

SECTION 2

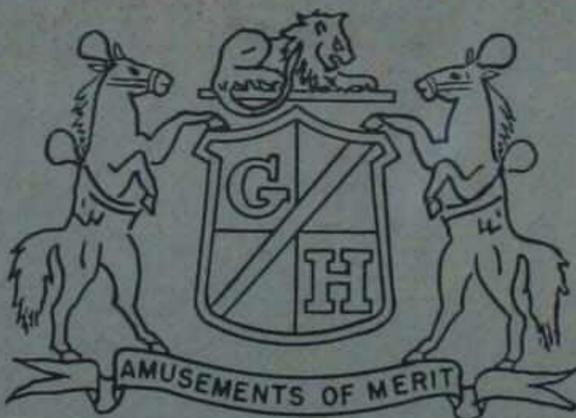
The  
**Billboard**

NOVEMBER 24, 1951

*Cavalcade of*

**FAIRS**

**A SYMBOL**



**OF RELIABILITY, VALUE, and SERVICE**

*for over*

**30 years**

The finest Fairs, Parks, and other outdoor events in the East  
use Hamid attractions year after year.

If you are not now one of our clients, give us the opportunity  
to show you that we can fill your every requirement; large or  
small. Our reputation has been built upon satisfied customers.

**George A. Hamid & Son, Inc.**

10 Rockefeller Plaza  
722 Empire Bldg., Liberty Street  
260 Tremont Street

• New York City  
• Pittsburgh 22, Pa.  
• Boston 16, Mass.

# GOODING AMUSEMENT CO.

## *Thanks to Everyone*

To our friends everywhere we extend our sincere thanks for a most successful tour in '51. To Fair Secretaries and board members, to our many loyal employees, to our friends throughout Show Business, to our millions of fine patrons, to all of you whose help and co-operation we have had, we say . . . THANKS A MILLION!

## *Showmen*

We are always interested in booking new, novel and meritorious shows. Join an organization where competition is limited, no pay gates, 100% legitimate concessions, well advertised midways, big Children's Day Promotions and proven territory backed by years of successful experience.

# America's No. 1 Carnival Organization

Established more than 50 years ago by Uncle John Gooding, the Gooding Amusement Co. has become the Oldest--- Largest--- Most Reliable. Truly, America's Number 1 Carnival Organization.

★ 150-Company-Owned Trucks, Trailers and Semis-150  
 ★ 85-RIDING DEVICES-85 ★ 50-OUTSTANDING SHOWS-50

Permanent Office, Factory and Winter Quarters occupying over 100,000 square feet of space plus 150,000 square feet of leased storage space for winter at the Ohio State Fair Grounds.

OUR ROUTES IN 1951 INCLUDED: 115 FAIRS AND CELEBRATIONS, INCLUDING SEVERAL LARGE STATE FAIRS and 117 BAZAARS AND CARNIVAL DATES, covering 10 States through the Middle West and South.

## NOW BOOKING FAIRS AND CELEBRATIONS FOR 1952

OPERATING  
 8—UNITS—8

No State Fair Too Large. No County Fair Too Small.

See Us in Chicago and at the Various State Fair Meetings.

General Offices: 1300 Norton Ave., Columbus 8, Ohio

Phone UNiversity 1193

You are cordially invited to visit our permanent office and factory any time throughout the year

**TELL AND SELL...**

the important  
Western Canadian  
Market by exhibiting at the ...

*Western Canada*  
Association of Exhibitions



**5 Important Fairs!**

**CLASS "A" CIRCUIT OF  
FAIRS OF WESTERN CANADA**

*cordially invite fair men,  
show men, concessionaires,  
attractions people to  
their annual meeting*

**EXHIBITORS**

The Class A Circuit of Western Canadian Fairs offers you the opportunity of showing and selling your products to over 1,025,000 Canadians.

No other media can cover as vast an audience in this fertile area.

THE PROVINCIAL  
EXHIBITION OF MANITOBA  
BRANDON, MANITOBA  
1952  
June 30th to July 4th

CALGARY EXHIBITION  
AND STAMPEDE  
CALGARY, ALBERTA  
1952  
July 7th to 12th

THE EDMONTON  
EXHIBITION  
EDMONTON, ALBERTA  
1952  
July 14th to 19th

SASKATOON INDUSTRIAL  
EXHIBITION  
SASKATOON, SASKATCHEWAN  
1952  
July 21st to 26th

THE REGINA  
EXHIBITION  
REGINA, SASKATCHEWAN  
1952  
July 28th to August 2nd

**Annual Meeting**  
Jan. 21-22-23 1952

**Royal Alexandria Hotel**  
**Winnipeg, Manitoba**

# The Billboard

## CAVALCADE OF FAIRS

### TABLE OF CONTENTS

	Page		Page
Fairs Meet Challenge of Our Times, by Charles F. Brannan and Rt. Hon. James G. Gardiner	7	Low-Cost Wild Life Show Clicks	43
Sell the Way to Leisure Living	8	Wisconsin Floods Air, TV Lanes	44
Hoosiers Hailed as "Buildingest"	13	Assignment: State Fair	44
Why Exhibits Click: "Seeing is Believing"	16	New Plant Rises in Year	45
Cartoons Aid Gate	18	Paine Family Makes History	46
Ghost Town Jumps	21	Bucks Broadway: Mineola Thrives on Rural Accent	51
Fresno Annual Forges Ahead	24	Thrill Show Outlook: "They'll Continue Strong Pull"—Beam	52
Sedalia Shows Show Makers Where Taxpayer's \$\$\$ Go	28	Moppet Wins at Pueblo, Colo.	53
Mason City Snaps Back in 10 Years	30	Chemical Warfare Rids Fair of Flies	54
Utilities Show-Case	32	Ham 'n' Pulls 'Em	56
Canada's Biggie Pitch	39	Aims at City Folk: Hamburg, N. Y., Gains by Pitch to Urbanites	57
Conservation—a Powerful Lure	40	Parades as Specs: Vets, Fire-Eaters Up Hamburg Gate	67
Father and Son Dynasty at Helm	41	Statistical Directory of Fairs	80
Tabbing Ticket Takers	42	Fairs-Parks Booking Offices	128
		Still-Date Facilities	131

### ADVERTISERS' INDEX

	Page		Page		Page
Alabama State Fair, Birmingham	76	Freadman Novelties	121	Michigan State Fair, Detroit	81
All Iowa Fair, Cedar Rapids	70	Gallagan, John	137	Mid-South Fair, Memphis, Tenn.	58
American Eagle Shows	126	Gold Band Shows	138	Mighty Page Shows	127
Amusement Co. of America	60-61	Gold Medal Shows	125	Minnesota State Fair, St. Paul	38
Anderson Fair, Anderson, S. C.	77	Gooding Amusement Co.	2-3	Mississippi-Alabama Fair & Dairy Show	
Auto Racing, Inc.	97	Gordon, Sam	140	Tupelo, Miss.	94
Bangor Fair, Bangor, Maine	104	Grand American Shows	137	Mississippi State Fair, Jackson	77
Barnes-Carruthers Theatrical Enterprises, Inc.	31	Grandstand Follies	24	Missouri State Fair, Sedalia	9
Blue Grass Shows	43	Great Allentown Fair, Allentown, Pa.	89	Monette, M., & Co.	113
Brockton Fair, Brockton, Mass.	67-90	Greater Tampa Showmen's Ass'n, Tampa, Fla.	78	Moore, Bill, & Claude Sechrest	17
Brooks, Monte, Attractions	68	Greco Bros.	139	Murphy-Pugh-Lindsay	26
Buck, O. C. Shows	105	Greensboro Fair, Greensboro, N. C.	87	Napolitano, Charles, & Son	141
Bush-Laube Concessions	117	Greystone Hotel	124	National Speedways, Inc.	104
Calaveras Co. Fair, Angels Camp, Calif.	69	Haus & Wilkerson	112	Nebraska State Fair, Lincoln	55
California Mid-Winter Fair, Imperial	67	Hames, Bill, Shows	132	New Jersey State Fair, Trenton	92-111
California State Fair, Sacramento	85	Hamid, Geo. A., & Son, Inc.	147	New Meridian Fair & Cattle Show, Meridian, Miss.	70
Canadian National Exhibition, Toronto	25	Happiland Shows	135	New Mexico State Fair, Albuquerque	69
Casey, E. J. Shows	125	Harlem in Havana	75	New York State Fair, Syracuse	19
Cavalcade of Amusements	22-23	Heih, L. J. Shows	133	North Carolina State Fair, Raleigh	42
Central Canada Exhibition, Ottawa	102	Hill's Greater Shows	142	North Dakota State Fair, Minot	54
Central States Shows	125	Holiday on Ice & Ice Yarns	128	North Iowa Fair, Mason City	55
Cetlin and Wilson Shows	9-10-11	Hollywood Theatrical Agency	92	Northern Wisconsin Dist. Fair, Chippewa Falls	57
Champlain Valley Exposition, Essex Junction, Vt.	100	Horan, Irish, Thrill Show	83	Northwest Missouri State Fair, Bethany	57
Chattanooga-Hamilton County Interstate Fair, Chattanooga, Tenn.	100	Hottle, Buff, Shows	143	Oklahoma State Fair and Exposition, Oklahoma City	41
Chitwood, Ed	83	Illinois State Fair, Springfield	25	Orons, Sensational	45
Clay County Fair, Spencer, Iowa	65	Indiana State Fair, Indianapolis	64	Ozark Empire Fair, Springfield, Mo.	56
Cohen, Ida	103	Interstate Fireworks Mfg. Co.	50	Pacific Coast Showmen	129
Collins, Wm. T., Shows	58	Interstate Shows	128	Pacific National Exhibition, Vancouver, B. C., Canada	78
Colorado State Fair, Pueblo	65	Ionia Free Fair, Ionia, Mich.	84	Paramount Fireworks Co.	91
Cramer, Leo J.	101	Iowa State Fair, Des Moines	90	Parker, Bob E., and Al Beck	63
Dickens, Jimmy	53	Kansas Free Fair, Topeka	29	Pinkerton's National Detective Agency	125
Douglas Greater Shows	130	Kansas State Fair, Hutchinson	47	Prell's Broadway Shows	36-37
Draw, James H., Shows	111	Kentucky State Fair, Louisville	83	Presque Isle Fair, Presque Isle, Maine	108
DuQuoin State Fair, DuQuoin, Ill.	66	Laganes Amusement Co.	89	Royal American Shows	71-72-73-74
Exchange Club Fair, Augusta, Ga.	118	Lawrence Greater Shows	107	Royal Crown Shows	84-85
Exchange Club Fair, Savannah, Ga.	124	Lehr, Roynor, Agency	99	Rutland Fair, Rutland, Vt.	84
Exposition Provinciale de Quebec, Canada	93	Lutz, Charles A.	115	Saginaw Fair, Saginaw, Mich.	59
Fernandes, E. K., Shows	102	Los Angeles Co. Fair	95	Show Folks of America	118
Fisher's United Shows	122	Louisiana State Fair, Shreveport	63	Staubrod Bros. Circus and Carnival	119
Florida State Fair, Tampa	82	Luzon, Miss.	51	Signal Fireworks and Specialty Co.	88
Franklin, Don, Shows	98	Martin, Al	53		
		Mary and Woodhouse	34		
		Mayer, Lottie	56		
				Snapp Greater Shows	136
				South Carolina State Fair, Columbia	79
				Southeastern Fair-a-Ganza, Atlanta, Ga.	114
				Southern Valley Shows	123
				Star Dusters	66
				State Fair of Texas, Dallas	27
				Stephens, C. A. Shows	126
				Stratos, James E., Shows	14-15
				Sun, Gus, Booking Agency	46
				Sunset Amusement Co.	120
				Swenson's Aut. Thrillcade	48
				Tennessee State Fair, Nashville	52
				Texas-Oklahoma Fair, Iowa Park, Tex.	81
				Thearle-Duffield Fireworks, Inc.	59
				Third District Livestock Show, Hope, Ark.	88
				Thomas Joyland Show	125
				Tidwell, Y. J. Shows	142
				Tivoli Exposition Shows	116
				Tulsa State Fair, Tulsa, Okla.	87
				20th Century Shows	122-123
				United Exposition Shows	124
				United States Shows	140
				Utah State Fair, Salt Lake City	69
				Velare Bros.	113
				Victory Exposition Shows	114
				W. B. J. Shows	141
				WLW Promotions, Inc.	23
				WSM Artist Service Bureau	23
				Wade, W. G., Shows	128
				Wallace & Murray Shows	129
				Wallace Bros. Shows	112
				Wallace Bros. Shows of Canada	108-109
				Weiss, Ben, Concession Co.	120
				West, Evelyn	43
				Western Canada Ass'n of Exhibitions	4
				Western Fairs Assn., Sacramento, Calif.	20
				Winston-Salem Forsyth County Fair, Winston-Salem, N. C.	82
				Wisconsin State Fair, Milwaukee	29
				Woolnik, Boyls	100
				World of Mirth Shows	77, 79, 82, 89, 90, 94, 100, 102, 104, 108, 111, 118, 124, 144
				York Interstate Fair, York, Pa.	22

**THE ENTIRE MISSOURI  
FARM MARKET IN  
ONE PACKAGE...**

# MISSOURI

## *State Fair*

**Sedalia, Missouri**

ATTENDANCE IN 1951

# 436,062

**1952 DATES AUGUST 16 to 24**

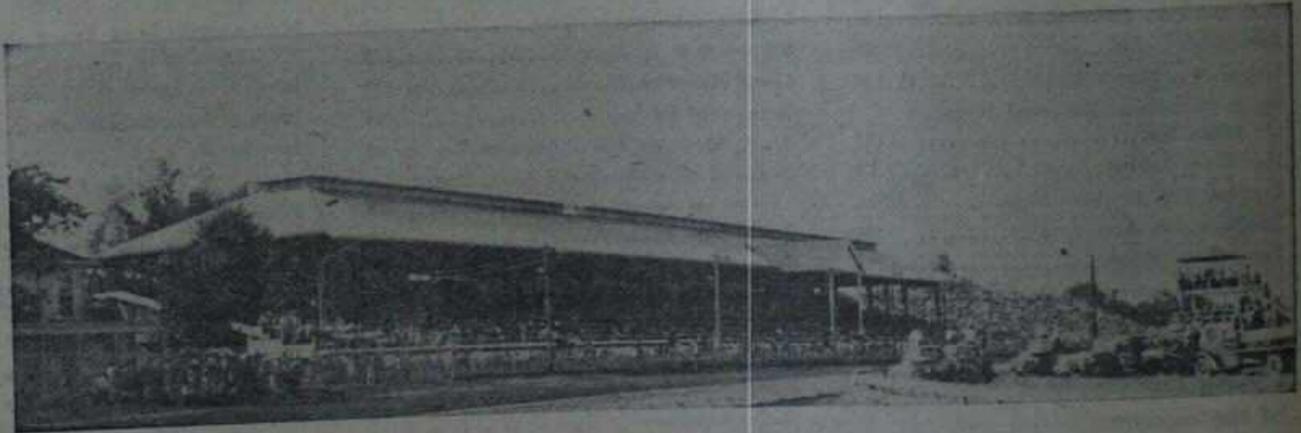


Photo of Remodeled Grandstand and Newly Completed Bleacher Stand with total seating capacity of 12,000  
(Available for Special Events for dates other than the Fair)

Every year firms in increasing numbers seek closer contact with America's 10th ranking market in retail sales . . . they are using exhibits at the Missouri State Fair. Here they find an incomparable opportunity to demonstrate their products and improve their public relations through personal contact with the market they want to sell. If you want a bigger share of America's 10th largest market, we suggest that you make an exhibit at Missouri State Fair an important part of your 1952 plans . . .

- ▶ A NEW LOOK IN FAIRS  
\$500,000 Spent on Improvements in Past 2 Years
- ▶ Powerful Promotion and Publicity
- ▶ Excellent Comfort Facilities
- ▶ \$190,000 in Premiums and Prizes in 1951

All Combine To Make This Missouri's  
"Most Looked Forward To Event"

**1952—GOLDEN ANNIVERSARY FAIR—OUR 50th YEAR**

**FORREST SMITH**  
Governor

**WM. E. (BILL) PRESTON**  
Secretary-Manager

**ROBT. T. THORNBURG**  
Comm. of Agriculture



# Fairs Meet Challenge of Our Times

**Displays of Labor-Saving  
Devices Are Held Vital  
In Age of Mechanization**

**By RT. HON. JAMES G. GARDINER  
Canadian Minister of Agriculture**

**F**OR MORE THAN 50 YEARS federal and provincial governments in Canada have identified themselves with agricultural exhibitions and fairs.

Many of our fairs have thru the years extended the scope of their activities beyond the immediate range of agricultural subjects. This has been a natural trend and on the whole a good one, so long as the fair does not

lose its agricultural character.

Agricultural fairs offer great opportunity for city people—the bulk of the consumers—not only to learn more of how the food they buy is produced, but also something of the inspection, grading and processing required before the product reaches their table. This greater emphasis—thru exhibits and demonstrations—on what is actually the marketing of the raw product of the farm is an important function which agricultural fairs can undertake to good advantage. It makes for better understanding between buyer and seller.

The fairs also provide an excellent place for educational demonstrations and exhibits of other kinds. Lands and forests, health, roads, labor, hydro, fire protection, women's institutes, boys' and girls' clubwork—all these are of vital importance in our rural communities and have a place at the agricultural fair.

A natural development has been the displays of power-driven farm machinery and equipment. Labor-saving devices for use in the farm home find a place, too, at the fair. Farm mechanization, the extension of electric power, improved roads, have all combined to make rural people users of equipment of this kind. Opportunity is thus afforded for farmers and their wives to keep abreast of latest developments while attending the fair.

But I feel that in this broadening of activities, the first purpose of the fair should never be overlooked. It should remain essentially agricultural and provide a meeting place at which farmers will enjoy gathering to display their wares and compete together in friendly rivalry.

**Growing Role as Show Case  
Of New Machinery, Equipment  
Is Cited as Added Service**

**By CHARLES F. BRANNAN  
Secretary of Agriculture**

**A**LL OF US RECOGNIZE THAT today a nation must be strong not only at its borders but thruout the length and breadth of the land. Defense in depth, therefore, is not just a phrase, it is a vital principle to be followed, and we must be strong in every phase and area of American life.

The Department of Agriculture, land grant colleges, and co-operative organizations thruout the nation are striving for a strong rural America. One whose farms have the strength to produce now all of the food and fiber which we need and one which, thru wise conservation of productive power, can continue to produce these things in the years to come with reserve power for emergencies.

This can be done if our farms are firmly rooted. Our farms must provide a satisfying life if they are to hold the younger generation with all its skills on the land. The means to produce without undue drudgery must be available, and farm homes must have the comforts and conveniences enjoyed in cities and towns.

Progress has been made, but there is still a long way to go. In the strengthening process, the fairs, large and small, are expected to play an important part by bringing to these areas the newer developments in machinery and equipment for the farm, as well as those things which make the farm home a good place to live. This service is an addition to that which fairs have rendered thru the years, in encouraging thru competition and awards the improvement of crops, livestock and household skills.

We are faced with a big job in 1952, but with all working together there can be no result but success.





The Florida Electrical Exposition, staged annually at the Florida State Fair, Tampa, is one of the big features of the fair and also one of the utility company's best sales tools. A view of one portion of the expo before doors have been opened to waiting throngs is shown above. Note the striking lighting, the large open area between exhibit sections, and the comfortable seats provided for fair visitors.



The Tampa area was without television when the 1951 fair was held, but interest in TV was high. A video exhibit by Radio Corporation of America was a big crowd-puller to the Florida Electrical Exposition, and the exhibit clicked solidly, as indicated by the picture above which shows spectators watching a demonstration.



The building that houses the electrical exposition is outstanding, both inside and out. It is notable for its striking lighting. Pictured above is the arresting front entrance. High neon pylons with giant electric bulbs are visible from almost every point in the city.

## Sell the Way to Leisure Living

**Tampa Electric Company, Tampa Fair Team  
Up in Expo That Builds Appliance Sales,  
Electrical Consumption and Good Will**

**E**LECTRIC output in the Greater Tampa area has mounted steadily over the years, with a large slice of the credit due the impressive electrical exposition staged annually at the Florida State Fair by the progressive Tampa Electric Company.

Five years ago the lavishly scaled electrical show was introduced at the Tampa winter event. It was a success and each succeeding edition has surpassed its predecessors in its impact upon fairgoers, an impact reflected by increasing sales of all types of household appliances and the constantly mounting use of electricity.

The entire show is the baby of the utility company, whose president, Francis J. Gannon, dreamed up the idea as a stimulant for the development of electric usage. An entire building, constructed especially for the show, provides 38,000 square feet of exhibit space.

All national electrical manufac-

turers are provided opportunity to exhibit. Thus, the benefits extend far beyond Greater Tampa for fairgoers come from all the States, since event is held during height of the Florida tourist season.

For the exhibitors, as well as the utility company, the exposition has proved a tremendous success. That's why, M. Y. Anthony, sales manager of the Tampa Electric Company who heads up the space allocations, says that already most of the space for the 1952 fair has been reserved.

Utility company execs now are planning the highlight of the 1952 expo. Last year, Westinghouse's "Theater of the Atom" was the feature, playing to capacity four times daily in a special theater. Last year RCA also brought in a cable TV unit to televise fairgoers, providing another high point of interest.

P. T. (Pa) Strieder, veteran fair manager, rates the electric exposition—charting ways of better living—as one of the top crowd-pullers of the fair.



Typical audience for Westinghouse's "Theater of the Atom," a highlight of the 1951 Florida Electrical Exposition, is shown above. Features such as this are hailed by exhibitors for the interest they do. The sponsoring utility company goes all-out to bring in outstanding, new

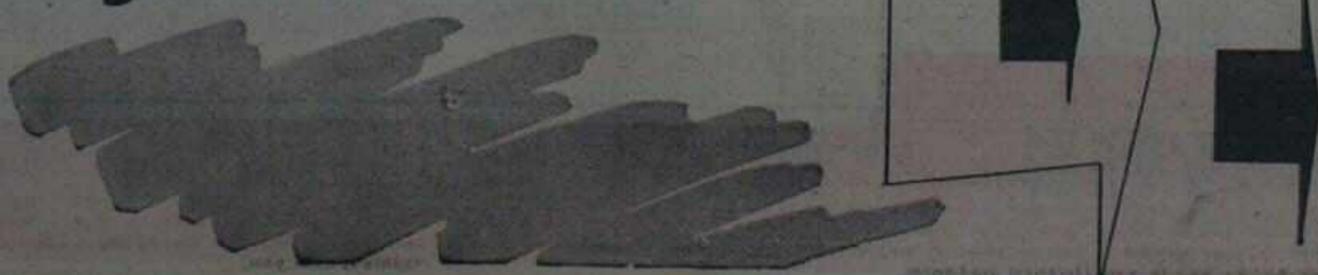
Tampa Fair patrons each year give the Florida Electrical Exposition whopping attendance. One of their new attractions such as an atomic energy show or a TV exhibit, are added

# A Significant Quiz...

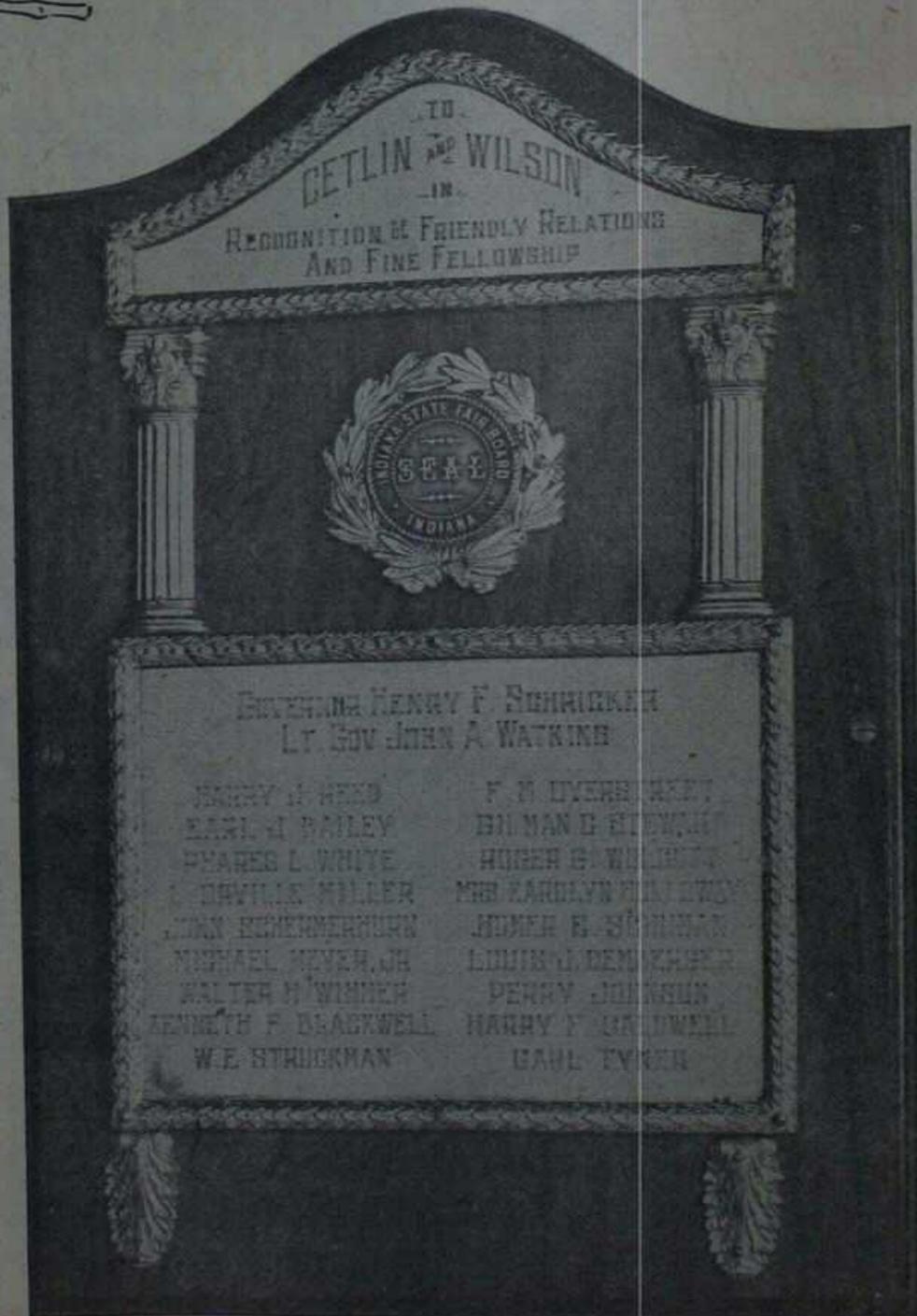


**WHAT GREAT OUTDOOR  
SHOW WAS RECENTLY  
AWARDED AN  
OUTSTANDING HONOR  
BY THE  
PRESIDENT  
AND THE BOARD OF  
ONE OF  
AMERICA'S  
GREAT  
STATE FAIRS???**

**See Next Pages for answer....**



# CETLIN *and*



**THE MAXIMUM MIDWAY**

# WILSON Shows

*The Show that Justifies Confidence*

**40 RAILROAD CARS  
25 RIDES  
18 SHOWS**

**See Us in Chicago**

JOHN W. WILSON	General Manager
IZZY CETLIN	Assistant Manager
R. C. McCARTER	General Agent
WM. MOORE	Business Manager
WILLIAM HARTZMAN	Treasurer
J. E. WALKER	Secretary
E. K. JOHNSON	Special Agent
RICHMOND W. COX JR.	Press Agent
CHARLES SHEESLEY	Superintendent

**PERMANENT ADDRESS—BOX 787, PETERSBURG, VA.**

## Our 1951 Fair Dates

- GREAT READING FAIR, READING, PA.  
... 15TH CONSECUTIVE YEAR
- HAGERSTOWN INTERSTATE FAIR, HAGERSTOWN, MD.  
... 10TH CONSECUTIVE YEAR
- SUMTER COUNTY FAIR, SUMTER, S. C.  
... 10TH CONSECUTIVE YEAR
- EASTERN CAR. AGRI. FAIR, FLORENCE, S. C.  
... 10TH CONSECUTIVE YEAR
- ATLANTIC RURAL EXPO., RICHMOND, VA. (OFFICIAL STATE FAIR OF VIRGINIA)  
... 6TH CONSECUTIVE YEAR
- INDIANA STATE FAIR, INDIANAPOLIS, IND.  
... 6TH CONSECUTIVE YEAR
- IONIA FREE FAIR, IONIA, MICH.  
... 5TH CONSECUTIVE YEAR
- PIEDMONT INTERSTATE FAIR, SPARTANBURG, S. C.  
... 5TH CONSECUTIVE YEAR
- GEORGIA STATE FAIR, MACON, GA.  
... 3RD CONSECUTIVE YEAR
- ALLEN COUNTY FAIR, FT. WAYNE, IND.  
... 2ND CONSECUTIVE YEAR
- SOUTHWEST GEORGIA FAIR, ALBANY, GA.  
... 2ND CONSECUTIVE YEAR
- MISSOURI STATE FAIR, SEDALIA, MO.  
... 1ST YEAR

**OF MODERN TIMES**





# AMERICA'S FINEST CONCESSIONS

*with*



# America's Finest Railroad Show



**BILL MOORE**  
MANAGER



**CLAUDE SECREST**  
SECRETARY

We are proud  
of our pleasant  
and successful  
association with  
**CETLIN &  
WILSON Shows**  
and pleased to  
have done our part  
in making 1951  
an outstandingly  
successful season.

*Bill Moore  
Claude Sechrest*

## To the Following Loyal Personnel---

We wish to express our sincere thanks for your whole-hearted co-operation. It helped immeasurably to make this a truly great year for America's Finest Concessions and for America's Finest Railroad Show . . .

### E. C. Brown—Supt. of Concessions

Mike Dorso	Florence Fink
Kenneth Slaughter	Charles Fink
Stanley Plas	"Mac" McCarthy
Leona Plas	Bob Ellering
Ennis Manning	Mrs. Bob Rueben
Jimmy Harrington	Bob Rueben
Mrs. Jimmy Harrington	Stanley Levy
Lew Lange	Henry Linden
Rose Lange	Harry Pyle
Seymour Klein	Mrs. Irene Moore
Bobby Allen	Peter Wagner
Josephine Haywood	Margie Dorso
Pearl Riding	Lil Goodman
Rhody Riding	Dorso & Goodman
Tommie Comer	Bernie Feldman
Mike Ruff	Irene Sechrest
Harry Errigo	Laura Manos
Pearl Baker	Mr. & Mrs. Sonny Broeffle
"Muscles" Martin	Ben Glasberg
Rene Martin	Caren Glasberg
Harry Ross	Harry Benjamin
Charles Norwood	Anna Benjamin
Jack Fink	Sol Kane
Paul Miller	Al Gerand
The Miller Family	Geo. Hamilton



Aerial view of the Indiana State Fairgrounds, where progressive up-dating of physical properties and the regular addition of new buildings has kept pace with the annual's attendance growth over a 30-year period.

# Hoosiers Hailed As "Buildingest"

**\$5,775,000 30-Year Outlay Gives Indiana Up-to-Date Plant**

INDIANA STATE FAIR, outstanding on a number of counts, is probably best known as the "Buildingest Fair," and the record indicates its reputation is well deserved. During the past 30 years the big Indianapolis annual has poured over \$5,775,000 into the construction of 18 permanent buildings, utilities and other plant improvements.

Growth and development of the grounds, which has kept pace with the continued progress of the fair, began in 1921 when a \$1,000,000 bond issue was floated to finance the building of a modern fair plant.

The building program was launched with the erection of a new Agriculture-Horticulture Building costing \$58,871. A new horse barn was added the following year. Building boomed in 1923 when the fair expended \$192,772 for a swine barn, \$39,561 for a fairgrounds hotel, and other smaller sums on utilities and dining halls.

In 1924, a new \$289,854 cattle pavilion was added, as well as a sheep barn for \$83,570; the Purdue Building at \$59,558, and a Baby Building for \$8,273, plus a new feed barn. Major additions during the next four

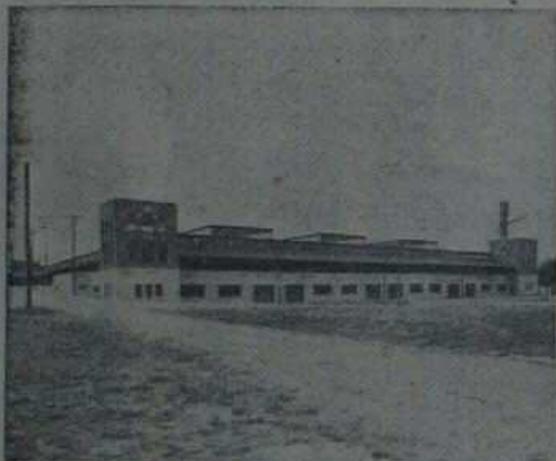
years included the present grandstand, built in 1931 at a cost of \$215,207, and a \$9,999 stage, Poultry Building, costing \$77,310, and a \$21,069 front entrance.

Construction of a saddle horse barn in 1936 at a cost of \$137,745 was the next major addition, but in 1939 the fair went all-out, erecting a huge, well-equipped Coliseum costing \$1,202,789 and seating 10,000, and a \$507,182 4-H Club Building.

Postwar building hit a new high at Indianapolis in 1947. The Radio Building, which cost \$276,911, was dedicated that year as well as a swine barn addition costing \$415,534, and several pedestrian and vehicle tunnels under the track at \$81,760.

In 1950 a \$250,089 addition to its saddle horse barn was built. A Conservation Building was the last of the new structures to go up. Constructed this year, it cost \$209,805.

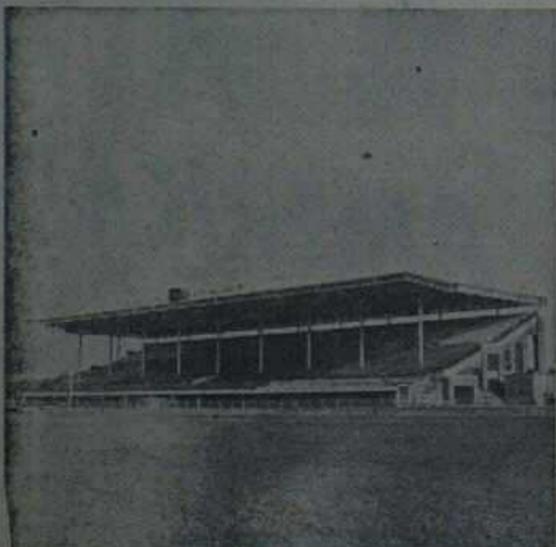
The Hoosier fair is still growing and its progressive-minded fair board is alert to new needs. More new buildings, needed for the continued healthy growth loom, and thus the Indiana annual should continue to hold its reputation as the "Buildingest" Fair.



Swine barn, built originally in 1923 for \$192,772, was expanded in 1947 at a cost of \$415,534.



Purdue University Building, erected in 1924 for \$50,558, today houses some of the fair's most popular exhibits.



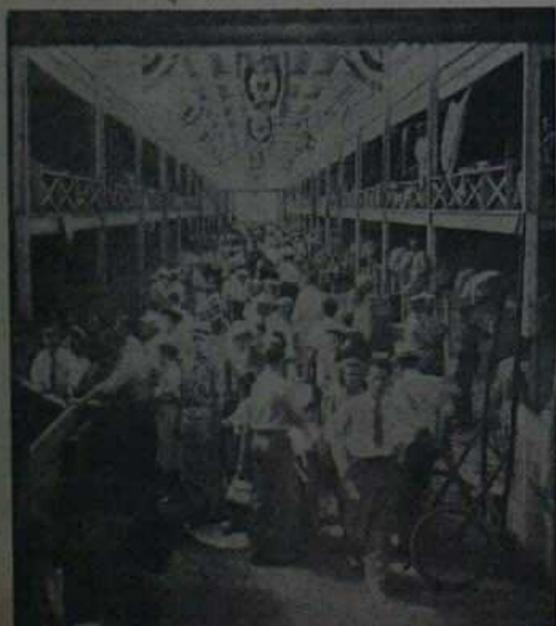
The 10,000-seat grandstand, with attraction stage, is one of the most important revenue-producers at Indianapolis.



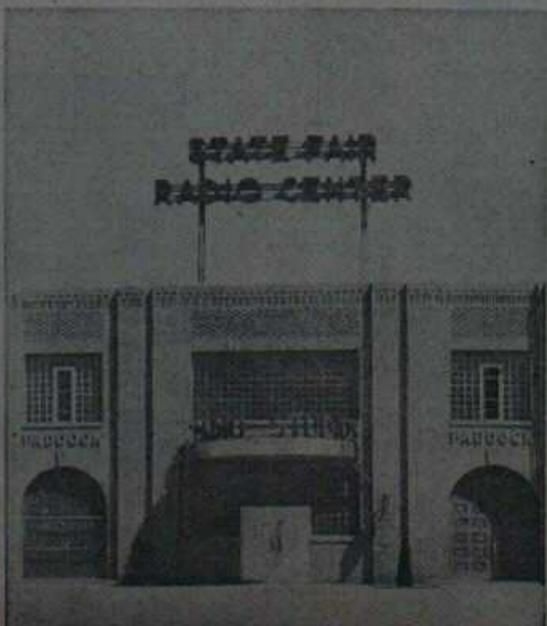
Regular improvements to keep the race track surface in top condition have paid off with capacity crowds such as the one shown here.



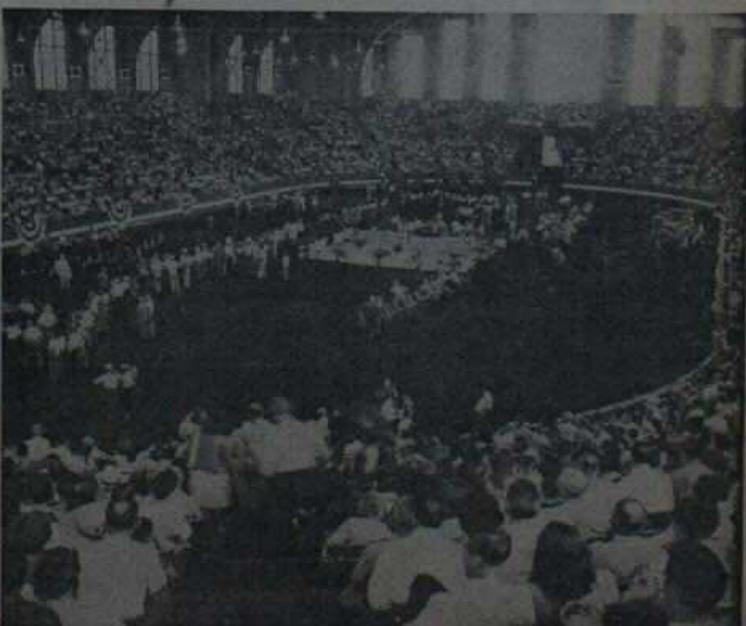
Most elaborate and expensive project in the 30-year building program is the Coliseum, completed in 1939 after an expenditure of \$1,202,789.



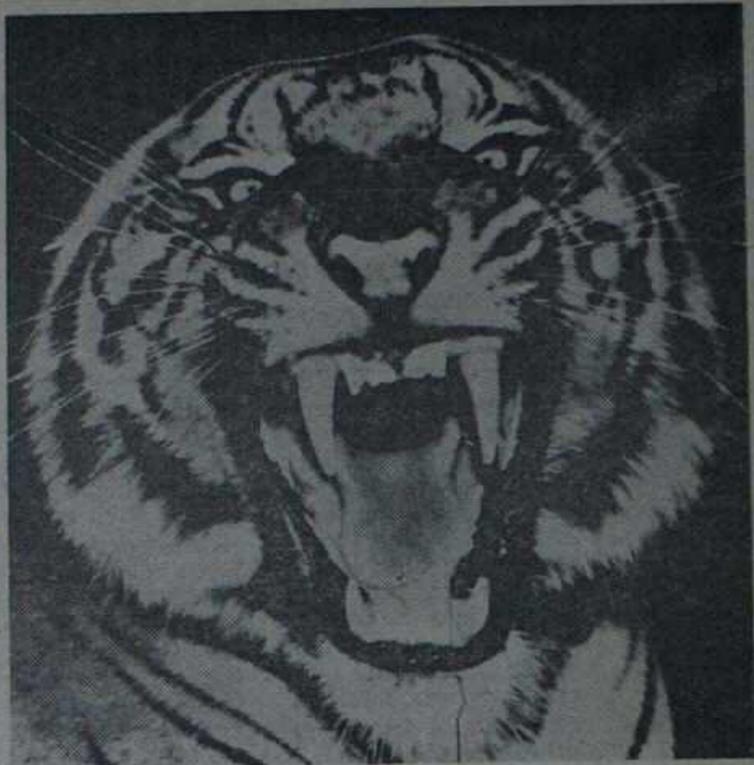
Typical of the housing provided for horses is this interior view of one of the fair's draft horse barns, built in 1927 at the cost of \$35,212.



Radio Center, built in 1947, is one of the major post-war additions. Original cost was \$276,911.



Typical fair crowd inside the big Coliseum, which is used not only during fair week but is kept humming thruout the winter with ice hockey, ice shows and other attractions.

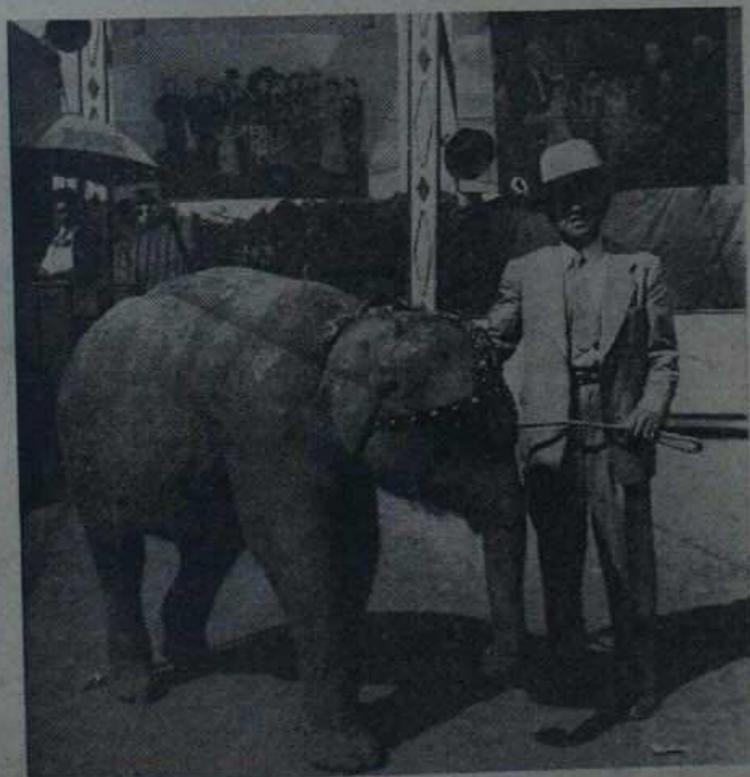


**THE ENTIRE**

**JAMES E.**

# **STRATES**

**AMERICA'S**



**JAMES E. STRATES SHOWS, INC.**

Fiscal Offices: 42 Insurance Bldg., Utica, N. Y.  
Home Offices: Elmira, N. Y.  
Winter Quarters: Orlando, Fla. — "The City Beautiful"  
STARR DE BELLE, Press Agent

**A SPECIAL WORD OF "THANKS" TO  
Fair Managers, Secretaries and Committees . . .**

It's been wonderful working with you and for you in 1951 and in the years before. We pledge to continue to offer you all of the best to help make your Fairs more and more successful season after season.



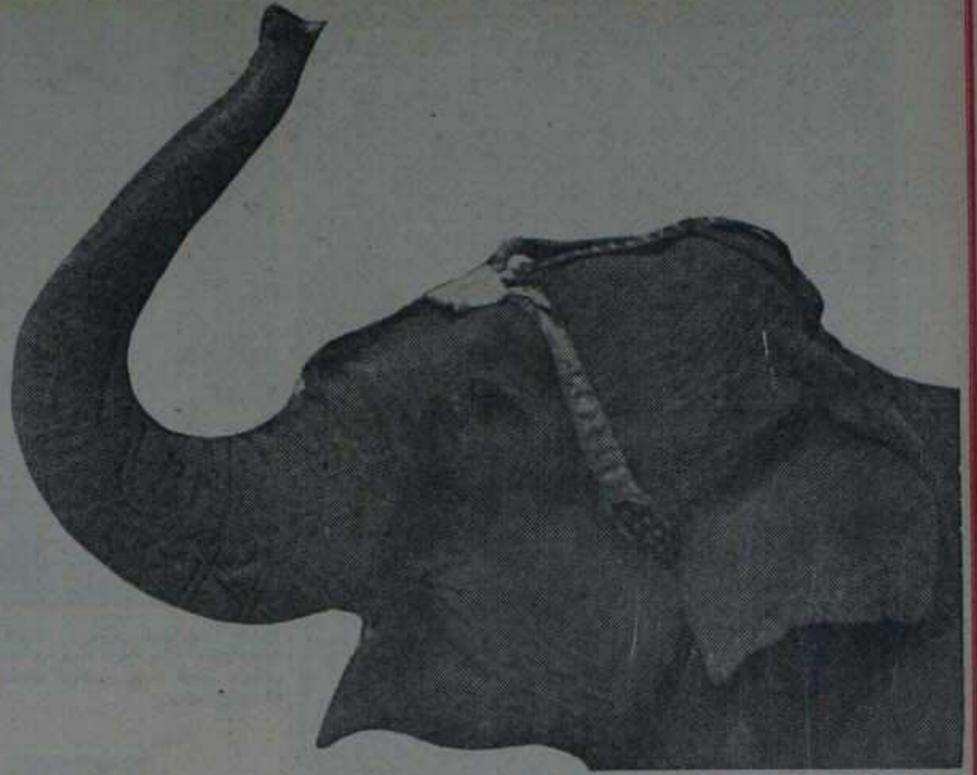
**Curtis L. Bockus**  
General Representative



**Richard (Dick) O'Brien**  
Manager

# FAMILY OF ... "THE FAMILY MIDWAY OF THE NATION"

... takes this opportunity to offer sincerest appreciation to many, many people for their wholehearted co-operation over these many outstandingly successful years. Without all of your good help and wonderful work, we could never have achieved the consistent, year-by-year records.



# SHOWS INC.

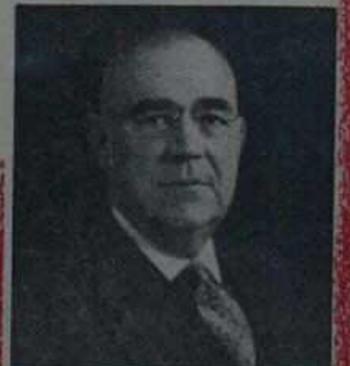
## BEST MIDWAY

Featuring

# TERRELL JACOBS WILD ANIMAL CIRCUS



**E. James Strates**  
*Office Assistant*



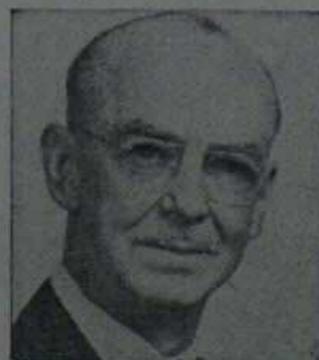
**Harry I. Tong**  
*Vice-President  
Gen. Counsel*



**Edward G. Keck**  
*Business Manager*



**Nick Bozinis**  
*Treasurer*



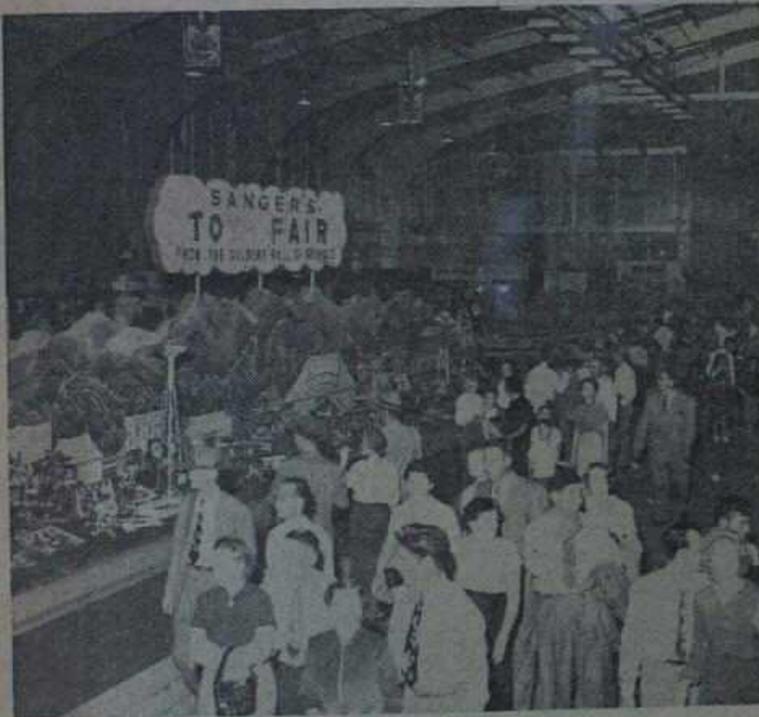
**J. F. McDevitt**  
*Secretary*



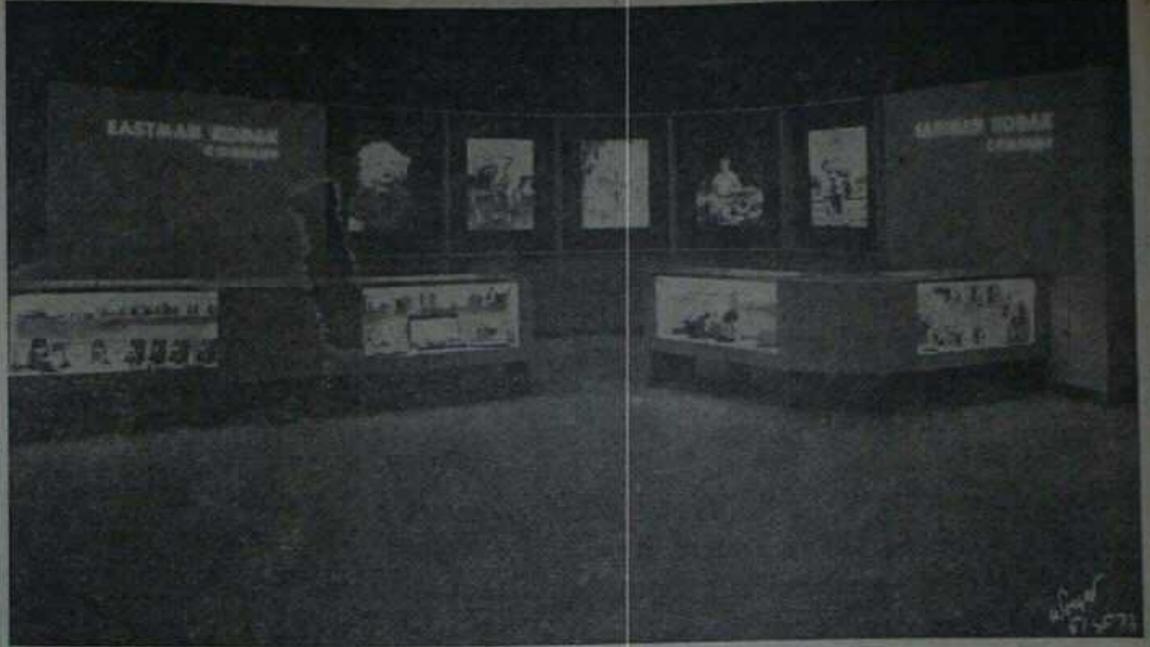
**Edward P. Rahn**  
*Special Agent*



Dayton's, Minneapolis' largest retail store, maintains a permanent exhibit at the Minnesota State Fair. No selling is done. Instead, aim is to build good will. Fairgoers are invited to rest and relax in comfort in an air-conditioned luxuriously furnished meeting place. As a result, "Meet me at Dayton's" has become a popular slogan.



One of the biggest annual exhibitors of the Dallas Fair is Sanger Bros.' department store of that city. Gilbert Toy Fair, shown above, was high spot of exhibit, which included impressive electric train layout, actual waterfalls and landscaping. Photo shows only part of the huge toy display, said to be the largest staged anywhere in the country.



Black and white photos don't do justice to the outstanding exhibit of the Eastman Kodak Company displays at various fairs this year. All five of the photos that adorn the background of the exhibit, shown above, were kodachrome prints, and they snared much attention and gave convincing proof of the vast advances made by Eastman in color photography.

# Why Exhibits Click:

**Fairs Provide High Income, Mass Market to Exhibitors at Low Cost**

THE dramatic impact of exhibiting at fairs has reflected itself strongly in the cash registers of manufacturers, distributors and dealers, who, in mounting numbers, have come to recognize the power that the vast, low-cost, mass-market fairs provide.

Measured by standards of other advertising and sales

promotion in terms of ability to create a market, fairs stand in a class by themselves.

A manufacturer in telling a magazine reader that his product has been thoroly tested, merely presents that claim. Or at best, he may picture that machine. But at a fair he can show his product undergoing actual tests—the

greatest convincer of all.

"Seeing is believing" is an old adage. But today it carries tremendous visual significance to the millions who annually attend fairs.

These skeptics want to inspect, feel and in some instances hear the product. They want their own senses to determine whether they should buy. And commercial exhibits at fairs afford them that opportunity.

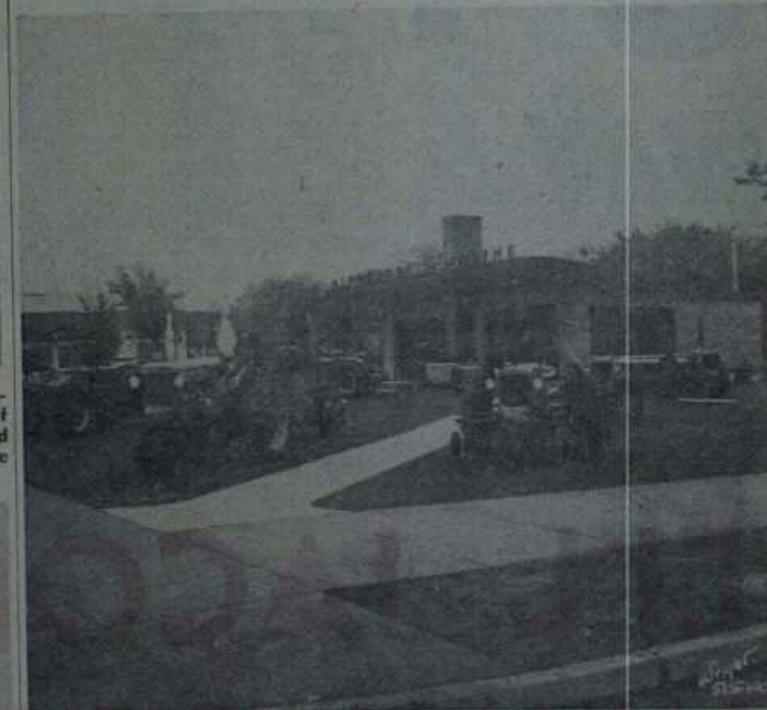
### Potential Buyers

To the exhibitor, fairs offer throngs of people with above-average incomes and with broad needs . . . prosperous farmers, successful tradespeople, high salaried craftsmen.

At a fair, these people are in a holiday mood. And this, as any veteran in the sales field will attest, is all-important. It means that there are no barriers to overcome. As a matter of fact, the typical fairgoer is eager to be entertained or stimulated.

Exhibitors find that they can stimulate desires, whether it be a new refrigerator, range, TV set, radio, tractor, automobile, hairdo, coat or what'll it be?

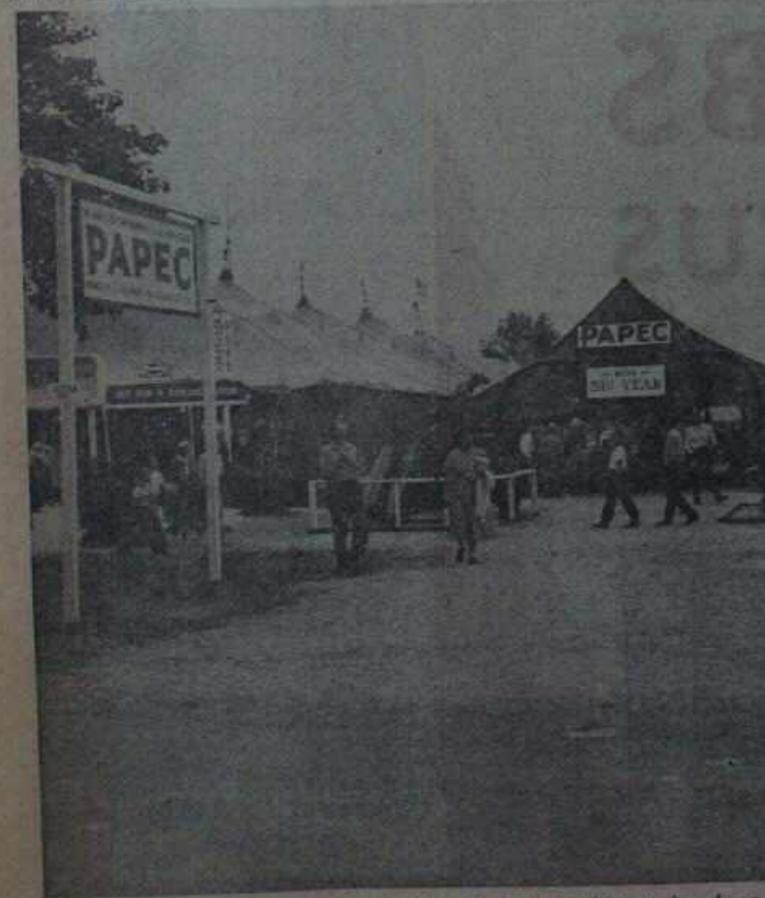
By their range, exhibitors provide plenty of variety. For the farmer there are a myriad of products, ranging thru an entire line of agriculture machinery and equipment to weather-stripping. For his wife, there are suggestions



Moline-Minneapolis Company, farm equipment manufacturer, built the \$30,000 permanent brick and concrete exhibit building shown above for the 1951 Minnesota State Fair. Farm machinery equipment makers long have acknowledged fairs as the best place to show their products, write sales or compile lists of likely looking prospects.



International Harvester Company had perhaps its most ambitious exhibit to date at the 1951 Dallas Fair. A 140-minute free show was presented at intervals each day. International used



Papac Machinery Company, manufacturer of feed machinery, has been in business for 51 years, and Arthur Gaus, manager, points out "we have always considered State fair exhibits as one of our principal means of displaying our equipment and securing names of prospective customers for



Heating equipment manufacturers reaped a harvest at fairs. Exhibits enable them to display their products to huge crowds with high purchasing power. Many manufacturers make on-the-spot sales and obtain many potential customers for follow-up purposes by local dealers. A typical heating equipment exhibit at a local Midwest fair is shown above.

# “Seeing Is Believing”

and information for a long dreamed of trip, a new kitchen gadget, a garbage disposal unit; perhaps, a clock, fur coat, or a Toni.

### Exhibits Grow

Exhibitors at fairs have grown in such numbers and variety that almost every field touched by advertising is embraced. A man can buy insurance—or, at least, be more fully informed of its benefits or he may learn how to invest his money thru brokerage houses, which, alert to the money that lies in rural areas, have taken to setting up miniature board rooms at fairs. And, if he has the inclination, he may even buy his coffin from among the samples exhibited at fairs.

Inertia, which holds down many from taking pen in hand and mailing an inquiry to an advertiser, is eliminated once the same people have made their way to a fairgrounds. Perhaps they had always wanted to inquire about a Sonotone but had never quite found the time to get around to it. But those same individuals, given a chance of having their hearing tested or seeing a new-model Sonotone, step right up for that chance.

What is true of hearing aids is true of many other products . . . encyclopedias, appliances, art supplies and sporting equipment. It also is true of some of the necessities—food products, for example. Relatively a low percentage will write in for a sample, even if

free. But if a sample is offered, as it is at many fairs, people will step up, perhaps even wait in line for 10 minutes, to taste a brew. And they'll do the same if the item is cake, cheese or anything edible.

### Farmers' Market

For some exhibitors, it virtually is impossible to reach all their potential customers except at fairs. Farm machinery manufacturers for years have been consistent exhibitors because of a combination of factors. First, the space invariably enables them to display their entire line. They also find that the farmers want to compare the models of various manufacturers. Adjoining exhibits of competitors facilitates this, speeding up decisions and sales and tying up actual orders which otherwise might be lost over months of indecision.

Fairs are timed naturally to come at the fruition period on farms. The crops are in, the cash in the bank and the farmer is free to contemplate his future needs, whether it be for seed, a new roof, a modernized bathroom, or even an airplane.

With money in the bank and the future to consider, a farmer—and his city brother—finds the exhibits appetite-whetting and compelling. Perhaps, he'll decide to settle for the seed and a new roof, but he still will leave the fair with thoughts of a new bathroom or, yes, an airplane, for

the time when he can afford them.

There was a time when a farmer's needs were relatively few. Now their needs are far broader than those of urbanites, and their ability to fill them also are greater.

### Manufacturers Cash In

That has broadened the market for exhibitors, and the alert ones are cashing in at fairs. They also get public assistance from utility companies, eager to push the use of gas or electricity, and their exhibits do much to sell washing machines, refrigerators, dryers, mangles, irons, lights, power tools, radios, TV sets, lamps, toasters, grills, etc.

Public service companies generally find fair exhibits a superb way of building good will . . . of selling their services. Unions, too, have acknowledged the value of exhibiting at fairs, and each year there is a larger number of labor organizations with displays or demonstrations at fairs. Such crafts as bricklayers and bakers are among the unions which have been the leaders in this respect.

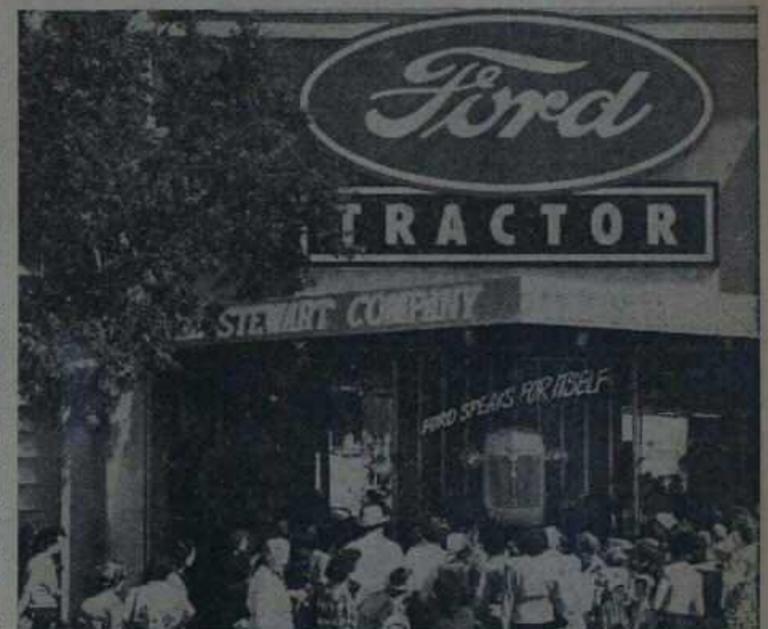
Bulked together, all of the organizations, manufacturers and service companies demonstrate the success of such exhibits as a potent low-cost form of advertising.

Since World War II and the abatement of many consumer goods shortages, competition between rival companies has been stepped up. And the smart competitors invariably have taken to exhibiting at fairs.

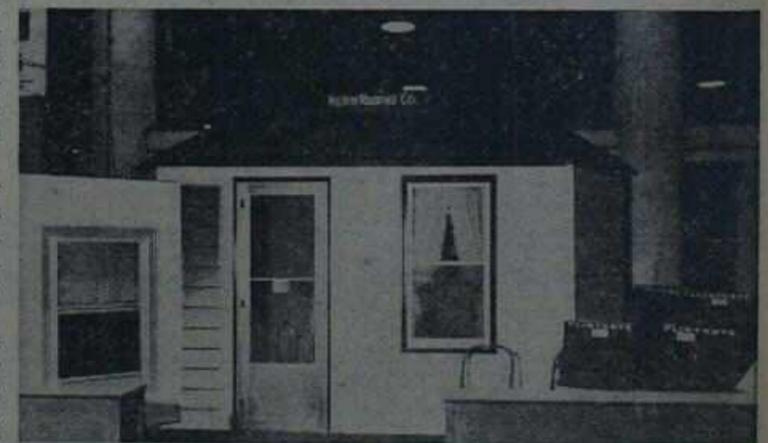
A battle for sales this year  
*(Continued on page 79)*



Manufacturers of work clothes and uniforms have been consistent exhibitors at fairs for years. H. D. Lee Company, one of the biggies in the field, went all out at Dallas this year, exhibiting the world's largest pair of blue jeans adjacent to a "branding chute," where free shows were staged seven or eight times daily. Company distributed 120,000 miniature "Lee Riders" which were stapled to kids' blue jeans, and 265,000 persons went thru the branding chute.



Success of the Stewart Company, of Dallas and San Antonio, as an exhibitor is typical of the experience of many automobile, farm machinery and equipment manufacturers. Firm believes its exhibit at the Dallas fair is the best way of showing new equipment. As an illustration, this year two trenching machines were sold in one day, a notable achievement. There were then only 30 such machines in Texas. Stewart Company, which has been a fair exhibitor for 12 years, has renewed for another five years.



Roofing companies long have made many sales or built huge lists of potential customers at fairs. Most agricultural fairs, of course, come when fall and winter approach, hence the public's mind is turning to make ready for cold weather. And the huge fair turnouts enable roofing manufacturers to reach these people at low cost. Shown is one of the many roofing exhibits at fairs this year.



Machinery Hill at the Minnesota State Fair abounds in many large attractive displays of all kinds of farm machinery. Shown are parts of the Oliver and John Deere exhibits at the St. Paul annual. Minnesota's Machinery Hill has gained such a reputation with the State's farmers that many delay purchases until they see the exhibits of many different manufacturers at the fair.



Gasoline companies thruout the nation came up with a wide variety of displays and attention-compellers at fairs this season. And at least one company that has a program which, it claims, will, when added to gasoline, add new pep registered astonishing results. Shown above is that company's exhibit at a Midwest fair that sparked thousands of inquiries.

# Cartoons Aid Gate

### Sketches Carry Sock Punch, Overcome Lack of Good Photos

STATE FAIR OF TEXAS has found cartoons with a humorous touch to be an excellent publicity medium, both for the fair itself and for special events.

Expo's publicity department finds that small papers go for cartoons, and readers rarely pass them up. In addition, small weekly newspapers, which sometimes have difficulty making a plate from a half-tone mat, can get excellent reproduction from line mats.

Cartoons come in particularly handy for events that are difficult to illustrate and also for acts (this is one of fair's biggest gripes about top outdoor acts) which just don't have good photographs suitable for publicity purposes. Editors can use mats for filler material when they might not have time or space to use stories. And there's some-

thing a bit different about cartoons that makes editors prefer them to regular run-of-mill flack.

#### Distributes Cartoon Mats

Fair distributes cartoon mats as a general rule to approximately 175 daily and weekly newspapers within a 100-mile radius of Dallas, but just before the fair, at least one cartoon mat will go to every daily and weekly newspaper in Texas and parts of Oklahoma, Louisiana, New Mexico and Arkansas, a total of about 1,000.

Cartoons used this year were on the "Water Follies" in June and the July 4 promotion featuring a "Grand Ole Opry" unit. These two did double duty, original art being reproduced by The Dallas-Times Herald on its amusement page in a larger size than mat used by the fair.

Publicity department had a

series of seven mats ready to go to promote the fair. Five were two-column mats and two were three-column mats. There were two-column cartoons on the Aut Swenson Thrillcade, the Hereford show, the Velaire Sky Wheels, and two\* general gag-type cartoons. Three-column mats were used to plug the midway and the Cotton Bowl football, the latter aimed at sports page use.

#### Makes Use General

The American Hereford Association's public relations director, Don McCarthy, requested the original art on the Hereford cartoon, since with a minor change in tag line, the cartoon could be used to promote any livestock show. The same is true for most of the cartoons used by the exposition. With slight changes in the type underneath pictures, they could be used by any fair. Expo takes pains to keep cartoons from looking like an advertisement—they have to be funny.

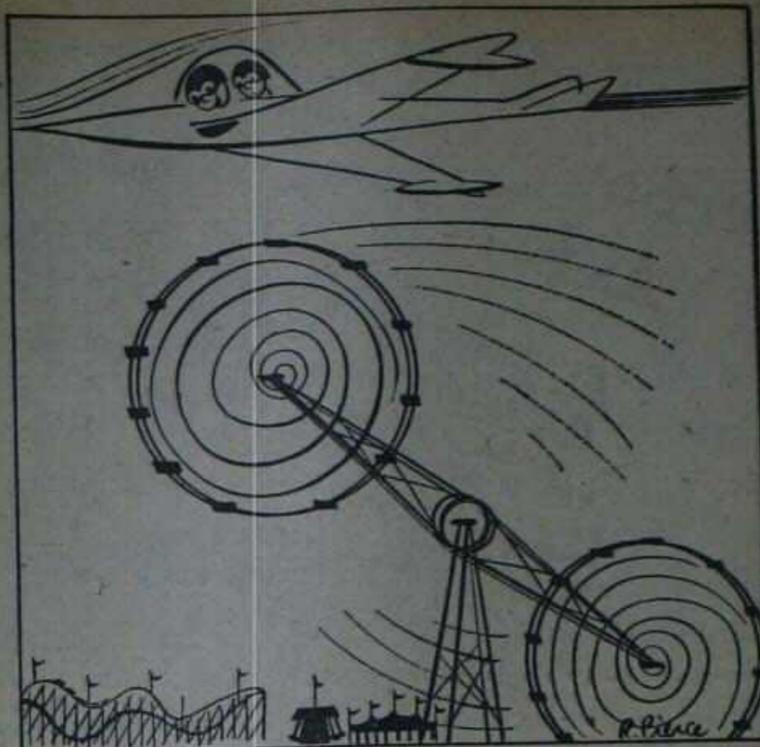
Fair is fortunate in having in Dallas an artist who can not only do a job of cartooning equal in every respect to that seen in any national magazine, but who also helps the fair's publicity department immeasurably by coming up with ideas and gags for cartoons. He is Bob Pierce, a free lance artist, who also does much work for movie companies in Dallas, his caricatures appearing exclusively in The Dallas Times-Herald.

Times-Herald, which had a huge special edition for the State fair, used as a cover page on one section of the edition, a huge cartoon done by Pierce. Fair publicity department worked with Pierce to develop the page.

#### Supplement Photos

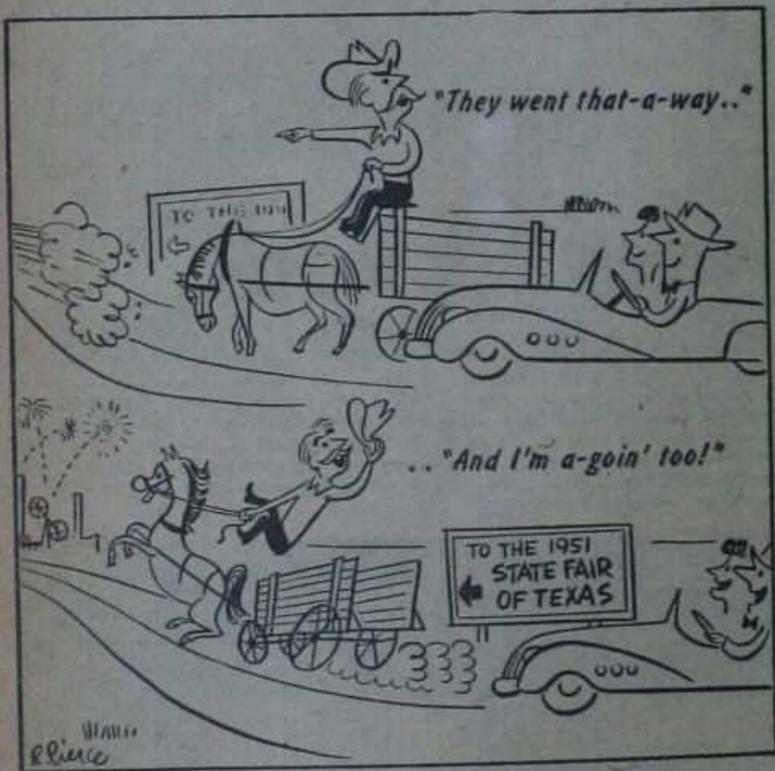
Fair has used cartoons for the last two years, but its publicists emphasize that cartoon mats used are not intended to take the place of photographs, but are used merely as a valuable supplement to photos. They point out that there's still nothing better than a good photograph to tell the story. Biggest difficulty the fair has had, however, is getting acts and agencies to furnish good photographs. Over-all illustration of fair itself is easy, as expo maintains a huge file of publicity photographs, but individual acts fall down badly in this important phase of publicity. In many cases, even the technical quality of pix submitted by talent for publicity purposes is so bad they have to go into the wastebasket, as the Dallas fair will not release an inferior photo.

However, it's an ill wind that blows nobody good, and that kind of pix made the fair go to cartoons originally on a few special events. Newspaper reaction to cartoons was so good that the fair plans to use them regularly to supplement photos.



"Zowie! Look at that thing go! It must be the SKYWHEEL at the STATE FAIR OF TEXAS, Dallas, DATES HERE

The Dallas Midway comes in for generous cartoon treatment. Use of pen-and-ink sketches overcomes the problems that go with depicting rides and shows thru photos.



Light, comic touch snares reader interest, and it gets across potent selling message.



"That's nothin'. Wait'll you see the Aut Swenson Auto THRILLCADE at the STATE FAIR OF TEXAS, Dallas, DATES HERE



"He's getting ready for the LIVESTOCK SHOWS at the STATE FAIR OF TEXAS, Dallas, DATES HERE

Even the livestock comes in for cartooning. Such sketches as the one above arrest the attention of many who might pass up a half-tone cut of a bovine without reading the cut-lines.



"He was glued to the chair until he was un-seated by a reminder of the STATE FAIR OF TEXAS, Dallas, DATES HERE

Idea of all sketches is to grab and hold the reader's attention. Usually, the sketch lines are left to give the fair's dates.

State Fair  
Bows Out  
As Best

# 379,897 TOTAL ATTENDANCE AT FAIR

Holiday Crowd  
Of 83,609 Visits  
State Exposition  
All Gates Closed  
To Automobiles  
Late in Afternoon

**EVEN BETTER IN  
1952 IS GOAL**

By Roy E. Fairman  
THE 1951 New York State Fair came within an eyelash of equalling the all-time record attendance mark.

With 59,112 passing through the exposition gates yesterday, the total attendance for the eight-day fair reached 379,897. This was only 3,869 short of the 383,766 mark set in 1950.

AS THE FINAL curtain was rung down last night on the biggest, best and one of the most largely attended State Fairs of all time, exposition officials were already engaged in devising ways and means to make the 1952 show even better and more attractive.

C. Chester Du Mond, state commissioner of agriculture and markets, whose department is responsible for the fair, and Harold J. Creal, its director, were elated not only at the high quality of the exposition but also at increasing public interest, which was reflected in a near-record attendance despite the fact the weather for most of the eight days was the most miserable in the history of the big fair, which dates back to 1841.

SYRACUSE  
**HERALD-JOURNAL**

Weather, Race  
Draw 59,112  
On Final Day

DuMond Looking  
Ahead to Bigger  
Event Next Year

A last-day attendance comeback at the 1951 New York State Fair, which last week suffered from some of the worst weather in fair history, yesterday boosted attendance figures to just short of an all-time high for the industrial and agricultural exposition.

Only a dinnertime lull provided "space to shoot thru" at the New York State Fair yesterday as an official attendance of 83,609 crowded its way into the State Fairgrounds for the first time since the opening day of the first postwar exposition in 1949.

Unofficial estimates had placed the Labor Day holiday crowd at close to 100,000.

**PARKING LOTS JAMMED**  
Last night, a spokesman for fair officials stated, "We're as full now as we were at 4 p. m." He added that for the first time in his experience, cars which overflowed parking lots were parked two deep around Empire Court.

The temporary shutdown of fair traffic came when parking space on the grounds ran out and cars edged, bumper-to-bumper along State Fair Blvd. for a mile in both directions from the gates. Officials believed that the dinner-time clearing of the grounds was caused in part by the afternoon's traffic warning. However, they said it didn't last long as evening visitors began flocking in around 7 p. m.

THE POST-STANDARD

## Exhibitors Hail '51 State Fair Crowds as 'The Greatest Ever'

THE NEW YORK



# STATE FAIR



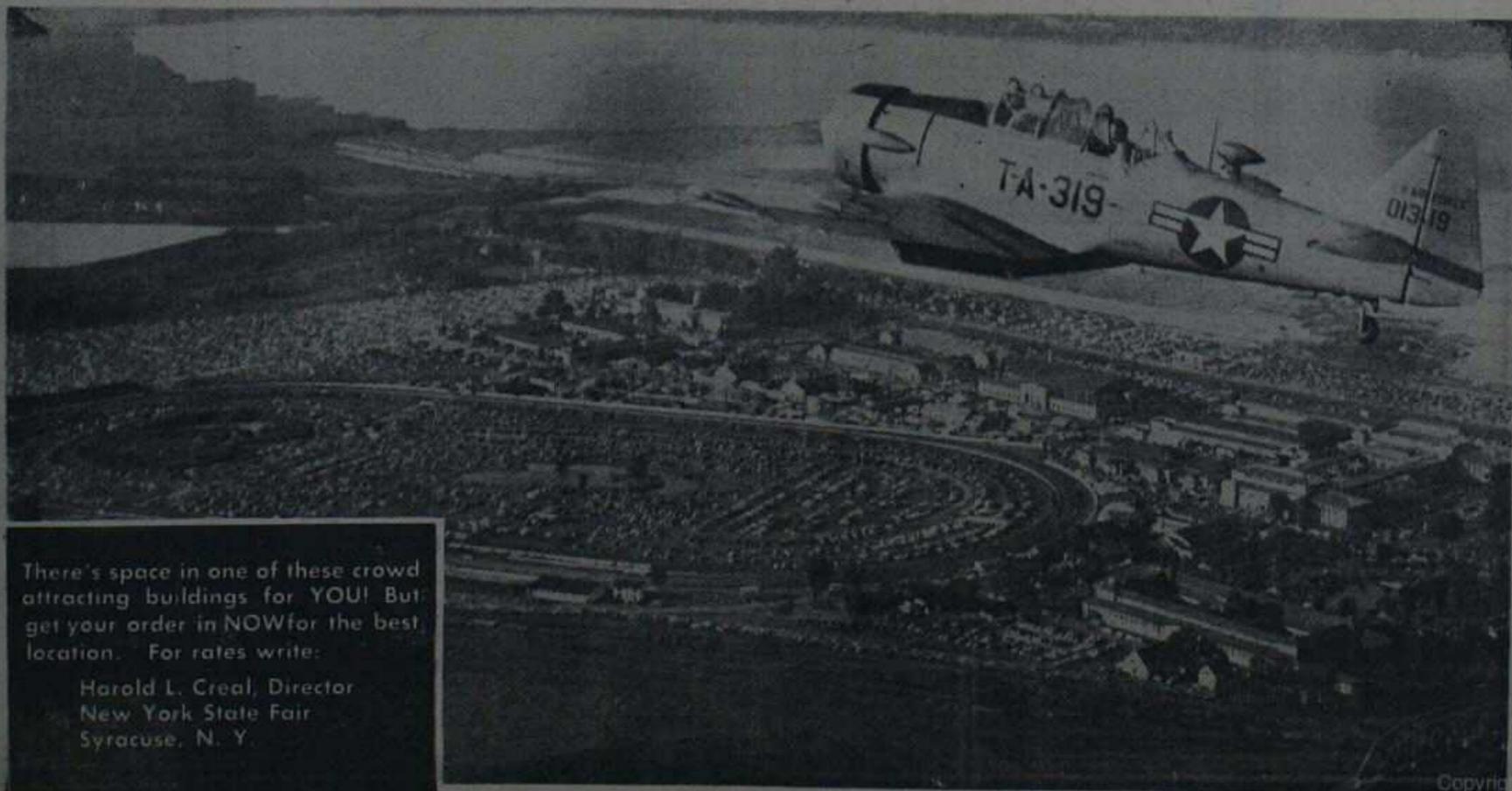
SYRACUSE, N. Y.

The Empire State's Annual Agricultural and Industrial Exposition

**BIG IN '51!**

**BIGGER**

**STILL IN '52!**



There's space in one of these crowd attracting buildings for YOU! But get your order in NOW for the best location. For rates write:

Harold L. Creal, Director  
New York State Fair  
Syracuse, N. Y.



# WISCONSIN

## STATE FAIR

**819,210 Attendance - Greatest  
single concentration of the overall  
Wisconsin Market, and Wisconsin's  
greatest outdoor event.**

To the Sales Manager planning to get his share of the multi-million-dollar Wisconsin Farm and Home Market, the Wisconsin State Fair can offer far more sales power than any other single promotion media.

As the showcase of Wisconsin's agricultural, educational and industrial achievements, The Wisconsin State Fair annually attracts the cream of your prospects from all over the state. Consider, too, the opportunity for personal contact, an opportunity for demonstration plus your public relations program.

For complete details on the market, write for the  
**WISCONSIN STATE FAIR SURVEY**  
a complete report, prepared by the Research Department of  
The Milwaukee Journal.

**1952 DATES**  
**August 16-24**

Represented Nationally by **MAY and WOODHOUSE**

**WILLARD M. MASTERSON**  
Manager

**WISCONSIN STATE FAIR**  
State Fair Park,  
Milwaukee 14, Wis.

# Ghost Town Jumps

**Restored Frontier Town Is Lively Spot on Great Falls Fairgrounds**

WHILE programs to restore ghost towns (and near ghost towns) are gaining momentum each season throughout the West, there's one "frontier town" that hasn't changed in years, altho it has only one "permanent" resident.

This unchanging bit of the Old West is Old Town, a composite Western village to be found in the large auditorium on the grounds of North Montana State Fair at Great Falls.

Old Town was created 10 years ago by State Sen. Charles Bovey, of Great Falls. Every building in the "community" is a genuine relic of the early days, all dating from territorial times in Montana. Senator Bovey found these museum pieces of architecture in a dozen different places—Jerry Smith's old-time saloon in Boulder, Mont., where for a time it served as the post-office; Charlie Hoffman's barbershop in old Elkhorn, a ghost town high in the Rockies near Boulder; "Smoky" Eberl's blacksmith shop in Augusta, a cowtown about 76 miles west of here, and Joe Sullivan's Saddlery in Fort Benton, the oldest town in Montana.

**Started by Collector**

Old Town is open to visitors daily from 2 to 8 p.m. Tourists from every State in the Union and from a score of foreign countries have signed the register.

This "settlement" was founded when directors of the Great Falls fair board turned over the North Montana State Fair's Western Exhibit building to Senator Bovey, who has devoted his life to saving a bit of the Old West for the education and enjoyment of present and future generations.

A born collector, Charlie Bovey at first specialized in old vehicles—Concord coaches, freight wagons, vintage fire engines, hook-and-ladder trucks and early-day automobiles. Bovey all but filled the fair auditorium with

these and each summer, during the North Montana State Fair, many vehicles had to be wheeled outside to make room for the fair visitors.

**Great Falls—Old West**

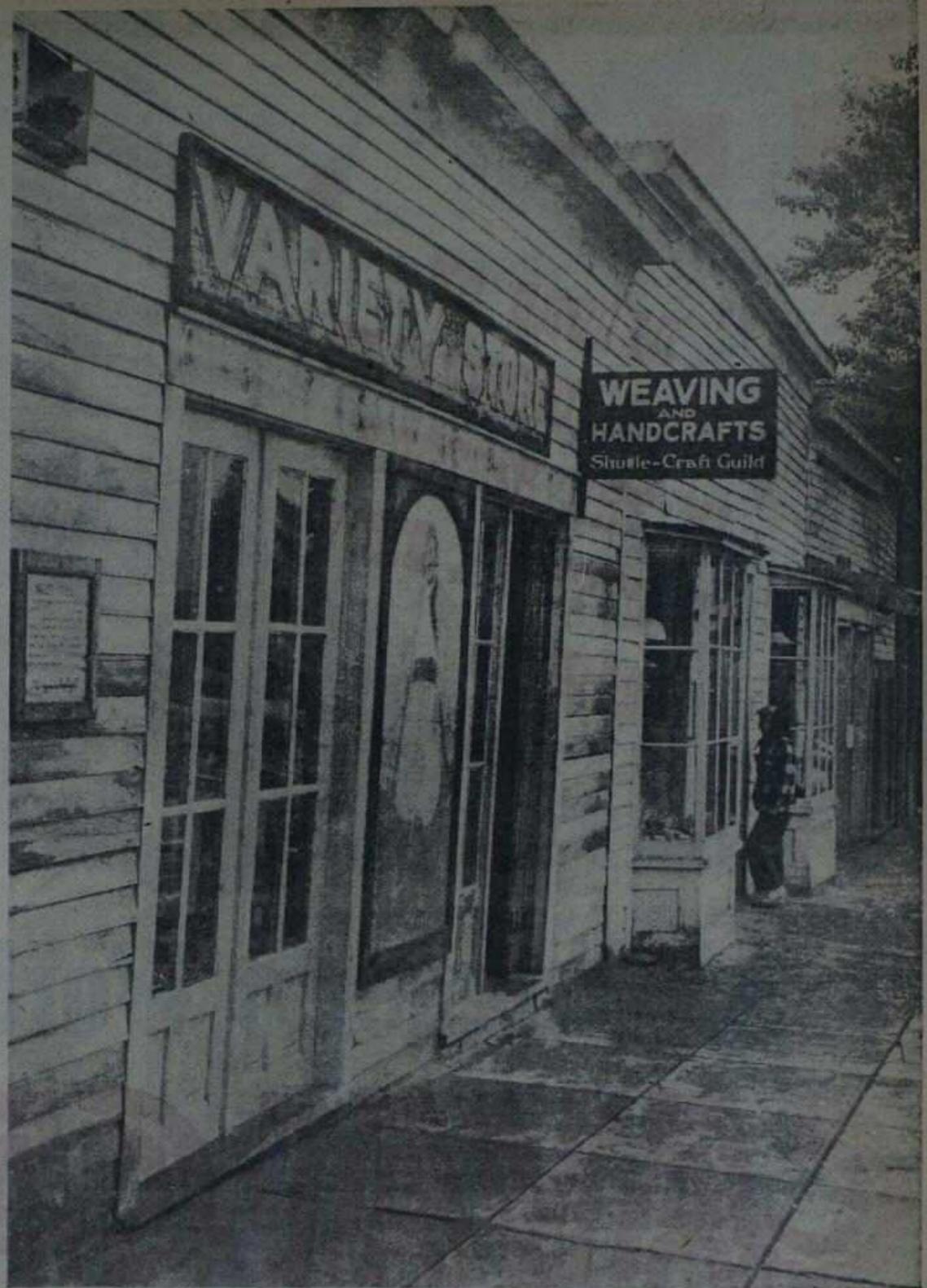
Great Falls, altho now Montana's largest city, was much younger than Virginia City, Helena, Butte and other towns and cities in the Southwestern part of the State. It also is a progressive, steadily growing city. The result was that this modern community had few visible ties with the Old West. Bovey set out, in Old Town, to remedy this lack.

When he decided to assemble a group of authentic early-day buildings in the fair auditorium, he naturally turned to the older towns of the region. At Fort Benton, Joe Sullivan's daughters, Genevieve and Bernadine, gave him their father's old saddlery, which had been standing vacant on the main street of the old Missouri river town.

After Sullivan's Saddlery was partially rebuilt, friends came forward with tips about other interesting old structures that possibly were available. The late Joseph Kinsey Howard, then news editor of The Great Falls Leader, gave publicity to the project.

"The fun of collecting anything," Bovey wrote in a foreword to a little pamphlet issued when Old Town was first thrown open to the public in 1941, "is enhanced when one has a place where others can see and enjoy the collection; to lock it up in a dark shed, accessible only to myself, would give me little pleasure. My mother, who undoubtedly inspired my interest in collecting, gets more pleasure than anyone I know out of showing her many collections to others."

When Old Town was first opened to public view in the summer of 1941, it consisted only of "business" buildings—the saddlery, saloon, blacksmith and barber shops, a general store and printshop. Since then a two-story frame residence, complete with gingerbread trimming on the two-

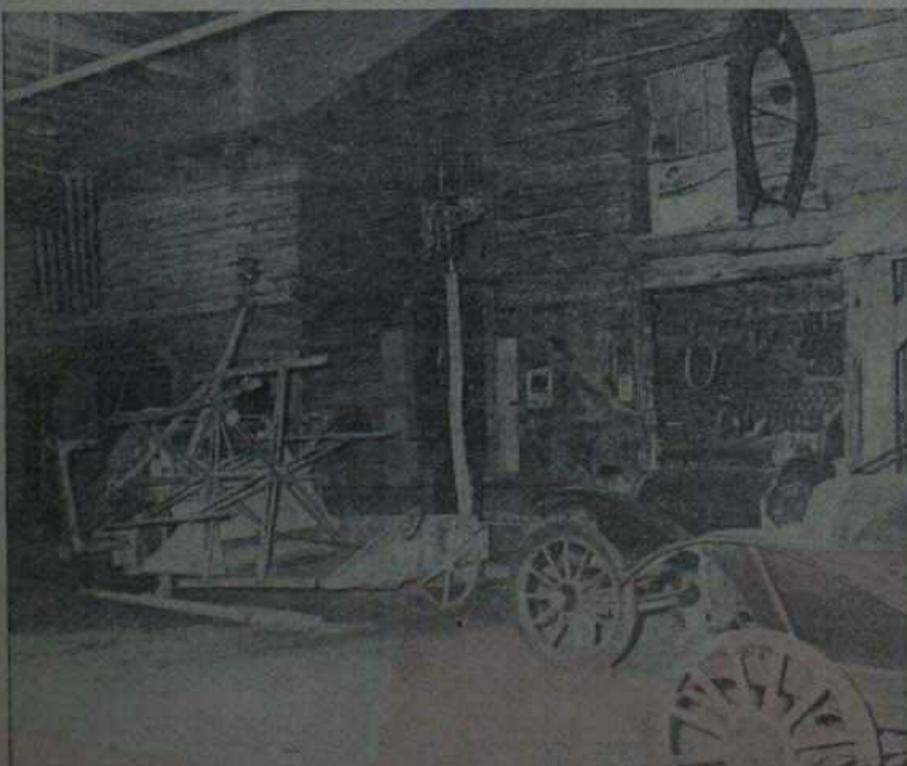


Old frontier town, faithfully reproduced at the North Montana State Fair, Great Falls, each year returns to life with a bang during the fair. Picture above shows part of the main stem of the Old Town of the Old West. During the fair, Old Town is thronged with fairgoers.

story veranda, has been added. This was once the Oscar Sedman mansion, originally located in Alder Gulch, scene of a fabulous gold strike in the '60's. Bovey had the house carefully dismantled and trucked to Great Falls in sections. Today it is completely equipped with furniture of the Rutherford B. Hayes period.

