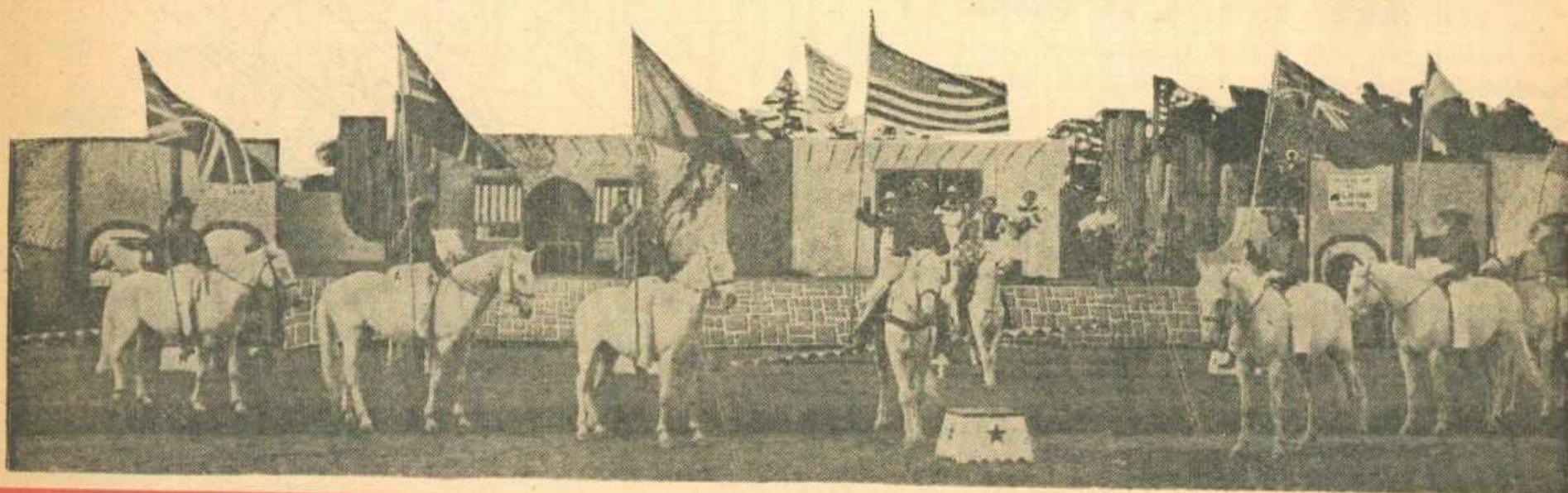
A CARLOAD OF SCENERY—SPECIAL LIGHTS

JOE MASSERO'S 8 PIECE RANCH IN WHITE BAND—8

BOZZO HARRELL—FAMOUS CIRCUS CLOWN

—MANY GREAT NOVELTY ACTS—

A TWO HOUR SHOW FOR IN FRONT OF YOUR GRANDSTAND



MANAGED AND BOOKED EXCLUSIVELY BY

SUNNY BERNET

203 N. WABASH

PHONE RA 6-3639

CHICAGO, ILLINOIS

FAIR BOOKING OFFICES

- AAA THEATRICAL SERVICE
8335 Sunset Blvd., Hollywood 46
Adele Walker
- ABEL & NELSON ENTERTAINMENT AGENCY
6516 Sunset Blvd., Hollywood 28
Neal Abel, Bert Nelson
- ACE ENTERTAINMENT SERVICE
111 E. 4th St., Cincinnati
- AMERICAN THEATRICAL AGENCY, INC.
203 N. Wabash Ave., Chicago
Edgar I. Schooley, Plash Williams
- ARTISTS BUREAU
315 Tyler Bldg., Louisville
George Partridge, "Doc" Cassidy
- BARNES-CARRUTHERS THEATRICAL EN-
TERPRISES, INC.
159 No. Dearborn, Chicago
Sammy J. Levy Sr., Fred H. Kressmann,
Sammy T. Levy Jr., Billy Senior, Randolph
Avery
- 228 Royal Union Bldg., Des Moines
Rube Liebman
472 41st St., Oakland, Calif.
Charles H. Ellsworth
- B. WARD BEAM
840 Bronx River Rd., Bronxville, N. Y.
- SIDNEY BELMONT
304 Fullerton Bldg., St. Louis
Sidney Belmont
- BERNET AND KROUGH AGENCY
203 N. Wabash Ave., Chicago
Sunny Bernet, Sadie Jacobs
- RUTH BEST ENTERTAINMENT SERVICE
Hotel Sinton, Cincinnati
- BROWN'S ATTRACTIONS
390 Arcade Bldg., St. Louis
Elmer Brown
- EDDIE BURKE ATTRACTIONS
935 Market St., San Francisco
Eddie Burke, Marie DeMoure Burke
- JOE CODY ATTRACTIONS
192 No. Clark, Chicago
Joe Cody
- LOUIS W. COHAN AGENCY
203 N. Wabash Ave., Chicago
Louis W. Cohan
- COMPTON-SEMMONS THEATRICAL AGENCY
166 Queenston St., St. Catharines, Ont., Can.
John W. Compton
- CONTINENTAL ARTISTS CORP.
Beverly-Wilshire Hotel, Beverly Hills, Calif.
Jack Archer
- COOKE AND ROSE THEATRICAL
ENTERPRISES
246 W. King St., Lancaster, Pa.
Harry Cooke
1501 Broadway, New York
Ben Shanlin
Cooke & Rose
292 W. Third St., Williamsport, Pa.
Bill Schwickle
833 W. Popular St., York, Pa.
Paul Plymire
Sunbury, Pa.
Gilbert Lyons
- JIMMY DALEY ATTRACTIONS
1650 Broadway, New York
Jimmy Daley
11 N. Pearl St., Albany, N. Y.
- EDNA DEAL-RAY SHUTE
Arcade Building, St. Louis
Edna Deal, Ray Shute
- EMPIRE ENTERTAINMENT AGENCY
408 Empire Building, Denver 2
Nina Nova, Dave Strouse
- FANCHON & MARCO
Paramount Theater Bldg.,
323 W. Sixth St., Los Angeles
Russ Stapleton
- FRANK FOSTER AGENCY
8533 Hollywood Blvd., Hollywood 26
Frank Foster
- JOAN FRANK PRODUCTIONS
1911 1/2 Pacific Ratonics Bldg., Dallas
R. D. Leonard
- FREDERICK BROS. AGENCY, INC.
8584 Sunset Blvd., Hollywood, Calif.
Roy Mack