Once Old Town was completed, down to the last handbill in the printshop, Bovey looked for larger worlds to conquer. He found one in Virginia City, a near-ghost town in Southwestern Montana, which he has undertaken to restore. So successful has been that venture, which he launched in 1947,

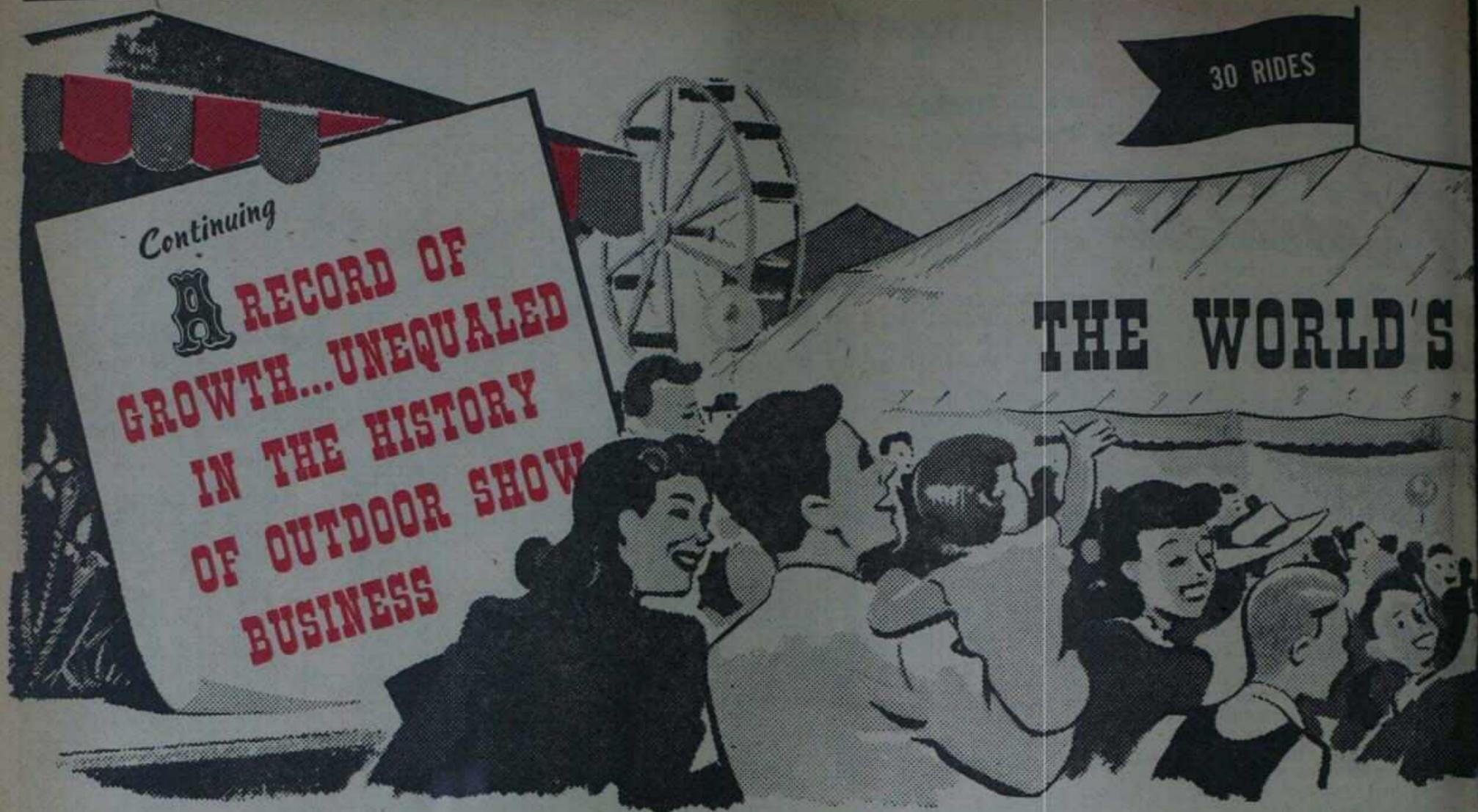
that 150,000 persons found their way to the old mining camp during the 1950 tourist season. There the visitor can "step back into the '60's" without the least strain on the imagination. But he can do the same thing at Old Town, within the municipal limits of Montana's largest city.



Saddlery, saloon, general store, blacksmith shop, barbershop and general store are included in the Old Town reproduction at the Montana fair. Antique automobiles, farm machinery and rigs and wagons dating back to the 1860's are spotted on the street within the old town.



Buildings within the Old Town came from a dozen different Montana towns. In the reconstruction, care was exercised to preserve the original appearances of the buildings, not to dress them up. The houses and street within the town are all under one roof.



# Al Wagner's World Famous

# CAVALLCADE of

## Muskegon Okay For Al Wagner

MUSKEGON, Mich., Aug. 25.—Business built here for Al Wagner's Cavalcade of Amusements, after the org lost Monday night (20) to rain. Shows Tuesday (28) before training to Detroit for the Michigan State Fair.

Vince Carson and his Models of 1952 joined here. Cast includes Jack Spangler, comedy; Mary Elaine and Miss Estell, singers; Rita LaFont, Brenda Napier, Joan Randolph, Anita Parker, Angela Kennedy, Olga Neigel, Ellice Dupont, Dodee Jensen, Alice Sonier, Leatha Smith and Arliss Flynn, dancers.

Glen Porter, who has the Side Show, was released from the hospital. Frank J. Lee, press agent, closed here and announced he was joining the Clyde Beatty Circus. Radio co-operation here was excellent with many of the show's personnel making with personal appearances. Circus fan Bob Johnson, program director of WKBZ, was a nightly visitor on the lot.

## Wagner Shows Set New Mark

RICHMOND, Ind., Aug. 11.—Al Wagner's Cavalcade of Amusements railed here this week after setting a new midway record at the Delaware County Fair, Muncie, Ind., where large crowds and good spending was the rule.

Stand here opened Tuesday to a good crowd but most of Wednesday was lost to rain. Traditionally a big week-end town, the org was looking forward to a lush Saturday with good weather.

Owner Wagner sent six rides, two shows and number of concessions to the near-by Centerville 4-H Fair, which is operated by Richmond businessmen, and early reports were that this unit was racking up good grosses.

## Wagner Hits Winner At Muncie, Ind., Fair

MUNCIE, Ind., Aug. 4.—Al Wagner's Cavalcade of Amusements, favored with ideal weather all week at Delaware County Fair, is winding up one of its best stands of the year here today.

Kids' day, Tuesday (31), was

## Atlanta Running 13% Ahead of '50

ATLANTA, Oct. 6.—With the weather breaking right, the Southeastern "Fair a Ganza," under the direction of Mike Benton, racked

up an attendance gain of 13 per cent thru Tuesday (2) over the same period last year. The annual "Fair a Ganza" Sept. 28 and Oct. 7.

Al Wagner's Cavalcade of Amusements was on the midway, and the gross was reported as running about 13 per cent ahead of the 1950 take. The shows on the midway were getting a solid

play, with the "Bonnie B. Re-play" grabbing the top spot.

The annual opened with a tremendous balloon parade in the downtown section of Atlanta that wound up at the fairgrounds. The balloons featured fairy tale and comic strip characters, and the event drew heavy attendance. Jack Cochman's auto thrillers for four grandstands show featured for four

matinee performances and 10 night shows. Kochman's take was reported as 15 per cent ahead of the 1950 sum as of Tuesday. Other

and attractions included the "Ladies Fair," "Goddess of the Air," Sky King, Bette Blue Bounce Smith, singing duo; Bounce Wallace, pianist, and

Steenrichsen's brass band. Re-works displays were presented nightly by the Ohio Fire-works Company, and Tom Moore's show, "Ladies Fair," was

presented before the grandstand this afternoon. Exhibit space was jammed with displays from 34 States and three foreign coun-

tries. Women manned education exhibits, and home exposition displays were offered by 18 women's organizations thruout Georgia. The largest Brahma cattle display in the world drew a heavy

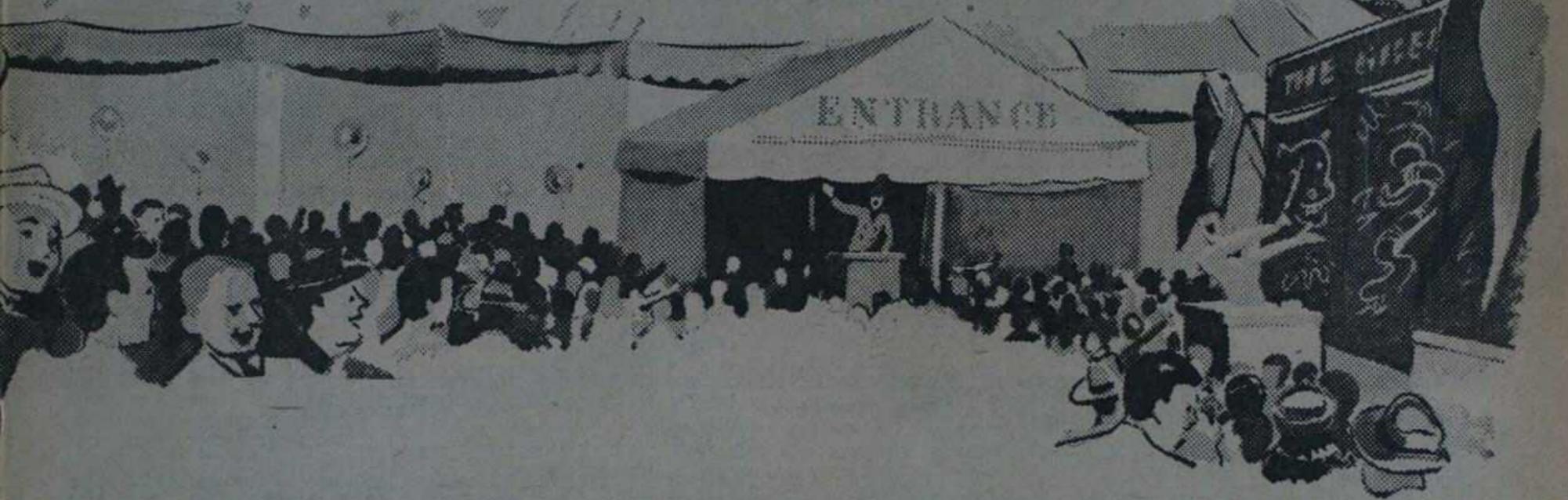
throng of farmers.

See us at the

25 STAGE SHOWS

50 CAR TRAIN

# Presenting LARGEST AND FINEST MIDWAY



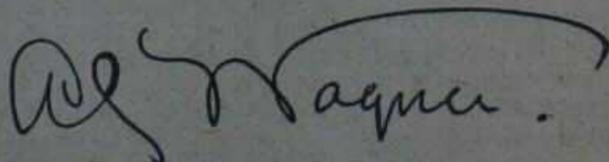
# AMUSEMENTS

*Thanks to All*  
**Who helped make our 1951  
season one of the finest  
in our history . . .**

To the Fair Managers, Secretaries and Chairmen where we have had the privilege of furnishing Midway Attractions. . . . To the Press and Radio for the wonderful co-operation you gave us. . . .

To our loyal and hard-working staff and personnel for their sincere efforts to make ours a bigger and better show. . . .

MY PERSONAL THANKS TO EACH AND EVERY ONE OF YOU.



**WE PROMISE YOU IN 1952**

The Best Shows (Bigger Shows, Greater Shows) that money and top ability can put together.

**"THE CAVALCADE MARCHES ON"**

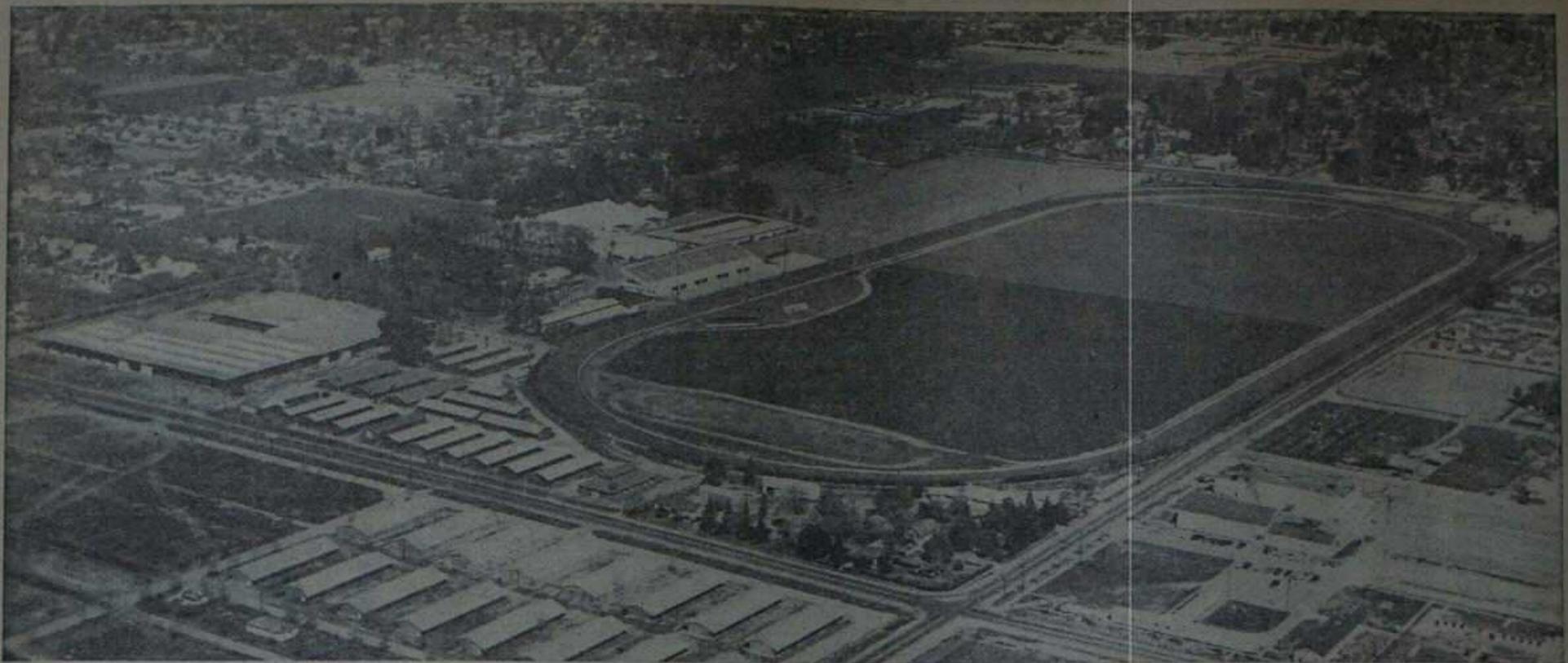


**SHERMAN HOTEL** ★

Bull Fight Room 342

Permanent Winter Quarters; Box 66, Mobile, Alabama ★





Fresno, Calif., location of the district fair, has grown population and industrywise, yet the fair has had its farm machinery exhibits increase over the years. Fair this year sold out all commercial and concession space well in advance of its dates.

# Fresno Annual Forges Ahead

## District Event Makes Vigorous Comeback Under Thomas A. Dodge; Free Entertainment Is Featured

ESTABLISHED some 65 years ago, the Fresno District Fair, Fresno, Calif., has met the challenges of time and progress. This has been reflected in its moves from the presentation of the top harness racing attractions late in the past century to a notable spot in 20th century automobile competition and even later to horse racing. During the transitions the usual financial problems have appeared and one in particular, prior to 1935, put the annual in the white-elephant class, with Thomas A. Dodge, its secretary-manager for 16 years, then taking command and building it to an enviable position in the State's fair circuit.

The Fresno fair was organized under somewhat the same system that it operates today. In the beginning, agricultural districts were established by the State and directors named for the sections. About 1911, because of a vote that seriously affected horse racing, there was a shifting in the operation of some districts, but in the main they continued under the set-up at that time. Some State aid was received, with the Fresno County Chamber of Commerce taking over and operating the fair until 1931, when this organization discontinued its sponsorship because of financial difficulties. During the 20's the site was famous for its automobile racing bowl. Motorized speed programs eventually were replaced by running races, which came into prominence with the passage of the California horse racing bill in the middle '30's. This measure also solidly re-established the district fair arrangement.

The fair, unlike some in the State, has seen its exhibits of farm machinery increase. Then, too, the horse racing bill helped this annual, as well as others in California, by providing funds that allowed modernization of the plants. Co-incidental with the latter



THOMAS A. DODGE

was the taking over of the grounds by the Army, which upon their return to the association, added some 60 acres and made new construction a necessity rather than a voluntary effort.

Dodge, a mild mannered man who has made fair management a career, assumed charge of Fresno in 1935 at a time when no one else seemed to want the responsibility.

Altho the pari-mutuel bill, which gives each of 78 California fairs approximately \$65,000 yearly from the money wagered at race tracks, was in effect, there were individuals and organizations who were dubious that the betting would be sufficient to support the event. They could not visualize horse racing as the multi-million-dollar operation it is today and, accordingly, felt that it would be only a matter of time when it would

be necessary to again bail the Fresno annual out of a financial predicament. The present manager was then with the Fresno County Junior Farm Bureau and his acceptance of the post made it possible for the district to participate in State funds. In addition to serving as manager of the fair, he became a director of the Western Fairs Association in 1941 and today is its president.

### Records Lost

Fresno, because of a series of fires, has no records of its early days. However, it can be said that the previous managers, like the present one, were capable of meeting emergencies, for it was during the period of the automobile races in the 1920's that the wooden bowl was destroyed by flames. In the short space of three days seats for 5,000 were constructed and the meet went off as scheduled. The regular arena was one of the finest in the West and was part of a circuit which included Santa Monica and Cotati. It attracted the nation's top drivers.

"We (the Junior Farm Bureau) were the only ones who would take over the fair in 1935," Dodge says, "The people did not believe that racing would pay off and thought that the fair would go broke again. The California horse racing bill was in effect and, I understand, that the California State Fair, like others, took the set amount rather than a percentage of the betting. Think of the money we would have had."

When Dodge became manager, the fairgrounds covered about 100 acres with approximately 10 acres outside the grounds used for parking. When the war came, the Army made a 15,000-man camp at the site and purchased 60 acres additional. When the grounds were returned to the association in 1947, it pur-

chased the acquired land, making a total of 170 acres.

### New Fair Plant

Since Dodge has been in charge, practically a new fair plant has been installed. In 1939, one of his first projects was the building of an amphitheater on the site of the old pavilion constructed in 1880. With National Youth Authority help, the bowl became a reality, seating 3,000, with standees bringing the capacity up to about 3,500. It is here that free shows are presented twice daily with the fair spending approximately \$7,000 for the talent, bought since 1939 from Franchon & Marco in Los Angeles.

"We believe in free entertainment. We have always gone on the theory that the people must receive something for their 60 cents," the secretary-manager declared in outlining the policy. "This entertainment has always been an attraction. It appeals to the people who want to see the livestock, farm machinery and other exhibits but, perhaps, do not want to go into the grandstand."

There is also entertainment in front of the grandstand for which an admission is charged. With the fair now operating nine days for the second year (formerly the run was six), a circus type show, also booked by F.&M., was presented six evenings with a horse show for three. Horse racing, which in 1950 had nearly \$800,000 in mutuels, was a feature for eight days—Sunday being the runnerless day.

### First With Cafeteria

Fresno, under Dodge's administration, was one of the first fairs to construct a large and modern cafeteria. "The cafeteria was constructed after the war," Dodge stated. "With the facilities there, fairgoers may get anything from a cup of coffee to a steak. As it has a seating capacity of 600 as a cafeteria and 900 when arranged for banquets, many groups hold dinner meetings there."

With this facility, among others, the fairgrounds are used thruout the year. Livestock shows and sales, meetings and conventions and special exhibitions such as that of the Mineral Society and Art

League are held there. And becoming an annual event is the session of the State Quarter Horse Show.

Other improvements to the plant in recent years included the construction of new bars in the livestock area and a new 132 by 120-foot poultry building costing \$125,000. Two livestock pavilions, one finished three years ago and the other two years ago, are also available.

### Grandstand Costs

The grandstand, constructed in 1938 by the combination of the Public Works Administration, State and county, cost \$120,000 and to replace it today the cost would be over \$500,000. There is a plan under way, when restrictions are removed, to add 1,500 seats, give it a new roof and construct a new administration building, replacing quarters now in the grandstand.

Dodge does not believe in overselling space.

"Our 1951 fair preparations moved along nicely," the manager declared. "All of the exhibit space was sold out well in advance and concessions could have been sold up to the opening date. But I believe in taking care of the concessionaire and limit the sale of space."

One of the features at Fresno is the farm machinery—one of the largest exhibits in the State. While the city has grown from about 175,000 in 1940 to approximately 300,000 the area is still primarily agricultural. Dodge said that a number of industries had moved into the area, but as they are allied to agriculture, the interest in farming has been increased rather than decreased.

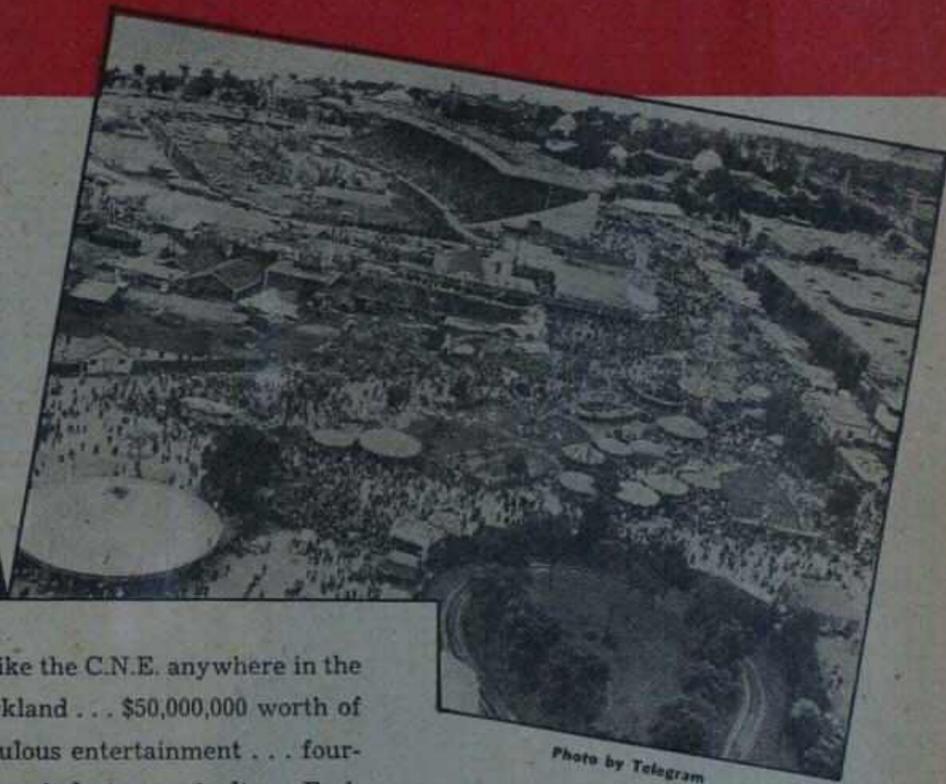
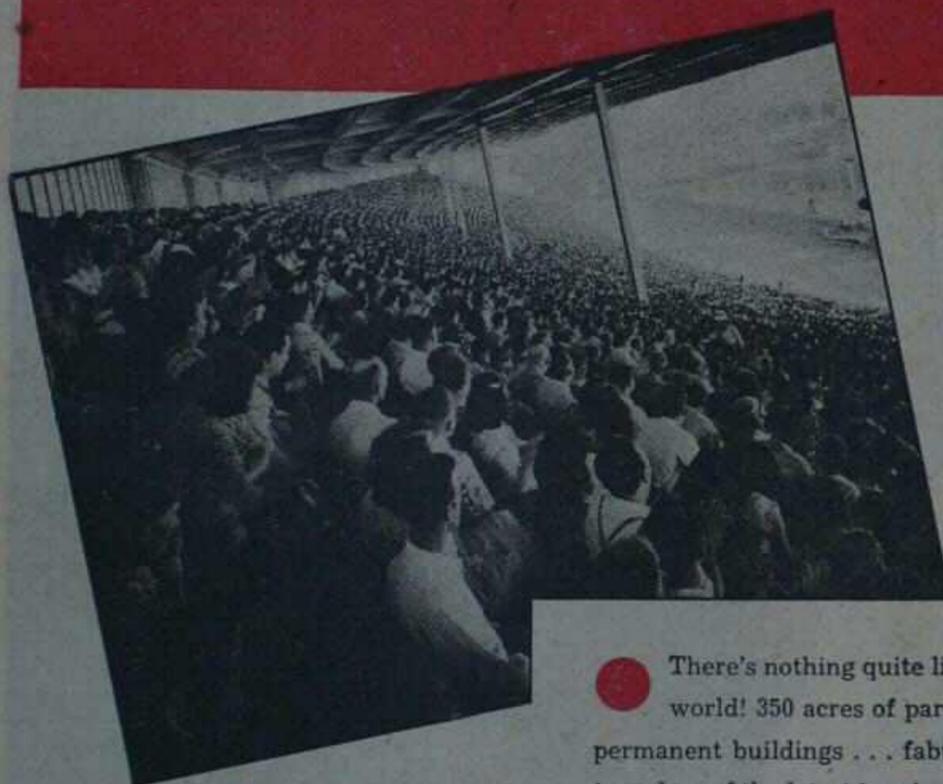
### Once a Farmer

Tom Dodge was born and reared in Fresno and was farming before he became associated with the county junior farm bureau. Working the year around on the fair and non-fair activities, he is assisted by Allen Mills and Roy Gorman, former newspaperman, who assisted on publicity during fair time when Merrill was on the staff. When Merrill left to become general manager of Western Fairs, Gorman extended his working schedule on the press and material

*The annual wonder of the World*

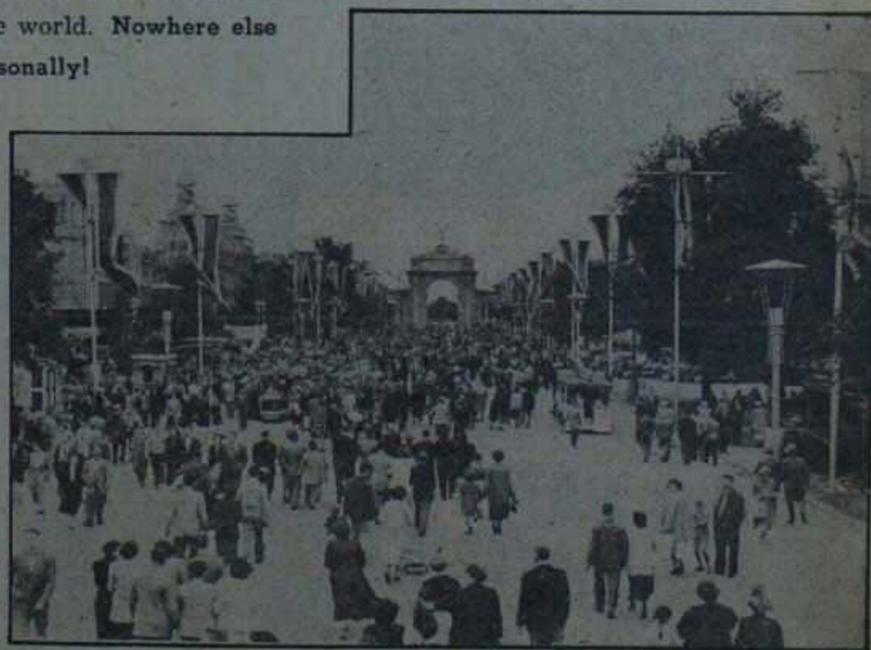
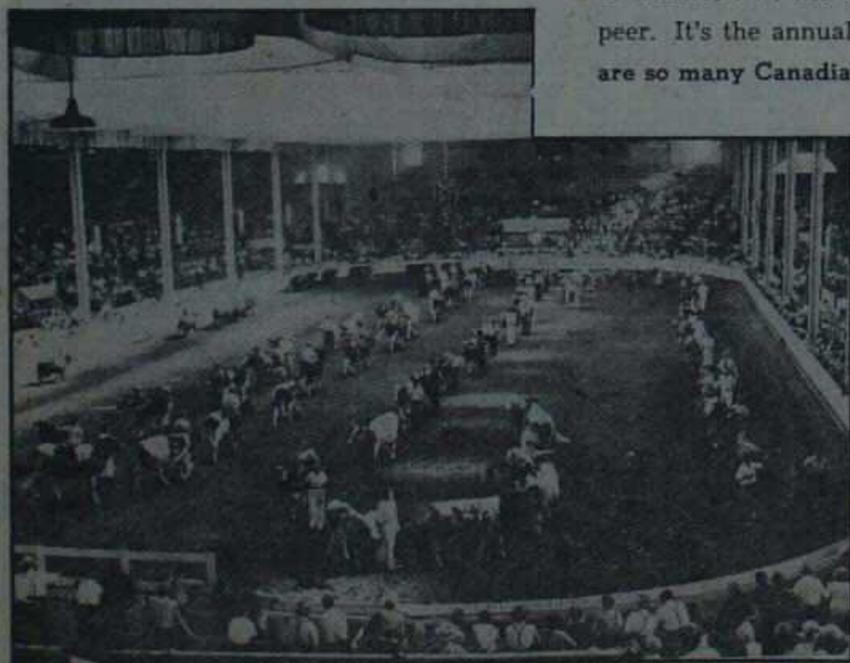
# CANADIAN NATIONAL EXHIBITION

**ONE DAY'S ATTENDANCE OF 294,000 SETS ALL-TIME RECORD!  
OVER 2,699,000 VISITORS CRAM SHOW IN 2 WEEK PERIOD!**



*Photo by Telegram*

There's nothing quite like the C.N.E. anywhere in the world! 350 acres of parkland . . . \$50,000,000 worth of permanent buildings . . . fabulous entertainment . . . fourteen days of the latest in science, industry, agriculture. Each year the C.N.E. plays host to the world. This year more than 2,699,000 visitors saw the products of thousands of exhibitors. As an entertainment mecca, as a meeting place or market . . . the Canadian National Exhibition has no peer. It's the annual wonder of the world. Nowhere else are so many Canadians reached personally!



CANADIAN NATIONAL EXHIBITION

1952 DATES

**AUG. 22 - SEPT. 6**

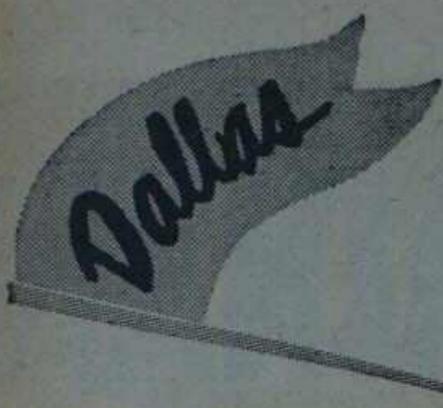
*(Inclusive)*

*R. C. Berkinshaw, C.B.E. President*

*Elwood A. Hughes, O.B.E. General Manager*

**Administration Building**

EXHIBITION PARK  
TORONTO 2-B, CANADA

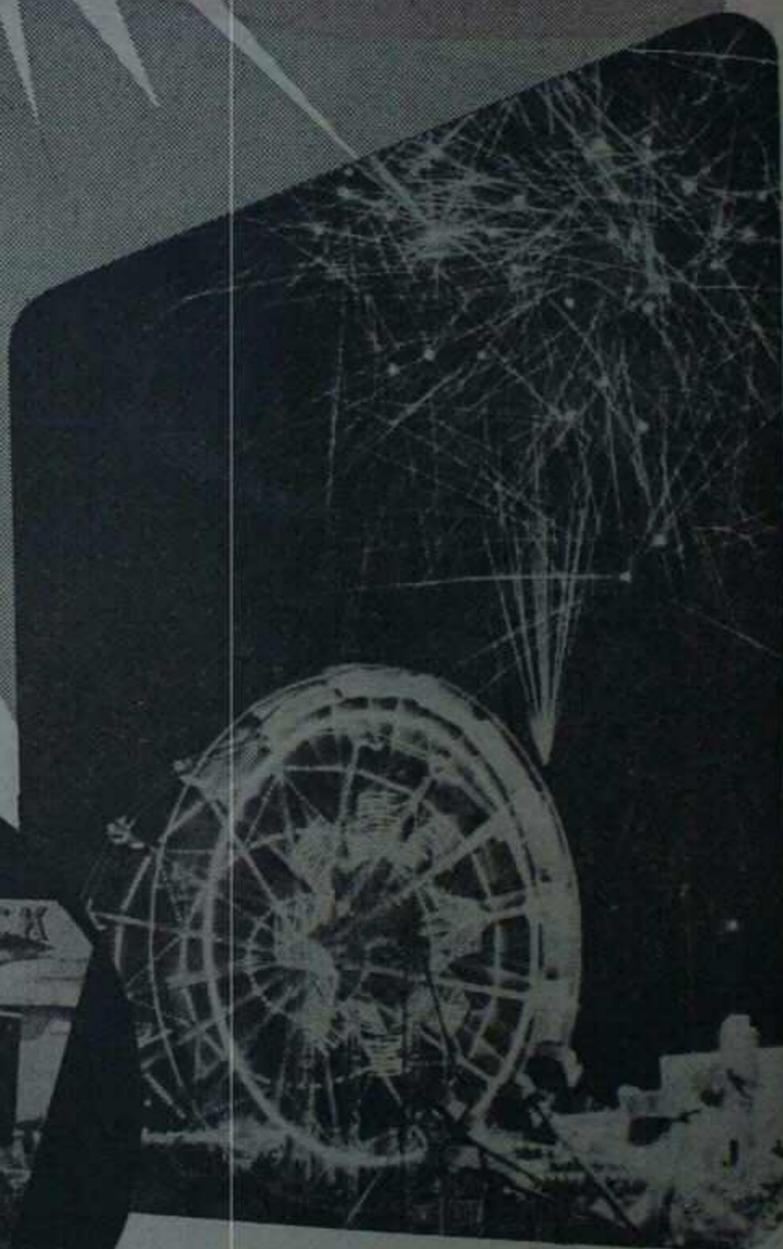
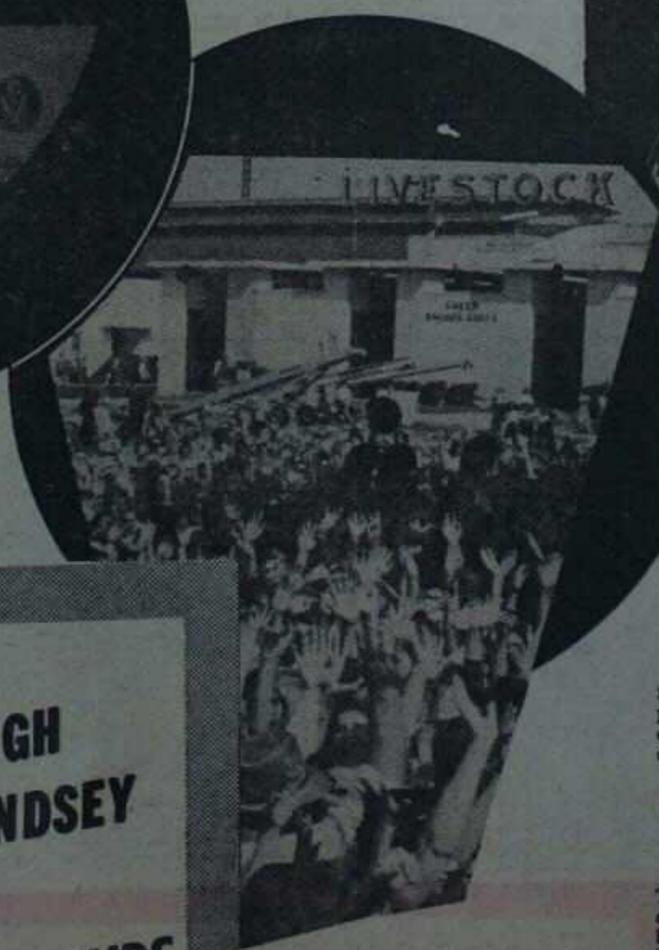
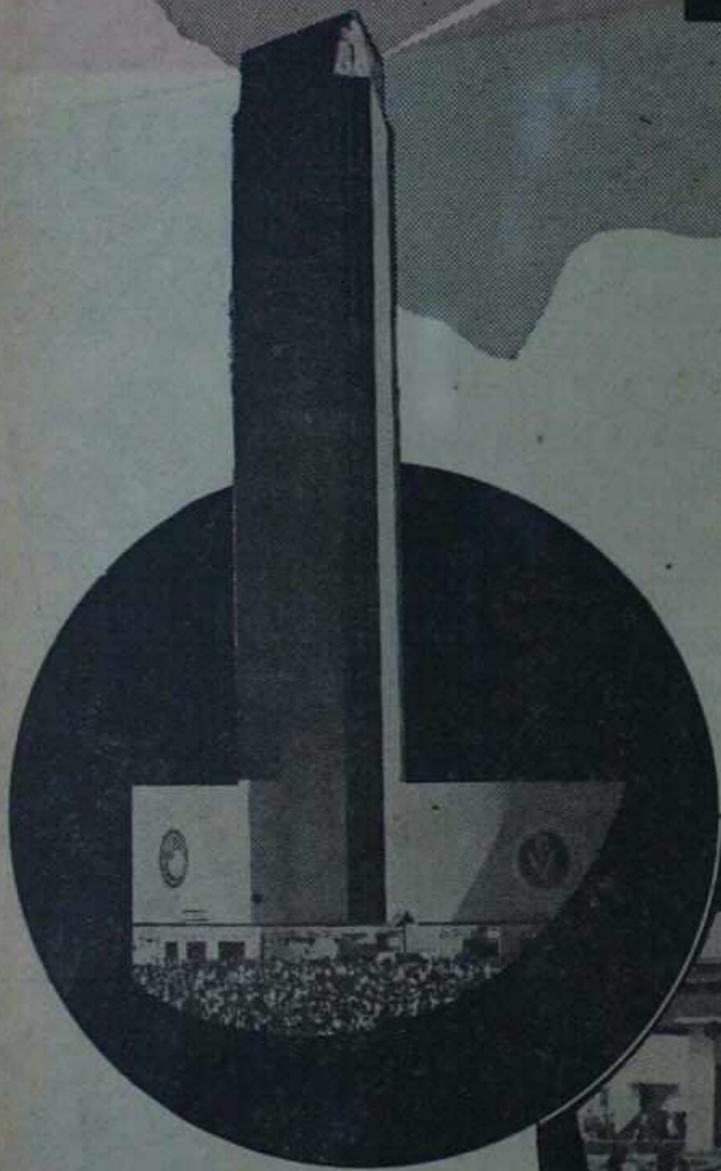


*Salute to the Great*

# STATE FAIR

*of*

# TEXAS



**JOE MURPHY  
MARGARET PUGH  
JACK LINDSEY**

**TEXAS STATE FAIRGROUNDS  
DALLAS, TEXAS**

## *We Are Proud*

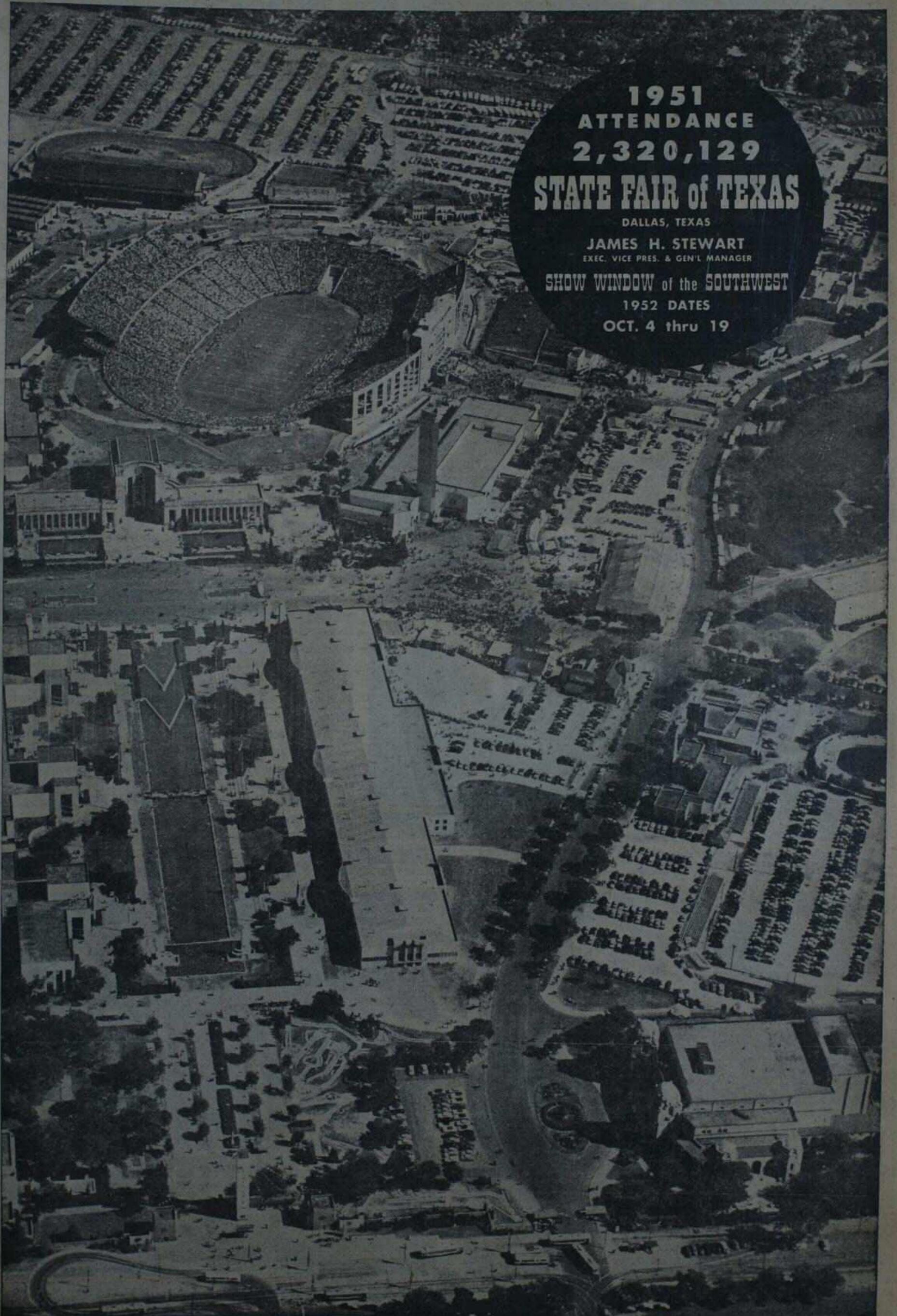
to be privileged in doing our Part in the continuous growth and popularity of this annual event, which is now the Greatest Fair or Exhibition in the United States, and which is destined to become an event without equal anywhere.

## *We Pledge*

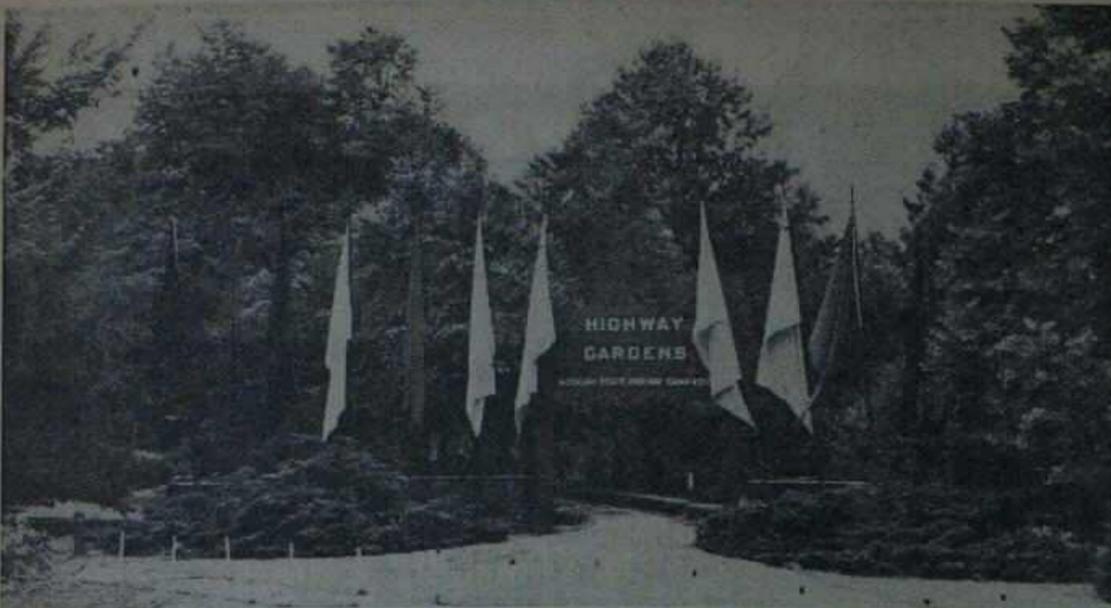
To continue our Efforts to have our Rides, Attractions and Concessions to remain on a par with the standards and purposes set by the Directors and Management of the Great State Fair of Texas.

## *Our Thanks*

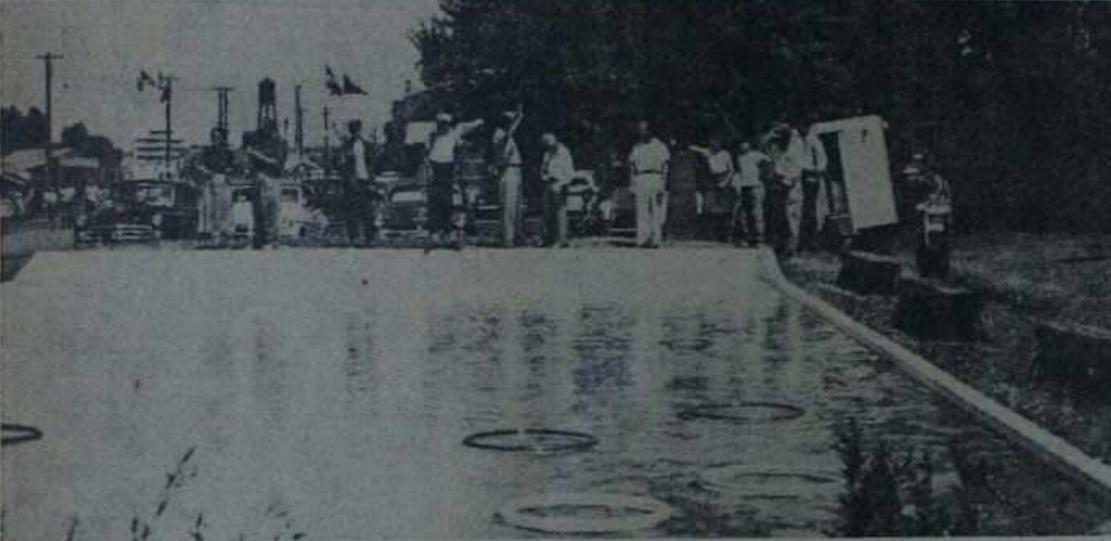
To the Directors and Officials of the State Fair of Texas for their splendid co-operation, and to our Associates and Friends, who have enabled us to serve the People of the Great State of Texas.



**1951**  
**ATTENDANCE**  
**2,320,129**  
**STATE FAIR of TEXAS**  
DALLAS, TEXAS  
**JAMES H. STEWART**  
EXEC. VICE PRES. & GEN'L MANAGER  
**SHOW WINDOW of the SOUTHWEST**  
1952 DATES  
OCT. 4 thru 19



Highway Gardens, maintained the year round by the Missouri State Highway Department, gives the Missouri State Fair at Sedalia an attractive, inviting entrance. Behind the impressive entrance are benches, chairs and tables amid flower gardens and lilly ponds. An organist plays in the garden to add to the restful tone.



A casting pool, built, maintained and manned by the Missouri State Conservation Department, is one of the features of the Sedalia fairgrounds. During the 1951 fair, conservation agents furnished all the necessary equipment to all who wished to try their skill. Fly and bait casting contests, held in six divisions, also were staged during the fair.



The Conservation Building, built from funds of the Conservation Commission, features displays of various phases of the State's conservation program. Glass boxes, enclosed in a rock foundation, contain fish native to Missouri's waters, and comprise one of the top lures of the building.

## Sedalia Shows Show Me-ers Where Taxpayer's \$\$\$ Go

**State Conservation, Highway, Health Departments Provide Selling, Pleasing Features**

MISSOURIANS didn't have the name "Show Me" pinned on their State without reason. Aware of this, State agencies go all-out at the Missouri State Fair, Sedalia, in staging exhibits and demonstrations that do a potent job of showing Missourians what they get for their tax money.

The result is convincing. The fair each year has a large number of outstanding free attractions that swell the attendance, delight patrons, give added meaning to the fair and, of course, enable the State agencies to make their pitches.

The pitches are strong and effective. The Highway Department does a persuasive selling job. Roadways on the grounds are maintained the year round by that department. But that is but the beginning. The department also maintains a two-acre show place called the Highway Garden, which abounds in shrubs, trees, flowers, lily ponds and lawns. The Garden is equipped with benches, chair and tables, and during the fair's operation it becomes an ideal place for foot-weary fair patrons to rest.

To make it even more inviting and relaxing, organ music is presented during the fair. To add a strong educational note, the garden also embraces a reconstructed miniature farm homestead of the pioneer period, complete with log cabin, an old wagon, blacksmith shop, etc.

Close by another highway exhibit is housed in a tent, depicting the network of bridges that span Missouri's rivers and streams. High point of this display are miniatures of some of the bridges of the State.

Near by is the Conservation Commission's building, constructed a few years ago. Built of logs, it houses one of the most interesting displays on the grounds, tanks with native fish and cages with animals native to the State.

To the rear of the building is the Conservation Department's casting pool, first used this year. The concrete pool is used for contests, for which the conservation department supplies rods and reels.

There are a number of exhibits by other departments, such as Health, Education, Agriculture, but those of the Highway Department and the Conservation Commission are outstanding, and convincingly show the "show me-ers" part of what they are getting for their tax money.



Health contests at the fair point up the job being done in Missouri by the State Health Department, and also add to the service provided by the fair itself. Doctor and nurse, shown above, are with the State Division of Health, which conducts the contests.



Replicas of bridges that span Missouri streams provide an interesting, unusual feature for a highway department exhibit at a fair. Housed in a tent, this exhibit drew excellent crowds at the 1951 Sedalia exposition.

# HERE'S BOX OFFICE FOR YOU IN '52

hitch your wagon  
to the star attraction—



## 100% BETTER!

At its Fair dates in 1951, Midwestern Hayride played to double the attendance of 1950 and upped gross income 100%! Grandstand records of many years were broken at numerous Midwest Fairs with this show featuring the nation's top rural talent. Tie up with this progressive moneymaker and watch your 1952 gate soar with the ever-increasing popularity of the midwest's biggest rural radio show in Fair history.

### WLW PROMOTIONS, INC. TALENT BOOKING DIV.

Ken Smith, Manager

Crosley Square

140 W. Ninth St., Cincinnati 2, Ohio

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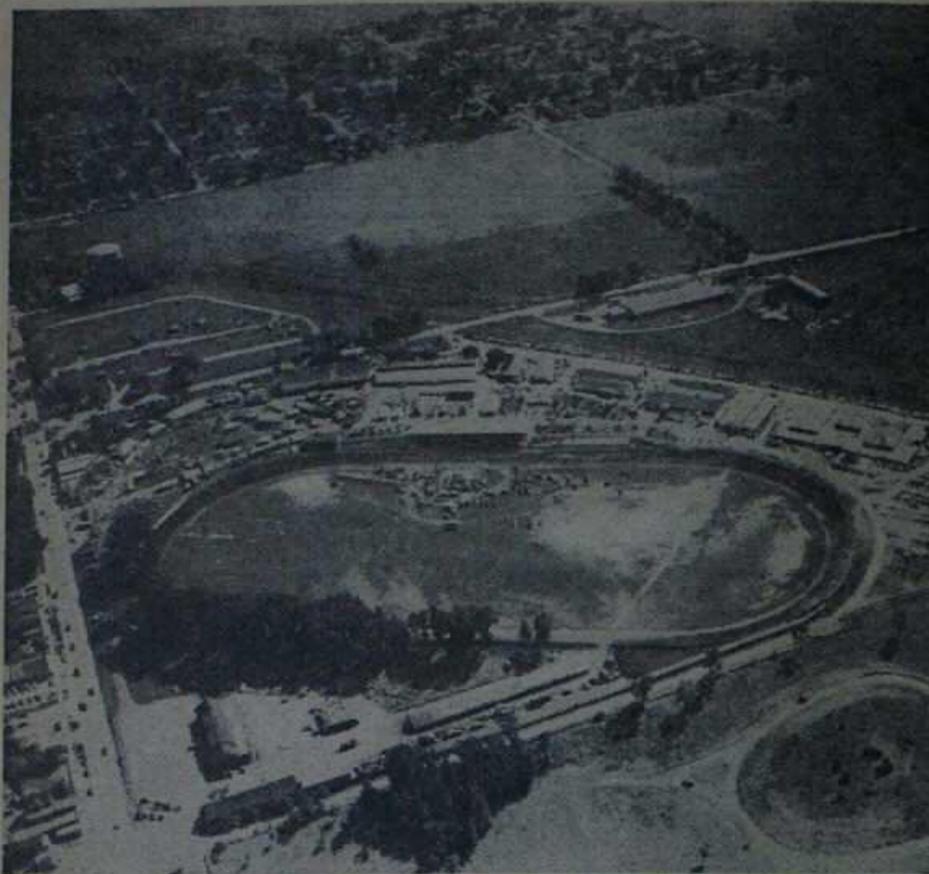
#### PROMOTIONAL AIDS

Every WLW Fair date is supported with a barrage of these SIX important promotional aids:

POSTERS • MATS  
PUBLICITY STORIES  
WINDOW CARDS • PHOTOS  
and  
TALENT ANNOUNCEMENTS  
on WLW RADIO and TV

# Mason City Snaps Back in 10 Years

### Up-Dated Attractions, Broader Rural Programs Revive Sagging Annual



Present fairgrounds at Mason City has become inadequate since the annual's remarkable comeback. As a result, a new 120-acre fair site has been purchased.

**H**OW up-dated attractions and an expanded rural participation program rejuvenated a fair bordering on financial collapse in 1940 is the story of the comeback of the North Iowa Fair, Mason City, now rated as one of the most progressive annuals in Iowa.

In a little over 10 years, new board of directors retired a \$50,000 deficit, financed a \$100,000 plant improvement program and provided for the purchase of a new 120-acre fair site for future development. And thru their use, the fair's attendance grew from 27,000 in 1940 to a record high of 90,418 this year.

The comeback started in 1940 when new management, headed by Louis Moore, Charles Gasswint, M. C. (Cap) Lawson and the present board, took over the nearly defunct event.

Overhauling of the livestock department, with increased emphasis on youth participation, was one of the first steps on the road back. This was accomplished by intersectional competition, which annually brings junior blue ribbon animals from 13 surrounding counties. Its success is best indicated by the fact that in recent years 4-H club stock sales have totaled close to \$200,000 compared with \$20,000 10 years ago.

The swine department, which had dwindled to nothing, was also given a shot in the arm by active promotion on the part of individual board members and this has grown into one of the most important divisions of the annual.

Hypoed interest from the distaff side was accomplished by the addition of a huge

flower show to its sagging women's department and introduction of a new textiles division. Annually these both now draw hundreds of entries in addition to being top attractions for the fairs.

Amusementwise, the annual introduced new-type grandstand shows, upped its budget to bring in ice revues, more elaborate night revues, auto thrill shows and big-time auto races. Expanded midway attractions were also signed and increased profits from both the fun zone and grandstand were important in backing the annual's comeback.

Also important was off-season use of the plant. Rentals from auto race still dates, circus stands and a big Labor Day celebration helped swell the coffers and aided in the fair's return to a sound financial basis.

As income increased and fair attendance grew, the Mason City board, in an effort to provide facilities for bigger crowds and thereby further increase its profits, poured over \$100,000 into plant improvements. Most important was the 5,000-seat, all-steel addition to its grandstand, roofing of the latter and construction of an all-steel 4-H barn. And in order to better regulate the throngs, new fencing was installed around the grounds.

Another revenue-producer that has been expanded under the new regime, is the fair's premium book. The 1951 edition consisted of 210 pages and more than half the contents was in paid advertising.

The progressive trend is not over yet, and the present board is not resting on the laurels of its record of the past 10 years. In addition to plans for a new fairgrounds, bigger and better attraction plans loom and when the new plant is completed, another era in the North Iowa Fair will begin.



Typical packed grandstand at Mason City, as shown above, was most important single factor in revival of the fair from its financial low point in 1940.



Shown here is part of the floral exhibit, one of several additions to the women's department



Above are entries in the junior livestock program, which annually draws blue ribbon stock from 13 counties, and was important in the fair's rebuilding.



# TALENT IS NOT ENOUGH!

Scenery, costuming, stage properties, countless hours of planning, and rehearsals all go into production of a Barnes-Carruthers Show. More important... is showmanship... that priceless ingredient that cannot be bought and only experience can produce.

These are the elements that back up every Barnes-Carruthers produced show.

**PROOF OF THEIR APPLICATION  
IS TO BE FOUND IN THE EVER GROWING BOX  
OFFICE POWER OF OUR WORLD FAMOUS**

- ★ Fair Revues
- ★ Thrill Shows
- ★ Circuses
- ★ Rodeos
- ★ Special Events

**BARNES-CARRUTHERS** Theatrical Enterprises, Inc.  
159 N. DEARBORN STREET  
CHICAGO, ILLINOIS

# Utilities Show-Case

## Gas, Light, Phone Companies Do Potent Selling Job at Dallas

**P**UBLIC service companies—power and light, telephone and natural gas utilities—are among the biggest exhibitors at the State Fair of Texas, and contribute to the nation's biggest annual some of its most solid crowd-pulling attractions.

The Electric Show, composed of exhibits by 20 separate merchandisers and produced by the Dallas Power & Light Company, is a major show itself in the General Exhibit Building. The Southwestern Bell Telephone Company exhibit in the General Exhibits Building is the fair's most expensive—in terms of equipment utilized—single exhibit and one of the best patronized. And the Lone Star Gas Company has its own building on the fairgrounds where it presents its exhibits.

These firms combine public relations services, entertainment and in some cases some really hard selling by demonstration, in exhibits for which highly successful patterns have been blueprinted over a period of years.

Oklahoma football fans have been known to come all the way to the fair—and this is no gag by any means—just to crowd around one of the TV receivers in the Electric Show to watch the always-sold-out Texas-Oklahoma game in the Cotton Bowl, being played just a few hundred feet away.

Attendance at the Electric Show was estimated at better than 750,000. The show packed a great deal of "sell" for its exhibitors, with demonstrations—considered by utility execs the most effective selling tool of all—going on everywhere in the area. Tremendous effectiveness of the displays drew thousands from aisles into booths, where they could be contacted by salespeople.

### Farm Use Pitch

Texas Power & Light Company had additional exhibit in Agriculture Building with pitch on farm use of electricity and appliances.

The 1951 telephone company exhibit attracted by count a total of 382,710 visitors, approximately 13,000 more than in 1950. The only

people counted were those who actually stopped at the exhibit, and this figured out to an average time of 12.4 minutes a visitor. Some visitors spent as long as 30 minutes in the telephone exhibit. Value of equipment used was estimated at \$500,000.

The exhibit consisted of six stations: (1) a demonstration of an operator toll dialing, climaxed by a free call to San Francisco by one of the audience; (2) a demonstration of microwave radio relay complete with miniature towers that actually transmitted and received music on an ultra high frequency radio beam; main emphasis was on fact that radio relays will bring network television to Texas in 1952; (3) demonstration of wires and cables used in telephone service, with an exhibition of high-speed cable splicing by an experienced splicer; (4) demonstration of dial re-

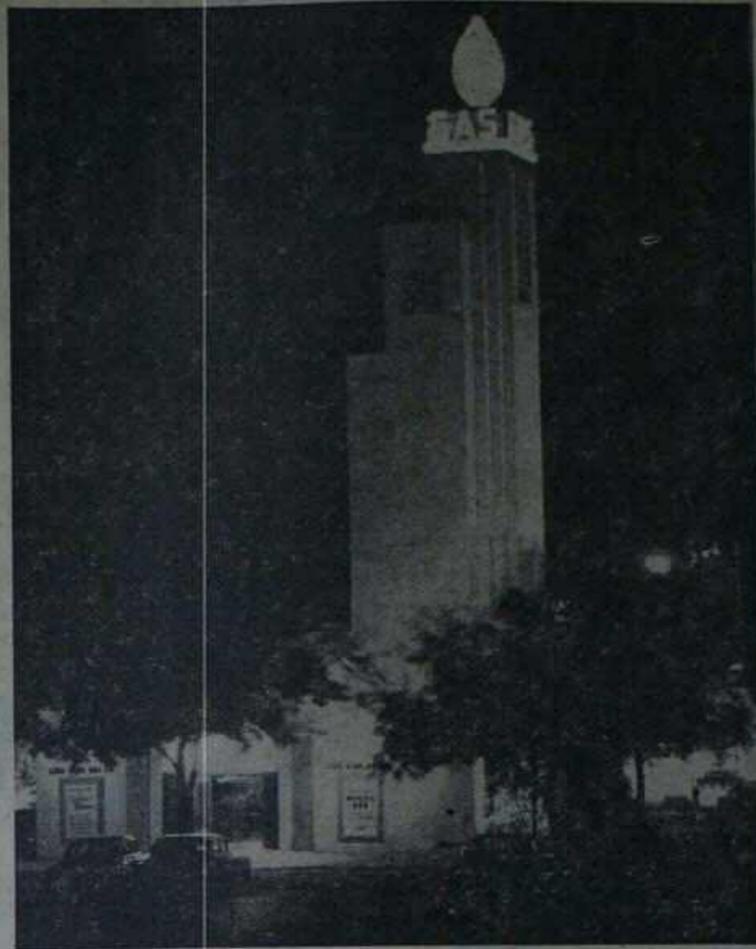
lays and switches by means of miniature dial switching system that connected two telephones; (5) the ever-popular "hear-your-voice" demonstration with voice mirror that enables a patron to speak into telephone and hear voice come back seconds later; (6) booth with two machines that enabled visitor to test and rate his own hearing.

### Telephone Story

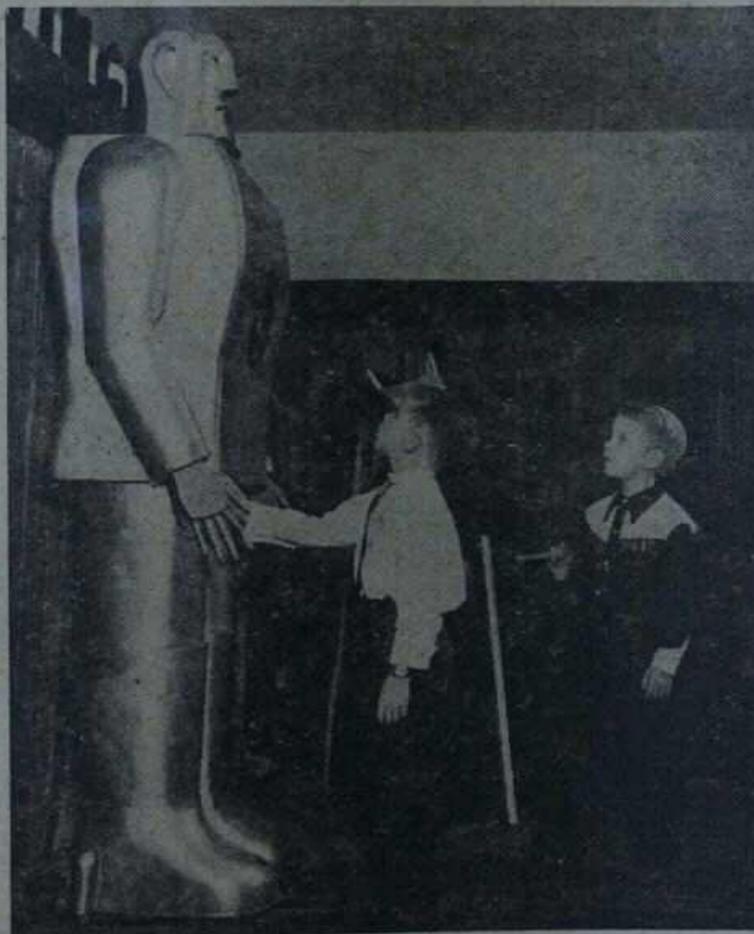
Telephone company sought to tell three stories: About coming improvements and new services; about some of interesting things and complex equipment behind day-to-day telephone service that average user doesn't realize goes into his service, and the enjoyable side or "fun-making" part of telephone service, as exemplified in last two exhibits listed.

Operator toll dialing proved to be most successful stop, altho demonstration there lasted longest—seven minutes. Company execs said it helped announce to Dallas subscribers

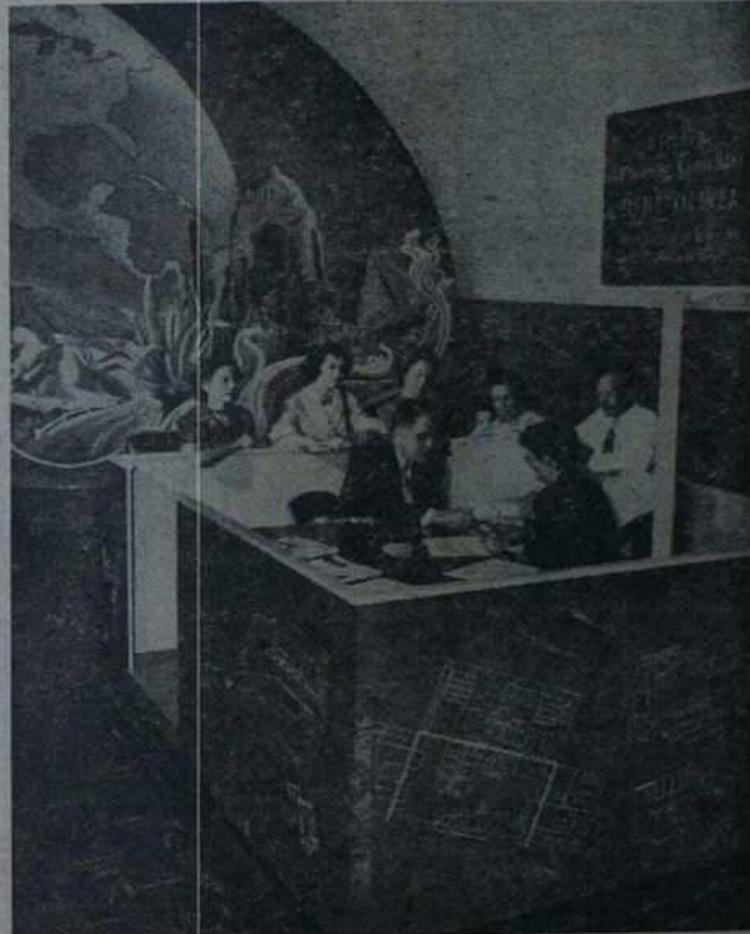
*(Continued on page 78)*



Lone Star Gas Company has had its own building at the State Fair of Texas, Dallas, since 1937. Fifty-seven-foot tower is flashed with neon signs and neon simulated flame.



Elektro, the 7-foot-tall Westinghouse mechanical man, was a popular feature of the Electric Show at the State Fair of Texas, Dallas. Free shows daily demonstrated how the robot could use his vocabulary of 77 words, walk, count on his fingers, smoke cigarettes and distinguish colors.



Kitchen planning service attracted much attention for the Lone Star Gas Company during the '51 Dallas expo. No charge was made for consultation with graduate design engineer. Service is typical of strong public relations pitch made by the utility at the Dallas fair.



Individual telephones were used at the Dallas fair for a lecture on telephone cable-splicing. Seven-minute talk was followed by actual demonstration by expert cable-splicer. Southwestern Telephone Company found that individual receivers not only allowed lecturer to speak in normal tone and did away with disturbance from noises outside exhibit area, but also held interest of patrons by tying them in physically with exhibit, overcoming tendency to listen a few minutes



Lone Star Gas Company exhibited 38 different makes of gas ranges handled by dealers in their territory as part of the show at the 1951 Dallas expo. Altho company policy is significant soliciting patrons inside building, the company can trace sales of many types of gas-burning equipment—

# PULLING POWER?

## 3 Grand Ole Opry Acts

# Packed 43,231

## Paid Admissions Into the Cotton Bowl July 4th



There's one sure way to insure the financial success of your outdoor attraction. Tie it to the mass appeal of world famous Grand Ole Opry talent. Always potent, now riding the crest of priceless national publicity and popularity, the fabulous Grand Ole Opry names mean maximum paid admissions in every corner of North America.

They are booking now for personal appearances all over the U.S.A. Their names insure profits for any outdoor promotion.

For full particulars see James Denny, WSM Suite, Sherman Hotel, all during the Outdoor Convention, or afterwards write Nashville, Tennessee.

**WSM ARTIST SERVICE BUREAU • JAMES DENNY**

# GRANDSTAND FOLLIES

featuring the

# Gae Foster Roxyettes

Entire production conceived by

## GAE FOSTER

Director of the World Famous Roxyettes

Choreography by

### ANOLYN ARDEN

Staged by

### FLO KELLY

This is a **GEORGE A. HAMID, JR.** Production

The Trade Mark of Top Excellence in Fair and Exposition Attractions

THE GREATEST COMEDY ACT  
IN SHOWBUSINESS

\*\*\*\*\*

## IRAH & BUDDY WATKINS

with their famous CHIMPS

CONGO ★ TABOO ★ TONY ★ BURMA

Featuring TABOO, the Only Chimp in the World  
Riding and Stopping a Motorcycle.  
Anything Can Happen!

A RIOT FOR THE ENTIRE FAMILY!

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STRAIGHT FROM PARIS . . . An Aristocracy  
of Breed and Training!

## BAUDY'S GREYHOUNDS!

and Monkey Wild West Comedy

AN ACT LIKE YOU'VE NEVER SEEN BEFORE

Now With Hamid-Morton Circus. Send Mail to  
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## THE "FLYING OTARIS"

With Their Skill and Grace Originated the Death-  
Defying TRIPLE PASS IN MIDAIR. One of the  
Most Difficult and Hazardous Stunts.

Performed Only by the OTARIS.

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**PAUL  
KOHLER  
and  
JINI**

America's Greatest  
Marimbists!

**TEX  
MOSLEY**

with FERDINAND  
the Bull

The Only Trained Bull  
in the World!

## Hamid 'Follies' Rocks Audience at Ottawa

A skillful blending of old and new features makes George A. Hamid's Grandstand Follies of 1951 sock night show fare for the top Eastern annuals at which it will appear this year. The major revue-type offering of the New York agency holds the line of the proven format—elaborate production numbers interspersed with top variety acts—that has enthralled audiences at fairs for years. On the whole, it equals in every way the 1950 effort of the Hamid clan, and that was generally credited as their best effort to date.

It's a double-action effort this year, with George, Jr. credited with the production. The junior member of the firm had free rein. As plans became known it was thought that the horses might have run away, since the show opens with the singing of "The Lord's Prayer" while 20 line girls, robed to the heels in white and carrying electric candles, go thru a patterned professional routine to create an inspiring and devout scene that had the Monday night (20) audience in Ottawa respectfully hushed until the house lights washed out the scene, when they unclasped their hands and thundered applause.

The expected exhilarating opening follows immediately as the gals doff their vestal cloaks revealing Easter finery and emulate New York's traditional Fifth Avenue parade before a set depicting St. Patrick's Cathedral as seen from the promenade of Rockefeller Center. Half of the girls are togged out in top hats and tails to complete an eye-catching picture.

George A. Hamid & Son's "Grandstand Follies of 1951"; reviewed at the Central Canada Exhibition, Ottawa, Monday night, August 20.

A novel twist this year is the use of transcribed sound effects. The sounding of cathedral chimes heralds the opening production number depicting spring. The summer scene lights up with the Atlantic City surf booming over the amplifiers. The recorded sounds of hunting dogs in pursuit of the fox puts the smell of autumn in the air.

Ladd Lyon, working with a girl plant in the audience, sold his comedy balancing turn effectively after the Easter number.

Robert Baudy's Greyhounds followed, smoothly routined in the manner of liberty horses and winding up with the sock stage-coach hold-up bit with costumed monkeys riding the canines.

Some of the show's best costuming is shown in the September number. Gals are attired in full-length gowns paneled in myriad autumnal colors. Fans are used in standard routines and depict the falling of leaves.

There has been no stinting in any department. Sets are colorful and massive, the costuming bright and rich and the lighting all that could be desired. The smooth-performing Roxyettes provide the necessary professional momentum seldom seen on such a scale off Broadway, and Lee Barton Evans, company manager, keeps the spectacle paced nicely from start to finish.—The Billboard, September 1, 1951.

### JOE BASILE

"The Brass Band King"  
Every Saturday at noon TV  
Show, the "BIG TOP."

\*\*\*\*\*

### HOWARD BAILEY

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Straight Season.

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High Above the Ground.  
A BREATHTAKING ACT!

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### THE FIVE ELTONS

Sensational Grace  
Startling Beauty  
Superior Ability

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### BOB PARRY

A New Original Novelty  
"FUN ON SKIS"

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### LADD LYON

Laughing His Way Through  
Life.

\*\*\*\*\*

### BOBBY WHALEN and YVETTE

"COMEDY IN MOTION"

The Staff for

## Hamid's Grandstand Follies

LEE BARTON EVANS . . . . . General Manager  
GLEN J. CHILDERS . . . . . Lighting Engineer (20th Season)  
TEX HAMILTON . . . . . Stage Carpenter  
AURBA ROBINSON &  
DOYLE WILSON . . . . . Equipment Transportation

Electrical Effects Designed by MR. CHILDERS and Built by MEYER HARRIS,  
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# GEORGE A. HAMID & SON

10 ROCKEFELLER PLAZA  
NEW YORK, N. Y.

# Illinois

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Year after year the Illinois State Fair has proved to be a consistent winner.

Get the details early for attractive peak traffic locations.

### ATTRACTION PEOPLE

The Illinois State Fair program places greater emphasis on quality attractions.

If you have something unusual to offer in keeping with our 100th Birthday plans, it will pay you to consult us.

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If you are in charge of your firm's sales or public relations program in Illinois, you'll want to include an attention-compelling exhibit at the Illinois State Fair in your plans for '52 . . .

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Whether you come as an exhibitor, concessionaire or visitor you'll be interested in the tremendous program arranged to help us celebrate our one hundred years as a force in the educational, industrial and agricultural achievements of a great State.

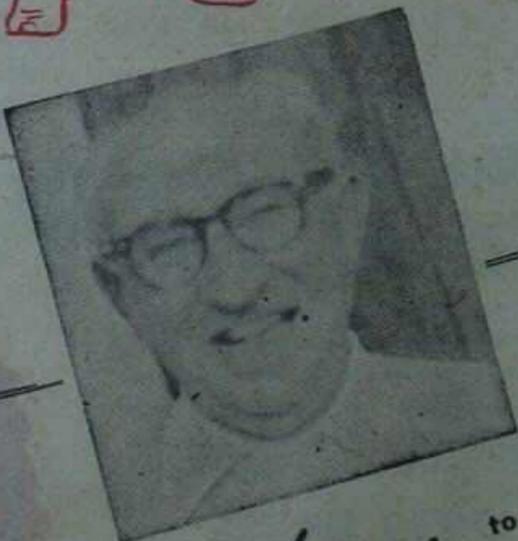
1952 DATES  
AUGUST 8-17

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**HUBERT W. ELLIOTT**  
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*thanks...* to all our friends and fair com-  
mittees for a successful season. Hope to be with you in  
1952. We wish all of you a very happy and prosperous  
season for 1952.

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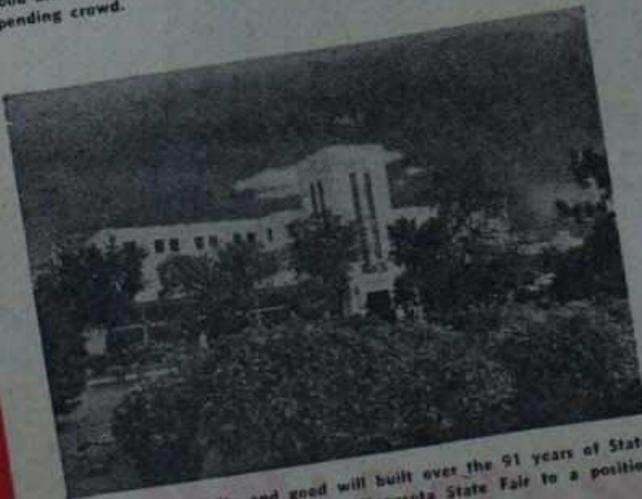
As an exhibitor you will meet a cross section of Minnesota's and America's most progressive farmers. They come to the Fair to compete for \$200,000.00 in prizes. They also come to learn "What's New" in farming methods and equipment. With them come their wives and families, eager to learn and able to buy the appliances and home furnishings that make Minnesota Farm homes equal to the most modern homes in cities.



Modern, comfortable exhibit buildings capable of accommodating every type of exhibit. Designed and located to encourage the maximum amount of traffic, yet aisles wide enough to permit customers to stand and watch your demonstrations or exhibit.



Powerful entertainment attractions each day of the fair draw customers to your exhibits. Concessionaires dispensing all types of food and merchandise have returned year after year to serve a free-spending crowd.



Promotion, publicity and good will built over the 91 years of State Fair Operations have built the Minnesota State Fair to a position among the top Fairs in the country.

WHAT EVER YOU SELL YOU  
CAN SELL BETTER WHEN  
YOU TELL YOUR STORY

AT THE

**MINNESOTA**

**State Fair**

**ST. PAUL**

1952 DATES

AUGUST 23 thru SEPTEMBER 1



**900,399**

ATTENDANCE

IN 1951

AVERAGE 5-YEAR ATTENDANCE—878,000 A YEAR

FOR COMPLETE DETAILS CONTACT

**ROBERT J. LUND**  
President



**DOUGLAS K. BALDWIN**  
Secretary

SHOWCASE OF MINNESOTA'S AGRICULTURAL-INDUSTRIAL AND EDUCATIONAL ACHIEVEMENTS

# Canada's Biggies Pitch

**Major Companies Aim Sales Guns At Prairie Provinces' Exhibitions**

WESTERN CANADA is for the attention of the fair-booming. So, too, is the importance of exhibits at fairs—exhibitions of the prairie provinces, both from the standpoint of the exhibitions and from that of major Canadian companies' intent on snaring the lion's share of potential sales.

To not a few of Canada's biggest in the industrial, manufacturing and retailing field, exhibiting at fairs in Western Canada has become a "must." The steady increase of the number of firms exhibiting at fairs bears proof of that. But the ranks of such exhibitors are expected to be swollen considerably in the immediate years ahead as the provinces boom, the exhibitions continue to grow, and as advertisers take heed of the success of other companies that exhibit at fairs.

A strong factor in the upswing in exhibiting has been the growth of the fairs themselves. They continue to enlarge, attendance-wise, and in this respect no end is in sight. Each exhibition offers to national advertisers the best, most inexpensive way for national advertisers to reach those who live in the wide, open spaces. No other place is more convenient for those who live in these areas to see, feel or hear new products. And no where else do advertisers have such a large, ready-made audience for their most effective sales approach—the eye-hand-ear pitch of on-the-spot inspection.

**Exhib Interest Mounts**

As interest in exhibiting has mounted, so too has attention paid to displays themselves. Accent is on compelling attention, holding it, and selling strongly.

Indications are that there will be a vastly greater accent placed upon exhibit preparation in the next few years than has been placed over the past several decades.

One reason is that the displays, like the products they are designed to sell, are becoming increasingly attractive, and thus there is keener competition than ever before

for the attention of the fairgoer.

One exhibit that made a tour this year of six of Canada's major fairs may well have sparked something akin to a revolution in the display business of the prairie provinces. The display that was little short of a sensation was Little Otto, a mechanical car sponsored by one of Canada's leading advertisers, the Imperial Oil Company.

Wherever the car was shown, it plugged aisles of the display buildings as fairgoers craned their necks to see the little mechanical marvel—and, quite incidentally, of course, to learn the merits of Esso Products.

The stir Otto caused will spur both industrial displays and better display buildings, it is believed. Certainly, preparation of exhibits will be taken more seriously.

**Major Displays**

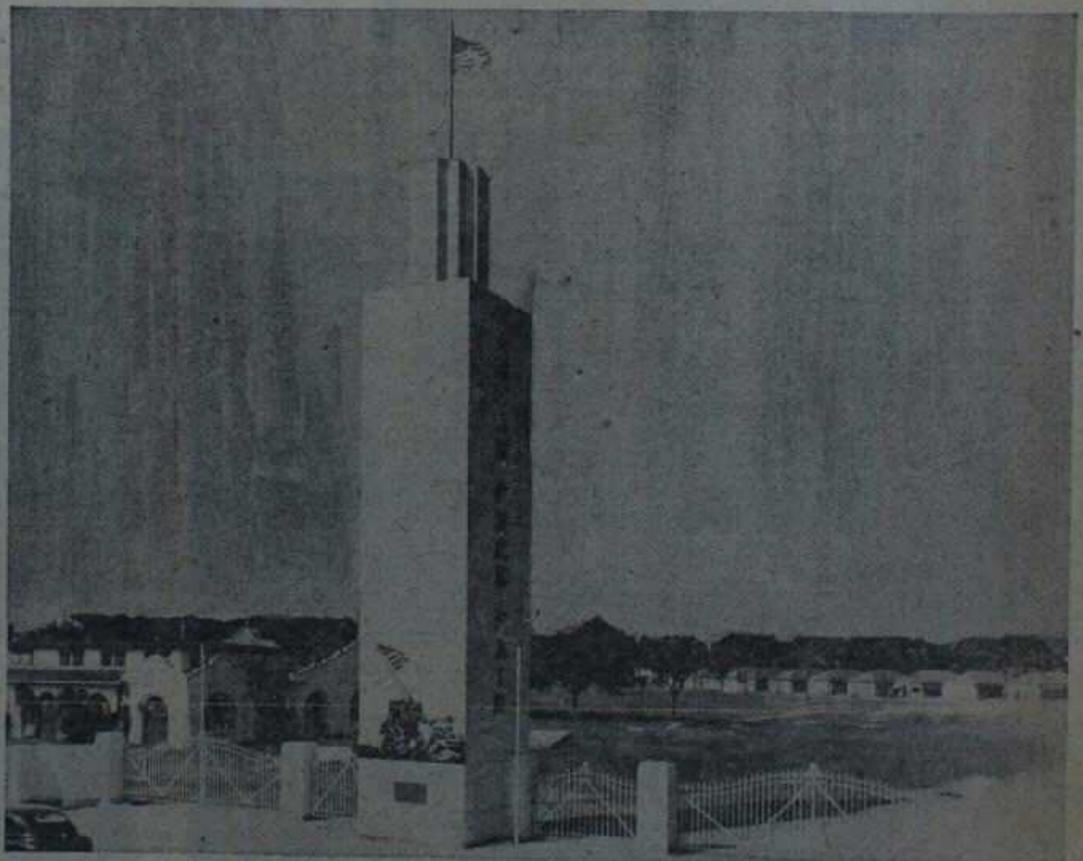
Now major Canadian companies, like Imperial Oil, are presenting top-flight displays and even smaller concerns indicate that they don't propose to be thrust into the back-grounds.

When Imperial Oil brought Otto to Western Canada this year, oil company execs fully expected that he would create some interest, but even the most optimistic didn't anticipate as strong a reaction from other exhibitors. That reaction reached its climax when one fair manager received complaints from other exhibitors that traffic could not get thru the display building. To keep peace with his other exhibitors, the fair exec requested Imperial to limit Otto's showings to not more than three per hour, but he admitted to The Billboard that Otto was really the best thing that had happened in his buildings since his fair began selling space, some 50 years ago.

"Certainly Otto plugs up the aisles," the manager admitted, "but if he draws a crowd to the building, then everybody is going to benefit in the long run. But more than that, Otto,

*(Continued on page 70)*

We can give you 500,000 reasons why an exhibit at the Kansas Free Fair should be an important part of your 1952 Sales Program...but here is the most important...Gross cash income per Kansas Farm based on Sales Management Survey is \$7,196...among highest average in the world.

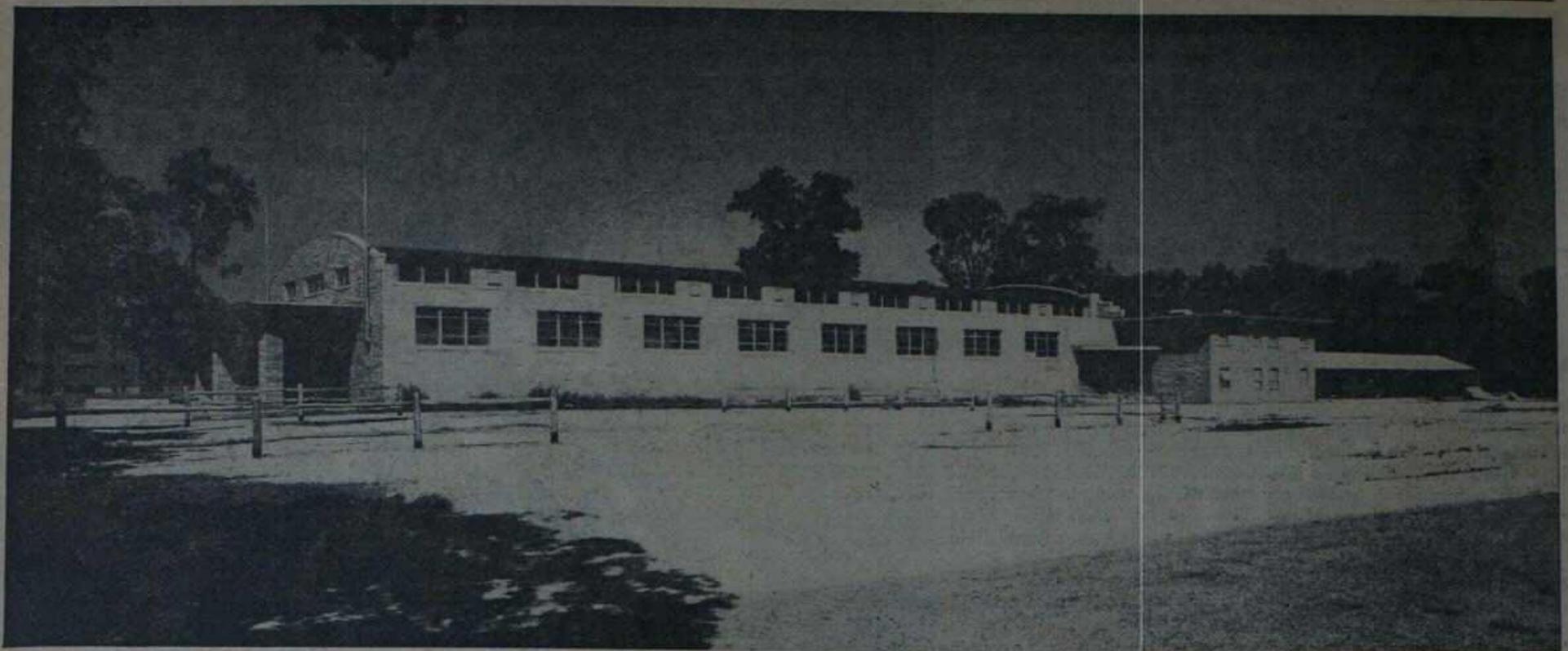


Dedicated to the agricultural progress of Kansas. Farmers from all over the State make this their big annual event. For complete details, write

**MAURICE W. JENCKS, MANAGER  
KANSAS FREE FAIR, TOPEKA, KANSAS**



Attention-compelling features such as Otto, the mechanical car shown above, are used by Canada's major companies in their exhibits at Western Canadian fairs. Each year a larger number of companies are finding that attractive displays pay off handsomely at exhibitions in the prairie provinces.



# Conservation - - A Powerful Lure

**Indiana Conservation Department  
Reaches the Multitudes With  
State Fair's New 300G Building**



Regulation fire lookout tower provided climbers with a bird's-eye view of the grounds, at the same time impressing them with importance of conservation.

**I**NDIANA STATE FAIR long has put a strong accent on its conservation exhibit. But this year, when it unveiled its new \$309,805 Conservation Building, it pulled out all the stops. As a result, Hoosiers thronged the fish-and-game exhibit in record numbers, with public reaction running so broad that even the most conservation-minded members of the Indianapolis Fair Board conceded the reception surpassed even their fondest dreams.

Arresting in design, the attractively landscaped one-story limestone building and its accessory out-of-

door exhibits and features drew raves from the press, as well as the public. The show not only was a big success from the standpoint of attendance and interest but Conservation Department executives rated it high for the good will it built for the State's conservation program.

Visual aids were used inside the building to detail the functions and achievements of the department. Prominently displayed inside the structure were wall-lining aquariums stocked with fish native to Hoosier waters.

The State's forestry division was represented out-

doors by a regulation fire outlook tower overlooking the fair's 30-acre farm machinery field. Two rows of outdoor cages, sheltered from the weather, housed game birds and small game, and outdoor ponds were devoted to wildfowl, beaver and larger species of native fish.

The Division of State Parks was represented outdoors by two fireplaces and an outdoor oven shelter, while information booths and a map of Indiana State parks and memorials were provided on the inside. Other conservation department represented with displays were oil and gas, geology, education, engineering and publicity.



Outdoor pools to display native Hoosier waterfowl and larger fish in their natural habitat drew large throngs of anglers and would-be fishermen.



Typical of the heavy traffic which crowded the front part of the building to see an always popular exhibit—live reptiles in glass cages.



Fishermen's meeting place. Aquariums where hundreds of fish tempted the anglers and legends were told and retold.



Outdoor cages where hundreds of the State's small animals, including raccoons, bears, deer, foxes and squirrels lived during fair week in a zoo-like setting.

# Father and Son Dynasty at Helm

**Pomona's Commercial Exhibit Dept. Headed by Thorburns From Inception**

By SAM ABBOTT

A FATHER and son dynasty has guided the commercial exhibits department of the biggest county fair in America during its 29 years of existence and expansion.

There have been many changes in the Los Angeles County Fair at Pomona, Calif., some obvious to the casual visitor, others realized only by the show and exhibit folks. But there has been no change in the surname of the head of the industrial department of the big show.

Pomona's industrial director from 1922, the fair's first year, has been Alexander Thorburn, and only two men have efficiently filled that post—Alexander Sr., and his son, Alexander Jr., the incumbent, who assumed the big job when 24 years old.

Altho Thorburn Sr. has been confined to his home in Claremont by illness since after the 1948 fair, the first after suspension of the event for seven years during World War II, he still is interested in the annual. While not actively connected with the event, he continues to serve in an advisory capacity, giving his son the benefit of his many years of experience.

**Record Attendance**

Alex Jr. was first associated with his father in the fair office early in 1948 when preparations were being made for the event which that year set Pomona's record attendance of 1,254,503 in 17 days.

When Thorburn Sr. took over the job of selling space at Los Angeles County Fair when it was organized in 1922, he worked on a part-time and commission basis. He was well fitted for the post, having been a broker in New York and later, upon coming to California in 1910 to make his home, had gained wide experience in the nursery business by helping in the formation of a company. This connection, fortunately for the fair, lasted only a few years, for the freeze that hit the area in 1912 or 1913 put the firm out of busi-

ness. He then became affiliated with the Armstrong Nurseries, one of the largest in the nation and the biggest on the West Coast.

When news was circulated that a fair was to open in Pomona, Thorburn Sr. called upon C. B. (Jack) Afflerbaugh, who is today president and general manager of the event, at his drugstore. At that time even the highest position was a part-time one and Afflerbaugh had not then disposed of his apothecary to devote full time to running the annual. As it was still in its planning (and problematical) stage, those connected with it were continuing to hold to more substantial vocations. No one at that time could visualize that Los Angeles County Fair would grow into a multi-million dollar plant as it is today. They all recognized that it had great possibilities and that they would have to devote their best efforts toward making it grow. But they still had to think of the present.

**Commercial Space Sales**

Thorburn Sr. went to work several months before the fair was to open. Selling commercial space was not easy in those days. Los Angeles had not developed into the industrial center it is today, which limited, at the outset, the number of prospects. There was no history of successful runs or large attendance figures to quote in convincing the prospective firm that it should exhibit. Yet, on the other hand, for the first fair there was very limited space to be sold. Only one tent was devoted to farm equipment, some exhibits of an allied nature were shown in the poultry big top, and commercial exhibits were confined to part of the main tent.

To sell space for the initial event, Thorburn Sr., recalls that he would go into Los Angeles from Pomona by interurban car and walk or use taxis to visit the prospects. There were weeks, he said, when he

*(Continued on page 76)*

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# OKLAHOMA STATE FAIR and EXPOSITION

OKLAHOMA CITY

1952 DATES

SEPT. 20-27 INCLUSIVE

★ 375,000 annual attendance

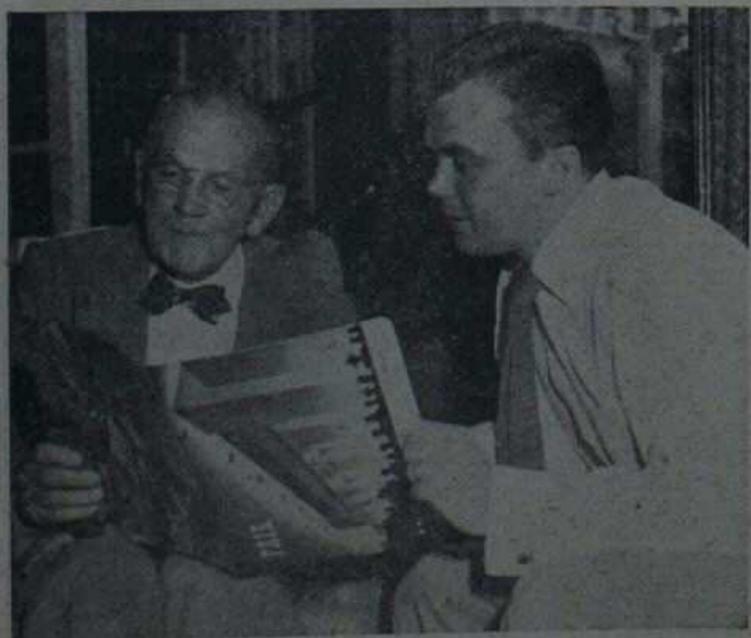
As sales or advertising manager of your company you will be interested in these advantages of exhibiting your product at the Oklahoma State Fair:

- 1 Personal Contact: Shake hands with your customers in the prosperous Oklahoma Market.
- 2 Public Relations: Show them how your firm or product helps them to better living.
- 3 Demonstration: Let them see how your product or service works for them.
- 4 Sales Training: Bring your salesman, let them get first-hand knowledge of what your customers think of your product.

For All Details Write To

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Secretary-Manager

P. O. Box 974  
Oklahoma City, Oklahoma



The Thorburns, Alexander Sr. and his son, Alexander Jr., have guided the commercial exhibit department at the Los Angeles County Fair, Pomona, for 29 years. Young Thorburn was named to the post when only 24 years old. He holds frequent conferences with his father, gaining the benefit of his years of experience.

# Tabbing Ticket Takers

**Leyton Robinson, Regina, Systemizes Charting of Takers, Their Assignments; Briefs 'Em on Duties; Has Little Woe**

By BRUCE PEACOCK

FOR about 25 years ticket takers on shows and rides at exhibitions in Regina, Sask., have been handled smoothly and efficiently thru use of a master-plan system devised by Leyton Robinson, a director of the annual's midway committee.

Set-up, which entails a chart plotted on a cardboard 28 by 22 inches, as well as individual cards, is not used by any other fair, to Robinson's knowledge, tho it has attracted much favorable comment from visiting showmen.

Robinson's system, and that used at Minnesota State Fair, St. Paul, are regarded by C. J. Sedlmayr, of Royal American Shows, as the most efficient he has seen.

#### Sets Up Work Sked

When Robinson first became associated with the Regina Exhibition Association in 1922, he set about to devise a method of handling the locally-employed ticket takers.

"I found that each man had some peculiarity," he says. "Some were old, some young, some couldn't stand in the sun, some were good on busy spots and some had to take it easy, and so on. As a result, I found it best to use actual names, rather than just numbers as some fairs were doing."

A book was used first, but it meant a continual flipping of pages. Next, charts for each day were tried, but these were easily mixed and hard to handle. Result, after four years of experimenting, was the drawing up of a big single chart covering the six days' run of a fair. Different colored cardboard is used each year.

Minor improvements from time to time added to the efficiency of the cards but the basic set-up has successfully stood the test for 25 years.

#### Workers Graph Tab

In a tiny office just off the midway area at the Regina

fairgrounds, Robinson can keep tab at all times during exhibition week on the whereabouts of employees under his command.

Facts on the master card are kept up-to-date thru use of individual cards, postcard size, which set out a ticket taker's daily duties and list nine rules of conduct.

"To make for honesty, I rotate the men and put them on a different job each day," Robinson explains. "In that way, the ticket takers cannot become too familiar with ticket sellers or any of the carnival staff. Also, a new individual card is issued every morning when a man reports for work and in that way he doesn't know at night where he will be working the following day."

A ticket takers' card, filled out in Robinson's office, records the date, man's name, show or ride, ticket box number, time show or ride opens and closes, opening and closing numbers of tickets, price

of tickets, when spelled off by a relief man and the relief man's name. These cards are turned in each night and entered on the master chart.

#### Relief Periods

With ticket takers off at least two hours a day for meals, relief ticket takers are arranged on the basis of one such man to five regular ticket takers, or relief for five men twice a day. One relief man is kept in the office at all times in case of emergency.

Robinson has found the most satisfactory relief hours per man to be: 1-2 and 7-8; 2-3 and 8-9; 3-4 and 9-10; 4-5 and 10-11; 5-6 and 11 to closing. The relief man eats between 12 noon and 1 p.m. and 6 and 7 p.m.

Cards carried by relief men record the date, name, who they relieved, at what time and where, along with the nine points of instruction given the ticket takers.

Rules on the cards for ticket takers and relief men stress neatness, courtesy, punctuality and soberness, and describe the proper methods of handling tickets and matters

#### Master Card Details

The top of Robinson's master card is drawn up to show, from left to right:

Name of show or ride, ticket box number, relief hours, ticket taker, relief man, time show or ride opens and closes for each of the six days, Monday thru Saturday.

This schedule takes one line for each ticket taker.

Columns on the right-hand side of the card are headed as follows:

Badge number, name, marital status, veteran, unemployment insurance, attendance record by days, and earnings. Under the latter heading a record is kept of advances, number of days, rate per day and total earnings.

A summary below these headings shows the number present each day and the weekly total, total advances per day and weekly total, income tax, unemployment insurance and the grand total for advances, tax and unemployment insurance.

Under this payroll summary, there is a daily column showing weather conditions and the time the grandstand closes each night, to give an idea of the effect of these on the midway gross.

To the left of the chart, under the main schedule, there is a daily schedule for each relief ticket taker, showing where they will relieve, each hour, each day.

Payment is made to the ticket takers and relief men on the last night when work has been completed.

Complicated as it may appear in story form, the system is actually a simple one that can be followed easily. At a glance, Robinson can tell where each man is located at any time of the day, how much he earns, how much he draws in advance, total payroll, condition of the grounds and weather, etc.

#### Lists Rides

Robinson's master chart is prepared with pen and ink about one week prior to the exhibition's opening. When the Western Canadian Class A Fairs loop opens in Brandon, Man., a month before the Regina show, he attends to make a list of the rides and attractions and decide on the number of employees he will need.

Payroll for ticket takers at the 1951 exhibition in Regina was in the neighborhood of \$1,800, an increase of 10 per cent over 1950, and 55 men were employed.

In addition to being a director on the exhibition's midway committee, Leyton Robinson is vice-chairman of the concessions committee. He is the son of Fred Robinson, chairman of the midway committee for several years and widely-known among carnival execs. It was under his father that Leyton first started with the exhibition as midway superintendent.

Three directors whose services are voluntary and a paid superintendent are in charge of the fair's midway department—Fred Robinson, D. A. R. McCannel and Leyton Robinson, with James Condie, superintendent.



Leyton Robinson, Regina, scans the master chart on which he keeps a detailed record of each ticket taker. The record proves its value in many ways, with Robinson relying on it each year in determining who should be rehired.

## NORTH CAROLINA STATE FAIR

Raleigh, N. C.

### SUPERLATIVE — in every way

- ★ Over 400,000 Attendance!
- ★ Multi-Million-Dollar Expansion—Unparalleled in Fairdom!
- ★ The South's Greatest Showcase for America's Greatest Products!
- ★ Located in the Nation's Most Progressive State!
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- ★ Participated in Annually by the Country's Top Showmen and Concessionaires!

AND HEADING FOR A HALF-MILLION ATTENDANCE IN '52!

Inquiries to:

**DR. J. S. DORTON, Manager**

W. KERR SCOTT, GOVERNOR

L. Y. BALLANTINE, COMMISSIONER OF AGRICULTURE



The grouping of colorful birds and fowls proved one of the most popular features. The cage above, garnished with cedar and pine boughs, was easily and inexpensively constructed. At Raleigh water fowl cavorted in the pool at the base of the fair's unique waterfall.

## Low-Cost Wild Life Show Clicks

**Dorton-Originated Units Score Big at North Carolina Annuals**

A WILD LIFE exhibit established at almost insignificant cost at North Carolina State Fair, Raleigh, in 1950, again proved one of the principal features at that event in 1951 after scoring tremendous success at Cleveland County Fair, Shelby, and the Southern States Exposition, Charlotte, all managed by Dr. J. S. Dorton, originator of the display as presented at those events.

Principal lure of the exhibit is tied in to its visual and animated qualities, together with the fact that the vividness of a display of live animals surpasses anything that can be presented in text books. Altho designed principally with children in mind, adults obviously find the display of the State's wild life just as interesting. Altho many of the animals are common, the fact remains that many patrons seldom, if ever before, had the opportunity to examine the beasts at length and at close range. In effect the success story is the same as that of many of the nation's biggest zoos which found huge and enthusiastic audiences for the display of ordinary barnyard animals.

### Free Admission

The audience appeal of the exhibit surpassed any other feature previously presented at the Dorton-managed events. As nearly as could be determined thru observation, it appeared that fully 100 per cent of attendance at each event

visited the exhibit. There were evidences of an extremely high ratio of repeat patronage with the tremendous interest spurred, no doubt, by the fact that the display is free with no payments of any kind asked.

Besides its cheapness, the exhibit has an added important feature in that it is highly flexible and so adaptable for showing in almost any available area in any size. By virtue of having a string of three fairs, Dorton is able to utilize many of the same features at each of his events.

To stimulate interest in the beginning, Dorton issued a State-wide invitation to persons owning interesting animals to loan them to the exhibit, promising only credit to the donor in return. The response was heavy and an excellent exhibit was assured from the start.

### Water Fowl Popular

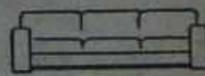
However, Dorton, being an astute fair manager, took no chances on having an inadequate or slipshod display. At a cost of \$125 he arranged to have a number of rare water fowl, thus assuring an excellent nucleus for the show. The beautifully colored birds frolicking in water proved such an attraction that they have been retained for each of the events.

Framing the show posed few problems to tax the ingenuity of Dorton and his

*(Continued on page 69)*



Individual cages are easily framed thru the use of light lumber and chicken wire. A railing keeps spectators from getting too close to the cages and the more dangerous animals are more heavily screened. The crowd pressing against the railing in the above photo is typical of the interest displayed in the exhibit.

From  to  to  to   
you'll find customers for every type of product at the . . .



**Official State Fair of Kansas**

**1952 DATES  
SEPTEMBER  
14-19**

### Featuring:

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# Wis. Floods Air, TV Lanes

**Stations, Too, Reap Harvest  
As Expo Hits Record Attendance**

THE 1951 Wisconsin State Fair, Milwaukee, was the biggest in history. Attendance soared to 819,000 to top the previous record gate for a nine-day run. Bulking large among the things credited with sending the fair over the top, attendance-wise, was a smoothly co-ordinated television-radio promotion program that missed few bets.

More than 35 live TV shows emanated from the 285-acre fairgrounds thru the co-operation of WTMJ-TV, Wisconsin's only television outlet. Over 100 radio shows were aired from the fair, carried over Illinois as well as Wisconsin stations.

The combination radio-TV schedule was the heaviest in the fair's annuals for a normal nine-day run, and gave the fair such concentrated treatment that it was virtually impossible for Milwaukee TV viewers or radio listeners to tune in without seeing or hearing a strong pitch for the event.

The fair had telecasts over WTMJ-TV for two years prior to the '51 event, but this year's coverage was by far the biggest for the Milwaukee Journal station. No fewer than 18 fifteen-minute shows from the fair were seen. In addition, there were five 45-minute shows, three half-hour evening variety shows, and two full-hour Sunday shows.

An important TV program was the opening show on Sunday, the fair's first day. As the show, "The Grenadiers," is one of WTMJ's most popular programs, it was carried from the fair's Radio Hall which provided room for some 1,000 spectators who were able to both see the actual telecast and also observe the show on special TV sets provided for the week. The main purpose of the opening show was to let the viewers know what was in store for them the remaining eight days of the fair. The "Grenadiers" were televised again the following Sunday, while their daily one-hour noontime show from Radio Hall was heard over WTMJ. Radio Hall was filled to capacity for every performance.

The remainder of the week's TV schedule was as varied as the tastes of the average fairgoer. For example, a homemaker's show seen for 15 minutes daily helped to promote prize-winning pies, cakes and other foods exhibited at the fair. The show, "What's New," also featured interviews with Wisconsin livestock men and State Department of Agriculture personnel, prize-winning recipes, and all other phases of the State's food prowess.

An important phase of the homemaker-type show was that it enabled viewers to see actually how the dairy and



Throngs as the one above jammed around the Milwaukee Journal Building at the Wisconsin State Fair to watch TV camera crews in action. The newspaper, with its attractive fairgrounds building, and its TV and radio programs from the fair added much to its good will and reputation and at the same time gave the fair a strong helping hand in breaking attendance records.

food industries of Wisconsin insist upon a quality-control program in connection with the production of milk, butter, cheese and other products displayed at the fair. This helped in no small way to tell the story of "America's Dairyland," one of the underlying themes of every exposition in the State.

#### Merchandising Show

Another 15-minute show, seen twice daily during the

fair, was a merchandising show sponsored by a Milwaukee department store. Here again, guests on the show were selected from among State fair personnel—visitors, exhibitors, farm group representatives—even famed Elsie the Borden cow.

Behind-the-scenes telecasts also helped spur attendance at the fair. State Fair Manager Jack Reynolds and his assistant, Bill Masterson, appeared

on several shows. This was especially timely, since it gave viewers a chance to meet Masterson, who replaces Reynolds at the end of the year. Reynolds will take over as manager of the Eastern States Exposition in Springfield, Mass. Thus Masterson was able to "meet" thousands of viewers who might not have been able to know him in any other way.

Other behind-the-scenes

*(Continued on page 68)*

## Assignment: State Fair

### Junior College Journalism Students Aid in Turning Out Localized Stories

SHOULD ever a rousing college cheer be heard coming from the news room of the Press & Radio Building at California State Fair, it would cause no commotion among those familiar with the workings of the publicity department. Headed by Ralph Bell, the annual's flackery goes all out during the 11-day run, with a contingent of

15 journalism students directed by their professor at the Sacramento Junior College, covering and writing stories for the small dailies and weeklies.

Under Bell, the department works to cover the events intensively and the students from Sac Junior have proven valuable in this work. With the manpower adequate, the

prospective Fourth Estaters are spotted advantageously thruout the grounds. When awards are made for prized livestock, home crafts and other entries, the news is on its way to the papers in the county in which the winner resides in a matter of hours. The students do the legging and also write many of the localized stories.

Their work, coupled with that of seasoned reporters and special writers for the local and metropolitan dailies and wire services, accounted in

1950 for the fair receiving some 800 full eight-column pages of editorial and pictorial material in publications from Alaska to the Canal Zone.

#### Student Writing Policy

The policy of using students has been in effect for four years, the length of Bell's employment. When the fair resumed its schedule in 1947 following the war, Kirt McBride, well-known Sacramento reporter, was in charge. He had to start all over and on short notice, but his job, in the face of the difficulties, was creditable. He had few advance prepared stories or art for servicing. Prior to 1942, Ken Hammaker had handled the publicity on a full-time basis, but the intervening war years had made practically all of the standing material obsolete. When Bell, a veteran of 20 years on dailies in Chicago and the San Francisco Bay area, came in, he began to rebuild the files. As he had served on the press at the Golden Gate Exposition, San Francisco, he was acquainted with the procedure for publicizing fairs.

There were certain things in Bell's favor. On full time and with months until the next fair, he had time to plan. He also had the advantage of the complete support of Secretary-Manager E. P. (Ned) Green and Assistant Manager Ted Rosequist, as well as the board of directors, which made possible the employment of the college students as well as the fulfillment of

other plans to give complete service to press and radio.

"When we needed to set up our own photographic studio, sound-proof an additional radio studio, make improvements in the Press-Radio Building, rent radio equipment or obtain other aids to coverage, these needs were taken care of," Bell said in discussing the co-operation he had received. "Whenever possible, even on rush days, Ned and Ted have taken time out for radio interviews and speeches to help publicize the fair. Such fine support has been extremely valuable."

#### Starts Rolling Early

With the green light given, Bell starts things rolling about May 15 and they are in high gear when the event opens the latter part of August. However, prior to this there is ample work of general planning and the preparation of art also takes an important position. A local school teacher works in the darkroom over week-ends to make the prints to be mailed when the campaign begins.

Bell's program is to send out letters to magazines, offering to supply them with special articles and art. About this time, too, Pat Flanagan, veteran International News Service man and now a freelance writer, joins the staff to do special features. He also becomes news editor as additional writers join the staff. Later Margaret (Peg) Hoppin, well-known San Francisco free lancer in the fashion field, begins sending out her

*(Continued on page 66)*



Ralph Bell, publicity-advertising director of the California State Fair, finds journalism students of the Sacramento Junior College extremely usable. Some of the 15, who work four hours a day handling localized stories, are shown here with Bell (center, standing) and Loy Laney, the college instructor (extreme right). Laney joins the staff late in June and marshals his students into beats the day before the fair opens. Policy of junior college students on-the-job experience is lauded both by fair and the school.

# New Plant Rises in Year

## Winston-Salem Pushes Relocation On Centrally Located 80-Acre Site

**I**N LESS THAN a year and at a cost of \$320,000, excluding the value of 80 acres of choice land, a new Winston-Salem Fair was constructed to reflect the agricultural and educational accomplishments of a thriving North Carolina community, the home of the fabulous R. J. Reynolds Tobacco Company empire. The golden leaf and the Reynolds company are especially important in the life and accomplishments of the Winston-Salem Fair, for it was the long-time interest of the tobacco clan that made possible the growth and current relocation-rebuilding program, the completion of which will undoubtedly result in the event acquiring stature comparable to that held by the leaders in Southern fairdom.

The Winston-Salem Fair was founded 53 years ago to exploit the area's principal product, tobacco. Forty independent manufacturers sponsored the initial event, the success of which spurred W. N. (Will) Reynolds to lead a movement for its perpetuation. Until his death, just prior to the opening of the 1951 event, Reynolds was keenly interested in all of the activities in connection with the event, and in particular with the racing program, since he was one of the nation's leading breeders and enthusiasts of the sulky sport. Before his death Reynolds gave the fair to the Reynolds Foundation and that group, with an estimated capital of \$20,000,000, currently operates the annual.

The new location is in the county, but only a couple of miles from the center of town. It is the third the fair has occupied, the last being cramped, and largely run down quarters, in town and even closer to the heart of the city. The old plant was inadequate in size and the parking problem had been acute for many years. The switch to new and spacious grounds culminated

plans that had been in the works for several years.

### Grows in Scope

Fair officials, headed by President L. D. Long, have many years of experience behind them. Consequently, when they were in the enviable position of being able to construct a new plant from scratch on choice acreage and with money enough to do the job properly, they knew what they wanted to best serve the needs of the community. Actually, however, the Winston-Salem Fair has long since ceased to be a community project since its scope and interest have spread out to include a sizable part of the State, and it was with this in mind that plans for the new annual were formulated.

Rebuilding and relocation plans were announced prior to the government-imposed restrictions placed on various types of building a year ago. Approval was won and the fair officials were able to complete all of the units planned for this year. The grounds had an unavoidable rawness for the initial showing, but this will be largely eliminated by next year since grass has already been sowed and the start of its growth is awaiting only moisture since the area has suffered a severe drought for several months.

It cost \$75,000 to grade and fence the area. A table-top levelness has been achieved in all areas of the plant where evenness was expected to be a distinct advantage, and the entire 80 acres were enclosed with a permanent cyclone fence that is both attractive and durable.

### Grandstand Cost 110G

A concrete and steel grandstand was erected at a cost of \$110,000. The completed unit, which seats 4,000, is so constructed that additional sections can be added. The entire under area of the stand is open and the first row of seats are at least 10 feet in the air.

(Continued on page 46)



This splendid 4,000-seat steel and concrete grandstand was taxed to capacity on several occasions at the 1951 Winston-Salem Fair. The wide, banked track is suitable for all speed events. Naval judges' stand on the roof of the structure affords officials a perfect view. It should be noted that the underneath structure of the stand is open, providing shelter for patrons who may be caught in the paddock in inclement weather, and also a fine area for the location of various eating stands.

# The Sensational ORTONS

STARGRAZERS DO IT AGAIN!!!

THRILLING PERFORMANCE

For Raw Thrills There's Nothing Like It!

BREATH-TAKINGLY UNBELIEVABLE

SWAY-POLE MAGIC RIDES THE SKIES

Riding the Clouds to Thunderous Acclaim

HEAVENLY BODIES PERFORMING WITHOUT WINGS

The Nation's Most Publicized Aerial Thriller



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Everyone... Everywhere... for making 1951 a Thrillingly Successful Year for Us!

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# AGENCY

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On Any  
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Presenting Only the Finest!

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- AERIAL ACTS
- RODEOS
- NAME RADIO STARS
- ★ NAME BANDS
- CIRCUSES and THRILL SHOWS!

**OUR SINCERE THANKS**  
TO THE MANY FAIRS FOR WHOM  
WE HAVE BEEN PRIVILEGED  
TO SUPPLY SHOWS



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**ASSOCIATION**  
**MEETINGS**

**MEMO TO OUTSTANDING CIRCUS ACTS . . .**  
We have been awarded the contract to produce the 1952 ST. LOUIS POLICE CIRCUS, considered to be the finest spring date in America. We still have need for a few high caliber acts who can fit in with the greatest show ever produced for this event.  
**THE ARENA—ST. LOUIS**  
April 20th to May 4th Inclusive  
Contact Us Now — Send Photos and Description of Your Act.

"SUN BOOKS THE STARS"  
**GUS SUN BOOKING AGENCY**  
Sun's Regent Theatre Bldg. Springfield, Ohio

# Paine Family Makes History

**Father, Sons With Management of Calif. State Fair Since 1901**

SINCE 1901, when the late Charles Paine became a director for the first time of California State Fair, Sacramento, there has been at least one member of the family on the staff of that event. The household has been represented almost continuously by one and two and sometimes three members, as was the case this year. Their years of service, added together, total 163, and the fair will not be a centurion until 1954.

The Paines are, undoubtedly, the best known family in the annals of fairs in California. Starting when the elder Paine, while owner and operator of a livery business, joined the fair's directorship, the group has been represented by his sons, Edward and Tevis, and the former's son, also named Edward. That the father and grandfather of the present generations should be known almost officially as the dean of fairmen in California is not surprising. His career in the exhibition field was illustrious and he made many friends during his 40 years with the State fair.

**Driving Force**

Altho well known for his driving force, Paine was highly respected for his knowledge of fair operation.

L. G. Chapman, general manager of the Foley & Burk Shows, which played the State fair for many years while Charlie Paine was manager, said: "He knew everybody and everybody knew and respected him."

Basil (Hap) Young, who claims 41 years as a food concessionaire at the Sacramento event, credits Paine with bringing him to the capital city annual. Paine broadened his knowledge of fair operation by visiting fairs in other sections of the country to see how they did things and it was while he was in St. Paul at the Minnesota State Fair that he met Young.

A story is told of the time some years ago when the Western Fairs organization was quite small and little space was required for their meetings in the Whitcomb Hotel, San Francisco. Paine had retired from his post as fair manager and was attending because of his interest in the expositions. He was introduced to the body and asked to take a bow. After acknowledging his introduction, he sat down, as a voice of a veteran pitchman boomed from the rear of the room:

"That's not good enough for Charlie Paine. Let's give him a rising vote of appreciation for his fine work. I never played his fair for he would not allow me on his midway. But I still respect him. Let's all stand."

They did. The affection of this pitchman for a man who would not allow him to play his fair, then the biggest in the State, is typical of the feeling for the dean.

**Elder Paine**

The elder Paine served as State fair director from 1901 to 1914, when he became its

secretary-manager. He succeeded the late father of Clem McCarthy, radio announcer, who also was a candidate for the post. Paine directed the fair until 1936, when he retired at his own request. The following year he again was named to the board of directors, on which he served until Governor Olson was elected. During his tenure Paine served under nine governors.



The late Charles Paine, shown above, was secretary-manager of the California State Fair from 1914 to 1936.

The fact that Olson did not return him to his directorate did not lessen Paine's interest in fairs, for he was a frequent visitor to the State fair until it was discontinued in 1942 because of the war. Altho his tours were unofficial, exhibitors, concessionaires and pitchmen continued to respect him and extend a welcome hand. In his passing in 1945, a few weeks before he would have marked his 82d birthday, many show people, who played the fair, mourned the loss of a sincere friend.

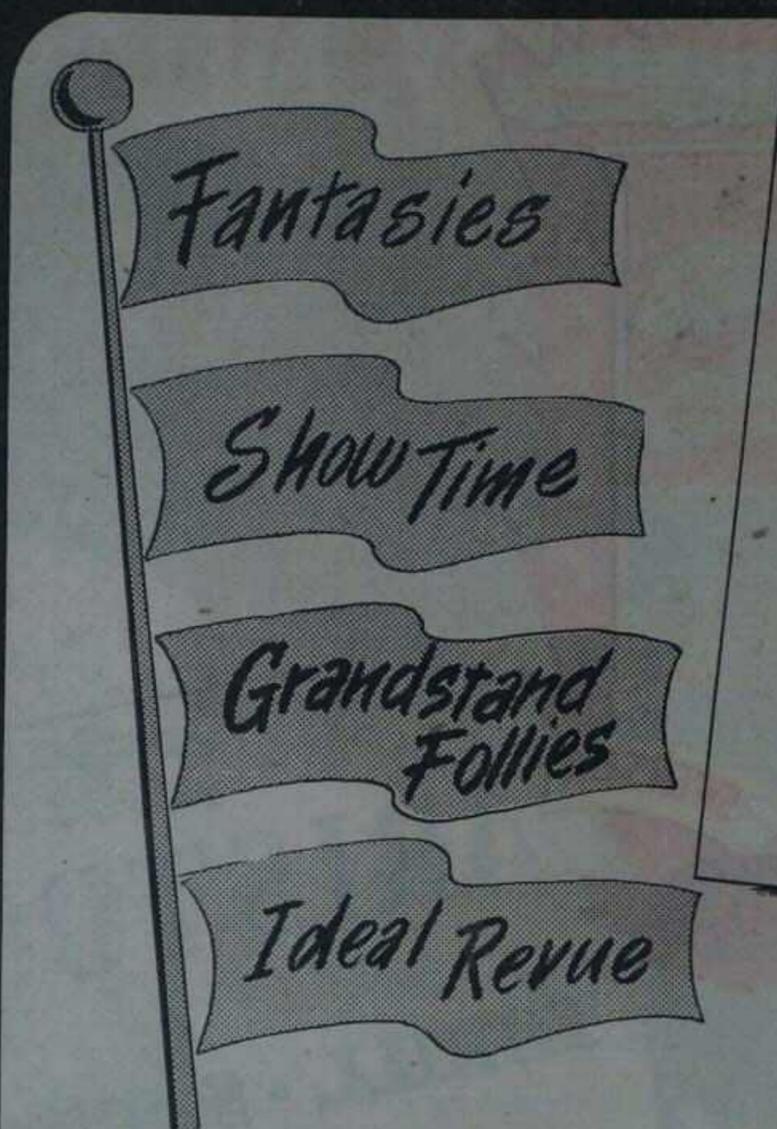
**Old Dobbin Days**

Charles Paine was born in Sacramento and took over the livery stable business operated by his father and grandfather. When Ed and Tevis were born they knew first of old Dobbin, for in those days the horse was to the economic and social life what the automobile is to present-day living. However, in 1910 the picture began to change as gasoline pumps made their appearance in front of feed stores. Sensing that the future of the steed was unsteady, Paine sold his Fashion Stables.

By 1910 California State Fair had been established for 56 years and the name Paine was well established in the fair field. The father was soon to become secretary-manager, Edward had 10 years experience in fairs and Tevis, then 13 years old, had started two years before as assistant marshal. The next year, 1911, he became chief marshal and, riding his pinto pony, his duties included the calling of trotters to the track and the retrieving of run-away racers. Tevis held this post until 1914, the year his father became manager.

Charlie Paine's interest in (Continued on page 64)

**HAMID  
REVUES**  
will be drawing  
**GREATER  
CROWDS**  
and  
**LARGER  
REVENUE**  
in  
**1951**  
for the  
**GREATEST  
FAIRS**  
in the east



From the desk of . . .  
**GEORGE A. HAMID, SR.**  
11/1/51

To: George Jr., Joe Hughes,  
Herman Blumenfeld,  
Dorothy Packtman,  
Jacy Collier, Joe Cervone,  
Betty Langhitt, August Raab.

This is the ad we ran in  
Billboard's Summer Special back  
in June before the Fairs.

Just for the record, OUR  
GRANDSTAND REVUES PLAYED TO OVER  
2,750,000 PEOPLE DURING THE FAIR  
SEASON JUST CONCLUDED!

We must, we can and we will  
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even finer in 1952!  
It is a challenge for all of us.

*George Sr.*

**AMERICA'S FINEST REVUES!**  
**PLAYING 56 LEADING FAIRS!**

Year after year, the high quality of George A. Hamid Revues has created for the major EASTERN FAIRS a standard of excellency as yet unmatched in outdoor show business.

**DISCERNING FAIRMEN**  
**CHOOSE HAMID SHOWS 10 TO 1!**

... and to the hundreds of other clients who are using Hamid acts, circuses, thrill shows and smaller revues to make 1951 an all-time record, the George A. Hamid & Son organization extends sincerest appreciation.

No Account Too Large ... No Account Too Small



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*The*  
**ARISTOCRAT**  
*of*  
**THRILL • SPEED • STUNT**  
**SHOWS**

PLAYING THE GREATEST CIRCUIT  
 OF FAIRS IN AMERICA IN 1952

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*A Modern  
Midway With  
Proven Ability  
That Produces  
Top Earnings*

## THANKS TO

all Fairmen - Committees and the people who helped make our 1951 season our biggest on record.



**C. C. GROSCURTH**

## Compare and you'll agree...

**That We've Got the Show That Can Deliver Top Performance**

- 14 MODERN RIDES
- 6 LIGHT TOWERS
- 31 LATE MODEL SEMI TRAILERS AND TRUCKS
- 10 QUALITY SHOWS
- 2 BIG SEARCHLIGHTS

### FAIR SECRETARIES & COMMITTEES

Our record for consistent profitable performances will merit your consideration. We'll be at your meetings to tell you about our plans for 1952. We will attend the Illinois-Indiana-Kentucky-Tennessee-Georgia-Mississippi meetings.

### SHOWMEN—RIDE OWNERS

In line with our plans for expansion in 1952 we would like to hear from those with anything worthwhile which you feel will be consistent with our standards.

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We absolutely pledge ourselves to provide you with the best in fireworks displays and extravaganzas at the lowest prices, yet you receive the finest that quality materials and expert workmanship can produce today.

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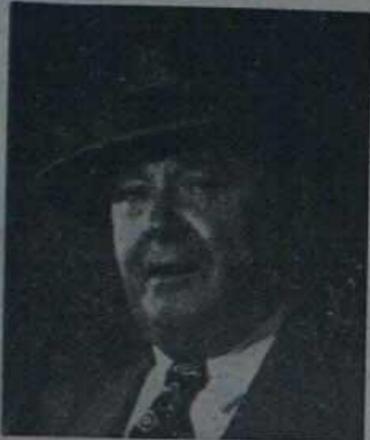
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**BUCKS BROADWAY**

**Mineola Thrives  
On Rural Accent**

**T**HE MINEOLA FAIR, situated on the Long Island peninsula of New York State has long been confronted with a problem which officials of the annual believe they have solved—the competition during fair week offered by the bright lights of Broadway, only a stone's throw by car, train or bus from the fairgrounds. And the solution has been reached wisely by accenting the annual's rural aspects, rather than trying to out-Broadway Gotham in the entertainment department.



C. H. BOCHERT

upward was the keeping open of the fair office all year around, even if only for a few hours daily. He feels that no matter how trivial some of the information gained may seem from day to day the sum total may contribute much to widening the appeal of an annual for the community.

The participation of schools was essential to a successful fair, and Mineola management attended meetings of local education officials only to get a cold shoulder. A superintendent finally explained that school bodies thought the fair untidy and depressing and would never encourage pupil participation in the annual. Management got busy and hauled away 300 loads of rubbish that included a 25-year accumulation of debris. Since school authorities also frowned on the midway attractions the fair directors rented the fun zone site from the owner over the head of the carnival operator, thus gaining a better grip over the type of amusements to be offered.

**Educators Participate**

Induced by these actions, a few school principals sanctioned pupil participation in the annual. At present, a standing committee of 20 superintendents and principals from Queens, Nassau and Suffolk counties maps school exhibits. Suffolk County presented its own fair until several years ago when it threw in with the Mineola annual. The committee is tendered dinners occasionally thru the year to sustain interest in their work, and Bochert emphasizes that the cost of these affairs is small compared to the money the educators could command for the weeks they devote their time to the fair.

The committee antes the cost of transportation for a series of daily high school band concerts during the fair run, and on one occasion provided a massed band concert of 2,000 musicians. The committee also organized fife, drum and bugle corps and a baton twirling contest which drew big crowds. Bochert stresses that these activities were acquired by friendly approach and a whipping of interest in the Mineola fair as a local institution. In recent years a cash award essay contest on the fair has been opened to school children.

One of Mineola's most effective innovations was a goat show, first staged in 1939. The affair started as a scrub goat event, after which three goat breeders informed fair executives that their farms had become self-sustaining for the first time as a result of the show. The department eventually was taken over by the Long Island Dairy Goat Breeders' Association and is supplemented each spring with a kid show on the fairgrounds.

**Builds Special Events**

A baby show, normally a sure-fire event, was not a strong point at Mineola while awards of dishes and silverware were distributed by a promoter to a few friends. The Valentine regime placed the show under the direction of 4-H clubs, the Home Bureau and a local medical association and brought in competent

(Continued on page 63)

The fair, which marked its 109th edition this year, is set up in corporate fashion, and while its best days date from 1939 it remains a medium-sized enterprise with a budget that is too small to present large-scale, expensive grandstand shows. Several years back a revue with a line of girls was presented, and the gross was nil. Next, the girls were retained and a line-up of circus acts was added, but crowds which would have produced a break-even take still failed to show. The combined loss of the two presentations reached \$20,000, according to Charles Bochert, general manager of the fair.

Since that time the stress has returned to the more familiar type of show, such as circuses and rodeos, and Bochert says the pay-off has been more in line with the cost. James M. Cole and Hunt Bros. circuses have played the event, a novel feature in the fair field. A rodeo was the grandstand attraction for this year's run. Mineola also provides an individual touch in that the fair sets all attractions directly without the use of talent bookers, according to Bochert.

**Problems Encountered**

Present attendance, which goes anywhere from 200,000 to 300,000 patrons for five days was a thing of the future when in 1939 J. Alfred Valentine, president of the fair, assumed general management of Mineola, and the concrete duties of the post were given to Bochert. For 20 years prior to that point annual losses ranged from \$30,000 to \$50,000 and attendance had shrunk to a minimum. More important, community interest was practically non-existent. The cash surplus on hand in 1939 was \$3,000.

Bochert holds that among other factors contributing to the rejuvenation of the annual, the arousing of interest once more in the fair was the big thing. Another point he makes in describing the drive

★ **The Stratosphere Girl** ★  
★ *Miss Luxem* ★  
**QUEEN OF THE AERIAL SWAY POLE**

**Thrilling! Daring!**  
The Breath-Taking  
"SWAY OF DEATH"  
A 30 Foot Arc!

**Daring! Sensational!**  
Feats Performed on the  
High Sway Pole 135  
Feet in the Heavens!



To climax a thrilling  
Performance . . .  
The Famous  
"SLIDE FOR LIFE"

**Direction:**  
**CHARLES ZEMATER 54 W. Randolph, Chicago, Ill.**

COME AND SEE WHAT'S HAPPENING  
 IN TENNESSEE  
 Where INDUSTRY is  
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 to an Already Prosperous  
 FARM ECONOMY

come to the  
**TENNESSEE**  
**STATE FAIR**  
 NASHVILLE

▶ ATTENDANCE: 200,000

Sept. 15-20  
 1952

Only by coming in person can you really see and feel the tremendous growth of Tennessee's new economy. The Tennessee State Fair is the showcase of a great State's achievements. Those who attend the fair represent a better than average customer in buying power . . . they represent the people behind the progress in Tennessee, sell them and you'll have no trouble selling the rest of the market.

For Exhibit or Concession Space Write to L. E. GRIFFIN, Secretary-Manager  
 TENNESSEE STATE FAIR, P. O. BOX 90, NASHVILLE, TENNESSEE

THRILL SHOW OUTLOOK

"They'll Continue Strong Pull"--Beam

By WARD BEAM

(The author next year will mark his 30th anniversary as a producer-promoter of thrill shows. A pioneer in the field, he continued in it every year except during World War II when thrill shows were banned. During the depression '30s, he saw thrill shows save many fairs from going under financially.)

the same as circuses. The circus format remains with big top organizations, but the acts and the manner of presentation have changed. That the way thrill shows have changed, in acts and presentation.

Publicity-wise thrill shows have always been among the leaders in selling their performances in advance of show dates. From the inception, they used circus type methods of billing. Not a few used sound cars. All maintained some of the better press agents, and these press agents have missed few bets, either with newspapers or radio stations.

THRILL SHOWS continue to have what it takes—the capacity to pull crowds and to satisfy 'em. Moreover, judging by all indications, they'll continue to hold up over the years ahead.

The enduring qualities of thrill shows have been a surprise. To veterans in the business of producing and staging them, the fact that the thrill shows have held up is no surprise. On the contrary, it is mere confirmation of their contention that thrill shows will continue to hit the jackpot so long as new, potential fans are born.

This past season provided convincing testimony of the hold thrill shows command. They packed and jammed 'em in. And far more fairs made more net profit on them than on any other type of special attraction.



B. WARD BEAM

Stunt Units

What's more, 90 per cent of all fairs having race tracks, used automobile-motorcycle stunt units on at least one day. And a large number used them for as many as four days. In addition, no fewer than 300 still dates were presented at speedways, stadiums, ball parks and special events thruout the nation.

To be sure, there have been some fair execs who had mentally counted thrill shows out. Some, even eager to try something new in recent years, shifted for a year to some other type of one-day attraction.

Most of them discovered that other special attractions could not yield the comparable profit of thrill show units. Too, they found that some special attractions were woefully weak so far as drawing power was concerned.

Change for Change Sake

In most cases, the decision to shift from thrill shows was predicated not on dissatisfaction with that type of shows, but, instead, upon a desire merely to make a change for change sake. Some fairs frankly admitted that they thought that it was time to make a shift because they were being charged with "offering the same old thing."

The wish to escape having a fair tagged "the same thing, year after year" is understandable, but the majority of the fair secretaries who shifted away from thrill shows because of that motivation now recognize that it's best not to cut out something that is sure-fire as a crowd-puller.

Close analysis will show that thrill shows have changed. True, basically they are much the same as earlier editions. In this respect, they are much

Not a few other types of special attractions have paid little, if any, attention to advance promotion. More often than not, they have apparently calculated that their show alone—not its publicity—was important.

Keep Up With Times

Thrill show operators have prodded themselves and their advance staffs to make the advertising-publicity campaigns more effective. And, generally speaking, they have effected wise changes, in keeping with changed times, to make their campaigns as effective as possible.

They've reworked their newspaper and radio approach. They've succeeded in working out new twists for stories or for air mentions, and that has kept their publicity fresh and alive, the kind that builds crowds.

There has been a change in the over-all thrill show field. There are fewer shows in operation than there once were. At one time, shortly before World War II, I compiled a list of some 79 thrill show units operating thruout the nation.

The competition between shows has been keen. Too, operating conditions are now more difficult. Costs are more than double what they were in pre-World War II days. And this has taken the toll on the number of shows in operation. But, those which have survived—and I believe that about 10 of them have—are more competitive than ever before.

The competition extends thru the entire fabric of the business from the booking of dates to the signing of help, and, of course, to publicity. (Continued on Page 53)

Any Way  
You Look at It . . .

you're ALWAYS AHEAD with  
Dependable AL MARTIN Attractions!

Everything

IN ENTERTAINMENT FOR  
 FAIRS • CARNIVALS  
 • PARKS • CIRCUSES  
 • CELEBRATIONS •  
 SPECIAL EVENTS

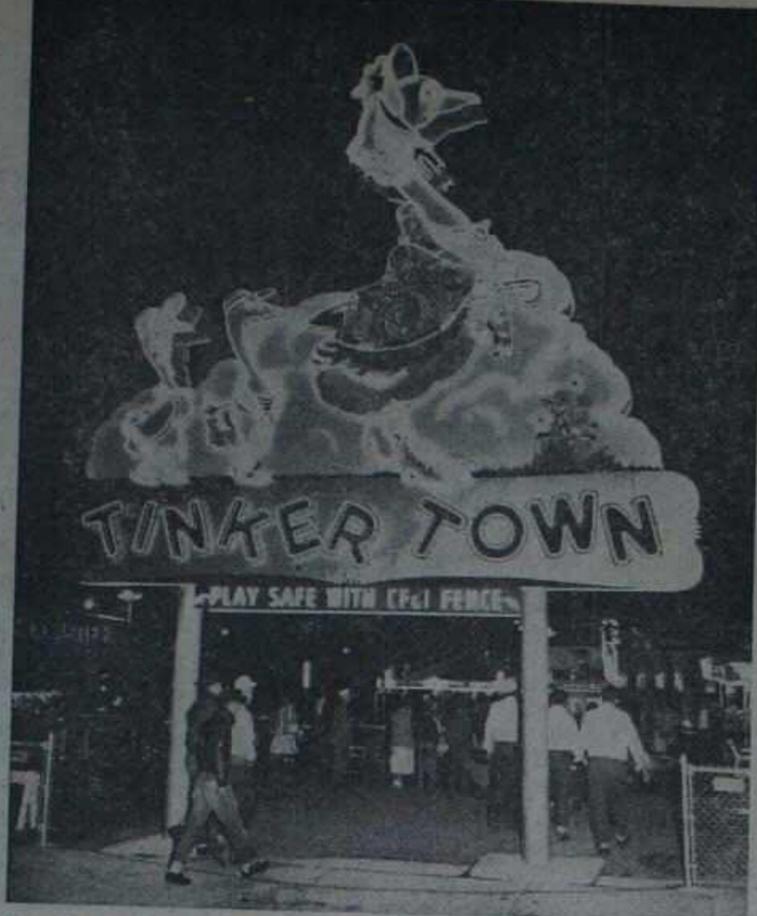
THE AGENCY OF OUTDOOR SHOWBUSINESS

AL MARTIN AGENCY • Hotel Bradford, Boston, Mass. • Hubbard 2-0688-9

- ★ HIGH DIVING • HIGH WIRE • MUSIC • JUGGLERS • ROLLER SKATING • TRAINED ANIMALS • CHIMPANZEES • WILD ANIMALS • COMEDY • AERIAL BALLET • ★
- ★ SWAYING • HIGH AERIAL • ★
- ★ TRILL SHOWS • REVUES • ★
- ★ BANDS • ACROBATS • ★
- ★ DANCING • POLE • ★

- ★ HIGH DIVING • ★
- ★ MUSIC • WILD ANIMALS • ★
- ★ JUGGLERS • ★
- ★ COMEDY • ROLLER SKATING • ★
- ★ AERIAL BALLET • TRAINED ANIMALS • ★

- ★ DANCING • BANDS • THRILL SHOWS • TRAPEZE • TEETERBOARD • SWAYING • POLE • ACROBATS • REVUES • BICYCLES • ELEPHANTS • HIGH AERIAL • ★



Colorful, double-faced neon arched entrance, depicting Mother Goose, not only proved a lure to youngsters but added to the fair's flash.

## Moppet Wins At Pueblo, Colo.

A PERMANENT Kiddieland can be a solid money-winner at medium-sized fairs, judging by the experience this year of the Colorado State Fair, Pueblo, which transformed a 200 by 250-foot plot into a Tinker Town fun zone for small fry that paid substantial dividends even tho the fair's attendance was cut by a polio outbreak.

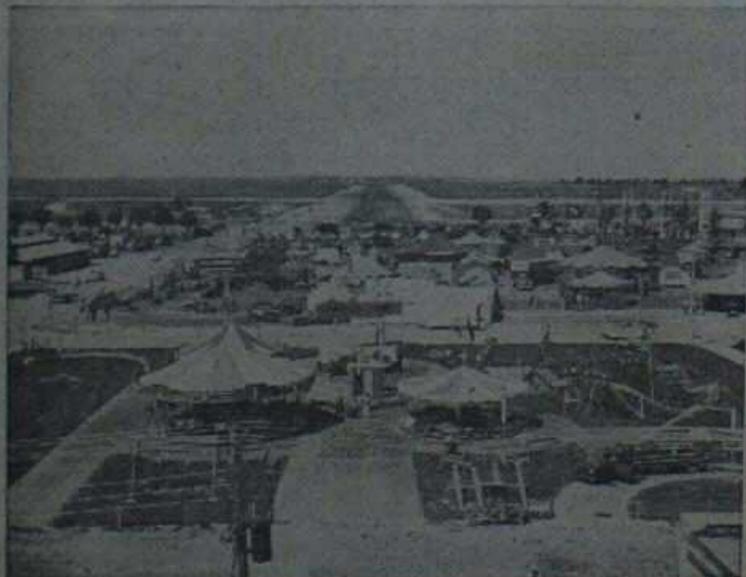
The attractive, landscaped area is independent of the regular midway and is located in a plot engineered to accommodate seven rides. In addition, it has permanent playground equipment, including swings and teeter-totters; benches for parents and asphalt walks leading to the rides, which are set up on thick lawns.

Flash is provided by eight light towers and a colorful double-faced neon arched entrance, 34 feet high and 24 feet wide, where Mother Goose characters are portrayed in colorful tube lighting. The

archway, built at a cost of \$6,100, was furnished by the Colorado Fuel & Iron Corporation, which also enclosed the entire zone with a five-foot fence.

Altho the spot's '51 run was confined to fair week, plans are to eventually operate for three months each season. Seven rides, owned and operated by Ralph Forsythe at 14 cents, were brought in this year. Line-up included a Merry-Go-Round, Midge-O-Racer, Fire Engine, Kiddie Roller Coaster, Boats, Cars and a Miniature Train.

Success of the venture, particularly under the unfavorable circumstances, was not only heartening but sufficiently profitable to cause fair execs to plan additional improvements for next year. More neon-lit fairy tale characters will be added, and drinking fountains will be installed. Also under consideration is the addition of a nursery, where infants of pre-ride ages can play while the rest of the family patronizes the attractions.



Grassy ride settings, asphalt walks and convenient benches made the area attractive to parents as well as children.

# Here's that something NEW

you've been looking for!

AMERICA'S FOLK MUSIC FAVORITE  
ON COLUMBIA RECORDS . . .

## "LITTLE"

(Old Cold Tater)

# JIMMY DICKENS

and his COUNTRY BOYS



**NOW...  
A Grandstand  
Box Office  
Record Breaker**

- Star of WSM Grand Ole Opry
- A Sensation in Personal Appearances at PARKS, FAIRS, THEATERS and AUDITORIUMS
- Backed by the Promotional Power of over 1,500,000 Columbia Records

For complete information, facts, figures and proof, contact



Personal  
Manager

**DEWEY MOUSSON**

WSM  
Nashville, Tenn.

# NORTH DAKOTA

## STATE FAIR

MINOT, NORTH DAKOTA

**1952 DATES—July 28-Aug. 2**

(Tentative)

**Where you can talk to the prosperous North Dakota Farm Market!**

**75,000 ATTENDANCE IN 1951!**

- Farm Income over \$600 million in 1951 . . . savings well over \$1 billion, 20% of the people representing 35% of the total State income, annually attend the North Dakota State Fair.
- Let an exhibit at the Fair be your Sunday Punch in the battle for sales in North Dakota.

FOR DETAILS CONTACT  
**NORTH DAKOTA STATE FAIR**  
 BOB FINKE, SECRETARY  
 MINOT, NORTH DAKOTA

### THE MOST PRODUCTIVE, SPONTANEOUS MARKET OF THE ERA for MANUFACTURERS and ASSOCIATIONS

Selling! . . . Advertising! . . . Public Relations! Millions of men, women and children from the crossroads of America come to taste, to touch, to hear, to smell, to see

Your **PRODUCTS** and **SERVICES** at **STATE FAIRS** and **EXPOSITIONS**

All Over the Country

### NOW... WITH ONLY ONE CONTACT

You can get information and representation in as many Fairs and Expositions as you wish **THRU**

## THE CENTRAL OFFICE

We help you to decide which fairs meet your needs. Our comprehensive service includes:

- ATTENDANCE FIGURES AND ALL DATES
- STUDIES OF AUDIENCE TYPES AND NATIONALITY GROUPS
- SECURING OF GOOD LOCATIONS
- FLOOR PLANS, INSTALLATION REGULATIONS AND SERVICE COST DATA
- A COMPLETE FAIR SCHEDULE AND ALL CONTRACT NEGOTIATIONS

### CENTRAL OFFICE FOR FAIRS

82 W. Washington St.  
Chicago 2, Ill.

National Exhibit Space Representatives for the Mid-West Fair Circuit and Leading Fairs From Coast to Coast

### MAY & WOODHOUSE

Phone: DEarborn 2-3297

## Chemical Warfare Rids Fair of Flies

INDIANA STATE FAIR this year declared all-out war on the common housefly and with its allies, insecticide fogging experts, routed the enemy to provide a more healthy and comfortable fairgrounds for both humans and animals during the annual's nine-day run.

Effectiveness of the campaign was evident to anyone who visited the flyless grounds during fair week but more impressive was the elimination of screens and screen doors on buildings where they had been in use for many years.

Jump-off in the battle began two weeks before the fair when the Gulf Refining Company moved a crew of experts to the plant equipped with high-powered, truck-mounted spraying equipment. This group, the spearhead of more to come later, kept busy for two weeks where the insects might breed, covering an approximate area of 750,000 square feet.

Buildings in which food was to be prepared and served were not included in this preliminary program. These locations were sprayed daily during the fair with a special

chemical, an insecticide developed for safe use around food-stuffs. Another daily spraying service, livestock spray, was used to get results in the livestock barns and stable areas. Garbage containers, rest rooms, trash and litter piles were not overlooked and these too came in for regular attention.

In addition to its spraying activities, Gulf also set up an emergency center in the Manufacturers' Building, from which it would dispatch an emergency crew to handle any insect problems. So complete was the preliminary work, however, that only one call of this nature was received, one that called for the elimination of straw mites in several of the livestock barns.

Completion of the fair did not mean the end of the fight against the flies. Post-fair fly-breeding, formerly a source of complaint by nearby Indianapolis residents, was also eliminated by another general spraying which was repeated after the end of the run until all refuse was removed and all potential breeding spots eliminated.



Food stand gets its daily dose of insecticide to insure its patrons of flyless meals.



Concentrated spraying of the grandstand proved a boon to performers and customers.



Animals were not forgotten in the program. Here a unit fogs one of the huge livestock barns.



Cheesecake can always be relied upon to snare and hold a wandering eye, the publicity department of the Illinois State Fair figures. One reason why the cheesecake photos used by the Illinois event clicks is because the press agents dream up such arresting—and date-selling—poses as above.

# Land your best 1-2 Sales Punch at the NEBRASKA STATE FAIR LINCOLN

**\$185 MILLION  
URBAN  
MARKET**

**\$1  
BILLION  
FARM  
MARKET**

America's Fastest Growing  
Agricultural and Industrial  
Exposition—  
\$3,000,000 Plant.  
300,000 Attendance  
in 1951.

**1952  
DATES  
Aug. 31st to  
Sept. 5th  
Inclusive**

Not just words, but a fact. Here's the annual event that is pacing the tremendous growth of a great State. A product of pride in accomplishment, the Nebraska State Fair mirrors the achievements of its people. Always famous for its agricultural wealth, Nebraska is experiencing a surge in oil and industrial progress, building a new found stability of market unequalled by any other State. If you are looking for markets or have already established a place in the Nebraska market and are trying for a bigger share, this annual event can help you.

For profitable Concession and Exhibition Space where a Great State Stages its Great Event (the only Show of its kind in Nebraska), come to the NEBRASKA STATE FAIR.

**EDWIN SCHULTZ, Secretary**

**Lincoln, Nebraska**

MASON • CITY

IN THE HEART OF THE GREATEST  
AGRICULTURAL AREA IN THE WORLD

## NORTH IOWA FAIR

MASON CITY, IOWA

**WHERE YOU CAN TALK TO 75%\* OF  
THE PEOPLE YOU WANT TO SELL**

Out where the tall corn grows you'll find the cream of the Iowa Farm Market. No matter how you measure a market . . . by size, by buying power, living standards, responsiveness . . . you'll find close to 100,000 people who annually attend this great event measure up to your highest expectations. The opportunity for greater sales are here . . . come take advantage of them.



**1952 DATES  
AUGUST 12 thru 17**

\*An event that annually draws close to 100,000 people representing a complete cross-section of the Iowa Market.

For further information contact  
**MILLARD C. LAWSON, Secy., Mason City, Iowa**

# CASH REGISTERS ARE RINGING AT A RECORD RATE

IN THE PROSPEROUS AREA SERVED BY THE

## OZARK

EMPIRE FAIR  
Springfield, Missouri

ARE YOU GETTING YOUR SHARE?



Farm income, industry payrolls at an all-time high . . . record-breaking construction by industry, on farms and homes combine to make the market served by this biggest annual event in the Ozarks an important one for you. A market with vast potentialities for sale of all types of merchandise and

reputable services . . . a market with plenty of money to spend for products and services exhibited. Get your share of this high income buying group with a sales message through personal contact with an exhibit at the OZARK EMPIRE DISTRICT FAIR.

You'll get your message across to a greater total purchasing power in the rich Ozark Market with an exhibit at this fair than through any other media.

Get the Facts From

**G. B. BOYD**  
Secretary-Manager

**H. FRANK FELLOWS**  
President

# The 1 and ONLY Lottie Mayer's Famous DISAPPEARING WATER BALLET

America's Greatest Aquatic Spectacle

★  
Thanks to

**BARNES-CARRUTHERS**  
For a Smash Season on a Tremendous Tour

and

**GEORGE A. HAMID & SON**  
For a terrific Season on the Famous Steel Pier

AGAIN IN 1952 . . .

TWO UNITS—Even Bigger and Better

NOW BOOKING FOR FAIRS, PARKS, SPECIAL EVENTS, ETC.

THE ONLY SHOW OF ITS KIND IN THE WORLD

**LOTTIE MAYER**

10915 Griffing Blvd.,  
Miami 38, Florida



Old-fashioned ham breakfast at the Missouri State Fair, Sedalia, to become an annual feature following the success of the first breakfast this year. Five hundred and seventy-five Missourians, including Gov. Forrest Smith, Secretary of the Treasury John Snyder and U. S. Senators, paid \$4 each to attend. Fair gained much publicity and good will from the event, the social high point of the fair's run.

## Ham 'n' Pulls 'Em

Breakfast Draws  
State's Leaders  
To Sedalia Event



dalia annual otherwise would have missed. Moreover, it also built much good will for the fair with State officials.

It was not a free breakfast, either. Ducats went for \$4, and practically every political big wig in the State, plus leaders in other fields, notably agriculture, were on hand.

U. S. Sen. Thomas C. Hennings (D., Mo.) opened the informal speeches. He was followed by Sally Rand, who was featured in the Raynell Girl Show. Robert E. Lee Hill, secretary of the Missouri Bankers' Association, presided.

The girl show top was attractively decorated for the event. Make-ready of the food started at 4 a.m., with breakfast at 8 a.m., and the program that followed it completed by 9:30. Diners received two souvenirs, a small ceramic Missouri mule pulling a miniature cart carrying two hams and the fair's official souvenir, a doll tagged "Miss Missouri State Fair."

The event was such a success that fair execs immediately started planning the second annual ham breakfast. Other fairs, learning of its success, are considering adaptations of their own.

A DUAL-PURPOSE ham breakfast that attracted 575 Missourians, including national and State dignitaries headed by John Snyder, Secretary of the Treasury, this year was introduced at the Missouri State Fair, Sedalia, and proved a rousing success, achieving its purposes—and more, to boot.

Staged in the Raynell Girl Show top on the Cetlin & Wilson Shows' midway, the breakfast was intended to honor Forrest Smith, the State's governor, and to focus attention on Missouri's old-fashioned country hams. It did that, and it also proved the social high-point of the fair and sparked much publicity that the Se-



Top of the Raynell Girl Show of the Cetlin & Wilson Shows' midway housed the huge breakfast turnout. Besides State dignitaries, Sally Rand, who was headlined in the Raynell revue, participated in the after-breakfast speaking program.

**AIMS AT CITY FOLK**

**Hamburg, N. Y., Gains By Pitch to Urbanites**

**A** PLANNED and co-ordinated program of advance publicity and paid radio and newspaper advertising geared to strike hardest at heavily populated areas jumped 1951 attendance at Erie County Fair, Hamburg, N. Y., by 18 per cent over 1950 for a total attendance of 144,033.

According to Publicity Director Richard C. Allen, editor and co-owner of The Hamburg (N. Y.) Sun, suburban and rural weekly, the advance news stories covered an eight-week period in the 25 county weeklies and four major area daily newspapers. This was backed up with car cards, 24-sheet billboards and a number of window cards and a series of public radio broadcasts. These included spot announcements about departments and features of the fair, together with live interviews with fair officials.

An attendance survey the previous years when the fair raffled off a \$100 Savings Bond showed that 66.66 per cent of the persons attending the fair came from outside the city of Buffalo. This area represented only one-fifth of the total area population. Hence,

in 1951 publicity techniques were shifted to reach the untapped city potential. This paid off in terms of greater grandstand sales and increased attendance.

**Special Press Edition**

Areas outside the city were reached by a 35,000 distribution of a special 24-page tabloid edition of The Hamburg Sun devoted entirely to the features and departments of the 1951 fair. It was mailed to arrive in all rural homes and some suburbs of the county the week before the fair. In addition to its being a sound public relations move, it served as a last-minute reminder for persons to enter exhibits in one or more of the competitive departments. Those last-minute entries this year played a large part in raising the total entries by nearly 20 per cent. They competed for \$33,000 in premiums.

The day before the fair's opening The Buffalo Courier-Express carried three pages of rotogravure showing the preparation of a steer for entry in the 4-H Club Baby Beef Show and Auction. It was a good advertising piece and additionally was educational in

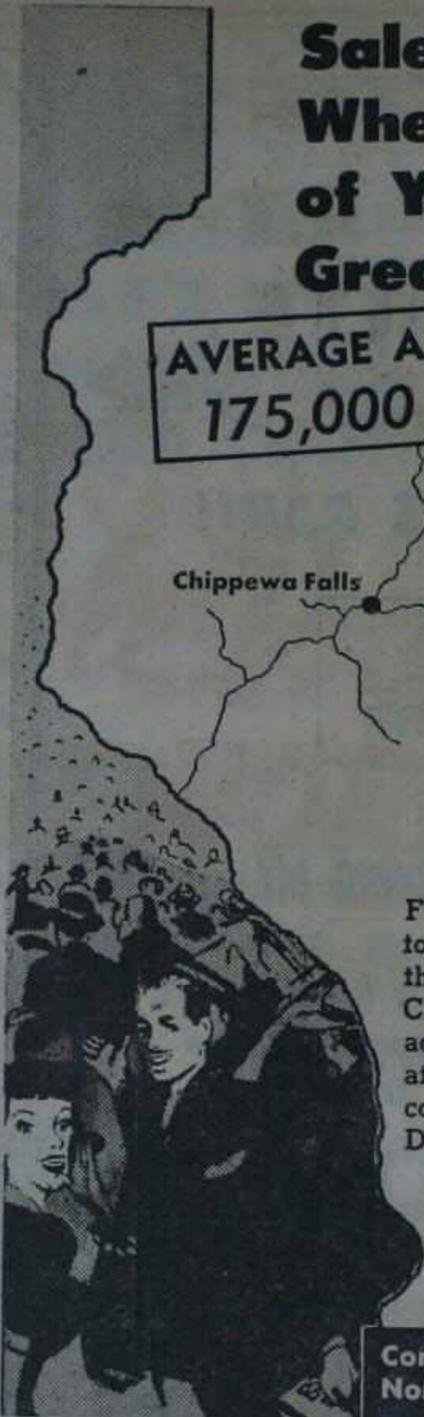
(Continued on page 128)

**Sales are Greatest... Where Concentration of Your Market is Greatest!**

**AVERAGE ATTENDANCE 175,000**

**NORTHERN WISCONSIN DISTRICT FAIR**

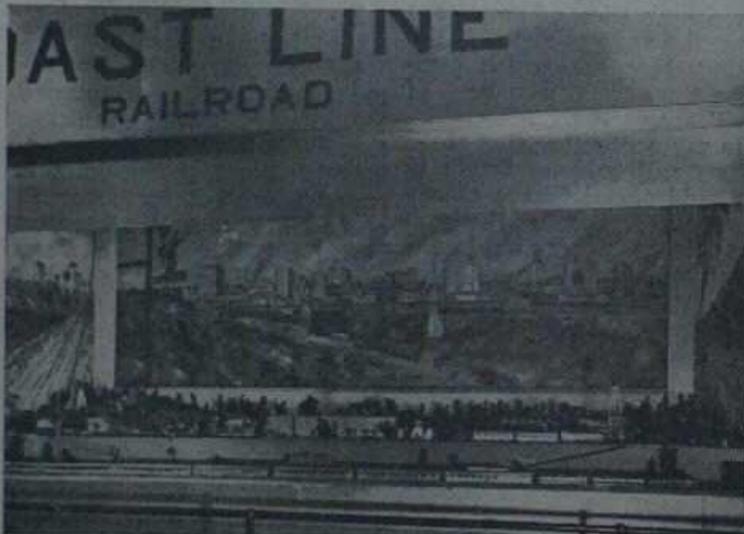
**1952 DATES Aug. 5-10**



First of the Wisconsin big fairs. The closer you come to the heart of the rich Wisconsin Farm Market the greater your sales potential. Centrally located, Chippewa Falls becomes the hub of Wisconsin Farm activity at fair time. Cash in on this concentrated attendance and high interest with an attention-compelling sales display at the Northern Wisconsin District Fair.

*If You Want To Sell the Wisconsin Farm Market*

Contact A. L. (Archie) PUTNAM, Mgr., for details Northern Wisconsin Dist. Fair, Chippewa Falls, Wis.



Railroad companies and bus lines cash in heavily with fair exhibits. Photos above indicate what they do at Florida State Fair at Tampa. At top is exhibit of the Atlantic Coast Line, with middle photo showing display of the Seaboard Air Line Railroad. Miniature electric trains feature both exhibits. Part of the exhibit of the Greyhound Bus Company is shown in the bottom photo. Bus exhibit is highlighted by the continual movement of the huge scenic background.

*A Sales Manager's Dream!*  
**NORTHWEST MISSOURI STATE FAIR**  
 BETHANY, MISSOURI

**ATTENDANCE: 110,000 of which 95% are FARMERS**



Got something to sell the farm market? If you have, you'll sell more here because you'll be talking to some of the best farmers in the world. They're interested in anything that will help them on the farm . . . or make home life more pleasant. They'll be here with

their wives and families so you'll have a chance to tell your story to the whole family.

**1952 DATES  
 Aug. 31-Sept. 6**

**GET THE FACTS . .**

EXHIBIT SPACE COSTS LESS THAN YOU THINK . . . .  
 WRITE TO:  
**L. M. MAPLE, Secretary**  
 BETHANY, MISSOURI

ATTENDANCE UP  
at the 1951

# MID-SOUTH Fair

IN SPITE OF 4 DAYS RAIN!

FOR 1952  
ONLY FIRST-  
CLASS AMUSEMENTS

CONCESSION CONTRACTS MADE, BEGINNING MAY 1, 1952

*Growing Every Year*

**MID-SOUTH Fair, Inc.**

MEMPHIS, TENNESSEE

THE FRONT PAGES OF THE  
NEWSPAPERS HELPED MAKE  
BOX OFFICE HISTORY FOR

*Evelyn*  
**WEST**



Thanks  
to

J. C. McCAFFERY  
PAUL OLSON  
Amusement Company  
of America

Personal Manager **AL CHARLES** 601 SO. VERMONT AVE.  
LOS ANGELES, 5

## THRILL SHOW OUTLOOK

# "They'll Continue Strong Pull"--Beam

• Continued from page 52

battles between rival shows playing the same territory.

This competition—providing it is not overdone—is good for thrill shows themselves and for the fairs they serve. It makes for better performances, new stunts, new methods of presentation, better maintained equipment and up-and-at 'em publicity-advertising campaigns.

### New Thrill Fans

Thus, it makes it easier to develop new thrill show fans. And we are always developing them.

To teenagers, thrill shows carry a tremendous appeal. And, each year, of course, we have more youngsters entering the teen-age groups, thus providing fresh customers.

I have been associated with outdoor show business for 37 years and I can well appreciate the attitude of fairmen who fall into the thinking that perhaps because they've seen a vast number of thrill show performances that their patrons have the same feeling.

Most of their patrons, of course, have not witnessed anywhere near as many thrill shows. Besides fairs each year get a new slice of patronage from the young—and it is the young, I repeat, which comprise the annual new crop of thrill show fans.

In my contention that thrill shows will hold up firmly in the field ahead I have plenty of company. Some of the leading fair managers hold to the same belief.

### Fair Mgrs. Views

Jack Reynolds, manager of the Wisconsin State Fair, is one of them. Since the middle '30s, he points out, at least four thrill show performances have been held each year, excepting during World War II, at the Milwaukee plant, either during the fair or as still dates. That adds up to more than 50 performances in 14 peacetime years. "Certainly, thrill shows are valuable attractions," Reynolds says. "Moreover they are easy to stage, and I think they will probably be around fairs for a long time."

S. S. Lewis, manager of the York (Pa.) Interstate Fair, is another topnotch fair executive who is sold on thrill shows. So are his fair's patrons, Lewis reports.

"We have not been without a thrill show for the past 15 annual fairs," he explained. "Toward the end of our thrill show each year, we ask the audience whether they

want a thrill show to repeat at the following year's fair.

The applause has always been vociferous. It is our purpose to continue thrill shows as long as our patrons desire them."

Maurice Jencks, secretary of the Kansas Free Fair, pays tribute to the way thrill shows have held up, attendance-wise.

"We have had at least one thrill show at each fair since 1932, and as many as three days during each fair, and the business has held up well," Jencks comments.

Rose Sarlow, secretary of the Ionia (Mich.) Free Fair, advises that the Ionia annual has been featuring a thrill show since 1933 and the 1951 performance was the best in the fair's history from a dollars and cents standpoint.

"Our experience has shown that attendance Monday afternoon (when the thrill show is presented) depends largely on the type of advertising the promoter does prior to the fair," Miss Sarlow observes. "We, of course, do considerable advertising but whether or not Monday afternoon is a success depends a great deal on the thrill show people themselves."

### Indiana Thrills

Indianapolis is a speed-minded and thrill-minded community. Each year it has the 500-mile national championship big car automobile race. There are, moreover, 12 automobile race tracks that run frequently and a large number of county fairs within a 50-mile radius of the city, and at these tracks and fairs thrill shows are also presented.

Yet Indiana State Fair has enjoyed a tremendous thrill show business since World War II. Pointing up this success, Carl Tyner, manager, points out that after the war the fair added two days to the front end of its run, and that three thrill show performances, two at night and one matinee, this year netted the fair a gross of \$24,815, tax included, from the grandstand alone.

"We are sold on the pull of thrill shows . . . and we will continue so long as we can receive this much response from the public," Tyner concluded.

"And pull they will, just so long as thrill show operators keep improving their performances and their advertising methods and as new generations of potential thrill fans come into this world."



Twelve persons were needed to answer all of the questions at the Minnesota iron industry's exhibit at the 1951 Minnesota State Fair. Exhibit took up 60 by 30 feet. Many other fairs feature exhibits pointing up the industries of their respective States.

**THERE IS NO SUBSTITUTE FOR EXPERIENCE. THAT'S WHY AMERICA'S LEADING FIREWORKS DISPLAY BUYERS CHOOSE**

*Thearle-Duffield*  
**FIREWORKS**

**FOR COMPLETE SATISFACTION**

*Largest Producers of Fireworks Displays in the World...Thearle-Duffield Has Pioneered Every New Innovation in Presentation!*



- ★ 1st to perfect complete remote control electrical firing devices for perfect timing of presentation.
- ★ 1st to dramatize spot news events in spectacular fireworks pictorials.
- ★ 1st to provide complete personalized publicity and advertising service with each contract.

**BACKED BY OVER 50 YEARS OF TECHNICAL EXPERIENCE AND SHOWMANSHIP "KNOW HOW"**

NO CONTRACT TOO LARGE OR TOO SMALL . . . the same careful attention to detail is shown all events. • Amusement Parks • Fairs • Civic Celebrations • Centennials • Expositions . . . whatever your need . . . wherever you are, it will pay to consult with us.

**OUR RECORD SPEAKS FOR ITSELF**

Visit our Headquarters at the Chicago Convention as well as at all the State Fair Conventions.



FRANK DUFFIELD



ART BRIESE



JACK DUFFIELD

**THEARLE-DUFFIELD FIREWORKS, Inc.**

203 N. WABASH AVE.

CHICAGO, ILLINOIS

# OUR PROMISE IN 1950 B

## In 1950 We Said . . .

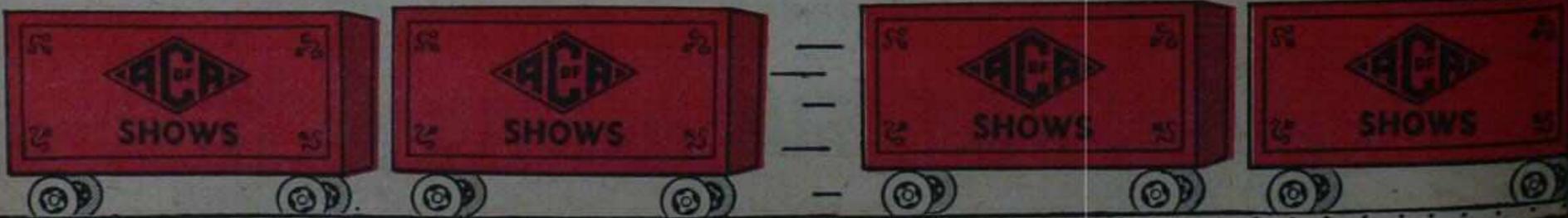
From The Billboard—1950 Cavalcade of Fairs Edition:

"...Our joint intention is to produce and develop a 'TOP-RANKING' midway, using our experience with IMPROVED METHODS, careful management and MODERN IMPROVEMENTS.

"WE SHALL PRODUCE WHAT WE PROMISE . . . and through integrity and business-like dealings with our customers, make a LASTING IMPRESSION OF GOODWILL . . . That is our idea of 'GOOD SHOW BUSINESS.'"

*We Have Kept Our Promise ...  
and intend to keep on bringing  
you Outstanding Midway  
Attractions every year...*

**FOR A MIDWAY THAT IS "DIFFERENT"  
AND CROWD-APPEALING, CONTACT  
US FOR YOUR 1952 PROGRAM**



# CAME A FACT IN 1951 ...

# A *Amusement* C *Company of* A *America*

*"The Show That Keeps Its Promise"*

**TO Fair Secretaries, Celebrations and Committees**

Thanks a million for a big '51 . . .

We are looking forward to an even greater '52. **MOVE AHEAD AND STAY AHEAD** with the Amusement Company of America . . .  
*America's Top Midway*

We are now booking to assure your annual event the best of the outdoor show world's attractions, rides and concessions.

And to our loyal staff:

Thanks to you . . . through your efforts the Amusement Company of America has built a reputation for producing the best show on rails today . . . **ANYWHERE!**

Please Address All Communications To **AMUSEMENT COMPANY OF AMERICA**

203 N. Wabash Ave., Chicago, Ill. Suite 220

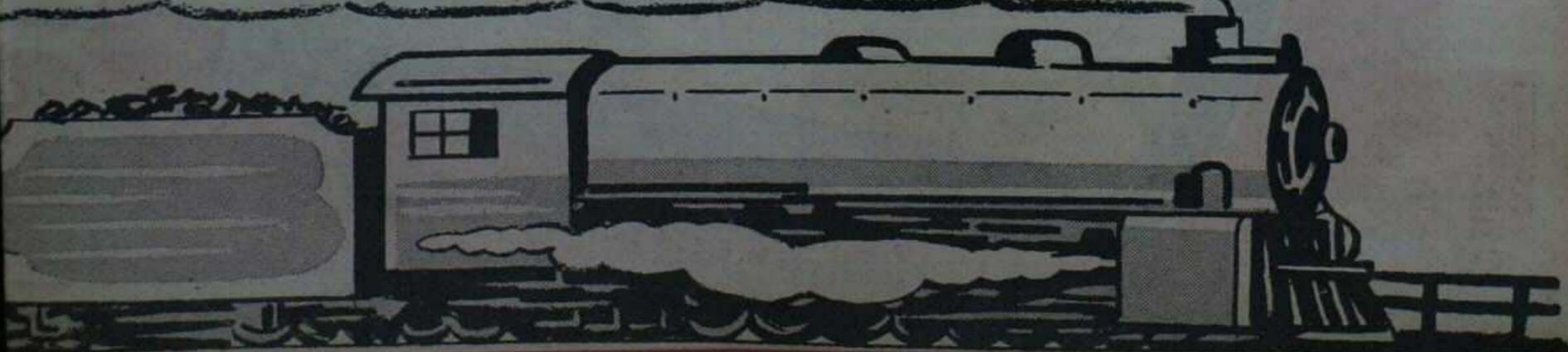
Phone: FRanklin 2-3473

Winterquarters: HOT SPRINGS, ARKANSAS

**J. C. McCAFFERY**  
General Agent

**PAUL OLSON**  
Manager

**AMERICA'S MOST DISTINCTIVE RAILROAD SHOW**



# An Open Letter to All Showmen From:

## BOB K. PARKER and AL C. BECK

We are extremely grateful for the confidence you have shown in us by placing your insurance with our firm. That this confidence was not misplaced can be judged by the great number of showmen who have indicated their satisfaction with our handling of their accounts by assuring us their business for the coming year.

We will be at the Convention in Chicago, November 25, 26, 27 and 28. Look us up... our room number will be registered on the Billboard's Registration Board.

Sincerely Yours,  
Bob K. Parker  
Al C. Beck

P.S. If you are coming to Miami this winter, stop by our office at 28 N. E. 54th St., Miami, Florida. Phone 78-2613.

# Mineola Thrives On Rural Accent

Continued from page 51

judges. Entries in one class for the baby show have run as high as 300, and Bochert counts it as one of the fair's top interest-getters. Another event inaugurated since 1939 which proved popular was square and folk dance festivals. To accommodate all interested, fair management had to enlarge floor space three times, and from a one-nighter the dances grew to three evenings. The fair pilots also discovered that with the floor available modern free public dancing attracted a new young element.

An amateur movie contest and horseshoe pitching contests were set up at Mineola to favorable reaction. Seeking live exhibits, fair management encouraged the Long Island Bee Keepers' Association to organize an exhibit. Displays of minks and chinchillas were established, and the latter exhibit, in particular, went over with the public. Poultry exhibits already were present at Mineola when Valentine came in, and they were strengthened by the adding of two ponds for water fowl and a display of pheasants.

Space was set aside for principal civic and fraternal organizations, such as the Veterans of Foreign Wars, the American Legion, taxpayers' leagues and women's voters groups. In the field of women's activities the fair added spinning, weaving, quilting and chair caning exhibits, with the live demonstrations providing a big advantage over dormant displays. Boy Scout, Girl Scout and Red Cross organizations, which formerly had been charged for space, were given free room and assistance in the form of lumber and paint to construct their exhibits.

### Utilities Romanced

Mineola management found that another method of widening community interest was to make space for large companies with a great number of employees, such as utility firms. Inducements were necessary to get such displays started, but the companies soon agreed to increased charges because they got results.

Ox-pulling and sheep-dog herding competitions, added a few years ago, proved one of the annual's strongest attrac-

tions, and a professional art exhibit, feasible since Long Island is the home of many artists, supplied a decorative feature. Bochert pointed out that when applications for space are heavy preference is given to exhibitors willing to supply displays that have decorative as well as utility appeal. Prefabricated homes fall into this category.

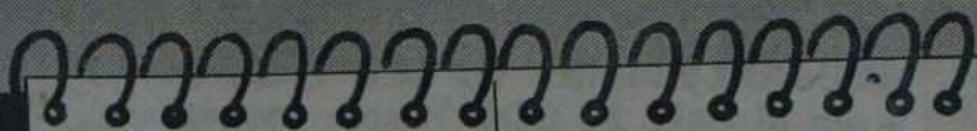
While trotting and running races have drawn crowds at other annuals, Bochert said Mineola was one of the first fairs to discontinue the events. From a daily harness card 12 years ago the races were cut to three days, then to two and finally eliminated. The races, which were non-pari-mutuel, did not seem to aid attendance, Bochert explained, and the fair was losing some \$20,000 yearly on them. Auto thrill shows also have made Mineola in the past, but the fair directors felt that these too could be cut.

### Grounds Endangered

Despite the over-all improvement in fair operation since 1939 Mineola faces a new problem in the constant encroachment of Nassau County on the fairgrounds. The annual originally was chartered as a non-profit agricultural and educational institution and was an offspring of fairs conducted on court house lawns by co-operative groups for many years. The first site was in Jamaica, N. Y., closer to New York City, and the annual then was moved to Hempstead Township, which granted the present grounds.

Mineola's 99-year lease on the grounds has expired, and last year, with the county taking more land for public construction, the annual placed a number of exhibits in tents. The practice was repeated again this year, and Bochert claims that the exhibitors were reluctant at first, they eventually warmed to the canvas. The fair lost 20 buildings when the county started work on a new administration building, and over a period of 10 years the county plans to erect a convention hall and plaza on Mineola's dwindling 43-acre tract. Bochert said that eventually the construction work will mean moving the fair to a new spot at the center of Long Island.

## From Sales Mgr. to Promotion Mgr.

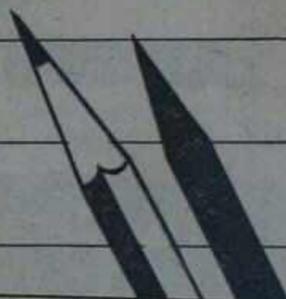


Thank This down for your 1952 Sales Promotion Plans! We can reach 400,000 Kentuckians with a low cost exhibit at the

# Kentucky State Fair

Let's take advantage of this concentration on Kentucky's wealthy farm and urban market by scheduling an attention-compelling exhibit to demonstrate our product.

Write to: J. Dan Baldwin, secretary, Louisville, Kentucky, for all the details



# Shake Hands



with America's fastest growing market at the

# LOUISIANA State Fair SHREVEPORT

Traditionally the big event for all farmer, industrial worker, miner, office worker, business man. Here you will meet a cross-section of market with new found prosperity based on a new stable economy of growth from new farming methods, new industrial plants and allied activity. Progress in Louisiana is proceeding at a record rate. Come see what's happening here, or better still, if you are selling to Louisianans plan to come here with an exhibit and your sales force.

Planning for 1952... a program geared to draw a record-breaking crowd

For complete information write to:

THAD ANDRESS, President W. R. HIRSCH, Secretary-Manager



More than 9,200 free dental X-rays were made at the 1951 Wisconsin State Fair, Milwaukee. Project was sponsored by the Wisconsin State Dental Society which co-operated with the Marquette School of Dentistry and General Electric X-ray Corporation. In accomplishing the gigantic task, the services of 33 technicians, 12 dentists and 25 clerks were utilized. Sponsoring organizations were so satisfied that they are planning a larger exhibit for 1952.

**THE POWER TO PULL  
400,000 People . . . in a Trading  
Area of only 25,000 People makes**

# IONIA FREE FAIR

**MICHIGAN'S GREATEST MEDIUM  
FOR COVERING THE PROSPEROUS  
RURAL AND URBAN MARKET IN  
CENTRAL MICHIGAN**

The factors that go together to make this annual event so great can be harnessed to your sales efforts. Get the facts; you'll be sure to make an exhibit at Ionia fit into your 1952 sales plans.

**1952 DATES  
AUGUST 4th to 9th**

FOR DETAILS CONTACT  
**ALLAN WILLIAMS, President**      **ROSE SARLOW, Secretary**  
IONIA FREE FAIR, IONIA, MICHIGAN

## Paine Family Makes History

• Continued from page 46

fairs was broad. While no definite date can be fixed, it is believed that it was about 1923 that the work of establishing the Western Fairs Association was started. At that time there were only seven fairs in the State. Prior to that the dean of fairs and two others had met at intervals to set up a livestock circuit among existing fairs. As he was the head of California's largest event, established in 1854 as the California Agricultural Society, Paine, quite naturally, was the kingpin in the movement. He was elected its secretary, the position he held until his requested retirement in 1936.

Edward Paine lays claim to 50 years in fairs. He bases his start upon the time that he has been going in and out on passes and talking expositions.

### Meat Packing Business

Ed was associated with a meat packing company for 23 years. However, at every opportunity he was working around the fair. His vacations were spent on the fairgrounds and his Sundays thruout the year were devoted to preparatory and preliminary work of the annual.

In 1946, after the State fair had been shut down for five years because of the war, Ed joined the staff on a full-time basis. He became exhibit supervisor. He directs six departments—livestock, poultry, 4-H, Future Farmers of America, dairy products, horse show and racing.

From 1931 to 1942, Tevis Paine was a member of the permanent staff under his father and his duties included general management, exhibit space, concessions and the horse show—all under the title of assistant manager. Prior to this appointment he had handled the horse show and it was carried along into the new job.

### Activities of Brothers

The activities of Ed and Tevis Paine were so interwoven that it is difficult to list them chronologically. During the years that Tevis was assistant fair manager, Ed worked for him. At the last fair in September, which was the 92d, the employment was reversed. Tevis, who took leave of his post as field man for the Western Fairs Association to handle events co-ordination at Los Angeles County Fair, was ring director and announcer at the horse show—working under Ed Paine.

Tevis started working at the State Fair in 1908. At that time he was assistant marshal, doing odd chores around the race track. He moved into other jobs, including that of chief marshal, and later, with his brother, conducted horse shows for smaller fairs north of Sacramento. Tevis handled the shows, serving as manager, ring director and announcer. Ed did the preliminary work such as attending to the entries and getting the program together from his home in Sacramento. On the week-ends, when he was free from his job, he was on the grounds to assist.

### Handles Horse Shows

Until 1922, Tevis had been handling the horse shows from the backyard. His job

had been to co-ordinate the work behind the scenes and get the riders and their animals into the ring. That year he was invited to appear at the first Ambassador Horse Show in Los Angeles. It was not until he arrived there that he learned he was to wear a top hat and "a roll-down curtain coat," as he terms it, and appear in the center of the ring as director and announcer. From that time and until 1942, his spot was within the arena as well as manager.

The brothers worked with the small fairs out of Sacramento and to the north as far as Anderson. During that period the annuals were receiving no money from the pari-mutuel fund, which was established in 1933, and the need for money-making events was imperative. Ed and Tevis arranged shows with the primary purpose of bettering horse breeding and making money for the fairs.

They worked to bring a well-balanced, dressed-up show to the people in the area, many of whom until then had seen nothing more than a cow pony. They presented hackneys, gaited horses, thoroughbred hunters and jumpers. From viewing these fine blooded animals, the people soon concluded that breeding better stock was the profitable thing to do.

### Never Promoted Shows

While the Paines directed shows in California, they never promoted one. They were always the invited directors and at one time had 14 shows. Following the passing of the pari-mutuel bill that today makes 78 fairs the recipients of approximately \$65,000 a year each, the fairs forgot about the money-making necessity.

The horse show at California State Fair had its beginning, Tevis Paine recalls, in the agricultural pavilion on the State Capitol grounds in downtown Sacramento about 50 years ago. In 1905 the Agricultural Society moved to the present location and the horse show was then presented under a four-pole circus top. In 1922 when the canvas was examined for repairs, it was found that it had seen better days, whereupon the senior Paine pulled a miracle by having a wooden arena seating over 3,000 people constructed and ready in 17 days.

During the time that Ed and Tevis Paine were working at the California State Fair and other events, another member of the family was coming along and following practically the same path. He is Edward Paine, the grandson of Charlie Paine. His first job on the fairgrounds was at a very early age when he acted as cashier for Hap Young, who his father had interested in the event some years before. From this post, Ed Paine II took a job in the mail room at \$2 per week, the sum being paid by his grandfather. Ed liked the work, but there was a complaint. He was supervising boys who were drawing more money from the fair association and not doing half the work. Today Ed is employed by the Agricultural Society and, of course, has no gripe.

# INDIANA STATE FAIR



**CENTENNIAL  
CELEBRATION  
AUG. 28 THRU  
SEPT. 6, 1952**



The Indiana State Fair, one of the nation's outstanding livestock and agricultural expositions for 100 years, already is making plans for a record-breaking Centennial celebration in 1952 with more than \$350,000 in cash premiums. Top flight entertainers, the world's richest State fair harness racing program and the annual \$50,000 horse show are among the special attractions planned for 850,000 visitors.

Every inch of the 28-acre farm machinery field and the 80,000 square feet of exhibition space in the Manufacturers Building will be in greater demand than ever before. To avoid disappointment, make your reservation now for display space at the biggest Indiana State Fair of all time. For prices and complete information write to the...

**INDIANA STATE FAIR BOARD, INDIANAPOLIS 5, INDIANA**



Three horse barns provide model quarters for trotters at the Winston-Salem Fair. Structures are of block concrete construction and all needed facilities are included. Exercise areas are handy and easy access to the track is provided. Two purses offered at the 1951 event topped \$10,000 each. Next year the total will be increased considerably.

## New Plant Rises in Year

Continued from page 45.

The paddock area in front of the coliseum on the grounds is equipped with numerous benches that were used to care for the overflow crowds viewing the night grandstand show. The half-mile track promises to be one of the fastest in the country, fair officials say, when it has a year or so to settle in. A permanent stage with roomy dressing quarters for men and women was also constructed. Facilities are the best ever provided by this event for the staging of elaborate revue-type shows, and overflow audiences demonstrated their approval. A judges' box on top of the grandstand provides a perfect spot for track officials.

A \$55,000 concrete block cattle barn finished just in time for the 1951 show provided inadequate housing for the record number of cattle entries on hand from eight States. The sanitary accommodations are excellent, but fair officials ruefully acknowledged that they would have to plan additional accommodations in the near future.

Also crowded was an exhibit building, framed in steel and sheathed in aluminum, which cost \$50,000, and three new horse barns costing \$30,000. More horse barns will be needed since there are nearly 900 horses entered in the 1952 stake races.

Unless the building program is hog-tied, and it won't result from lack of money since Charles N. Norfleet, chairman, and members of the board of the Winston-Salem Foundation are sympathetic, more buildings, including another exhibit hall, poultry and swine buildings and horticultural hall will be added next year. Ground has already been broken for the construction of a 10,000-seat indoor

coliseum on the grounds. About \$900,000 is already available for the structure which will cost well over \$1,000,000. The fair association will have the use of the building during fair week. It will also be available for civic and community uses thruout the year. Arena plans provide for the staging of almost every type of indoor attraction.

A new athletic stadium for Wake Forest College, which is being moved from the North Carolina town of that name to a site adjacent to the new fairgrounds, will be constructed virtually across the street from the fair plant. The land for the fair and the college was donated by Mr. and Mrs. C. H. Babcock and represents acreage held for many years by the Reynolds family, of which Mrs. Babcock is a member. The grouping of major institutions will, it is believed, be beneficial to all and the area is expected to become widely known in only a year or two.

Tom Blum, manager of the event for the past 19 years, said that the laying out of a new plant poses innumerable problems and it is difficult to avoid "dead" spots. However, the first showing indicated that few, if any mistakes, had been made. Attendance surpassed the 200,000 mark despite unseasonably cold weather. All of the major units were well placed with the midway stretching out from the grandstand in an area that is both large and level.

Grover C. McNair, secretary-treasurer, encountered no new problems that he couldn't take in stride. The payment of money in big or small amounts is the same, he says, just as long as you have it.



An aerial view of the Winston-Salem fairgrounds shows the considerable progress made in less than a year. At the time photo was taken, it was still progressing on the cattle building just to the left of the grandstand. The exhibit building had not yet been started but three model horse barns can be seen to the left of the track. A million dollar, 10,000-seat Coliseum will be built in the area shown in the upper right.

# YOUR SALES MESSAGE HITS THE *Bull's-eye* at the COLORADO STATE FAIR

SEPT. 8-12  
1952 Dates



**BIGGEST ANNUAL EVENT  
IN COLORADO FOR OVER  
200,000 PEOPLE**

Make your sales message hit the target by scheduling an outstanding exhibit at the Colorado Fair. The growth of the Colorado Farm Market in proportion to national sales has been way above average. If your sales to this market are not in proportion to this growth, make an exhibit an important part of your 1952 program to make sure you get your share.