- GENERAL ARTISTS CORPORATION
9028 Sunset Blvd., Hollywood
Harold Jovien
- GORDON'S ENTERTAINMENT BUREAU
635 Main St., Hartford, Conn.
Jack W. Gordon
- GEORGE A. HAMID, INC.
10 Rockefeller Plaza, New York
George A. Hamid, George A. Hamid Jr.,
Juan M. Caloca, Herman Blumenfeld,
Joseph Hughes, Dave Solti, Leo Grund
722 Empire Bldg., Pittsburgh
Frank Cervone
280 Tremont St., Boston
Jacy Collier, Henry Cogert
- GEORGE HAMILTON
645 Agnes St., Winnipeg
George Hamilton
- HOBSON'S ENTERTAINMENT AGENCIES
Room 1311, Widner Bldg., Philadelphia
Virgil Whyte, Bill Baldwin
510 S. Jackson St., Mt. Pleasant, Ia.
Marjorie Hobson
- HOOISER HOP ARTISTS
Radio Station WOWO, Fort Wayne, Ind.
Harry Smythe
- INTERNATIONAL ARTISTS CORPORATION
420 Madison Avenue, New York
Stanford Zucker, Benjamin Zucker,
Jay Mills, Morrey Davidson
- JOHN C. JACKEL
150 Broadway, New York
John C. Jackel, Billy Dell,
Charles Wiltshin, Lou Sharp
Gene Johnson, Russell O'Leary
- JOLLY JOYCE THEATRICALS
Room 611, Earle Theater Bldg., Philadelphia
Jolly Joyce, Al Jacobs, Zelda V. Theeman,
Norman Jacobs
- KLEIN'S ATTRACTIONS
Box 137, New Waterford, O.
C. A. Klein, Margaret Klein, Jack Klein
- RAY S. KNEELAND AMUSEMENT BOOKING
SERVICE
75 1/2 W. Chippewa St., Buffalo
Ray S. Kneeland
- JACK KURTZE AGENCY
8842 Sunset Blvd., Hollywood
Jack Kurtze
- GROVER LAROSE AGENCY
Paul Brown Bldg., St. Louis
Mrs. Grover LaRose, Elmer McDonald
- BERT LEVEY CIRCUIT
6425 Hollywood Blvd., Hollywood
Bert Levey, George Hunt
25 Taylor St., San Francisco
W. K. Dalley, Earle Caldwell
- Palomar Bldg., Seattle
Len Mantell, Earle Caldwell
- DAVE MALCOLM AGENCY
54 W. Randolph St., Chicago
Dave Malcolm, Marlon Ford
- AL MARTIN AGENCY
Hotel Bradford, Boston
Al Martin, Dorothy M. DeBye, Doris T.
Lynch
- FRANK MELVILLE THEATRICAL ENTER-
PRISES
305 W. 45th St., New York
Frank Melville
- J. C. MICHAELS ATTRACTIONS
64 W. Randolph St., Chicago
J. C. Michaels
Relliance Bldg., Kansas City, Mo.
J. C. Michaels Jr.
- MIDWEST RADIO ATTRACTIONS
427 N. Euclid Ave., St. Louis
Mike Rlaff, James B. O'Neill, Joe Randall,
Ted Tillman
- MUSIC CORPORATION OF AMERICA
9220 Wilshire Blvd., Beverly Hills, Calif.
James Bishop
430 N. Michigan Ave., Chicago
Union Commerce Bldg., Cleveland
745 Fifth Ave., New York
Tower Petroleum Bldg., Dallas
Book Tower Bldg., Detroit
- PERFORMERS CONSOLIDATED ATTRAC-
TIONS COMPANY
643 N. Clark St., Chicago
Toby Wells
- PEPEY'S ENTERTAINMENT ENTERPRISE
3617 Bryant Ave., S., Minneapolis
Earl C. Peterson
- PREMIER THEATRICAL AGENCY
411 W. Seventh St., Los Angeles
Vance Pease, Captain DeZita