### CONCESSIONAIRES

For the most profitable 6 days of your 1952 season come to the Colorado State Fair. Attractive space in peak traffic areas at reasonable rates have made this annual a consistent money maker.

For Exhibit and Concession Space Details contact  
W. H. (BILL) KITTLE, Mgr.  
COLORADO STATE FAIR PUEBLO, COLORADO

# CLAY COUNTY FAIR

200,000 ATTENDANCE  
IN 1951

**Serving a Market that *DESERVES* and  
*REWARDS SPECIAL ATTENTION* . . . .**

Covering normally hard-to-promote corners of three States and their rich rural areas, the CLAY COUNTY FAIR offers exhibitors an outstanding opportunity to put their sales message over to the 200,000 people annually attending. This represents a greater single concentration of market than any other medium.

IT'S HERE . . . COME AND GET IT!

**1952 DATES SEPT. 8 to 13th**

America's Outstanding County Fair  
Write to BILL WOODS, Secretary, Clay County Fair, Spencer, Ia.

Star Dusters  
HOPE & MIKE KENT

LITERALLY DUSTING THE STARS!

THE SPECTACULAR

STAR DUSTERS



Represented by  
AL MARTIN AGENCY  
HOTEL BRADFORD,  
BOSTON, MASS.

FEATURING  
Their Own Original  
WORLD FAMOUS CREATION  
THE DOUBLE HANDSTAND

Presenting hand balancing adagio poses on an 18" platform. Beautiful colored lighting effect.

on a SINGLE SWAY-POLE

PERMANENT ADDRESS  
14442 E. Ramona Blvd.  
Baldwin Park, Calif.

Star Dusters  
HOPE & MIKE KENT

Star Dusters  
HOPE & MIKE KENT

Star Dusters  
HOPE & MIKE KENT

# College Students Fair Press Agents

Continued from page 44

stories on the fashion show, a highlight of the fair. When this coverage is well in hand, she switches to the general assignment field and also handles stories on the night grandstand attractions. But during the entire time, she keeps in touch with the women's fashion writers, supplying them with material.

As the time for the opening of the annual nears, more and more editors know of the complete service offered by the publicity department. From the middle of July until the fair opens, Bell makes weekly trips to Oakland and San Francisco to present in person the department's co-operation to publications in that section. This is in addition to close association with the Sacramento editors and others thruout the State.

"We try to pretend that we are representing the radio stations and newspapers in gathering news for them before and during the fair," Bell sums up his assignment. "Thruout the 11 days we follow thru with complete results."

### Suitable Stories

Bell makes it a special point of supplying the various editors with material suited to their particular needs, eliminating as far as possible their necessity of delving thru reams of copy to find stories usable by their papers. This, no doubt, helped greatly in getting the more than 6,400 columns of free publicity last year.

Adequate preparation is also made to accommodate visiting newsmen. A large press room is maintained and the fair places 40 typewriters at the disposal of men on assignment. There are ample stocks of copy paper, carbon paper, soft drinks and other incidentals necessary for story production. Western Union maintains an office under the near-by grandstand and press rated material is moved without delay. Two radio studios are in the P&R Building and there are wires thruout the grounds for the remoting of on-the-spot broadcasts of judging, horse racing and other activities. The fair pays for a line to KNBC, San Francisco, and the station extends its use to other broadcasters. Also in the building are a restaurant and a beer bar, the latter at reduced prices to visiting scribes. A balcony outside the bar is filled to capacity each afternoon during the races.

Much of the publicity operation is along lines used at other fairs. However, the student angle seems to be peculiar to this event. It has been in operation long enough to make it a permanent policy, and the idea has the backing of the officials at Sacramento Junior College.

**Organizes Student Reporters**  
The day before the fair opens, Lon Laney, the instructor, who joins the fair staff in late June, brings in 15 of his students. They are assigned typewriters and given press badges. Laney directs a tour of the grounds, introducing the students to the judges and clerks — their contacts and sources during the event. Then teams are formed with each group being briefed on

procedure. The next day they are on the job with pad and pencil.

"We are fortunate in having had Laney here for four years," Bell declared in discussing the instructor's work. "He is methodical and extremely accurate and has been able to come in and completely organize the advance information on entries. We send each county (the newspaper) a story on the number and leading entries in livestock, horse show, junior art, home craft and the general divisions.

"In fact, Ed Paine (exhibit supervisor), who is an old-timer around the fairgrounds, often checks with Laney when he wants to get information on how many people have entered and the latest score on livestock and the horse show. Laney is right on top of all this and can dig it out of his files in a few minutes."

Laney is in personal charge of the students, who work four hours a day. Their pay is small, just about taking care of meals on the fairgrounds. However, the press badge they are issued admits them to everything on the grounds.

### Directs Publicity

Bell directs practically all of his publicity to the prospective visitor. With a number of the entries coming from outlying areas, this point is stressed in appealing to those people to attend the fair. Because of the wide territory covered, the student-reporters have been most helpful. Prior to the present set-up and during the time before the coverage could be organized because of the war, a check of editors revealed that some were receiving results too late for publication. It must be emphasized here that at that time this was unavoidable. Since then the new arrangement has made it possible to mail out all of the results at the close of the day's activities.

The Sac Junior journalists handle much of this work. They write brief leads, but their stories on county exhibits are complete, running sometimes 250 to 300 words. Bell said that occasionally the students turn up a feature of exceptional value. He recalled that one student handled an egg-laying contest pretty much the way a sports writer would an athletic event. Built along this line, the article was published thruout the State.

One of the important services that Bell offers the editors is a photo catalog. About 300 shots of "futures," those photos, including social pictures, taken during one fair and which may be used to illustrate the next, are taken. These are printed in 4 by 5's and cataloged along with captions. The book is shown to the men on the desks and they make their selections. Working from a number the negatives are printed and delivered to them.

### Bell Expands Chores

Once Bell has the work arranged, and with the help of the students, he is able to devote more time to other promotional means. Among these is the installation of display windows, a project which had to be deferred his first year

# DUQUOIN State Fair



SERVING A MARKET OF THREE MILLION PEOPLE . . .

Showcasing Their Agricultural, Industrial and Educational Progress.

1952 DATES  
AUGUST 25th  
Thru LABOR DAY,  
SEPTEMBER 1st

### AMERICA'S FINEST FAIR AND EXHIBITION FACILITIES

Here you can meet a three-state market in full force. A market that normally can only be covered thru the use of several advertising mediums. Harness the selling power of one of America's finest fairs to your sales program in 1952. For complete information contact:

W. R. HAYES, President & General Manager

### Featuring:

- ★ INTERNATIONALLY FAMOUS REVUES
- ★ GRAND CIRCUIT HARNESS RACING
- ★ \$65,000 IN LIVESTOCK PREMIUMS
- ★ AMERICA'S FINEST HORSE SHOW
- ★ AMA MOTORCYCLE RACES
- ★ AAA NATIONAL CHAMPIONSHIP AUTO RACES

DU QUOIN STATE FAIR, DU QUOIN, ILLINOIS

**PARADES AS SPECS**

**Vets, Fire-Eaters  
Up Hamburg Gate**

**T**HE Erie County Fair at Hamburg, N. Y., a suburb of Buffalo, gives appropriate recognition to patriotic and community service groups with two parade extravaganzas which boost attendance and pay tribute to area veterans and volunteer firemen. Last August the 110th annual edition of the fair attracted

clude area veteran groups and those of nearby Canada to give the gigantic review an international aspect. Participants include the women's auxiliaries and other units of the American Legion, Veterans of Foreign Wars, Canadian Legion, Amvets, Disabled American War Veterans, Spanish-American War Veterans; Catholic, Jewish and Masonic war veterans, and the Army-Navy Union. The three-hour parade attracts nearly 10,000 marching men and women and over 100 bands, drum corps and drill teams.



FRANK A. SLADE

nearly 150,000 persons to the six-day and six-night exposition at its 198-acre grounds. It is the largest county fair in New York State.

"Since 1924 the fair has featured veterans' and firemen's days on Wednesday and Friday of fair week," Frank A. Slade, long-time board member and fair secretary, reports.

Marching units participating in both gigantic parades on the half-mile track compete for money prizes. They are judged on the basis of appearance, marching precision and musical ability.

The military spectacle of veterans' organizations in-

clude area veteran groups and those of nearby Canada to give the gigantic review an international aspect. Participants include the women's auxiliaries and other units of the American Legion, Veterans of Foreign Wars, Canadian Legion, Amvets, Disabled American War Veterans, Spanish-American War Veterans; Catholic, Jewish and Masonic war veterans, and the Army-Navy Union. The three-hour parade attracts nearly 10,000 marching men and women and over 100 bands, drum corps and drill teams.

Firemen's Day sees over 100 volunteer fire companies and their auxiliaries in a colorful review and firemanic demonstration in front of the grandstand. The parade, which moves in five divisions of about 30 units each, is co-ordinated months in advance by the Erie County Association of Volunteer Firemen.

Thruout fair week instructional exhibits on fire prevention, home and traffic safety are on display in the firemen's building. Motion pictures on fire prevention and other safety factors are shown in the building auditorium. Also on display are old pieces of fire equipment.

Slade has co-ordinated firemanic activities at the fair since 1940 and is himself a volunteer fireman in the town of West Seneca. He is a member of the Erie County Association of Volunteer Firemen and has served as fair secretary since 1945. At the present time he is treasurer of Erie County, a post he has held since 1943.

for the State fair job, only to find himself among friends, for he had known Ted Rosequist at the Golden Gate event. Bell's newspaper experience was augmented by his service in the Army with infantry assignments in the Philippines and Siberia.

Since his arrival in Sacramento, the goal has been to streamline the publicity work. This has been accomplished with the exception of television. There are no stations in the area, and Ethel Hoffman, who handles this medium along with radio, uses movies that are rushed to San Francisco or Los Angeles for processing and televising. In 1950 the State fair had 27 television shots of five to 30 minutes' duration. The video count for 1951, while not yet compiled, is expected to double last year's. But television is still a problem, mainly for the reason that it is a long-distance operation. But when TV comes to town, Bell will no doubt arrange a set-

because of the lack of time and manpower. With the load of legging and localizing of stories capably handled, Bell turns to expanding his chores. He is also able to spend ample time in the preparation of the annual press and radio luncheons held early during the fair in Governor's Hall. On this occasion approximately 600 representatives of newspapers, radio and television stations, magazine editors and others are guests of the California Agricultural Society, under whose sponsorship the annual is held.

Ralph Bell was born in Oregon and reared in Montana. Shortly after World War I, he graduated from the University of Montana, striking out for Chicago, where he became a sports writer. After three years there, he decided to return to the West. He worked on newspapers around San Francisco, at the Golden Gate Exposition and for the War Assets Administration. Taking an examination for public relations officer, he was selected up for it.

**BROCKTON  
FAIR**

**Brockton, Mass.**

**September 6-13, 1952**

**Eastern New England's Largest Annual Event**

Over 90% of Our Commercial Exhibitors contract for the same space annually . . . proof of the merchandising power of this great annual event.

**GEORGE A. BUCKLEY, President**

**FRANK H. KINGMAN, Secretary**

**CALIFORNIA  
MID-WINTER  
FAIR**

★ ★ ★

**The Largest Mid-Winter Fair  
Held in California**

★ ★ ★

**FEBRUARY 23-MARCH 2**

*Inclusive*

★ ★ ★

**NINE DAYS AND NINE NIGHTS  
of**

**EDUCATION AND ENTERTAINMENT**

★ ★ ★

**IMPERIAL, CALIFORNIA.**



TO HELP YOU  
STAKE YOUR CLAIM

# NEW MEXICO

## STATE FAIR

### Albuquerque

363,000 ATTENDANCE IN 1951

Watch Us Grow in '52

DATES—September 27 through October 5

For the most pleasant and most profitable nine days of the year make your camp here. You've heard about our prosperity . . . now you can corral some of it your way. Register your brand with the tremendous buying power represented by the attendance at the New Mexico State Fair.

FOR PROFITABLE SPACE CONTACT

**LEON H. HARMS, Secretary-Manager**  
**NEW MEXICO STATE FAIR**                      **Albuquerque, New Mexico**

# Monte Brooks ATTRACTIONS

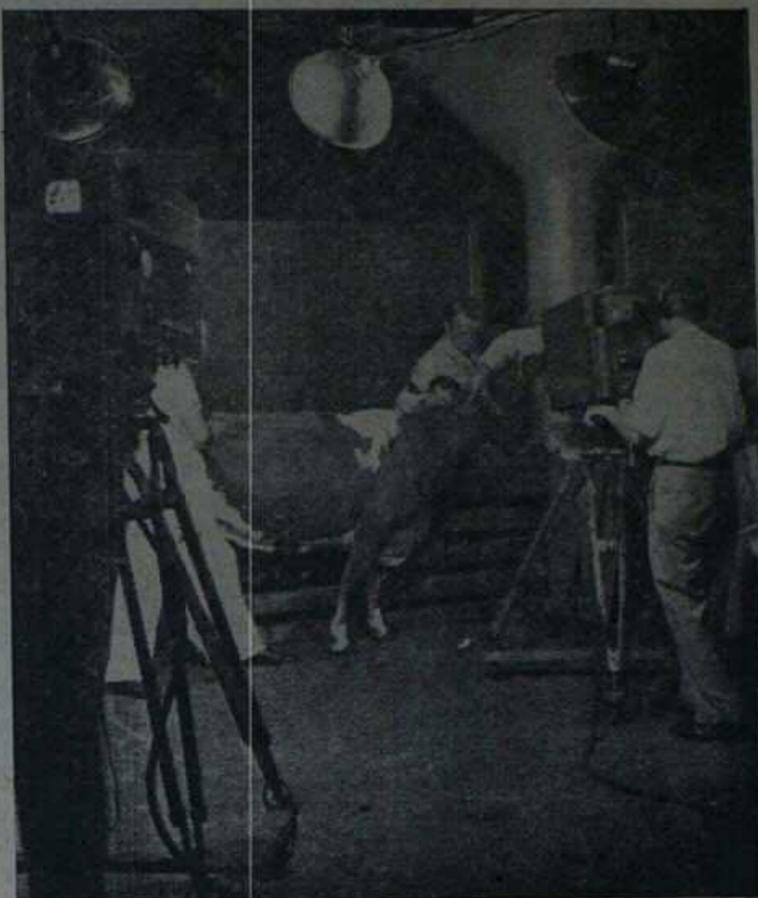
Booking Only the Best in  
**MUSIC . . . ENTERTAINMENT**

Specializing in  
**FAIRS, RODEOS, CELEBRATIONS**

A Package Show to Fit Your Fair . . . and Purse  
Now Serving YOU from two Locations

260 Kearney Street  
San Francisco 8, Calif.

Morgan Building  
Portland 5, Ore.



TV station staffers found a wealth of program material at the 1951 Wisconsin State Fair. What they picked up at the fair made interesting, unusual programming and it helped to hike the fair's gate to record proportions. Scene above shows one of the prize-winning cattle entries serving as a subject for TV cameras.

## Wis. Floods Air, TV Lanes

• Continued from page 44

personalities were featured on a daily 45-minute "Man Next Door" program, one of the station's most successful informal interview shows. Because the show was telecast from WTMJ-TV's "Communication's Center," strategically located on the grounds, the station was able to use a wealth of material that would have been impossible to present in normal studio limitations—such things as a jet plane; a busload of fairgoers; a sheep-shearing contest; actual wild animals in the Wisconsin's Conservation Department exhibit on the grounds. The "Man Next Door" showed race drivers and their cars to help promote the racing programs at the fair. The show also featured such "unknowns" as the State fair's head gatekeeper and the man who built and constructed the fairgrounds many years ago, plus many other similarly interesting personalities.

### Mobile Unit Helps

All these shows helped to promote interest in the fair, as well as prove the versatility of the station's mobile TV unit. The station and the fair both realized much co-operation from participants on shows, since the "talent" realized that their appearance enhanced their own projects on the grounds.

Promotion of wholesome fun and entertainment as provided at the fair constituted a major share of the evening broadcasts. Two half-hour evening variety shows recruited talent from among the entertainers on the grounds.

A special feature of the evening shows was the televising of a performance of the annual fair horse show. Since this was done the first night of the horse show's three-night

attendance at the remaining performances. And since the horse show is always a "high class" event of any fair, the viewer was able to witness not only the fine horsemanship, but enjoy also the "society atmosphere."

Tangible proof that the horse show telecast was regarded as important to the promotion of the event came when the horse show director agreed to re-schedule his entire evening show—no small task—so that the half-hour on television would be comprised of the show's best events.

### Record Radio Coverage

Beside the tremendous television coverage which brought the State fair to thousands of persons in WTMJ-TV's viewing area, the promotion program included the most comprehensive radio coverage in the fair's history. More than 100 remote shows were beamed from the fair, a good many of them reaching the rural population which is a great factor in State fair attendance. Approximately 30 Wisconsin stations were on hand daily at the fair. Station WBBM, of Chicago, was on the grounds all week with a portable recording unit, while Chicago's WLS, as has been the custom at the Wisconsin State Fair for years, broadcast direct from the grounds. All the stations were able to select from a wealth of material for their shows.

The promotion program especially as far as the television schedule was concerned, actually served a dual purpose. It naturally lured patrons to the fair. But in the case of WTMJ-TV, it also served as a device to revive waning summer TV interest for the coming fall shows. Telecasts from locations are of far greater interest than studio shows, and the Milwaukee station used its State fair facilities in such a manner to create interest in its entire station's programming.

# UTAH State FAIR

Salt Lake City, Utah

**FASTEST GROWING FAIR IN THE MIDDLE WEST**

**MOST IMPORTANT EVENT OF THE YEAR  
FOR OVER 200,000 PEOPLE!**



Here you will see the real workings of a State fair idea. Most beautiful grounds in the Intermountain area on hard-surfaced streets and oiled surfaced exhibit spaces for outside. Industrial exhibits, and two-story Industrial Arts Building recognized as the finest in the area. If you have a product or service to sell in this progressive market, this is the place to make your bid. Your exhibit will reach a receptive audience, ready and able to buy.

**OUTSTANDING EVENTS THAT INSURE  
CAPACITY AUDIENCES:**

- ★ Holiday on Ice in the Coliseum.
- ★ Scenic Utah with motion pictures and displays of Intermountain communities and their attractions.
- ★ The finest Agricultural and Horticultural Display Building in the West.
- ★ The largest cattle and livestock displays in the Intermountain area.
- ★ Daily and nightly attractions before the Grandstand, with a seating capacity of 10,000.



**1952 DATES—SEPTEMBER 13-21**

**For Complete Details Contact**

**Utah State Fair Association, J. A. THEOBALD, Secretary-Manager  
Post Office Box 2136, Salt Lake City, Utah**

**The Fair That Made the Town a Dateline . . . .**

## CALAVERAS COUNTY FAIR

ANGELS CAMP, CALIF.

featuring  
**THE JUMPING FROG JUBILEE**

America's Top Topic of Conversation

*Now planning  
for 1952 Dates  
May 15-18*

For Profitable Concession and Exhibit Space

Contact  
**CARL T. MILLS**  
Secretary-Manager  
Angels Camp, California



Booth erected by the Mecklenburg County Wild Life Club at the Charlotte (N. C.) Fair was a popular feature. Dr. Dorton advises obtaining the co-operation of a local wild life club whenever possible. In return for getting credit for the exhibit, its members are capable of competently answering questions and of exercising general supervision. It also affords the wild-life club an excellent opportunity to obtain new members.

### Low-Cost Wild Life Show

Continued from page 43

aids. The water fowl were accommodated in a 1,000-gallon tank, the gift of a local oil company. The tank was cut thru the middle lengthwise and submerged with the edges just about level with the ground. The inside was painted blue and the color literally danced thru the rippling water. Sugar cane was used lavishly to create a tropical setting for the colorful birds.

Housing the animals was just as simple. Separate cages were easily and rapidly constructed, using two-by-four lumber and chicken wire. Pine and cedar trees and boughs were used in quantities to create a believable natural setting for the display of the animals.

#### Small Animals Featured

The animals, for the most part, are small, including lynx, bob and leopard cats, all kinds of birds and members of the rodent family. Deer and a bear are also included. Animals that are likely to bite are more carefully caged, of course, than the small, tame inhabitants, and a railing keeps viewers from getting too close to the cages.

Even tho the bulk of the work in framing the exhibit might be handled by fair offi-

cials, Dorton advises securing the sponsorship of a local wild life club, if a good one exists. The club should be provided space for a booth so that they can distribute literature, solicit membership, answer any questions that might be asked and generally supervise the showing while earning full credit for the display.

While the various State departments were unable to offer anything much in the way of live exhibits, Dorton said aid from these sources was not necessary. Exhibits staged at his fairs featured about 500 animals, proving the interest of the public and the desire of most people to exhibit their prized animals.

Dorton, a veterinarian, has long been a lover of animals. He has about 20 ducks on a lake at his farm in Shelby, N. C., and these attract visitors daily who stuff the birds with food with the result that he never has to feed them. He plans to add deer and other animals in a compound adjacent to the lake purely as a hobby. It's a safe bet, tho, that the animal population of the Dorton home and farm will show up in exhibits at his three fairs each fall.



The interest of adults in the display of wild life is borne out above. When the exhibit originally was planned, it was thought that it would appeal chiefly to children. While the small fry crowd in to see the animals on display and remain a long time, the adults demonstrate a like enthusiasm for the exhibit.

AN EVENT THAT  
ANNUALLY DRAWS

MORE PEOPLE  
THAN MOST  
STATE FAIRS

152,245

ATTENDANCE  
IN 1951



In one of the Nation's Top-Ranking Cities  
**CEDAR RAPIDS, IOWA**

COME AND GET YOUR SHARE OF THE SALES

Strategically located in Iowa's most diversified market where farming and manufacturing combine to produce one of America's highest "per-capita" earning groups. Here you will find "able to buy" customers.

1952 DATES  
**AUGUST 10 TO 17**

- ★ Exhibit Accommodations equal to the best.
- ★ Outstanding Attractions daily draw top crowds.
- ★ Excellent Transportation . . . plenty of parking space.

For all the reasons why you should make an exhibit at the ALL-IOWA FAIR an important part of your 1952 sales program, write to:

**Andy Hanson, Mgr.**

HAWKEYE DOWNS CEDAR RAPIDS, IOWA

THE  
**NEW**

**MERIDIAN  
FAIR**

**AND CATTLE SHOW**  
AT BUCKWALTER STADIUM

**NOW . . . THE OFFICIAL ANNUAL FAIR  
IN MERIDIAN, MISSISSIPPI . . . Endorsed**

by Superintendent of County Schools, Superintendent of City Schools, Meridian Chamber of Commerce, Agriculture Committee, Meridian Retail Merchants' Association, Principals of County Schools, 4-H Advisory Board, Vocational Teachers, Meridian City Council, Home Demonstration Council, Council of Garden Clubs.

**1952 DATES—Sept. 29-Oct. 4 (tentative)**

**This is the NEW BIG EVENT in Mississippi . . .**

For Details Contact

**CHARLES F. BUCKWALTER or C. B. RAWLINGS**

NEW MERIDIAN FAIR AND CATTLE SHOW, Meridian, Mississippi  
P. O. Box 1887 Phone: 3-3370

## Canadian Firms Pitch at Prairies

• Continued from page 39

and a few more efforts of that caliber, will smarten up the rest of the advertisers who buy space from us. They'll have to, if they expect to compete."

This exhibition manager, who prefers to remain unnamed, expects that in the near future all of the traveling displays will have greatly improved presentations. On the Class A circuit there are nearly a dozen displays which make the Brandon-Calgary-Edmonton-Saskatoon-Regina circuit, then make the 1,000-mile hop to the Canadian Lakehead Exhibition at Port Arthur-Fort William before proceeding to the Canadian National Exhibition at Toronto. Besides Imperial Oil, others include a co-operative, The United Grain Growers, Ltd. A large Canadian investment firm, Osler, Hammond & Nanton, showed its display at three prairie exhibitions this year, for the second consecutive year, exhibiting in those cities in which the company has branch offices. Perfect, a household bleach manufacturer, shows at all exhibitions but Brandon. Several other firms pick and choose their spots, usually keeping in line with sales territories or showing only at those centers where their product is not a big seller.

### Good Exhibits

Three federal government departments, Department of Agriculture, Department of Labor and a federal-controlled crown corporation, Central Mortgage & Housing Corporation, show at all six shows. The agricultural department is the grandpappy of the traveling exhibitors, having shown their artistic efforts thruout Canada for more than 30 years. They hit every spot, from country pumpkin festivals to Canada's largest, the CNE.

Most of the traveling displays have one thing in common. They are designed to catch the eye and the attention of Canadians from rural points. The reasoning is that the majority of the city-dwellers can be reached thru ads in dailies and spots on radio stations. But for the farm folk it is necessary to take a sales message to the places where the farmers and suburban dwellers congregate, namely, at fairs, exhibitions, stock sales and other promotions.

One of the principal reasons why more and more national Canadian concerns are turning to traveling displays is that personal contact can be made with huge audiences at a very low cost.

Take Little Otto for example. By showing him at the six largest shows in the prairie provinces and Northwestern Ontario, Imperial Oil has a chance to catch the attention of more than a million and a quarter fair-attenders. By actual count, 227,000 persons stopped to see the whole show. To that number of people Otto presented the bag of tricks which caused his press agent to dub him "the world's most highly educated automobile."

### Otto's Story

What's Otto's story? Simply this. Imperial Oil advertising executives realized that they had to make a departure from the type of name and product

presentation they had been using the past several years. Their former efforts were singularly undistinguished.

Imperial borrowed Otto from Standard Oil of California (he was manufactured by Paul Stanley & Company of San Francisco), and installed him in a marquee-style circus tent (built by Design Craft of Toronto).

Here's how he works:

Otto is a small model car, about five feet long, two and a half feet wide. He is painted a brilliant fire-engine red and mounted on circular dias about seven feet in diameter. Powered by compressed air, Otto can perform the following stunts: Blinks his eyelids; rolls his eyes; sticks out his tongue; dances on his rear wheels; moves from side to side; bows from the waist; balances a ball on his nose; smokes a king-sized pipe, and last, but not least, talks.

Here's the pitch: The little marquee tent is closed when a recording starts a "Step right up, step right up" spiel. This announces that the greatest show on earth is about to take place. By the time the audience begins to gather, the curtains open and the show is on.

True to the traditions of show business, there is a gimmick to the Imperial Oil display. Little Otto is guided thruout his performance by one of his trainers, introduced to the audience as "Miss Esso." The trainers, Miss Margaret Johnston and Miss Barbara Michie, both of Toronto, appear from the wings in full drum majorette costumes. Altho the trainers hold a microphone and purportedly use it during the show, the mike is a dummy and the complete show comes from a record. Misses Johnston and Michie were so well practiced prior to going on the road that few, if any, of the spectators ever tumbled to the trick. Synchronization was perfect.

### Dialog Perfect

The dialog does a potent selling job yet succeeds in holding interest. Otto, for instance, cannot perform at the show's opening because (or so he explains) he was out the night before and overdid things a bit by drinking some cheap gasoline. It's not until he is fortified by a tankful of Esso that his eyelids flip open and he gets down to brass tacks.

Each show takes 10 minutes and 2 seconds. Depending upon the crowd, two, three or four shows are run hourly, the perfect schedule having three, so that the operating crews can work 10 minutes on and 10 minutes off.

At fairs this year Otto operated for about 12 hours each day, 10 to 10 p.m. Two employees constituted a crew, one Miss Esso and an operator, to put Otto thru his paces. While either blonde Miss Michie or dark haired Miss Johnston were allegedly carrying on a long conversation with Otto in front of the audience, one of the operators, Maynard Robinson or Doug Baker, would be at the controls. Watching either of these men at the controls is faintly reminiscent of the proverbial one-armed paperhanger. To rotate Otto on his axis, they

(Continued on page 79)

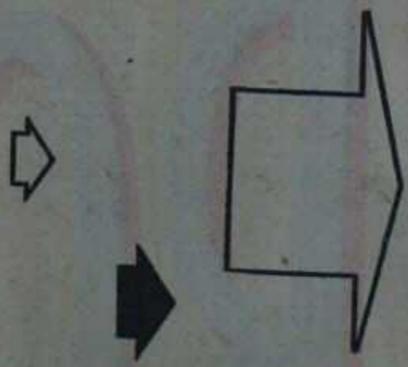


**IN EVERY FIELD**

*there is one Leader....*

**IN OUTDOOR SHOW  
BUSINESS**

*the Undisputed Leader*



**WORLD'S LARGEST**



**ROYAL AMERICAN**

**WINTER QUARTERS — FLORIDA STATE**

the type or name and product

(Continued on page 22)

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# BEST MIDWAY



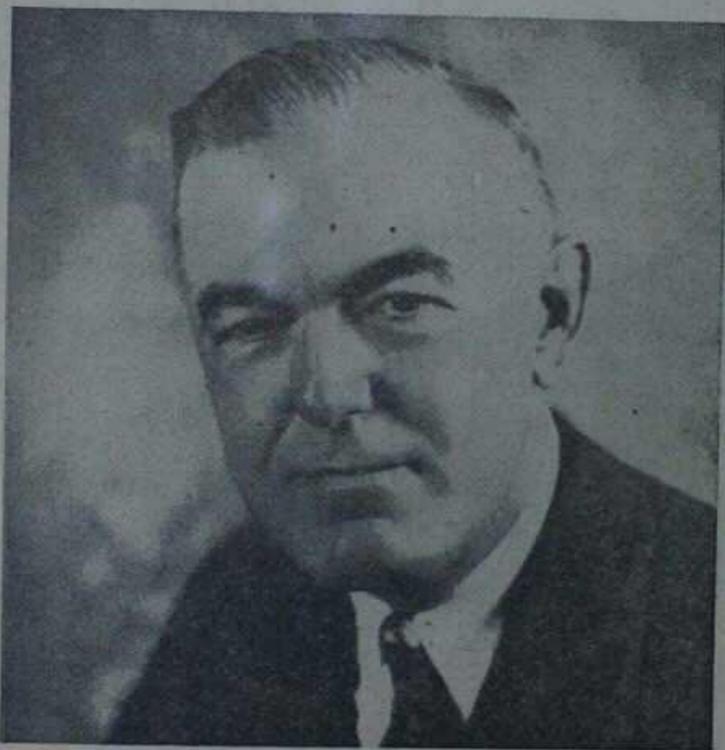
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# AMERICAN SHOWS

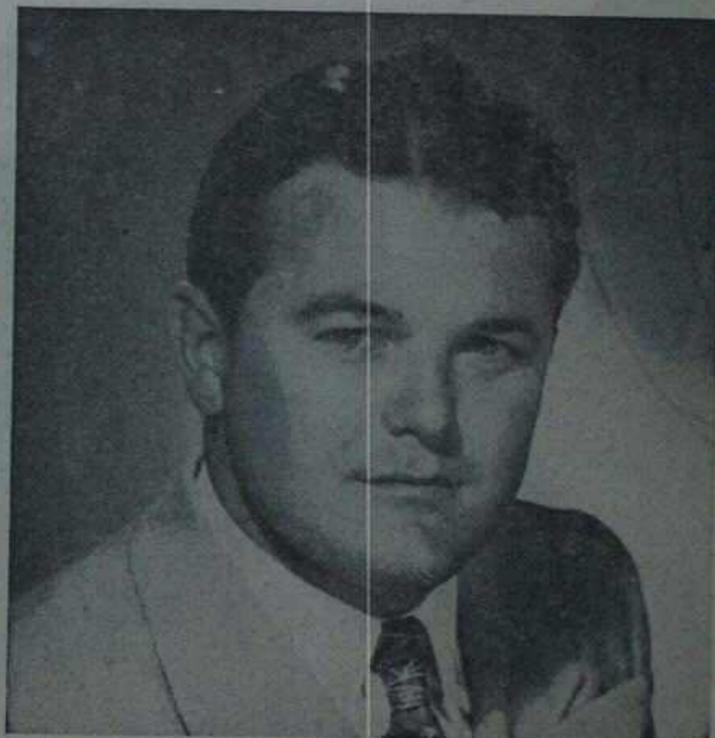
THE FAIR GROUNDS, TAMPA, FLORIDA



THANKS  
FROM THE ENTIRE  
STAFF OF THE  
**ROYAL AMERICAN SHOWS**



**CARL J. SEDLMAYR**  
*General Manager*



**C. J. SEDLMAYR, JR.**  
*Assistant Manager*

TO THE FOLLOWING FAIRS AND EXHIBITIONS OF THE UNITED STATES AND CANADA FOR A MOST WONDERFUL CO-OPERATION WHICH MADE POSSIBLE THE MOST PLEASANT AND MOST PROFITABLE SEASON WE HAVE EVER HAD

FLORIDA STATE FAIR  
TAMPA, FLORIDA

MEMPHIS COTTON CARNIVAL  
MEMPHIS, TENNESSEE

MANITOBA PROVINCIAL EXHIBITION  
BRANDON, MANITOBA

CALGARY EXHIBITION AND STAMPEDE  
CALGARY, ALBERTA

EDMONTON EXHIBITION  
EDMONTON, ALBERTA

SASKATOON INDUSTRIAL EXHIBITION  
SASKATOON, SASK.

REGINA EXHIBITION  
REGINA, SASK.

CANADIAN LAKEHEAD EXHIBITION  
FT. WILLIAM-PT. ARTHUR, ONT.

TRI-STATE FAIR  
SUPERIOR, WISCONSIN

MINNESOTA STATE FAIR  
ST. PAUL - MINNEAPOLIS, MINNESOTA

KANSAS FREE FAIR  
TOPEKA, KANSAS

OKLAHOMA STATE FAIR  
OKLAHOMA CITY, OKLAHOMA

ARKANSAS LIVESTOCK SHOW  
LITTLE ROCK, ARKANSAS

MISSISSIPPI STATE FAIR  
JACKSON, MISSISSIPPI

LOUISIANA STATE FAIR  
SHREVEPORT, LOUISIANA

PENSACOLA INTERSTATE FAIR  
PENSACOLA, FLORIDA

GENERAL OFFICES AND WINTER QUARTERS — TAMPA, FLORIDA

# HARLEM IN HAVANA

Presented by

**LEON CLAXTON**

AMERICA'S FOREMOST ATTRACTION ON THE  
WORLD'S LARGEST MIDWAY



PLANNING  
A BIGGER  
AND BETTER  
SHOW FOR  
OUR **17<sup>th</sup>**  
TOUR IN 1952

We are sincerely proud of the part we have been privileged to play in the ever-increasing success of the Royal American Shows.

Thanks to C. J. Sedlmayr Sr. and Jr. for valuable assistance and to the Fair & Exhibition officials of the U. S. A. and Canada for their whole-hearted co-operation.



NOW CASTING FOR OUR  
1952 SEASON

Can Always Place Worth-While Talent

Contact **LEON CLAXTON,**

1901 Grace Street, Tampa, Florida

**GEARED FOR SALES POWER!!**

**ALABAMA STATE FAIR**

**BIGGEST 6-DAY FAIR IN AMERICA**

**1952 DATES OCT. 6-11,**

**EXHIBITORS**

Alabama represents one of the fastest growing markets in America. Sales potential in new farm equipment, appliances, home furnishings and ideas for better living are unlimited. These firms leading the sales parade in Alabama have long recognized the impetus given sales when they exhibit at the Alabama State Fair . . . you will, too.

**CONCESSIONAIRES**

Here's a proven winner. Year after year concessionaires have labeled this the best 6 days' work in America. Space rates are in proportion to earning power.

R. H. McINTOSH, General Manager  
State Fair Park  
Birmingham, Alabama

J. C. McCAFFERY, Concession Manager  
203 N. Wabash Ave., Chicago, Illinois

**FATHER-SON DYNASTY**

**Pomona Exhibits Guided 29 Years by Thorburns**

Continued from page 41

walked as many as 50 miles to talk of the fair to many, but signing few exhibitors.

In the early years of the fair and while he continued to sell on commission, Thorburn Sr. reported for duty in May or June and remained on the job until the fair closed. This allowed him to return to his nursery job in October. As the event grew and permanent buildings replaced the tents, the men who had pioneered the annual moved into full-time positions. Thorburn was among those who became year-round employees in 1938, just about the time that space in the new 35,000-square-foot Commercial Exhibits Building was being offered. The new time schedule paid off in additional space sales, for new exhibitors were brought into the fair and the quality of displays reflected the additional planning.

**Greatest Show Case**

Since 1922 the fair has constructed many buildings and the increases in attendance each year have made it one of the greatest showcases for merchandise and services in the United States. Approximately 800 spaces 10 by 10 or 10 by 20 feet are offered. The plant now includes special structures such as the Home Show Building with 35,000 square feet of floor space; Commercial Exhibits, 35,000; Radio and Television, 20,000; poultry with limited space of approximately 3,000 square feet, and the grandstand plaza where 125,000 square feet are devoted to the showing of automobiles, machinery, sportsmen's goods, house trailers and miscellaneous equipment. There is also the Agricultural Exhibits Building which is 800 by 147 feet, but no commercial space is sold in it.

Despite the fact that Los Angeles County Fair offers space in these modern structures and attracts more people than any other county fair and even surpasses many State fairs, there is one problem of importance it faces. So far no solution has been found. As the event is rightfully termed a county fair, there are some large manufacturing plants which will not exhibit. They have nothing against Pomona, but somewhere along the line a rule was made that no displays would be placed in county fairs. This ruling, naturally, lets Los Angeles County out.

The Thorburns—both senior and junior—have devoted many hours attempting to convince prospective exhibitors that while it is a county fair in name, it pulls more people than many district and State fairs. It does not seem to be a matter of pulling power—the "county" seems to scare off firms that still hold to the old rule involving fairs of this type. At the Pomona fair it has been found that where the local representatives have shown on their own and the display has been viewed by those from the home office, in many cases the necessary approval for continued showing has come thru.

**World-Wide Displays**

What can be accomplished

by world-wide firms displaying at the fair was shown recently by Pan American Airways, which Thorburn Sr. was successful in lining up for an exhibit the first time in 1948. The firm had a booth in 1949, dropped out in 1950, and returned for this year's event. To test the pulling power, PAA placed several mail boxes of the rural variety in front of the booth and labeled them Puerto Rico, Alaska and Hawaii. Postal cards showing PAA and its connections with these far-flung places were made available as were writing equipment and desks. People were invited to send their friends cards from the four corners of the world. The cards were deposited in the mail box representing the area from which the fairgoer was supposedly writing. They were then mailed to the addressee. Of course, Pan American was mentioned, with the point getting across that one could visit these places on this airline's routes.

When the fair resumed its schedule following the layoff during the war, exhibitors were crying for space. The fair, to accommodate the demand, sold space outside of buildings which oftentimes the exhibitor wants today but the fair will not sell. Thorburn Sr. was inundated with requests and the detailed work made it necessary for him to have an assistant. Thorburn Jr. came into the office, working on an hourly basis after his post graduate classes in education at Claremont College. When he had completed the semester, he continued to work this way, turning in as many as 109 hours in a week.

But 1948 was a particularly hectic year. The fair had not operated for seven years. None of the prospect lists could be accepted as correct without a thoro checking. During the war, there were many new industries, firms that had gone into the manufacture of other lines, companies that had moved or even gone out of business entirely. All these factors had to be reckoned with—and from scratch before the office work could move along. In addition to these factors, the Army had turned the fair plant back to the association only a few months before and there were many things to be done and a limited time in which to do them.

But the work was completed under these handicaps and the fair had its peak year. The total attendance was 1,254,503 and on one Sunday (there are three in the 17-day run) there were nearly 200,000 people on the grounds. Concessionaires were unable to take care of them, for people could not get to the stands.

Soon after the fair that year, Thorburn Sr. became ill and was confined to his home. Seeking an experienced replacement, Afflerbaugh offered the post to Thorburn Jr., who at that time was associated with Floats, Inc., a Pasadena designing firm. Following a conference with Afflerbaugh, young Thorburn took over his father's duties. Afflerbaugh had approached the elder Thorburn on a previous occasion with the proposition

**NOW**  
**A NEW INDUSTRY-WIDE FREE AND CONFIDENTIAL SERVICE FOR COMMERCIAL-INDUSTRIAL EXHIBITORS WHO MAY EXHIBIT AT CALIFORNIA FAIRS**

**CONFIDENTIAL AND FREE**

AUDITED ATTENDANCE REPORTS  
COST OF SPACE  
COST OF SPACE PER CUSTOMER

(Based on 1951 audit and customer surveys)

PURCHASE POWER OF CUSTOMERS, AGES OF CUSTOMERS,  
TRADE AREA SERVED, SCOPE OF FAIR.  
ROUTING, REGULATIONS, DATES, SPECIFICATIONS FOR EXHIBITORS.

**NOTE: We Do Not Sell Space for Fairs**

We have recognized the great growth of the Western market, the tremendous growth of our fairs (\$55,000,000 in 10 years for plants and premiums in California, over 5,000,000 attendance in 1951). Our staff, after four years of study and co-ordinated co-operation, evolved a plan and program to aid exhibitors of quality to gain correct, guaranteed accurate information on the how's, why's and what's of exhibiting at California fairs. Information is free. Information is confidential. It is accurate. You will not be bothered by sales letters if you request information. We are not after leads.



1015 24th Street

Sacramento, California

that his son join the staff. The fair's president had been impressed with Thorburn's ability to meet and talk to people, a training he received while employed by United Airlines.

**Junior Takes Over**

Upon assuming the post in April, 1949, Thorburn Jr. pitched right in. He found the job not too difficult but there was plenty to be done.

Preparations for the 1950 fair were a real trial for the young exhibit director. In June, when space should have been selling at its fastest clip, the Korean situation broke and it looked as if the nation was in for a shooting war on a large scale. Exhibitors hedged on placing displays, for they did not know what the situation would be in regards to materials. Some even feared that they would not be in business when the fair was held the middle of September. These things delayed necessary office operation. Space that might have been sold was being held for exhibitors, many of whom had been with the annual since its inception. On top of the delays the fair had months before believed that automobile manufacturing would reach a peak. To care for the increased output of motor cars, a section of 64,800 square feet had been set aside in what was to be known as the Automobile Plaza. When motor car production was curtailed, this space had to be converted to other commodities and new firms found to buy it.

Young Thorburn has definite ideas as to the handling of exhibit space. He believes that exhibitors should be informed as to regulations governing their displays before they try to set up a booth. At the present time he is working on an Exhibitors' Manual, which will give the fair's regulations.

**Department Tie-Ins**

The exhibit director also believes that it is his duty to work closely with the special events director and the radio and television and publicity departments so that the products shown may be advantageously promoted. In this connection, he keeps the manufacturers advised of special days and events so that they may participate.

Examples of the tie-ins that have been used are the awards to the millionth visitor, the national skisk tournament and the ski jump. The third annual skisk tournament drew casting experts from all over the nation. Thorburn saw to it that fairgoers wanting to view certain products in actual use were able to do so. Casting enthusiasts called upon exhibitors in the Sportsmen's Pavilion for the item and it was put thru actual tests, making, in many cases, a new customer for that product. The ski jump proved a

drawing point for manufacturers and dealers in ski equipment. As Los Angeles is not too many miles from some of the best ski spots in the nation, the sport has a large following.

Los Angeles County Fair has been progressive in servicing exhibitors. All booths are equipped with water, gas and electricity. While the services are the finest, regulations governing exhibitions are probably the strictest to be found any place in the United States. However, one of the main problems confronting the Industrial Department is that there has been no standardization of booth sizes and regulations in fairs and shows thruout the country. Hence they often have trouble fitting prefabricated exhibits into booths. The fair is even now working with the Exhibitors' Advisory Council toward an equitable solution to the problem, with the thought of creating a standard booth size for all fairs and shows.

Thorburn's department also acts as liaison between the fair's management and other activities. Because of this arrangement, the Building Contractors' Association of California constructed a model home on the grounds and sold 115 booths to its members who showed building materials.

A feature of the fair just closed was the establishing of a true Mexican Village under auspices of the Mexican Chamber of Commerce in Los Angeles. This city has the largest Mexican population outside of Mexico City, and Thorburn approached the chamber with the proposition that the exhibit be installed. Utilizing space 160 by 220 feet, formerly used for machinery, the display drew much interest. The chamber sold space to manufacturers, thus offering a unique show and bringing the civic office profit from subletting the space.

**Fairground Changes**

Altho the change in exhibit superintendency from father to son was important at Pomona, there were others during the past years. When the fair was started, the area was located in the center of a large agricultural development. For miles around the city and fairgrounds there were citrus groves. This has changed and with it the patronage at the fair.

In the first years of the event, agriculture was of prime importance, for in the section more people depended upon it for a living than upon any other single industry. With the influx of people into California, the groves have given way to subdivisions, new homes and new families. The tractor displays that once commanded attention have been reduced or eliminated, with home appliances, etc., taking their places.

# Mississippi STATE FAIR

Jackson, Mississippi

1952  
DATES  
OCTOBER  
6-11

(TENTATIVE)



### Mississippi's Greatest Agricultural and Industrial Exposition

Where competition stimulates and generates the interest in progressive farming. Where industry shows with pride its many achievements. Where retail sales are showing consistent increase in the face of a nation-wide decline.

**ADD THEM UP . . .**

and you'll find enough ammunition for reasons why an exhibit at the MISSISSIPPI STATE FAIR is the place to put extra "drive" in your 1952 sales push for the Mississippi Market.

**THE MISSISSIPPI STATE FAIR**

*Is State Owned and Operated*

Many improvements are now being made, both on the Grounds and Buildings. Much of the Land area has been filled in and raised 5 1/2 ft. New, Modern Livestock Building and New Office Building has been erected, and many other improvements will be made prior to our 1952 Fair.

For Exhibit and Concession Space Details write to  
**J. M. DEAN, Executive Secretary**  
MISSISSIPPI STATE FAIR JACKSON, MISSISSIPPI

*A Salute to the . . .*

# ANDERSON FAIR

*Anderson, S. C.*



*Proudly serviced by*

## WORLD OF MIRTH SHOWS

Largest Midway on Earth

FRANK BERGEN  
General Manager



BERNARD "BUCKY" ALLEN  
Concessions Manager



Commercial Exhibits Building was ready for use just about the time the senior Thorburn assumed the job of full-time director of the department. The structure covers 35,000 square feet and is modern thruout.

MORE CUSTOMERS THAN EVER AT  
**the PACIFIC**  
 NATIONAL EXHIBITION  
 VANCOUVER B.C. CANADA

## 650,000 ATTENDANCE

More than 650,000 of your customers in the prosperous Western Canada Market annually attend the Pacific National Exhibition. Ideally located in Vancouver, Canada's largest seaport, visitors to the PNE represent a cross-section of a diversified economy, above average in buying power. Whether you are introducing a new product or want to push sales on an established one, the PNE can help you show-case it.

V. BEN WILLIAMS, Gen. Mgr.  
 G. MORT FERGUSON, Pres.  
 PACIFIC NATIONAL EXHIBITION  
 EXHIBITION PARK  
 VANCOUVER, B. C., CANADA

**FOR DETAILS  
 WRITE TO:**

**FAIRMEN-SHOWMEN, MAKE THIS PART OF YOUR TRIP TO FLORIDA**

**RESERVE YOUR TICKETS NOW**

**FOR THE**

**THIRD ANNUAL BANQUET AND BALL**

**OF THE**

# GREATER TAMPA SHOWMEN'S ASSOCIATION

**TAMPA, PALM ROOM, TAMPA TERRACE HOTEL**

**Sunday Night, February 10, 1952**

(The night preceding Gasparilla Day)

**RECEPTION AND DINNER—EIGHT P.M.**

**DANCING UNTIL ?? A.M.**

**Tickets, Including Tax—\$10.00 Each**

**COMMITTEE**

**HARRY B. JULIUS, Chairman**

**TOM ARGER  
 GEAN BERNI**

**J. C. (TOMMY) THOMAS  
 ROBERT L. LOHMAR**

MAKE CHECKS PAYABLE TO

**GREATER TAMPA SHOWMEN'S ASSOCIATION**

**910 WEST CASS STREET, TAMPA, FLORIDA**

## SHOWCASE SERVICES

# Utilities Do Potent Selling Job at Dallas

• Continued from page 32

that this new service would be inaugurated in Dallas in November and helped publicize need for "calling the number" by showing how calls went thru faster under new system when customer knows number to start with.

To overcome surrounding noises and difficulties in hearing narrators which cost considerable visitor time at 1950 exhibit, company equipped every stop with 24 watch case receivers. This saved narrators' voices by enabling them to speak in normal tone, brought words clearly to audience thru a central amplifier, and physically tied visitors to exhibit by act of putting receiver to ear, much reducing 1950 tendency to listen briefly, then drift on.

Southwestern Bell began preparing long in advance for exhibit. Detailed "work program" was developed four months in advance; exhibit design was approved and construction started three months before fair opened. Personnel recruiting and training began a month before the fair.

### Personnel Relations

To heighten good personnel relations with the 39 employees who worked on exhibit, the inside of the diamond-shaped exhibit was utilized for a lounge, with cushioned seats, a TV set, coke machines and water fountain.

Will H. Rogers, information supervisor for Southwestern Bell, said State fair provided company with biggest opportunity of the year for face-to-face contact with the people it serves.

"The time and physical presence of our subscribers is our best public relations opportunity—a thing no amount of money spent otherwise could buy," Rogers said. "Only at open houses, talks by our personnel and at the State fair do we have the chance to tell the story of our business in person and by actual demonstration," Rogers said.

The telephone company distributed small personal directories with a "call by number" theme on the cover as exhibit souvenirs. The company likes to have visitors take away something tangible to remember it by.

The Lone Star Gas Company estimated its attendance for the 1951 fair at 240,000 based on an estimate of more than 10 per cent of the fair's total attendance visiting the Natural Gas Building. This percentage was established thru actual counts taken at previous fairs. The company did not take a count this year.

### 57-Foot Tower

The pink stucco building is located a short distance from State Fair Auditorium and is identified by a 57-foot tower, atop of which is the word "GAS" spelled out in neon on it. The building, in addition to its commercial exhibits, features lounge chairs, water fountains and rest rooms for visitors.

The Natural Gas Building, was built for the 1936 Texas Centennial Exposition, and used for a Hall of Religion by the churches of Texas for the Centennial and the Pan-American Exposition in 1937.

It has been used by Lone Star Gas since then except for World War II when it was turned over to the State Guard for use as an armory.

Exhibits in the building during the 1951 fair included four "living" kitchens equipped with time and labor saving devices and demonstrating ultra-modern trends in planning and decorating, a display of 32 different brands of gas ranges available at dealer stores in Lone Star's territory, a giant "recipe box" where home economists furnished individualized recipes and homemaking helps on requests, and a kitchen planning service.

### Picture Kitchens

Three of the four kitchens were taken from the pages of national women's magazines. One of the best publicized was the "heart-saver" kitchen copied from "Women's Home Companion." It was planned especially for persons afflicted with heart trouble or high blood pressure and brought all facilities to within 20 inches or arm's length of the occupant of a kitchen stool equipped with castors to make it movable.

Another kitchen was built from plans in the "American Home Magazine," and two editors of the magazine, Edith Ramsay and Dorothy Trumm, flew to Dallas from New York to visit the exhibit. They appeared on television and radio shows that served to publicize the exhibit and the State fair.

The recipe box was a replica of that found in almost every kitchen. It was staffed by professional home economists who furnished on request, typed on cards, every kind of recipe from cheese-cake to chili.

A special service offered for the first time was the kitchen planning service. Consultant was Dene Oliver, graduate mechanical and design engineer from the University of Texas and the University of California at Los Angeles. She worked with blueprints brought by fair visitors or from sketches made during consultation with home builders or those planning to remodel.

### Gas Company Promotion

Gas company promoted exhibit strongly thru newspaper and radio paid advertising, plus publicity in newspapers, radio and television. Stories and three separate mats were sent to more than 150 daily and weekly newspapers in towns served by company. Stories and ads helped to publicize State fair in general as well as gas exhibit in particular. Many visitors to the building commented on the fact they had read about the exhibit in hometown papers several hundred miles away or had seen TV coverage on exhibit. Building also got excellent coverage in Dallas press. Lone Star Gas publicity man, Bruce Cunningham, gave almost full time to promotion of exhibit while fair was in progress, with result that exhibit reaped much valuable publicity for company and for fair.

Lone Star Gas, which serves 386 towns in Texas and Oklahoma, considers its annual fair exhibit an effective tool in its

promotional program to keep natural gas service in a position of leadership. L. C. Roberts, the firm's advertising director, says.

"We believe that a good portion of the fair's more than 2,000,000 annual visitors are Lone Star Gas Company customers," Roberts says. "For this reason an exhibit at the fair has a good chance of presenting our story to at least one-fourth of our 600,000 customers in a 16-day period."

**Careful Planning**

"Therefore, we give our State fair exhibit each year most careful planning and attention, sparing no expense or effort to make it colorful, attractive, informative and interesting. We feel that thru such an exhibit our customers and other fair visitors receive an impression of gas service and its benefits not obtainable thru normal business contacts and the usual floor and window displays in the company's offices. Because the exhibit usually draws more than 10 per cent of the fair's total number of visitors, the cost is small.

"It is difficult to assess the value of this project to our gas business but we do know of many, many instances whereby sales of all sorts of gas equipment from air conditioning to complete kitchens can be attributed directly to the exhibit.

"However, it is against company policy to try to sell anything to a visitor while he is in the building. The real benefit goes beyond immediate sales."

All public service com-

panies participating in the fair backed exhibits with strong promotion and advertising which supplemented fair's own campaign. For example, Dallas Power & Light Company used 42 24-sheet billboards, radio spots, show window displays and 132-column inches of advertising in Dallas newspapers.

Telephone Company Information Supervisor Rogers summed up formula for successful utility participation in any fair, small or large, as follows:

"An attractive exhibit, a friendly staff, good promotion and showmanship—persuasive but sincere—are the keys to an effective exhibit for us or any other utility company that sells an intangible service."

**Why Exhibits Click**

• Continued from page 17

broke loose between domestic and foreign sewing machine companies. Some domestic manufacturers have been long-time exhibitors at fairs, and the more alert of the foreign makers, following suit, took space at fairs. The competition was brisk but, according to all reports, none of the manufacturers suffered. As a matter of fact, all benefited, for never before were so many sewing machines sold or sales leads made at fairs as this year.

These are the factors that undeniably demonstrate why in the years ahead it will be increasingly good business for manufacturers to exhibit at fairs.

**Canada's Biggies Pitch**

• Continued from page 70

use a long foot-operated lever. For each of the separate actions, smoking, bowing, etc., a toggle switch on a large operating panel controls Otto's motive power. As the tempo increases, the operators work faster and faster until they look like Danny Kaye doing a parody of an assembly line production worker. "All I need," Maynard (Robbie) Robinson told *The Billboard*, "is a broom."

Otto is going to affect Western Canadian displays in more ways than at first appear. To begin with, he is going to bring about a decided improvement in the caliber of commercial displays. But even more than that, now that Imperial has displayed a crowd-stopper like Otto, they will never be able to show anything less attractive. They have definitely committed themselves to big-time displays. Their competition, as well as other commercial exhibitors, will have to do likewise or get out of the display business.

**Co-Op Aids Exhibits**

Another Western firm doing much to improve the caliber of exhibits at Western fairs is the world's largest co-operative, United Grain Growers, Ltd., of Winnipeg. A large and eminently successful business, this firm's trademark, U.G.G., has become a household word. With more than 600 country elevators, mammoth terminals at Vancouver and Port Arthur, wholly owned subsidiaries in the feed manufacturing, merchandising, fuel, lumber, hardware, printing and

publishing businesses, U.G.G. has a real interest in the rural audience.

For years their displays have been less than adequate, consisting largely of stacks of weed-killer, weed sprayers, poultry feed and other farm service commodities littering up their display area. But this year things were different.

U.G.G. stepped out and purchased a portable display from Western Canada's best-known display firm, Isherwood Industries, Ltd., of Winnipeg. From the revolving model grain kernel on the front counter to the chrome and plywood grain bin containing scores of grain samples, the exhibit was thoroly professional. The improvement over previous years was outstanding. So were the results.

While interest in commercial displays and exhibits is definitely on the upswing in Western Canada, exhibition boards are going to find it necessary to keep up with advertising principles if this flourishing and important part of fairs and exhibitions is to maintain present rates of development. Concession rates, to name just one bugbear, will require strenuous adjustment. It doesn't quite add up that approximately \$60 will buy 20 feet of space at the Calgary stampede with its better than 400,000 gate attendance, while the same space at smaller shows occasionally cost 50 to 100 per cent more.

But with the strides being taken in display advertising in Canada's prairie provinces, these refinements will soon be with us.

**GREATEST EVER** ...IN 1951

**EVEN GREATER** ...IN 1952

YORK, P.A.

**THE BLUE RIBBON FAIR OF THE EAST...**

**YORK INTER STATE FAIR**

**DAY & NITE - SEPT. 9 thru 13, 1952**

*A Salute to the...*

**SOUTH CAROLINA STATE FAIR**

*Columbia, S. C.*

*Proudly serviced by*

**WORLD OF MIRTH SHOWS**

Largest Midway on Earth

FRANK BERGEN  
General Manager

BERNARD "BUCKY" ALLEN  
Concessions Manager

# STATISTICAL DIRECTORY OF FAIRS

## ALABAMA

### Alabama State Fair, Birmingham

**TOTAL ATTENDANCE:** 260,000. Operated 8 days, 6 nights.  
**WEATHER:** Good 6 days, 6 nights.  
**CARNIVAL:** Amusement Company of America. Rides and show gross, total amount, less federal tax, \$72,000.  
**ATTRACTIONS:** Barnes-Carruthers revue, 6 nights; National Speedways, big car races, 2 days; Birmingham Motorcycle Club, 1 day; Miss America, 8 nights.  
**AID:** State aid, \$15,000.  
**ADMINISTRATION:** President, Bedford Seale; general manager, R. H. McIntosh; superintendent of concessions, J. C. McCaffery; publicity director, Virgil Pierson.  
**1952 DATES:** First week in October, official.

### North Alabama State Fair, Florence

**TOTAL ATTENDANCE:** Paid, 60,000. Operated 6 days, 6 nights.  
**WEATHER:** Good 5 days, 4 nights; rain 1 day, 2 nights.  
**RECEIPTS:** Gate, \$24,000.  
**CARNIVAL:** Gem City Shows.  
**ATTRACTIONS:** Circus and vaudeville acts each afternoon and evening, 15 acts booked thru E. R. Braly Enterprises.  
**AID, PREMIUMS:** Aid, \$1,200. Total estimated premiums paid out (excluding races) \$4,000.  
**ADMINISTRATION:** President, J. T. Plugg; secretary, C. H. Jackson; superintendent of concessions, B. L. Nabors; publicity director, O. D. Lewis.  
**1952 DATES:** September 16-21, tentative.

## ARKANSAS

### Arkansas-Oklahoma Free Fair, Dist. Livestock Show, Fort Smith

**TOTAL ATTENDANCE:** 180,000. Operated 6 days, 6 nights.  
**CARNIVAL:** Royal Crown.  
**ATTRACTIONS:** Eddy Arnold Show in Grandstand, 6 nights. Booked by Tom Parker.  
**PREMIUMS PAID:** \$10,000.  
**ADMINISTRATION:** Chairman, A. C. Goldtrap; general manager, Jim Kroun Jr.; secretary, Pat Condren.

### Calhoun County Fair, Hampton

**TOTAL ATTENDANCE:** Free, 5,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 1 day, 1 night; rain 1 day; cold or cloudy 1 day, 2 nights.  
**CARNIVAL:** Floyd O. Kyle.  
**AID:** State aid, \$500; county aid, \$500.  
**ADMINISTRATION:** President, J. D. McDuffie; secretary, Orrye Primm.  
**1952 DATES:** Third week in September, tentative.

### Columbia County Fair, Magnolia

**TOTAL ATTENDANCE:** Paid, 23,000; free, 1,900. Operated 6 days, 6 nights.  
**WEATHER:** Good 6 days, 6 nights.  
**CARNIVAL:** Tivoli Exposition; ride and show gross, total amount, less federal tax, \$1,250.  
**ATTRACTIONS:** Local talent.

## Facts, Figures Serve as Guide

Each year The Billboard Statistical Directory of Fairs has proved of increasing importance as a guide to concessionaires, exhibitors, attractions, suppliers and fair executives.

The number of fairs covered in the directory has grown since its inception, reflecting the mounting value placed upon it by fairs which respond to survey questionnaires from The Billboard.

Used along with the compilation of Still-Date Facilities, which appears elsewhere in this issue, the Directory is an important source thru which fairs obtain attractions for times other than during their fair operation. Generally, concessions rely heavily upon the two

listings in determining still-date possibilities. Others concerned with showing, working or performing at or supplying fairs find the Directory a workable gauge in determining the relative strength of fairs.

Fair executives find the Directory useful, too. To them it affords facts and figures containing suggestions for adaptation at their own annual events.

The compilation of the Directory is a special service rendered by The Billboard, which each week thruout the year strives to serve the betterment of the fair movement in the U. S. and Canada.

**AID, PREMIUMS:** State aid, \$1,065; county aid, \$1,000; total estimated premiums paid out (excluding races), \$4,000.

**ADMINISTRATION:** President, Ves Godley; secretary, Ed Williamson; superintendent of concessions, Grady Johnston; publicity director, Walter Clark.

### Greene County Fair, Paragould

**TOTAL ATTENDANCE:** Paid, 25,000; free, 500. Operated 4 days, 4 nights.  
**WEATHER:** Good 4 days, 3 nights; rain 1 night.

**RECEIPTS:** Gate (less tax), \$2,500.  
**CARNIVAL:** Dixie Land Exposition.  
**ATTRACTIONS:** Slim Rhodes Mountaineers, 4 appearances.

**AID, PREMIUMS:** State aid, \$1,070; county aid, \$500. Total estimated premiums paid out (excluding races), \$1,600.

**ADMINISTRATION:** President, Webb Green; secretary, Dr. Charles Bowers; publicity director, J. T. Brown, Mar.

**1952 DATES:** Last meet, September, tentative.

### Logan County Free Fair, Paris

**OPERATED:** 4 days, 4 nights.  
**WEATHER:** Good 4 days, 4 nights.  
**CARNIVAL:** Tivoli Exposition Shows.  
**ATTRACTIONS:** Rodeo 2 nights.  
**AID, PREMIUMS:** State aid, \$500; county aid, \$100; other aid \$1,000. Total estimated premiums paid out (excluding races) \$1,000.

**ADMINISTRATION:** President, Mort Hardwick; secretary, Van Pennington; publicity director, John Gulon.

### Newton County Fair, Jasper

**OPERATED:** 2 days, 2 nights.  
**WEATHER:** Good 2 days, 2 nights.  
**ATTRACTIONS:** Local rodeo.  
**AID, PREMIUMS:** State aid, \$500; county aid, \$100; other aid \$400.  
**ADMINISTRATION:** President, Guy Phillips; secretary, Fern Villines.  
**1952 DATES:** 3rd week of September, tentative.

### Polk County Fair, Mena

**OPERATED:** 3 days, 3 nights.  
**WEATHER:** Good 2 days, 2 nights; rain 1 day, 1 night.  
**CARNIVAL:** Floyd O. Kyle.  
**AID, PREMIUMS:** State aid, \$595; county aid, \$1,000.  
**ADMINISTRATION:** President, Tom S. Moore; secretary, Mrs. John De Shazo; superintendent of concessions,

Jim Ross; publicity director, Dick St. John.  
**1952 DATES:** Third week September, tentative.

### Van Buren County Fair, Clinton

**TOTAL ATTENDANCE:** Free, 20,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**CARNIVAL:** Tri-State Shows.  
**ATTRACTIONS:** Rodeo, 3 nights.  
**AID:** State aid, \$500; Other aid, \$350.

**ADMINISTRATION:** President, Mac Evans; secretary, and publicity director, O. H. Biles; superintendent of concessions, J. B. Naney.

**1952 DATES:** 2nd week in September, tentative.

## CALIFORNIA

### Alameda County Fair, Pleasanton

**TOTAL ATTENDANCE:** Free, 215,000. Operated 16 days, 16 nights.

**WEATHER:** Good 16 days, 16 nights.  
**CARNIVAL:** West Coast Shows.  
**ATTRACTIONS:** Scotty Westor Vaudeville, 16 days, 16 nights; 14 days running races; 14 days harness racing.

**AID:** State aid, \$20,000.  
**ADMINISTRATION:** President, Paul Dolan; secretary, Wray L. Bergstrom; publicity director, James Zeno.

**1952 DATES:** June 27-July 12, tentative.

### Antelope Valley Fair and Alfalfa Festival, Lancaster

**TOTAL ATTENDANCE:** Paid, 14,000; free, 28,000. Operated 4 days, 4 nights.

**WEATHER:** Good 4 days, 4 nights.  
**CARNIVAL:** Craft 20 Big Shows; ride and show gross, total amount, less federal tax, \$8,800.

**ATTRACTIONS:** Hilo Hattie and Ina Rae Hutton TV shows booked through Lehr Productions; Jimmy Lee and Hollywood Hell Drivers; Horse Show; Rural Olympics.

**AID, PREMIUMS:** State aid, \$9,500; other aid, \$200. Total estimated premiums paid out (excluding races), \$9,800.

**ADMINISTRATION:** President, Logan P. White; secretary, A. G. Marquardt.

**1952 DATES:** September 4-7, official.

### Caruthers District Fair, Caruthers

**TOTAL ATTENDANCE:** Free, 33,000. Operated 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.  
**RECEIPTS:** Night grandstand total (less tax), \$1,100.

**ATTRACTIONS:** First night, Queen Coronation; 2d day, football; horse show, 1 night; 3d day, Calf scramble; midnight races, 1 night.

**AID, PREMIUMS:** County aid, \$350.  
**ADMINISTRATION:** President, Curtis L. Ray; secretary, Elmer Hoggmark; publicity director, J. Y. Hopwood.

### California Mid-Winter Fair, Imperial

**TOTAL ATTENDANCE:** Paid, 41,653; free, 10,000. Operated 9 days, 9 nights.  
**WEATHER:** Windy 9 days, 9 nights.  
**RECEIPTS:** Gate (less tax), \$21,022.21.

**CARNIVAL:** Ferris Shows; ride and show gross, total amount, less federal tax, \$8,078.15.

**ATTRACTIONS:** Horse Show, 3 days and 3 nights; vaudeville, 6 nights (Hunt & Webb), horse racing, 6 days.  
**AID, PREMIUMS:** State aid, \$65,000. Other aid, \$3,000.

**ADMINISTRATION:** President, J. R. Snyder; secretary-manager, D. V. Stewart; superintendent of concessions, Art Sinclair; publicity director, Dick Waabburne.

**1952 DATES:** February 23-March 2, official.

### California State Fair, Sacramento

**TOTAL ATTENDANCE:** Paid, 418,862; free, 280,167. Operated, 11 days, 11 nights.

**WEATHER:** Good 11 days, 11 nights.  
**RECEIPTS:** Gate (less tax), \$202,387.92; day grandstand total (less tax), \$80,063.20. Night grandstand total (less tax), \$52,252.50. Horse Show, \$24,580.

**CARNIVAL:** Ferris Greater Shows.  
**ATTRACTIONS:** Music Corporation of America produced night shows 11 nights; 9 days of horse racing, free entertainment included vaudeville shows, fashion shows, broadcasts, band concerts, drill teams, puppet shows, clowns, etc., totaling 411 free performances, with an average of 37½ shows per day.

**AID, PREMIUMS:** State aid, \$125,000. Total estimated premiums paid out (excluding races), \$120,000.

**ADMINISTRATION:** President, W. C. Wright; secretary, E. P. Green;

superintendent of concessions, Theodore Rosequist; publicity director, Ralph Bell.  
**1952 DATES:** August 28-September 7, official.

### Fresno District Fair, Fresno

**TOTAL ATTENDANCE:** Paid, 167,945; free 52,928. Operated 9 days, 9 nights.

**WEATHER:** Good 9 days, 9 nights.  
**CARNIVAL:** Crafts Exposition Shows.

**ATTRACTIONS:** Fashion-Mercé Stageshow, 9 days free vaudeville; circus, 5 nights, 1 matinee; 8 days of running races and quarter horse races.

**AID, PREMIUMS:** State aid, \$65,000. Total estimated premiums paid out (excluding races), \$52,000.

**ADMINISTRATION:** President, J. E. O'Neill; secretary, T. A. Dodge; publicity director, Roy Garman.

**1952 DATES:** October 3-12, official.

### Humboldt County Fair, Ferndale

**TOTAL ATTENDANCE:** Paid, 28,550. Operated 6 days, 5 nights.

**WEATHER:** Good 5 days, 5 nights; cold or cloudy 1 day.

**RECEIPTS:** Gate (less tax), \$24,853.31; night grandstand total (less tax), \$5,452.59.

**CARNIVAL:** Frock & Meyer Amusement Co.

**ATTRACTIONS:** John Billisbury, acts; 5 days running races.

**AID, PREMIUMS:** State aid, \$27,088; county aid, \$491.75.

**ADMINISTRATION:** President, R. H. Smith; secretary, Dr. Jos. N. D. Hindley; publicity director, C. J. Hindley.  
**1952 DATES:** August 4-10, tentative.

### Lassen County Fair, Susansville

**TOTAL ATTENDANCE:** Free, 24,480. Operated 6 days, 3 nights.

**WEATHER:** Good 6 days, 2 nights; rain 1 night.

**RECEIPTS:** Day grandstand total (less tax) \$5,953.60; night grandstand total (less tax) \$1,752.

**CARNIVAL:** Superior Shows; ride and show gross, total amount, less federal tax, \$2,451.60.

**ATTRACTIONS:** Style show and dress revue; horse show, 2 nights; rodeo, 2 days.  
**AID:** State aid, \$18,871; county aid, \$496.25.

**ADMINISTRATION:** President, Herb Totten; secretary, superintendent of concessions and publicity director, A. Jensen.

**1952 DATES:** August 19-24, official.

### Lodi Grape Festival and National Wine Show, Lodi

**OPERATED:** 3 days, 3 nights.

**WEATHER:** Good 3 days, 3 nights.  
**CARNIVAL:** West Coast Shows.

**AID, PREMIUMS:** State aid, \$10,092.37. Total estimated premiums paid out (excluding races), \$5,363.69.

**ADMINISTRATION:** President, Lauren E. Wilkinson; secretary, C. S. Jackson; superintendent of concessions, C. S. Jackson; publicity director, Joe Bieckle.

**1952 DATES:** September 19-21, tentative.

### Madera District Fair, Madera

**TOTAL ATTENDANCE:** Paid, 21,946; free, 13,863. Operated 4 days, 4 nights.

**WEATHER:** Good 4 days, 4 nights.



The design and execution of commercial exhibits at the Canadian National Exhibition, Toronto, rank in taste, eye-catching qualities and sales impact with the world's finest commercial displays. Picture above is a typical CNE exhibit, the striking display of the Dominion Oilcloth & Linoleum Company, Ltd., Montreal.

RECEIPTS: Gate (less tax), \$7,880.38; day grandstand total (less tax), \$3,500; night grandstand total (less tax), \$967.80.

CARNIVAL: West Coast Shows.  
 ATTRACTIONS: Rodeo, Cuff Burrell, contractor; horse show, talent quest; horse racing, 2 days.  
 AID: State aid, \$15,947.50.  
 ADMINISTRATION: President, O. L. Baker; secretary, J. T. O'Shaughnessy; publicity director, George Engstrom.  
 1952 DATES: September 25-28, official.

**Mariposa County Fair, Mariposa**

TOTAL ATTENDANCE: Paid, 7,556; free, 2,513. Operated 3 days, 3 nights.  
 WEATHER: Good 3 days, 3 nights.  
 RECEIPTS: Gate (less tax), \$2,653.04; day grandstand total (less tax), \$2,330; night grandstand total (less tax), \$1,635.67.

CARNIVAL: Cavalcade of the West.  
 ATTRACTIONS: One performance each, Western horse show, motorcycle races, local county roping event, Western matched horse racing, amateur rodeo, midget auto races.

AID: State aid, \$11,696; county aid, \$544.  
 ADMINISTRATION: President, Stanley Fisk; secretary, Dale K. Campbell.  
 1952 DATES: August 31-September 2, official.

**Monterey County Fair, Monterey**

TOTAL ATTENDANCE: Paid, 70,000. Operated 4 days; 4 nights.

WEATHER: Good 4 days; 4 nights.  
 CARNIVAL: West Coast Shows.  
 ATTRACTIONS: Horse show, 6 performances.

ADMINISTRATION: President, Corum Jackson; secretary, F. M. McCargar.  
 1952 DATES: 2nd week in August, tentative.

**Orange County Fair, Santa Ana**

TOTAL ATTENDANCE: 97,500. Operated 5 days; 5 nights.  
 WEATHER: Good 5 days; 5 nights.  
 CARNIVAL: Ferris Greater Shows.  
 ATTRACTIONS: Ostrich races and American National Horse Show.

AID: Total \$28,800  
 ADMINISTRATION: President, Roy Edwards; secretary, R. M. C. Pullen-wider; superintendent of concessions, Stewart Yost; publicity director, Bob Maxwell.  
 1952 DATES: August 20-24, tentative.

**Placer County Fair, Roseville**

TOTAL ATTENDANCE: Paid, 15,783; free, 1,800. Operated 4 days; 4 nights.  
 WEATHER: Good 4 days; 4 nights.  
 RECEIPTS: Gate (less tax), \$5,884; day grandstand total (less tax), \$2,315; night grandstand total (less tax), \$2,874.

CARNIVAL: Crafts 20 Big Shows.  
 ATTRACTIONS: Weber Bros. Circus, wire and high acts, 4 days; 4 nights; booked thru Raynor Lehr Attractions, Hollywood.  
 AID: State aid, \$15,000.  
 ADMINISTRATION: President, M. J.

Royer; secretary, manager and publicity director, Nic Huddleston; superintendent of concessions, Tom J. Pugh.  
 1952 DATES: August 7-10, tentative.

**Sacramento County Fair, Galt**

TOTAL ATTENDANCE: Paid, 5,272; free, 10,000. Operated 3 days, 3 nights.  
 WEATHER: Good 3 days, 3 nights.  
 RECEIPTS: Gate (less tax), \$2,636.

CARNIVAL: Crafts 20 Big Shows.  
 ATTRACTIONS: Free entertainment nightly, consisting of: Friday, Billy Jack Willis; Saturday, Dude Martin, booked by Jack Reese Jr.; Sunday, Firemen's Demonstration, Yodeling Contest, Folk Dancing; Sunday afternoon, Amateur Rodeo, presented by Herald Riders and Harness Races; daily, Kiddies' Circus, 4-H Demonstrations, Tone's Accordion Band, Popo, the Clown.

AID, PREMIUMS: State aid, \$65,000; total estimated premiums paid out (excluding races), \$52,024.  
 ADMINISTRATION: President, An-oll Hoffman; secretary, Sam W. Kellert; publicity director, Joe Blenkle.  
 1952 DATES: July 11-20, tentative.

**San Joaquin County Fair, Stockton**

TOTAL ATTENDANCE: Paid, 154,362; free, 45,000. Operated 9 days, 9 nights.

WEATHER: Good 9 days, 9 nights.  
 ATTRACTIONS: Running and harness races daily, Rodeos, 4 nights and

1 matinee; Stageshow, 5 nights, booked by Ken Dalley, Bert Levey of-fice.

ADMINISTRATION: President C. C. Moorehead; secretary, E. G. Vollmann; superintendent of concessions, Henri Warner; publicity director, Nell Tookey.  
 1952 DATES: August 17-25, tentative.

**San Diego County Fair, Del Mar**

TOTAL ATTENDANCE: Paid, 165,734; free, 39,468. Operated 10 days, 10 nights.

WEATHER: Good 10 days, 10 nights.  
 RECEIPTS: Gate (less tax), \$103,104.

CARNIVAL: Ferris Greater Shows.  
 ATTRACTIONS: Les Paul & Mary Ford, Peg Leg Bates, the Kramers, 6 days and 6 nights; Spade Cooley, 2 days and 2 nights; Jerry Colona, 2 days and 2 nights; Balloon ascension and Parachute Jump, 1 night; all produced by Hollywood Theatrical Agency; National Horse Show, 6 days; Truck Road-oo, 1 day; Old Car Races, 1 day.

AID, PREMIUMS: State aid, \$65,000; total estimated premiums paid out (excluding races), \$52,024.

ADMINISTRATION: President, Franklin L. Barnes; secretary, Paul T. Mannen; superintendent of concessions, Marcel Delporte; publicity director, Eddie Read and Walter Dauchy.  
 1952 DATES: June 27-July 6, official.

**Silver Dollar Fair, Chico**

TOTAL ATTENDANCE: Paid, 21,115; free, 17,949. Operated 4 days, 5 nights.

WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Gate (less tax), \$5,278.75; day grandstand total (less tax), \$1,702.50; night grandstand total (less tax) \$3,601.25.

CARNIVAL: Foley and Burk; ride and show grosses, total amount, less federal tax, \$1,169.89.

ATTRACTIONS: Rodeo (one night, Christensen Bros.); Pageant (2 nights, Chico Community Little Theater); The Great Velarde (John Billsbury Agency, several afternoons and evenings); local Quarter Horses Races (1 afternoon), and Jole Chitwood's Auto Daredevils (1 afternoon).

AID, PREMIUMS: State aid, \$17,197.92.

ADMINISTRATION: President, R. R. McEnespy; secretary, Maurice J. Hogan; publicity director, W. H. Hutchin-son.  
 1952 DATES: May 22-25, tentative.

**Solano District Fair, Dixon**

TOTAL ATTENDANCE: Paid, 7,700; free, 8,884. Operated 3½ days, 3 nights.

WEATHER: Good 1 day, 1 night; rain 2½ days, 2 nights.

RECEIPTS: Gate (less tax) \$2,786.20; day grandstand total (less tax), \$2,961.77; night grandstand total (less tax), \$834.59.

CARNIVAL: West Coast Shows; ride

# THE STATE FAIR

**A Great American Institution**

## SIDE BY SIDE

The Michigan State Fair and the Great State Fairs of Ohio, Indiana, Illinois, Wisconsin, Minnesota and others have played a major part in spreading knowledge of, and a demand for, American products of Agriculture and Industry.

## SIDE BY SIDE

The Michigan State Fair at Detroit annually presents:

### Big Time Entertainment

Hollywood stars twice daily in its mammoth 10,000-seat Coliseum.  
 . . . Rodeo and outdoor shows twice daily before its 5,000-seat Grandstand. . . . A big car AAA 100-Mile Auto Race second only to Indianapolis' 500-Mile. . . . Tremendous Midway with 22 Shows.  
 . . . Nation's outstanding Music Shell featuring 75 bands and eight hours of daily free entertainment. . . . Daily contests . . . daily fireworks . . . two Cooking Schools daily . . . Fashion Show . . . Michigan Art Exhibit . . . fifty Michigan Beauty Queens . . . Military Exhibits . . . Gigantic Sunrise Church Service . . . three-hour Opening Day Parade through downtown Detroit and daily Fairground parades. . . . All SIMULTANEOUSLY COMPETING WITH EACH OTHER.

### Farm and Industry Exhibits

Acres of large and beautiful displays showing that Michigan is first to tenth in the nation in the value of production of cattle dairy products, apples, cherries, peaches, pears, dry edible beans, alfalfa and timothy hay, maple syrup, oats, popcorn, potatoes, rye, sugar beets, chickens, turkeys, hogs, fertilizer sales, barley, corn, soy-beans, winter wheat production, etc.

The largest Michigan Automobile Show, with eight major companies and industrial displays, demonstrating that Michigan is a great industrial State . . . telling the story that Michigan leads in the production of hundreds of industrial products as well as in automobiles . . . that Michigan leads in farms with electricity, implements and machinery, farm power units, milking machines, electric ranges and refrigerators, etc.

**Nearly 750,000 Visitors in 1951  
 BE AMONG THE MILLION IN 1952**

## Michigan State Fair Board of Managers

JAMES D. FRIEL  
 General Manager

# MICHIGAN STATE FAIR

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*A Salute to the...*

# WINSTON-SALEM FORSYTH COUNTY FAIR

*Winston-Salem, N. C.*

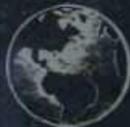


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Largest Midway on Earth

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# FLORIDA STATE FAIR

TAMPA, FLORIDA

**FIRST MAJOR FAIR  
FEBRUARY 5-16, 1952**

**THE  
WORLD'S  
GREATEST  
WINTER  
EXPOSITION**

1. You reach the bulk of Florida's Farm Buying Power represented by the farmers who come to see what's new in farming and to exhibit their prize products.
2. You reach a higher income group of people from all over America who come to enjoy their winter vacation and can afford to buy your products.
3. The famous Gasparilla Parade and a combination of special events designed to attract the maximum of people.

Combine all the advantages of spacious modern exhibit buildings with opportunity to make valuable customer contacts and you'll see why an exhibit here will pay off.

FAIR EXECUTIVES—SHOWMEN  
Here you will find trends in showbusiness. New exhibit ideas, new rides, new ideas in showmanship have always made their debut at the Florida State Fair.

**P. T. Strieder, Manager FLORIDA STATE FAIR, Tampa, Fla.**

and show gross, total amount, less federal tax, \$1,995.35.  
**ATTRACTIONS:** B. B. B. Puppeteers, 3 1/2 days; Sons of the Pioneers, 1 night, 1 afternoon; horse show, 1 night; rodeo (Robt. Barby stock); 1 day; Juanita and Chet Howell, trick ropers; horse show and rodeo.  
**AID, PREMIUMS:** State aid, \$13,969.53; total estimated premiums paid out (excluding races), \$13,969.53.  
**ADMINISTRATION:** President, Charles McGimsey; secretary, Robert McClure; publicity director, Jack Dailey.  
 1952 DATES: May 9-11, tentative.

### Tehama County Fair, Red Bluff

**TOTAL ATTENDANCE:** Paid, 9,049; free, 4,321. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**CARNIVAL:** Superior.  
**ATTRACTIONS:** Jack Reese, orchestra and 8 acts; 1 day running races.

### 12th District Agricultural Association, Ukiah

**TOTAL ATTENDANCE:** Paid, 16,381; free, 5,000 (estimated). Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**CARNIVAL:** West Coast Shows, Inc.  
**ATTRACTIONS:** Raynor Lehr Vaudeville Show, 2 nights.  
**AID:** State aid, \$14,664.98.  
**ADMINISTRATION:** President, Everett Cox; secretary-manager, William V. Miller.  
 1952 DATES: August 22-24, tentative.

## COLORADO

### Adams County Fair, Brighton

**TOTAL ATTENDANCE:** Paid, 4,000; free, 5,000. Operated 4 days, 2 nights.  
**WEATHER:** Good 4 days, 2 nights.  
**RECEIPTS:** Day grandstand total (less tax), \$2,106.25; night grandstand total (less tax), \$297.48.  
**CARNIVAL:** Sunrise; ride and show gross, total amount, less federal tax, \$368.  
**AID, PREMIUMS:** County aid, \$1,000; total estimated premiums paid out (excluding races), \$1,200.  
**ADMINISTRATION:** President, Clyde Peterson; secretary, Sam Schwab; superintendent of concessions, Etch Russell; publicity director, N. O. Dillner.

### Colorado State Fair, Pueblo

**TOTAL ATTENDANCE:** Paid, 77,000; free, 4,500. Operated 6 days, 6 nights.  
**WEATHER:** Good 3 days, 3 nights; rain 3 days, 3 nights.  
**ADMINISTRATION:** Manager, W. H. Kittle; superintendent of concessions, John Dunlap; publicity director, Ralph Taylor.

### Morgan County Junior Fair, Brush

**TOTAL ATTENDANCE:** Paid, 750; free, 1,200. Operated 3 days, 2 nights.  
**WEATHER:** Good 3 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$275.45.  
**ATTRACTIONS:** Exhibit of 4-H club products.  
**AID, PREMIUMS:** County aid, \$600. Other aid, \$300.  
**ADMINISTRATION:** President, Verne Stewart; secretary, E. B. Spencer.

### New Haven County 4-H Fair, Orange

**TOTAL ATTENDANCE:** Paid, 3,500; free, 500. Operated 2 days, 2 nights.  
**WEATHER:** Good 2 days, 2 nights.  
**ATTRACTIONS:** Square Dance, 1 night; Horse Show, 1 afternoon; Horse Drawing, 1 afternoon; Variety Show, 1 night.  
**ADMINISTRATION:** President, Donald Clark; secretary, Ruth Hine; superintendent of concessions, Walter Hine; publicity director, John Ross.  
 1952 DATES: August 15-16, tentative.

### Trinidad Round-Up, Trinidad

**TOTAL ATTENDANCE:** Paid, 4,500. Operated 2 days.  
**WEATHER:** Good 2 days.  
**RECEIPTS:** Day grandstand total (less tax) \$5,000.  
**ATTRACTIONS:** Rodeo and races.  
**ADMINISTRATION:** President, Harry L. Boirne; secretary, James Cummings Jr.; superintendent of concessions, Glenn Rippen; publicity director, John O'Conner.  
 1952 DATES: Sunday and Labor Day, official.

### Washington County Fair and Rodeo, Akron

**TOTAL ATTENDANCE:** Paid, 5,900. Operated 3 days, 2 nights.  
**WEATHER:** Good 3 days, rain 1 night, cold or cloudy 1 night.  
**RECEIPTS:** Day and night grandstand total (less tax), \$4,825.  
**CARNIVAL:** Forsythe & Downs.  
**ATTRACTIONS:** 2 days races, rodeo, revue 1 night.  
**AID, PREMIUMS:** State aid, none; county aid, \$6,000; other aid, McCoy \$25.00, Farm Bureau \$100. Total estimated premiums paid out (excluding races), \$5,000.  
**ADMINISTRATION:** Secretary and manager, Brandt Wenig; superintendent of concessions, L. E. Fassler, Akron; publicity director, Pax Baker, Akron.  
 1952 DATES: Will not know till January.

## CONNECTICUT

### Durham Agricultural Fair, Durham

**TOTAL ATTENDANCE:** Paid 10,000; free, 4,000. Operated 4 days, 2 nights.  
**WEATHER:** Cold or cloudy 3 days, 2 nights.  
**ATTRACTIONS:** Vaudeville, horse drafts, horse show.  
**ADMINISTRATION:** President, W. I. Stevens; secretary, Mrs. Harold F. Hall; superintendent of concessions, Robert F. Hall; publicity director, Carl Otte.

### North Haven Fair, North Haven

**TOTAL ATTENDANCE:** Paid, 14,115; free, 6,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 3 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 night.  
**RECEIPTS:** Gate (less tax), \$7,767.50; day grandstand total (less tax), \$222.35; night grandstand total (less tax), \$553.60.  
**ATTRACTIONS:** George Hamid & Son vaudeville twice daily, fireworks Thursday and Sunday, ox drawing Friday, horse drawing Saturday, horse show Sunday, added acts for Thursday and Sunday evenings.  
**AID, PREMIUMS:** State aid, \$2,000. Total estimated premiums paid out (excluding races), \$3,500.  
**ADMINISTRATION:** President, Erwin S. Smith; secretary, Laura Bartlett; superintendent of concessions, Norvin Stephens; publicity director, Franklin Ferguson.  
 1952 DATES: September 4-7, official.

### Riverton Fair, Riverton

**TOTAL ATTENDANCE:** Paid, 9,949; free, 1,000. Operated 2 days.  
**WEATHER:** Good 2 days.  
**RECEIPTS:** Gate (less tax), \$7,951.  
**ATTRACTIONS:** A. J. Clements Entertainment Bureau, 3 vaudeville acts.  
**ADMINISTRATION:** President, Cassl Beecher; secretary, Grace D. Seymour; superintendent of concessions, William F. Wright.  
 1952 DATES: October 12-13, tentative.

## DELAWARE

### Kent and Sussex County Fair, Harrington

**TOTAL ATTENDANCE:** Paid, 80,000; free, 18,000. Operated 5 days, 6 nights.  
**WEATHER:** Good 3 days, 4 nights; rain 2 days, 2 nights.  
**CARNIVAL:** Lawrence Greater Shows.  
**ATTRACTIONS:** Grandstand Revue, thrill show, auto races, harness racing 4 days.  
**AID, PREMIUMS:** State aid, \$10,000.  
 (Continued on page 83)

# 1ST

To perform in all 48 states and Canada in a single season!

To play more than 500 shows in a single season!

To draw crowds of more than 3,000,000 in a single season!

To appear in a feature film!

(Starring Clark Gable as a Chitwood driver in "To Please a Lady", an M.G.M. production)



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**EAST COAST OPERATOR**

Joie Chitwood  
511 Mt. Laurel Ave.  
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159 N. Dearborn Ave.  
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**WEST COAST OPERATOR**

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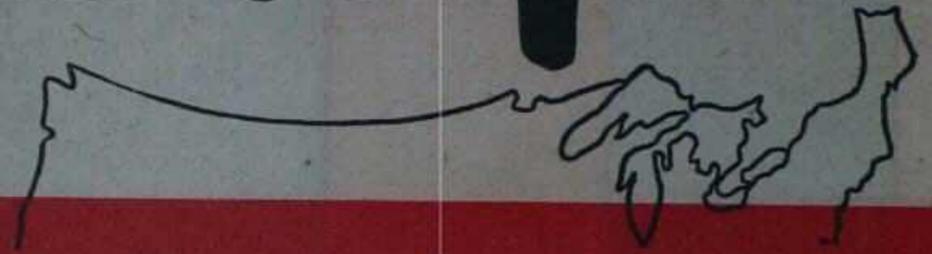
WILLIAM C. McGAW, President • JACK BECK, Business Manager

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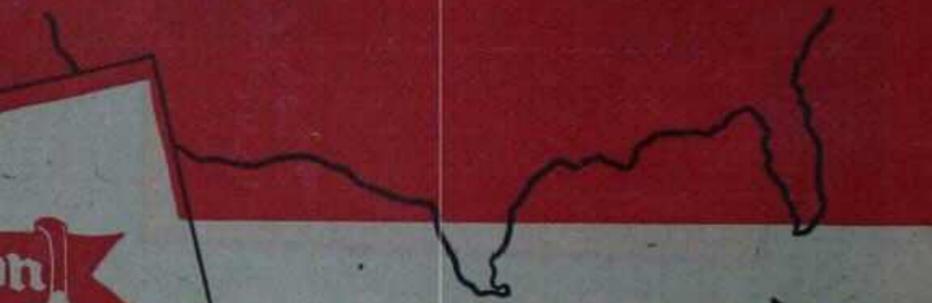
# EDDIE



# Royal



**POSITIVELY AMERICA'S FINEST!**



*Eddie Young's*  
**Royal Crown Shows**

It is with great pride that I can once again say "Thank You" to all the fair secretaries and fairs where I have had the privilege of playing in 1951. We appreciate your confidence in our modern, up-to-date Royal Crown Shows that you have shown us and we sincerely hope that next year we will be able to bring new and better shows with us.

We have our own Light Plants, Towers, Searchlights and the finest array of high-class shows in the business.

**TO ALL OUR FRIENDS . . . OLD AND NEW**

You are cordially invited to see our show at the Florida Citrus Exhibition, Winter Haven, Florida, in February, and to consult with us at the Convention in Chicago to learn what we will have to offer in 1952. Our 7th season.