- JAMES A. ROBERTS AGENCY
203 N. Wabash Ave., Chicago
Floyd F. Shaw
- ETHEL ROBINSON ATTRACTIONS
155 N. Clark St., Chicago
Ethel Robinson
- TOMMY SACCO MUSIC AND ENTERTAIN-
MENT
203 N. Wabash Ave., Chicago
Tommy Sacco
- WILLIAM SHILLING THEATRICAL ENTER-
PRISES
1560 Broadway, New York
William Shilling
- GUS SUN BOOKING AGENCY
Regent Theater Bldg., Springfield, O.
Gus Sun Sr., Gus Sun Jr., Robert Shaw
401 Plymouth Bldg., Des Moines
Irving Grossman, Peg Longnecker
504 Park Ave. Bldg., Detroit
Glen Jacobs, Val Campbell
- GLYDE SNYDER PRODUCTIONS
2319 Aldrich Ave., S., Minneapolis
Glyde Snyder
- SOUTHERN TALENT BOOKING AGENCY
Et. No. 4, Macon, Ga.
Gene Dudley
- JO SPENCER ENTERTAINMENT SERVICE
136 N. Delaware St., Indianapolis
Joe Spencer
- LES SPONSOR AGENCY
117 Saratoga St., Baltimore
Jack Taylor
- PAUL SPOR ENTERTAINMENT STUDIOS
AND AGENCY
222 1/2 Huron St., Toledo
Paul Spor Sr.
- BILL TITUS
30 Shakespear Ave., St. Catharines, Ont.,
Can.
Bill Titus
- WALTER TRASK THEATRICAL AGENCY
416 W. Eighth St., Los Angeles
Walter Trask, Monroe Jockers, Sidney
Schullman
- TRUOX-DRAKE ENTERPRISES
217 S. Water St., Wichita, Kan.
C. B. Truox
712 Midland Bldg., Kansas City, Mo.
Tom Drake
- UNITED BOOKING ASSOCIATION
1014 Francis Palms Bldg., Detroit
Henry Luodets, Corson Luoders
- UNITED BOOKING COMPANY
508 United Bank Building, 3d and Walnut
St., Cincinnati 2
- VOORHES-FLECKLES FAIR BOOKING
ASSOCIATION
32 W. Randolph St., Chicago
Reginald Voorhes, L. N. Fleckles
- AL WAGER THEATRICAL AGENCY
707 S. Broadway, Los Angeles
Al Wager
- ART WHITING AGENCY
6110 Santa Monica Blvd., Hollywood
Edna Seofeid, Art Whiting
- WILLIAMS & LEE ATTRACTIONS
484 Holly Ave., St. Paul
Gladys M. Williams, Billy C. Williams
- FRANK R. WINKLEY
3145 Grand Ave., So., Minneapolis 1
Frank R. Winkley
- FRANK WIRTH AGENCY
10 Rockefeller Plaza, New York
Frank Wirth, B. Ward Beam
- WLS ARTISTS BUREAU
1230 W. Washington St., Chicago
Earl Kurtz, George Ferguson
- WLW PROMOTIONS, INC.
Radio Station WLW, Cincinnati
- BOYLE WOOLFOLK AGENCY
203 N. Wabash Ave., Chicago
Boyle Woolfolk, George Flint,
B. Ward Beam, Len Fisher
3124 Ingersoll St., Des Moines
Frank Shortridge
Tuscola, Ill.
Cal Razor
- YORK & SON THEATRICAL BOOKING
AGENCY
1521 Wells St., Fort Wayne, Ind.
Gale York
- ERNIE A. YOUNG AGENCY
155 N. Clark St., Chicago
Ernie Young, Lucille Young
- CHARLES ZEMATER THEATRICAL AGENCY
54 W. Randolph St., Chicago
Charles Zemater Sr., Charles Zemater Jr.,
Jack Zemater, Jack Ferdie, Joe McAllister
- VALLI ENTERPRISES, INC.
32 Virginia Ave., Dayton 10, O.
Art Zimmer