*Eddie Young*



# YOUNG'S

# Crown

# Shows

★ AN ASSET TO ANY FAIR  
 TOP QUALITY EQUIPMENT  
 EQUAL TO THE BEST ANYWHERE

★ ROYAL CROWN SHOWS  
 ESTABLISHES RECORD MIDWAY GROSSES ★

We are proud of the fact that we were able to chalk up Record Grosses at the following Top Midwest Fairs:  
 NEBRASKA STATE FAIR, LINCOLN, NEBR.; OZARK EMPIRE FAIR, SPRINGFIELD, MO.; TULSA STATE  
 FAIR, TULSA, OKLA.; OKLAHOMA FREE STATE FAIR, MUSKOGEE, OKLA., and at many other 1951 Annuals.



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Tarpon Springs, Fla.

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A THRILLING, COLORFUL WAY TO TOP OFF FAIRS, CELEBRATIONS, OUTINGS AND EXTRAVAGANZAS *of all kinds*

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provides

### OUTSTANDING SERVICE—GUARANTEED SATISFACTION

We also manufacture the highest quality commercial fireworks, including:  
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Roman Candles  
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- **Complete Instructions and Firing Equipment**—You'll have no doubts, no hesitations about using our products. Each packaged unit contains complete instructions and diagrams for use plus all equipment necessary to set off the displays.
- **The Lowest Prices**—We do everything possible to shave costs. You are dealing direct with manufacturer. We ship DIRECT to you, eliminating costly middlemen services!

NO SHOW TOO BIG—NO DEAL TOO SMALL for our closest personal attention

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Southern Branch Phone  
680 Ft. Worth Ave., Dallas 8, Tex. PRospect 6222

• Continued from page 82

Total estimated premiums paid out (excluding races) \$12,100.  
ADMINISTRATION: President, J. O. Williams; secretary, T. B. Holloway.

## GEORGIA

### Dodge County Legion Fair, Eastman

TOTAL ATTENDANCE: Paid, 8,353; free 5,000. Operated 5 days, 6 nights.  
WEATHER: Good 5 days, 6 nights.  
RECEIPTS: Gate (less tax), \$2,580.89.  
CARNIVAL: Capital City; ride and show gross, total amount, less federal tax, \$5,000.

### Tri-County Fair, Manchester

TOTAL ATTENDANCE: Paid, 7,793. Operated 3 days, 6 nights.  
WEATHER: Good 3 days, 3 nights; rain 3 nights.  
RECEIPTS: Gate, \$1,923.35.  
CARNIVAL: J. L. Keef.  
ATTRACTIONS: Free act.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$1,000.  
1952 DATES: Last week in September, tentative.

### West Georgia Fair, Carrollton

TOTAL ATTENDANCE: Paid, 1,380. Operated 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
RECEIPTS: Gate (less tax), \$6,863.  
CARNIVAL: L. J. Hath.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$2,428.31.  
ADMINISTRATION: President, L. L. Linton; secretary, H. L. Knight.  
1952 DATES: September 29-October 4, official.

## IDAHO

### Eastern Idaho State Fair, Blackfoot

TOTAL ATTENDANCE: Paid, 70,826; free, 31,793. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
CARNIVAL: Stebrand Bros.' Circus and Carnival.  
ATTRACTIONS: Revue 5 nights by Barnes-Carruthers Theatrical Enterprises; Jole Chitwood Auto Daredevils, two afternoons; running races, horse pulling, horse show.  
AID, PREMIUMS: County aid, \$19,300.  
ADMINISTRATION: President, E. R. Buehler; secretary, Ruth C. Hartkopf.  
1952 DATES: September 9-13, official.

## Washington County Fair Association, Cambridge

TOTAL ATTENDANCE: Paid, 3,200; free, 120. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$3,316.55.  
CARNIVAL: Tim's Rides; ride and show gross, total amount, less federal tax, \$950.  
ATTRACTIONS: 3-day rodeo; 3 days of running races.  
AID: County aid, \$333. Other aid, \$500.  
ADMINISTRATION: President, Earl Armacost; secretary, Buck Howland; publicity director, Bob Horning.  
1952 DATES: Last week in August, tentative.

## ILLINOIS

### Anna Fair, Anna

TOTAL ATTENDANCE: Paid, 5,200; free, 500. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
RECEIPTS: Gate (less tax) \$4,000; day grandstand total (less tax) \$1,800; night grandstand total (less tax) \$1,200.  
CARNIVAL: Tivoli Shows.  
ATTRACTIONS: WLS Barn Dance, 1 night; Voorhees-Fleckles acts, 3 nights; horse shows, 3 nights; 4 days harness and running races.  
AID, PREMIUMS: State aid, \$15,000. Total estimated premiums paid out (excluding races), \$20,000.  
ADMINISTRATION: President, E. P. Owens; secretary, Robert W. Brown; superintendent of concessions and publicity director, R. L. Rich.  
1952 DATES: August 25-29, tentative.

### Augusta Community Livestock Assn., Augusta

TOTAL ATTENDANCE: Paid, 5,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
RECEIPTS: Gate (less tax), \$3,500. Night grandstand total (less tax) \$2,900.  
CARNIVAL: Burkhardt Shows.  
ATTRACTIONS: Swenson Thrillcade, Barker Bros.' Circus, Staples Rodeo 2 days.  
AID, PREMIUMS: State aid, \$7,500.  
ADMINISTRATION: President, K. D. Hamilton; secretary, L. Wayne Robinson; superintendent of concessions, L. Edson King.  
1952 DATES: July 17-21, official.

### Clark County Fair, Marshall

TOTAL ATTENDANCE: Paid, 20,156; free, 5,000. Operated 5 days, 5 nights.  
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$3,100; day grandstand total (less tax), \$780; night grandstand total (less tax), \$2,200.  
CARNIVAL: Nessler; ride and show

# one of the nation's GREAT fairs!

## 1951 RECORD ATTENDANCE

# 762,000 (69,000 DAILY ATTENDANCE)

And each Californian there represented a yearly effective buying income of \$1614.00\*! This is the third highest in the nation.

\*Sales Management magazine's 1951 survey of buying power.

## forecast for '52

Every indication points to even greater attendance during the 11-day fair from August 28 to September 7 next year. Even greater buying power, too! Plan now to display — and sell — your product at this great market.

*Get in on the bonanza-Exhibit in '52!*

# CALIFORNIA STATE FAIR

SACRAMENTO, CALIFORNIA

*"The Showcase of the West"*

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**STATE AGRICULTURAL SOCIETY**

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E. P. GREEN, Manager



gross total amount, less federal tax, \$1,650.

**ATTRACTIONS:** Barnes-Carruthers Revue.

**AID, PREMIUMS:** State aid, \$15,111. Total estimated premiums paid out (excluding races), \$24,000.

**ADMINISTRATION:** President, Everett Smitley; secretary, Fred Huffington; superintendent of concessions, Clayton Rhoads; publicity director, Charles Bush.

1952 DATES: August 5-9, tentative.

**Elizabeth Community Fair and 4-H Show, Elizabeth**

**TOTAL ATTENDANCE:** Paid, 1,898; free, 500. Operated 3 days, 3 nights. **WEATHER:** Good 2 days, 3 nights; rain 1 day.

**ATTRACTIONS:** Amateur show, softball, baseball, WFRL show, square dance.

**AID:** State aid, \$1,991.

**ADMINISTRATION:** President, L. V. B. Atz; secretary, Rayman J. Stauss; superintendent of concessions, Burt J. Reed; publicity director, Ernie Schoenhard and Oral Daniel.

1952 DATES: August 6-8, official.

**Fairbury Fair, Fairbury**

**TOTAL ATTENDANCE:** Paid, 15,355; free, 300. Operated 5 days, 5 nights. **WEATHER:** Good 4 days, 5 nights; rain 1 day.

**RECEIPTS:** Gate (less tax), \$7,300; day grandstand total (less tax) \$1,800. **CARNIVAL:** Imperial Shows.

**ATTRACTIONS:** Running races, 4 afternoons; stock car races, 1 night; thrill show, 1 night; rodeo, 1 afternoon and night; magician, 1 night; revue, 1 night.

**AID, PREMIUMS:** State aid, \$7,040; total estimated premiums paid out (excluding races), \$7,100.

**ADMINISTRATION:** President, Joe U. Slagel; secretary, R. J. Maurer; superintendent of concessions, Duane Morris; publicity director, John Wade.

1952 DATES: August 20-24, tentative.

**Farmer City Fair, Farmer City**

**TOTAL ATTENDANCE:** Paid, 22,000; free, 5,000. Operated 6 days, 7 nights. **WEATHER:** Good 6 days, 7 nights.

**RECEIPTS:** Gate (less tax), \$6,000. Day grandstand total (less tax), \$2,300; night grandstand total (less tax), \$3,500.

**CARNIVAL:** Turner Bros.; ride and show gross, total amount, less federal tax, \$3,000.

**ATTRACTIONS:** Jolee Chitwood Thrill Show, 1 day, 1 night; 1 night stock cars; 1 night midget races; 4 afternoon running races; revue, 1 night, and Jack Gwinne, 1 night. Boyle Woolfolk Booking Agency.

**AID, PREMIUMS:** State aid, \$7,971.58. Total estimated premiums paid out (excluding races), \$7,826.17.

**ADMINISTRATION:** President, C. C. Yowell; secretary, Raymond Reeser; superintendent of concessions, Rex Jackson; publicity director, L. E. Armstrong.

1952 DATES: July 28-August 4, tentative.

**Jasper County Fair, Newton**

**TOTAL ATTENDANCE:** Paid, 10,000; free, 5,000. Operated 6 days, 6 nights. **WEATHER:** Good 5 days, 5 nights; rain 1 day, 1 night.

**CARNIVAL:** Wallace Bros. **ATTRACTIONS:** Lucky Lott, 3 performances; Barnes-Carruthers stage-shows, 4 days harness races, 4 days running races.

**ADMINISTRATION:** President, Earl Heady; secretary, C. L. Batman; superintendent of concessions, R. T. Mineo; publicity director, S. B. Page.

1952 DATES: July 7-12, tentative.

**Illinois State Fair, Springfield**

**OPERATED:** 10 days, 10 nights. **WEATHER:** Good 10 days, 10 nights. **CARNIVAL:** Hennies Shows.

**ATTRACTIONS:** Grandstand, quarter horse races, 1 day; harness races, 6 days; Gene Autry, 1 night; WLS Barn Dance, 1 night; Barnes-Carruthers revue, 5 nights; AAA automobile races, 1 day; AMA motorcycle races, 1 day; Jack Benny, 2 nights, booked in thru Music Corporation of America. Coliseum, Western horse show, 1 night; society horse show, 6 nights.

**ADMINISTRATION:** General manager, H. W. Elliott; superintendent of concessions, William P. Ryan.

1952 DATES: July 7-12, tentative.

**Logan County Fair, Lincoln**

**TOTAL ATTENDANCE:** Paid, 35,000; free, 10,000. Operated 6 days, 6 nights. **WEATHER:** Good 3 days, 6 nights; rain 1 day; cold or cloudy 2 days.

**CARNIVAL:** Buff Hottie Shows. **ATTRACTIONS:** 4 days, harness racing; 1 day, running races; tractor rodeo; Smiley Burnette; free acts (Boyle Woolfolk); light opera "Martha" (community presented); 4 nights, society horse show; 1 day, Western and children's horse show.

**AID, PREMIUMS:** State aid, \$17,000; county aid, \$300; total estimated premiums paid out (excluding races), \$40,000.

**ADMINISTRATION:** President, Barrett F. Rogers; secretary and publicity director, W. E. Layman.

1952 DATES: August 3-8, official.

**Iroquois County Agricultural and 4-H Club Fair, Milford**

**TOTAL ATTENDANCE:** Paid, 10,000. Operated 4 days, 5 nights. **WEATHER:** Good 4 days, 5 nights.

**RECEIPTS:** Gate (less tax), \$3,364.55. **CARNIVAL:** Turner Bros.

**ATTRACTIONS:** Free acts in front of grandstand, 2 days, 2 nights; high act, 4 days and 5 nights, all by Zemar Theatrical Co.

**AID, PREMIUMS:** State aid, \$5,825.86; county aid, \$1,500; other aid, \$2,888. Total estimated premiums paid out (excluding races), \$9,214.

**ADMINISTRATION:** President, H. M. Hancok; secretary, L. M. Hancok; superintendent of concessions, B. Moore.

1952 DATES: July 1-6, tentative.

**ADMINISTRATION:** President, Duane Crist; secretary, Kenneth T. Rickart; superintendent of concessions, O. E. Glover; publicity director, Warren Hartberg.

1952 DATES: August 3-8, tentative.

**Lawrence County Fair, Bridgeport**

**OPERATED:** 4 days, 5 nights. **WEATHER:** Good 3 days, 4 nights; rain 1 day, 1 night.

**CARNIVAL:** Blue Grass Shows. **ATTRACTIONS:** Barnes-Carruthers Stageshow.

**ADMINISTRATION:** President, Harley Neal; secretary, Grover C. Gross; superintendent of concessions, C. C. Gray; publicity director, Roy R. Rucker.

1952 DATES: August 18-22, tentative.

**Madison County Fair, Highland**

**TOTAL ATTENDANCE:** Free, 60,000. Operated 5 days, 5 nights. **WEATHER:** Good 5 days, 5 nights.

**ATTRACTIONS:** Professional wrestling, 2 nights; Barker Bros. Circus, 2 nights, 1 afternoon.

**AID, PREMIUMS:** State aid, \$5,300; county aid, \$9,500.

**ADMINISTRATION:** President, Milton E. Winet; secretary, J. H. Wilson; superintendent of concessions, Albert Apken; publicity director, V. W. Ittner.

**Martinsville Fair, Martinsville**

**TOTAL ATTENDANCE:** Paid, 25,000; free, 3,000. Operated 5 days, 6 nights. **WEATHER:** Good 5 days, 6 nights.

**RECEIPTS:** Gate (less tax) \$8,000; day grandstand total (less tax) \$7,000. **CARNIVAL:** Johnny's United

**ATTRACTIONS:** Horse shows, 2 nights; stageshow, Barnes-Carruthers; WLS, 1 night.

**AID, PREMIUMS:** State aid, \$19,551; total estimated premiums paid out (excluding races) \$30,000.

**ADMINISTRATION:** President, R. H. Cooper; secretary and publicity director, H. T. Bennett; superintendent of concessions, Harry Downey.

1952 DATES: July 14-20, tentative.

**Massac County Fair, Metropolis**

**TOTAL ATTENDANCE:** Paid, 10,000; free, 15,000. Operated 7 days, 7 nights. **WEATHER:** Good 4 days, 4 nights; rain 2 days, 2 nights; cold or cloudy 1 day, 1 night.

**CARNIVAL:** Buff Hottie Shows. **ATTRACTIONS:** Acts, 2 days and nights; Kochman Hell Drivers, 2 nights; racing, 4 days and nights; Horse show 4 nights.

**ADMINISTRATION:** President, Paul Miller; secretary, Paul Powell.

1952 DATES: July 1-5, tentative.

**McLean County Fair, Bloomington**

**TOTAL ATTENDANCE:** Paid, 40,000. Operated 4 days, 4 nights. **WEATHER:** Good 3 days, 3 nights; rain 1 day, 1 night.

**CARNIVAL:** Tatam Bros. **ATTRACTIONS:** 1 night, horse show; 1 night, 4-H amateur show; 2 night and 2 afternoon vaudeville show.

**AID, PREMIUMS:** State aid, \$1,750; other aid, \$2,500; total estimated premiums paid out (excluding races), \$4,850.

1952 DATES: August 3-8, tentative.

**Mercer County Fair, Aledo**

**TOTAL ATTENDANCE:** Paid, 7,581; free, 7,000. Operated 4 days, 4 nights. **WEATHER:** Good 4 days, 4 nights.

**RECEIPTS:** Gate (less tax), \$4,100; day grandstand total (less tax), \$700; night grandstand total (less tax), \$698.

**CARNIVAL:** Imperial Shows; ride and show gross, total amount, less federal tax, \$1,120.

**ATTRACTIONS:** Horse show and vaudeville; 3 days harness and 3 days running races; stock car races, 1 evening.

**AID:** State aid, \$9,318; county aid, \$300.

**ADMINISTRATION:** President, Lester Stone; secretary, C. O. Ford; superintendent of concessions, Ora Lambert; publicity director, Lester Stone.

1952 DATES: Last week in August, tentative.

**Saline County Fair, Harrisburg**

**TOTAL ATTENDANCE:** Paid, 10,000; free, 10,000. Operated 6 days, 6 nights. **WEATHER:** Good, 5 days, 5 nights; rain 1 day, 1 night.

**RECEIPTS:** Gate (less tax), \$4,417; grandstand total (less tax), \$2,358. **CARNIVAL:** Blue Grass.

**ATTRACTIONS:** Lucky Lott, Earnie Young Revue, auto show and beauty contest, 4 days harness races and 4 days running races, 4 night home shows.

**AID:** State aid, \$14,000. **ADMINISTRATION:** President, H. Muggel; secretary, L. M. Hancock; superintendent of concessions, B. Moore.

1952 DATES: July 1-6, tentative.

**Sandwich Fair, Sandwich**

**TOTAL ATTENDANCE:** Paid, 39,364; free, 1,967. Operated 5 days, 5 nights. **WEATHER:** Good 5 days, 4 nights; rain 1 night.

**RECEIPTS:** Gate (less tax), \$18,121.80; day grandstand total (less tax), \$4,483.80; night grandstand total (less tax), \$5,614.

**CARNIVAL:** Wilson Shows; ride and show gross, total amount, less federal tax, \$6,000.

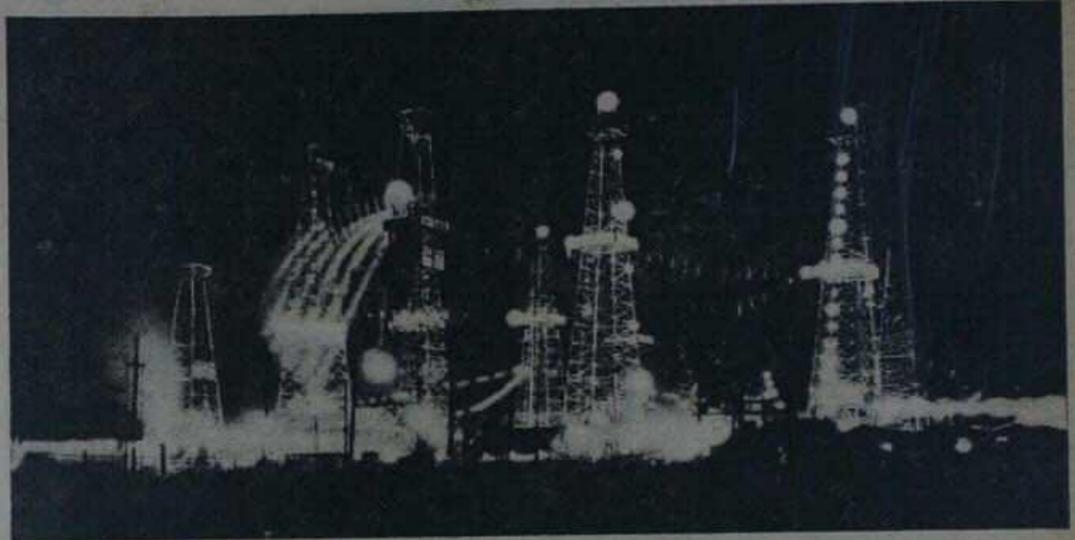
**ATTRACTIONS:** Circus, 1 night; vaudeville, 1 night; horse show, 1 night; thrill show, 1 night, revue and

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**1952 DATES**

**September 13-20 (Tentative)**

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acts, 1 night; 3 days harness racing; 1 afternoon thrill show, 1 afternoon act. Boyle Woolfolk Agency. Aut Severson thrill show.  
AID, PREMIUMS: State aid, \$10,000.  
ADMINISTRATION: President, H. J. White; superintendent of concessions, Wm. Dillon; secretary and publicity director, C. R. Brady.  
1952 DATES: September 3-7, tentative.

#### Warren Fair, Warren

TOTAL ATTENDANCE: Paid, \$10,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
CARNIVAL: Imperial.  
ATTRACTIONS: Thrill show; revue and horse show; running races 3 days.  
ADMINISTRATION: President, C. W. Bartell; secretary, J. W. Richardson; superintendent of concessions, C. W. Bartell.

#### Will County Fair, Peotone

TOTAL ATTENDANCE: Paid, 10,000. Operated 3 days, 3 nights.  
WEATHER: Good 2 days, 2 nights; rain 1 day; cold or cloudy 1 night.  
RECEIPTS: Gate (less tax), \$7,776.  
CARNIVAL: Dolin.  
ATTRACTIONS: Wrestling, 1 night; tractor pulling contest, 1 afternoon; Jole Chitwood Auto Daredevils, 1 afternoon and evening; McKinley's Rodeo, 1 afternoon and evening.  
ADMINISTRATION: President, Clarence Cann; secretary, Thomas Clinton; superintendent of concessions, Lyle Cann.  
1952 DATES: August 23-24, tentative.

#### Winnebago County Fair, Pocatonia

TOTAL ATTENDANCE: Paid, 8,500; free, 100. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 1 night; rain 1 night; cold or cloudy 1 night.  
RECEIPTS: Gate (less tax), \$3,000; day grandstand total (less tax), \$990; night grandstand total (less tax), \$700.  
CARNIVAL: Mahi Rides. Ride and show gross, total amount, less federal tax, about \$3,000.  
AID, PREMIUMS: State aid, \$3,800. Total estimated premiums paid out (excluding races), \$4,000.  
ADMINISTRATION: President, John Meyers; secretary, Marion Hilpert.  
1952 DATES: September 5-7, tentative.

### INDIANA

#### Akron Agricultural Fair, Akron

TOTAL ATTENDANCE: Paid, 10,000; free, 2,000. Operated 2 days, 5 nights.  
WEATHER: Good 2 days, 5 nights.  
CARNIVAL: Drago Amusements.  
ATTRACTIONS: WLS Barn Dance, 2 days, 3 nights; amateur night, 1 night.  
AID, PREMIUMS: County aid, \$500. Total estimated premiums paid out (excluding races), \$1,250.  
ADMINISTRATION: President, A. L. Summe; secretary, Ivan Boylan.  
1952 DATES: September 9-13, tentative.

#### American Legion Fair, Sunman

TOTAL ATTENDANCE: Free, 4,000. Operated 4 nights.  
WEATHER: Cold or cloudy 4 nights.  
CARNIVAL: Royal Midwest Shows.  
ADMINISTRATION: President, E. Gutwiller; secretary, E. W. Howrey; superintendent of concessions, Ed Berger.

#### Aurora Farmers' Fair, Aurora

TOTAL ATTENDANCE: Free, 10,000. Operated 2 days, 2 nights.  
CARNIVAL: Bill Geren's.  
ATTRACTIONS: Mammoth parade; grandstand acts, all donated by merchants; boat races sponsored by merchants.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$2,500.  
ADMINISTRATION: President, R. L. Johnston; secretary, R. M. Wright; superintendent of concessions, Ralph Evans; publicity director, Alvin Taylor.  
1952 DATES: First Friday and Saturday in October, tentative.

#### Big Shelby Co. Fair, Shelbyville

TOTAL ATTENDANCE: Free, 100,000. Operated 6 days, 6 nights.  
WEATHER: Good 5 days, 6 nights; rain 1 day.  
CARNIVAL: Gooding Rides.  
ATTRACTIONS: Lucky Lott Thrill Show, wrestling, circus acts, WLW-TV, 5 afternoons harness racing.  
AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out (excluding races), \$4,000.  
ADMINISTRATION: Secretary, Ralph S. Briggs.  
1952 DATES: August 4-9, official.

#### Bourbon Fair, Bourbon

TOTAL ATTENDANCE: Paid, 30,000. Operated 4 days, 4 nights.  
WEATHER: Good 2 days, 1 night; rain 1 day, 1 night, cold or cloudy 1 day, 1 night.  
CARNIVAL: W. G. Wade.  
ATTRACTIONS: WLS vaudeville, rodeo, 4 days harness racing.  
ADMINISTRATION: President, Roy Bowers; secretary, Harvey Byrer; superintendent of concessions, Howard Dillingham.  
1952 DATES: Third week of September, tentative.

#### Carroll County 4-H Fair, Flora

OPERATED: 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Paul Drago.  
ATTRACTIONS: Dixie Four, WIBC, 1 night; Shady Acres Ranch Gang, 2 nights; the 3 Laurences, 1 night.  
ADMINISTRATION: President, R. A. Jones; secretary, Von A. Burton; publicity director, Frank Loudon.

#### Daviess County Fair, Elnora

TOTAL ATTENDANCE: Paid, 22,148; free, 4,950. Operated 4 days, 5 nights.  
WEATHER: Good 4 days, 5 nights.  
RECEIPTS: Gate (less tax), \$4,434.94. Night grandstand total (less tax), \$2,873.45.  
CARNIVAL: Mighty Hoosier State.  
ATTRACTIONS: Barnes-Carruthers Circus Revue; 2 nights team pulling; 1 night WLW Midwest Hayride Show; saddle horse show.  
AID: County aid, \$300.  
ADMINISTRATION: President, I. R. Humertchhouse; secretary, Leland Sargent.  
1952 DATES: First week of August, official.

#### Farmers, Merchants' Fair, Salem

TOTAL ATTENDANCE: Paid, 8,000. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$4,000; day grandstand total (less tax), \$1,100.  
CARNIVAL: Riley.  
ATTRACTIONS: Horse races 3 days.  
AID: County aid, \$1,500.  
ADMINISTRATION: President, Charles Day; secretary, R. R. Task; superintendent of concessions, C. Bowers.  
1952 DATES: August 17-19, tentative.

#### Fayette County Free Fair, Connersville

OPERATED: 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Day grandstand total (less tax), \$1,900; night grandstand total (less tax), \$3,091.53.  
ATTRACTIONS: WLW Show, 2 nights; 4 days of harness racing.  
AID, PREMIUMS: County aid, \$3,000; total estimated premiums paid out (excluding races), \$3,000.  
ADMINISTRATION: Superintendent of concessions, Hubert Davis; publicity director, Lewis Evan.  
1952 DATES: August 13-19, official.

#### Indiana State Fair, Indianapolis

TOTAL ATTENDANCE: Paid, 844,550; free, 144,881. Operated 9 days, 10 nights.  
WEATHER: Good 6 days, 7 nights; rain 1 day, 1 night. Intensely hot 2 days and 3 nights.  
RECEIPTS: Gate (less tax), \$158,224.95; day grandstand total (less tax), \$72,249.05; night grandstand total (less tax), \$59,707.48; day coliseum total (less tax), \$10,506.70; night coliseum total (less tax), \$62,264.35.  
CARNIVAL: Cettin & Wilson Shows.  
ATTRACTIONS: Grandstand: 1 running horse race, 6 days grand circuit harness racing, 6 days Barnes-Carruthers "State Fair Follies," 3 performances Irish Horan's Thrill Show. Coliseum: 1 square dance, 4 performances Dennis Day Show, 6 State Fair Horse Shows.  
AID, PREMIUMS: Aid, \$18,143.95. Total estimated premiums paid out (excluding races), \$172,377.68.  
ADMINISTRATION: President, L. Orville Miller; secretary, Carl Tynar; superintendent of concessions, F. M. Overstreet; publicity director, Roger G. Wolcott.  
1952 DATES: August 28-September 7, tentative.

#### Knox County Farm Fair, Bicknell

TOTAL ATTENDANCE: Paid, 29,643. Operated 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
RECEIPTS: Gate (less tax), \$6,658. Night grandstand total (less tax), \$3,450.  
CARNIVAL: Bill Geren's; ride and show gross, total amount, less federal tax, \$1,350.  
AID, PREMIUMS: County aid, \$1,500. Total estimated premiums paid out (excluding races), \$4,000.  
ADMINISTRATION: President, R. C. Hill; secretary, Ervin Scott; superintendent of concessions, L. A. Allen.  
1952 DATES: August 4-8, official.

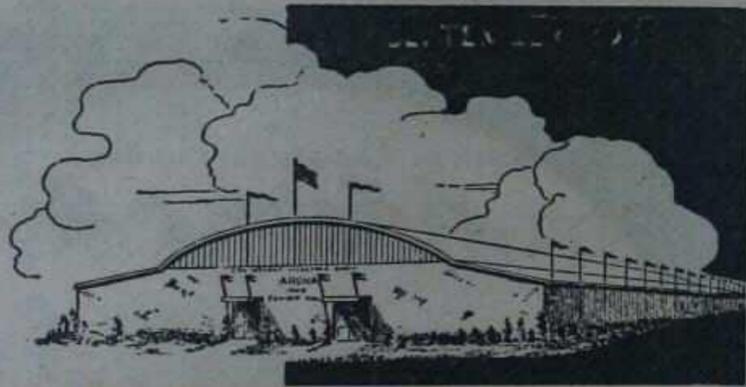
#### Knox County Farm Fair, Bicknell

TOTAL ATTENDANCE: Paid, 32,000; free, 1,200. Operated 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Geren's.  
ATTRACTIONS: Cavalcade of Stars.  
AID, PREMIUMS: County aid, \$1,800. Other aid, \$3,500. Total estimated premiums paid out (excluding races), \$5,300.  
ADMINISTRATION: President, R. C. Hill; secretary, Ervin Scott; superintendent of concessions, L. A. Allen.  
1952 DATES: August 4-8, tentative.

#### Parke County Fair, Rockville

TOTAL ATTENDANCE: Free, 50,000. Operated 6 days, 6 nights.  
WEATHER: Good 5 days, 5 nights; cold or cloudy 1 day, 1 night.  
CARNIVAL: Capitol City Amusement; ride gross, total amount, less federal tax, approximately \$6,500.  
AID, PREMIUMS: County aid, \$1,500. Total estimated premiums paid out (excluding races), \$2,400.  
ADMINISTRATION: President, C. H. Spencer; secretary, Anrol Jacks; superintendent of concessions, Earl G. Swaim.  
1952 DATES: August 12-17, tentative.

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**Putnam County Fair, Greencastle**

TOTAL ATTENDANCE: Free, 30,000. Operated 6 days, 6 nights.  
 WEATHER: Good 6 days, 6 nights.  
 CARNIVAL: Johnny's United Shows.  
 AID, PREMIUMS: County aid, \$2,300.  
 ADMINISTRATION: President, Herschel Knoll; secretary, Thomas R. Hendricks; superintendent of concessions, Ed Early.  
 1952 DATES: First week of August, tentative.

**Ripley County Fair, Osgood**

TOTAL ATTENDANCE: Paid, \$5,000; free, 2,000. Operated 6 days, 6 nights.  
 WEATHER: Good 6 days, 6 nights.  
 ATTRACTIONS: Ward Beam thrill show, 3 days and nights of horse racing.  
 AID: County aid, \$450.  
 ADMINISTRATION: President, Norma Gutzmiller; secretary, N. B. Delay; superintendent of concessions, Fred Wagner.  
 1952 DATES: August 1-7, tentative.

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

OPERATED: 4 days, 4 nights.  
 WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Night grandstand total (less tax), \$2,500.  
 CARNIVAL: Macie Harris.  
 ATTRACTIONS: Tractor pulling, dress revue, wrestling.  
 AID, PREMIUMS: \$1,600. Total estimated premiums paid out (excluding races), \$500.  
 ADMINISTRATION: President, Richard Ferch; secretary, Tom Bell; superintendent of concessions, Otto Pfugshaupt; publicity director, Ralph Lotter.  
 1952 DATES: 2nd week in August, tentative.

**IOWA**

**Allamakee County Fair, Waunkon**

TOTAL ATTENDANCE: Paid, 5,437; free, 1,500. Operated 4 days, 4 nights.  
 WEATHER: Good 1 night; rain 4 days, 3 nights.  
 RECEIPTS: Gate (less tax), \$2,082.36; day grandstand total (less tax), \$250.66; night grandstand total (less tax), \$754.74.  
 CARNIVAL: Grand American; ride and show gross, total amount, less federal tax, \$1,600.  
 ATTRACTIONS: First night, barn dance; three days and nights, stage-show booked thru Gus Sun booking agency.  
 AID: State aid, \$1,200; county aid, \$2,000.  
 ADMINISTRATION: President, H. L. Stock; secretary, Lynn Probert.

**All-Iowa Fair, Cedar Rapids**

TOTAL ATTENDANCE: Paid, 75,000; free, 75,000. Operated 8 days, 8 nights.  
 WEATHER: Good 8 days, 8 nights.  
 CARNIVAL: John Francis.  
 ATTRACTIONS: Barnes-Carruthers, revue, 5 nights; Jole Chittwood Thrill Show, 1 night; Society Horse Show, 1 night; Tournament of Drums, 1 night; Aut Swenson Thrillcade, 1 afternoon; running horse races, 2 afternoons; MMARA Midget Auto Races, 1 afternoon; AMA sanctioned Motorcycle Races; Sam Nunis AAA Big Car Races, 1 afternoon.  
 AID, PREMIUMS: State aid, \$1,800; county aid, \$2,700; other aid, \$6,300. Total estimated premiums paid out (excluding races), \$15,000.  
 ADMINISTRATION: President, Charles Penningroth; secretary, Andrew C. Hanson; superintendent of concessions, Earl Bapty; publicity director, Carl Kane.  
 1952 DATES: August 16-17, official.

**Appanoose County Fair, Centerville**

TOTAL ATTENDANCE: Free, 4,500. Operated 5 days, 4 nights.  
 WEATHER: Good 5 days, 4 nights.  
 RECEIPTS: Day grandstand total (less tax), \$1,489.80; night grandstand total (less tax), \$3,242.20.  
 ATTRACTIONS: Grand Ole Opry, 1 day, 1 night; Lucky Lott's Thrill Show, 1 day, 1 night; Staples Rodeo, 2 days, 1 night.  
 AID: State aid, \$1,398.33; county aid, \$1,791.61.  
 ADMINISTRATION: President, R. O. Duwe; secretary, Jim Norvell.  
 1952 DATES: August 5-8, official.

**Benton County Fair, Vinton**

TOTAL ATTENDANCE: Paid, \$15,875. Operated 3 days, 4 nights.  
 WEATHER: Good 3 days, 4 nights.  
 RECEIPTS: Gate, \$5,068.64; day grandstand total, \$1,143.50; night grandstand total, \$1,762.25.  
 ATTRACTIONS: Rodeo, 1 day and night; free acts (Barnes & Carruthers); thrill show (Chittwood), 1 day and night; auto races (Miss Valley Racing Assn.), 1 day.  
 AID: State aid, \$2,100; county aid, \$12,200.  
 ADMINISTRATION: President, Dr. D. H. Hibbs; secretary, Ed Carrier.  
 1952 DATES: August 5-8, official.

**Burlington Hawkeye Fair, Burlington**

TOTAL ATTENDANCE: Paid, 17,324. Operated 4 days, 5 nights.  
 WEATHER: Good 4 days, 4 nights.  
 RECEIPTS: Gate (less tax), \$4,665.70; night grandstand total (less tax), \$9,803.  
 CARNIVAL: Hale's Shows of Tomorrow.  
 ATTRACTIONS: 4 days Snyder

Water Polles; one evening stock car races.  
 AID, PREMIUMS: State aid, \$2,100. Total estimated premiums paid out (excluding races), \$4,776.95.  
 ADMINISTRATION: President, Charles Butcheroff; secretary, Walter B. Eyre.  
 1952 DATES: August 3-7, tentative.

**Butler County Fair, Allison**

TOTAL ATTENDANCE: Paid, 11,069; free, 2,000. Operated 3 days, 4 nights.  
 WEATHER: Good, 3 days, 3 nights; rain 1 night.  
 RECEIPTS: Gate (less tax), \$5,400; day grandstand total (less tax), \$250; night grandstand total (less tax), \$1,400.  
 CARNIVAL: Star-Lite.  
 ATTRACTIONS: WLS Barn Dance, 1 day; 105 Ranch Rodeo, 1 day; fireworks, baseball games.  
 AID, PREMIUMS: State aid, \$2,100; county aid, \$3,200. Total estimated premiums paid out (excluding races), \$3,018.45.  
 ADMINISTRATION: President, J. F. Allan; secretary, Charles J. Miller.  
 1952 DATES: August 7-10, tentative.

**Clay County Fair, Spencer**

TOTAL ATTENDANCE: Paid, 111,393; free, 83,607. Operated 6 days, 6 nights.  
 WEATHER: Good 1 day, 1 night; rain 1 day, 2 nights; cold or cloudy 4 days, 3 nights.  
 RECEIPTS: Gate (tax included), \$76,071.84; day and night total (tax included), \$95,357.13.  
 CARNIVAL: 20th Century; ride and show gross, total amount, less federal tax, \$28,558.84.  
 ATTRACTIONS: Barnes-Carruthers Stage Revue; Thrillcade, harness races, Sweeney & White big car and stock car races.  
 AID, PREMIUMS: State aid, \$2,100; county aid, \$8,507.03. Total estimated premiums paid out (excluding races), \$18,718.36.  
 ADMINISTRATION: President, L. A. Witter; secretary, Bill Woods; publicity director, Margaret Pollock.  
 1952 DATES: September 8-13, tentative.

**Eagle Grove District Junior Fair, Eagle Grove**

OPERATED: 2 days, 3 nights.  
 WEATHER: Good 2 days, 3 nights.  
 RECEIPTS: Day grandstand total (less tax), \$641; night grandstand total (less tax), \$2,683.  
 ATTRACTIONS: Barnes-Carruthers Revue.  
 AID, PREMIUMS: State aid, \$1,779.51; county aid, \$1,500. Other aid, \$1,900. Total estimated premiums paid out (excluding races), \$2,465.95.  
 ADMINISTRATION: President, B. E. McCulloch; secretary, Gerhard Hanson.  
 1952 DATES: August 18-20, official.

**Emmet County Agricultural Show, Estherville**

OPERATED: 3 days, 3 nights.  
 WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.  
 RECEIPTS: Night grandstand total (less tax), \$314.62.  
 CARNIVAL: George A. Nelson.  
 ATTRACTIONS: Local talent amateur show.  
 AID: State aid, \$1,417.41; county aid, \$3,000.  
 ADMINISTRATION: President, Mack Ellis; secretary, L. N. Shonkwiler.  
 1952 DATES: August 19-21, tentative.

**Four County Fair, Coon Rapids**

TOTAL ATTENDANCE: Paid, 5,000. Operated 4 days, 4 nights.  
 WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.  
 RECEIPTS: Gate (less tax), \$2,000; night grandstand total (less tax), \$400.  
 CARNIVAL: Nelson Shows.  
 AID: State aid, \$2,000; county aid, \$2,500.  
 ADMINISTRATION: President, Arnold Thomas; secretary, M. P. Barron; superintendent of concessions, Don Anderson.  
 1952 DATES: August 21-24, tentative.

**Franklin County Fair, Hampton**

TOTAL ATTENDANCE: Paid, 7,454; free, 6,000. Operated 3 days, 3 nights.  
 WEATHER: Good 3 days, 2 nights; rain 1 night.  
 RECEIPTS: Gate (less tax), \$3,197.73; day grandstand total (less tax), \$532.98; night grandstand total (less tax), \$943.95.  
 CARNIVAL: Merriam's Midway. Ride and show gross, total amount, less federal tax, \$2,017.32.  
 ATTRACTIONS: Circus acts, 3 days and nights; DeWaldo's Attractions, 1 day running races.  
 AID, PREMIUMS: State aid, \$2,100; county aid, \$3,000. Total estimated premiums paid out (excluding races), \$4,458.45.  
 ADMINISTRATION: President, Theodore Heinkeing; secretary, Glenn D. Craighton; publicity director, Fred A. Kaepf.  
 1952 DATES: August 16-19, tentative.

**Greater Lyon County Fair, Rock Rapids**

TOTAL ATTENDANCE: Paid 23,000; free, 1,500. Operated 5 days, 5 nights.  
 WEATHER: Good 5 days, 4 nights; rain 1 night.  
 RECEIPTS: Gate (less tax), \$6,454.30; day and night grandstand total (less tax), \$12,446.32.  
 CARNIVAL: Boone Valley Shows. Ride and show gross, total amount, less federal tax, \$1,286.76.  
 ATTRACTIONS: Swenson Thrillcade, 1 day, 1 night; Winkley 200



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**BERNARD "BUCKY" ALLEN**  
*Concessions Manager*

mile stock, 1 day; Russ Morgan Show (McConkey), 1 night; Harness races, 2 days; Staples Rodeo (Barnes-Carruthers), 1 day, 2 nights; Cedric Adams WCCO local talent show.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$7,000. Total estimated premiums paid out (excluding races), \$4,000.  
**ADMINISTRATION:** President, Nate George; secretary, Bob Sutton; superintendent of concessions, Francis Van Anne.  
**1952 DATES:** August 20-24, tentative.

### Great Jones County Fair, Monticello

**TOTAL ATTENDANCE:** Paid, 26,974; free, 27,100. Operated 4 days, 4 nights.  
**WEATHER:** Good 3 days, 3 nights; rain 1 day, 1 night.  
**RECEIPTS:** Gate (less tax), \$26,974; day grandstand total (less tax), \$1,266; night grandstand total (less tax), \$1,413, 75.  
**CARNIVAL:** Sunset Amusement.  
**ATTRACTIONS:** Illusion Show (Boyle Woolfolk Agency); Lewis Brown Circus (Woolfolk), harness races 3 days.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$6,000. Total estimated premiums paid out (excluding races), \$7,200.  
**ADMINISTRATION:** President, H. W. Stuhler; secretary, Claude Appleby; superintendent of concessions, G. M. Jones.

### Greene County Fair, Jefferson

**TOTAL ATTENDANCE:** Paid, 14,859; free, 1,500. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**RECEIPTS:** Gate (less tax), \$2,912.63; day grandstand total (less tax), \$1,968; night grandstand total less federal tax, \$2,246.95.  
**CARNIVAL:** Boone Valley Shows. Ride and show gross, total amount, less federal tax, \$2,246.95.  
**ATTRACTIONS:** Western Rodeo, 1 day and evening sponsored by local organization; stock car races 1 afternoon sponsored by Newton, Ia., Racing Association; Jole Chitwood Thrill Show 1 afternoon and evening, booked thru Barnes-Carruthers; 1 evening Grand Parade of Livestock, machinery followed by local talent show and fireworks.  
**AID, PREMIUMS:** State aid, \$2,000; county aid, \$5,500. Total estimated premiums paid out (excluding races), \$4,900.

### Hardin County Fair, Eldora

**TOTAL ATTENDANCE:** Paid, 5,381; free, 2,000. Operated 3 days, 4 nights.  
**WEATHER:** Good, 3 days, 4 nights.  
**RECEIPTS:** Gate (less tax), \$1,700; day grandstand total (less tax), \$900; night grandstand total (less tax), \$825.  
**CARNIVAL:** Boone Valley.

**ATTRACTIONS:** Turticade, 1 night; Mario Shows, 1 day and evening; 2 days horse racing; auto races (stock cars), 1 day.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$5,434.70. Total estimated premiums paid out (excluding races), \$4,551.60.  
**ADMINISTRATION:** President, R. A. Scott; secretary, Wilson H. Hadley.

### Howard County Fair, Cresco

**TOTAL ATTENDANCE:** Paid, 10,000; free, 2,000. Operated 3 days, 4 nights.  
**WEATHER:** Good 2 days, 2 nights; rain 1 day, 2 nights.  
**RECEIPTS:** Gate (less tax), \$4,850; day grandstand total (less tax), \$728; night grandstand total (less tax), \$3,100.  
**ATTRACTIONS:** Thrill show, 1 night; revue, 3 nights; 2 days running races.  
**AID:** State aid, \$2,100; county aid, \$5,000.  
**ADMINISTRATION:** President, Louis Byrnes; secretary, C. C. Nichols.

### Jackson County Fair, Maquoketa

**TOTAL ATTENDANCE:** Paid, 13,000; free, 2,000. Operated 3 days, 4 nights.  
**WEATHER:** Good 3 days, 4 nights.  
**CARNIVAL:** Dyer's Greater Shows; ride and show gross, total amount, less federal tax, \$6,000.  
**ATTRACTIONS:** 1 night stock car races, WLW Barn Dance, 3 days and nights; 101 Ranch Rodeo, 4 days and night horse racing; vaudeville shows, Boyle Woolfolk Agency.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$7,500. Total estimated premiums paid out (excluding races), \$3,500.  
**ADMINISTRATION:** President, A. C. Kroeger; secretary, L. A. Lein; superintendent of concessions, Bert Kendall; publicity director, Earl Boyer.  
**1952 DATES:** August 9-12, tentative.

### Lee County Fair, Donnellson

**TOTAL ATTENDANCE:** Paid, 12,373; free, 3,200. Operated 4 days, 4 nights.  
**WEATHER:** Good 3 days, 2 nights; cold or cloudy 1 day, 2 nights.  
**RECEIPTS:** Gate (less tax), \$6,349.55; day grandstand total (less tax), \$1,732.34; night grandstand total (less tax), \$2,346.84.  
**CARNIVAL:** Hales Shows of Tomorrow.  
**ATTRACTIONS:** Harness horse races, 2 afternoons; stock car races, 1 afternoon (Auto Racing, Inc., Frank Winkley, Mgr.); Jole Chitwood Auto Daredevils' Thrill Show, 1 afternoon and 1 evening; White Horse Show, 1 evening; Stage Show Revue, 2 evenings (Barnes-Carruthers Theatrical Enterprises).  
**AID, PREMIUMS:** State aid, \$1,900; county aid, \$3,000. Total estimated

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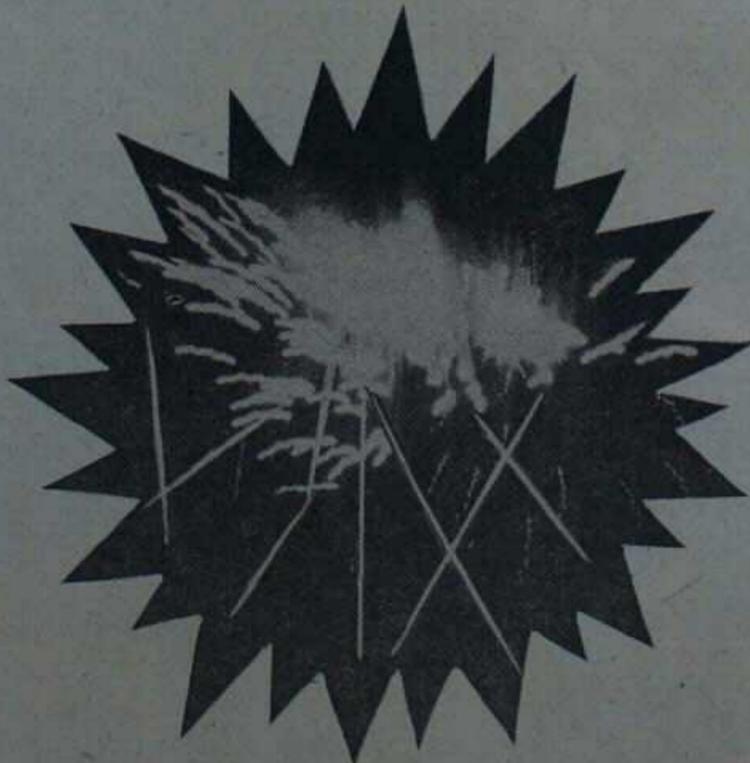
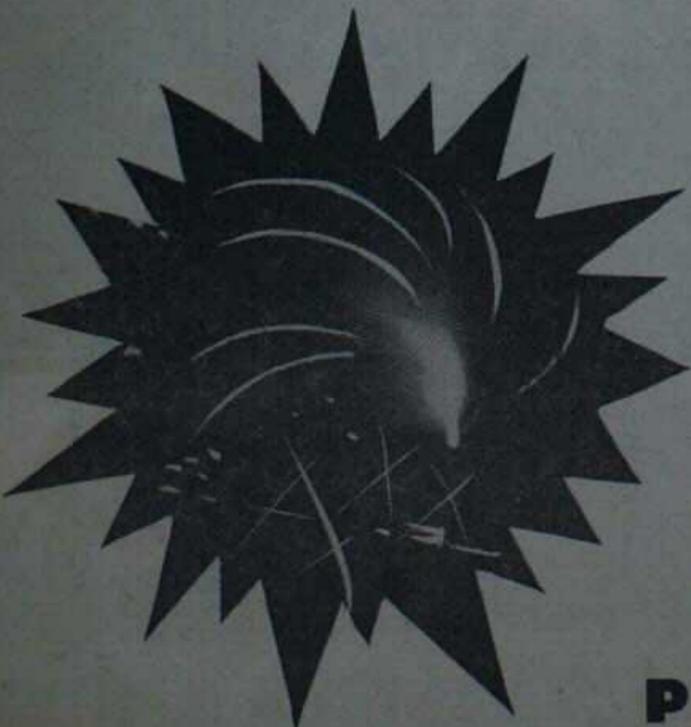
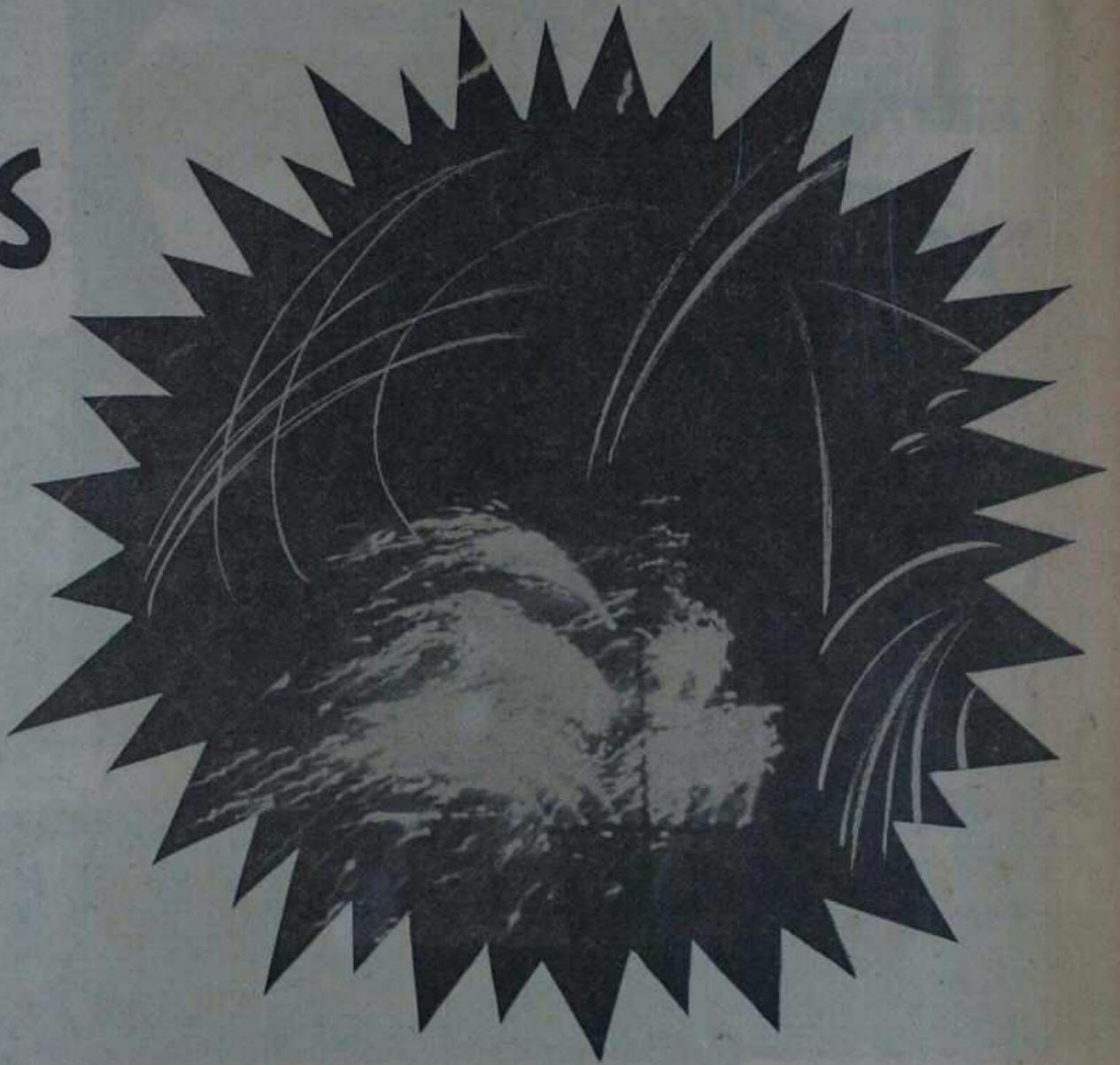
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premiums paid out (excluding races), \$2,500.

**ADMINISTRATION:** President C. J. Ward; secretary and publicity director, J. R. Doherty; superintendent of concessions, Ralph Heaton.  
**1952 DATES:** Last week in July, tentative.

### Linn County Fair, Central City

**TOTAL ATTENDANCE:** Paid, 3,355; free, 253. Operated 3 days, 3 nights.  
**RECEIPTS:** Gate (less tax), \$1,500; day grandstand total (less tax), \$400; night grandstand total (less tax), \$700.

**CARNIVAL:** A-1 Amusement.  
**ATTRACTIONS:** White Horse Troupe, 3 days and 2 nights; Grand Ole Opry, 1 day, 1 night.  
**AID:** State aid, \$300 county aid, \$4,000.

**ADMINISTRATION:** President, G. O. Filloon; secretary, T. W. Lewis.  
**1952 DATES:** August 1-3, tentative.

### Mitchell County Fair, Osaage

**TOTAL ATTENDANCE:** Paid, 4,225; free, 460. Operated 3 days, 4 nights.  
**WEATHER:** Good 1 day, 1 night; rain 2 days, 2 nights.

**RECEIPTS:** Gate (less tax), \$2,326.90; night grandstand total (less tax), \$529.80.  
**CARNIVAL:** Starlite Shows; ride and show gross, total amount, less federal tax, \$371.42.

**ATTRACTIONS:** Home talent, 4 nights.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$6,165.94. Total estimated premiums paid out (excluding races), \$3,774.25.

**ADMINISTRATION:** President, Al Christianson; secretary, H. D. Hedrick.  
**1952 DATES:** August 22-25, tentative.

### Mississippi Valley Fair, Davenport

**TOTAL ATTENDANCE:** Paid, 47,038; free, 37,620. Operated 5 days, 6 nights.

**WEATHER:** Good 4 days, 6 nights; rain 1 day.  
**RECEIPTS:** Gate (less tax), \$14,547.58; day grandstand total (less tax), \$6,648.80; night grandstand total (less tax), \$9,020.10.

**CARNIVAL:** Gold Medal Shows. Ride and show gross, total amount, less federal tax, \$12,014.

**ATTRACTIONS:** WLS Barn Dance, 1 night; Ernie Young's State Fair Revue, 5 nights; trail riders and stock horse round-up, 1 day; Jole Chitwood Thrill Show, 2 days; Frank Winkley big car races, 2 days.

**AID, PREMIUMS:** State aid, \$2,100. Total estimated premiums paid out (excluding races), \$11,499.48.

**ADMINISTRATION:** President, C. D. Satter; manager, Frank Harris; superintendent of concessions, Theodore Moellenbeck; publicity director, Harvey Hoffman.  
**1952 DATES:** August 12-17, tentative.

### Humboldt County Fair, Humboldt

**TOTAL ATTENDANCE:** Paid, 7,306; free, 500. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**RECEIPTS:** Gate (less tax), \$2,923.40; day grandstand total (less tax), \$924.40; night grandstand total (less tax), \$1,037.20.

**ATTRACTIONS:** Mario Shows, 3 days; 2 days harness races.  
**AID, PREMIUMS:** State aid, \$1,894.16; county aid, \$2,000. Total estimated premiums paid out (excluding races), \$2,656.34.

**ADMINISTRATION:** President, Otto Nelson; secretary, Levi W. Olson; superintendent of concessions, Fred Elsie.

### Kossuth County Fair, Algona

**TOTAL ATTENDANCE:** Paid, 12,600; free, 8,000. Operated 4 days, 4 nights.

**WEATHER:** Good 3 days, 2 nights; rain 2 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$5,292; day grandstand total (less tax), \$1,519; night grandstand total (less tax), \$2,997.78.

**CARNIVAL:** Merrilam's Shows.  
**ATTRACTIONS:** Auto races, 1 day. National Speedways; thrill show, 1 day and 1 night, Aut Swenson; 2 revues, 2 nights, Mario Shows; 2 days harness races; 1 night home talent show.

**AID, PREMIUMS:** State aid, \$3,100; county aid, \$5,000. Total estimated premiums paid out (excluding races), \$3,990.15.

**ADMINISTRATION:** President, A. A. Schipull; secretary, L. W. Nitchela.  
**1952 DATES:** August 14-17, tentative.

### National Dairy Cattle Congress, Waterloo

**TOTAL ATTENDANCE:** Paid 236,432. Operated 8 days, 8 nights.

**WEATHER:** Good 5 days, 5 nights; rain 1 night; cold or cloudy 3 days, 2 nights.

**CARNIVAL:** Royal United Shows.  
**ATTRACTIONS:** Barnes-Carruthers, circus acts, presented afternoon and evening for 16 performances; saddle horse show also 16 performances.

**AID, PREMIUMS:** State aid, \$2,000; county aid, \$2,000. Total estimated premiums paid out (excluding races), \$65,000.

**ADMINISTRATION:** President, H. B. Plumb; secretary, E. S. Estel, publicity director, Wln F. Hanssen.  
**1952 DATES:** September 26-October 5, tentative.

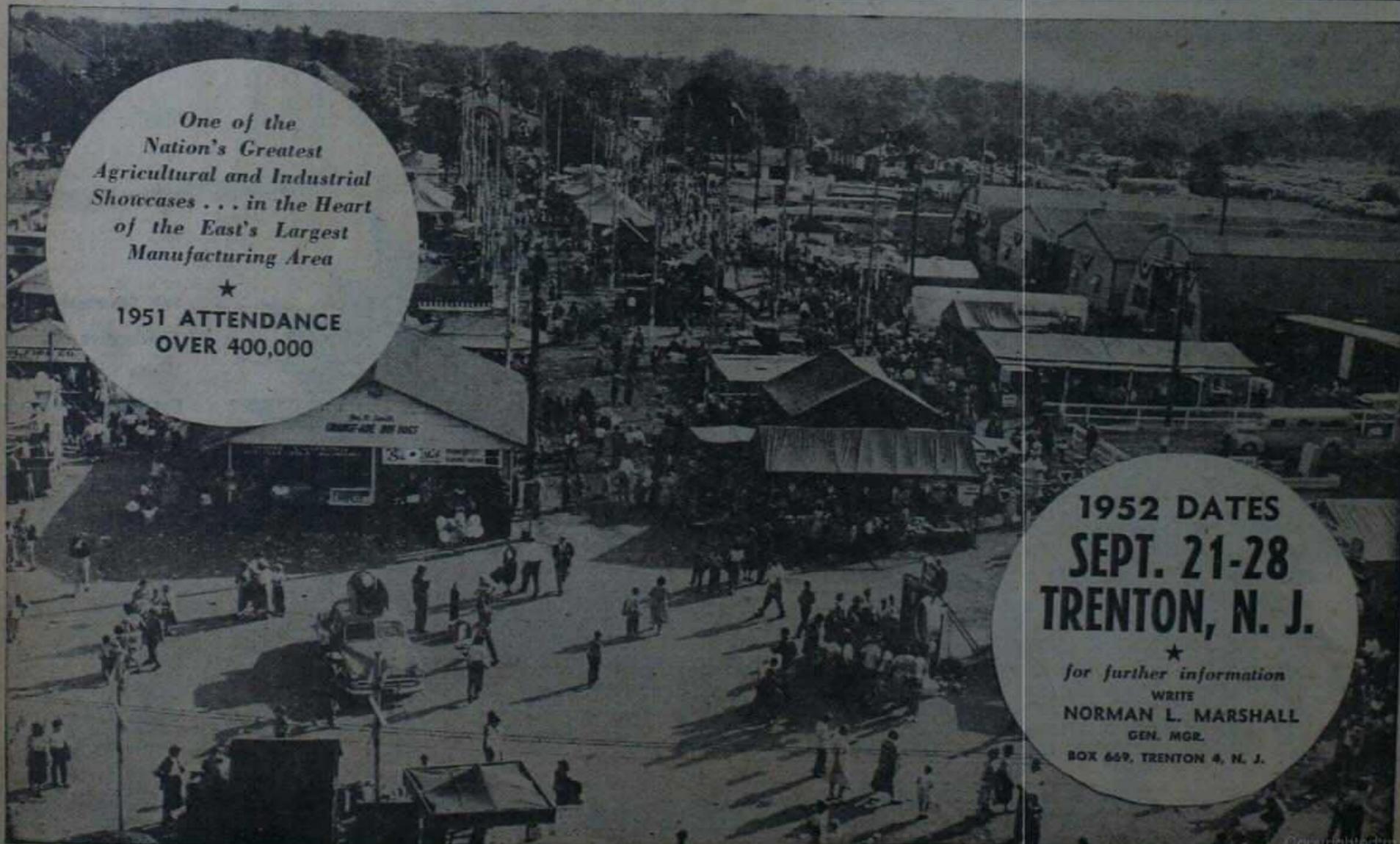
### North Iowa Fair, Mason City

**TOTAL ATTENDANCE:** Paid, 41,876; free, 48,542. Operated 5 days, 6 nights.

**WEATHER:** Good 3 days, 4 nights; rain 2 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$14,259.74; day grandstand total (less

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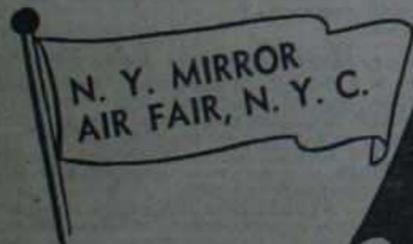
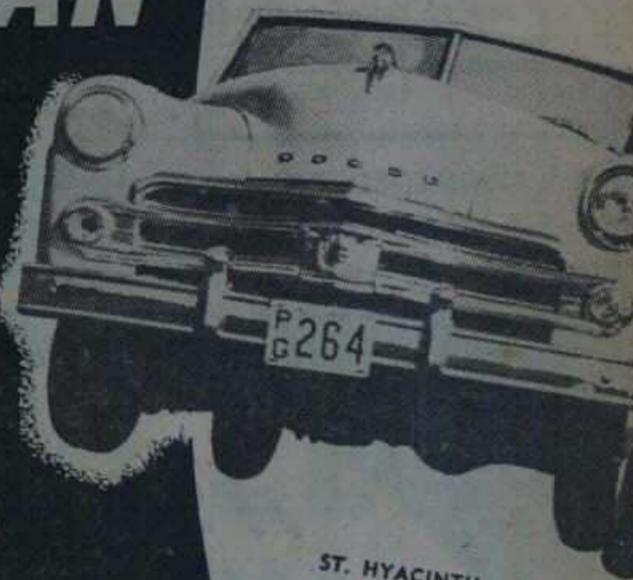
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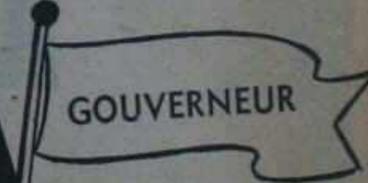
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tax), \$9,324.87; night grandstand total (less tax), \$15,846.89.  
**CARNIVAL:** Model Shows; ride and show gross, total amount, less federal tax, \$10,991.68.  
**ATTRACTIONS:** 6 nights Voorhees-Fleekles Ice Varieties, 1951; 2 afternoons Jole Chitwood's Auto Thrill Show; 3 afternoons auto racing.  
**AID PREMIUMS:** State aid, \$2,100; county aid, \$6,000. Total estimated premiums paid out (excluding races), \$10,050.  
**ADMINISTRATION:** President, Leigh R. Curran; secretary and superintendent of concessions, Millard C. Lawson; publicity director, Lee P. Loomis.  
 1952 DATES: August 12-17, official.

**O'Brien County Fair, Pringhar**

**TOTAL ATTENDANCE:** Free, 2,000. Operated 2 days, 2 nights.  
**WEATHER:** Rain 2 days, 2 nights.  
**CARNIVAL:** None.  
**ATTRACTIONS:** None.  
**AID, PREMIUMS:** State aid, \$1,150; other aid, \$125. Total estimated premiums paid out (excluding races), \$1,275.  
**ADMINISTRATION:** President, R. L. Simm; secretary, J. H. Longstreet.  
 1952 DATES: August 12-13, tentative.

**Osceola County Livestock Show, Sibley**

**TOTAL ATTENDANCE:** Paid, 6,000. Operated 3 days, 3 nights.  
**WEATHER:** Cold or cloudy 3 days, 3 nights.  
**RECEIPTS:** Gate, \$2,206.70; day grandstand total (less tax), \$324.50; night grandstand total (less tax), \$1,807.75.  
**CARNIVAL:** George W. Nelson Shows.  
**ATTRACTIONS:** Mario Show Productions 2 days, 2 nights; Staples Rodeo (Barnes & Carruthers), 1 day, 1 night.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$2,500; total estimated premiums paid out (excluding races), \$3,400.  
**ADMINISTRATION:** President, W. H. Ostermann; secretary, Don Skiver.

**Plymouth County Fair, Le Mars**

**WEATHER:** Good 1 day, 1 night; cold and cloudy 2 days, 2 nights.  
**CARNIVAL:** Klein Amusement Show. Ride and show gross, total amount, less federal tax, about \$1,500.  
**ATTRACTIONS:** Acts 2 evenings booked thru Williams and Lee.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$5,000. Total estimated premiums paid out (excluding races), \$2,850.  
**ADMINISTRATION:** Secretary, Don P. Carter.  
 1952 DATES: August 18-20, tentative.

**Polk County 4-H Fair, Des Moines**

**TOTAL ATTENDANCE:** Free, 6,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 2 nights.  
**ATTRACTIONS:** Local talent.  
**AID:** State aid, \$2,100.  
**ADMINISTRATION:** President, Wilbur Goodhue; secretary, Dale M. Cochran.  
 1952 DATES: August 6-8, tentative.

**Southern Iowa Fair, Oskaloosa**

**TOTAL ATTENDANCE:** Paid, 16,010; free, 453. Operated 4 days, 5 nights.  
**WEATHER:** Good 4 days, 5 nights.  
**RECEIPTS:** Gate (less tax), \$8,005; day grandstand total (less tax), \$2,209.14; night grandstand total (less tax), \$8,043.56.  
**CARNIVAL:** American Beauty.  
**ATTRACTIONS:** Jole Chitwood Thrill Show, 1 night; Auto Racing, Inc., by Frank Winkley, 1 day big cars and 1 day stock cars; Staple's Rodeo; 2 days harness races.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$5,000. Total estimated premiums paid out (excluding races), \$4,230.20.  
**ADMINISTRATION:** President, Dwight Mateer; secretary, Clyde A. Hanna; superintendent of concessions, R. H. Stittely.

**Wapello County Agricultural Fair Association, Eldon**

**TOTAL ATTENDANCE:** Paid, 20,000; free, 6,000. Operated 3 days, 4 nights.  
**WEATHER:** Good 3 days, 3 nights; rain 1 night.  
**RECEIPTS:** Gate (less tax), \$11,459.70; day grandstand total (less tax), \$5,000; night grandstand total (less tax), \$5,400.  
**CARNIVAL:** American Beauty.  
**ATTRACTIONS:** Rodeo, 1 night; revue, 2 nights; harness and running races, 2 days; auto races, 1 day; thrill show, 1 night.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$5,800. Total estimated premiums paid out (excluding races), \$4,500.  
**ADMINISTRATION:** President, H. F. Gilbert; secretary, L. W. Hall.  
 1952 DATES: August 17-21, tentative.

**West Liberty Fair, West Liberty**

**TOTAL ATTENDANCE:** Paid, 10,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 3 nights.  
**RECEIPTS:** Gate (less tax), \$9,694.35; day grandstand total (less tax), \$4,274.25; night grandstand total (less tax), \$4,526.  
**ATTRACTIONS:** Charles Zemater Theatrical Agency, Chicago, Ill., Variety Show; harness races, 2 days; Jole

Chitwood Auto Thrill Show, 1 day and 1 night.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$5,000. Total estimated premiums paid out (excluding races), \$4,871.50.  
**ADMINISTRATION:** President L. C. Larson; secretary, Robert F. Barclay; superintendent of concessions, Fred Lehman; publicity director, William Eichenauer and committee.

**Woodbury County Fair, Movable**

**TOTAL ATTENDANCE:** Paid, 10,000; free, 12,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 2 days, 2 nights; cold or cloudy 2 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$5,430.83; day grandstand total (less tax), \$2,260; night grandstand total (less tax), \$2,405.  
**CARNIVAL:** Model Shows, Inc.; ride and show gross, total amount, less federal tax, \$2,500.  
**ATTRACTIONS:** Horse show; vaudeville, 2 afternoons and evenings; horse show, local talent; vaudeville, Irving Grossman; rodeo, 2 afternoons and 2 evenings, stock producer Roth, Madden & Holt.  
**AID, PREMIUMS:** State aid, \$2,100; county aid, \$6,300. Total estimated premiums paid out (excluding races), \$3,000.  
**ADMINISTRATION:** President, R. E. Richards; secretary, F. H. Hebelaky.  
 1952 DATES: September 3-6, official.

**KANSAS**

**Anderson County Fair, Garnett**

**TOTAL ATTENDANCE:** Free, 6,000 (estimated). Operated 3 days, 3 nights.  
**WEATHER:** Good 3 days, 2 nights; rain 1 night.  
**CARNIVAL:** Parada Shows; ride and show gross, total amount, less federal tax, \$4,000.  
**ATTRACTIONS:** Local entertainment with special free acts.  
**AID:** County aid, \$2,000.  
**ADMINISTRATION:** President, L. N. Jefferson; secretary, Fred L. Coleman; superintendent of concessions, Robert L. White.  
 1952 DATES: August 27-29, tentative.

**Central Kansas Free Fair, Abilene**

**TOTAL ATTENDANCE:** Paid, 11,362; free, 2,252. Operated 5 days, 5 nights.  
**WEATHER:** Good, 5 days, 5 nights.  
**RECEIPTS:** Night grandstand total (less tax), \$12,616.23.  
**CARNIVAL:** Victory Exposition Shows; rides and show gross, total amount, less federal tax, \$3,832.56.  
**ATTRACTIONS:** Clyde Miller Rodeo, 4 nights; Jole Chitwood Thrill Show, 1 night.  
**AID, PREMIUMS:** County aid, \$2,500. Total estimated premiums paid out (excluding races), \$2,527.25.  
**ADMINISTRATION:** President, Leslie G. Rasher; secretary, C. S. Peck; superintendent of concessions, R. O. Gemmill; publicity director, Howard Sparks.  
 1952 DATES: August 18-22, tentative.

**Chase County Fair, Cottonwood Falls**

**TOTAL ATTENDANCE:** Paid, 2,500; free, 500. Operated 3 days, 1 night.  
**WEATHER:** Good 1 day; rain 2 days, 1 night.  
**RECEIPTS:** Gate (less tax) \$1,000.  
**CARNIVAL:** Maddox Bros.  
**ATTRACTIONS:** Kansas Coral Gang, 1 night; stock car races, 1 day; motorcycle races, 1 day.  
**AID, PREMIUMS:** County aid, \$1,936. Total estimated premiums paid out (excluding races), \$1,500.  
**ADMINISTRATION:** President, Nelson Simmons; secretary, Fred J. Arnold; superintendent of concessions, L. E. Croy; publicity director, J. J. Harblison.  
 1952 DATES: Last week in August, tentative.

**Harvey County Fair, Newton**

**TOTAL ATTENDANCE:** Free, 18,000. Operated 3 days, 4 nights.  
**WEATHER:** Good 3 days, 3 nights; cold or cloudy, 1 night.  
**CARNIVAL:** Maddox Bros.; ride and show gross, total amount, less federal tax, \$1,235.05.  
**ATTRACTIONS:** 3 nights of variety shows by amateurs; 1 night of 4-H program and stock sale, horse pulling contest, and two tractor derbies.  
**AID, PREMIUMS:** County aid, \$2,000; other aid, \$4,000. Total estimated premiums paid out (excluding races), \$2,600.  
**ADMINISTRATION:** President, C. J. Tangeman; secretary, Keith E. Meade; publicity director, George Robb.  
 1952 DATES: Last three days in August, tentative.

**Inter-State Fair, Coffeyville**

**TOTAL ATTENDANCE:** Free, 25,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 4 days, 4 nights.  
**RECEIPTS:** Day grandstand total (less tax), \$3,000; night grandstand total (less tax), \$14,000.  
**CARNIVAL:** American Midway Shows.  
**ATTRACTIONS:** R. C. A. approved rodeo, 3 nights, produced by Clyde Miller; hot rod races, 1 afternoon and 1 night, produced by Bud Wilson, St. Joseph, Mo.  
**AID, PREMIUMS:** County aid, \$2,000. Total estimated premiums paid out (excluding races), \$3,500.  
**ADMINISTRATION:** President, J. B. Klesch; secretary, Lawrence M. Smith; superintendent of concessions, Albert Reiter; publicity director, Bill Price.

**Kansas Free Fair, Topeka**

TOTAL ATTENDANCE: Free 350,000. Operated 7 days, 7 nights.  
WEATHER: Good 5 days, 7 nights; rain 2 days.  
RECEIPTS: Day grandstand total (less tax), \$21,500; night grandstand total (less tax), \$45,900.

CARNIVAL: Royal American, ride and show gross, total amount, less federal tax, \$79,414.

ATTRACTIONS: Barnes-Carruthers, 7 nights; Auto Racing, Inc., big car races 2 days, stock cars, 2 days; Aut Swenson thrill show, 3 days.  
AID, PREMIUMS: State aid, \$2,500; county aid, \$14,500. Total estimated premiums paid out (excluding races), \$25,000.

ADMINISTRATION: President, D. E. Ackers; secretary, M. W. Jencks; superintendent of concessions, R. R. Brown; publicity director, Clive H. Lane.

1952 DATES: September 7-13, tentative.

**Kingman County Fair, Kingman**

TOTAL ATTENDANCE: Free, 4,000. Operated 4 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Don Brashear.

AID, PREMIUMS: County aid, \$2,000; other aid, \$1,000. Total estimated premiums paid out (excluding races), \$2,150.

ADMINISTRATION: President, Floyd Closson; secretary, Clarence Imel.

**Leavenworth County Fair Assn., Tonganoxie**

TOTAL ATTENDANCE: Free, 15,000. Operated 3 days, 2 nights.  
WEATHER: Good 3 days, 2 nights.  
CARNIVAL: Midwest Amusement Company.

ATTRACTIONS: Horse Show and 2 night ball games.  
AID: County aid, \$2,000.

ADMINISTRATION: President, M. F. Black; secretary, George L. Baker.

1952 DATES: August 28-30, tentative.

**Wabaunsee County Fair, Alma**

ATTRACTIONS: 1 horse show, 1 ball game.

ADMINISTRATION: President, Merle Lietz; secretary, Garland Gideon.

1952 DATES: August 28-30, tentative.

**Lyon County Fair, Emporia**

TOTAL ATTENDANCE: Paid, 8,000; free, 3,000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.

RECEIPTS: Gate (less tax), \$5,000.  
CARNIVAL: American Midway; ride and show gross, total amount, less federal tax, \$7,500.

ATTRACTIONS: 3 night shows presented by J. C. Michaels Attractions.  
AID: County aid, \$2,200.

ADMINISTRATION: President, Kenneth Anderson; secretary, W. C. Grimwood; publicity director, Kenneth Scott.

**Northern Lyon County Fair, Allen**

OPERATED: 3 days, 3 nights.  
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights.

CARNIVAL: Catlett Greater Shows.  
ATTRACTIONS: J. C. Michaels Attractions, 2 days, 2 nights.

AID, PREMIUMS: County aid, \$100. Other aid, \$200.

ADMINISTRATION: President, P. Fykiel; secretary, E. E. Edwards; superintendent of concessions, R. J. Rees; publicity director, J. A. Wilson.

**Norton County Fair, Norton**

TOTAL ATTENDANCE: Paid, 11,914; free, 8,000. Operated 4 days, 5 nights.  
WEATHER: Good 4 days, 5 nights.

RECEIPTS: Gate (less tax), \$8,968.82; day grandstand total (less tax), \$5,879.79; night grandstand total (less tax), \$3,248.05.

CARNIVAL: Victory Exposition Shows; ride and show gross, total amount, less federal tax, \$3,976.98.

ATTRACTIONS: Monday evening, KLEZ radio show; all other evenings free act program of 12 to 15 acts; change of bill midweek; fireworks added Friday closing night; hot rod races Tuesday-Wednesday afternoons; AMA motorcycle meet, \$1,500 purses. Thursday-Friday afternoons.

AID: County aid, \$1,917.40.

ADMINISTRATION: President, Allen Norman; secretary, M. R. Krehbiel; superintendent of concessions, S. M. Madine.

1952 DATES: August 11-15, tentative.

**Osborne County Fair, Osborne**

OPERATED: 4 days, 4 nights.  
WEATHER: Good 3 nights; rain 1 night; cold or cloudy 4 days.  
RECEIPTS: Gate (less tax), \$1,733.80.

CARNIVAL: Evans United Midway.  
ATTRACTIONS: KPRM, Radio Brush Creek Follies, baseball, 4-Horse Show.

AID, PREMIUMS: County aid, \$1,887. Total estimated premiums paid out (excluding races), \$2,340.

ADMINISTRATION: President, Fred Cady; secretary, Benny Goodman; superintendent of concessions, Wall Foster; publicity director, Quinten Woolley.

**Riley County Fair, Manhattan**

TOTAL ATTENDANCE: Paid \$31. Operated 2 days, 1 night.  
WEATHER: Good, 2 days, 1 night.  
RECEIPTS: Gate (less tax) \$407.79.

ATTRACTIONS: KMBC and Mack's Animal Circus (1-night).  
AID PREMIUMS: County aid \$1,500.  
ADMINISTRATION: President Jesse A. Stagg; Secretary, Walter J. Rogers; publicity director, Al Horlings.

**Rooks County Free Fair, Stockton**

TOTAL ATTENDANCE: Paid, 10,368; free, 500. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), \$7,538.74; day grandstand total (less tax), \$3,715.24; night grandstand total (less tax), \$3,818.50.

CARNIVAL: T. J. Tidwell.  
ATTRACTIONS: Horse racing, 2 days; motorcycle races, 2 days; J. C. Michaels Grandstand Attractions.

AID: County aid, \$4,000.  
ADMINISTRATION: President, Alford Lambert; secretary, George P. Ostneyer.

1952 DATES: Last week in August.

**Sedgwick County Fair, Cheney**

TOTAL ATTENDANCE: Free, 8,000. Operated 3 days, 3 nights.  
WEATHER: Good, 3 days, 3 nights.

CARNIVAL: Brodbeck Shows; ride and show gross, total amount, (less federal tax), \$2,500.

ATTRACTIONS: Radio show, horse show, stagershow, ball games, old steam engine and tractor pulling contests and games.

AID, PREMIUMS: County aid \$2,250.  
ADMINISTRATION: President, Floyd Souders; Secretary, Frank A. Ryniker; Superintendent of concessions, Leon Roembach; publicity director, Floyd Souders.

**Thomas County Free Fair, Colby**

TOTAL ATTENDANCE: Free, 10,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.

RECEIPTS: Day grandstand total (less tax), \$1,205. Night grandstand total (less tax), \$3,285.

CARNIVAL: M. A. Strader Shows.  
ATTRACTIONS: Revue 1 night, fire-works 1 night, Tip Top Circus and Texas Rangers 1 night; local pageant 1 night, running horse races, 3 afternoons.

AID, PREMIUMS: County aid, \$7,350. Total estimated premiums paid out (excluding races), \$2,250.

ADMINISTRATION: President, William Garrett; secretary and publicity director, J. B. Kuska.

1952 DATES: August 12-15, tentative.

**Trego County Free Fair, Wakeeney**

TOTAL ATTENDANCE: Free, 12,000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 1 night.

RECEIPTS: Day grandstand total (less tax), \$3,200; night grandstand total (less tax), \$2,140.

CARNIVAL: Central States. Ride and show gross, total amount, less federal tax, \$4,404.12.

ATTRACTIONS: 2 days motorcycle races; 1 day midget auto races; 1 day big car races; WIBW radio show, 1 night; circus revue booked thru Trues Drake.

AID, PREMIUMS: County aid, \$6,000. Total estimated premiums paid out (excluding races), \$2,140.

ADMINISTRATION: President, Ward Phillip; secretary, Lew H. Gallowsay.

1952 DATES: Last week in August tentative.

**Tri-County Fair, Horton**

TOTAL ATTENDANCE: Free, 7,000. Operated 3 days, 3 nights.  
WEATHER: Good 2 days, 2 nights; rain 1-day, 1-night.

CARNIVAL: Evans Shows.  
AID, PREMIUMS: County aid, \$2,000. Other aid \$2,030.

ADMINISTRATION: President, Geo Hamilton; Secretary, Jules A. Bourquin; Superintendent of concessions, Wm. T. Knouse.

**Brodhead Fair, Brodhead**

TOTAL ATTENDANCE: Paid, 12,000; free, 3,000. Operated 4 days 3 nights.  
WEATHER: Good 4 days, 5 nights.

RECEIPTS: Gate (less tax), \$7,000.  
CARNIVAL: Bee's Old Reliable.

ADMINISTRATION: President D. A. Robbins.

1952 DATES: Third week in August tentative.

**Germantown Fair, Germantown**

TOTAL ATTENDANCE: Paid, 28,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 2 nights; rain 2 nights.

CARNIVAL: Nelson Breeze Amusement.  
ATTRACTIONS: Two free acts secured thru C. T. Retzoff, Russell, Ky.

ADMINISTRATION: President, W. B. Hughes; secretary, R. E. Asbury.

**Logan County Fair, Russellville**

OPERATED: 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Gladstone Exposition Shows.

ATTRACTIONS: Stock car races (2 nights), plug horse and mule derby, (2 nights).

Total estimated premiums paid out (excluding races) \$1,500.  
ADMINISTRATION: Secretary, Jack Stengel.

(Continued on page 99)

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**Pomona, California**  
★★★★  
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**Sept. 12-28**  
**Inclusive**  
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**Attendance in 1951**  
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Starter and Unit Manager

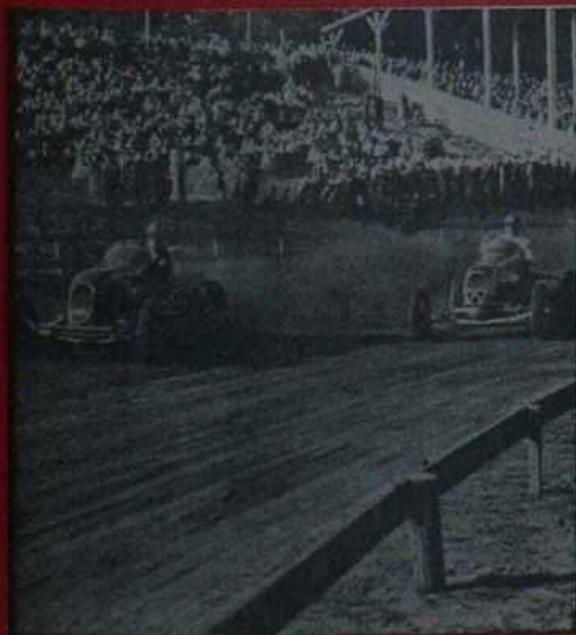
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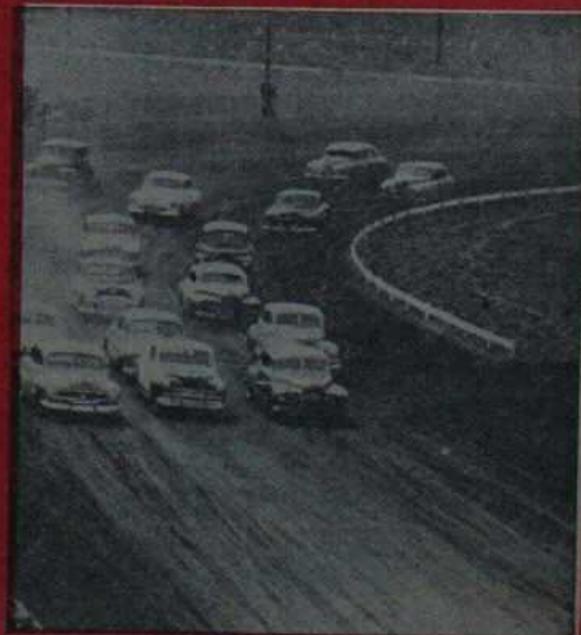
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Continued from page 95

**Kentucky State Fair,  
Louisville**

TOTAL ATTENDANCE: Paid, 178,940; free, 136,200. Operated 9 days, 9 nights.  
WEATHER: Good 7 days, 7 nights; rain 2 days, 2 nights.  
RECEIPTS: Gate (less tax), \$75,528.78; night grandstand total (less tax), \$4,867.07.  
CARNIVAL: Gooding Amusement Company; ride and show gross, total amount, less federal tax, \$80,000.  
ATTRACTIONS: Lucky Lott Hell Drive; Vorhees-Fleekles Ice Varieties.  
AID, PREMIUMS: State aid, \$70,000. Total estimated premiums paid out (excluding races), \$90,000.  
ADMINISTRATION: President, Smith D. Broadbent Jr.; manager, J. Dan Baldwin; superintendent of concessions, Edward M. Brooks.

**Lee County Fair, Beattyville**

OPERATED: 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Bees Old Reliable.  
ATTRACTIONS: Horse show, cattle show.  
AID, PREMIUMS: Total aid, \$1,400. Total estimated premiums paid out (excluding races), \$1,400.  
ADMINISTRATION: President, A. H. Taylor; secretary, Lee Tyler; superintendent of concessions, Hollis Henson; publicity director, Charles Beach Jr.  
1952 DATES: October 2-4, official.

**Meade County Fair,  
Brandenburg**

OPERATED: 3 days, 3 nights.  
CARNIVAL: Dan Louie.  
ADMINISTRATION: President, H. J. Rice, Jr.; Secretary, Louise K. Ramsey; Superintendent of concessions, Jake Hamilton.

**Owen County Fair, Owenton**

TOTAL ATTENDANCE: Paid, 6,500. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
RECEIPTS: Day grandstand total (less tax), \$1,617.50; night grandstand total (less tax), \$1,100.  
CARNIVAL: Nelson Breeze.  
ADMINISTRATION: President, William Cammack Jr.; secretary, A. T. Mills.  
1952 DATES: Last week in July, tentative.

**Owsley County Fair,  
Booneville**

TOTAL ATTENDANCE: Free, 6,000. Operated 3 days, 3 nights.  
WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights.  
CARNIVAL: Silver Slipper.  
Total estimated premiums paid out (excluding races), \$1,500.  
ADMINISTRATION: President, J. M. King; secretary and publicity director, Lucian Burch.

**LOUISIANA**

**Livingston Parish Fair,  
Livingston**

TOTAL ATTENDANCE: Paid, 4,000; free, 8,000. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Buff Hottie.  
ATTRACTIONS: George and Betty Gettis, Chet and Juanita Howell, 2 performances daily for 3 days; horse racing local.  
AID, PREMIUMS: State aid, \$2,000; county aid, \$250. Total estimated premiums paid out (excluding races), \$2,500.  
ADMINISTRATION: President, Leslie Bencas; secretary, A. J. Berry; superintendent of concessions, Henry Bartwell; publicity director, Jim Williams.  
1952 DATES: September 28-29, official.

**Louisiana Sugar Cane Festival  
and Fair, New Iberia**

TOTAL ATTENDANCE: Free, 75,000. OPERATED: 3 days, 2 nights.  
ATTRACTIONS: Boat races, 1 day; James H. Ledbetter, horse show, 1 day; Maurice Segura, selection of Queen Sugar with coronation and ball.  
AID, PREMIUMS: State aid, \$10,000.  
ADMINISTRATION: President, Dr. G. A. Ackal; Secretary, Madeline Villenot.  
1952 DATES: September 26-28, tentative.

**South Louisiana State Fair,  
Donaldsonville**

TOTAL ATTENDANCE: Free, 70,000; operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
RECEIPTS: Day grandstand total (less tax), \$3,300.  
CARNIVAL: Buff Hottie.  
AID, PREMIUMS: State aid, \$10,000; county aid, \$5,000. Total estimated premiums paid out (excluding races), \$14,000.  
ADMINISTRATION: President, L. A. Berne; secretary, Adolph Netter; publicity director, Claire Punecky.  
1952 DATES: October 2-6, official.

**MAINE**

**Maine State Fair, Lewiston**

TOTAL ATTENDANCE: Paid, 45,000; free, 20,000. Operated 6 days, 6 nights.  
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights.  
CARNIVAL: Playtime Amusement.  
ATTRACTIONS: Marathon, Bass, Mrs. America contest, harness racing.  
ADMINISTRATION: President, J. J. Bourisk; secretary, B. Pond; publicity director, Hal Gosselin.  
1952 DATES: Labor Day week.

**Piscataquis Valley Fair,  
Dover-Foxcroft**

TOTAL ATTENDANCE: Paid, 2,100. Operated 1 day.  
WEATHER: Good 1 day.  
RECEIPTS: Gate (less tax), \$9,500.  
CARNIVAL: Wilcox Shows; ride and show gross, total amount, less federal tax, \$2,100.  
ATTRACTIONS: Horse pulling.  
AID, PREMIUMS: State aid, \$450.  
ADMINISTRATION: President, M. S. Blithen; secretary and publicity director, F. A. Pierce.

**World's Fair,  
North Waterford**

TOTAL ATTENDANCE: Paid, 9,800. Free, 2,000.  
OPERATED: 2 days, 2 nights.  
WEATHER: Good 2 days, 2 nights.  
CARNIVAL: Eastern Amusement Company.  
ATTRACTIONS: Horse pulling.  
AID, PREMIUMS: State aid, \$1,200. Total estimated premiums paid out (excluding races), \$2,500.  
ADMINISTRATION: President, W. A. Hersey; Secretary, Wilbur L. Button; publicity director, Bill Button.  
1952 DATES: September 26-27, official.

**Windsor Fair, Windsor**

TOTAL ATTENDANCE: Paid, 10,000; free, 3,000. Operated 6 days, 4 nights.  
WEATHER: Good 5 days, 2 nights; rain 1 day, 2 nights.  
ATTRACTIONS: Vaudeville 4 days and nights; Al Martin Shows; 5 days harness races.  
Total estimated premiums paid out (excluding races), \$6,000.  
ADMINISTRATION: President, G. Drew; secretary, E. R. Hayes; superintendent of concessions, C. Osgood; publicity director, C. Kennison.  
1952 DATES: August 27-September 1, tentative.

**MARYLAND**

**Harrison County Fair,  
Corydon**

TOTAL ATTENDANCE: Paid, 15,000; free, 2,000. Operated 4 days, 5 nights.  
WEATHER: Good 4 days, 5 nights.  
RECEIPTS: Gate (less tax), \$5,500.  
CARNIVAL: Nelson Breeze.  
ATTRACTIONS: Jimmie Lynch, 105 Ranch Rodeo, Gus Sun and Boyle Woolfolk; harness racing, 3 days.  
AID, PREMIUMS: County aid, \$500. Other aid, \$2,500.  
ADMINISTRATION: President, A. I. Martin; secretary, Dr. L. B. Wolfe; superintendent of concessions, Talmage Wridell; publicity director, Ken Irwin.