for
40 YEARS
(1909-1949)

**P
A
T** Have
Served
the
Novelty
Field

*** at ***

T CELEBRATIONS

...

RODEOS

..

FAIRS

* *

A

N

O

R

MANUFACTURERS
Let Us Hear From
You When You
Have Something
New In The Nov-
elty Field

★
and **SON**
Wholesale and Retail
NOVELTIES
86 Santa Ysabel
San Francisco, Calif.

MAIL ADDRESS: W. C. WADE SHOWS, C. P. O. BOX 1488, DETROIT 31

★

★

★

★

★

★

★

★

NOW CONTRACTING FOR 1949 SEASON - FAIRS - CELEBRATIONS - RIDES - SHOWS - CONCESSIONS

PHONE AND WIRES: DETROIT-LELAND HOTEL, DETROIT 26

★ **W. C. WADE SHOWS** ★

1912 - MICHIGAN'S OLDEST AND LARGEST OUTDOOR AMUSEMENT ORGANIZATION - 1948

GOLD BOND Shows

A BIGGER AND BETTER
"GOLD BOND"
 MIDWAY FOR 1949

THANKS to the

FAIRS AND CELEBRATION COMMITTEES we played in 1948, for making our third year such a successful one.

THANKS also

to the CONCESSIONAIRES and our PERSONNEL for their co-operation and loyalty, without which we could not have succeeded.

FAIRMEN AND COMMITTEES:

See us at Chicago during the Convention, and at the Fair Meetings in Wisconsin, Minnesota, North Dakota and Illinois.

MICKEY STARK
 Owner-Manager

MRS. MARY STARK
 Secretary-Treasurer

MICKEY S. RANKIN
 General Representative

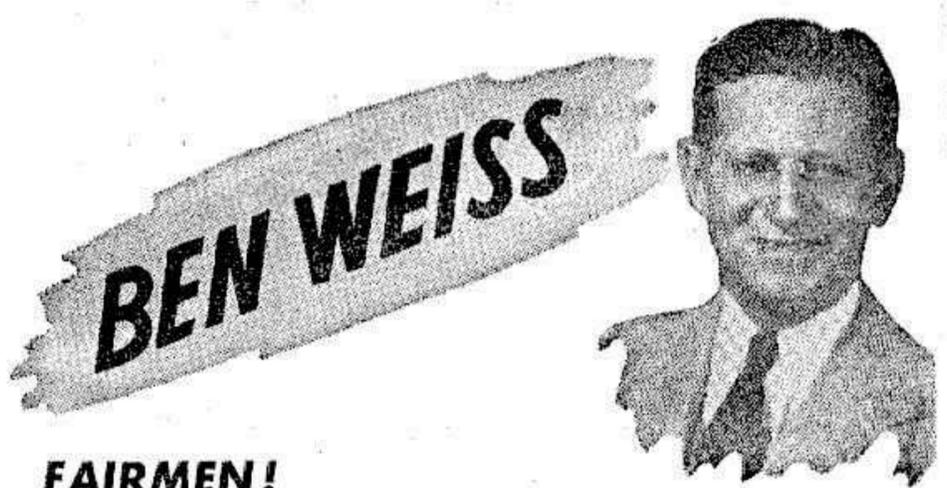
PERMANENT WINTERQUARTERS ADDRESS: P. O. BOX 229, MT. STERLING, ILL.