**Maryland State Fair,  
Timonium**

TOTAL ATTENDANCE: Paid, 90,000. Free, 215,000. Operated 11 days, 11 nights.  
WEATHER: Good 9 days, 6 nights. Cold or cloudy 3 days, 3 nights.  
RECEIPTS: Gate (less tax) \$80,000. Day grandstand total (less tax) \$32,000. Night grandstand total (less tax) \$6,000.  
CARNIVAL: Les Sponsler. Ride and show gross, total amount, less federal tax, \$15,000.  
ATTRACTIONS: Night stagershow only (Free acts).  
AID, PREMIUMS: State aid \$73,000.  
ADMINISTRATION: President, Wm. F. Schluderberg; Secretary, John M. Hell; Superintendent of concessions, Les Sponsler; publicity director, Mrs. E. W. Gretzinger.  
1952 DATES: August 27-September 6, Tentative.

**Southern Maryland Fair,  
Upper Marlboro**

TOTAL ATTENDANCE: Free, 20,000. Operated 4 days.  
WEATHER: Good 3 days, cold or cloudy 1 day.  
CARNIVAL: Carlin's Amusement.  
AID: State aid, \$14,000.  
ADMINISTRATION: President, John Turner Sr.; secretary, Josephine Mary O'Hara; superintendent of concessions, John Carlin; publicity director, Helen R. Weber.

**MASSACHUSETTS**

**Barrington Fair,  
Great Barrington**

TOTAL ATTENDANCE: Paid and free, 118,391. Operated 7 days, 7 nights.  
WEATHER: Good 7 days, 7 nights.  
CARNIVAL: O. C. Buck Exposition.  
ATTRACTIONS: One day and night Ward Beam thrill show; six nights stagershow, 6 afternoons of running horse races.  
AID, PREMIUMS: State and Assn., \$10,000.  
ADMINISTRATION: President, E. J. Carroll; secretary, Al Lombard; superintendent of concessions, E. J. Carroll; publicity director, Harry Storin.  
1952 DATES: September 7-13, inclusive, official.

**Brockton Fair, Brockton**

Operated 8 days, 8 nights.  
WEATHER: Good 8 days, 7 nights, rain 1 night.  
CARNIVAL: World of Mirth.  
ATTRACTIONS: Thrill show, Chitwood, 2 afternoons; running races with mutuels, 6 afternoons; stage show 2 afternoons and 8 evenings.  
ADMINISTRATION: President, G. A. Buckley; secretary, Frank H. Klingman; superintendent of concessions, Harold MacNeill; publicity director, Warner Morse.  
1952 DATES: September 6-13, official.



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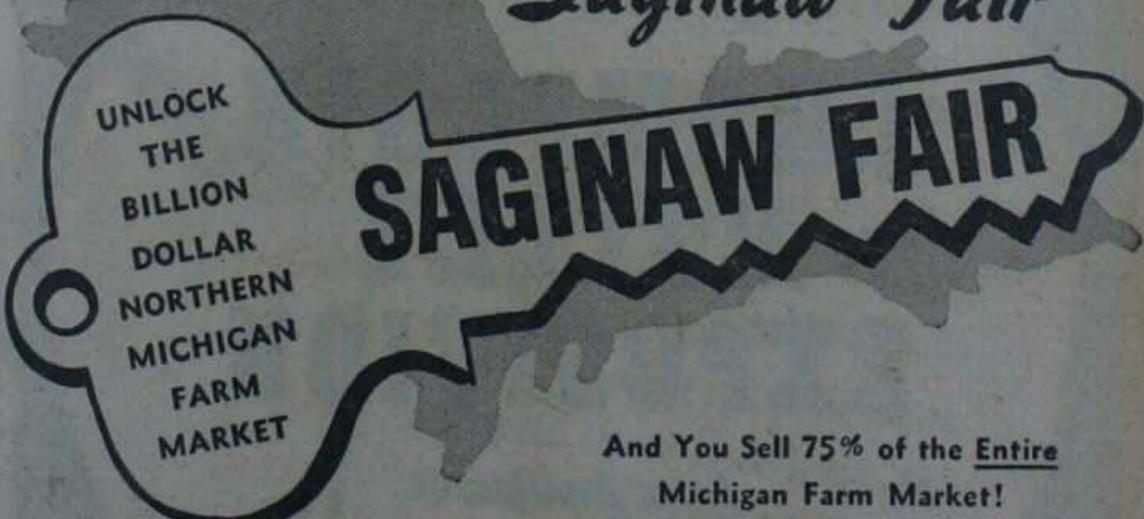
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**1952 Dates  
September 7-13**

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# Chattanooga-Hamilton County

## INTERSTATE FAIR

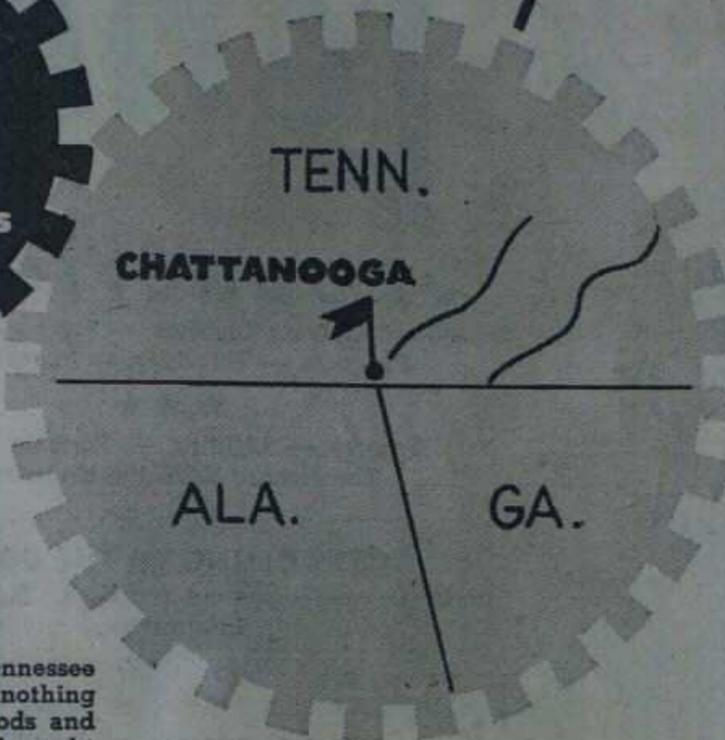
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### Marshfield Fair, Marshfield

TOTAL ATTENDANCE: Paid, 36,000. Operated 7 days, 7 nights.  
WEATHER: Good 4 days, 4 nights. Rain 2 days, 2 nights. Cold or cloudy 1 day, 1 night.  
CARNIVAL: Playtime Amusements.  
ATTRACTIONS: Al Martin, acts, no thrill shows, six days harness racing.  
AID, PREMIUMS: State aid \$3,000. Total estimated premiums paid out (excluding races) \$4,500.  
ADMINISTRATION: President, F. L. Sinnott; Secretary, H. G. Keene; General Manager, Chas. C. Langille, publicity director, Floyd L. Bell.  
1952 DATES: August 17-23. Tentative.

### Weymouth Fair, South Weymouth

TOTAL ATTENDANCE: Paid, 121,427. Operated 7 days, 7 nights.  
WEATHER: Good 4 days, 4 nights; rain 2 days, 2 nights; cold or cloudy 1 day, 1 night.  
CARNIVAL: Lagasse Amusement Company.  
ATTRACTIONS: George A. Hamid's Super Vaudeville and Circus Stars, 7 nights; horse and ox pulling, 1 afternoon; 6 afternoons pari-mutuel running racing; 3 nights of fireworks.  
AID, PREMIUMS: State aid, \$3,000. Total estimated premiums paid out (excluding races), \$10,000.  
ADMINISTRATION: President, Daniel Reidy; general manager, Milton Danziger; superintendent of concessions, M. Danziger; publicity director, Floyd Bell; advertising director, Dan Sullivan.  
1952 DATES: August 10-16, official.

### MICHIGAN

#### Allegan County Fair, Allegan

TOTAL ATTENDANCE: Paid, 55,500; free, 16,500. Operated 6 days; 6 nights.  
WEATHER: Good 3 1/2 days, 4 nights; rain 1 1/2 days, 1 night; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$28,000; grandstand total (less tax), \$14,000.  
CARNIVAL: Happyland Shows; ride and show gross, total amount, less federal tax, \$4,700.  
ATTRACTIONS: Ernie Young Revue, 5 days and 5 nights; Irish Horan's Thrill Show, 1 night; 4 days of harness races.  
AID, PREMIUMS: State aid, \$4,800. Total estimated premiums paid out (excluding races), \$12,000.  
ADMINISTRATION: President, E. W. DeLano; secretary, J. H. Snow; publicity director, John J. Axe.  
1952 DATES: September 8-13, official.

#### Berlin Fair, Marne

TOTAL ATTENDANCE: Paid, 24,500. Operated 4 days, 5 nights.  
WEATHER: Good 4 nights; rain 4 days, 1 night.  
RECEIPTS: Gate (less tax), \$9,450; day grandstand total (less tax), \$1,550; night grandstand total (less tax), \$2,350.  
CARNIVAL: Wade Shows; ride and show gross, total amount, less federal tax, \$3,100.  
ATTRACTIONS: Lucky Lott, band concert, Cavalcade of Stars by Jock Raum, horse pulling, harness racing, auto races.  
AID, PREMIUMS: State aid, \$2,000; county aid, \$300. Total estimated premiums paid out (excluding races), \$4,200.  
ADMINISTRATION: President, A. P. Edison; secretary, E. M. Ossawaarde; publicity director, Jack Bronkema.  
1952 DATES: August 25-29, tentative.

#### Branch County 4-H Fair, Coldwater

TOTAL ATTENDANCE: Free, 40,000. Operated 6 days, 6 nights.  
WEATHER: Good 3 days, 4 nights; rain 1 day; cold or cloudy 2 days, 2 nights.  
RECEIPTS: Grandstand total (less tax), \$4,000.  
CARNIVAL: W. G. Wade.  
ATTRACTIONS: Zemater Theatrical Agency.  
AID, PREMIUMS: State aid, \$3,000; county aid, \$2,800. Total estimated premiums paid out (excluding races), \$7,000.  
ADMINISTRATION: President, L. Wheeler; secretary, Gordon R. Schubates; superintendent of concessions, Homer Moore; publicity director, Miles Baldrige.  
1952 DATES: September 9-14, tentative.

#### Charlevoix County Agricultural Society, East Jordan

TOTAL ATTENDANCE: Paid, 5,742. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
RECEIPTS: Gate (less tax), \$2,252.25; day and night grandstand total (less tax), \$1,100.70.  
CARNIVAL: Moter State Shows; ride and show gross, total amount, less federal tax, \$684.55.  
ATTRACTIONS: Ward Beam Thrill Show, WLS, Gus Sun, calf scramble, horse racing two days.  
AID: State aid, \$945.12; county aid, \$821.18.  
ADMINISTRATION: President, Claude Pearall; secretary, Ed Rebbman.

#### Huron County Fair, Bad Axe

TOTAL ATTENDANCE: Paid, 30,000; free, 5,000. Operated 5 days, 5 nights.  
WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$9,000; day grandstand total (less tax),

\$2,280; night grandstand total (less tax), \$2,300.

CARNIVAL: Happyland.  
ATTRACTIONS: Barnes-Carruthers, 5 days and nights with complete change after second night, supplemented with local talent; 3 days harness racing, 2 days wagon races, 1 day pony and running races, high school bands daily, County Bean Queen, Million Dollar livestock parade, machinery parade.  
AID, PREMIUMS: State aid, \$2,331.36; county aid, \$900. Other aid, \$85. Total estimated premiums paid out (excluding races), \$5,828.41.  
1952 DATES: August 12-16, official.  
ADMINISTRATION: President, Joseph L. Ruth; secretary and publicity director, W. E. Logan.

#### Imlay City Fair, Imlay City

TOTAL ATTENDANCE: Paid, 10,000; free, 7,500. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Gate (less tax), \$3,000; day grandstand total (less tax), \$1,700; night grandstand total (less tax), \$4,000.  
CARNIVAL: Happyland.  
ATTRACTIONS: Lueder's grandstand show, 3 days; B. Ward Beams auto daredevil's, 1 day; 1 day horse show, 1 day horse pulling and tractor hauling.  
AID, PREMIUMS: State aid, \$1,500. Total estimated premiums paid out (excluding races), \$2,700.  
ADMINISTRATION: President, James Morrice; secretary, R. A. Grettenberger; superintendent of concessions and publicity director, Harold Muir.  
1952 DATES: First week in August, tentative.

#### Ingham County Fair, Mason

TOTAL ATTENDANCE: Paid, 30,000. Free, 10,000. Operated six days, 7 nights.  
WEATHER: Rain 6 days, 3 nights. Cold or cloudy, 4 nights.  
RECEIPTS: Gate (less tax) \$10,000. Day grandstand total (less tax) \$4,000. Night grandstand total (less tax) \$6,000.  
CARNIVAL: W. G. Wade Shows. Ride and show gross, total amount, less federal tax, \$9,000.  
ATTRACTIONS: Klein's Attractions.  
AID, PREMIUMS: State aid, \$3,500. County aid, \$2,500. Other aid, \$5,300. Total estimated premiums paid out (excluding races) \$9,000.  
ADMINISTRATION: President, Otto Hartig; Secretary, Joy O. Davis.

#### Ionia Free Fair, Ionia

OPERATED: 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Cetin & Wilson Shows.  
ATTRACTIONS: Every evening Barnes-Carruthers Revue; Monday afternoon, B. Ward Beam Thrill Show; Tuesday, Wednesday and Thursday afternoons, harness races; Friday afternoon, stock car races; Saturday afternoon, automobile races. (Stock car and automobile races sponsored by Central States Racing Association, Jean Mandeloff, of Chicago, Ill.)  
AID, PREMIUMS: State aid, \$4,555.28. Total estimated premiums paid out (excluding races), \$11,488.21.  
ADMINISTRATION: President, Allan Williams; secretary, Rose Sarlow.  
1952 DATES: August 4-9, official.

#### Isabella County Youth and Farm Fair, Mt. Pleasant

TOTAL ATTENDANCE: 15,000. Operated 5 days, 4 nights.  
WEATHER: Good 5 days, 4 nights.  
RECEIPTS: Day grandstand total (less tax), \$3,100; night grandstand total (less tax), \$2,135.25.  
CARNIVAL: W. G. Wade Shows; ride and show gross, total amount, less federal tax, \$3,197.47.  
ATTRACTIONS: Lucky Lott "Hell-divers."  
AID: State aid, \$1,600; county aid, \$2,400; other aid, \$750.  
ADMINISTRATION: President, John Tietz; manager, Elroy Nusbaum.  
1952 DATES: August 19-23, tentative.

#### Lenawee County Fair, Adrian

TOTAL ATTENDANCE: Paid, 35,000; free, 11,000. Operated 5 days, 6 nights.  
WEATHER: Good 4 days, 5 nights; rain 1 day, cold or cloudy 1 night.  
RECEIPTS: Gate (less tax), \$31,000; day grandstand total (less tax), \$1,300; night grandstand total (less tax), \$1,900.  
CARNIVAL: Gooding Amusement; ride and show gross, total amount, less federal tax, \$1,100.  
ATTRACTIONS: Revue 5 nights; acts 5 days thru Barnes-Carruthers Booking Agency; auto show 1 night; harness racing, 4 days.  
AID, PREMIUMS: State aid, \$5,600. Total estimated premiums paid out (excluding races), \$13,000.  
ADMINISTRATION: President, J. P. Witt; secretary, H. H. Hungerford; superintendent of concessions, Clarence Kleidinst.  
1952 DATES: September 22-27, tentative.

#### Northern District Fair, Cadillac

TOTAL ATTENDANCE: Paid, 23,000; free, 3,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 4 nights; rain 1 night.  
CARNIVAL: Happyland Shows.  
ATTRACTIONS: Barnes-Carruthers Revue, Jole Chitwood Auto Dare Devils, wrestling show, 2 days harness racing, running races 3 days.  
AID, PREMIUMS: State aid, \$1,886. Total estimated premiums paid out (excluding races), \$4,715.  
ADMINISTRATION: President, Weller H. Taylor; secretary, A. K. Swanson.  
1952 DATES: Labor Day week, official.

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- PUEBLO, COLORADO (COLORADO STATE FAIR)
- CASPER, WYOMING (CENTRAL WYOMING FAIR)
- DES MOINES, IOWA (IOWA STATE FAIR)
- OMAHA, NEBRASKA (AKSARBEH)
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### Pinconning Fair, Pinconning

TOTAL ATTENDANCE: Free, 60,000.  
Operated 2 days, 2 nights.  
WEATHER: Good 2 days, 2 nights.  
CARNIVAL: W. G. Wade Shows.  
ATTRACTIONS: United Booking Association, free acts.  
AID, PREMIUMS: State aid, \$730.  
Other aid, \$1,980. Total estimated premiums paid out (excluding races), \$1,800.  
ADMINISTRATION: President, Dr. F. Letchfield; secretary, Meryl A. Bird.  
1952 DATES: Second week-end in September, tentative.

### Stalwart Agricultural Society Fair, Stalwart

TOTAL ATTENDANCE: Paid, 700.  
Operated 2 days.  
WEATHER: Good 2 days.  
RECEIPTS: Gate (less tax), \$315.  
AID, PREMIUMS: County aid, \$400.  
Total estimated premiums paid out (excluding races), \$600.  
ADMINISTRATION: President, Edgar Crisp; secretary, Mae Warren.  
1952 DATES: October 18-19, tentative.

### Tuscola County Fair, Caro

TOTAL ATTENDANCE: Paid, 57,800.  
Free, 2,000. Operated, 6 days, 6 nights.  
WEATHER: Good 6 days, 4 nights.  
Rain 1 night. Cold or cloudy, 1 night.  
RECEIPTS: Gate (less tax) \$13,500.  
Day and night grandstand total (less tax) \$12,125.  
CARNIVAL: Happyland Shows, Inc. Ride and show gross, total amount, less federal tax, \$12,000.  
ATTRACTIONS: Gertrude Avery Revue and acts, Barnes-Carruthers, Jole Chitwood, auto thrill show, 3 days of harness racing, 2 days auto racing.  
AID, PREMIUMS: State aid, \$3,000. Total estimated premiums paid out (excluding races), \$5,800.  
ADMINISTRATION: President, J. C. Kirk; Secretary, Carl F. Mantey.  
1952 DATES: August 18-23, tentative.

## MINNESOTA

### Becker County Fair, Detroit Lakes

TOTAL ATTENDANCE: Free, 20,000.  
Operated 3 days, 3 nights.  
WEATHER: Good 1 day, 1 night; rain 1 day; cold or cloudy, 1 day, 2 nights.  
RECEIPTS: Night grandstand total (less tax), \$1,266.28.  
CARNIVAL: Home State; ride and show gross, total amount, less federal tax, \$1,983.28.  
ATTRACTIONS: 1 night amateur show; 2 nights, variety show; Mario Productions, variety show.  
AID, PREMIUMS: State aid, \$1,700.00; county aid, \$500; other aid,

\$300. Total estimated premiums paid out (excluding races), \$1,700.00.

ADMINISTRATION: President, L. C. Enfield; secretary, G. W. Peoples; superintendent of concessions, R. W. Lindemann.

### Benton County Fair, St. Cloud

TOTAL ATTENDANCE: Free, 25,000.  
Operated 3 days, 1 night.  
WEATHER: Good 3 days, 1 night.  
RECEIPTS: Day grandstand total (less tax) \$1,750. Night grandstand total (less tax) \$700.

CARNIVAL: Raney United. Ride and show gross, total amount, less federal tax, \$3,750.

ATTRACTIONS: Auto thrill show, night; stock car races, 1 day.  
AID, PREMIUMS: State aid, \$1,500. County aid, \$750. Total estimated premiums paid out (excluding races), \$2,450.

ADMINISTRATION: President, Frank Smith; Secretary and Superintendent of concessions, C. H. Varner.  
1952 DATES: August 18-20, tentative.

### Brown County Fair, New Ulm

TOTAL ATTENDANCE: Paid, 28,000.  
Free, 20,000. Operated, 3 days, 3 nights.

WEATHER: Good 2 days, 2 nights. Rain 1 day, 1 night.

RECEIPTS: Gate (less tax) \$11,500.30. Day and night grandstand total (less tax), \$7,129.11.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Boyle Woolfolk (Roxettes) 3 nights, auto races, 1 day; stock car races, 1 day; Jole Chitwood thrill show, 1 day.

AID, PREMIUMS: State aid, \$2,780. County aid, \$1,000. Other aid, \$575. Total estimated premiums paid out (excluding races), \$4,700.

ADMINISTRATION: President, W. F. Huevelmann; Secretary, Wm. L. Lindemann; Superintendent of concessions, Joseph C. Vogel.

### Carlton County Fair, Barnum

TOTAL ATTENDANCE: Paid, 5,227;

free, 180. Operated 3 days, 3 nights.  
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.

RECEIPTS: Gate (less tax), \$3,613.50.

CARNIVAL: Roger Bros.

ATTRACTIONS: Dog and Pony Acts each afternoon and evening.

AID, PREMIUMS: State aid, \$1,298.25; county aid, \$1,600.14. Total estimated premiums paid out (excluding races), \$1,470.25.

ADMINISTRATION: President, Carl Duesler; secretary, Claude R. Poston; superintendent of concessions, Jack Rudebeck.



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### Clearwater County Agricultural Society, Bagley

TOTAL ATTENDANCE: Paid, 4,169. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$1,720.14; night grandstand total (less tax), \$948.36.  
CARNIVAL: Art B. Thomas Shows.  
ATTRACTIONS: Hank & Thelma (Radio Station WDAY, Fargo), 2 days and nights.  
AID, PREMIUMS: State aid, \$1,500; county aid, \$975.  
ADMINISTRATION: President, M. Tangjerd; secretary, Margaret Davids; publicity director, Gene Belts.

### Crow Wing County Fair, Brainerd

OPERATED: 3 days, 4 nights.  
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy 1 day, 2 nights.  
RECEIPTS: Gate (less tax), \$4,322.37; grandstand total (less tax), \$964.28.  
CARNIVAL: Badger State Shows; ride and show gross, total amount, less federal tax, \$2,749.99.  
ATTRACTIONS: W. D. G. Y. Harvest Hands, 1 night; DeWaldo Stage Attractions, 3 days, 3 nights.  
AID, PREMIUMS: State aid, \$2,236.22. Other aid, \$75. Total estimated premiums paid out (excluding races), \$3,426.05.  
ADMINISTRATION: President, J. E. Chalberg; secretary, B. C. Wilkins; publicity director, K. Klansen.  
1952 DATES: August 13-16, official.

### Fillmore County Fair, Preston

TOTAL ATTENDANCE: Paid, 7,369. Operated, 3 days, 4 nights.  
WEATHER: Cold or cloudy 3 days, 3 nights.  
RECEIPTS: Gate (less tax) \$4,070.54. Day grandstand total (less tax) \$650. Night grandstand total (less tax) \$1,929.50.  
CARNIVAL: Wm. T. Collins Shows. Ride and show gross, total amount, less federal tax, \$1,108.  
ATTRACTIONS: Boyle Woolfolk Revue, 3 nights; Lucky Lott thrill show, 1 night; running races and chariot races, 1 day.  
AID, PREMIUMS: State aid, \$1,500. County aid, \$4,000.  
ADMINISTRATION: President, Truman Thompson; Secretary, Ernest Wubbeis.

### Hubbard County Fair, Nevis

TOTAL ATTENDANCE: Paid, 740; free, 590. Operated 3 days, 3 nights.  
WEATHER: Rain 2 days, 2 nights; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$304.69.  
CARNIVAL: Worth Shows; ride and show gross, total amount, less federal tax, \$53.50.

ATTRACTIONS: Baseball games, trap shoot, races, horseshoe pitching, movies, fireworks, home talent show, band concert.

AID, PREMIUMS: State aid, \$1,368; other aid, \$100. Total estimated premiums paid out (excluding races), \$1,530.

ADMINISTRATION: President, L. J. Jaughlin; secretary, Darwin J. Erickson; superintendent of concessions, Carl O. Johnson.

1952 DATES: August 22-24, tentative.

### Kanabec County Agrl. Fair, Mora

TOTAL ATTENDANCE: Paid, 4,245. Free, 550. Operated, 3 days, 3 nights.  
WEATHER: Good 3 nights, rain 1 night. Cold or cloudy 3 days.  
RECEIPTS: Gate (less tax), \$1,725. Night grandstand total (less tax), \$675.  
CARNIVAL: Rogers' Bros.  
ADMINISTRATION: President, John G. Erickson; Secretary, Victor Elfstrum.

### Kittson County Fair, Hallock

TOTAL ATTENDANCE: Paid, 3,950; free, 100. Operated 4 days, 4 nights.  
WEATHER: Good 1 day; cold or cloudy 3 days, 4 nights.  
RECEIPTS: Gate (less tax), \$2,745.54; day grandstand total (less tax), \$900; night grandstand total (less tax), \$1,841.58.  
CARNIVAL: Rainey United Shows; ride and show gross, total amount, (less tax), \$1,941.58.  
ATTRACTIONS: DeWaldo Revue, 3 afternoons and 4 evenings; Crash Dick Thrill Show, 2 afternoons; 4-match wrestling 1 evening.  
AID, PREMIUMS: State aid, \$1,500; county aid, \$250. Total estimated premiums paid out (excluding races), \$1,525.  
ADMINISTRATION: President, Eldred Lindahl; secretary, Calvin R. Bouvette.

### Lake County Agricultural Society, Two Harbors

TOTAL ATTENDANCE: Paid, 8,000. Operated 4 days, 4 nights.  
WEATHER: Rain 1 day, 1 night; cold or cloudy 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$1,200.  
CARNIVAL: Rogers Bros' Shows.  
AID, PREMIUMS: State aid, \$1,380. Total estimated premiums paid out (excluding races), \$1,500.  
ADMINISTRATION: President, Edward J. Nauha; secretary, Torstein Grinager.  
1952 DATES: August 27-30, tentative.

### Lake of the Woods County Fair, Baudette

TOTAL ATTENDANCE: Paid, 2,800; free, 350. Operated 3 days, 3 nights.

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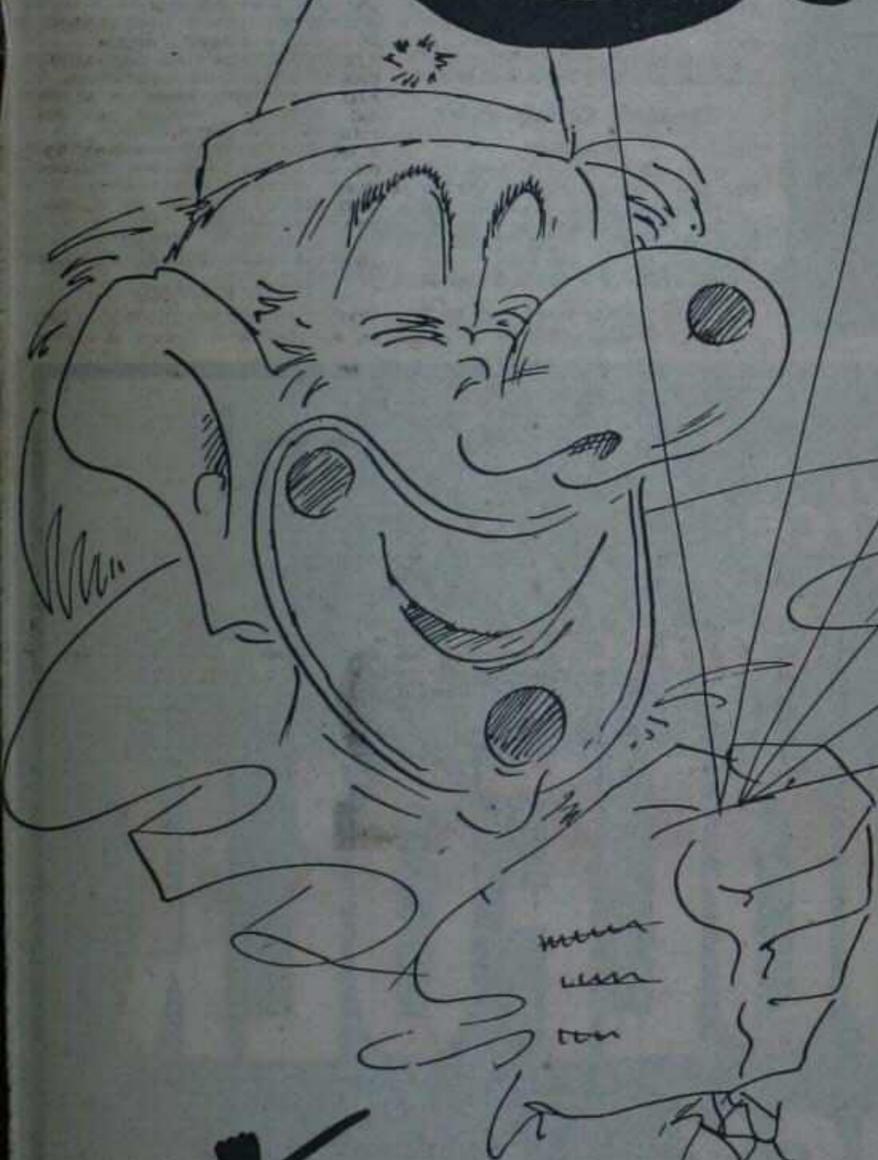
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**WEATHER:** Good 2 days, 3 nights; cold or cloudy 1 day, 1 night.  
**RECEIPTS:** Gate (less tax), \$850; night grandstand total (less tax), \$400.  
**CARNIVAL:** Worth Exhibition; ride and show gross, total amount, less federal tax, \$800.  
**ATTRACTIONS:** All local talent; square dance contest and amateur contest.  
**PREMIUMS:** Total estimated premiums paid out (excluding races), \$1,700.  
**ADMINISTRATION:** President, S. M. Robinson; secretary, L. L. Wonsler; superintendent of concessions, N. O. Lee.  
**1952 DATES:** August 20-23, tentative.

**Lincoln County Fair, Tyler**  
**TOTAL ATTENDANCE:** Paid, 5,000; free, 1,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 2 days, 2 nights; rain 2 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$2,000; day grandstand total (less tax), \$1,800; night grandstand total (less tax), \$1,300.  
**CARNIVAL:** Tri-State.  
**ATTRACTIONS:** Staples Wild West Rides, 1 day and 1 night; Petey's Theatrical Agency, 1 day and 1 night; Red River Valley Gang.  
**AID, PREMIUMS:** State aid, \$1,550; county aid, \$1,250. Total estimated premiums paid out (excluding races), \$2,085.  
**ADMINISTRATION:** President, Wm. Hohn; secretary, Therkel Dorgensen.

**Martin County Agricultural Society, Fairmont**  
**TOTAL ATTENDANCE:** Free, 70,000. Operated 3 days, 4 nights.  
**WEATHER:** Good 2 days, rain 1 night; cold or cloudy, 2 days, 3 nights.  
**RECEIPTS:** Total grandstand total (less tax), \$5,000.  
**CARNIVAL:** Wolf Greater; ride and show gross, total amount, less federal tax, \$10,000.  
**ATTRACTIONS:** Staples Rodeo, 3 1/2 days.  
**AID:** State aid, \$2,700; county aid, \$800.  
**ADMINISTRATION:** President, Geo. Meschke; secretary, John S. Livermore.

**Marshall County Fair, Warren**  
**TOTAL ATTENDANCE:** Paid, 11,000; free, 1,000. Operated 3 days, 3 nights.  
**RECEIPTS:** Gate (less tax), \$1,500.75; day grandstand total (less tax), \$1,151.73; night grandstand (less tax), \$1,446.  
**CARNIVAL:** Sunset Amusement Company.  
**ATTRACTIONS:** Stage show by Irving Grossmann, Crash Dick Thrill

Show Staples Rodeo; local running races, 1 afternoon.  
**AID, PREMIUMS:** State aid, \$1,550; county aid, \$1,000. Total estimated premiums paid out (excluding races), \$1,936.70.  
**ADMINISTRATION:** President, O. Mattson; secretary, Kenneth S. Nelson; superintendent of concessions, A. Andersen.

**Minnesota State Fair, St. Paul**  
**TOTAL ATTENDANCE:** Paid, 900,000. Operated 10 days, 10 nights.  
**WEATHER:** Good 1 day, 1 night; cold or cloudy 9 days, 9 nights.  
**CARNIVAL:** Royal American.  
**ATTRACTIONS:** Barnes-Carruthers Night Revue, 9 nights; Aut Swenson Thrill Show, 1 night, 2 afternoons; IMCA big car racing, 3 days; stock cars, 2 days, Frank Winkley; AAA big car races, 3 days, Sam Nunn; AMA motorcycle races, 1 morning.  
**Total estimated premium paid out, \$141,413.97.**  
**ADMINISTRATION:** President, R. J. Lund; secretary, Doug Baldwin; superintendent of concessions, H. J. Frost; publicity director, Ray Speer.  
**1952 DATES:** August 23-September 1, official.

**Mower County Fair, Austin**  
**TOTAL ATTENDANCE:** Paid, 102,000. Operated 6 days, 6 nights.  
**WEATHER:** Good 2 days, 4 nights; rain 4 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$19,000; day grandstand total (less tax), \$8,000; night grandstand total (less tax), \$17,500.  
**CARNIVAL:** 20th Century.  
**ATTRACTIONS:** Barnes-Carruthers, night show, 6 nights; Thrillcade, 2 afternoons; horse show, 1 afternoon; big cars, 1 afternoon; hot rods, 2 afternoons.  
**ADMINISTRATION:** President N. V. Torgerson; secretary, P. J. Holand; superintendent of concessions, Bernard Moody.  
**1952 DATES:** August 5-10, tentative.

**Nicollet County Fair, St. Peter**  
**TOTAL ATTENDANCE:** Paid, 10,200; free, 900. Operated 3 days, 3 nights.  
**WEATHER:** Good 3 nights; rain 2 days; cold or cloudy, 1 day.  
**RECEIPTS:** Gate (less tax), \$3,866; day grandstand total (less tax), \$3,020; night grandstand total (less tax), \$2,200.  
**CARNIVAL:** Rocco Shows.  
**ATTRACTIONS:** Auto races one afternoon; thrill show, one afternoon; horse racing, one afternoon; revue each night.  
**AID, PREMIUMS:** State aid, \$1,700; county aid, \$3,047; other aid, \$1,000. Total estimated premiums paid out (excluding races), \$5,100.  
**ADMINISTRATION:** President Ernest Wolf; secretary, Dr. Roy A. Dean.  
*(Continued on page 111)*

... **A Booking Office**

**With a Conscience ...**

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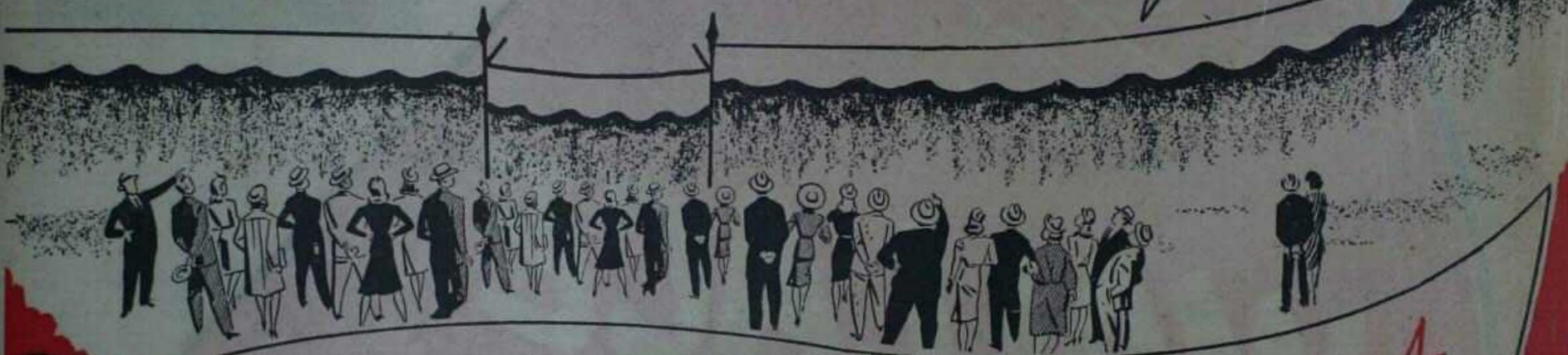
*Distinctive Revues • 105 Ranch Rodeo • Thrill Shows*

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"America's most progressive Carnival"



## BRILLIANTLY LIGHTED MODERN MIDWAY

The LAWRENCE GREATER SHOWS is an outstanding 50-Car Railroad Show on Trucks, with Wagon Show Fronts that would be a credit to any Midway in the land—a Show that's proven itself consistently over the past 20 years.

- ★ 20 Modern Riding Devices
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- ★ 40 Streamlined Concessions
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- ★ 2 Giant Searchlights
- ★ 50 Trucks and Trailers

**SHOWMEN:** Before you book your Attractions for 1952, Contact us. If you have something worthwhile, we are interested and will finance you. We can place for the entire season: Complete Midget Show, Motordrome, Monkey Show, Snake Show, Life Show, Side Show, etc. (We have Tops and Equipment.) Want capable People who can produce to handle same.

**SUPERINTENDENTS AND FOREMEN:** Want capable Lot Superintendent and Ride Foremen. We will pay top salaries to A-1 Men. Good treatment always if you do your job. A long season.

**WANT GOOD PUBLICITY MAN—**One who has the "Know-How."

**Thanks . . .** To the following Great Fairs, their Secretaries and Committees for their help in making the 1951 Tour a Record Breaker . . .

- Delaware State and Kent & Sussex Counties Fair, Harrington, Del.
- Bucks Co. and Doylestown Fair, Doylestown, Pa.
- State Fair of West Virginia (Lewishurg-Ronceverte), W. Va.
- Shenandoah Co. Fair, Woodstock, Va.
- Virginia State Fair, Staunton, Va.
- Seven County Fair, Elizabeth City, N. C.
- Greater Mt. Airy Fair, Mt. Airy, N. C.
- Rocky Mount Fair, Rocky Mount, N. C.
- Pitt County Fair, Greenville, N. C.
- Petersburg Fair, Petersburg, Va.
- Winston-Salem Fair, Winston-Salem, N. C.

See us in Chicago at the Sherman Hotel during the Convention, or at the State Fair Association Meetings during the winter months, or wire, write or phone us to our Permanent Address.

## FAIR SECRETARIES AND CELEBRATION COMMITTEES:

We are NOW arranging our route for next season. We respectfully invite you to investigate our Show before contracting for your 1952 Midway Attractions.



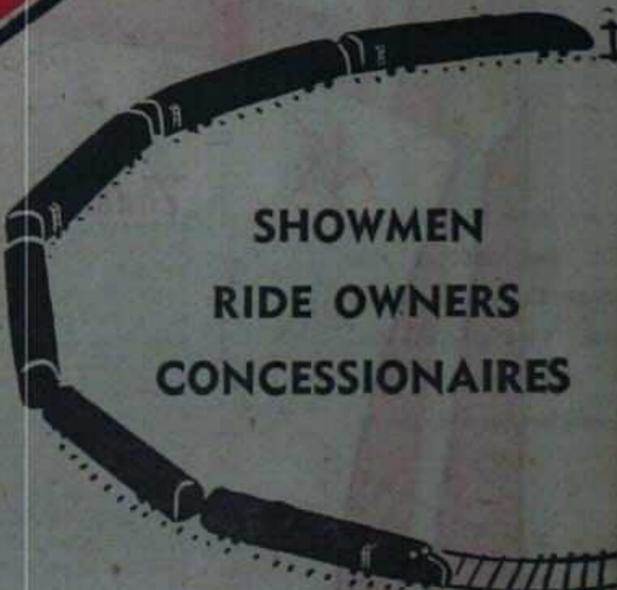
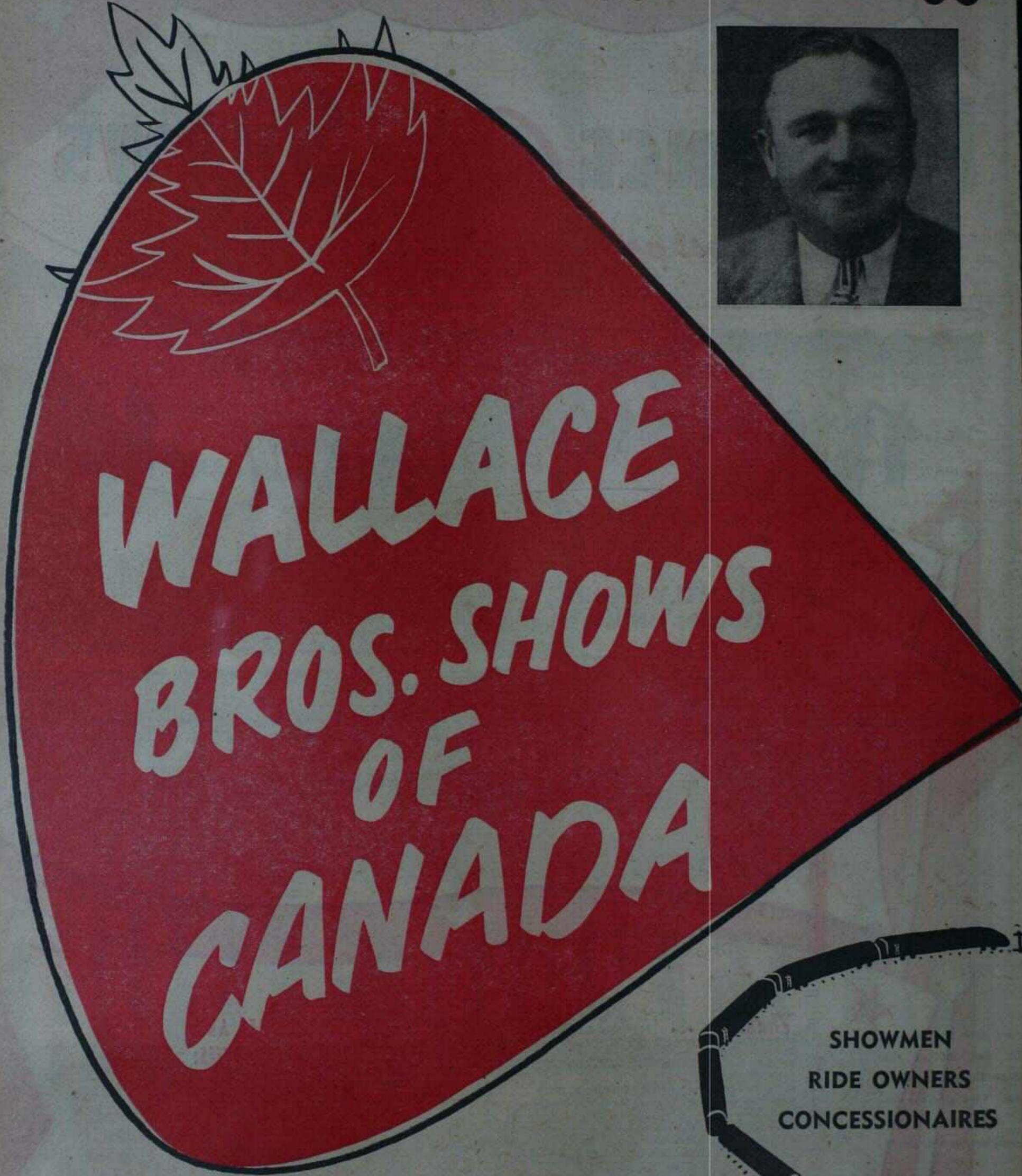
Shirley  
and  
Sam  
Luvy

# LAWRENCE GREATER SHOWS

Permanent Address:  
Suite 7-J, 333 West 57th Street  
New York City. (Phone: Columbus 5-5242)

**J. P. "JIMMY"**

**SULLIVAN**



SHOWMEN  
RIDE OWNERS  
CONCESSIONAIRES

**"THE SHOW BEAUTIFUL"**

**WALLACE BROS. SHOWS OF CANADA**

**PROUDLY**

**PRESENTS**

*thanks...*



To the officials and member fairs of the Western Canada Fairs Association.



To Frank and "Patty" Conklin for the pleasant association at Ontario and Quebec Fairs.



**CANADA'S LARGEST AND  
BEST RAILROAD SHOW**  
30-72 Foot Cars

**A SHOW WHOSE REPUTATION  
WAS BUILT ON PERFORMANCE**

1951 completed three years of our five-year contract in Western Canada. We have accomplished much but will continue our endeavors to greater achievements.

Our season of 26 weeks produced continuous record gross receipts.

are now booking for  
See me at the  
go Convention—or  
at the address be-  
Have attractive  
ition for Side Show.

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GENERAL MANAGER

P. O. BOX 442

TORONTO, CANADA

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Power of 2 Great Attractions  
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Finest Midway



A Proven Quality That Never Fails to Please  
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Brilliant Lighting  
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Put This Show to Work for Your Annual  
Event, Fairmen

Ask us about our plans for '52

UNIQUE IN DESIGN ★ EXCLUSIVE IN OPERATION

**P. W. SIEBRAND, Manager**  
**H. SIEBRAND, Secretary-Treasurer**

PERMANENT WINTER QUARTERS: 2300-2314 E. VAN BUREN, PHOENIX, ARIZ.



Continued from page 106

superintendent of concessions, Hulse Miller. 1952 DATES: August 22-25, tentative.

Otter Tail County Fair, Fergus Falls

TOTAL ATTENDANCE: Paid, 10,652; Free, 22,405. Operated 3 days, 4 nights. WEATHER: Good 1 day; rain and cold 2 days, 4 nights.

RECEIPTS: Gate (less tax), \$5,797.50. Night and day grandstand total (less tax), \$2,926.06.

CARNIVAL: Art B. Thomas Shows; ride and show gross, total amount, less federal tax, \$7,444.50.

ADMINISTRATION: President, Theo. M. Thompson; secretary, Knute Hanson. 1952 DATES: August 20-23, tentative.

Pope County Fair, Glenwood

OPERATED: 2 days, 3 nights. WEATHER: Good 1 day, rain 1 night; cold and cloudy 1 day, 2 nights.

RECEIPTS: Day grandstand total (less tax), \$870.83; night grandstand total (less tax), \$421.44.

CARNIVAL: Roger Bros; ride and show gross, total amount, less federal tax, \$836.40.

ADMINISTRATION: President, N. P. Hanson; secretary, Gilman P. Gander. 1952 DATES: September 19-21, official.

Roseau County Agricultural Society, Roseau

OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate (less tax), \$3,611; night grandstand total (less tax), \$2,298.15.

CARNIVAL: Sunset Amusement; ride and show gross, total amount, less federal tax, \$1,636.91.

ADMINISTRATION: President, D. B. Franklin; secretary, Charles Christianson; superintendent of concessions, Earl Githued. 1952 DATES: July 21-23, tentative.

Scott County Fair, Good Seed Association, Jordan

TOTAL ATTENDANCE: Paid, 4,000. Operated 3 days, 3 nights.

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

RECEIPTS: Gate (less tax), \$2,000. CARNIVAL: Home State Shows; ride and show gross, total amount, less federal tax, \$3,000.

ADMINISTRATION: President, Herb Strait. 1952 DATES: September 4-7, tentative.

Sherburne County Fair, Elk River

TOTAL ATTENDANCE: Free, 2,500. Operated 3 days, 3 nights.

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

CARNIVAL: Stipe Shows; ride and show gross, total amount, less federal tax, \$783.29.

ADMINISTRATION: President, Lawrence Nordwall; secretary, E. E. Binge. 1952 DATES: August 7-9, tentative.

Swift County Fair, Appleton

TOTAL ATTENDANCE: Paid, 15,000. Operated 3 days, 3 nights.

WEATHER: Rain 1 day, 1 night; cold or cloudy 2 days, 2 nights.

CARNIVAL: Badger State Shows. ATTRACTIONS: Barnes-Carruthers Revue, 3 days and 3 nights.

ADMINISTRATION: President, Lester Evans; secretary, J. G. Anderson; publicity director, E. M. Gross. 1952 DATES: August 21-24, tentative.

Wadena County Fair, Wadena

TOTAL ATTENDANCE: Paid, 11,000; free, 3,000. Operated 4 days, 4 nights.

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

RECEIPTS: Gate (less tax), \$3,767.86; day grandstand total (less tax), \$637.39.

CARNIVAL: Wm. T. Collins; ride and show gross, total amount, less federal tax, \$1,610.

ADMINISTRATION: President, Lester Evans; secretary, J. G. Anderson; publicity director, E. M. Gross. 1952 DATES: August 21-24, tentative.

A Salute to the...

NEW JERSEY STATE FAIR

Trenton, N. J.



Proudly serviced by

WORLD OF MIRTH SHOWS

Largest Midway on Earth

FRANK BERGEN General Manager



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Dependable Showmanship

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ONE OF AMERICA'S FINEST

NOW CONTRACTING FOR OUR 1952 SEASON

Fairs, Special Event and Celebration Committees, if you are interested in a clean and modern exposition that would be a credit to your event, see us at the State Fair Meetings or contact us at our permanent address. We are arranging our 1952 route now.

A GOOD SHOW TO BE WITH



JAMES H. DREW JR.

RIDE OWNERS

We are interested in hearing from new and novel Rides that will not conflict with our own.

SHOWMEN

If you have something new to offer, we will finance if your ideas have merit.

CONCESSIONAIRES: All Legitimate Merchandising and Gaming Privileges are open.

HELP: Have several good openings for Ride Men who can drive tractor trailer units. Want Men to handle Front Gate and Light Towers. All Help must be of good character and able to furnish reference.

THANKS

to all Fair Managers, Committees and Loyal Employees; your co-operation made our success possible. There are many reasons for making a show what it is... We like our reputation for dependability and showmanship... IT'S paid off for our clients.

We will again open in April and play busy manufacturing cities until June, then a solid route of Celebrations and Fairs until mid-November. We will continue to bring clean, modern and unusual amusements to every community that we visit, to leave each community glad that we came to its midst, anxious to welcome us back, and recommend us to others.

James H. Drew Jr.

JAMES H. DREW Jr., GENERAL MANAGER

109 - 9th St.

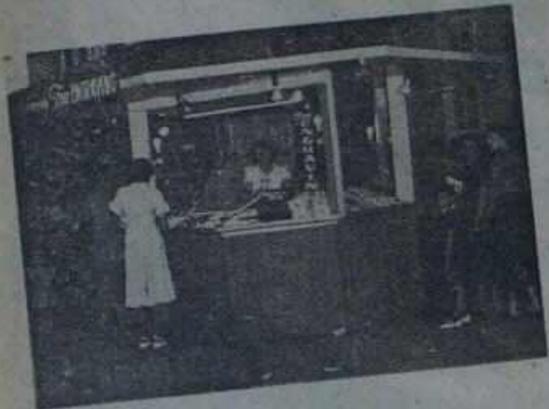
Waynesboro, Georgia

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IN  
**1952**



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SERVING THE WEST'S LARGEST FAIRS  
FOR OVER FIFTEEN YEARS

**A COMPLETE LINE** of SOUVENIRS  
FOR EACH INDIVIDUAL FAIR . . . merchandise that appeals  
NOVELTIES  
JEWELRY

**Our Best Wishes for the Holidays**  
TO THE MANAGERMENTS of the Fairs and Celebrations  
we have served in the past and hope to serve in the  
future.  
From **WHITEY, DORIS and PHILLIP**

**M. MONETTE & CO.**  
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You Can Depend on Our Years of Experience



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to Seeing You  
at the Convention!**

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HOTEL SHERMAN**



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To Those Who Are Not Using Our Insurance Service, a Cordial Invitation To Call on Us for  
a Discussion of Your Insurance Problems. We Would Like To Get Acquainted With You.

# HAAS & WILKERSON

912 BALTIMORE

KANSAS CITY, MISSOURI

thrill show, 1 day and 1 night; De  
Waldo Shows, 2 days, 3 nights; team  
pulling contest, local running races.  
AID, PREMIUMS: State aid, \$2,000;  
county aid, \$150. Other aid, \$100.  
ADMINISTRATION: President,  
Marion Ishwood; secretary, Clyde E.  
Kelsey.  
1952 DATES: August 2-5, tentative.

### Winona County Fair, St. Charles

TOTAL ATTENDANCE: Paid, 25,000;  
free, 250. Operated 4 days, 4 nights.  
WEATHER: Good 2 days, 2 nights;  
rain 2 days, 2 nights.  
RECEIPTS: Gate (less tax), \$3,000;  
day grandstand total (less tax),  
\$2,000; night grandstand total (less  
tax), \$700.  
CARNIVAL: Stipes; ride and show  
gross, total amount, less federal tax,  
\$500.  
ATTRACTIONS: Barn dance show  
and thrill show.  
AID, PREMIUMS: State aid, \$1,800;  
county aid, \$4,900.  
ADMINISTRATION: President,  
Francis Kramer; secretary, Roger An-  
derson; superintendent of concessions,  
Roger Anderson.  
1952 DATES: August 15-18,  
tentative.

### MISSISSIPPI

#### Mississippi Fair and Dairy Show, Meridian

TOTAL ATTENDANCE: Paid, 50,000;  
free, 15,000. Operated 6 days, 6  
nights.  
WEATHER: Good 6 days, 6 nights.  
RECEIPTS: Gate (less tax), \$12,000.  
CARNIVAL: Gem City Shows.  
ATTRACTIONS: Acti in front of  
grandstand, Boyle Woolfolk Agency  
2 days horse racing, 3 days auto  
races.  
AID: County aid, \$500.  
ADMINISTRATION: President, W.R.  
Cannady; superintendent of conces-  
sions, B. Smuckler.  
1952 DATES: 1st week October, tenta-  
tive.

#### New Meridian Fair and Cattle Show, Meridian

TOTAL ATTENDANCE: 70,000, esti-  
mated. Operated 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Gooding Greater.  
ATTRACTIONS: Ernie Young Night  
Revue in front of grandstand.  
1952 DATES: September 20-October  
1, tentative.

#### Pontotoc County Fair, Pontotoc

OPERATED: 5 days, 6 nights.  
RECEIPTS: Gate (less tax), \$2,268.  
CARNIVAL: Buff Hottie Shows.  
AID, PREMIUMS: State aid, \$560;  
county aid, \$1,740.  
ADMINISTRATION: President, L. G.  
Simmons; secretary, C. F. Randle.  
1952 DATES: 2nd week in Septem-  
ber, tentative.

#### Wayne County Fair, Waynesboro

TOTAL ATTENDANCE: Paid, 5,000;  
free, 300. Operated 6 days, 6 nights.  
WEATHER: Good 6 days, 6 nights.  
CARNIVAL: Peck Amusement Co.  
ADMINISTRATION: President, Dan  
Hendrix; secretary, H. S. Cassell.  
1952 DATES: October 1-8, tentative.

### Tri-State Fair and Livestock Show, Corinth

TOTAL ATTENDANCE: Paid, 25,000;  
free, 3,000. Operated 6 days, 6 nights.  
WEATHER: Good 4 days, 5 nights;  
rain 2 days, 1 night.  
RECEIPTS: Gate (less tax), \$2,500;  
day grandstand total (less tax), \$75;  
night grandstand total (less tax),  
\$200.  
CARNIVAL: Blue Grass Shows; ride  
and show gross, total amount, less  
federal tax, \$3,800.  
ATTRACTIONS: Circus acts, 4  
nights, 3 days; Boyle Woolfolk Agency  
AID, PREMIUMS: State aid, \$200  
ADMINISTRATION: President, D.  
Mercier; secretary, Patrick A. Dunne.  
1952 DATES: September 29-October  
4, tentative.

### Yazoo County Fair, Yazoo City

TOTAL ATTENDANCE: Paid, 16,173;  
free, 4,900. Operated 1 day, 6 nights.  
WEATHER: Good 1 day, 6 nights.  
RECEIPTS: Gate (less tax), \$2,153.  
CARNIVAL: Wallace Bros' Shows;  
ride and show gross, total amount,  
less federal tax, \$6,500.  
AID, PREMIUMS: City aid, \$300.  
Total estimated premiums paid out  
(excluding races), \$1,250.  
ADMINISTRATION: President, J.  
Wise; secretary-manager, J. N. Ballard.  
1952 DATES: September 29-October  
4, tentative.

### MISSOURI

#### Aurora Tri-County Fair, Aurora

TOTAL ATTENDANCE: Free, 15,000.  
Operated 4 days, 4 nights.  
CARNIVAL: F. C. Bogle, Inc.; ride  
and show gross, total amount, less  
federal tax, \$800.  
ATTRACTIONS: Carnival.  
AID, PREMIUMS: State aid, \$1,150.  
ADMINISTRATION: President, Jim  
Toit; secretary, Rufus Buffalo.

#### Boons Lick Fair, Boonville

OPERATED: 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Mound City Shows.  
AID, PREMIUMS: State aid, \$592;  
county aid, \$300. Total estimated  
premiums paid out (excluding races),  
\$4,800.  
ADMINISTRATION: President, Ben  
N. Smith; secretary, John J. Stegner;  
superintendent of concessions, Harry  
L. Stretz.  
1952 DATES: August 12-14, tenta-  
tive.

#### Brunswick Fall Festival, Brunswick

TOTAL ATTENDANCE: Free, 10,000.  
Operated 1 day, 2 nights.  
WEATHER: Good 1 day, 2 nights.  
AID, PREMIUMS: State aid, \$200.  
Other aid, \$200.  
ADMINISTRATION: President Otto  
Ingarten; secretary, Paul Watson.

#### Clark County Fair, Kahoka

OPERATED 3 days, 3 nights.  
WEATHER: Good 5 days, 6 nights;  
CARNIVAL: American Beauty.  
ATTRACTIONS: Free acts; Williams  
and Lee.  
ADMINISTRATION: President, H. H.  
Lewis; secretary, W. P. Stevenson;  
superintendent of concessions, W. A.  
Dunn.

#### Monitou County Fair, California

OPERATED: 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.  
CARNIVAL: F. C. Bogle Shows.  
ATTRACTIONS: Three-night horse  
shows, pulling contest, tractor rodeo.  
AID, PREMIUMS: State aid, \$96.60;  
county aid, \$50; other aid, \$1,300.  
Total estimated premiums paid out  
(excluding races), \$4,000.  
ADMINISTRATION: President, Har-  
old Gerhart; secretary, Harold Kindle;  
superintendent of concessions, Harold  
Francis.  
1952 DATES: July 30-August 2, of-  
ficial.

#### St. Charles County Fair, St. Charles

TOTAL ATTENDANCE: Free, 40,-  
000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights;  
rain 1 day, 1 night.  
CARNIVAL: Big 4.  
ATTRACTIONS: Local talent.  
AID, PREMIUMS: State aid, \$968.32;  
county aid, \$300; total estimated pre-  
miums paid out (excluding races),  
\$3,000.  
ADMINISTRATION: President, Earl  
Doerrie; secretary, Kurt E. Schnedler;  
publicity director, Harris Ordelheide.  
1952 DATES: September 3-6, tenta-  
tive.

#### Lamar's Farm & Industrial Exposition, Lamar

TOTAL ATTENDANCE: Free, 35,000.  
Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Sunset Amusement  
Company.  
ATTRACTIONS: The Flying Eldons  
all three days, tractor rodeo, one day;  
two parades, baby show.  
AID, PREMIUMS: State aid, \$720;  
other aid, \$3,200. Total estimated pre-  
miums paid out (excluding races),  
\$4,900.  
ADMINISTRATION: Secretary, Bud  
Moore.  
1952 DATES: September 19-20, ten-  
tative.

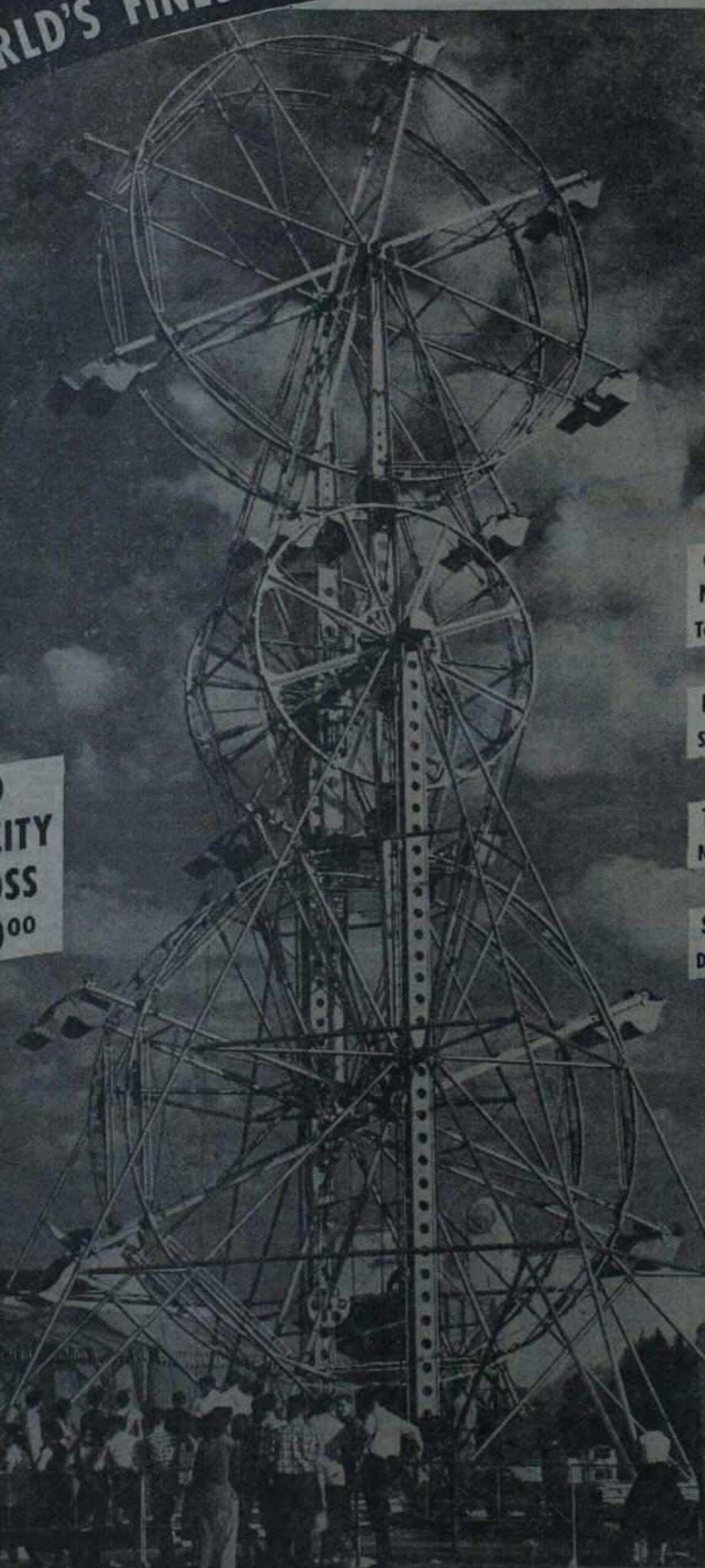
#### Missouri State Fair, Sedalia

TOTAL ATTENDANCE: Paid, 426,-  
062. Operated 9 days, 9 nights.  
WEATHER: Good 5 days, 6 nights;  
rain, 4 days, 3 nights.  
RECEIPTS: Gate (less tax), \$155,-  
202.17; day grandstand total (less

# Velare Bros.

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THE WORLD'S FINEST AND LARGEST PORTABLE RIDE



**BRILLIANTLY  
ILLUMINATED**

**SAFE**

**APPEALS TO  
ALL AGES**

**UNEQUALED  
EARNING CAPACITY  
ONE DAY'S GROSS  
TORONTO \$3,460<sup>00</sup>**

**TOP GROSSES  
IN 1951**

1950    1951

**CANADIAN  
NATIONAL EXHIBITION**  
Toronto \$19,907.00    \$25,548.95

**ILLINOIS STATE FAIR**  
Springfield \$11,212.50    \$18,287.80

**TENNESSEE STATE FAIR**  
Nashville \$9,258.25    \$8,748.20\*

**STATE FAIR OF TEXAS**  
Dallas . . \$21,092.20    \$22,618.20

\* City and County Health Department officials advised parents not to take children to Fair because of polio.

**VELARE BROS.**

210 East Ocean Boulevard • Long Beach, California

FOR THE BEST IN MIDWAY ATTRACTIONS...IT'S

# Victory Exposition Shows

ULTRA-MODERN THRUOUT

## FAIR SECRETARIES AND CELEBRATION COMMITTEES:

We are now arranging our Route for next season. If you want the finest in Midway Attractions, consult us before contracting for your events.

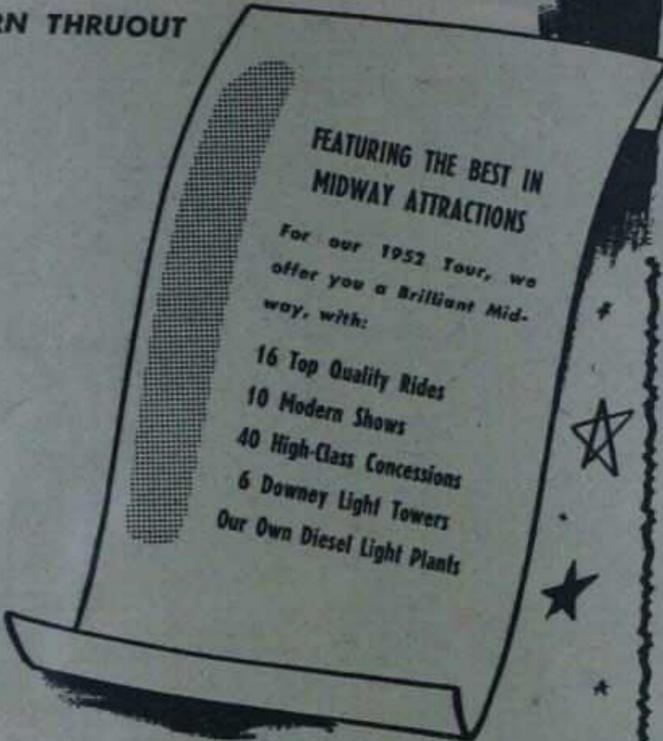
## SHOWS AND CONCESSIONS

Can place several high-class Shows that are in keeping with our Midway Attractions standards. Also booking Legitimate Concessions of all kinds. Get on the bandwagon early!

## 1952 SEASON OPENING

We will open the 1952 season in March, in one of the best Money Spots in Texas, to be followed by a Proven Route of Still dates in the Spring.

We have again been awarded the Contract to furnish all of the Midway Attractions and Concessions for the TEXAS-OKLAHOMA FAIR and SOUTHEASTERN OIL EXPOSITION at IOWA PARK, TEXAS Reserve space with us early for this top event. First come, first served.



All Address: ALVIN AND LOWELL VANDIKE Co-Owners and Managers

Show Winterquarters: EAGLE PASS, TEXAS

Winter Mailing Address: 231 KENDALIA, SAN ANTONIO, TEXAS

tax), \$43,409.10; night grandstand total (less tax), \$29,489.69.

CARNIVAL: Cetlin & Wilson; ride and show gross, total amount, less federal tax, approximately, \$75,000.

ATTRACTIONS: August 20-21, Tom Moore's "Ladies Fair" radio show on stage; August 18, motorcycle races; August 19 and 25, big car races; August 26, stock car races; August 29 thru 24, Grand Circuit harness races; August 18, Barnes Circus; August 19 thru 24, horse show; August 21 thru 25, Cavalcade of Stars stagemat and water ballet (Barnes and Carruthers Theatrical Enterprises, Inc.); August 26, Jole Chitwood's Auto Dare Devils.

AID, PREMIUMS: State aid, \$94,623.25; other aid, \$83,512.20; total estimated premiums paid out (excluding races), \$90,000.

ADMINISTRATION: Secretary, William E. (Bill) Preston; superintendent of concessions, W. E. Poindexter; publicity director, Carl McIntire.

1952 DATES: August 16-23, tentative.

### North Central Missouri Fair, Trenton

TOTAL ATTENDANCE: Paid, 22,567; free, 12,500. Operated 7 days, 7 nights.

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

RECEIPTS: Gate (less tax), \$10,783.50; total grandstand total (less tax), \$8,434.

CARNIVAL: Independent midway ATTRACTIONS: White Horse Revue, 2 nights, 1 day, Sunny Bernet; Staples Exhibition Rodeo, 1 night, 2 days; Barnes-Carruthers; Pete Bailey Hollywood Thrill Show, 1 afternoon; auto races, 1 afternoon, 1 night, K.C.M.A.R.A.; grandstand show, 1 afternoon, 1 night; society horse show, 2 nights.

AID, PREMIUMS: State aid, \$837; other aid, \$400. Total estimated premiums paid out (excluding races), \$4,691.37.

ADMINISTRATION: President, L. C. Carpenter; secretary, Charles Hoffman; superintendent of concessions and publicity director, Leland I. McMullen.

1952 DATES: August 9-15, tentative.

### Ozark Empire Fair, Springfield

TOTAL ATTENDANCE: 191,997. Operated 7 days, 7 nights.

WEATHER: Good 6 days, 6 nights; rain 1 day; cold or cloudy 1 night.

RECEIPTS: Gate (less tax), \$32,783.61; day grandstand total (less tax), \$16,024.69; night grandstand total (less tax), \$13,538.77.

CARNIVAL: Royal Crown Shows. ATTRACTIONS: Chitwood, afternoon and night; auto races, one afternoon, Sweeney and White; Swenson's Thrillcade, one afternoon and night; 100-mile stock car race, one afternoon, Winkley; Boyle Woolfolk's Circus, 3 nights; running races, 3 afternoons; semi-stock car races on fifth-mile track, one night.

AID, PREMIUMS: State aid, \$6,979.88; county aid, \$2,500; total estimated premiums paid out (excluding races), \$16,000.

ADMINISTRATION: President, H. F. Fellows; secretary-manager, Glen B. Boyd; assistant secretary, Dorothy Dickman; superintendent of concessions, M. R. Waishe; publicity director, Eddie Bass.

1952 DATES: August 9-15, tentative.

### Shelby County Fair, Shelby

TOTAL ATTENDANCE: Paid, 20,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Heart of America.

ATTRACTIONS: Running races, each afternoon; pulling contest, 1 night; saddle horse shows, 3 nights.

AID, PREMIUMS: State aid, \$800. Other aid, \$3,000.

ADMINISTRATION: President, A. J. Buckman; secretary, V. W. Wallace;

superintendent of concessions, Loy Jones.

1952 DATES: First week August, tentative.

## MONTANA

### Central Montana Fair and Rodeo, Lewistown

OPERATED: 3 days and 3 nights.

WEATHER: Good 3 days and 3 nights.

RECEIPTS: Gate (less tax), \$2,532.81; night grandstand total, \$4,482.50; day grandstand, \$6,175.84.

CARNIVAL: Northern Exposition Shows, total gross, \$2,232.26.

ATTRACTIONS: William & Lee Attractions; four local races each day, exhibition harness race last day.

PREMIUM AWARDS: For exhibits, \$3,839.46.

ADMINISTRATION: President, O. W. Cooley; secretary, Henry J. Otten.

1952 DATES: July 31-August 1, tentative.

### Fallon County Fair, Baker

TOTAL ATTENDANCE: Paid, 2,000; free, 175. Operated 2 days, 3 nights.

WEATHER: Good 2 days, 2 nights.

CARNIVAL: Northern Exposition.

ATTRACTIONS: Calf roping; 9 running races daily.

ADMINISTRATION: President, H. B. French; secretary, E. R. Hoff.

### Marias Fair and Rodeo, Shelby

TOTAL ATTENDANCE: Paid, 22,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

CARNIVAL: Northern Exposition Shows. Ride and show gross, total amount, less federal tax, \$8,000.

ATTRACTIONS: Williams & Lee Revue, 4 days; Thearle-Duffield fireworks, 4; Thorobred Running Races, 4; Calgary Red, 4; Tommy Gibbons, 4; Lethbridge Pipe Band, 3; Chester Band, 2.

AID: County aid, \$12,000.

ADMINISTRATION: President, Amil Kleinert; secretary, Clifford D. Coover.

1952 DATES: July 24-27, tentative.

### Roseland County Fair, Forsyth

TOTAL ATTENDANCE: Paid, 4,909; free, 50. Operated 3 days, 3 nights.

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

RECEIPTS: Gate (less tax), \$1,263.95; day grandstand total (less tax), \$2,750; night grandstand total (less tax), \$2,097.45.

CARNIVAL: Northern Exposition; ride and show gross, total amount, less federal tax, \$853.45.

ATTRACTIONS: 3 days running races; 3 days rodeo, 2 days polo; Clarence Smith Theatrical, night show 3 nights; Thearle Duffield fireworks the last night only.

AID, PREMIUMS: County aid, \$1,740.78. Other aid, \$750.

ADMINISTRATION: President, F. R. Cox; secretary, Harley W. Roath.

## NEBRASKA

### Boone County Fair, Albion

TOTAL ATTENDANCE: Paid, 7,700; free, 10,000; operated 3 days, 3 nights.

WEATHER: Good 2 days, 1 night; rain 1 day, 1 night; cold or cloudy 1 night.

RECEIPTS: Gate (less tax), \$1,806.08; day grandstand total (less tax), \$1,855; night grandstand total (less tax), \$2,481.70.

ATTRACTIONS: Williams & Lee Revue 3 days, 2 nights; Chitwood Thrill Show 1 night; stock-car racing, 3 days.

AID, PREMIUMS: State aid, \$498; county aid, \$2,000; total estimated premiums paid out (excluding races), \$1,622.

ADMINISTRATION: President Dor-

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sey Paul; secretary, Floyd Gilmer; publicity director, Jack Lough.  
1952 DATES: September 10-13, tentative.

**Brown County Fair, Johnstown**  
TOTAL ATTENDANCE: Paid, 3,500; free, 3,000. Operated 3 days.  
WEATHER: Rain 1 day; cold or cloudy 2 days.  
RECEIPTS: Gate (less tax), \$2,515.99; day grandstand total (less tax), \$1,313.40.  
CARNIVAL: County Fair Shows.  
ATTRACTIONS: Rodeo 2 days.  
ADMINISTRATION: President, Ed Ross; secretary, Kenneth Goff.

**Cass County Free Fair, Weeping Water**  
OPERATED 3 days, 3 nights.  
WEATHER: Good 2 days, 2 nights; cold or cloudy 1 day, 1 night.  
CARNIVAL: Hale's Shows of Tomorrow, ride and show gross, total amount, less federal tax, \$2,650.  
AID, PREMIUMS: County aid, \$3,000. Other aid, \$560. Total estimated premiums paid out (excluding races), \$2,500.  
ADMINISTRATION: President, E. Thomas Stacey; secretary, Joe Bender.  
1952 DATES: August 21-23, tentative.

**Cheyenne County Fair, Sidney**  
TOTAL ATTENDANCE: Paid, 6,986. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
RECEIPTS: Grandstand total (less tax), \$6,986.  
CARNIVAL: Kurl Amusement Company.  
ATTRACTIONS: Grand Ole Opry, Gus Sun acts; 2-day midget auto races.  
AID: State aid, \$410; county aid, \$3,500.  
ADMINISTRATION: President, O. A. Johnson; secretary, E. L. Hoover; superintendent of concessions, Art Wright; publicity director, Jack Lowe.

**Custer County Fair, Broken Bow**  
TOTAL ATTENDANCE: Free, 14,000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.  
RECEIPTS: Day grandstand total (less tax), \$776.94.  
CARNIVAL: Rocky Mountain Empire Shows.  
ATTRACTIONS: Horse races, rodeo, auto races.  
AID, PREMIUMS: State aid, \$498; county aid, \$1,298.72. Other aid, \$5,157. Total estimated premiums paid out (excluding races), \$3,400.

**Danson County Fair, Lexington**  
TOTAL ATTENDANCE: Free, 32,000.  
CARNIVAL: Rocky Mountain Empire Shows.  
ATTRACTIONS: Jole Chitwood one day and night, stock car racing 2 afternoons by Hascar; 2 evening girl revue show by Whuler-Pittman.  
ADMINISTRATION: President, Wm. Jeffrey; secretary and publicity director, Monte Kiffin.  
1952 DATES: August 26-29, tentative.

**Douglas County Fair, Waterloo**  
TOTAL ATTENDANCE: Paid, 10,000; free, 20,000. Operated 4 days, 2 nights; rain 2 days, 2 nights.  
CARNIVAL: Veterans' United Show.  
ATTRACTIONS: Williams & Lee, free acts; free dances; baseball games and horse show.  
AID: County aid, \$12,500; other aid, \$500. Total estimated premiums paid out (excluding races), \$5,000.  
ADMINISTRATION: President, Fred Kruse; secretary, R. D. Herrington.  
1952 DATES: Second week in September, official.

**Gasper County Free Fair, Elwood**  
TOTAL ATTENDANCE: Free, 3,500. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Strong's Amusement Company.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$1,110.  
ADMINISTRATION: President, George T. Burt; secretary, M. R. Morgan.  
1952 DATES: August 20-22, tentative.

**Franklin County Fair, Franklin**  
TOTAL ATTENDANCE: Paid, 3,655; free, 720. Operated 4 days, 3 nights.  
WEATHER: Good 4 days, 1 night; rain 2 nights.  
RECEIPTS: Night grandstand total (less tax), \$3,300.  
CARNIVAL: Grader Shows.  
ATTRACTIONS: Midget Auto 1 day, Hollywood Dare Devils, Pete Bailey, 1 day; George Stiechka Co., Rodeo, 1 day.  
AID, PREMIUMS: State aid, \$490; county aid, \$2,000. Other aid, \$220.  
ADMINISTRATION: President, Wm. Fruhling; secretary, Cliff Ashburn; superintendent of concessions, Herman Hadon.  
1952 DATES: August 5-8, tentative.

**Jefferson County Fair, Fairbury**  
TOTAL ATTENDANCE: Paid, 4,083; free, 1,163. Operated 4 days, 4 nights.  
WEATHER: Good 2 days, 1 night; rain 1 day, 2 nights; cold or cloudy 1 day, 1 night.  
ATTRACTIONS: 1 day hot rod, 3 afternoons of horse races.  
AID, PREMIUMS: State aid, \$300; county aid, \$3,500. Total estimated premiums paid out (excluding races), \$2,658.40.  
ADMINISTRATION: President, William Sandmans; secretary, Emil R. Schoer; superintendent of concessions, L. W. Schluckebier.  
1952 DATES: August 6-9, tentative.

**Kimball County Agricultural Society, Kimball**  
TOTAL ATTENDANCE: Paid, 1,500. Operated 3 days, 4 nights.  
WEATHER: Good 2 days, 1 night; rain 1 day, 2 nights.  
RECEIPTS: Gate (less tax), \$750. Day grandstand total (less tax), \$300; night grandstand total (less tax), \$350.  
CARNIVAL: Hughes, Forsythe. Ride and show gross, total amount, less federal tax, \$760.  
ATTRACTIONS: Rodeo, baseball, stock car races.  
AID: County aid, \$2,000.  
ADMINISTRATION: President, Charles F. Schindler; secretary, A. H. Barrett; superintendent of concessions, Kyle Stewart; publicity director, Arthur Henriksen.

**Knox County Fair, Bloomfield**  
TOTAL ATTENDANCE: Paid, 5,000. Operated 3 days, 3 nights.  
WEATHER: Good 1 day, 2 nights; rain 1 day; cold or cloudy 1 day, 1 night.  
CARNIVAL: John Davis.  
ATTRACTIONS: Rodeo and stage revue.  
AID, PREMIUMS: County aid, \$2,500.  
ADMINISTRATION: President, A. W. Harm; secretary, C. B. Alexander; superintendent of concessions, P. E. Stepp.

**Nebraska State Fair, Lincoln**  
TOTAL ATTENDANCE: Paid, 285,000. Operated 6 days, 6 nights.  
WEATHER: Good 4 days, 5 nights; rain 2 days, 1 night.  
CARNIVAL: Royal Crown Shows.  
ATTRACTIONS: 5 nights, State Fair Revue of 1951, booked by Barnes-Carruthers; 1 night, Aut Swenson Thrillcade; auto races 3 afternoons, National Speedways; circus two afternoons, Barnes Brothers; one afternoon, thrill show, Jole Chitwood.  
AID, PREMIUMS: State aid, \$4,000. Total estimated premiums paid out (excluding races), \$60,000.  
ADMINISTRATION: President, Chet Marshall; secretary, Edwin Schultz; superintendent of concessions, Jack Hutchens.  
1952 DATES: August 31-September 5, official.

**Phelps County Fair, Holdrege**  
TOTAL ATTENDANCE: Paid, 1,804; free, 209. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 3 nights; rain 1 night.  
RECEIPTS: Night grandstand total (less tax), \$985.32.  
ATTRACTIONS: Horse show one night, baseball game rained out one night and Stars & Stripes Revue by Truex & Drake.  
AID, PREMIUMS: County aid, \$3,000.  
ADMINISTRATION: President, Leslie Randall; secretary, A. F. Johnson.

**Platte County Fair, Columbus**  
TOTAL ATTENDANCE: Free, 40,000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; cold or cloudy, 1 day, 1 night.  
RECEIPTS: Day grandstand total (less tax), \$3,000; night grandstand total (less tax), \$5,000.  
CARNIVAL: Merriman Shows.  
ATTRACTIONS: Jole Chitwood, Staples Rodeo, Barnes Circus, auto and stock car races.  
AID, PREMIUMS: County aid, \$4,000. Other aid, \$500. Total estimated premiums paid out (excluding races), \$2,750.  
ADMINISTRATION: President, Paul Gertsch; secretary, W. L. Boettcher;

superintendent of concessions, W. F. Haney; publicity director, Milt Galley.  
1952 DATES: Last week in August, tentative.

**Stapleton Fair and Rodeo, Stapleton**  
OPERATED: 2 days, 3 nights.  
WEATHER: Good 1 day, 1 night; rain 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$2,700. Grandstand total (less tax), \$400.  
ATTRACTIONS: 2 days, rodeo; 3 nights, dance.  
AID: State aid, \$350; county aid, \$360.  
ADMINISTRATION: President, Rollin Trumbull; secretary, Byron Kealar; superintendent of concessions, V. K. Maginson; publicity director, M. A. Brown.  
1952 DATES: August 29-31, tentative.

**Richardson County Free Fair, Humboldt**  
TOTAL ATTENDANCE: Free, 60,000. Operated 3 days, 4 nights.  
WEATHER: Good 2 days, 3 nights; rain 1 day, 1 night.  
CARNIVAL: Hales Rides.  
ATTRACTIONS: Barnes-Carruthers acts, three days.  
AID, PREMIUMS: County aid, \$4,000. Other aid, \$400. Total estimated premiums paid out (excluding races), \$2,000.  
ADMINISTRATION: President, Frank J. Bist; secretary, L. E. Watson; superintendent of concessions, Henry Kroese; publicity director, Ben Mitchell.  
1952 DATES: September 10-12, official.

**Scotts Bluff County Agricultural Society, Mitchell**  
OPERATED: 6 days, 4 nights.  
WEATHER: Good 3 days, 1 night; rain 2 days; cold or cloudy 1 day, 3 nights.  
RECEIPTS: Gate (less tax), \$4,676.17. Day grandstand total (less tax), \$8,373.83; night grandstand total (less tax), \$2,198.60.  
CARNIVAL: Hill's Greater Shows.  
ATTRACTIONS: J. C. Michaels & Son, night show, 4 nights; 6 days horse racing.  
ADMINISTRATION: President, Harold Ledingham; secretary, W. W. Hickman; superintendent of concessions, Charles J. Sanderson; publicity director, M. C. Cannon and W. F. Mahan.  
1952 DATES: September 1-6, tentative.

**Sheridan County Fair and Rodeo, Gordon**  
TOTAL ATTENDANCE: Paid, 6,000; free, 300. Operated 3 days, 3 nights.  
CARNIVAL: Midway Exposition Shows.  
ATTRACTIONS: Rodeo day time, Wheeler-Pittman acts at night.  
AID, PREMIUMS: State aid, \$400; county aid, \$1,900.  
ADMINISTRATION: President, William Coon; secretary, George B. Comer; superintendent of concessions, Dale Youel; publicity director, R. J. Perreten.  
1952 DATES: Sept. 5-7, tentative.

**Stanton County Fair, Stanton**  
TOTAL ATTENDANCE: Paid, 6,500. Operated 3 days, 3 nights.  
WEATHER: Good 3 days, 2 nights; rain 1 night.  
CARNIVAL: Merriams Midway.  
ATTRACTIONS: Jole Chitwood matinee and evening; Staples Exhibition Rodeo, matinee and evening; Barnes Bros' Circus, matinee and evening.  
AID, PREMIUMS: State aid, \$700; county aid, \$2,000.  
ADMINISTRATION: President, Gus Bremer; secretary, Wm. F. H. Beyer; superintendent of concessions, Henry Shultz; publicity director, Jim Cornwell.

**Thurston County Fair, Walthill**  
TOTAL ATTENDANCE: Paid, 5,000; free, 5,000. Operated 3 days, 3 nights.  
WEATHER: Cold or cloudy 3 days, 3 nights.  
RECEIPTS: Gate (less tax), \$1,309; night and day grandstand total (less tax), \$1,400.  
CARNIVAL: J. W. Davis.  
ATTRACTIONS: D. E. Waldo.  
AID, PREMIUMS: County aid, \$2,000.  
ADMINISTRATION: President, R. A. Phillips; secretary and publicity director, Alfred D. Raun.

**NEW HAMPSHIRE**  
**Deerfield Fair, Deerfield**  
TOTAL ATTENDANCE: Paid, 20,000; free, 5,000. Operated 4 days, 3 nights.  
WEATHER: Good 3 1/2 days, 3 nights; rain 1/2 day.  
RECEIPTS: Gate (less tax), \$16,000; day grandstand total (less tax), \$1,000.  
CARNIVAL: Continental Shows.  
ATTRACTIONS: George A. Hamid, 5 vaudeville acts.  
AID: State aid, \$8,000.  
ADMINISTRATION: President, Carl M. Fogg; secretary, W. C. Maxwell; superintendent of concessions, James Humphreys; publicity director, Mrs. Lester Maynard.  
1952 DATES: September 28-October 1, official.

**Hopkinton Fair, Contoocook**  
TOTAL ATTENDANCE: Paid, 9,687; free, 900. Operated 3 days, 3 nights.  
WEATHER: Rain 2 days; cold or cloudy 1 day, 3 nights.  
ATTRACTIONS: Geo. A. Hamid stage events; Jack Kockman, 2-day show, 1 afternoon and evening; Has-

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ness racing, 2 afternoons; plow horse derby, 2 afternoons.  
AID, PREMIUMS: State aid, \$5,000. Other aid, \$6,200.  
ADMINISTRATION: President, Frank M. Kimball; secretary, Charles A. Jones; superintendent of concessions, Harry Walls; publicity director, John Brock.

### Sandwich Fair, Center

#### Sandwich

TOTAL ATTENDANCE: Paid, 12,000; free, 150. Operated 1 day.  
ATTRACTIONS: Horse show, cattle-horse pulling, vaudeville, parade.  
PREMIUMS: Total estimated premiums paid out (excluding races), \$6,000.  
ADMINISTRATION: President, Harry Blanchard; secretary, Doris L. Benz; superintendent of concessions, Luther Burrows; publicity director, Mrs. William H. Forristall.  
1952 DATES: October 13, official.

483; free, \$8,000. Operated 9 days, 9 nights.  
WEATHER: Good 8 days, 9 nights; cold or cloudy 1 day.  
CARNIVAL: Stehrand Bros.' Circus & Carnival.  
ATTRACTIONS: Nine days horse races, 9 nights rodeo, 4 horse shows.  
AID: State aid, \$10,000.  
1952 DATES: September 27-October 5, tentative.

### Valencia County Fair, Belden

TOTAL ATTENDANCE: Paid, 2,514; free, 300. Operated 3 days, 2 nights.  
WEATHER: Good 3 days, 2 nights.  
RECEIPTS: Gate (less tax), \$839.  
ATTRACTIONS: Rodeo 2 afternoons.  
AID: County aid, \$2,000.  
ADMINISTRATION: President, Santiago Marques; secretary, Fred Huning Jr.; superintendent of concessions, R. J. McNeill; publicity director, Carter Waid.  
1952 DATES: 2nd week September, tentative.

## NEW JERSEY

### Cumberland County Fair, Bridgeton

TOTAL ATTENDANCE: Paid, 25,969; free, 25,000. Operated 5 days, 5 nights.  
WEATHER: Good 4 days, 4 nights; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$13,000; day grandstand total (less tax), \$3,000; night grandstand total (less tax), \$4,176.  
CARNIVAL: O. C. Buck Exposition; ride and show gross, total amount, less federal tax, \$15,925.  
ATTRACTIONS: Stageshow 5 days and 5 nights by George Hamid & Son; Cowboys Reunion, harness racing, 4 days; motorcycle racing one day.  
AID, PREMIUMS: State aid, \$1,150.  
ADMINISTRATION: President, Horace W. Miller; secretary, Earl L. McCormick; superintendent of concessions, Raymond E. Riley; publicity director, Samuel Brown.  
1952 DATES: September 16-20, official.

### Flemington Agricultural Fair, Flemington

TOTAL ATTENDANCE: Paid, 54,000. Operated 7 days, 7 nights.  
WEATHER: Good 6 days, 6 nights; rain 1 day, 1 night.  
CARNIVAL: J. T. Shows.  
ATTRACTIONS: 4 days Harness races.

## NEW MEXICO

### New Mexico State Fair, Albuquerque

TOTAL ATTENDANCE: Paid, 314,-

## NEW YORK

### Afton Fair, Afton

TOTAL ATTENDANCE: Paid, 12,523. Operated 5 days, 6 nights.  
WEATHER: Good 5 days, 4 nights; cold or cloudy 2 nights.  
RECEIPTS: Gate (less tax), \$7,468; day grandstand total (less tax), \$1,362; night grandstand total (less tax), \$1,426.  
ATTRACTIONS: Al Martin's Acts and Revue 5 days and 5 nights, wrestling show 1 night, harness racing 3 afternoons, horse pulling 1 afternoon, Jote Chitwood's Thrill Show 1 afternoon and 1 night.  
AID: State aid, \$10,000; other aid, \$8,596.  
ADMINISTRATION: President, Fred Drachler; secretary, Frederick Crane; publicity director, Lynn Earl.  
1952 DATES: August 4-8, tentative.

### Allegheny County Agricultural Society, Angelica

TOTAL ATTENDANCE: Paid, 10,790; free, 1,200. Operated 4 days, 4 nights.  
WEATHER: Cold or cloudy 4 days, 4 nights.  
RECEIPTS: Gate (less tax), \$6,995.91; day grandstand total (less tax), \$974.90; night grandstand total (less tax), \$1,698.81.  
CARNIVAL: Buffalo Shows; ride and show gross, total amount, less federal tax, \$1,740.60.  
ATTRACTIONS: Vaudeville and musical acts 4 days and 4 nights, 3 days harness racing.  
AID, PREMIUMS: State aid, \$8,936; county aid, \$1,000. Total estimated premiums paid out (excluding races), \$6,392.30.  
ADMINISTRATION: President, Myron S. Morton; secretary, L. L. Stillwell.  
1952 DATES: August 20-23, tentative.