FOR 1949 WE OFFER:

9 MODERN RIDES
 5 HIGH CLASS SHOWS
 LEGITIMATE CONCESSIONS
 FUN HOUSE
 PENNY ARCADE
 GIANT SEARCHLIGHTS
 5 NEON LIGHT TOWERS
 NEW STREAMLINED SOUND TRUCK

CONTRACTING NOW FOR 1949 SEASON

WANT NON-CONFLICTING RIDES, SHOWS, CONCESSIONS



BEN WEISS

**FAIRMEN!
 BOOK THE BEST FOR
 YOUR MIDWAYS**

**THE WORLD'S FINEST
 DELUXE
 MERCHANDISE
 BINGOS**

SEE ME AT THE CONVENTION AT THE SHERMAN HOTEL, OR WRITE CONCERNING YOUR DATES

BEN WEISS

5205 N. Alton Road

Miami Beach, Fla.

Thanks

To those Fairs and Celebrations where we furnished Bingos and Concessions for making 1948 our most Successful Year.

LET US SOLVE YOUR CONCESSION PROBLEMS FOR 1949

High Class
BINGOS
 and
**LEGITIMATE
 CONCESSIONS**
 of All Kinds

**OPERATING THREE SEPARATE UNITS
 WILL BUY YOUR ENTIRE CONCESSION MIDWAY OR ANY PART THEREOF**

Our high-class operations assure you of satisfaction and no complaints from your patrons. Any fair we played in the past is our best recommendation.

SEE US IN CHICAGO AT
 THE SHERMAN HOTEL
 DURING THE CONVENTION

Our past record speaks for itself. In 1948 we furnished Concessions at 5 large State fairs and at 32 county fairs and celebrations.

JOHN GALLAGAN

"One of America's Largest Independent Concession Operators"

BOX 1270—KNOXVILLE, TENN.



**FAIR SECRETARIES
 AND
 PARK MANAGERS**

**LET BUSH-LAUBE
 SOLVE YOUR CONCESSION PROBLEMS**
 WE OFFER THE MOST DIVERSIFIED LINE OF
 CONCESSION OPERATION

A UNIT TO FIT EVERY OCCASION
 GRAND STANDS
 BEER TAVERNS
 REFRESHMENTS
 RESTAURANTS
 FROZEN CUSTARD
 POPCORN
 CANDY FLOSS
 NOVELTIES
 GAME CONCESSIONS
 PROGRAMS
 ICE CREAM
 PEANUTS

**WE ARE SET UP AND
 EQUIPPED TO HANDLE ANY OF YOUR CONCESSION NEEDS**

Our Many Years of Successful Operations with the Leading Fairs and Parks of the Country is Our Strongest Recommendation

"WHEREVER THE CROWDS GATHER"

UNDER ONE MANAGEMENT

BUSH-LAUBE CONCESSIONS

GEORGE BUSH CHAN LAUBE

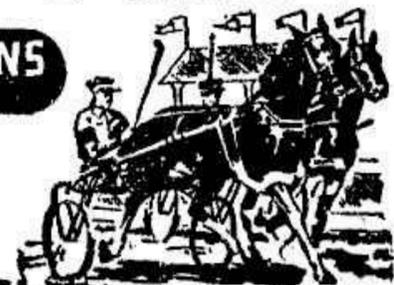
723 MAIN ST. GRAND 0755

MUNICIPAL AUDITORIUM 13TH ST.

VICTOR 0369

KANSAS CITY, MISSOURI

and COLISEUM, HOUSTON, TEXAS



1949-20th Annual Tour

Midwest's Largest Motorized Carnival

15 Rides—Battery of 3 Ferris Wheels—
Dodgem—Caterpillar—C-Cruise—Spit-
fire—Octopus—Tilt—Merry—and five
others

10 Shows of Merit



K. H.
GARMAN
Owner and
Manager

New
Rides

Superior
Transportation
Equipment



MRS. K. H.
GARMAN
Treasurer



V. R.
FLORA
Asst. Manager

Neon
Fronts

Light
Towers



MRS. V. R.
FLORA
Secretary

FAIR SECRETARIES

SEE US AT THE CONVENTIONS:

Chicago
Des Moines
Springfield

St. Paul
Minot
Jefferson City

Address correspondence—Sunset Amusement Co., Danville, Ill.



SUNSET AMUSEMENT COMPANY

Permanent Fireproof Winterquarters: Excelsior Springs, Mo.

STRATES

JAMES E.