### Brookfield-Madison County Agricultural Society, Brookfield

TOTAL ATTENDANCE: Paid, 8,455; free, 815. Operated 3 days, 3 nights.  
WEATHER: Good 2 days, 3 nights; rain 1 day.  
RECEIPTS: Gate (less tax), \$4,072.33; day grandstand total (less tax), \$1,973.58; night grandstand total (less tax), \$934.95.  
CARNIVAL: B. & C. Shows; ride and show gross, total amount, less federal tax, \$1,820.  
ATTRACTIONS: Stage show, 3-days and nights, furnished by Al Martin Agency, Fireworks by Interstate Fireworks Mfg. & Display Co., Inc. Beauty contest by C. E. Bradford. Harness races 3 days.  
AID, PREMIUMS: State aid, \$10,000. Total estimated premiums paid out, \$8,062.95.  
ADMINISTRATION: President, J. A. Baldwin; secretary, E. F. Burdick.  
1952 DATES: September 1-4, tentative.

### Caledonia Fair, Caledonia

TOTAL ATTENDANCE: Paid 11,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights.  
CARNIVAL: Howard Potter.  
ATTRACTIONS: Hamid Shows, 5 days, 5 nights; Harness racing; school band contests; 2 concerts.  
Total estimated premiums paid out (excluding races) \$9,000.  
ADMINISTRATION: President Leonard Sipperly; Secretary Victor Scroggs.  
1952 DATES: August 12-16, tentative.

### Erie County Fair, Hamburg

TOTAL ATTENDANCE: Paid, 115,000; free, 29,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$55,000; day grandstand total (less tax), \$7,000; night grandstand total (less tax), \$24,000.  
CARNIVAL: Jones E. Stratos.  
ATTRACTIONS: George Hamid's acts, 6 afternoons and evenings; Irish Horan thrill show, four nights; Nuntie auto races one afternoon; harness racing two afternoons; firemen's parade, one night; veterans' parade, one night; horse show, 3 days.  
AID, PREMIUMS: State aid, \$10,000; county aid, \$20,000. Total estimated premiums paid out (excluding races), \$30,000.  
ADMINISTRATION: President, Clayton C. Taylor; secretary, Frank A. Slade; treasurer, George G. Sipperly.  
1952 DATES: August 18-23, official.

### Lewis County Fair, Lowville

TOTAL ATTENDANCE: Paid, 3,900; free, 1,000. Operated 5 days, 5 nights.  
WEATHER: Good 5 days, 5 nights; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$7,-

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- November 26—Special Kiddies Revue
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- January 6, 1952—SHOWFOLKS' MEMORIAL DAY
- January 7—PAST PRESIDENTS' NIGHT—Big Show
- January 12—INSTALLATION OF OFFICERS ANNUAL BANQUET AND BALL

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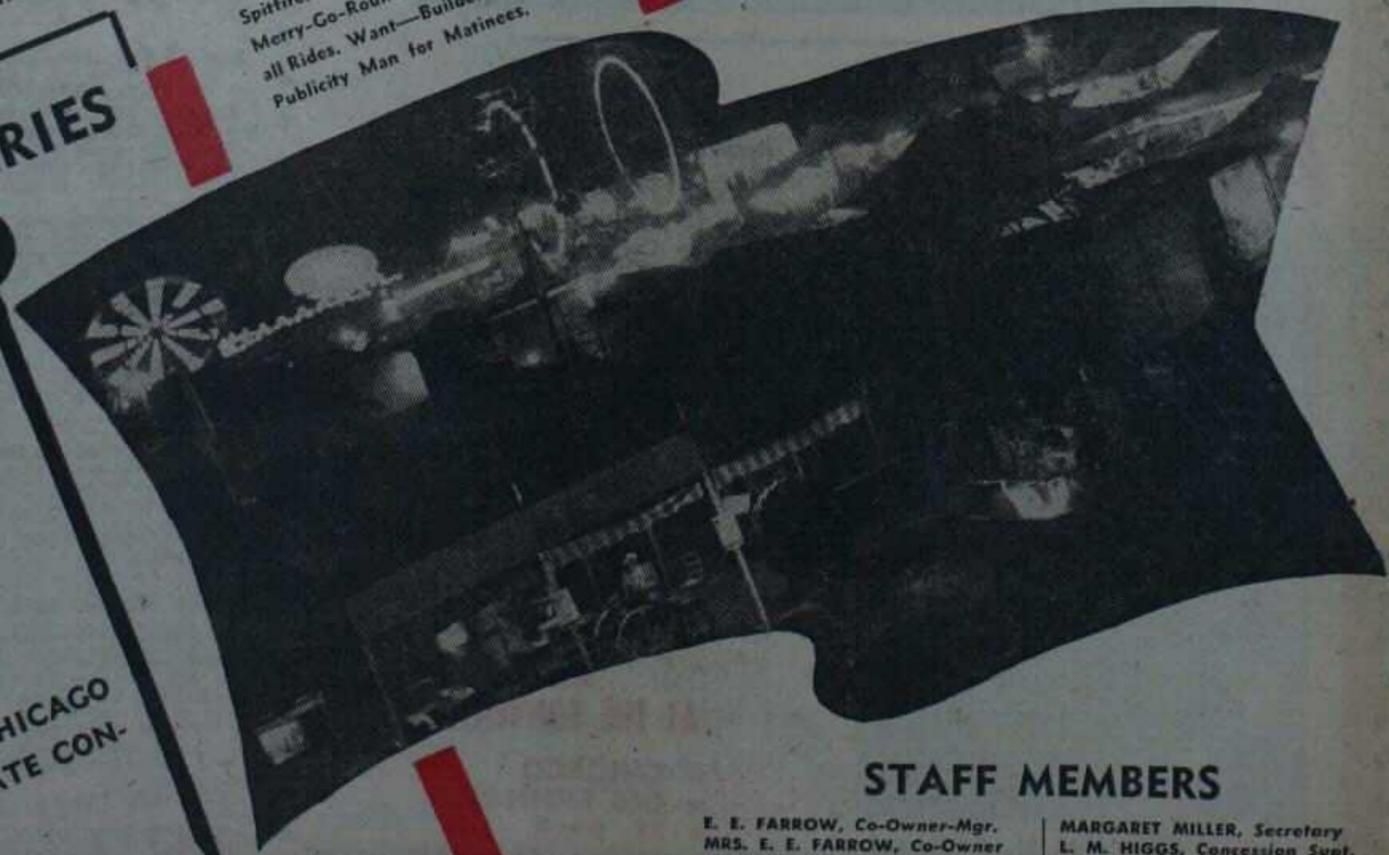
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380.00; day grandstand total (less tax), \$2,391.90; night grandstand total (less tax), \$4,250.50.

ATTRACTIONS: Irish Horan Thrill Show, harness races.

AID, PREMIUMS: State aid, \$10,000; county aid, \$2,000.

ADMINISTRATION: President, Alson D. Weller; secretary, Cyril L. Seymour; publicity director, L. H. Waddell.

1952 DATES: August 11-16, tentative.

**Penn Yan Fair, Penn Yan**

TOTAL ATTENDANCE: Paid, 8,673; free, 1,100. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate (less tax), \$4,180.35; day grandstand total (less tax), \$437; night grandstand total (less tax), \$1,002.

CARNIVAL: B & C Shows.

ATTRACTIONS: Jimmie Dickens and his Country Boys, 2 days and 2 nights; Jole Chitwood, 2 days.

AID, PREMIUMS: State aid, \$9,200. Total estimated premiums paid out (excluding races), \$1,700.

ADMINISTRATION: President, Fenton Wagan; secretary and superintendent of concessions, Oliver Wilcox.

1952 DATES: August 13-16, tentative.

**NORTH CAROLINA**

**Catawba Fair, Hickory**

TOTAL ATTENDANCE: Paid, 39,275; free, 10,000. Operated 5 days, 6 nights.

WEATHER: Good 5 days, 4 nights; rain 2 nights.

CARNIVAL: John Marks Shows.

PREMIUMS: Total estimated premiums paid out (excluding races), \$4,200.

ADMINISTRATION: President, Gordon Shuford; secretary, Corbin Green.

**Cherokee County Fair, Murphy**

OPERATED 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

RECEIPTS: Gate (less tax), \$3,500.

ADMINISTRATION: Secretary, C. R. Freed.

**Davidson County Fair, Lexington**

TOTAL ATTENDANCE: Paid, 15,000; free, 500. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

CARNIVAL: Ross Manning.

ADMINISTRATION: President and secretary, Curtis A. Leonard.

**Firemen's Agricultural Fair, Enfield**

TOTAL ATTENDANCE: Paid, 10,230; free, 4,000. Operated 2 days, 6 nights.

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

RECEIPTS: Gate (less tax), \$3,092.50.

CARNIVAL: Dumont Shows.

ADMINISTRATION: President, H. H. Burrows; secretary, W. B. Burchette.

**Golden Belt Fair, Henderson**

OPERATED: 6 days, 6 nights.

WEATHER: Good, 6 days, 6 nights.

CARNIVAL: Penn Premier Shows.

ATTRACTIONS: Free acts and fireworks.

PREMIUMS: Total estimated premiums paid out (excluding races), \$1,335.75.

ADMINISTRATION: President, E. C. Huff; secretary, C. M. Hight.

1952 DATES: October 6-11, tentative.

**Iredell County Agricultural Fair, Statesville**

TOTAL ATTENDANCE: Paid, 24,142; free, 14,000. Operated 6 days, 6 nights.

WEATHER: Good 6 days, 6 nights.

CARNIVAL: Ross Manning Shows.

ATTRACTIONS: George Hamid acts.

TOTAL estimated premiums paid out (excluding races), \$4,000.

ADMINISTRATION: President, John T. Adams; treasurer, P. P. Jones; manager, Clyde Smyre.

1952 DATES: September 22-27, tentative.

**Reidsville Fair, Reidsville**

TOTAL ATTENDANCE: Paid, 11,000; free, school kids, 3,500. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

AID, PREMIUMS: State aid, \$300.

ADMINISTRATION: President, W. M. Oliver; secretary, Mrs. Katye P. Oliver.

1952 DATES: Last week in September, tentative.

**Rocky Mount Agricultural Fair, Rocky Mount**

TOTAL ATTENDANCE: Paid, 61,804; free, 3,000. Operated 6 days, 6 nights.

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

RECEIPTS: Gate (less tax), \$24,000; day grandstand total (less tax), \$2,100; night grandstand total (less tax), \$2,785.

CARNIVAL: Lawrence Greater Shows.

ATTRACTIONS: Jole Chitwood thrill show, 2 afternoons, 1 night; harness racing, 4 afternoons; Hamid acts plus local talent, each night; balloon ascension daily.

PREMIUMS: Total estimated premiums paid out (excluding races), \$4,200.

ADMINISTRATION: President and manager, Norman Y. Chambliss; superintendent of concessions, D. W. Temple; publicity director, Ray Wilkinson.

1952 DATES: Week of September 23, tentative.

**NORTH DAKOTA**

**Bottineau County Free Fair, Bottineau**

TOTAL ATTENDANCE: Free, 7,700. Operated 2 days, 3 nights.

WEATHER: Good 2 days; cold 3 nights.

RECEIPTS: Day grandstand total (less tax), \$3,500; night grandstand total (less tax), \$1,500.

ATTRACTIONS: Three nights, two days high act and circus acts; Barnes-Carruthers, two days harness and running races.

AID, PREMIUMS: County aid, \$3,000. Total estimated premiums paid out (excluding races), \$2,700.

ADMINISTRATION: President, Alfred Gray; secretary, A. E. Stewart.

**Greater Grand Forks State Fair, Grand Forks**

OPERATED: 7 days, 6 nights.

WEATHER: Good 7 days, 6 nights.

CARNIVAL: Wm. T. Collins.

ATTRACTIONS: Racing Incorporated, stock car and big car races, Jole Chitwood thrill show, 1 day; Staples Rodeo, 2 days.

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

ADMINISTRATION: President, Oscar Tunsteth; secretary and publicity director, Ralph Lynch; superintendent of concessions, Cliff Bratland.

**Pembina County Fair, Hamilton**

TOTAL ATTENDANCE: Paid, 8,000; free, 8,000. Operated 2 days, 2 nights.

WEATHER: Good 2 days, 2 nights.

RECEIPTS: Gate (less tax), \$3,300.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Williams & Lee, Grand Stand Revue and acts 2 days and nights; 2 days harness racing.

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

ADMINISTRATION: President, P. O. Thacker; secretary, Franklin Page.

**Tri-County Fair, Wishek**

OPERATED: 3 days, 3 nights.

RECEIPTS: Gate, \$3,700.

CARNIVAL: Emil J. Zirbes.

ATTRACTIONS: Williams & Lee Attractions 2 afternoons and 2 nights, horse races both afternoons.

ADMINISTRATION: President, Sam Rudolf; secretary, Herman A. Olson; superintendent of concessions, Manager M. G. Frechtner; treasurer, William H. Dickinson.

**OHIO**

**Adams County Fair, West Union**

TOTAL ATTENDANCE: Paid, 8,000; free, 4,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.

RECEIPTS: Gate (less tax), \$3,700.

Night grandstand total (less tax), \$910.

CARNIVAL: Lee Becht rides; ride and show gross, total amount, less federal tax, \$2,325.88.

ATTRACTIONS: Starlite Capades, 1 night; Old Dominion Jamboree, 1 night; Retroff Attractions.

ADMINISTRATION: President, Roy C. Mosier; secretary, Chas. S. Kirker; superintendent of concessions and publicity director, Chas. S. Kirker.

1952 DATES: Aug. 21-23, tentative.

**Astabula County Fair, Jefferson**

TOTAL ATTENDANCE: Paid, 21,690; free, 1,800. Operated 5 days, 5 nights.

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

RECEIPTS: Gate (less tax), \$10,845; day and night grandstand total (less tax), \$3,268.46.

CARNIVAL: Gooding Amusement; ride and show gross, total amount, less federal tax, \$1,822.54.

ATTRACTIONS: Kleins Attractions (2 days); Buck Steeles Show (2 days), 3 days harness race.

AID, PREMIUMS: State aid, \$500; county aid, \$2,800. Total estimated premiums paid out (excluding races), \$3,100.35.

ADMINISTRATION: President, Frank Harmon; secretary, E. P. Walburn.

1952 DATES: August 13-17, tentative.

**Auglaize County Fair, Wapakoneta**

TOTAL ATTENDANCE: Free, 60,400. Operated 6 days, 6 nights.

WEATHER: Rain 1 day, 1 night; cold or cloudy 5 days, 5 nights.

CARNIVAL: Gooding Amusement Company.

ATTRACTIONS: Kleins Attractions, United Booking Assn.; Gus Sun, B. Ward Beam.

ADMINISTRATION: President, Martin Katter; secretary, Harry Kuhn.

1952 DATES: August 3-8, tentative.

**Ashland County Fair, Ashland**

TOTAL ATTENDANCE: Paid, 25,000; free, 15,000. Operated 4 days, 5 nights.

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

RECEIPTS: Gate (less tax), \$6,812; day grandstand total (less tax), \$1,124; night grandstand total (less tax), \$1,875.

CARNIVAL: Happy Attractions.

ATTRACTIONS: School program, Chitwood thrill show, horse show, three days harness races.

AID, PREMIUMS: State aid, \$1,375; county aid, \$10,000; other aid, \$12,000.

ADMINISTRATION: President, R. C. Bichey; secretary, H. G. Dotson; su-

perintendent of concessions, John Welch. 1952 DATES: September 23-27, tentative.

**Bellville Independent Agricultural Society, Bellville**

OPERATED: 4 days, 4 nights. WEATHER: Good 3 days, 4 nights; rain 1 day. CARNIVAL: F. E. Gooding, Inc. ATTRACTIONS: Gus Sun comedy and platform acts. AID, PREMIUMS: State aid, \$800; county aid, \$500; other aid, \$700. ADMINISTRATION: President, F. E. Mowry; secretary, E. O. Kochheiser; publicity director, G. L. Cherp. 1952 DATES: September 10-13, tentative.

**Carthage Fair, Cincinnati**

TOTAL ATTENDANCE: Paid, 30,673; free, 5,236. Operated 4 days, 4 nights. WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), \$23,000; day and night grandstand total (less tax), \$4,500. CARNIVAL: Gooding Amusement. ATTRACTIONS: Gus Sun Booking Agency show, 3 days harness racing, 3 days horse show. AID, PREMIUMS: State aid, \$1,300; county aid, \$2,500. ADMINISTRATION: President, M. Y. Cooper; secretary, C. A. Peters. 1952 DATES: September 10-13, tentative.

**Greene County Fair, Xenia**

TOTAL ATTENDANCE: 52,000 estimated. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Gooding Amusement. ATTRACTIONS: Horse show, 2 nights; vaudeville, Gus Sun, Jimmie Lynch. ADMINISTRATION: President, R. K. Haines; secretary and publicity director, Mrs. J. Robt. Bryson; superintendents of concessions, Gerald Bock and Harold Van Pelt. 1952 DATES: First week August, tentative.

**Montgomery County Fair, Dayton**

TOTAL ATTENDANCE: Paid, 70,947. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate (less tax), \$32,108.49; day and night grandstand total (less tax), \$5,078.64. CARNIVAL: Gooding Amusement Company. AID, PREMIUMS: State aid, \$800; county aid, \$2,000. Total estimated premiums paid out (excluding races), \$2,702.50. ADMINISTRATION: President, H. K. Raney; secretary, Goldie V. Scheible. 1952 DATES: September 1-4, tentative.

**Morgan County Agricultural Society, McConnelsville**

TOTAL ATTENDANCE: Paid, 5,725; free, 1,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate (less tax), \$3,429.74; day grandstand total (less tax), \$292.38; night grandstand total (less tax), \$1,310.38. ATTRACTIONS: WLW one night. AID, PREMIUMS: State aid, \$800; county aid, \$1,500. Total estimated premiums paid out (excluding races), \$1,700. ADMINISTRATION: President, Wm. T. Huck; secretary, Ray G. Smith. 1952 DATES: September 5-7, tentative.

**Noble County Fair, Caldwell**

TOTAL ATTENDANCE: Paid, 12,435. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate (less tax), \$3,688.80; day grandstand total (less tax), \$717.50; night grandstand total (less tax), \$1,562. CARNIVAL: Howard Bros. Ride and show gross, total amount, less federal tax \$1,567. ATTRACTIONS: Jole Chitwood Thrill Show, Klein's Attractions, 2 days of harness racing. AID, PREMIUMS: State aid, \$500; county aid, \$2,500. Total estimated premiums paid out (excluding races), \$2,907.82. 1952 DATES: August 28-30, tentative.

**Ohio State Fair, Columbus**

TOTAL ATTENDANCE: Paid, 304,045; free, 108,796. Operated 8 days, 8 nights. WEATHER: Good 8 days, 8 nights. CARNIVAL: Gooding Amusement. ATTRACTIONS: Horace Heidt Show. ADMINISTRATION: Director of Agriculture and State Fair, H. S. Foust; superintendent of concessions, H. J. Swain. 1952 DATES: August 22-29, official.

**Preble County Fair, Eaton**

TOTAL ATTENDANCE: Paid, 10,000. Operated 4 days, 4 nights. WEATHER: Good 3 days, 4 nights; rain 1 day. RECEIPTS: Gate (less tax), \$8,291.50; day grandstand total (less tax), \$4,020.75. ATTRACTIONS: Midwestern Hay Ride, WLW wrestling, Al Haft, Jole Chitwood Thrill Show, Harness & Car-rushers, four days harness racing. AID, PREMIUMS: State aid, \$2,800; county aid, \$1,000. Total estimated premiums paid out (excluding races), \$4,500. ADMINISTRATION: President, Sum-ner Henn; secretary, Bill Pryor; superintendent of concessions, J. D. Hall; publicity director, Elroy Kabler. 1952 DATES: September 12-15, official.

**Williams County Fair, Montpelier**

TOTAL ATTENDANCE: Paid, 18,800. Operated 5 days, 5 nights. WEATHER: Good 3 days, 4 nights; rain 2 days, 1 night. RECEIPTS: Gate (less tax), \$11,281; day grandstand total (less tax), \$1,165; night grandstand total (less tax), \$2,816. CARNIVAL: World of Pleasure. ATTRACTIONS: Stage show, horse show. AID, PREMIUMS: State aid, \$500; county aid, \$10,000; other aid, \$3,300. Total estimated premiums paid out (excluding races), \$7,900. ADMINISTRATION: President, E. J. Masters; secretary, Woody Schlegel; superintendent of concessions, Judd Lockhart. 1952 DATES: September 8-14, tentative.

**OKLAHOMA**

**Cleveland County Free Fair, Norman**

OPERATED: 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: Schafer Amusements. AID, PREMIUMS: County aid, \$1,026. ADMINISTRATION: President, Walter Williamson; secretary, Vernon J. Frye; superintendent of concessions, Carl Chaudoin. 1952 DATES: Sept. 10-12, tentative.

**Lincoln County Free Fair, Chandler**

TOTAL ATTENDANCE: Free, 15,000. Operated 4 days, 4 nights. WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights. CARNIVAL: Cherokee Amusement Company. ATTRACTIONS: Rodeo, 1 night; parade, 1 day; fireworks, 1 night. AID, PREMIUMS: County aid, \$2,500. Other aid, \$1,000. Total estimated premiums paid out (excluding races), \$2,500. ADMINISTRATION: President, A. L. Ball; secretary, Oran Stipe.

**Payne County Free Fair, Stillwater**

TOTAL ATTENDANCE: 10,000. Operated 4 days, 4 nights. WEATHER: Good 2 days, 4 nights; rain 2 days. CARNIVAL—American Midway. ATTRACTIONS: Horse-pulling contest. AID: County aid, \$7,000. ADMINISTRATION: President, Frank Schroeder; secretary, George E. Stroup; superintendent of Concessions, George E. Stroup; publicity director, Ralph Archer.

**Seminole County Free Fair, Wewoka**

TOTAL ATTENDANCE: Free, 35,000. Operated 4 days, 3 nights. WEATHER: Good 3 days, 2 nights; rain 1 day; cold or cloudy 1 night. CARNIVAL: Cherokee Amusement Company; ride and show gross, total amount, less federal tax, \$4,000. AID, PREMIUMS: County aid, \$5,100. ADMINISTRATION: President, W. R. Slaughter; secretary, N. Dale Martin. 1952 DATES: September 8-11, tentative.

**Tulsa State Fair, Tulsa**

TOTAL ATTENDANCE: Paid, 200,000; free, 50,000. Operated 8 days, 8 nights. WEATHER: Good 6 days, 6 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night. RECEIPTS: Gate (less tax), \$75,771; night grandstand total (less tax), \$12,311. CARNIVAL: Royal Crown Shows; ride and show gross, total amount, less federal tax, \$42,900. ATTRACTIONS: State Fair Revue, Barnes-Carruthers, 6 nights; Jole Chitwood, 2 performances, 2 auto races. AID, PREMIUMS: County aid, \$25,000. Total estimated premiums paid out (excluding races), \$60,500. ADMINISTRATION: President, Robert M. Achom; manager, Clarence C. Lester; superintendent of concessions, Jim Foust; publicity director, Clarence Bennett. 1952 DATES: September 13-19, tentative.

**Washita County Free Fair, Cordell**

OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 2 nights; rain 1 night. CARNIVAL: Victory Exposition Shows; ride and show gross, total amount, less federal tax, \$1,393.26. ATTRACTIONS: Horse show, pet parade, fireworks. AID, PREMIUMS: County aid, \$4,400. ADMINISTRATION: President, Albert Lenaberg; secretary, James V. Son; publicity director, Burs Penn. 1952 DATES: September 10-12, tentative.

**PENNSYLVANIA**

**Butler Fair, Butler**

OPERATED: 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Preil's Broadway Shows. ATTRACTIONS: Ward Beam's Thrill Show and George Hamid acts; 3 days harness racing. AID, PREMIUMS: State aid, \$1,000. Total estimated premiums paid out (excluding races), \$3,000. ADMINISTRATION: President, A. J. Richards; secretary, C. M. Miller. 1952 DATES: Week of August 11, tentative.

**Clearfield County Fair, Clearfield**

TOTAL ATTENDANCE: Paid, 75,000; free, 20,000. Operated 5 days, 6 nights. WEATHER: Good 4 days, 6 nights; rain 1 day. RECEIPTS: Gate (less tax), \$32,000. CARNIVAL: James E. Strates Shows; ride and show gross, total amount, less federal tax, \$10,000. ATTRACTIONS: George Hamid Grandstand Revue, Mills Brothers, Jack Kochman Thrill Show, 4 days harness racing. AID, PREMIUMS: State aid, \$2,000; county aid, \$750. Total estimated premiums paid out (excluding races), \$7,500. ADMINISTRATION: President E. A. Clark; manager, Fred Cochran. 1952 DATES: July 28-August 2, tentative.

**Dayton Agricultural and Mechanical Fair, Dayton**

TOTAL ATTENDANCE: Paid, \$15,049. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. RECEIPTS: Gate (less tax), \$7,265.25; day grandstand total (less tax), \$1,483; night grandstand total (less tax), \$2,175.50. CARNIVAL: Beams Attractions. ATTRACTIONS: Kleins Attractions, 4 days, 4 nights; 3 days harness horse racing. AID, PREMIUMS: State aid, \$889.46; county aid, \$400. Total estimated premiums paid out (excluding races), \$1,800. ADMINISTRATION: President, G. W. Seabor; secretary, Mrs. Maine Jordan; superintendent of concessions, R. L. Barrett.

**Gratz Fair, Gratz**

TOTAL ATTENDANCE: Paid, 12,000; free, 3,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 4 nights; rain 1 night. RECEIPTS: Gate (less tax), \$7,000; day grandstand total (less tax), \$1,345; night grandstand total (less tax), \$1,750. CARNIVAL: Penn Premier. ATTRACTIONS: Vaudeville, Firp Roberts Agency; Jole Chitwood, one show; B. Ward Beam, one show; stock car races, 1 afternoon; harness racing, 1 day and 2 nights.

ADMINISTRATION: President, Naldy Leitner; secretary and publicity director, H. W. Davis. 1952 DATES: Last week in August, tentative.

**Great Allentown Fair, Allentown**

TOTAL ATTENDANCE: Paid, 145,722; free, 22,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. RECEIPTS: Gate (less tax), \$68,489; day and night grandstand total (less tax), \$51,840. CARNIVAL: World of Mirth. ATTRACTIONS: Irish Horan Thrill Show, 1 night; George Hamid & Son stage revue 5 nights and acts 5 days and 5 nights; Sam Nunis auto races, 1 day; harness horse races 4 days and running races 4 days. AID, PREMIUMS: State aid, \$1,000. Total estimated premiums paid out (excluding races), \$18,500. ADMINISTRATION: President, Howard Singmaster; secretary, Reba D. (Continued on page 124)

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Jamestown, North Dakota
- Cavalier County Fair  
Langdon, North Dakota
- Pembina County Fair  
Hamilton, North Dakota
- North Dakota State Fair  
Minot, North Dakota
- Mower County Fair  
Austin, Minnesota
- Carver County Fair  
Waconia, Minnesota
- Brown County Fair  
New Ulm, Minnesota
- Freeborn County Fair  
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- Central Missouri District Fair  
Rollo, Missouri
- N. E. District Fair  
Blytheville, Arkansas
- American Legion Fair  
Caruthersville, Missouri
- Bossier-Webster Fair  
Minden, Louisiana
- Louisiana Delta Fair  
Tallulah, Louisiana
- Jeff Davis Parish Fair  
and Oil Exposition  
Jennings, Louisiana

Reprinted from The Billboard  
September 22, 1951

## MAKES TRUCK SHOW HISTORY

### 20th Century Tops Railroad Org's '50 Grosses at Three Fairs in Row

SPENCER, Ia., Sept. 15.—20th Century Shows are making truck show history. Here this week at the six-day Clay County Fair, the 20th Century returned a 15 per cent-higher take for the first four days than did a now defunct railroad show for the same period last year.

At South Dakota State Fair, Huron, last week 20th Century topped the '50 midway gross by 25 per cent, again surpassing the receipts of the same now defunct railroad show.

And at Fargo, N. D., a week earlier it surpassed the 1950 gross of the fair, there which last year had its midway attractions supplied by the same railroad show as Huron and the fair here.

**Makes History**  
Execs of Huron Fair contributed to history-making with the 20th Century immediately after the close of the South Dakota event by signing the Al Martin-E. D. Crary-owned shows to a 1952 contract. The signing marked the first time in the annals of the Huron Fair that it closed for its winter outdoor show business convention.

Receipts were up 15 per cent here for the first four days, although it rained Tuesday night and intermittently Wednesday.

Revue headed by Mitzi was topping the shows, with Bill Kennedy's Side Show and Sam Lowery's Motordrome running closely in a bid for second spot.

Visitor to the midway here included Al Halvorsen, of the Sioux Falls, S. D., Fair, and Andy Hanson, of the All-Iowa Fair, Cedar Rapids.

Yielded the 20th Century its biggest single day's business in its history.



**FAIRMEN AND OUTDOOR SHOWMEN, PLAN TO SPEND YOUR VACATION HERE... THE GATHERING PLACE FOR OUTDOOR SHOW PEOPLE WHO COME TO MIAMI BEACH. IN THE HEART LOCATION OF THE BEACH.**

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**MAX GOODMAN, FORMER OWNER OF GOODMAN WONDER SHOWS, OWNER-MANAGER**

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*Savannah, Georgia*

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## WORLD OF MIRTH SHOWS

Largest Midway on Earth

FRANK BERGEN  
General Manager



BERNARD "BUCKY" ALLEN  
Concessions Manager

Continued from page 121

Schall; treasurer, A. W. Durner; publicity director, Martin Ritter. 1952 DATES: September 15-20, official.

### Harrold Fair, Greensburg

TOTAL ATTENDANCE: Free, 21,000. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. ATTRACTIONS: Stage Show (1 night), Slim Bryant and His Whidcats, Kenny and Gaddy (1 night), Youngwood Minstrel Show (1 night). AID: State aid, \$766.42; county aid, \$1,200. ADMINISTRATION: President, C. Homer Miller; secretary, L. D. Moore; superintendent of concessions, Walter Anderson; publicity director, F. E. Kauffman.

### Reading Fair, Reading

TOTAL ATTENDANCE: 312,218. Operated 8 days, 7 nights. WEATHER: Good 7 days, 6 nights; rain 1 day, 1 night. CARNIVAL: Cettin and Wilson. ATTRACTIONS: Grand Circuit Harness Racing, 5 days; Jack Kochman Hell Drivers, 1 day; Jole Chittwood Auto Daredevils, 1 day; AAA big car auto races under Sam Nunis' direction, 1 day; Janet Davis and The Mariners, 1 night; Eddie Cantor, 1 night; "Miss Reading Fair" Beauty contest finals, 1 night; Roxyettes Revue and stage acts supplied by George A. Hamid, 6 nights. AID, PREMIUMS: State aid, \$1,000. Total estimated premiums paid out (excluding races), \$25,000. ADMINISTRATION: President, John S. Giles; secretary, Charles W. Swoyer; publicity director, Euss Moyer. 1952 DATES: September 7-14, official.

### Townville Community Fair, Townville

TOTAL ATTENDANCE: Free, 3,800. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: C. Pauline. ADMINISTRATION: President, H. Mason; secretary and publicity director, J. Liggett.

### Wayne County Fair, Honesdale

TOTAL ATTENDANCE: Paid, 18,000; free, 6,000. Operated 4 days, 5 nights. WEATHER: Good 3 days, 4 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), \$9,000; day grandstand total (less tax), \$3,500; night grandstand total (less tax), \$3,800. CARNIVAL: Independent, midway; ride and show gross, total amount, less federal tax, \$9,000. ATTRACTIONS: George A. Hamid & Son, stage acts; WLS National Barn Dance, Jack Kochman's Hell Drivers, one night, one night rain; 3 days harness horse racing, running races, horse show, horse pulling. AID, PREMIUMS: State aid, \$1,000; county aid, \$100. Total estimated premiums paid out (excluding races), \$7,000. ADMINISTRATION: President, W. J. Perkins; secretary, R. W. Gammell; superintendent of concessions, Walter Simmons; publicity director, R. W. Gammell.

## SOUTH CAROLINA

### Union County Agricultural Fair, Union

TOTAL ATTENDANCE: Paid, 17,729; free, 3,000. Operated 8 days, 6 nights. WEATHER: Good 6 days, 6 nights. RECEIPTS: Gate (less tax), \$6,311.50. ADMINISTRATION: Secretary, Hydrick L. Kirby. 1952 DATES: September 29-October 4, tentative.

## SOUTH DAKOTA

### Fall River County Fair and Rodeo, Edgemont

TOTAL ATTENDANCE: Paid, 4,000. Operated 2 days. WEATHER: Good 2 days. RECEIPTS: Gate (less tax), \$3,000; day grandstand total (less tax), \$400. CARNIVAL: Greff's Rides. ATTRACTIONS: Fair Rodeo. AID, PREMIUMS: County aid, \$750; other aid, \$700. ADMINISTRATION: President, Roy Boner; secretary, J. Howe Jole.

### Jones County Fair, Murdo

TOTAL ATTENDANCE: Paid, 2,500; free, 500. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate (less tax), \$1,500. Night grandstand total (less tax), \$500. ATTRACTIONS: Harness races 2 days. AID, PREMIUMS: County aid \$1,000; other aid, \$1,500. ADMINISTRATION: President, Kenneth Foster; secretary, John E. Goodrich; superintendent races, Edwin Iverson.

### Turner County Fair, Parker

TOTAL ATTENDANCE: Paid, 11,300; free, 500. Operated 3 days, 4 nights. WEATHER: Good 3 days, 3 nights; rain 1 night. RECEIPTS: Gate (less tax), \$2,850. Night grandstand total (less tax), \$3,400. CARNIVAL: Home State Shows; ride and show gross, total amount, less federal tax, \$3,300. ATTRACTIONS: Williams & Lee Revue, 2 nights; Shrine White Horse Patrol, 1 night; 1 afternoon of running races. AID, PREMIUMS: County aid, \$2,000.

500. Total estimated premiums paid out (excluding races), \$2,300. ADMINISTRATION: President, E. G. Hansen; secretary, Dr. J. H. Shaeffer; superintendent of concessions and publicity director, R. M. Rich. 1952 DATES: August 25-27, tentative.

## TENNESSEE

### American Legion Blount County Fair, Maryville

TOTAL ATTENDANCE: Paid, 15,000; free, 1,500. Operated 6 nights. WEATHER: Good 6 nights. CARNIVAL: Capitol City Shows. AID, PREMIUMS: State aid, \$250. Total estimated premiums paid out (excluding races), \$1,000. ADMINISTRATION: Secretary, Charles W. Johnson.

### Greene County Agricultural Fair, Greeneville

TOTAL ATTENDANCE: Paid, 6,000; free, 1,000. Operated 3 days, 3 nights. WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), \$3,000. CARNIVAL: C. A. Stevens Shows. AID: State aid, \$450; county aid, \$100. ADMINISTRATION: President, James N. Hardin; secretary, Mrs. Taylor Barkley; superintendent of concessions, Elmo Johnson; publicity director, Ed Garland. 1952 DATES: August 29-31, tentative.

### Jackson County Agricultural Fair, Gainesboro

Operated 5 days, 6 nights. WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night. CARNIVAL: Hammondtrees Midway. ADMINISTRATION: President, H. M. Darwin; secretary, Anna Ruth Upchurch.

### Putnam County Agricultural Fair, Cookeville

TOTAL ATTENDANCE: Free, 25,000. Operated 4 days, 3 nights. WEATHER: Good 4 days, 3 nights. CARNIVAL: Cumberland Valley. ATTRACTIONS: Free acts. AID: State aid, \$900; county aid, \$2,400. ADMINISTRATION: President, M. L. Midley; secretary, T. T. Gentry.

### Tennessee Valley A & I Fair, Knoxville

TOTAL ATTENDANCE: Free, 156,818. Operated 6 days, 5 nights. WEATHER: Good 3 days, 3 nights; rain 3 days, 3 nights. CARNIVAL: Hennies Bros.; ride and show gross, total amount, less federal tax, \$63,000. ATTRACTIONS: Ernie Young's Aqua Revue. AID, PREMIUMS: State aid, \$7,100; county aid, \$2,500. Total estimated premiums paid out (excluding races), \$32,000. ADMINISTRATION: President, A. Carter Myers; secretary, Pat W. Kerr; superintendent of concessions, G. B. Bailey; publicity director, John Latta. 1952 DATES: September 8-13, official.

### Sumner County Colored Fair, Gallatin

OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Johnny's United Shows. ADMINISTRATION: Secretary, Ed V. Anthony, Sr. 1952 DATES: August 28-30, tentative.

## TEXAS

### Brazoria County Fair, Angleton

TOTAL ATTENDANCE: Paid, 40,000; free, 45,000. Operated 5 days, 5 nights. CARNIVAL: Don Franklin Shows. ATTRACTIONS: Musical production, coronations style shows, pet shows, rodeo. ADMINISTRATION: President, E. L. Boston; secretary, L. E. Bumgarner; superintendent of concessions, George Badge. 1952 DATES: October 14-18, tentative.

### Collin County Free Fair, McKinney

TOTAL ATTENDANCE: Free, 5,000. Operated 4 days, 4 nights. WEATHER: Good 3 days, 3 nights; cloudy 1 day, 1 night. CARNIVAL: Hammond Shows. PREMIUMS: Total estimated premiums paid out (excluding races), \$2,350. ADMINISTRATION: President, W. Sutherland; secretary, Leon B. Dolens Jr. 1952 DATES: Last week in September, tentative.

### Corsicana Livestock and Agricultural Show and Rodeo, Corsicana

TOTAL ATTENDANCE: Paid, 40,000; free, 30,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. RECEIPTS: Gate (less tax), \$4,265.25. Night rodeo total (less tax), \$18,857.03. CARNIVAL: Bob Hammond. Total estimated premiums paid out (excluding races), \$4,837.82. ADMINISTRATION: President, Hugh Walker; secretary and publicity director, R. W. Knight. 1952 DATES: Last week in September, tentative.

**Four States Fair, Texarkana**

TOTAL ATTENDANCE: Paid, 53,923; free, 18,000. Operated 9 days, 9 nights. WEATHER: Good 8 days, 9 nights; rain 1 day. RECEIPTS: Gate (less tax), \$16,478.12; night grandstand total (less tax), \$12,395.77. CARNIVAL: Don Franklin Shows; ride and show gross, total amount, less federal tax, \$26,000. ATTRACTIONS: Burr Andrews Rodeo, 5 nights; Barnes Bros. Circus, 4 nights. PREMIUMS: Total estimated premiums paid out (excluding races), \$5,350.28. ADMINISTRATION: President, J. Ralston Crowder; secretary, L. E. Gilliland. 1952 DATES: September 12-20, official.

**Fayette County Fair, La Grange**

TOTAL ATTENDANCE: Paid, 12,000; free, 8,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 2 nights; rain 1 night. CARNIVAL: Starlight Shows. ATTRACTIONS: Bobby Lee and Company, 3 days and nights. ADMINISTRATION: President, J. R. Jackson; secretary, Mrs. Mary Blume; superintendent of concessions, George Oethoff. 1952 DATES: October 2-4, tentative.

**Wharton County Fair, Wharton**

TOTAL ATTENDANCE: Paid, 40,000; free, 15,000. Operated 5 days, 5 nights. WEATHER: Good, 5 days, 4 nights; rain 1 night. CARNIVAL: Don Franklin. ATTRACTIONS: Coronation, 1 night; rodeo, 3 nights. AID: County aid, \$3,500. ADMINISTRATION: President, Leslie Glaze; secretary, L. H. Forgason; superintendent of concessions, H. Charles Koehl Jr. 1952 DATES: September 24-28, tentative.

**UTAH**

**Cache County Fair and Rodeo, Logan**

TOTAL ATTENDANCE: Free, 20,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Day grandstand total (less tax), \$600; night grandstand total (less tax), \$10,220. CARNIVAL: Midwest Shows. ATTRACTIONS: Rodeo, three nights; horse races, one day. ADMINISTRATION: President and publicity director, V. Allen Olsen; secretary, Kenneth R. Cardon.

**Utah State Fair, Salt Lake City**

TOTAL ATTENDANCE: Paid, 170,000; free, 15,000. Operated 9 days, 9 nights. WEATHER: Good 9 days, 9 nights. ATTRACTIONS: Thrill circus, grandstand arena, 9 nights, 3 matinees; Holiday on Ice in Coliseum, 13 performances. AID, PREMIUMS: State aid, \$17,500. Total estimated premiums paid out (excluding races), \$17,500. ADMINISTRATION: President, J. M. Conover; secretary, J. A. Theobald; publicity director, Al Thomas. 1952 DATES: September 13-21, tentative.

**Wasatch County Fair, Heber City**

TOTAL ATTENDANCE: Paid, 2,400; free, 3,000. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate (less tax), \$2,900. CARNIVAL: Williams Rides & Shows; ride and show gross, total amount, less federal tax, \$2,160. ATTRACTIONS: Rodeo and races. AID, PREMIUMS: County aid, \$1,200. Total estimated premiums paid out (excluding races), \$1,450. ADMINISTRATION: President, M. C. Gale; secretary, L. Darnell Stokes; superintendent of concessions, Heber Rashand; publicity director, Eugene Payne. 1952 DATES: August 15-16, tentative.

**VERMONT**

**Rutland Fair, Rutland**

TOTAL ATTENDANCE: Paid, 113,000. Operated 6 days, 6 nights. WEATHER: Good 3 days, 5 nights; rain 3 days, 1 night. CARNIVAL: World of Mirth Shows. ATTRACTIONS: Grandstand Follies of 1951 plus circus and vaudeville acts (Geo. A. Hamid & Son); stock car races (Sam Nunis Speedway); big car auto races (Nunis), 1 day; harness races, 3 days. PREMIUMS: Total premiums paid out (excluding races), \$10,307.90. ADMINISTRATION: President, Carleton Wilson; secretary-manager, Arthur B. Porter. 1952 DATES: September 1-6, official.

**World's Fair, Tunbridge**

TOTAL ATTENDANCE: Paid, 10,000; free, 2,000. Operated 3 days, 3 nights. WEATHER: Good 1 day, 1 night; rain 2 days, 2 nights. CARNIVAL: Lee Gasey; ride and show gross, total amount, less federal tax, \$3,000. ATTRACTIONS: Al Martin Vaudeville 3 days and 3 nights; B. Ward Beam Thrill Show. ADMINISTRATION: President, F. J. Austin; secretary, Edw. R. Flint; superintendent of concessions, F. A. Fahnam. 1952 DATES: Sept. 20-22, tentative.

**VIRGINIA**

**Amherst County Fair, Amherst**

TOTAL ATTENDANCE: Paid, 2,000; free, 12,000. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: Keystone Attractions. ATTRACTION: Fireworks. AID, PREMIUMS: County aid, \$750. ADMINISTRATION: President, J. R. Goodwin; secretary, O. B. Ross.

**Five-County Fair, Farmville**

TOTAL ATTENDANCE: Paid, 20,035; free, 1,463. Operated 6 days, 6 nights. WEATHER: Good 4 days, 4 nights; cold 2 days, 2 nights. CARNIVAL: George Clyde Smith Shows. PREMIUMS: Total estimated premiums paid out (excluding races), \$2,500. ADMINISTRATION: President, S. W. Putney Jr.; secretary, Mrs. E. R. Spillman; manager, J. C. Brickert; publicity director, J. B. Wall. 1952 DATES: September 22-27, tentative.

**Galax Agricultural and Industrial Fair, Galax**

TOTAL ATTENDANCE: Paid, \$19,927. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. RECEIPTS: Gate (less tax), \$11,719.73; night grandstand total (less tax), \$1,604.08. CARNIVAL: John H. Marks Shows. ATTRACTIONS: George Hamid Revue, 5 days, 6 nights; fireworks nightly. Fireworks Corporation of America. PREMIUMS: Total estimated premiums paid out (excluding races), \$1,300. ADMINISTRATION: President, S. G. Eddins; secretary, Mrs. S. G. Eddins; publicity director, W. M. Jones Jr.

**Roanoke Fair, Roanoke**

TOTAL ATTENDANCE: Paid, 41,358; free, 820. Operated 6 days, 6 nights. WEATHER: Good 5 days, 5 nights; rain 1 day, 1 night. RECEIPTS: Gate (less tax), \$14,512.24; night grandstand total (less tax), \$1,958.20. CARNIVAL: Marks Shows; ride and show gross, total amount, less federal tax, \$5,500. ATTRACTIONS: Frank Melville. PREMIUMS: Total estimated premiums paid out (excluding races), \$3,200. ADMINISTRATION: President, John H. Fallwall; secretary, Arthur C. Walker. 1952 DATES: June 25-30, official.

**Shenandoah County Fair, Woodstock**

TOTAL ATTENDANCE: 30,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Lawrence Greater Shows. ATTRACTIONS: Five days of acts from George A. Hamid & Son; four days of harness racing, both trot and pace. ADMINISTRATION: President, A. L. Hamman; secretary, D. H. Garman. 1952 DATES: August 25-30, tentative.

**WASHINGTON**

**Central Washington Fair, Yakima**

TOTAL ATTENDANCE: Paid, 143,391; free, 6,151. Operated 5 days, 5 nights. WEATHER: Good 3 days, 3 nights; rain 2 days, 2 nights. CARNIVAL: Meeker Shows. ATTRACTIONS: Acts, horse show, running races. AID: State aid, \$6,000. ADMINISTRATION: President, P. B. Woodall; manager, J. Hugh King; superintendent of concessions, George French; publicity director, Dick Passage. 1952 DATES: September 25-29, tentative.

**North Central Washington Fair, Waterville**

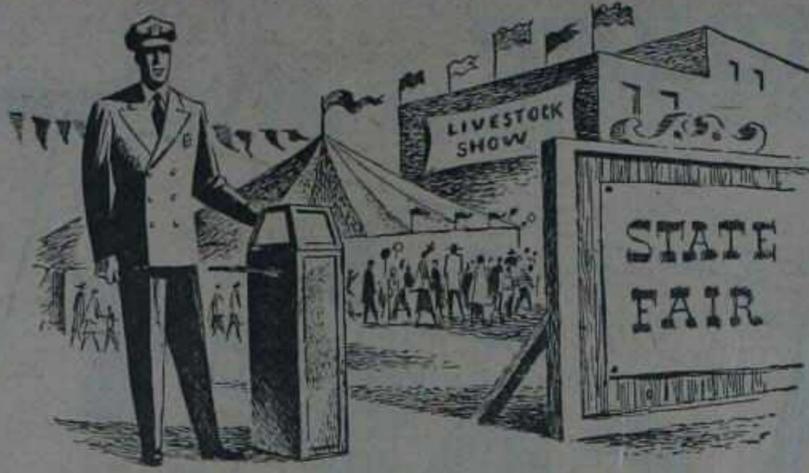
TOTAL ATTENDANCE: Paid, 12,000. Operated 3 days. WEATHER: Good, 3 days. RECEIPTS: Total, \$7,300.31. CARNIVAL: Western Shows; ride and show gross, total amount, less federal tax, about \$3,500. ATTRACTIONS: Running races, 3 days; vaudeville type acts between races from Berl Levy Circuit. AID, PREMIUMS: County aid, \$2,500. Total estimated premiums paid out (excluding races), \$3,395.25. ADMINISTRATION: President, P. E. Wainwright; secretary, G. Merton Dick; publicity director, Forrest Barnes. 1952 DATES: September 20-22, tentative.

**WEST VIRGINIA**

**State Fair of West Virginia, Lewisburg**

TOTAL ATTENDANCE: Paid, 200,000; free, 50,000. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. CARNIVAL: Lawrence Greater Shows. ATTRACTIONS: Grandstand acts each afternoon and evening thru Hamid; harness racing 4 days; horse show 1 afternoon, 2 evenings; running races 5 days. AID, PREMIUMS: State aid, \$35,000. Total estimated premiums paid out (excluding races), \$35,000. ADMINISTRATION: President, Ross H. Tuckwiller; secretary and superintendent of concessions, C. T. Sydenstricker; publicity director, E. L. Blake. 1952 DATES: August 18-23, tentative.

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- PITTSBURGH, Investment Bldg.
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- PROVIDENCE, Union Trust Bldg.
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- SEATTLE, 1331 Third Ave. Bldg.
- ST. LOUIS, 705 Olive Street
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- TORONTO, New Wellington Bldg.
- WAUWATOSA (Milwaukee) 7404 W. State Street

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- CHEROKEE INDIAN FAIR
- CHEROKEE, N. C. • MARIANNA, FLA.
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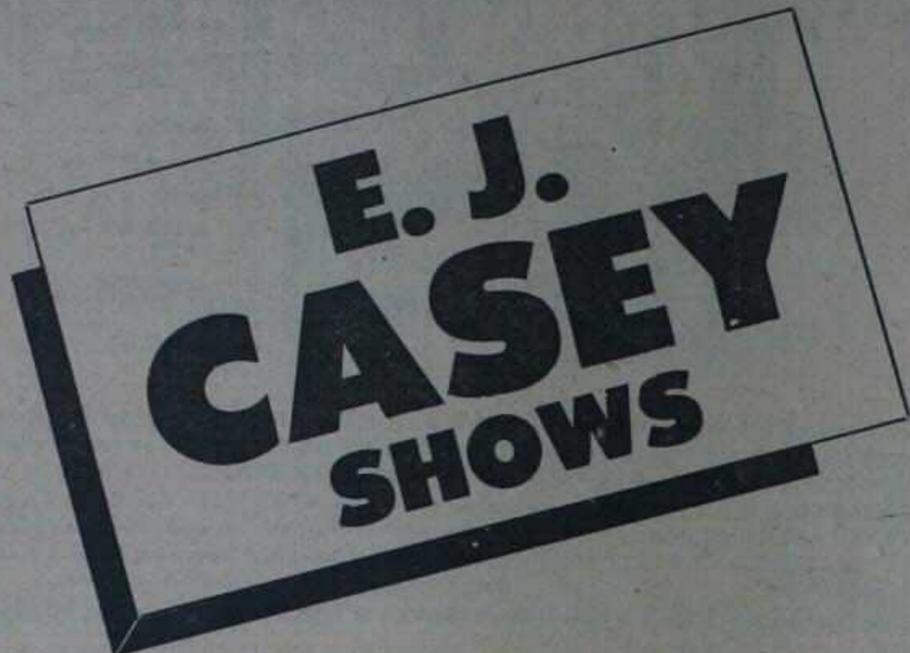
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**WISCONSIN**

**Central Wisconsin State Fair,  
Marshfield**

TOTAL ATTENDANCE: Paid, 41,500; free, 50,000. Operated 5 days, 5 nights.  
WEATHER: Good 2 days, 2 nights; rain 1 night; cold or cloudy 2 days, 2 nights.

RECEIPTS: Gate, \$17,801.03; day grandstand total, \$6,627.55; night grandstand total, \$10,832.10.

CARNIVAL: Wm. T. Collins Shows; ride and show gross, total amount, less federal tax, \$16,588.66.

ATTRACTIONS: Winkleys Big Car Auto Races; Winkleys 100 lap stock car race; Earl Newbury's "Joie Chitwood" show; harness races with Ernie Young acts, 2 afternoons; Voorhees-Fleckles "Ice Varieties of 1951," 5 nights.

AID, PREMIUMS: State aid, \$4,400; county aid, \$750. Total estimated premiums paid out (excluding races), \$6,500.

ADMINISTRATION: President, W. A. Drollinger; secretary, W. A. (Bill) Uthmeir.

1952 DATES: August 29-September 3, official.

**Dodge County Fair,  
Beaver Dam**

TOTAL ATTENDANCE: Paid, 46,382; free, 4,021. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.  
CARNIVAL: Wallace Bros.; ride and show gross, total amount, less federal tax, \$13,628.

ATTRACTIONS: Voorhees-Fleckles Ice Varieties, 3 nights; White Horse, 1 day and night; horse racing, 2 days.

AID: State aid, \$4,254; county aid, \$1,500.

ADMINISTRATION: President, H. F. Reckner; secretary, Forrest Knaup; superintendent of concessions, H. L. Shepard.

1952 DATES: September 3-7, official.

**Dunn County Free Fair,  
Menomonie**

TOTAL ATTENDANCE: Free, 55,000. Operated 4 days, 4 nights.

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

CARNIVAL: Wallace Bros. Shows; ride and show gross, total amount, less federal tax, \$6,000.

ATTRACTIONS: 7 acts, 3 days and 3 nights; 1 night of amateur show; 2 days of running races.

AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out (excluding races), \$2,788.55.

ADMINISTRATION: President, H. C. Campbell; secretary, Lyle C. Pollack.

**Eau Claire County Junior  
Fair, Eau Claire**

Operated 4 days, 3 nights.

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

ATTRACTIONS: 4-H Club entertainment.

ADMINISTRATION: President, Al Many; secretary, W. A. Hamm.

**Green County Fair, Monroe**

TOTAL ATTENDANCE: Paid, 27,177; free, 500. Operated 4 days, 4 nights.

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

RECEIPTS: Gate (less tax), \$16,902.23. Day and night grandstand total (less tax), \$7,969.03.

CARNIVAL: Wallace Bros. Shows. Ride and show gross, total amount, less federal tax, \$2,031.80.

ATTRACTIONS: Ernie Young Revue, August 4-5; Joe Chitwood Daredevils, August 2-3, evenings; horse racing August 3-4-5 in afternoons.

AID, PREMIUMS: State aid, \$4,000; county aid, \$1,000. Total estimated premiums paid out (excluding races), \$5,113.25.

ADMINISTRATION: President, L. R. Wolleson; secretary and publicity director, William A. Brown; superintendent of concessions, R. H. Schoonover.

**Fond du Lac County  
Agricultural Society,  
Fond du Lac**

TOTAL ATTENDANCE: Paid, 71,000; free, 9,000. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.  
CARNIVAL: Snappa Greater.

ATTRACTIONS: Chitwood Shows, 1 day and night; Barnes-Carruthers Agency; 2 days of harness racing; 1 day auto races and 1 day of motorcycle races.

ADMINISTRATION: Secretary, H. Wills.

1952 DATES: August 13-17, tentative.

**Green Lake County Junior  
Free Fair, Green Lake**

TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights.

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

CARNIVAL: Tip-Top Shows. Ride and show gross, total amount, less federal tax, \$2,853.67.

ATTRACTIONS: Aerial Snyders, 2 nights, 1 day, thru Charles Zemater, Chicago.

AID, PREMIUMS: State aid, \$1,033; county aid, \$1,000. Total estimated premiums paid out, \$1,399.25.

ADMINISTRATION: President, Clifford Jones; secretary and publicity director, Francis J. Ptacek; superintendent of concessions, Wilmer Goraka.

1952 DATES: August 1-3, tentative.

**Hodag Fair, Rhinelander**

TOTAL ATTENDANCE: 8,045; free, 10,000. Operated 4 days, 4 nights.

WEATHER: Cold or cloudy 4 days 4 nights.

RECEIPTS: Gate (less tax), \$1,384.65; day grandstand total (less tax), \$2,431; night grandstand total (less tax), \$2,000.

CARNIVAL: Bodart Shows; ride and show gross, total amount, less federal tax, \$1,241.

ATTRACTIONS: Horse show, 1 day; Joie Chitwood Thrill Show, 1 night; Charles Zemater Revue, 2 days, 2 nights; Land O Lakes Stock Car Racing Association, 1 night.

AID, PREMIUMS: State aid, \$1,445. Total estimated premiums paid out (excluding races), \$1,807.

ADMINISTRATION: President, Louis Feller; secretary, J. M. Reed; superintendent of concessions, William Johnson; publicity director, Gene Kabel.

**Jefferson County Fair,  
Jefferson**

TOTAL ATTENDANCE: Paid, 22,510. Operated 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.  
RECEIPTS: Gate (less tax) \$6,451.35; day grandstand total (less tax), \$1,948.59; night grandstand total (less tax), \$2,907.20.

CARNIVAL: Wallace Bros.; ride and show gross, total amount, less federal tax, \$5,576.45.

ATTRACTIONS: Joie Chitwood Daredevils, 1 afternoon and evening; Diamond Horse Shoe Rodeo, 1 afternoon and evening; big car racing (Auto Racing, Inc.), 1 afternoon; All-Star Show with Jack Gwynne, magician, 1 evening; motorcycle races, 1 afternoon; Dixieland Minstrel Revue, 1 evening.

AID, PREMIUMS: State aid, \$4,500; county aid, \$4,000. Total estimated premiums paid out (excluding races), \$6,660.30.

ADMINISTRATION: Manager, Horace L. Buri; superintendent of concessions, Gordon W. Matters.

**La Crosse Inter-State Fair,  
La Crosse**

TOTAL ATTENDANCE: Paid, 40,298; free, 8,960. Operated 5 days, 5 nights.

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

RECEIPTS: Gate (less tax), \$10,091.25; day and night grandstand total (less tax), \$7,243.20.

CARNIVAL: William T. Collins Shows; ride and show gross, total amount, less federal tax, \$23,695.04.

ATTRACTIONS: Voorhees-Fleckles Ice Varieties of 1951, 5 days and 5 nights.

AID, PREMIUMS: State aid, \$4,451.55. Total estimated premiums paid out (excluding races), \$7,000.10.

ADMINISTRATION: President, M. Mustad; secretary, Joseph W. Frisch; publicity director, Alfred W. Rice.

1952 DATES: August 6-10, tentative.

**Outagamie County Fair,  
Seymour**

TOTAL ATTENDANCE: Paid, 20,500; free, 15,000. Operated 5 days, 5 nights.

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

RECEIPTS: Gate (including tax), \$10,451; night and day grandstand total (including tax), \$15,142.

CARNIVAL: Snapp Greater Shows. ATTRACTIONS: Thrill show, 1 afternoon; free county centennial program, 1 afternoon; Voorhees-Fleckles Ice Varieties, 5 nights; harness races, 2 afternoons.

AID, PREMIUMS: State aid, \$3,000; county aid, \$5,000. Other aid, \$500. Total estimated premiums paid out (excluding races), \$4,300.

ADMINISTRATION: President, Alf Mueller; secretary, Michael Berns.

1952 DATES: August 7-10, tentative.

**Price County Agricultural  
Society, Phillips**

TOTAL ATTENDANCE: Paid, 8,000. Operated 4 days, 4 nights.

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

RECEIPTS: \$5,000.  
CARNIVAL: Tip-Top; ride and show gross, total amount, less federal tax, \$625.

ATTRACTIONS: Barnes-Carruthers acts, 3 days, 3 nights.

AID: State aid, \$2,300; county aid, \$500.

ADMINISTRATION: President, A. G. Johnson; secretary, L. F. Wiemer.

**Richland County Agricultural  
Society, Richland Center**

TOTAL ATTENDANCE: Paid, 11,100; free, 1,260. Operated 3 days.

WEATHER: Good 2 days; cold or cloudy 1 day.

RECEIPTS: Gate, \$6,240; day grandstand total, \$3,200.

ATTRACTIONS: 2 days harness, 1 auto race.

AID: State aid, \$3,200; county aid, \$2,200.

ADMINISTRATION: President, Ray Brewer; secretary, H. R. Madren; superintendent of concessions, Heta Peebles; publicity director, Russ Pogo.

**Rosholt Free Community  
Fair, Rosholt**

TOTAL ATTENDANCE: Free, 32,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 3 nights.  
CARNIVAL: Dusty Rhodes.

ATTRACTIONS: Stage show, five acts.

AID, PREMIUMS: State aid, \$850; county aid, \$500.

ADMINISTRATION: President, A. F. Dobbe; secretary, R. L. Wrostad; superintendent of concessions, Lester Peterson.

1952 DATES: August 30-September 1, tentative.

**Shawano County Fair,  
Shawano**

TOTAL ATTENDANCE: 21,000. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 2 nights; cold or cloudy 1 day, 1 night.

**CARNIVAL:** Bodart's Shows.  
**ATTRACTIONS:** Jole Chitwood one night, 3 days harness racing, 1 day stock car racing (Winkley), Charles Zemater Agency 3 nights of revue.  
**AID, PREMIUMS:** State aid, \$3,000.  
**ADMINISTRATION:** President, C. Piell; secretary, Louis W. Catteah.  
**1952 DATES:** 4 days ending Labor Day, tentative.

**Sheboygan County Fair, Plymouth**

**TOTAL ATTENDANCE:** Paid, 34,629; Free, 9,043. Operated 4 days, 4 nights.  
**WEATHER:** Good 3 days, 3 nights; rain 1 day, 1 night.  
**RECEIPTS:** Gate (less tax), \$13,730.04; day grandstand total (less tax), \$4,379.52; night grandstand total (less tax), \$3,381.03.

**CARNIVAL:** Gold Bond Shows.  
**ATTRACTIONS:** Swensons Thrillcade, 3 performances; 105 Ranch Rodeo, 1 afternoon and 1 evening; stock car races, 2 afternoons and 1 evening; Boyle Woolfolk Revue, 1 night; Fearless Greys, man shot from cannon, 7 performances.

**AID, PREMIUMS:** State aid, \$4,250; county aid, \$3,500. Total estimated premiums paid out, \$5,890.45.  
**ADMINISTRATION:** President, Homer C. Melvin; secretary and publicity director, W. H. Eldridge; superintendent of concessions, Chester West.  
**1952 DATES:** August 29-September 1, tentative.

**St. Croix County Fair, Glenwood City**

**TOTAL ATTENDANCE:** Free, 15,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 2 days, 2 nights; rain 1 day, 1 night.

**CARNIVAL:** Dobson United Shows; ride and show gross, total amount, less federal tax, \$3,800.  
**ATTRACTIONS:** Free acts.  
**AID:** State aid, \$1,800.  
**ADMINISTRATION:** President, Victor Pohl; secretary, George Steffen.  
**1952 DATES:** August 3-5, official.

**Southwestern Wisconsin Fair, Mineral Point**

**TOTAL ATTENDANCE:** Paid, 19,125; free, 1,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 2 days, 2 nights; cold or cloudy 2 days, 2 nights.

**RECEIPTS:** Gate (less tax), \$8,195.80; day grandstand total (less tax), \$2,005; night grandstand total (less tax), \$2,850.86.  
**CARNIVAL:** Dyers; ride and show gross, total amount, less federal tax, \$4,500.  
**ATTRACTIONS:** Vaudeville acts, 3 days and nights; thrill show, Chitwood; 2 days harness racing; 1 day running races.  
**AID:** County aid, \$1,000.  
**ADMINISTRATION:** President, S. C. Severson; secretary, C. L. Winn; superintendent of concessions, W. L. Treweek; publicity director, D. M. Morgan.  
**1952 DATES:** August 30-September 2, official.

**Tri-State Fair, Superior**

**TOTAL ATTENDANCE:** Paid, 69,000; free, 9,500. Operated 6 days, 6 nights.  
**WEATHER:** Good 4 days, 4 nights; cold or cloudy 2 days, 2 nights.

**RECEIPTS:** Gate (less tax), \$13,600.  
**CARNIVAL:** Royal American Shows.  
**ATTRACTIONS:** Continental Varieties each night, Barnes-Carruthers; stock car races; Four-H amateur show; Chippewa Valley Barn Dance.  
**AID, PREMIUMS:** State aid, \$3,900. Total estimated premiums paid out (excluding races), \$10,000.  
**ADMINISTRATION:** Secretary, Seegar Swanson; superintendent of concessions, Elmer Hard.

**Taylor County Youth Fair, Medford**

**TOTAL ATTENDANCE:** Free, 10,000. Operated 4 days, 3 nights.  
**WEATHER:** Rain 3 days, 1 night; cold or cloudy 1 day, 2 nights.

**CARNIVAL:** Gold Bond Shows.  
**ATTRACTIONS:** Boxing and talent.  
**ADMINISTRATION:** President, Hugo DeJoung; secretary, Ray Gibbs; publicity director, C. R. Zoerb.

**Washburn County Junior Fair, Spooner**

**TOTAL ATTENDANCE:** free, 9,000. Operated 3 days, 3 nights.  
**WEATHER:** Good 1 day, 2 nights; rain 2 days, 1 night.

**CARNIVAL:** Dobson Shows; ride and show gross, total amount, less federal tax, \$2,500.  
**ATTRACTIONS:** Slim Jim, Bud Jacobson, Spooner Band, high act, local talent.  
**AID, PREMIUMS:** State aid, \$1,345; county aid, \$336.  
**1952 DATES:** August 11-13, tentative.

**Waupaca County Fair, Weyanwega**

**TOTAL ATTENDANCE:** Paid, 12,344; free, 8,500. Operated 3 days, 3 nights.  
**WEATHER:** Good 1 day, 1 night; rain 2 days, 2 nights.

**RECEIPTS:** Gate (less tax), \$7,118.90; day grandstand total (less tax), \$1,370.40; night grandstand total (less tax), \$364.60.  
**CARNIVAL:** Bodart's; ride and show gross, total amount, less federal tax, \$1,325.30.  
**ATTRACTIONS:** Zemater Theatrical Agency, Chicago, 3 days, 3 nights; 2 days of harness racing.  
**AID:** State aid, \$4,531.65; county aid, 1950; other aid, \$750.  
**ADMINISTRATION:** President, Oscar Haight; secretary, A. A. Stroschein; publicity director, Pete Walch.  
**1952 DATES:** September 4-7, tentative.

**Wisconsin State Fair, Milwaukee**

**TOTAL ATTENDANCE:** Paid, 819,210. Operated 9 days, 9 nights.  
**WEATHER:** Good 7 days, 7 nights. Cold or cloudy 2 days, 2 nights.  
**RECEIPTS:** Gate (less tax), \$284,136.50; day grandstand total (less tax), \$158,505; night grandstand total (less tax), \$69,429.  
**ATTRACTIONS:** Barnes-Carruthers Revue, 4 days AAA auto races, 1 motorcycle and 3 days harness.  
**ADMINISTRATION:** Manager, W. H. Masterson; superintendent of concessions, George Henderson; publicity director, Pete Walch.  
**1952 DATES:** August 17-26, official.

**WYOMING**

**Central Wyoming Fair, Casper**

**TOTAL ATTENDANCE:** Paid, 36,000. Free, 6,000. Operated 5 days 6 nights.  
**WEATHER:** Good 4 days, 5 nights. Cold or cloudy 1 day, 1 night.

**CARNIVAL:** Hills Greater.  
**ATTRACTIONS:** Barnes-Carruthers Revue (3 nights), Leo Cremer Rodeo (3 nights); Chitwood Thrill Show (3 afternoons); "Miss Wyoming" official contest, State baton twirling official contest, fly casting contest, llars' contest, Thearie-Dumfeld fireworks every night.  
**AID, PREMIUMS:** County aid, \$11,855.  
**ADMINISTRATION:** President, Guy Engle; Secretary, R. S. (Bob) Latta; Superintendent of concessions, Ken Ury.  
**1952 DATES:** August 18-23, tentative.

**Goshen County Fair and Rodeo, Torrington**

**TOTAL ATTENDANCE:** Paid, 6,000; free, 500. Operated 3 days, 3 nights.  
**WEATHER:** Good 2 days, 3 nights; rain 1 day.

**RECEIPTS:** Gate (less tax), \$7,000.  
**CARNIVAL:** T. J. Tidwell, Ride and show gross, total amount, less federal tax, \$1,600.  
**ATTRACTIONS:** Rodeos, races, carnival; Times Revue, vaudeville by Wheeler-Pittman; 3 days running races.  
**ADMINISTRATION:** President, Melvin Stephenson; secretary, John McCreery; superintendent of concessions, B. H. Therweiler; publicity director, E. P. Perry.

**Platte County Fair and Rodeo, Wheatland**

**TOTAL ATTENDANCE:** Paid, 3,100; free, 250. Operated 2 days, 2 nights.  
**WEATHER:** Good 2 days.

**RECEIPTS:** Gate (less tax), \$1,350. Day grandstand total (less tax), \$1,125.  
**ATTRACTIONS:** Rodeo, Lawrence Tate, producer and arena director, and night horse show produced by Wheatland Boosters' Club.  
**AID, PREMIUMS:** County aid, \$4,000. Total estimated premiums paid out (excluding races), \$3,000.  
**1952 DATES:** August 23-24, official.

**Weston County Fair, Newcastle**

**TOTAL ATTENDANCE:** Paid, 1,800; free, 250. Operated 2 days, 2 nights.  
**WEATHER:** Good 2 days, 2 nights.

**RECEIPTS:** Gate (less tax), \$1,500. Day grandstand total (less tax), \$1,500.  
**CARNIVAL:** Hill Bros. Ride and show gross, total amount, less federal tax, \$3,000 estimate.  
**ATTRACTIONS:** Rodeo.  
**ADMINISTRATION:** President, Blaine Fleak; secretary, Garth Percival; publicity director, F. M. Pimpell.  
**1952 DATES:** August 27-28, tentative.

**Wyoming State Fair, Douglas**

**TOTAL ATTENDANCE:** Paid, 35,000. Operated 4 days, 4 nights.  
**WEATHER:** Good 4 days, 2 nights; rain 2 nights.

**CARNIVAL:** Hills Greater Shows.  
**ATTRACTIONS:** Night shows, William & Lee; rodeo, Sandhills Rodeo Company.  
**ADMINISTRATION:** President, Roy Combs; secretary, William L. Chapman; manager, Gordon L. Roush.  
**1952 DATES:** August 27-30, official.

**CANADA**

**ALBERTA**

**Calgary Exhibition and Stampede, Calgary**

**TOTAL ATTENDANCE:** 406,267. Operated 6 days, 6 nights.  
**WEATHER:** Good 5 days, 4 nights; rain 1 night; cold or cloudy 1 day, 1 night.

**CARNIVAL:** Royal American.  
**ATTRACTIONS:** Rodeo and running races in afternoon; chuck wagon races, stagershow and fireworks in evening; stagershow provided by Ernie Young Agency; fireworks by Interstate Fireworks Company.  
**ADMINISTRATION:** President, J. B. Cross; secretary, I. W. Parsons; general manager, M. E. Hartnett; assistant general manager, W. L. Ross.  
**1952 DATES:** July 7-12, official.

**Edmonton Exhibition, Edmonton**

**TOTAL ATTENDANCE:** Paid, 198,856. Free, 101,200. Operated, 6 days, 6 nights.  
**WEATHER:** Good 5 days, 4 nights. Rain 1 day, 2 nights.

**RECEIPTS:** Gate (less tax) \$49,000. Day grandstand total (less tax) \$19,000.  
*(Continued on page 128)*



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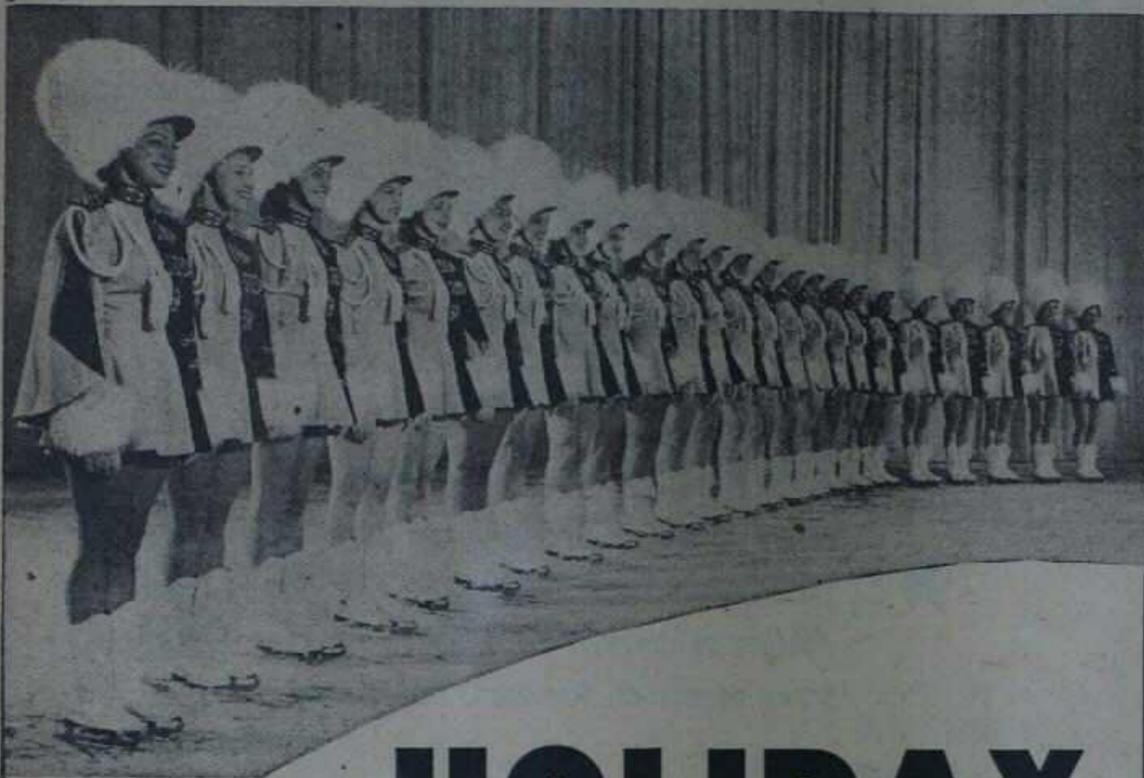
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### Hamburg Press

• Continued from page 57

emphasizing the fair's major effort, the sponsorship of agricultural interests. The Buffalo Evening News also carried many advance features.

### Television Used

Introduced this year were a series of television shows over Station WBEN-TV. WBEN-AM aired five 15-minute transcriptions taken on the grounds of people and events thruout fair week as added reminders. These were public service programs. Also contributing valuable time was Station WGR and Station WKBW. For its sixth successive year WGR manned a studio set-up at the fair which broadcasts live programs. When not on the air the facilities were used as a public information center and general announcement booth.

Daily press coverage included tabulation of awards, contest results and human-interest stories in both pictures and feature articles. Newspapermen reported to the publicity office for leads on daily stories and the press department kept a running series of short articles to aid the men and women covering the fair.

**The Spotlight's on Los Angeles and the Activities of the**



**COMING EVENTS**

- Monday, Dec. 3.—**HOMECOMING AND HI-JINKS PARTY**  
Grand Ballroom, Elks' Club,  
6th and Park View.
- Sunday, Dec. 9.—**MEMORIAL SERVICES**  
Evergreen Cemetery (1 P.M.)
- Sunday, Dec. 9.—
- Monday, Dec. 10.—**ANNUAL BAZAAR, LADIES' AUXILIARY, P.C.S.A.**
- Wednesday, Dec. 12.—**CELEBRATION AT CLUBROOMS. Members and Ladies' Auxiliary Combined. BURNING OF THE MORTGAGE.**
- Saturday, Dec. 15.—**ANNUAL BANQUET AND BALL**  
Biltmore Hotel
- Monday, Dec. 17.—**PRESIDENT'S AND PAST PRESIDENTS' PARTY**  
Grand Ballroom, Elks' Club, 6th and Park View
- Monday, Dec. 31.—**ANNUAL MEETING AND ELECTION OF OFFICERS**  
(Afternoon)
- Monday, Dec. 31.—**NEW YEAR'S EVE PARTY. Clubrooms.**
- Monday, Jan. 7.—**INSTALLATION OF OFFICERS FOR 1952.**

*We invite all showmen and those directly affiliated with show business to join. Initiation fee \$10 plus \$10 dues. Card paid to Sept. 1, 1952. Join NOW.*

*Make your reservation for the Banquet & Ball today. Attendance limited.*

**PACIFIC COAST SHOWMEN'S ASS'N**

M. J. DOOLAN, President

AL FLINT, Executive Secretary

1235 South Hope Street Los Angeles 15, California

•Continued from page 127

000. Night grandstand total (less tax) \$73,000.  
CARNIVAL: Royal American Shows. Ride and show gross, total amount, less federal tax, \$105,000.  
ATTRACTIONS: Stage variety show, Ernie Young; 6 days, horse racing (running).  
ADMINISTRATION: Manager, James Paul; Secretary, Miss B. Bannerman; publicity director, F. N. Miller.

**BRITISH COLUMBIA**

**Interior Provincial Exhibition, Armstrong**

TOTAL ATTENDANCE: Paid, 8,000; free, 150. Operated 3 days.  
WEATHER: Good 3 days.  
RECEIPTS: Gate (less tax), \$6,300. Day grandstand total (less tax), \$700.  
CARNIVAL: Spectacular Productions.  
ATTRACTIONS: Great Johannsson-The Madisons, wire and pole acts.  
AID: State aid, \$2,000; county aid, \$1,500.  
ADMINISTRATION: President, H. D. McCallan; secretary, Mat Hassen.  
1952 DATES: September 9-11, tentative.

**Pacific National Exhibition, Vancouver**

TOTAL ATTENDANCE: Paid, 665,695; Operated 11 days, 11 nights.  
WEATHER: Good 10 days, 10 nights; rain 1 day, 1 night.  
CARNIVAL: Royal Canadian Show and Rainer Show. Ride and show gross, total amount, less federal tax, \$64,367.62.  
ATTRACTIONS: Polack Bros.' Circus, 11 nights, 13 matinees; Hobby Show.  
ADMINISTRATION: President, G. Mort Ferguson; manager, V. Ben Williams; superintendent of concessions, David Dauphinee; publicity director, Charles Defieux.  
1952 DATES: August 22-September 2, tentative.

**ONTARIO**

**Belleville Exhibition, Belleville**

TOTAL ATTENDANCE: Paid, 25,000; free, 1,000. Operated 4 days, 4 nights.  
WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$9,000; day grandstand total (less tax), \$1,000; night grandstand total (less tax), \$2,000.  
CARNIVAL: Conklin's Midway; ride and show gross, total amount, less federal tax, \$2,700.  
ATTRACTIONS: Norm Harris Artists Grandstand Show; Lucky Lott Hell Drivers (one day only); harness racing, 3 afternoons; running race, one afternoon.  
AID, PREMIUMS: State aid \$800; county aid, \$350. Other aid, \$825. Total estimated premiums paid out (excluding races), \$4,300.  
ADMINISTRATION: President, W. H. Rollins; secretary, E. S. Deuves.  
1952 DATES: August 10-13, tentative.

**Elmira & Woolwich**

**Agricultural Society, Elmira**  
TOTAL ATTENDANCE: Paid, 8,358; free, 3,000. Operated 3 days, 3 nights.  
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.  
RECEIPTS: Gate (less tax), \$35,796; night grandstand total (less tax), \$34,500.  
CARNIVAL: Stanger Shows  
ATTRACTIONS: Gladys Cornell Concert Company and radio Station CKNX; 5 races, pace or trot.  
AID: State aid, \$800.  
ADMINISTRATION: President, Clar-

**MIDWAYS FOR FAIRS**

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Detroit 31, Michigan

VISIT US AT YOUR  
STATE FAIR  
MEETING

Secretary, Charles A. Starr; superintendent of concessions, E. Geisel.  
1952 DATES: August 30-September 2, tentative.

**Markham Fair, Markham**  
TOTAL ATTENDANCE: Paid, 1,500; free, 5,000. Operated 3 days, 2 nights.  
WEATHER: Good 3 days, 2 nights.  
RECEIPTS: Gate (less tax), \$5,500;

day grandstand total (less tax), \$500.  
ADMINISTRATION: President E. Graham; secretary, R. H. Crosby; superintendent of concessions, O. B. Heisey.  
1952 DATES: Oct. 3-5, tentative.

**Norfolk County Fair, Simcoe**  
TOTAL ATTENDANCE: Paid, 49,170; free, 11,000. Operated 4 days, 5 nights.  
WEATHER: Good 4 days, 5 nights.

RECEIPTS: Gate (less tax), \$15,350. Day grandstand total (less tax), \$3,287; night grandstand total (less tax), \$7,623.  
CARNIVAL: Wallace Bros. Shows. Ride and show gross, total amount, less federal tax, \$4,883.

ATTRACTIONS: George A. Hamid & Son Vaudeville Show, 5 nights; Irish Horan Hell Drivers, 1 afternoon, 1 night; harness horse races, running races and horse show, 4 afternoons.

AID, PREMIUMS: State aid, \$800; other aid, \$1,000. Total estimated premiums paid out (excluding races), \$12,092.

ADMINISTRATION: President, Monroe Landon; secretary, Harold I. Pond; superintendent of concessions, Lloyd S. Culver; publicity director, Harold I. Pond.

1952 DATES: October 7-11, tentative.

**Welland County Fair, Welland**  
TOTAL ATTENDANCE: Paid, 28,858; free, 4,500. Operated 5 days, 5 nights.  
WEATHER: Good 3 days, 3 nights; rain 2 days, 2 nights.

RECEIPTS: Gate (less tax), \$10,006. Day grandstand total (less tax), \$2,000; night grandstand total (less tax), \$2,700.75.

CARNIVAL: Bernard Bany. ATTRACTIONS: Hollywood Dare-devils thrill show; one day of harness racing.

ADMINISTRATION: Secretary, Gordon K. Brown; superintendent of concessions, A. A. Marshall; publicity director, W. Bolkel.

1952 DATES: September 10-14, tentative.

**QUEBEC**

**Canada's Great Eastern Exhibition, Sherbrooke**

TOTAL ATTENDANCE: Paid, 69,000; free, 18,000. Operated 7 days, 7 nights.  
WEATHER: Good 5 days, 6 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.

CARNIVAL: Conklin Midway. ATTRACTIONS: George A. Hamid & Son, Roxyettes and 7 vaudeville acts; horse races 6 days (afternoon).

ADMINISTRATION: President, J. A. Ste-Marie; secretary, J. R. Manseau; superintendent of concessions, Alex C. Ross.

1952 DATES: Week previous to Labor Day, tentative.

**Exposition Provinciale de Quebec, Quebec City**

TOTAL ATTENDANCE: Paid, 333,000; free, 25,000. Operated 9 days, 10 nights.  
WEATHER: Good 5 days, 5 nights; rain 1 day, 2 nights; cold or cloudy 3 days, 3 nights.

RECEIPTS: Gate (less tax), \$103,086.08. Day and night grandstand total (less tax), \$28,447.06.

CARNIVAL: Conklin Shows, Ltd. ATTRACTIONS: Skating Vanities '52, roller skating revue, 10 nights, 4 matinees; harness racing, 9 matinees, 6 nights.

PREMIUMS: Total estimated premiums paid out (excluding races), \$23,000.

ADMINISTRATION: Manager-director, Emery Boucher; superintendent of concessions, Jacques Boucher; publicity director, J. D. Boudreau.

1952 DATES: August 29-September 7, official.

**SASKATCHEWAN**

**Moose Jaw Exhibition, Moose Jaw**

TOTAL ATTENDANCE: Paid, 40,000; free, 1,000. Operated 4 days, 4 nights.  
WEATHER: Good 4 days, 4 nights.

1952 DATES: July 2-5, tentative.

*The Aristocrat*  
of the Great Northwest!

**DOUGLAS GREATER SHOWS**

Earl O. DOUGLAS  
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The Northwest's Greatest Array of Riding Devices...

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**Thanks** . . . to All of the officials of the following **FAIRS** for a Pleasant 1951 Season

Orange County Fair Association Middletown, N. Y.	Lehighton Fair Lehighton, Pa.	Reading Fair Reading, Pa.	Great Allentown Fair Allentown, Pa.	New Jersey State Fair Trenton, N. J.	Georgia State Fair Macon, Ga.
Centre County Fair Centre Hall, Pa.	Flemington Fair Flemington, N. J.	York Interstate Fair York, Pa.	Bloomsburg Fair Bloomsburg, Pa.	Piedmont Interstate Fair Spartanburg, S. C.	Orangeburg County Fair Orangeburg, S. C.

**Ben Weiss & Son Concession Co.**

Office and Communications: 418 Market Street, Philadelphia, Pa.

5205 Alton Road, Miami Beach, Fla.

# STILL-DATE FACILITIES

## Guide to Greater Income, More Activity

Year-round use of fairgrounds facilities has grown with each passing year.

To fairs still-dates mean increased revenue. They also enable many fairs to maintain their plants better because the greater activity and added income permits the maintenance of larger, more efficient staffs and caretakers' crews. Still-dates, moreover, serve to build fairs in the eye of the public, for the

greater the activity at fairgrounds the greater is the attention focused upon fairs.

Attractions, ever alert for new dates, find the compilation of still-date facilities of great importance. Nowhere else can attractions determine fairs' facilities. Thus, the listing, together with facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vitally in the contracting and routing of attractions.

### ALABAMA

#### Andalusia, Covington County Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 1,500. Coliseum available for rental for: Dances, ice shows, stage-shows.

1951 STILL DATES: Stock car races, air show, rodeo, motorcycle races, Jole Chitwood thrill show.

MARION A. BOYETTE Jr., P. O. Box 561, Andalusia.

#### Athens, Limestone County Fair

GRANDSTAND CAPACITY: 1,000. Size of race track/tracks, one-half mile. Plant is rented for: Harness races, stock car races, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Motorcycle races, circus baseball, farmers meetings.

W. A. OWENS: Athens.

#### Birmingham, Alabama State Fair

GRANDSTAND CAPACITY: 10,000. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Stock car races, motorcycle races, new car races.

R. H. McINTOSH, Alabama State Fair, Birmingham.

#### Florence, North Alabama State Fair

GRANDSTAND CAPACITY: 10,000. BLEACHER CAPACITY: 600. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.

1951 STILL DATES: Baseball games, cattle, dog, horse shows, circuses.

C. H. JACKSON, Box 165, Florence.

#### Huntsville, Madison County Fair and Tennessee Valley Exposition

GRANDSTAND CAPACITY: 3,500. Size of race track, half-mile. Plant is rented for: Big car races, midget auto races, stock car races, carnival show lot, circus show lot.

MARIE DICKSON: Huntsville.

### ARIZONA

#### Phoenix, Arizona State Fair

GRANDSTAND CAPACITY: 6,548. Size of race tracks, 1-mile (dirt) and half-mile (paved). Plant is rented for: Big car races, stock car races, thrill shows, rodeos.

1951 STILL DATES: Horse races, livestock show, implement show, dog show, big car races, rodeo.

GEORGE W. BLAKE, Secretary, Fairgrounds, Phoenix, Arizona.

### ARKANSAS

#### Fort Smith, Arkansas-Oklahoma Livestock Expo.

COLISEUM (INDOOR ARENA) CAPACITY: 10,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage-shows.

1951 STILL DATES: Ice show, circus, rodeo, stage-show.

R. SMITH, Chamber of Commerce.

#### Hope, Third District Livestock Show

COLISEUM (INDOOR ARENA) CAPACITY: 5,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage-shows, trade shows, sports shows.

BOB SHIVERS, Coliseum Office.

#### Little Rock, Arkansas Livestock Show Association

PLANT IS RENTED FOR: Rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 6,200. Coliseum available for rental for: Rodeos, ice shows, circuses, trade shows.

1951 STILL DATES: Hennes Bros. Show, "Holiday on Ice," "Ice Varieties," Home and Trade Show.

MEN CLYDE E. BYRD, Secretary-manager, Arkansas Livestock Show, Little Rock.

#### Paris, Logan County Free Fair

BLEACHER CAPACITY: 3,000. Plant is rented for: Rodeos, carnival show lot, circus show lot.

1951 STILL DATES: Rodeo and

### CALIFORNIA

#### Calistoga, Napa County Fair and Horse Show

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,150. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Big car races, thrill shows, rodeos.

COLISEUM (INDOOR ARENA) CAPACITY: 1,000. Coliseum available for rental for: Dances, stage-shows, trade shows, sport shows.

ED. WARRENER, Secretary-Manager, 1435 Oak Street, Calistoga.

#### Crescent City, 41st District Fair

GRANDSTAND CAPACITY: 1,500. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, thrill shows.

1951 STILL DATES: Big car races.

L. W. McCLURE, Box 26, Crescent City.

#### Del Mar, San Diego County Fair

GRANDSTAND CAPACITY: 7,500. BLEACHER CAPACITY: 800. Size of race track, one mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, circuses, stage-shows, trade shows, sports shows.

1951 STILL DATES: Consolidated-Vultee Aircraft picnic, September 22; San Diego Gas & Electric Company picnic, September 16; winter quarters, Western Harness Association.

PAUL T. MANNEN, Box 578, Del Mar.

#### Dixon, Solano District Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track, three-eighth mile. Track is equipped for night racing. Plant is rented for: Stock car races, rodeos.

COLISEUM (INDOOR ARENA) CAPACITY: 1,500. Coliseum available for rental for: Dances, stage-shows, trade shows, sports shows.

1951 STILL DATES: Football, stock car races, indoor dances.

ROBERT McCLURE, P. O. Box 817, Dixon.

#### Galt, Sacramento County Fair

GRANDSTAND CAPACITY: 1,300. Size of race track half-mile.

COLISEUM (INDOOR ARENA): Available for rental for: Dances, circuses, stage-shows, trade shows, sports shows.

SAM W. KELLETT, P. O. Box 365, Galt.

#### Fresno, Fresno District Fair

GRANDSTAND CAPACITY: 4,000. Size of race track, one mile.

1951 STILL DATES: Horse shows, dog shows, cattle and hog sales, conventions, banquets, luncheons, picnics, harness horse training, quarter horse racing, poultry shows, rabbit shows.

GRASS VALLEY, 17th District Agricultural Association

BLEACHER CAPACITY 1,300. 1951 STILL DATES: Barbecues, steak fries, picnics.

LOYLE FREEMAN, Manager, P. O. Box 1104, Grass Valley.

#### Imperial, California Mid-Winter Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA): Available for rental for: Dances, ice shows, circuses, stage-shows, trade shows, sports shows.

1951 STILL DATES: 4th of July; Armistice Day; Shrine circus; Shrine ceremonial, picnics, 4-H club meetings, private parties, horse show and rodeo.

D. V. STEWART, P. O. Box 306, Imperial.

#### Lakeport, Lake County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,000. Size of race track, one-fourth mile. Track

is equipped for night racing. Plant is rented for: Hot rod races, stock car races, carnival show lot.

COLISEUM (INDOOR ARENA): Available for rental for: Dances, trade shows, sports shows.

1951 STILL DATES: Football, baseball and softball games, horse shows, stock car races.

C. P. LEWIS, Box 866, Lakeport.

#### Lancaster, Antelope Valley Fair and Alfalfa Festival

GRANDSTAND CAPACITY: 1,529. BLEACHER CAPACITY: 1,000. Size of race track, five-eighths mile. Plant is rented for: Thrill shows, rodeos.

COLISEUM (INDOOR ARENA): Available for rental for: Dances, circuses, stage-shows, trade shows.

1951 STILL DATES: Elk's Club rodeo, high school gymkana.

A. G. MARQUARDT, Box 1145, Lancaster.

#### Lodi, Lodi Grape Festival and National Wine Show

PLANT IS RENTED FOR: Rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 2,800. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage-shows, trade shows, sports shows.

1951 STILL DATES: Harlem Globe-trotters, Horace Heidt Show, circus.

C. S. JACKSON, P. O. Box 848, Lodi.

#### Madera, Madera District Fair

GRANDSTAND CAPACITY: 1,250. BLEACHER CAPACITY: 1,250. Size of race track, half-mile. Plant is rented for: Thrill shows, rodeos.

COLISEUM (INDOOR ARENA) CAPACITY: 2,000. Coliseum available for rental for: Dances, sports shows.