CURTIS L. BOCKUS
General Agent



ROY B. JONES
Business Manager



RICHARD O'BRIEN
Manager

*Bigger
Better
Grander
than Ever*

FAIR SECRETARIES AND COMMITTEES

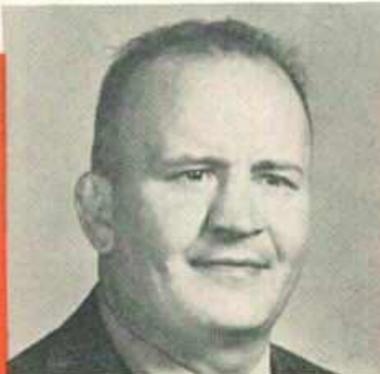
Greetings and thanks to fair managers, secretaries and committees for your whole-hearted co-operation that made our 1948 season the most successful one . . . thanks to the countless thousands of midway patrons, who also helped in making our season a record breaking one . . . thanks to the press and radio for their big boosts and hearty co-operation . . . thanks to our loyal employees for their untiring and willing efforts.

We are glad to have made 1948 a year of outstanding opportunity for those associated with us. Our commanding attractions have made history . . . written in outstanding earnings and attendance figures in virtually every city and State in which we have exhibited. Truly we have broken off from the narrow path of precedent with such famous features as Nate Eagle's Hollywood Midget Movie Stars . . . Georgia Sothern and her Night on Broadway Revue . . . Irvin C. Miller's Brown Skin Models . . . George Murray's Lion Thrill Arena, which are only a few of our 22 big shows . . . 27 rides.

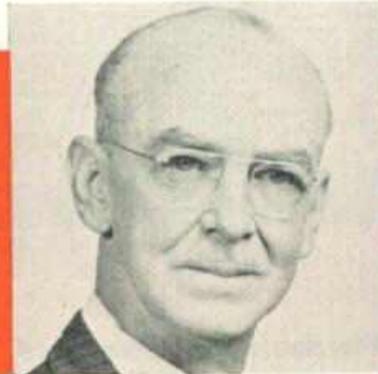


JAMES E. STRATES
OWNER AND MANAGER

NICK BOZINIS
Treasurer



J. F. McDEVITT
Secretary



EDWARD P. RAHN
Special Agent



★ ★ ★ ★ ★ SHOWS



STARRING GEORGIA SOTHERN ★ ★ ★ ★

**GREATEST MIDWAY BOX OFFICE ATTRACTION
ALWAYS A BOX OFFICE CERTAINTY**

WANTED FOR SEASON 1949

roadway, Radio and Hollywood personalities.
band and people with creative minds. The
more modern and sensational the ideas, rela-
stage productions, building and expanding,
re we invite your propositions.

40 - RAILROAD CARS - 40

27 - RIDES - 27

22 - SHOWS - 22

6 - LIGHT TOWERS - 6

MORE STAFF MEMBERS

FRANK A. ZACAROLI, Auditor
HARRY I. TONG,
General Counsel
STARR DeBELLE, Press Agent
ELMER OLSEN,
Lot Superintendent
JAMES E. YOTAS SR.,
Master Builder
GIFFORD RALYEA,
Chief Electrician

BENNIE WELLS, Scenic Artist
NELSON THOMAS,
Advertising Manager
WILLIAM LEON, Supt. of Gates
WILLIAM HARVEY, Trainmaster
HAROLD BROWN,
Supt. of Tickets
W. D. HOLDRIDGE,
Purchasing Agent
PAUL HUTCHISON, Mailman

HOME OFFICES
48 INSURANCE BUILDING
UTICA, N. Y.

WINTER QUARTERS
PINELLAS COUNTY FAIRGROUNDS
POST OFFICE BOX 267
LARGO, FLORIDA



L. C. Reynolds and H. Wells
PRESENTS



WORLD of TODAY

SHOWS

**WE THANK OUR FAIR
BOARDS, COMMITTEES AND
SPONSORS IN 1948 AND
WOULD LIKE TO RENEW
OUR FRIENDSHIP BY IN-
VITING ALL OF YOU TO
VISIT WITH US IN ROOMS
512-16 AT THE SHERMAN
HOTEL DURING THE CON-
VENTION.**

**WE INVITE CORRESPOND-
ENCE FROM SHOWMEN
WITH NEW IDEAS, ALSO
CONCESSIONAIRES. WE
WILL HAVE A STELLAR
ROUTE FOR YOU IN 1949,
SO SEE US AT THE SHER-
MAN OR WRITE TO
ADDRESS BELOW.**

WINTER QUARTERS: (FAIRGROUNDS) BOX 782, MUSKOGEE, OKLA.



UNITED SPEED and THRILL FEATURES AUTO RACING, Inc.