1951 STILL DATES: Joe Chitwood Shows, State-Livestock Shows, festivals.

J. T. O'SHAUGHNESSY, Secretary-Manager, Route 1, Box 358, Madera.

#### Mariposa, Mariposa County Fair

GRANDSTAND CAPACITY: 1,466. BLEACHER CAPACITY: 600. Size of race track, quarter mile. Plant is rented for: Midget auto races, thrill shows, rodeos, motorcycle races.

1951 STILL DATES: Junior shows, rodeo, picnics, dances, banquets, motorcycle races, football, steer roping.

DALE K. CAMPBELL, Mariposa.

#### Mered, Merced County Fair

GRANDSTAND CAPACITY: 3,230. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) available for rental for: Dances, stage-shows, trade shows, sports shows.

1951 STILL DATES: Basketball, three months; dances several times per month; jalopy races weekly, May to October 21; fair, Jole Chitwood, Polack Circus, Trade Club monthly.

W. C. WOXBERG, P. O. Box 1352, Merced.

#### Pleasanton, Alameda County Fair

GRANDSTAND CAPACITY: 4,200. Size of race tracks, 1 mile and half-mile.

1951 STILL DATES: Dog shows, barbecues.

WRAY L. BEIGSTROM, Fairgrounds, Pleasanton.

#### Pomona, Los Angeles County Fair

GRANDSTAND CAPACITY: 10,500. Size of race track, half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, motorcycle races.

C. B. AFFLERBAUGH, Los Angeles County Fair, Pomona.

#### Red Bluff, Tehama County Fair

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Harness races, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 1,000. Coliseum available for rental for: Dances, stage-shows, trade shows.

1951 STILL DATES: Red Bluff Round-Up, Red Bluff bull sale, California Wool Growers' Association.

JOSEPH A. SOARES, Secretary-Manager, Box 70, Red Bluff.

#### Roseville, Placer County Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 200. Plant is rented for: Thrill shows, rodeos, carnival show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 1,500. Coliseum available for rental for: Dances, trade shows, sports shows.

1951 STILL DATES: Junior Horse Show, Junior Stock Show, Automobile Show, benefit dances.

NIC HUDDLESTON, P. O. Box 710, Roseville.

#### Sacramento, California State Fair

GRANDSTAND CAPACITY: 8,120. BLEACHER CAPACITY: 2,000. Size of race track, one mile. Plant could be rented for: Harness races, rodeos, carnival show lot, circus show lot.

E. P. GREEN, Secretary-Manager, P. O. Box 2036, Sacramento.

#### San Jose, Santa Clara County Fair

GRANDSTAND CAPACITY: 5,365. Size of race track one-mile. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.

1951 STILL DATES: Rodeo, motorcycle races, circus, horse show, dog show, poultry show, 4-H field day, stock car races.

RUSSELL E. PETTIT, 2530 South First Street, San Jose.

#### Stockton, San Joaquin County Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 500. Size of race tracks, three-fourths mile and one-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA): Available for rental for: Stage-shows, trade shows, sports shows.

1951 STILL DATES: Auto races, thrill shows, motorcycle races, circus, rodeo.

E. G. VOLLMANN, P. O. Box 1669, Stockton.

#### Susanville, Lassen County Fair & Livestock Show

GRANDSTAND CAPACITY: 2,381. BLEACHER CAPACITY: 600. Size of race track, three-fourths mile. Plant is rented for: Harness races, rodeos.

A. A. JENSEN, P. O. Box 472, Susanville.

#### Turlock, Stanislaus District Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,500. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.

1951 STILL DATES: Far West turkey show, dances.

C. A. RIGSBEE, P. O. Box 347, Turlock.

#### Ukiah, 12th District Agricultural Association

GRANDSTAND AND BLEACHER CAPACITY: 2,300. Size of race track, half-mile. Plant is rented for: Hot rod races, harness races, thrill shows, carnival show lot, circus show lot.

1951 STILL DATES: Calif. Stock Car Racing Ass'n, May, 1951, thru September, 1951; West Coast Shows (carnival), Chitwood auto daredevil show.

WM. V. MILLER, Secretary-manager, 12th District Agricultural Ass'n, Ukiah.

### COLORADO

#### Akron, Washington County Fair and Rodeo

GRANDSTAND CAPACITY: 2,400. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is rented for: Circus show lot.

WILLIAM H. DARNELL, Akron.

#### Brighton, Adams County Fair and Rodeo

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 750. Size of race track, half-mile. Plant is rented for: Rodeos, carnival show lot, circus show lot.

1951 STILL DATES: Pure bred live stock sales, dance.

COUNTY COMMISSIONERS: Brighton.

#### Julesburg, Sedwick County Fair

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 200. Size of race track, three-fourths mile. Plant is rented for: Hot rod races, harness races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Night variety show, motorcycle races, stock car races.

Board of County Commissioners, Sedgwick County, Julesburg.

#### Pueblo, Colorado State Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Shrine circus, rodeo, scout circus.

W. H. KITTLE, Manager, Colorado State Fair, Pueblo.

#### Trinidad, Trinidad Round-Up Association

GRANDSTAND CAPACITY: 1,300. BLEACHER CAPACITY: 1,500. Size of race track, half-mile.

TRINIDAD ROUND-UP ASSOCIATION, Box 210 Trinidad.

### CONNECTICUT

#### Danbury, Great Danbury Fair

GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 4,000. Size of race tracks, one-fifth and one-third mile. Track is equipped for night racing. Plant is used for: Big car races, midget auto races, stock car races, thrill shows.

COLISEUM (INDOOR ARENA) CAPACITY: 2,250 portable seating.

1951 STILL DATES: Summer operetta.

C. IRVING JAEVIS, Assistant General Manager, Danbury.

#### North Haven, North Haven Fair

GRANDSTAND CAPACITY: 540. BLEACHER CAPACITY: 600. Size of race track, horse show ring only. Plant is rented for: Carnival show lot.

ERWIN S. SMITH, Ridge Road, North Haven.

### DELAWARE

#### Harrington, Kent and Sussex County Fair, Inc.

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 750. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Big car races, harness races, stock car races, thrill shows.

1951 STILL DATES: 45 days pari-mutuel harness racing, stock car, winter quarters for 400 head horses, picnics, cattle sales, horse sales.

T. B. HOLLOWAY, Harrington.

### GEORGIA

#### Eastman, Dodge County Legion Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Midget auto races, harness races, thrill shows, rodeo, carnival show lot, circus show lot.

1951 STILL DATES: Stock car races and baseball.

R. T. RAGAN, Eastman.

#### Macon, Georgia State Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,500. Size of race tracks, mile and half-mile. Plant is under control of Macon Racing Association, Macon, Ga., is rented for: Harness races, thrill shows, motorcycle races.

1951 STILL DATES: Carnival, circus, auto racing.

MACK DODD, Parks Committee, City of Macon.

#### Manchester, Tri-County Fair

PLANT IS RENTED FOR: Carnival show lot, circus show lot.

BEN WINSLOW, Manchester.

### IDAHO

#### Blackfoot, Eastern Idaho State Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,500. Size of race track: half mile. Plant is rented for: Thrill shows, rodeos.

# BILL HAMES SHOWS INC.

The name "BILL HAMES"—A Symbol of Integrity

We have established an enviable reputation in the State of Texas, where we have for many years always played the "Cream" of the Fairs and Celebrations.

IN 1952 . . . We plan on playing some of the Top Fairs in the Middle West and West, in addition to our choice Texas dates. We invite Fairmen and Celebration Committees to contact us before booking their Midway Attractions for next year.

GET A NEW RAILROAD SHOW—WITH AN A-1 REPUTATION

OPENING IN JANUARY AT THE FAT STOCK SHOWS

Can place a few High-Class Shows, also Legitimate Concessions of all kinds, for these Winter Dates.

**W. H. (BILL) HAMES, Pres. and Gen. Mgr.**

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## New Modern Rides Outstanding Shows Late Model Trucks

# FIDLER'S United Shows

Finest motorized show in the Midwest

### Fair Secretaries.. Committees

We have two complete and separate Shows which can be combined into one gigantic spectacle for large fairs and celebrations to give you one of the largest midway combinations.

Now Booking  
for Next Season

Legitimate Concessions of all kinds and Attractions that are worthwhile. Also need good Ride Help who can keep our Rides in A-1 condition. Must be capable.

### FOR 1952

We are again opening in St. Louis, Mo., on the best lots and locations, starting the end of March, and following will be choice spots and proven money-making locations throughout Middle West industrial cities.

CONTACT  
**SAM FIDLER**  
Mgr.

rented for: Rodeos, carnival show lot.  
1951 STILL DATES: Rodeo, races, carnival.

SAUL H. CLARK: Burley.

### Cambridge, Washington County Fair Assn.

GRANDSTAND CAPACITY: 1,500.  
BLEACHER CAPACITY: 300. Size of race track, three-eighths mile. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Rodeo, circus, football, baseball, horse racing.  
FRED BRANT: Cambridge.

## ILLINOIS

### Albion, Edwards County Agricultural Fair

GRANDSTAND CAPACITY: 1,000.  
BLEACHER CAPACITY: 800. Size of race track, one-third mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
LOY L. THREAD: Albion.

### Aledo, Mercer County Agricultural Society

GRANDSTAND CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Stock car races.  
ORA LAMBERT: New Boston, Ill.

### Anna, Anna Fair

GRANDSTAND CAPACITY: 1,800.  
BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for: Carnival show lot, circus show lot.  
R. L. RICH: Anna.

### Arthur, Moultrie-Douglas County Fair

GRANDSTAND CAPACITY: 1,200.  
BLEACHER CAPACITY: 3,500. Plant is rented for: Carnival show lot, circus show lot.  
P. W. KNOBLOCH: Arthur.

### Augusta, Augusta Community Live Stock Association

BLEACHER CAPACITY: 2,500. Plant is rented for: Stock car races.  
1951 STILL DATES: Stock car races every Sunday nite.  
L. WAYNE ROBISON: Secretary.

### Bridgeport, Lawrence County Fair

GRANDSTAND CAPACITY: 1,200.  
BLEACHER CAPACITY: 600.  
1951 STILL DATES: Reunions and conventions.  
RUSSELL J. FESSANT: Bridgeport.

### Farmer City, Farmer City Fair

GRANDSTAND CAPACITY: 1,600.  
BLEACHER CAPACITY: 3,000. Size of race track, half-mile and one-fifth mile. Fifth-mile track is equipped for night racing. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Cappell Bro's Circus.  
REX JACKSON: Treasurer, 302 S. Main Street, Farmer City.

### Harrisburg, Saline County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Plant is rented for: Hot rod races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Hot rod races, five Sundays; circus, carnival.  
L. M. HANCOCK: Secretary, Harrisburg.

### Knoxville, Knox County Fair

GRANDSTAND CAPACITY: 1,400.  
BLEACHER CAPACITY: 2,700. Size of race tracks, one-half and one-fifth mile. Plant is rented for: harness races, stock car races, motorcycle races.  
1951 STILL DATES: Stock car races, White Horse Review.  
RAY SWANSON: 1127 Willard, Galesburg.

### Lincoln, Logan County Fair

GRANDSTAND CAPACITY: 2,400.  
BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
W. E. LAYMAN, 131 10th Street, Lincoln.

### Marshall, Clark County Fair

GRANDSTAND CAPACITY: 2,000.  
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Track is equipped for night racing.  
1951 STILL DATES: Fourth of July racing.  
EVERETT SMITLEY: Marshall.

### Martinsville, Martinsville Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half mile.  
OSCAR M. JACO: Martinsville.

### Pecatonica, Winnebago County Fair

GRANDSTAND CAPACITY: 1,600. Size of race track, half-mile. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle

1951 STILL DATES: Rodeo, motorcycle races, thrill show, coon dog trial, square dancing, horse show, sectional trail ride.

JOHN MEYERS: Pecatonica.

### Peoria, Heart of Illinois Fair

GRANDSTAND CAPACITY: 5,200. Size of race tracks, one-fourth and one-half mile. Quarter mile track is equipped for night racing. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Stock cars, Mills Circus, Sports and Travel Show, IMCA big car races, AMA motorcycles, "Holiday on Ice," fireworks, all-star football game.

PAUL NICELY: 5301 N. University Peoria.

### Metropolis, Massac County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1951 STILL DATES: Stock car races every Saturday night, August-September.

PAUL W. MILLER: Box 112, Metropolis.

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

GRANDSTAND CAPACITY: 2,500. Plant is rented for: Rodeos.

1951 STILL DATES: Rodeo, September 15-16.

BUREL A. HAWTHORNE: Milford.

### Newton, Jasper County Fair

GRANDSTAND CAPACITY: 1,500. Size of race track, half-mile.

C. L. BATMAN: Secretary, Newton.

### Pontiac, Livingston County Fair

GRANDSTAND CAPACITY: 3,000. Not for rent.

### Sandwich, The Sandwich Fair

GRANDSTAND CAPACITY: 3,000.  
BLEACHER CAPACITY: 500. Size of race track, half-mile.  
C. R. BRADY: Secretary, 113 South Main Street, Sandwich.

### Springfield, Illinois State Fair

GRANDSTAND CAPACITY: 10,800.  
BLEACHER CAPACITY: 3,000. Size of race tracks, mile and half-mile. Plant is rented for: Big car races, midget auto races, harness races, stock car races, rodeos, motorcycle races.  
COLISEUM (INDOOR ARENA): Available for rental for: Ice shows, circuses, staggshows, trade shows.  
H. W. ELLIOTT, General Manager, Illinois State Fair, P. O. Box 548, Springfield.

### Vienna, Johnson County Fair

GRANDSTAND CAPACITY: 750. Size of race track, half-mile.

E. M. GORDEN: Vienna.

### Warren, Warren Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile.

J. W. RICHARDSON: Warren.

## INDIANA

### Akron, Akron Agricultural Fair

GRANDSTAND CAPACITY: 750.  
1951 STILL DATES: July 4th event, sponsored by Fair Assn.  
IVAN C. BOYLAN: Secretary, Akron.

### Boonville, Big Boonville Fair

GRANDSTAND CAPACITY: 1,500.  
BLEACHER CAPACITY: 700. Size of race track, half-mile. Plant is rented for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
ALBERT C. DEER: 711 South Fifth Street, Boonville.

### Bourbon, Bourbon Fair Association

GRANDSTAND CAPACITY: 2,000.  
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is rented for: Motorcycle races, carnival show lot.  
1951 STILL DATES: Local horse saddle club show, 1 motorcycle race.  
BOSS METHENY: Bourbon.

### Osgood, Ripley County Fair

GRANDSTAND CAPACITY: 1,600.  
BLEACHER CAPACITY: 500. Size of race track, half-mile. Track is equipped for night racing.

WILLIAM B. DELAY: Secretary, Osgood.

### Bucknell, Knox County Farm Fair

BLEACHER CAPACITY: 2,000.  
COLISEUM (INDOOR ARENA): Available for rental for: Dances, stage-shows, trade shows.  
ROBERT HILL: Vincennes.

### Connersville, Fayette County Free Fair

GRANDSTAND CAPACITY: 1,500. Size of race track, quarter-mile. Plant is rented for: harness races.

FIDLER'S United Shows

WINTER QUARTERS

3918 N. Florissant Ave. St. Louis, Mo.

**Facility:** 2,500. Coliseum available for rental for rodeos, sports shows.  
**1951 STILL DATES:** Horse shows.  
**HUBERT DAVIS:** 901 West 22d, Connersville.

**Converse, Miami County Agricultural Association**

**GRANDSTAND CAPACITY:** 2,500. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
**1951 STILL DATES:** Harness racing, rodeo, 4-H fair.  
**W. T. CLAIR:** Converse.

**Corydon, Harrison County Fair**

**GRANDSTAND CAPACITY:** 2,000. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, circus show lot.  
**DR. L. B. WOLFE:** Corydon.

**Frankfort, Clinton County Fair**

**GRANDSTAND CAPACITY:** 3,500. **BLEACHER CAPACITY:** 800. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Harness races, thrill shows, carnival show lot, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY:** 2,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.  
**1951 STILL DATES:** Barbecue, carnival, horse show, pure hog and cattle sales.  
**CHESTER STRAIN,** 703 South Jackson Street, Frankfort.

**Indianapolis, Indiana State Fair**

**GRANDSTAND CAPACITY:** 9,512. **BLEACHER CAPACITY:** 4,000. Size of race tracks, 1 mile dirt track and half mile cinder track. Plant is rented for harness races, thrill shows, rodeos.  
**COLISEUM (INDOOR ARENA) CAPACITY:** 7,839 in Coliseum proper plus 3,920 seats in arena. Coliseum available for rental for rodeos, ice shows, horse shows, livestock shows, hockey games, basketball games, stage shows.  
**1951 STILL DATES:** Theatre productions (amateur), Purchasing Agent Show, sales meetings, livestock shows, dog shows, Indianapolis Home Show, Indiana Funeral Directors' Convention, Custom Car Show, Kiwanis Jr. Leader and Boy Scout conferences, summer operettas, high school graduation, Fire Prevention Demonstration, International Dairy Expositions, Hobby Show, Indianapolis Speed Sale (harness horses), United States Post Office for handling Christmas mail, dances, parties and shows for employees of local manufacturing companies.  
**CARL TYNER:** Manager, Indiana State Fair, Indianapolis.

**Logansport, Cass County Fair Association**

**GRANDSTAND CAPACITY:** 1,800. **BLEACHER CAPACITY:** 700. Size of race track, half-mile. Plant is rented for: Hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
**1951 STILL DATES:** Carnival, circus, hot rod, stock car, motorcycle, rodeo.  
**WM. (BABE) THOMAS JR.,** 517-519 North Street, Logansport.

**Petersburg, Tri-County Fair**

**GRANDSTAND CAPACITY:** 600. **BLEACHER CAPACITY:** 150.  
**R. E. SPENCER:** Petersburg.

**Portland, Jay County Fair Association, Inc.**

**GRANDSTAND CAPACITY:** 2,300. **BLEACHER CAPACITY:** 400. Size of race track, half-mile. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.  
**ORIEN E. HOLSAPPLE:** Portland.

**Rushville, Rush County Agricultural Association**

**GRANDSTAND AND BLEACHER CAPACITY:** 1,500. **COLISEUM (INDOOR ARENA) CAPACITY:** 1,000. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.  
**BURL HINGHAM:** Rushville R. No. 8.

**Salem, Farmers-Merchants Fair**

**GRANDSTAND CAPACITY:** 1,500. **BLEACHER CAPACITY:** 600. Size of race track, half-mile. Plant is rented for: Harness races.  
**E. E. ETZLER:** Salem.

**Shelbyville, Shelby County Fair**

**GRANDSTAND CAPACITY:** 1,800. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
**1951 STILL DATES:** Carnivals, circus, horse show, horse-pull.  
**RALPH S. BRIGGS,** P. O. Box 144, Shelbyville.

**Sunman, American Legion Fair**

**PLANT IS RENTED FOR:** Carnival show lot, circus show lot.  
**COLISEUM** available for rental for: Dances, trade shows.  
**EUGENE GUTZWILLER:** Sunman.

**Terre Haute, Vigo County Fair**

**GRANDSTAND CAPACITY:** 3,154. Size of race track, half-mile. Plant is rented for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.  
**1951 STILL DATES:** Hadacol show, Frontier Day by Wabash Valley Horsemen.  
**WABASH VALLEY FAIR ASSN., INC.,** Box 839, Terre Haute.

**IOWA**

**Algona, Kossuth County Fair**

**GRANDSTAND CAPACITY:** 3,000. **BLEACHER CAPACITY:** 400. Size of race track, half-mile. Plant is rented for: Big car races, midget auto races, stock car races, thrill shows, motorcycle races, carnival show lot.  
**L. W. NITCHALS:** Secretary, Algona.

**Allison, Butler County Fair**

**GRANDSTAND CAPACITY:** 700. **BLEACHER CAPACITY:** 700. Size of race track, half-mile. Plant is rented for hot rod races.

**Burlington, Burlington Hawkeye Fair**

**GRANDSTAND CAPACITY:** 4,200. Size of race tracks, half-mile and quarter-mile. Quarter-mile track is equipped for night racing. Plant is rented for stock car races.  
**WALTER B. EYRE,** F & M Bank, Burlington.

**Cedar Rapids, All-Iowa Fair**

**GRANDSTAND CAPACITY:** 6,000. **BLEACHER CAPACITY:** 6,000. Size of race tracks, half mile and one-quarter mile. Quarter mile track is equipped for night racing. Plant is rented for big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.  
**1951 STILL DATES:** Auto races, circus.  
**ANDREW C. HANSON:** Manager, All-Iowa Fair, Cedar Rapids.

**Centerville, Appanoose County Fair**

**GRANDSTAND CAPACITY:** 2,000. Size of race track, one-fifth mile.  
**JIM NORVELL:** Association of Commerce, Centerville.

**Central City, Linn County Fair**

**GRANDSTAND CAPACITY:** 3,000. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
**GEORGE O. FILLOON:** Central City.

**Coon Rapids, Four County Fair**

**GRANDSTAND CAPACITY:** 1,000. **BLEACHER CAPACITY:** 500. Plant is rented for: Rodeos, carnival show lot, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY:** 750. Coliseum (indoor arena) available for rental for: Dances, stage shows, trade shows.  
**1951 STILL DATES:** Carnival, baseball games, dances, tent show.  
**M. P. BARRON:** Coon Rapids.

**Corydon, Wayne County Fair**

**GRANDSTAND CAPACITY:** 1,100. **BLEACHER CAPACITY:** 600. Size of race track, half-mile. Plant is rented for baseball, football.  
**1951 STILL DATES:** Baseball & football.  
**SECRETARY, WAYNE COUNTY FAIR BOARD** or **DEAN BEVARD,** Corydon.

**Cresco, Howard County Fair**

**GRANDSTAND CAPACITY:** 3,000. **BLEACHER CAPACITY:** 600. Size of race track, half-mile. Plant is rented for: Stock car races.  
**1951 STILL DATES:** 2 stock car race events.  
**C. C. NICHOLS:** Cresco.

**Davenport, Lincoln County Fair**

**BLEACHER CAPACITY:** 1,200. Plant is rented for: Rodeos, carnival show lot, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY:** 1,000. Coliseum available for rental for dances.  
**F. W. MAGIN:** Davenport.

**Davenport, Mississippi Valley Fair**

**GRANDSTAND CAPACITY:** 6,000. **BLEACHER CAPACITY:** 3,000. Size of race tracks, quarter-mile and half-mile. Quarter-mile is equipped for night racing.  
**MISSISSIPPI VALLEY AMUSEMENT PARK, INC.,** 3600 West Locust St., Davenport.

**Donnellson, Lee County Fair**

**GRANDSTAND CAPACITY:** 1,500. Size of race track, half-mile.  
**J. R. DOHERTY:** Donnellson.

**Eagle Grove, Eagle Grove District Junior Fair**

**BLEACHER CAPACITY:** 2,000.

**Eldora, Hardin County Fair**

**GRANDSTAND CAPACITY:** 1,280. **BLEACHER CAPACITY:** 700. Size of race track, half-mile. Plant is

**L. J. HETH Shows**



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**SHOWMEN**

We can place several worthwhile shows and attractions for our money-making route. See us in Chicago, during the Tampa Fair or contact us at our winterquarters.

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Keeping abreast the latest developments in Rides and Shows, presenting quality Concessions, these are the factors that we've combined to bring you a Midway that is equal to the best.

**TO FAIRMEN AND COMMITTEES**

If you are looking for a quality show for your 1952 Midway, this is it. We have a few open dates that may fit in with your plans. We will be at the State conventions in Arkansas, Louisiana, Mississippi, Missouri and Illinois.

**SHOWMEN-CONCESSIONAIRES**

If you are interested in making a profitable connection for the 1952 season see us. We are specifically interested in quality shows in keeping with our standards.

*Thanks* to everyone who helped make our 1951 season a great one.

**EDDIE MORAN, Manager**  
 SOUTHERN VALLEY SHOWS  
 1301 Emerson St. Monroe, Louisiana



**1951 STILL DATES:** Horse race meet.  
**E. A. BRYANT,** Dighton.

**Emporia, Lyon County Fair Association**  
 BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is rented for big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
**KEN SCOTT,** 10 East Sixth, Emporia.

**Garnett, Anderson County Fair Association**  
 GRANDSTAND CAPACITY: 200.

**Hardtner, Barber County Fair**  
 GRANDSTAND CAPACITY: 1,500. Plant is rented for thrill shows, carnival show lot.  
**J. M. MOLZ,** Hardtner, Kansas.

**Iola, Allen County Free Fair**  
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.  
**ORVILLE L. KRETZMEIER,** Iola.

**Kingman, Kingman County Fair**  
 BLEACHER CAPACITY: 1,000. Plant is rented for: Carnival show lot.  
 1951 STILL DATES: Rodeo.  
**FLOYD CLOSSON,** Kingman.

**Stockton, Rooks County Free Fair**  
 GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 300. Size of race track, half-mile. Plant is rented for: Harness races.  
 1951 STILL DATES: Horse racing, baseball games, track meets, night football games.  
**G. F. OSTMEYER,** Stockton.

**Tonganoxie, Leavenworth County Fair**  
 GRANDSTAND CAPACITY: 1,000. Plant is rented for: Carnival show lot, circus show lot.  
 1951 STILL DATES: Football and baseball games.  
**GEORGE L. BAKER,** Tonganoxie.

**Topeka, Kansas Free Fair**  
 GRANDSTAND CAPACITY: 10,000. Size of race track, half mile. Plant is rented for: Big car races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
 1951 STILL DATES: Roadster races, big car races, hot rod races, stock car races.  
**M. W. JENCKS,** Secretary, Topeka.

**Wakeeney, Frigo County Free Fair**  
 GRANDSTAND CAPACITY: 2,200. Size of race track, half mile. Plant is rented for big car races, hot rod races, stock car races, motorcycle races, carnival show lot, circus show lot.  
 INDOOR ARENA available for rental for dances.  
**LEW H. GOLLOWAY,** Wakeeney.

**Winfield, Cowley County Free Fair**  
 GRANDSTAND CAPACITY: 5,000. Size of race track, half mile.  
**KENNETH WATTS,** City Manager, Winfield.

**KENTUCKY**

**Booneville, Owsley County Fair**  
 BLEACHER CAPACITY: 3,000. Plant is rented for carnival show lot.  
**LUCIAN BURCH,** Booneville.

**Brodhead, Brodhead Fair**  
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for thrill shows, rodeos.  
 COLISEUM (INDOOR ARENA) CAPACITY 300. Coliseum available for rental for: Stageshows, trade shows.  
 1951 STILL DATES: None, except picnics of various kinds.  
**D. A. ROBBINS,** Brodhead.

**Louisville, Kentucky State Fair**  
 GRANDSTAND CAPACITY: 5,000. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Harness races.  
 COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental for: Trade shows, sports shows, rodeos.  
 1951 STILL DATES: 4 cattle shows, 2 dog shows, home show, 4 horse shows, Girl Scout Jamboree.  
**J. DAN BALDWIN,** Manager, Kentucky State Fair, Louisville 11.

**Owenton, Owen County Fair, Inc.**  
 GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 200. COLISEUM (INDOOR) ARENA: Available for rental for: Circuses, stageshows, trade shows, sports shows, rodeos.  
 1951 STILL DATES: Farm Bureau annual meeting.  
**WILLIAM TACKETT,** Owenton.

**Russellville, Logan County Fair**  
 GRANDSTAND CAPACITY: 1,800. Size of race track, quarter mile. Track is equipped for night racing. Plant is rented for hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
**JACK STENGELL,** 510 Rhea Blvd., Russellville.

**LOUISIANA**

**Donaldsonville, So. Louisiana State Fair**  
 GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 200.  
**ADOLPH NETTER,** Donaldsonville.

**MAINE**

**Dover-Foxcroft, Piscataquis Valley Fair**  
 GRANDSTAND CAPACITY: 200. Plant is rented for: Carnival show lot, circus show lot.  
**FRANK A. PIERCE,** Dover-Foxcroft.

**Lewiston, Maine State Fair**  
 TRACK is equipped for night racing. Plant is rented for stock car races.  
 COLISEUM (INDOOR ARENA) available for rental for dances, rodeos.  
 1951 STILL DATES: B. Ward Beam's Hell Drivers.

**Windsor, Windsor Fair**  
 GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track, half-mile.  
 1951 STILL DATES: Stock car races.  
**CLAYTON OSGOOD,** Augusta.

**MARYLAND**

**Timonium, Maryland State Fair**  
 GRANDSTAND CAPACITY: 3,300. BLEACHER CAPACITY: 1,000. Size of race track, half mile.  
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, rodeos, ice shows, circuses, stageshows, trade shows, sports shows.  
 1951 STILL DATES: Cattle sales, crab feasts, pony shows, horse shows, picnics.  
**JOHN M. HEIL,** Maryland State Fair, Timonium.

**Upper Marlboro, Southern Maryland Agri. Fair Assn.**  
 GRANDSTAND CAPACITY: 5,000. Size of race track, half-mile.  
 1951 STILL DATES: Fat hog show, various school and FFA and 4-H shows, horse shows (So. Md. Combined Show), and Marlborough Hunt Show running races.  
**HELEN R. WELCH,** So. Md. Agri. Fair Assn., Upper Marlboro.

**MASSACHUSETTS**

**Brockton, Brockton Fair**  
 GRANDSTAND CAPACITY: 2,587. Size of race track, half-mile.

**Great Barrington, Barrington Fair**  
 GRANDSTAND CAPACITY: 3,500. Size of race track, 1 mile. Plant is rented for thrill shows, rodeos, carnival show lot, circus show lot.  
**EDWARD J. CARROLL,** Barrington Fairgrounds, Great Barrington.

**Marshfield, Marshfield Fair**  
 GRANDSTAND CAPACITY: 1,000. Size of race track, half mile.  
**CHARLES C. LANGILLE,** Summer Street, Marshfield.

**South Weymouth, Weymouth Fair**  
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 10,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
 1951 STILL DATES: King Bros.' Circus; Jole Chitwood auto thrill show, clam bakes and picnics.  
**MILTON DANZIGER,** Box 72, South Weymouth 90.

**MICHIGAN**

**Adrian, Lenawee County Fair**  
 GRANDSTAND CAPACITY: 4,000. Size of race track, half-mile and fourth-mile. Track is equipped for night racing. Plant is rented for: Stock car races.  
 1951 STILL DATES: Stock car races each week.  
**H. H. HUNGERFORD,** Adrian.

**Allegan, Allegan Fair**  
 GRANDSTAND CAPACITY: 3,500. Size of race track, half mile. Track is equipped for night racing. Plant is rented for big car races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, circus show lot.  
 1951 STILL DATES: Boxing, wrestling, horse show, stock car racing.  
**J. H. SNOW,** Allegan.

**THOMAS Goyland SHOWS**

THE SHOW YOU CAN  
 DEPEND ON TO DELIVER  
 THE BEST IN AMUSEMENTS

My  
 Sincere  
 Thanks  
 to  
 Everyone...

**FAIRMEN COMMITTEES**  
 For improved quality in your midway next year, investigate our show thoroughly.

I'LL SEE  
 YOU ALL  
 AT THE  
 CHICAGO  
 CONVENTION

Fair Secretaries, Celebration Committees and to My Capable Staff  
**L. I. THOMAS**  
 Owner-Manager  
 A SHOW WITH A REPUTATION WORTH HAVING . . .

- 10 Major Modern Rides
- 6 New Kiddie Rides
- 10 Clean Shows
- 30 Top Quality Concessions
- 5 Downey Light Towers and Diesel Light Plants

**CAN USE FOR 1952 SHOWS:**  
 Shows of all kinds. Especially want Side Show, Monkey Show, Glass House, Wild Life, Colored Minstrel, and Illusion Show. Also any new and novel Attractions.

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 Good reliable Ride Help. Agents for Concessions (Men and Women).

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 OF APPROVAL  
 from the  
 OUTDOOR  
 SHOW WORLD



**HAPPYLAND SHOWS**

THANKS

to the Fair Secretaries and Committeemen we had the privilege of serving in 1951 . . . and to all who helped make our season an outstanding success.

**RIDEMEN—SHOWMEN—CONCESSIONAIRES:**  
 BOOK NOW WITH A PERSISTENT WINNER.

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 Fair Secretaries in Michigan — Ohio — Indiana  
 We can help you be a winner—Consult us for your 1952 Annual.

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# American Eagle Shows



**DANNY ARNETT presents A SHOW YOU'LL BE PROUD TO PLAY . . .**

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CONTACT US BEFORE CONTRACTING FOR YOUR 1952 MIDWAY. WE CAN DELIVER A TOP MONEY-MAKING SHOW WITH MODERN RIDES AND TOP SHOWS. WE'LL BE AT THE CHICAGO CONVENTION AND AT YOUR STATE FAIR MEETINGS.

## THANKS

To the Fair Secretaries, Celebration Committees and to a capable staff for their co-operation and the part they played in making the 1951 season one of my best. Showmen, Concessionaires — We can offer you a fine route of proven Celebrations and Fairs for the coming season. It will pay you to contact us.

All Address: **DANNY ARNETT OWNER-MANAGER AMERICAN EAGLE SHOWS WINTER QUARTERS — GAUTIER, MISSISSIPPI**

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## ... GREETINGS!

Featuring on our brilliantly lighted midway the world's finest and most modern rides, and for 1952, brand new, top flight shows and attractions.

### FAIR SECRETARIES AND CELEBRATION COMMITTEES

contact us before booking your midway attractions for next year. We can definitely offer you the most up-to-date rides, shows and concessions. We welcome your investigation.

## SHOWMEN!

For the 1952 season, we plan on new and unusual shows and attractions. If you have any worthwhile ideas, let us hear from you, as we will finance you and help you produce any high-class show. Will also consider booking reliable shows not conflicting with those on our midway.

See **J. O. GREEN**, General Agent, at the Chicago Convention or at your State Fair Association Meeting.

Winterquarters Address

**SNAPP GREATER SHOWS**  
118-28 VIRGINIA AVE. JOPLIN, MO.

### Bad Axe, Huron County Fair

GRANDSTAND CAPACITY: 1,300  
BLEACHER CAPACITY: 800. Size of race track, half-mile.  
COLISEUM AVAILABLE FOR RENTAL FOR: Dances.  
1951 STILL DATES: Dairy sale, beef sale, rodeo, auction sale.  
W. E. LOGAN: 121 West Hopson, Bad Axe.

### Big Rapids, Mecosta County Fair

GRANDSTAND CAPACITY: 1,500  
BLEACHER CAPACITY: 400. Size of race track, half mile. Plant is rented for harness races, stock car races, thrill shows, rodeos, circus show lot.  
1951 STILL DATES: Rodeo, stock car, circus and outdoor wrestling.  
NORMAN MASON: Big Rapids.

### Cadillac, Northern District Fair Assn.

GRANDSTAND CAPACITY: 1,800  
BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is rented for big car races, hot rod races, stock car races, rodeos, circus show lot.  
1951 STILL DATES: Rodeo, circus.  
ARVID E. SWANSON: Secretary, P. O. Box 257, Cadillac.

### Caro, Tuscola County Fair

GRANDSTAND CAPACITY: 3,500. Size of race track, half-mile.

### Centerville, St. Joseph County Fair

GRANDSTAND CAPACITY: 5,000  
BLEACHER CAPACITY: 800. Does not rent grounds.

### Charlotte, Eaton County 4-H Fair

GRANDSTAND CAPACITY: 2,300  
BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: State horse pulling contest State Western horse show, State Swine Type Conference.  
HAN S. KARDEL: 224 1/2 S. Main St., Charlotte

### East Jordan, Charlevoix County Agricultural Society

GRANDSTAND CAPACITY: 800  
Size of race track, half-mile.  
ED REBMAN: County Agent, Boyne City.

### Fowlerville, Fowlerville Fair

GRANDSTAND CAPACITY: 1,500  
BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.  
1951 STILL DATES: Motorcycle races.  
ROBERT E. SMITH: Fowlerville.

### Ionia, Ionia Free Fair

GRANDSTAND CAPACITY: 3,450  
BLEACHER CAPACITY: 5,300. Size of race track, half-mile. Plant is rented for Big car races, hot rod races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot.  
1951 STILL DATES: Motorcycle and stock car races.  
IONIA FREE FAIR: Ionia.

### Jackson, Jackson County Fair

GRANDSTAND CAPACITY 6,500  
Size of race track, one-half and one-fourth mile. Track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, circus show lot.  
1951 STILL DATES: Harness racing, 26-day meet; carnival, stock car and hot rod races, rodeo.  
ILONE STORMS: Secretary 301 Carter Building, Jackson.

### Marne, Berlin Fair

GRANDSTAND CAPACITY 1,500  
BLEACHER CAPACITY: 1,000. Size of race tracks, half-mile and fifth-mile. Track is equipped for night racing. Plant is rented for: Big car races, stock car races.  
1951 STILL DATES: Stock car races, horse show, Holstein breeders show, rabbit show.  
ED DINKEL: Conklin.

### Mason, Ingham County Fair

GRANDSTAND CAPACITY 2,500  
BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is rented for harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
JOY O. DAVIS: Box 8, Mason.

### Sandusky, Sanilac County 4-H Fair

BLEACHER CAPACITY: 22,000. Size of race track, half mile.  
ALBERT T. HALL: Secretary, Sandusky.

## MINNESOTA

### Ada, Norman County Agricultural Society

GRANDSTAND CAPACITY: 2,500  
BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for hot rod races, midget auto races, harness races, stock car races,

thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
COLISEUM (INDOOR ARENA): Available for dances.  
A. K. TYEDTEN: Secretary, Ada.

### Appleton, Swift County Fair

GRANDSTAND CAPACITY: 2,500.  
Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Circus.  
J. G. ANDERSON: Appleton.

### Austin, Mower County Fair

GRANDSTAND CAPACITY: 4,000.  
BLEACHER CAPACITY: 1,000. Size of race track, half mile.  
COLISEUM (INDOOR ARENA) CAPACITY: 1,500.  
P. J. HOLLAND: Secretary, Austin.

### Baudette, Lake of the Wood County Fair

GRANDSTAND CAPACITY: 1,500.  
BLEACHER CAPACITY: 500.  
L. L. WONSER: Box 177, Baudette.

### Barnum, Carlton County Fair

GRANDSTAND CAPACITY: 2,000.  
BLEACHER CAPACITY: 750. Size of race track, half-mile.  
1951 STILL DATES: Guernsey Show.  
JACK RUDEBECK: Barnum.

### Brainerd, Crow Wing County Fair

GRANDSTAND CAPACITY: 1,000.  
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is rented for: Carnival show lot, circus show lot.  
1951 STILL DATES: Baseball.  
B. G. WILKINS: Star Route, Brainerd.

### Detroit Lakes, Becker County Fair

GRANDSTAND CAPACITY: 3,000.  
Size of race track, half-mile. Plant is rented for: Hot rod races, stock car races, thrill shows, carnival show lot, circus show lot.  
1951 STILL DATES: July 4th carnival; water carnival, July 15; hot rods; Labor Day stock cars, Sept. 2.  
G. W. PEOPLES: Secretary, Box 707, Detroit Lakes.

### Fergus Falls, Otter Tail County Fair

BLEACHER CAPACITY: 4,800. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: Floor space 120'x136'. Coliseum available for rental for: Dances, stagshows, trade shows, sports shows.  
1951 STILL DATES: Carnival, GU Gray outdoor circus, rodeo, thrill shows, auto races, horse show, running races, farm machinery show, baseball, Rural Youth Field Day.  
KNUTE HANSON: Secretary, 1st National Bank Bldg., Fergus Falls.

### Glenwood, Pope County Agricultural Society

GRANDSTAND CAPACITY: 750.  
BLEACHER CAPACITY: 400. Size of race track, half-mile.  
1951 STILL DATES: Circus, July 24.  
N. P. HANSON: Glenwood.

### Hallock, Kittson County Agricultural Society

GRANDSTAND CAPACITY: 4,000.  
Size of race track, half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Day baseball, night football, motorcycle races, hot rod racing.  
CALVIN R. BOUVETTE: Hallock.

### Luverne, Rock County Fair

GRANDSTAND CAPACITY: 1,750.  
Size of race track, quarter mile. Plant is rented for hot rod races, midget auto races, thrill shows, rodeos, motorcycle races.  
1951 STILL DATES: Midget races, motorcycle races, rodeo.  
GEORGE A. GOLLA: Luverne.

### Marshall, Lyon County Fair

GRANDSTAND CAPACITY: 2,200.  
Size of race track, half mile.  
T. J. MEADE: Secretary, Marshall.

### Mora, Kanabec County Agricultural Society

GRANDSTAND CAPACITY: 650.  
Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Circus show lot.  
VICTOR ELFSTRUM: Mora.

### New Ulm, Brown County Fair

GRANDSTAND CAPACITY: 2,500.  
BLEACHER CAPACITY: 1,500. Size of race track, half mile. Plant is rented for big car races, stock car races, thrill shows.  
W. HUEVELMANN: New Ulm.

### Owatonna, Steele County Free Fair

GRANDSTAND CAPACITY: 3,000.  
BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is rented for midget auto races, harness races, thrill shows, rodeos, motorcycle races.  
1951 STILL DATES: Big car and stock car races.  
STAN MUCKEL: Owatonna.

**Preston, Fillmore County Agricultural Society**

GRANDSTAND CAPACITY: 1,500. Size of race track, half mile. TEEMAN THOMPSON: Lanesboro.

**Proctor, South St. Louis County Fair**

GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Plant is rented for: Stock car races, motorcycle races. 1951 STILL DATES: Stock car races every Sunday. ELMER J. GORHAM: Manager, 46 Fifth Street, Proctor.

**Roseau, Roseau County Agricultural Society**

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is rented for: Rodeos. 1951 STILL DATES: School Clinic, Sept. 19. CHARLES CHRISTIANSON: Roseau.

**St. Charles, Winona County Fair Association**

GRANDSTAND CAPACITY: 2,200. Size of race track, half mile. Track is equipped for night racing. COLISEUM (INDOOR ARENA) CAPACITY: 500. Coliseum available for rental for stagershow, trade shows, sports shows. ROGER ANDERSON: Box 296, St. Charles.

**Wadena, Wadena County Fair**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Hot rod races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for dances, circuses, stagershow. 1951 STILL DATES: Hot rod races, carnival. CLYDE E. KELSEY: Wadena.

**Warren, Marshall County Agricultural Assn.**

GRANDSTAND CAPACITY: 2,200. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Motorcycle races. KENNETH S. NELSON: Warren.

**MISSISSIPPI**

**Jackson, Mississippi A. & I. State Fair**

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 1,000. 1951 STILL DATES: Breed cattle sales, baseball. J. M. DEAN: Executive Sec., Adm. Bldg., Fairgrounds, Jackson.

**Meridian, Mississippi Fair and Dairy Show**

GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Rodeos, ice shows, circuses, stagershow, trade shows. 1951 STILL DATES: Circus, midget races, hot rod races. W. R. CARMODY AND B. SMUCKLER: P. O. Box 2068, Meridian.

**Yazoo City, Yazoo County Fair**

PLANT IS RENTED FOR Carnival show lot, circus show lot. 1951 STILL DATES: Clyde Beatty Circus, King Bros. Circus, Rabbit Foot Minstrels, Bardex Minstrels, skating rink. J. N. BALLARD: 420 Canal Street, Phone 298W, Yazoo City.

**MISSOURI**

**Boonville, Boone Lick Fair**

BLEACHER CAPACITY: 2,000. Size of race track, quarter-mile. Track is equipped for night racing. HARRY L. STRETZ: 1104 Sixth St., Booneville.

**California, Moniteau County Fair**

GRANDSTAND CAPACITY: 2,500. Size of race track, quarter mile but not used. Plant is rented for: Rodeos, carnival show lot, circus show lot. 1951 STILL DATES: Barns rented for training of saddle horses, also track, baseball, softball and other sports events. HAROLD KINDLE: Secretary, California.

**Kahoka, Clark County A&M Assn.**

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 1,500. Size of race track, half-mile. 1951 STILL DATES: Would consider three-day rodeo yet this fall if we could get one. W. F. STEVENSON: Kahoka.

**Lamar, Lamar's Farm and Industrial Exposition**

GRANDSTAND CAPACITY: No grandstand. BUD MOORE: Lamar.

**Mexico, Audrain County Fair**

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 3,500. Size of race track, 1 mile. DEAN BLACK: Audrain County Fair, Mexico.

**Mound City, Holt County Fair**

GRANDSTAND CAPACITY: 3,000. Field is equipped for night attractions. Plant is rented for stock car races, thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Dances, stagershow, trade shows. MRS. E. K. GRIFFITH: Mound City.

**Prairie Home, Prairie Home Fair**

GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 300. Size of race track, 300 ft. by 150. Track is equipped for night racing. M. H. ROEDEL: Prairie Home.

**Sedalia, Missouri State Fair**

GRANDSTAND CAPACITY: 8,000. BLEACHER CAPACITY: 4,500. Size of race tracks, mile and half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 3,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stagershow, trade shows, sports shows. 1951 STILL DATES: Big car and stock car races, rodeo. WILLIAM (BILL) PRESTON: Box 111, Sedalia.

**Shelbina, Shelby County Fair**

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 2,000. Size of race track, five-eighth mile. Track is equipped for night racing. Not rented.

**Springfield, Ozark Empire Fair**

GRANDSTAND CAPACITY: 4,500. BLEACHER CAPACITY: 1,500. Size of race tracks, half mile and fifth mile. Small track is equipped for night racing. Plant is rented for big car races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 3,500. Coliseum available for rental for rodeos, ice shows, circuses, trade shows, sports shows. 1951 STILL DATES: Big car auto races, stock car races weekly, 100-mile stock car race, rodeo, horse show, National Golden Horse Show, indoor circus, cattle and hog shows and sales. GLEN B. BOYD: Secretary-Manager, P. O. Box 630, Springfield.

**Trenton, North Central Missouri Fair**

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, fifth mile. Track is equipped for night racing. Plant is rented for: midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 750. Coliseum available for rental for dances, stagershow, trade shows, sports shows. 1951 STILL DATES: Midget auto races, stock car races, circuses, carnivals, boxing, wrestling. L. I. McMULLEN: P. O. Box 533, Trenton.

**MONTANA**

**Forsyth, Rosebud County Fair**

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is rented for: Rodeos. 1951 STILL DATES: Horse show. J. R. COX: Forsyth.

**Shelby, Marias Fair and Rodeo**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. CLIFFORD D. COOVER: Secretary-Manager, Shelby.

**NEBRASKA**

**Albion, Boone County Fair**

GRANDSTAND CAPACITY: 2,880. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Wrestling show, July 4 celebration, circus, carnival, dances. FLOYD GILMER: Albion.

**Beatrice, Gage County Agricultural Society**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for hot rod races, stock car races. 1951 STILL DATES: Community sales. JACK M. QUACKENBUSH: Box 334, Beatrice.



**GRAND AMERICAN SHOWS**

**For 1952 . . .** we pledge to continue to serve you with a "CLEAN WELL-LIGHTED MODERN MIDWAY" . . . with 10 of the Finest Rides . . . with 6 Crowd-Pleasing Shows . . . with 30 Reliable Concessions. These Outstanding Facilities PLUS years of Entertainment Know-How are available for a limited number of Fairs and Celebrations in Arkansas, Missouri, Iowa and Minnesota. For full details and availabilities, see us at Hotel Sherman, Chicago, Nov. 25-27, and at your State meetings, or write **GRAND AMERICAN SHOWS** FAIRBANKS, IOWA L. O. Weaver Maydean M. Weaver Owner-Manager Secretary Howard H. Weaver Frank D. Weaver

. . . in the **GRAND AMERICAN** manner!!!

Thanks, indeed, to the secretaries and the management of these outstanding Fairs and Celebrations — and to our wonderfully co-operative still-date sponsors—for the great part all of you have played in making 1951 a year of standout successes for . . .

**Our 1951 Fairs and Celebrations**

- COUNTY FAIRS**  
 VINTON, IOWA  
 ALLISON, IOWA  
 WAUKON, IOWA  
 DECORAH, IOWA  
 HUMBOLDT, IOWA  
 MACON, MO.  
 PRINCETON, MO.  
 UNIONVILLE, MO.  
 CARROLLTON, MO.  
 CARL JUNCTION, MO.

- CELEBRATIONS**  
 WATERLOO, IOWA  
 OTTUMWA, IOWA  
 CLAIRMONT, IOWA  
 MONTEZUMA, IOWA  
 KIRKSVILLE, MO.  
 BEVIER, MO.  
 MERCER, MO.  
 CLINTON, MO.  
 HANNIBAL, MO.  
 MOBERLY, MO.  
 CAPE GIRARDEAU, MO.  
 POPLAR BLUFF, MO.  
 JONESBORO, ARK.  
 POCAHONTAS, ARK.

**LET US SOLVE YOUR CONCESSION PROBLEMS FOR 1952**



**OUR THANKS**

In the Fairs, Celebrations and Shows where we had the pleasure of furnishing the concessions in 1951 for helping us make it a successful season.

**4 HIGH CLASS BINGOS AND LEGITIMATE CONCESSIONS OF ALL KINDS**

A top-notch operation backed by many years of experience and know-how that assures you of satisfaction with no complaints from patrons. We played more than 80 top dates in 12 States during 1951.

**FAIRMEN AND CELEBRATION COMMITTEES**

For the best in concessions . . . for the top quality and money, contact us early for your 1952 dates. We will be at the Chicago convention and at the various State Meetings during the winter months.

OPERATING 5 COMPLETE SEPARATE CONCESSION UNITS  
 We will buy your entire Concession Midway or any part thereof.  
 Playing some of our same Fairs since 1924.

**JOHN GALLAGAN**

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Knoxville, Tenn.





# INTERSTATE Shows

THE SOUTH'S BIG NAME IN OUTDOOR SHOW BUSINESS



## Thanks

To the Fairs and Celebrations who helped make our enviable reputation what it is today. We are grateful for another successful season and are looking forward to 1952 for another year of mutual profitable associations.

**FAIRS and CELEBRATIONS :** In Alabama, Tennessee, Georgia, Kentucky, Indiana, Virginia and West Virginia we invite you, also committees and organizations to consult with us before you sign your show for 1952.

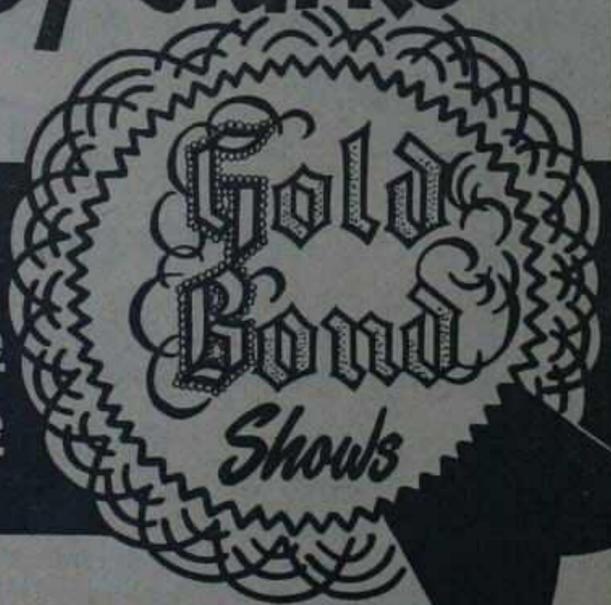
**SHOWMEN :** We will finance any responsible Showmen who have an idea for attractions that will work in with our show.

All Address **H. B. ROSEN, Manager**  
Winterquarters: Drawer B, Elba, Alabama

The Fastest Growing Show in the Midwest...

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famous



- ★ Efficient
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- ★ Considerate

## Our Sincere Thanks

To the FAIRS and CELEBRATIONS where we played in 1951, and for helping us make our 6th Season such a success. Our Thanks also to our personnel and to the concessionaires for their fine co-operation and assistance. We hope you will be with us in 1952.

CONTRACTING NOW FOR 1952 RIDES—SHOWS—CONCESSIONS

- MODERN EQUIPMENT INCLUDING:**
- 12 MODERN RIDES
  - LEGITIMATE CONCESSIONS
  - MODERN PENNY ARCADE
  - 5 NEON LIGHT TOWERS
  - DIESEL LIGHT PLANTS
  - 6 HIGH CLASS SHOWS
  - FUN HOUSE
  - GIANT SEARCHLIGHTS
  - STREAMLINED SOUND TRUCK

**MICKEY STARK** OWNER-MANAGER  
**RAY SWANNER** GENERAL REPRESENTATIVE  
**MRS. MARY STARK** SECRETARY-TREASURER  
Permanent Winterquarters: P.O. Box 229, Mt. Sterling, Illinois—When Enroute: 390 Arcade Bldg., St. Louis 1, Mo.

**Bloomfield, Knox County Fair**  
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Plant is rented for: Rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Circus.  
LEO M. WILLIAMS: Bloomfield.

**Columbus, Platte County Mid-Nebraska 4-H Fair**  
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,500. Size of race track, half-mile. Plant is rented for: Big car races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.  
1951 STILL DATES: Motorcycle races and horse show.  
W. L. BOETTCHER: Columbus, Nebraska.

**Fairbury, Jefferson County Fair**  
GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 300. Size of race track, half-mile. Plant is rented for: Hot rod races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Hot rod races once per month for 4 months, horse races 2 days.  
EMIL R. SCHOEN: 1601 H St., Fairbury.

**Franklin, Franklin County Agriculture Society**  
GRANDSTAND CAPACITY: 2,400. BLEACHER CAPACITY: 500. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Midget races, 4th July fireworks, special singing programs.  
Wm. FRUHLING: Franklin.

**Hastings, Adams County Fair**  
GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Plant is rented for: Hot rod races, harness races.  
1951 STILL DATES: Hot rod races, carnival, circus.  
JOE GILCHRIST: 1010 West 5th, Hastings.

**Holdrege, Phelps County Agricultural Society**  
GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 300. Size of race track, half-mile. Plant is rented for: Hot rod races, stock car races, rodeos, motorcycle races, carnival show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: 2,000. Coliseum available for rental for: Dances, stagshows, trade, shows, sports shows.  
1951 STILL DATES: Hot rod races, stock car races, circus.  
LESLIE RANDALL, Holdrege, R. 2.

**Kimball, Kimball County Agricultural Society**  
GRANDSTAND CAPACITY: 650. BLEACHER CAPACITY: 400. Size of race track, third-mile. Plant is rented for stock car races, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Carnival, baseball, stock car races, rodeo, 4-H demonstration.  
WALTER EHLERS: Kimball.

**Mitchell, Scotts Bluff County Agricultural Society**  
GRANDSTAND CAPACITY: 1,169. BLEACHER CAPACITY: 900. Size of race track, half-mile.  
1951 STILL DATES: Baseball games.  
HAROLD LEDINGHAM: Mitchell.

**Lewellen, Gardner County Fair**  
GRANDSTAND CAPACITY: 800. BLEACHER CAPACITY: 300. Size of race track, half mile.  
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.  
1951 STILL DATES: Rodeo July 3-4.  
JAMES A. FOUGHT: Lewellen.

**Lexington, Dawson County Fair**  
GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 1,200. Size of race track, half-mile. Plant is rented for: Thrill shows, carnival show lot, circus show lot, stock car races.  
1951 STILL DATES: Stock car races, wrestling, carnival.  
MONTE KIPPIN: Lexington.

**North Platte, Lincoln County Fair**  
GRANDSTAND CAPACITY: 3,200. Size of race track, half mile. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Joey Chitwood Daredevils, White Horse Revue, Buffalo Bill Rodeo, stock car races, Horace Heidt revue, State Hereford show, horse shows, carnivals.  
PAUL THOMSEN, 321 East 5th, North Platte.

**Orleans, Harlan County Junior Fair**  
COLISEUM (INDOOR ARENA): Available for rental for: Dances, stagshows, trade shows.  
W. A. LENNEMANN: Orleans.

**Pawnee City, Pawnee County Fair**  
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for: Hot rod races, thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Circus, rodeo, hot rod races, carnival.  
J. TOM SAWYER: Pawnee City.

**Stanton, Stanton County Fair**  
GRANDSTAND CAPACITY: 1,100. BLEACHER CAPACITY: 400. Size of race track, half mile.  
1951 STILL DATES: Baseball, football, swimming pool, summer recreation program for children, Farmers' Union picnic.  
WILLIAM F. H. BEYER, Stanton.

**Stapleton, Logan County Fair and Rodeo**  
GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 200. Size of race track, fourth-mile.  
1951 STILL DATES: Ball games, rodeos.

**Walthill, Thurston County Fair**  
GRANDSTAND AND BLEACHER CAPACITY: 2,200. Size of race track, half mile.  
1951 STILL DATES: Horse Show.  
ALFRED D. RAUN: Walthill.

**York, York County Fair**  
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Stock car races, rodeos.  
1951 STILL DATES: Rodeo.  
C. ALVIN OLSON: Route 2, York.

## NEW HAMPSHIRE

**Canaan, Inasona Valley Fair**  
GRANDSTAND CAPACITY: 1,100. Size of race track, half mile.  
1951 STILL DATES: Clam bakes, auctions and horse trail rides.  
LYNN WEBSTER: Canaan.

**Lancaster, Lancaster Fair-Coos & Essex Agri. Society**  
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Midget auto races, harness races, thrill shows, motorcycle races.  
1951 STILL DATES: Horse show.  
DR. DANA H. LEE: Lancaster, N. H.

## NEW MEXICO

**Belen, Valencia County Fair**  
BLEACHER CAPACITY: 1,000. Size of race track, one-eighth mile. Plant is rented for rodeos.  
FRED D. HUNING JR.: Secretary, Los Lunas, N. M.

**Roswell, Eastern New Mexico State Fair**  
PLANT IS RENTED FOR: Hot rod races, thrill shows, rodeos, carnival show lot, circus show lot.  
E. E. PATTERSON: Secretary-Treasurer, Roswell.

## NEVADA

**Winnemucca, Nevada Rodeo**  
GRANDSTAND CAPACITY: 1,898. Size of race track, three-eighth mile. Plant is rented for rodeos, carnival show lot, circus show lot.  
ALBERT LOWRY: Winnemucca.

## NEW JERSEY

**Bridgeton, Cumberland County Fair**  
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 2,000. Size of race track, half mile. Plant is rented for harness races, thrill shows, rodeos, motorcycle races, circus show lot.  
1951 STILL DATES: Harness races.  
RAYMOND R. RILEY: Business manager, RD No. 2, Bridgeton.

## NEW YORK

**Afton, Afton Fair**  
GRANDSTAND CAPACITY: 1,200. Size of race track, half-mile. Plant is rented for: Carnival show lot, circus show lot.  
1952 STILL DATES: Memorial Day horse pulling.

**Caledonia, Caledonia Fair**  
GRANDSTAND CAPACITY: 1,300. Size of race track, half-mile. Plant is rented for: Carnival show lot.  
1951 STILL DATES: Firemen's carnival, stock shows and sales.  
VICTOR SCROGER: Caledonia.

**Altamont, Tri-County Fair**  
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.  
C. LOHNES: Altamont.

**Angelica, Allegany County Agricultural Society**  
GRANDSTAND CAPACITY: 1,100. BLEACHER CAPACITY: 300. Size of race track, half mile.  
L. L. STILLWELL: Secretary, Angelica.

**Brookfield, Brookfield-Madison County Agricultural Society**

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 900. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Stock car races. 1951 STILL DATES: Stock car races weekly. RAYMOND F. BURDICK: Secretary, Brookfield.

**Cobleskill, Cobleskill Agricultural Society**

GRANDSTAND CAPACITY: 2,100. BLEACHER CAPACITY: 1,000. Size of race track, half mile. DR. D. W. BEARD, Secretary, Cobleskill.

**Dunkirk, Chautauqua County Fair**

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 1,800. Size of race track, half mile. Track is equipped for night racing. Plant is rented for: Big car races, hot rod races, midget auto races, stock car races, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 2,250. Coliseum available for rental for: Dances, circuses, stage-shows, trade shows, sport shows. 1951 STILL DATES: Home show, sports show, name bands, wrestling, conventions. CARLTON J. LARSON: P. O. Box 170, Dunkirk.

**Hamburg, Erie County Fair**

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 5,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for: Harness races. 1951 STILL DATES: Pari-mutuel harness races. ERIE CO. AGRICULTURAL SOCIETY, Hamburg.

**Lowville, Lewis County Agricultural Fair**

GRANDSTAND CAPACITY: 2,200. BLEACHER CAPACITY: 500. Size of race track, half mile.

**Penn Yan, Penn Yan Fair**

GRANDSTAND CAPACITY: 1,250. BLEACHER CAPACITY: 300. Size of race track, half mile. OLIVER WILCOX: P. O. Box 12, Penn Yan.

**Rhinebeck, Dutchess County Fair**

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 5,300. Size of race tracks, half mile dirt and fifth-mile macadam. Fifth-mile track is equipped for night racing. Plant is rented for stock car races. 1951 STILL DATES: State Guernsey sale, State Holstein sale, Rotary Club horse show, firemen's carnival, stock car races every Saturday night, barbecue. RICHARD C. MURRAY: Box 142, Rhinebeck.

**NORTH CAROLINA**

**Asheboro Center of North Carolina Fair Association**

PLANT IS RENTED FOR: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for dances, ice shows, circuses, stage shows, sports shows. W. C. YORK: Asheboro.

**Elizabeth City, Seven County Fair**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Track is equipped for night racing. Plant is rented for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. 1951 STILL DATES: Three race horse events, King Bros. Circus. NORMAN Y. CHAMBLISS: 1301 Sunset, Rocky Mount, N. C.

**Golden Belt Fair, Henderson**

BLEACHER CAPACITY: 3,000. Size of race track, half mile. PLANT IS RENTED FOR: Hot rod races, harness races, thrill shows, motorcycle races, circus show lot. 1951 STILL DATES: Hot Rod Races. C. M. High, Henderson.

**Hickory, Catawba Fair**

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Circuses, stage shows, trade shows. 1951 STILL DATES: Rodeo, circus. CORBIN GREEN: Hickory.

**Murphy, Cherokee County Fair**

BLEACHER CAPACITY: 700. Plant is rented for: Rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Dances, circuses, stage shows. 1951 STILL DATES: Rodeos, carnival. C. B. FRED: Secretary, Murphy.

**Reidsville, Reidsville Fair**

GRANDSTAND CAPACITY: 3,000. Plant is rented for: Thrill shows,

rodeos, carnival show lot, circus show lot. WILLIAM M. OLIVER: P. O. Box 725, Reidsville.

**Rocky Mount, Rocky Mount Agricultural Fair**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. 1951 STILL DATES: Five stock car races, one rodeo, Ringling Circus. NORMAN Y. CHAMBLISS: Rocky Mount.

**Statesville, Iredell County Agricultural Fair**

PLANT IS RENTED FOR: Rodeos. COLISEUM (INDOOR ARENA) CAPACITY: 750. Coliseum available for rental for: Stageshows, trade shows. 1951 STILL DATES: Cattle shows and sales. CLYDE SMYRE: Manager, Statesville.

**NORTH DAKOTA**

**Bottineau, Bottineau County Free Fair**

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track: half mile. Plant is rented for: Harness races. A. E. STEWART, Bottineau.

**Grand Forks, Greater Grand Forks State Fair**

GRANDSTAND CAPACITY: 2,600. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Track is equipped for night racing. Plant is rented for: Big car races, hot rod races, stock car races. 1951 STILL DATES: Circus, thrill shows. RALPH LYNCH: Manager, Kittson Ave., Grand Forks.

**Hamilton, Pembina County Fair**

GRANDSTAND CAPACITY: 2,500. Size of race track, half mile. Plant is rented for: Carnival show lot. FRANKLIN PAGE: Secretary, Hamilton.

**Minot, North Dakota State Fair**

GRANDSTAND CAPACITY: 2,600. BLEACHER CAPACITY: 2,400. Size of race track, half mile. Plant is rented for big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for dances. 1951 STILL DATES: Swenson Thrillcade, Wm. T. Collins Shows, National Columbia sheep show and sale, 4-H show and sale, hog show and sale, State Hereford show and sale. BOB FINKE: Secretary, Minot.

**Wishek, Tri-County Fair**

BLEACHER CAPACITY: 1,500. Size of race track, one mile. 1951 STILL DATES: Rodeo. M. G. FRECHTNER: Manager, Wishek.

**OHIO**

**Ashland, Ashland County Fair**

GRANDSTAND CAPACITY: 2,200. Size of race track, half-mile. Plant is rented for: Big car races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Rodeos, ice shows, circuses, trade shows, sports shows. 1951 STILL DATES: Two circuses, motorcycle races. H. G. DOTSON: Ashland.

**Caldwell, Noble County Fair**

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 800. Size of race track, half-mile.

**Cincinnati, Carthage Fair**

GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): Available for rental for: Rodeos, circuses, stage shows, trade shows, sports shows. 1951 STILL DATES: Thrill show motor rodeo. C. A. PETERS: Room 410, Court-house, Cincinnati 2.

**Columbus, Ohio State Fair**

GRANDSTAND CAPACITY: 8,164. Size of race track, half mile. Plant is rented for thrill shows, rodeos, motorcycle races. COLISEUM (INDOOR ARENA) CAPACITY: 5,067. Coliseum (indoor arena) available for rental for dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows. 1951 STILL DATES: Home show, ice show, roller derby, circuses. H. S. FOUST: Director of agriculture and State Fair, and H. J. Swain, manager of concessions and space.

**Dayton, Montgomery County Fair**

GRANDSTAND CAPACITY: 2,600. Size of race track, half mile. Track



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is equipped for night racing. Plant is rented for: Harness races, motorcycle races, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY: 4,000.** Coliseum available for rental for dances, ice shows, circuses, stagshows, trade shows, sports shows.  
 1951 STILL DATES: Shrine Circus and Builders' Show.  
**GOLDIE V. SCHIEBLE:** Secretary, 709 Ribbold Bldg., Dayton.

**Eaton, Famous Preble County Fair**

**GRANDSTAND CAPACITY: 2,750.** Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
 1951 STILL DATES: June 19-20, All-American Palomino Show; September 15, motorcycle races.  
**BILL PRYOR:** Secretary, Eaton.

**Jefferson, Ashtabula County Fair**

**GRANDSTAND CAPACITY: 3,000.** Size of race track, half-mile. Plant is rented for thrill shows, rodeos, carnival show lot, circus show lot.  
 1951 STILL DATES: Auto thrill show, two circuses, cattle sale.  
**FRANK WALBURN:** 38 East Erie Street, Jefferson.

**McConnellsville, Morgan County Agricultural Society**

**GRANDSTAND CAPACITY: 1,000.** Size of race track, one-third mile. Plant is rented for motorcycle races, circus show lot.  
**RAY G. SMITH:** Secretary, McConnellsville, Rt. 2.

**Montpelier, Williams County Fair**

**GRANDSTAND CAPACITY: 3,000.** Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
 1951 STILL DATES: Circus, night baseball, night football, reunions, sales, coon chases.  
**WOODY SCHLEGEL:** 311 N. Platt St., Montpelier.

**Mount Gilead, Morrow County Fair**

**GRANDSTAND CAPACITY: 500.** **BLEACHER CAPACITY: 400.** Size of race track, half-mile. Plant is rented for big car races, midget auto races, thrill shows, rodeos, motorcycle races, circus show lot.  
**GAR SMITH:** Mount Gilead.

**Owensville, Clermont County Fair**

**GRANDSTAND CAPACITY: 2,200.** Size of race track, half-mile. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.  
 1951 STILL DATES: 3 homecomings, junior horse show.  
**J. W. EVANS:** Secretary, Owensville.

**Wapakoneta, Auglaize County Fair**

**GRANDSTAND CAPACITY: 3,500.** **BLEACHER CAPACITY: 3,500.** Size of race track, half-mile. Plant is rented for harness races.

**OKLAHOMA**

**Norman, Cleveland County Free Fair**

**PLANT IS RENTED FOR:** Carnival show lot, circus show lot.  
 1951 STILL DATES: Dairy show, April 24-25; fatstock show, March 9; State rabbit show; State dog show, November 3; State Jersey sale, May 1-4.  
**W. A. CORBETT:** 125 W. Rich St., Norman.

**Tulsa, Tulsa State Fair**

**GRANDSTAND CAPACITY: 6,000.** **BLEACHER CAPACITY: 3,000.** Size of race tracks, one-half mile and one-fourth mile. Track is equipped for night racing. Plant is rented for big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY: 8,000.** Coliseum available for rental for dances, rodeos, circuses, stagshows, trade shows, sports shows.  
 1951 STILL DATES: Stock car races, rodeos, basket ball.  
**CLARENCE C. LESTER:** P. O. Box 5175, Tulsa 15.

**OREGON**

**North Portland, Pacific International Livestock Exposition**

**GRANDSTAND CAPACITY: 6,800.** Plant is rented for rodeos.  
**COLISEUM (INDOOR ARENA):** Available for rental for dances, rodeos, circuses, stagshows, trade shows, sports shows.  
**WALTER A. HOLT:** General manager, Box 96, North Portland.

**PENNSYLVANIA**

**Abbottstown, Adams County Fair**

1951 STILL DATES: Rentals for picnics, reunions, clubs, etc.  
**MRS. STEWART WALKER:** Lincoln Way East, New Oxford.

**Clearfield, Clearfield County Fair**

**GRANDSTAND CAPACITY: 3,200.** **BLEACHER CAPACITY: 1,800.** Size of race track, half-mile. Plant is rented for carnival show lot, circus show lot.  
**CLEARFIELD PARK ASSOCIATION,** Clearfield.

**Gratz, Gratz Fair**

**GRANDSTAND CAPACITY: 1,195.** Size of race track, one-half mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
**NALDY LEITZEL:** Gratz.

**Bedford, Bedford Fair**

**GRANDSTAND CAPACITY: 3,000.** Size of race track, half-mile. Plant is rented for: Big car races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
**A. C. BRICE:** Bedford.

**Butler, Butler Fair and Agricultural Association**

**GRANDSTAND CAPACITY: 4,000.** Size of race track, half-mile. Plant is rented for: Harness races, stock car races, circus show lot.  
 1951 STILL DATES: Stock car races each week April to October.  
**A. J. RICHARDS:** 400 Locust St., Butler.

**Carlisle, Carlisle Fair Association**

**GRANDSTAND CAPACITY: 2,300.** **BLEACHER CAPACITY: 150.** Size of race track, half-mile. Plant is rented for: Harness races.  
**PAUL W. SNYDER:** Pitt and E streets, Carlisle.

**McConnellsburg, Fulton County Fair**

**GRANDSTAND CAPACITY: 500.** **BLEACHER CAPACITY: 200.** Plant is rented for: Carnival show lot.  
 1951 STILL DATES: 4th of July Jamboree.  
**BOARD OF DIRECTORS OF FAIR ASSOCIATION.**

**Wind Ridge, Jacktown Fair**

**BLEACHER CAPACITY: 800.** Plant is rented for carnival show lot.  
**O. J. DILLIE:** Wind Ridge.

**Reading, Reading Fair**

**GRANDSTAND CAPACITY: 3,500.** **BLEACHER CAPACITY: 2,500.** Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
 1951 STILL DATES: AAA big car auto races, April 8 and June 3; AMA motorcycle races, March 25; farmers market open every Saturday through year except Saturday before and during fair; roller rink open every night except Mondays and Tuesdays.  
**CHARLES W. SWOYER:** Secretary, Reading Fair, 522 Court St., Reading.

**SOUTH CAROLINA**

**Camden, Kershaw County Fair Association**

**GRANDSTAND CAPACITY: 2,000.** **BLEACHER CAPACITY: 1,000.** Plant is rented for: Carnival show lot, circus show lot.  
**J. D. CRAWFORD:** Box 348, Camden.

**Lancaster, Lancaster County Colored Fair**

**GRANDSTAND CAPACITY: 5,000.** **BLEACHER CAPACITY: 5,000.** Plant is rented for: Thrill shows, carnival show lot, circus show lot.  
**COLISEUM (INDOOR ARENA) CAPACITY: 3,000.** Coliseum available for rental for: Circuses.  
 1951 STILL DATES: Hog show and sale.

**Manning, Clarendon County Agrl. Exp. Assn.**

**PLANT IS RENTED FOR:** Carnival show lot, circus show lot.  
 1951 STILL DATES: Circus.  
**J. C. ALTMAN:** Manning.

**Huron, South Dakota State Fair**

**GRANDSTAND CAPACITY: 4,000.** **BLEACHER CAPACITY: 3,000.** Size of race track, half-mile.  
 1951 STILL DATES: Rodeo, hot rod races, National Hereford Show.  
**F. L. HAFNER:** Secretary, Box 1375, Huron.

**Parker, Turner County Fair**

**GRANDSTAND CAPACITY: 1,200.** **BLEACHER CAPACITY: 1,000.** Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos.  
**R. M. RICH:** Parker.

**SOUTH DAKOTA**

**Edgemont, Fall River County Fair and Rodeo**

**GRANDSTAND CAPACITY: 1,500.** Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

**Mitchell, Corn Palace**

COLISEUM (INDOOR ARENA) CAPACITY: 3,400.

Collectum available for rental for: Dances, ice shows, circuses, stage-shows, trade shows, sports shows.

1951 STILL DATES: Horace Heidt, Ice Capades, Roy Rogers, Ted Lewis, Sammy Kaye.  
H. NOBLE, Corn Palace, Mitchell.

**Proctorville, Lawrence County**

**Agricultural Society**

GRANDSTAND CAPACITY: 800. Size of race track, half mile. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.

WM. (KID) LITTERAL: Ironton, O.

**Xenia, Greene County**

**Agricultural Society**

GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Plant is rented for: Harness races, motorcycle races.

R. K. HAINES: Route 1, Xenia.

**TENNESSEE**

**Cookeville, Putnam County**

**Fair**

GRANDSTAND CAPACITY: 8,000. T. T. GENTRY: Cookeville.

**Gallatin, Sumner County**

**Colored Fair Association**

GRANDSTAND CAPACITY: 1,500. EDW. V. ANTHONY SR.: 117 East Smith Street, Gallatin.

**Greeneville, Greene County**

**Agricultural Fair**

BLEACHER CAPACITY: 1,000. Size of race track, one-eighth mile. Track is equipped for night racing. Plant is rented for: harness races, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Circus and horse show.  
JAMES N. HARDIN: Box 217, Greeneville.

**Huntingdon, Carroll County**

**Fair**

BLEACHER CAPACITY: 1,500. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Carnival, circus, electric show, baseball, picnics.  
J. P. WALTERS, Huntingdon.

**Jamestown, Fentress County**

**Fair**

PLANT IS RENTED FOR: Carnival show lot.

F. G. CROOKS, Jamestown.

**Parsons, Decatur County Fair**

PLANT IS RENTED FOR: Carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 500.  
EDWIN C. TOWNSEND, Parsons.

**TEXAS**

**Angleton, Brazoria County**

**Fair**

GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 2,000. Plant is rented for: Thrill shows, rodeos, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 4,000. Coliseum available for rental for: dances, ice shows, circuses, stage-shows, trade shows, sports shows.

L. R. GIESE: Box 266, Angleton.

**Dallas, State Fair of Texas**

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 1,000. Plant is rented for: Stock car races, thrill shows, rodeos.

COLISEUM (INDOOR ARENA) CAPACITY: 4,301. Coliseum available for rental for: Ice shows, stage-shows.

1951 STILL DATES: Permanent midway attractions.  
DAVID McMINN: Texas State Fair.

**Haskell, Central West Texas**

**Fair**

GRANDSTAND CAPACITY: Building grandstand for coming year. Plant is rented for: carnival show lot.

EEN LOWE, Haskell.

**Johnson City, Blanco County**

**Fair and Rodeo**

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,000.

EARNEST BAUERLE: Johnson City.

**La Grange, Fayette County**

**Fair**

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Plant is rented for: carnival show lot, circus show lot.

1951 STILL DATES: Fayette County Junior Livestock shows, V.F.W. July 4th Celebration.

J. R. JACKSON: La Grange.

**McKinney, Collin County**

**Free Fair**

PLANT IS RENTED FOR: Rodeos, carnival show lot.

1951 STILL DATES: Horse shows, rodeos, auction sales.

CITY OF MCKINNEY: Fitzhugh Newsome, Mayor.

**Palestine, Anderson County**

**Fair**

PLANT IS RENTED FOR: Carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows.  
C. O. MILLER JR., P. O. Box 508, Palestine.

**Texarkana, Four States Fair, Inc.**

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Midget auto races, harness races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.

L. E. GILLILAND: Manager.

**UTAH**

**Heber City, Wasatch County Fair**

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for: Harness races, thrill shows, rodeos.

HEBER WINTERTON: R. F. D., Heber.

**Logan, Cache County Fair and Rodeo**

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 3,500. Size of race track, half mile. Plant is rented for: rodeos, horse races.

1951 STILL DATES: Rodeo, horse races, carnival.  
H. R. ADAMS: County Commissioner, Court House, Logan.

**Ogden, Ogden Livestock Show**

COLISEUM (INDOOR ARENA) CAPACITY: Sales ring, 1,200; judging ring, 800.

**Salt Lake City, Utah State Fair**

GRANDSTAND CAPACITY: 7,500. BLEACHER CAPACITY: 5,000. Size of race track, half-mile. Plant is rented for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

COLISEUM (INDOOR ARENA) CAPACITY: 6,000. Coliseum available for rental for: Stage-shows, trade shows, sports shows.

1951 STILL DATES: Horace Heidt show, Pollack Bros. Circus, rodeo, horse show, Skating Vanities, Western Auto Supply trade show, all-girl orchestra.

J. A. THEOBALD: Secretary-manager, P. O. Box 2136, Salt Lake City.

**VERMONT**

**Barton, Orleans County Fair**

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is rented for: Harness races, stock car races, rodeos, carnival show lot, circus show lot.

GLO MAYNARD: Washington Terrace, Barton.

**Rutland, Rutland Fair**

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is rented for: Thrill shows, rodeos, circus show lot.

1951 STILL DATES: Two circuses, three ciambakes, two rabbit shows, horse shows, School Patrol Field Day, cattle show, cattle auction.

ARTHUR B. PORTER: 38½ Center Street, Rutland.

**Tunbridge, Union Agricultural Fair**

GRANDSTAND CAPACITY: 2,000. Size of race track, half mile.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.

**VIRGINIA**

**Amherst, Amherst County**

**Fair**

BLEACHER CAPACITY: 300. O. B. ROSS: Amherst.

**Farmville, Five-County Fair**

1951 STILL DATES: Two circuses, one sponsored by American Legion and one by Jr. Chamber of Commerce.

J. C. BICKERT: Manager, Farmville.

**Suffolk, Tidewater Fair Association, Inc**

GRANDSTAND CAPACITY: 1,050. Size of race track, half mile. Plant is rented for: Harness races, carnival show lot, circus show lot.

1951 STILL DATES: Baseball, football, racing.

H. C. HOLMAN: 140 Pine Street, Suffolk.

**WASHINGTON**

**Waterville, North Central Washington Fair**

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 1,000. Size of race track, half-mile.

1951 STILL DATES: Circus.  
G. MERTON DICK: Waterville, Box 238.

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C. O. HILL



H. P. HILL

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(Phone 488)

### Yakima, Central Washington Fair

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 1,500. Size of race tracks, half and one mile. Plant is rented for: Big car races, hot rod races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot. J. HUGH KING: Box 1381, Yakima.

### WEST VIRGINIA

#### Lewisburg, State Fair of West Virginia

GRANDSTAND CAPACITY: 5,500. BLEACHER CAPACITY: 400. Size of race track, half mile. Plant is rented for: Horse shows, circus show lot. COLISEUM (INDOOR ARENA) CAPACITY: 2,000. 1951 STILL DATES: Circus, horse show, cattle sales. C. T. SYDENSTRICKER: Box 529, Lewisburg.

### WISCONSIN

#### Beaver Dam, Dodge County Fair Assn.

GRANDSTAND CAPACITY: 5,000. Size of race track, half mile. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Thrill show, wrestling, auto racing. FORREST KNAUP: Secretary, Beaver Dam.

#### Bloomington, Blake's Prairie Agricultural Society

GRANDSTAND CAPACITY: 850. Size of race track, half mile. Plant is rented for: Rodeos. 1951 STILL DATES: 4th of July Celebration, Dr. McLaughlin Day, horse show, two home talent plays. ROBERT O. BRODT: Bloomington.

#### Chippewa Falls, Northern Wisconsin District Fair

GRANDSTAND CAPACITY: 5,400. Size of race track, half mile. Plant is rented for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Rodeo, circus, football, stock sales, mink show, rabbit show. A. L. PUTNAM: Manager, Box 284, Chippewa Falls.

#### Ellsworth, Pierce County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, one-third mile. Track is equipped for night racing. Plant is rented for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Baseball games. H. G. SEYFORTH: Ellsworth.

#### Etrick, Glasgow Fair

GRANDSTAND CAPACITY: 5,000. PLANT IS RENTED FOR: Carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances. ALFRED RAVNUM: Etrick.

#### Fond du Lac, Fond du Lac County Agricultural Society

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 1,700. Size of race tracks, half-mile and quarter-mile. Track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races, harness races, stock car races, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Baseball, races, circus, harness races and stock car races.

#### Jefferson, Jefferson County Fair

GRANDSTAND CAPACITY: 1,300. Size of race track, half mile. Plant is rented for: Big car races, stock car races, thrill shows, rodeos, motorcycle races. 1951 STILL DATES: Stock car and motorcycle races. HORACE L. EURI: Jefferson County Fair, Jefferson.

#### Mineral Point, Southwestern Wisconsin Fair

GRANDSTAND CAPACITY: 1,600. Size of race track, half-mile. Plant is rented for midget races. 1951 STILL DATES: 1 day of harness races. C. L. WINN: Mineral Point.

#### Manitowoc, Manitowoc County Fair

GRANDSTAND CAPACITY: 2,800. Size of race track, half mile. 1951 STILL DATES: Motorcycle races.

#### Marshfield, Central Wisconsin State Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 2,400. Size of race track, half mile. Track is

equipped for night racing. Plant is rented for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: Motorcycle and midget auto races. W. A. UTHMEIER: Box 48, Marshfield.

#### Medford, Taylor County Youth Fair

GRANDSTAND CAPACITY: 800. BLEACHER CAPACITY: 800. Size of race track, three-eighths mile. Plant is rented for: Carnival show lot, circus show lot, stock car races. 1951 STILL DATES: Carnival, baseball. JOHN BRANDLE: Medford.

#### Milwaukee, Wisconsin State Fair

GRANDSTAND CAPACITY: 14,000. BLEACHER CAPACITY: 14,000. Size of race tracks, one mile and one-fourth mile. Quarter-mile track is equipped for night racing. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races. COLISEUM (INDOOR ARENA) CAPACITY: 5,500. Coliseum available for rental for rodeos, circuses, stagshows, trade shows, sports shows. 1951 STILL DATES: Thrill show, Memorial Day and July 4: stock and midget racing twice weekly. W. M. MASTERSON: State Fair Park, Milwaukee 14.

#### Phillips, Price County Agricultural Society

GRANDSTAND CAPACITY: 1,000. Size of race track, half mile. Plant is rented for midget auto races, harness races. COLISEUM (INDOOR ARENA) Available for rental for dances, stagshows, trade shows, sports shows. 1951 STILL DATES: 4-H Festival, mink show, Rod and Gun Club meeting. L. F. WIEMER: Secretary and Treasurer, Phillips.

#### Plymouth, Sheboygan County Fair

GRANDSTAND CAPACITY: 2,900. BLEACHER CAPACITY: 600. Size of race tracks, half-mile and fifth-mile. Track is equipped for night racing. Plant is rented for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1951 STILL DATES: 14 stock car races. W. H. ELDRIDGE: Secretary and Manager, 315 1/2 East Mill St., Plymouth.

#### Richland Center, Richland County Agricultural Society

GRANDSTAND CAPACITY: 2,200. Size of race track, half mile. Plant is rented for: Hot rod races, harness races, stock car races, rodeos, carnival show lot. H. R. MADREN: Richland Center.

#### Rhineland, The Hodag Fair

GRANDSTAND CAPACITY: 1,700. Size of race tracks, one-eighth and one-half mile. Small track is equipped for night racing. Plant is rented for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. JESS REED: Box 26, Rhineland.

#### Seymour, Outagamie County Fair

GRANDSTAND CAPACITY: 2,800. BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. 1951 STILL DATES: American Legion celebration and stock car races. MICHAEL BURNS: Secretary, Seymour.

#### Shawano, Shawano County Fair

GRANDSTAND CAPACITY: 2,200. Size of race tracks, one-half and one-fifth mile. Fifth-mile track is equipped for night racing. Plant is rented for: Hot rod races, midget auto races. 1951 STILL DATES: Stock car races on small track. LOUIS W. CATTEAU: Shawano.

#### Tomah, Monroe County Fair

GRANDSTAND CAPACITY: 1,800. Size of race track, half mile. Plant is rented for: Harness races. C. C. HILL: Tomah.

#### Westfield, Marquette County Fair

GRANDSTAND CAPACITY: 1,000. Size of race track, half mile. S. J. CONNORS: Montello.

#### Weyauwega, Waupaca County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half mile. Plant is rented for circus show lot. 1951 STILL DATES: Circus, August 16-17. H. E. CLARE: Weyauwega.

**WYOMING**

**Casper, Central Wyoming Fair**

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is rented for: Big car races, hot rod races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Calf roping contest, big car races, ram sale.  
R. S. LATTI: Central Wyoming Fair, Casper.

**Douglas, Wyoming State Fair**

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 5,000. Size of race track, half mile. Plant is rented for: Thrill shows, rodeos, carnival show lot.  
1951 STILL DATES: Calf roping, Third Annual Aberdeen Angus Sale.  
GORDON L. ROUSH: Secretary-Manager, Wyoming State Fair, Douglas.

**Newcastle, Weston County Fair**

GRANDSTAND CAPACITY: 750. Size of race track, half-mile. Plant is rented for: Rodeos.  
1951 STILL DATES: Western Gateway Rodeo, July 20-21.  
F. M. PIMPELL: Secretary, Chamber of Commerce, Newcastle.

**Wheatland, Platte County Fair and Rodeo**

GRANDSTAND CAPACITY: 450. BLEACHER CAPACITY: 1,100. Size of race track, one-fourth mile. Track is equipped for night racing. Plant is rented for rodeos.  
1951 STILL DATES: Horse show, track specialties.  
D. N. SHERARD: Manager, Wheatland.

COLISEUM (INDOOR ARENA) CAPACITY: 2,000. Coliseum available for rental for: Dances, ice shows, trade shows, sports shows.  
JACK McCLIMIE: Tillsonburg.

**Welland, Welland County Fair**

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is rented for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.  
1951 STILL DATES: Carnivals, circus.  
B. J. BEAMER: R. R. 1, Ridgewell.

**QUEBEC**

**Granby, Granby Horticultural Society**

GRANDSTAND CAPACITY: 800. Size of race track, one-third mile. Plant is rented for: Hot rod races, harness races, thrill shows, carnival show lot.  
1951 STILL DATES: Hot rod races.  
L. G. BALL: 44 Mountain Street, Granby.

**Quebec City, Exposition Provinciale de Quebec**

GRANDSTAND CAPACITY: 7,500. BLEACHER CAPACITY: 2,500. Size of race track, half mile. Track is rented for: Harness races, carnival show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: 10,038. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.  
1951 STILL DATES: Junior and senior hockey, October, 1950 to April, 1951; October, 1951 to April, 1952; 3 name band shows and dancing, 1 Horace Heldt show; "Skating Vanities Roller Show" 15 performances; skating and other winter sports.  
EMERY BOUCHER: Managing-Director, Exposition Park, Quebec.

**SASKATCHEWAN**

**Lloydminster, Lloydminster Agricultural Exhibition**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 700. Size of race track, half mile. Plant is rented for: Harness races, stock car races, thrill shows, rodeos, circus show lot.  
1951 STILL DATES: Baseball tournament, rodeo, stock car races, thrill show.  
GEORGE K. BOSS: Box 47, Lloydminster.

**Moose Jaw, Moose Jaw Exhibition**

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,100. Size of race track, half-mile. Plant is rented for: Thrill shows, circus show lot.  
1951 STILL DATES: Circus, auto races.  
MRS. V. HYLAND: Secretary, Moose Jaw Exhibition Co., Ste. 2 Central Chambers, Moose Jaw.

**Prince Albert, Prince Albert Exhibition**

GRANDSTAND CAPACITY: 3,100. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is rented for: Thrill shows, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.  
1951 STILL DATES: Ice show, Gene Autry, concerts, sales.  
JAMES PAUL: Edmonton Exhibition, Edmonton.

**Regina, Provincial Exhibition**

GRANDSTAND CAPACITY: 8,500. BLEACHER CAPACITY: 600. Size of race track, half mile. Plant is rented for: Big car races, harness races, stock car races, thrill shows, motorcycle races.  
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Ice shows, circuses, stage shows, trade shows, sports shows.  
1951 STILL DATES: Harness races, stock car races, thrill show.  
T. H. McLEOD: Victoria Park Bldg., Regina.

**Saskatoon, Saskatoon Industrial Exhibition Limited**

GRANDSTAND CAPACITY: 6,000; BLEACHER CAPACITY: 2,000. Size of race track, four furlongs. Plant is rented for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: 3,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.  
1951 STILL DATES: Light Horse Show, April 19-13; Bred Sow Show and Sale, April 14; Dairy Cattle Sale, October 15; Beef Cattle Sale, October 16; Advanced Registry Swine Show and Sale, October 17; Stock Car Racing (Auto Racing, Inc.), June 30; Thrill Show (Hollywood Dare Devils), September 7.  
S. N. MacEachern: Manager, Saskatoon Industrial Exhibition Limited, Beasborough Hotel, Saskatoon.



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**CANADA**

**ALBERTA**

**Calgary, Calgary Exhibition and Stampede, Ltd.**

GRANDSTAND CAPACITY: 9,000. BLEACHER CAPACITY: 10,000. Size of race track, half mile. Plant is rented for: Big car races, hot rod races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.  
COLISEUM (INDOOR ARENA) CAPACITY: 9,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.  
GENERAL MANAGER: Calgary Exhibition and Stampede, Ltd.

**Edmonton, Edmonton Exhibition**

GRANDSTAND CAPACITY: 8,000. BLEACHER CAPACITY: 700. Size of race track, half mile. Plant is rented for: Big car races, stock car races, thrill shows, rodeos, motorcycle races.  
COLISEUM (INDOOR ARENAS) CAPACITY: Gardens, 7,000; Sales Pavilion, 2,500. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.  
1951 STILL DATES: Ice show, Gene Autry, concerts, sales.  
JAMES PAUL: Edmonton Exhibition, Edmonton.

**NOVA SCOTIA**

**Amherst, Maritime Winter Fair**

COLISEUM (INDOOR ARENA) CAPACITY: 2,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows.  
V. G. FULLER: Town Clerk, Amherst.

**ONTARIO**

**Elmira, Elmira & Woolwich Agricultural Society**

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, one-half mile.  
COLISEUM (INDOOR ARENA) CAPACITY: 2,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows.  
1951 STILL DATES: Junior Farmers Field Day.  
CHARLES A. STARR: Secretary-Treasurer, Glen Allan.

**Simeoe, Norfolk County Fair**

GRANDSTAND CAPACITY: 3,200. BLEACHER CAPACITY: 700. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.  
1951 STILL DATES: Garden party.  
LLOYD S. CULVER: R.R. 4, Simeoe.

**Tillsonburg, Tillsonburg and District Fair**

GRANDSTAND CAPACITY: 2,000. Size of race track, half-mile. Plant is rented for: Harness races, thrill shows, rodeos, carnival show lot.

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