FRANK R. WINKLEY

*Offers You the Combined
Efforts of Two
Effective Organizations*

IN THRILLS

It's the All-American Thrill Drivers, completely re-equipped. Slam-bang action on the ground and in the air.

An efficient staff of promotional and executive personnel to insure the complete success of your event.



FRANK R. WINKLEY
GENERAL MANAGER and SOLE OWNER

IN SPEED

It's the finest Auto Racing equipment ever built . . . the fastest Dirt Track Circuit in the world . . . record-holding Name Drivers:

Emory Collins — Jimmie Wilburn
Ben Musick — Rabbit Musick
Russ Lee — Billy Snyder
And Many Others in Unlimited
Competition Under IMCA Sanctions.

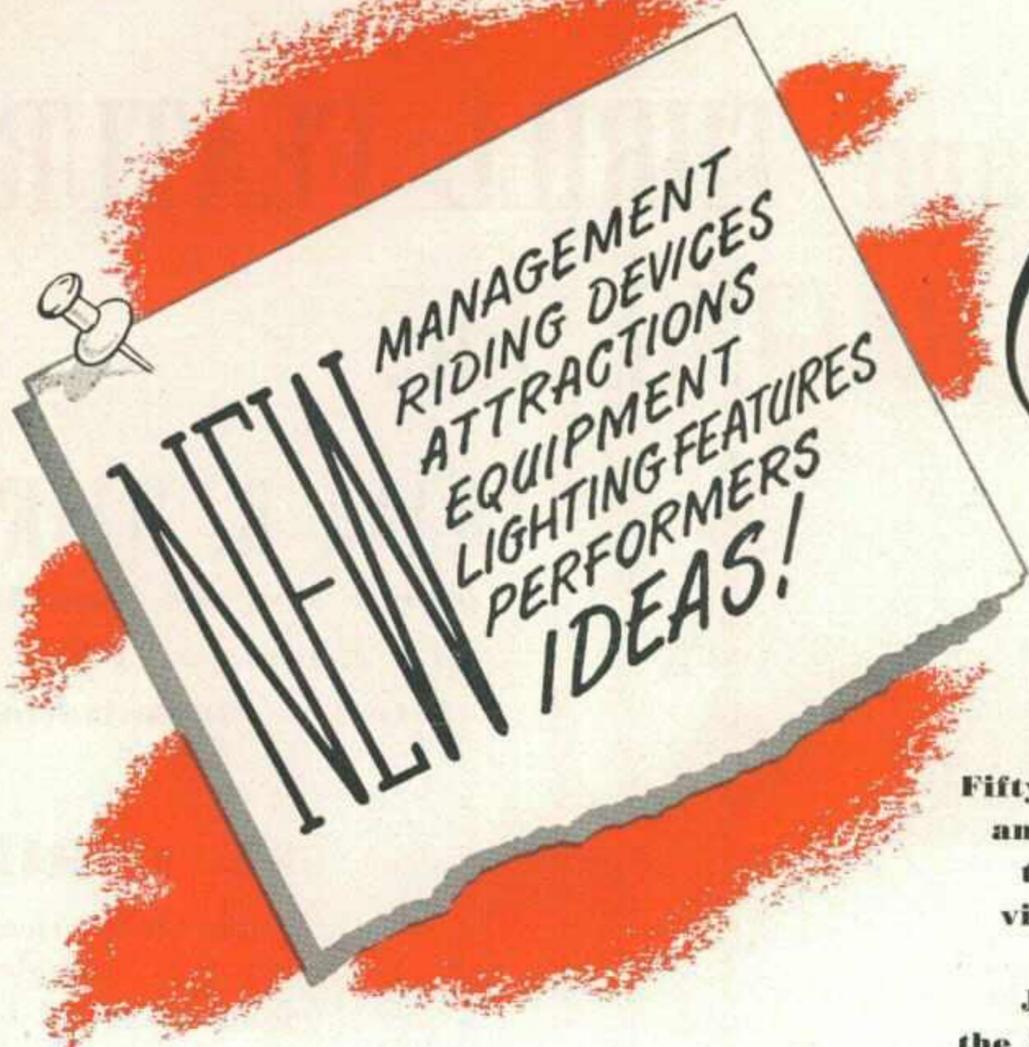
Many Thanks

To the Fair Officials, Radio Personnel and Newspapermen, whose co-operation made a most successful 1948. We welcome you to our Display Rooms at the Convention, Sherman Hotel, Chicago.

CALL, WRITE OR WIRE: FRANK R. WINKLEY, 3145 GIRARD AVE., SO., MINNEAPOLIS, MINN.



in 1949



*Climaxing
50 years*

Fifty Years in 1949! Fifty years in name and fifty years in reputation and integrity. But NEW as tomorrow's television in attractions—riding devices—stage shows and equipment. For the Johnny J. Jones Exposition today has the NEWEST and most MODERN midway of any such organization.

JOHNNY J. JONES EXPOSITION

In 1949 we will combine the popular appeal of America's greatest outdoor show "name" with newest and latest innovations of the show world enhanced by special lighting effects and decorative features. And distinctive attractions that satisfy America's demand for the ultimate in entertainment!

MIGHTY MONARCH OF THE

MORRIS LIPSKY AND HAROLD PADDOCK, SC

Winterquarters: VOLUSIA COUNTY FAIRGROUND

Leadership in the Outdoor Show World!

THANKS to the still-date and celebration committees and fair officials whose co-operation the past season made our 1948 tour highly successful . . .

Soldiers and Sailors' Reunion

SALEM, Illinois

Delaware County Fair

MUNCIE, Indiana

Allen County Fair

FT. WAYNE, Indiana

Cook County Fair

Soldier Field
CHICAGO, Illinois

Western N. C. Fair

HENDERSONVILLE, North Carolina

Chattanooga-Hamilton Co. Fair

CHATTANOOGA, Tennessee

Southeastern World's Fair

ATLANTA, Georgia

Pensacola Interstate Fair

PENSACOLA, Florida

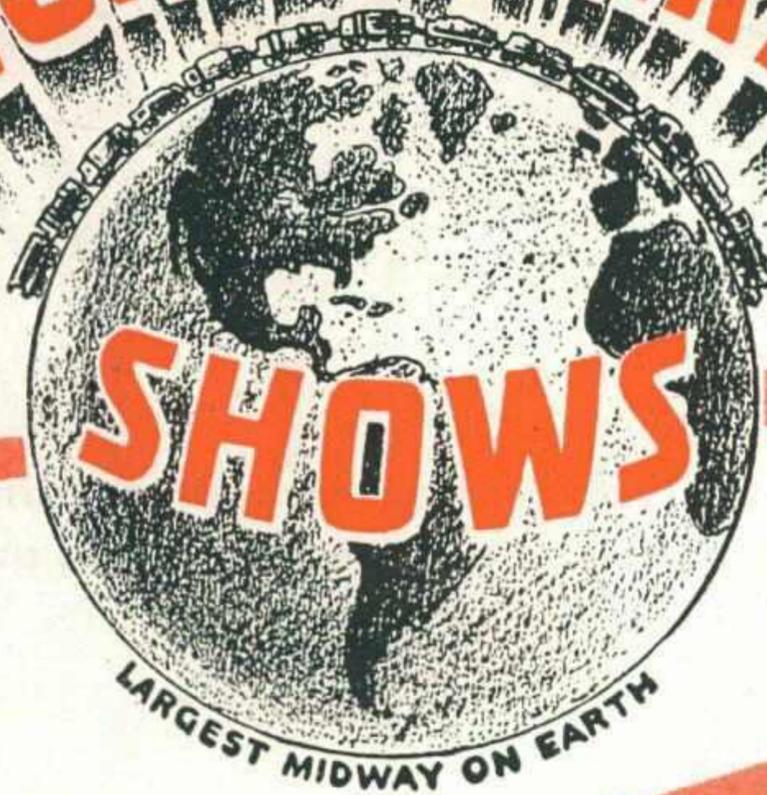
TENTED WORLD

OPERATORS AND MANAGERS

DELAND, FLORIDA

The
**SHOW
BEAUTIFUL**

WORLD of MIRTH



Grateful acknowledgement is made to the following fairs each of which contributed substantially to the success of the 1948 season.

Presque Isle (Me.) Fair

Bangor (Me.) Fair

Skowhegan (Me.) Fair

Central Canada Exhibition, Ottawa

Champlain Valley Exposition, Burlington, Vt.

Brockton (Mass.) Fair

The Great Allentown (Pa.) Fair

New Jersey State Fair, Trenton

Winston-Salem, Forsyth County Fair,
Winston-Salem, N. C.

Greensboro (N. C.) Fair

South Carolina State Fair, Columbia

Exchange Club Fair, Augusta, Ga.

Recky Mount (N. C.) Fair

FRANK BERGEN

(GENERAL MANAGER)

BERNARD "Bucky" ALLEN

(CONCESSION MANAGER)