George A. Hamid and Son's reputation for leadership in the outdoor amusement field is founded upon 32 years of proven reliability and the unrivalled ability to consistently produce crowd-pulling attractions year after year.

George A. Hamid & Son, Inc.

10 Rockefeller Plaza  •  New York City
Boston, Mass.  •  Pittsburgh, Pa.
MICHIGAN STATE FAIR

Showplace of Agricultural & Industrial Progress

750,000 ATTENDANCE

104 YEARS • NATION'S OLDEST STATE FAIR • 104 YEARS

...AS AN EXHIBITOR YOU'LL FIND THAT

No other medium in Michigan gives you the opportunity to shake hands with so many of your farm and city customers. World famous for its farm products and industrial might, Michigan offers far greater potential for sales. Its State Fair, one of America’s greatest, offers far more opportunity for product demonstration and public service. When you think of promotion in Michigan think about an Exhibit at its State Fair. The cost is small, the opportunities unlimited.

10 GREAT DAYS • SEPT. 4-SEPT. 13 • 10 GREAT DAYS

Reserve Space Now

JAMES M. HARE, General Manager

MICHIGAN STATE FAIR, DETROIT 3, MICHIGAN

Write for Details

Copyrighted material
**TABLE OF CONTENTS**

- All Things to All Men
- Tornado
- Ky. Plans King-Sized
- PNE Grows Into Biggie
- Accent On Art
- Exhibits That Sell
- Universal Shows Go Big at 15th
- Lincoln Surges Ahead
- Vets Build Biggest Day
- Boost Baking, Butter-Making
- Heads-Up Work Raises Oats
- Cotton Picker: Hit in North
- Photos Woo Papers, Crowds
- Tickets: Win Were Up
- All Antique!
- Sports Pitch: Memorable Click
- Cash in On'Craftsmen
- S'm Lake & TV; Good for Both
- Parents' Booth
- King-Sized Figure Towers at Dallas
- Hightone Lens Master Pins
- Phone Co. Exhibit Attracts 500,000
- Route Small! Dallas Event Deodorizes Poultry Building
- Co-Operation Counts
- Low-Cost Stand
- Cowboy Band
- Shows, Youth Build Gate
- Wheel Out the Stage
- Statistical Directory of Fairs
- Fair Beautiful
- Operation Hollywood
- Sell That Show! Grandstand Bill Needs Press Agent
- Still Date Facilities
- Kid Kitchens
- Fairs-Parks Booking Offices

**ADVERTISERS' INDEX**

| Alabama State Fair, Birmingham | Alaska Shows | All Iowa Fair, Cedar Rapids | American Ass'n of American | Arkansas Live Stock Show, Little Rock | Arkansas Third District Live Stock Show, Hope | Auto Racing, Inc. | Backed F. W. Shows | Bemus-Carnavale Theatrical Entertainments, Inc. | Beverly, Clyde | Best, Dick | Blue Goose Shows | Butler F. C. Shows | Bucktown Fair, Brandon, Miss | Burns, Bonnie, Americana | BV Owens & Wells Show | Byrnes, Roy W. | C & C Shows | Carload Shows | Cactus & Lagoons Shows | Caldwell Shows | Cawood Shows | Cavanaugh Shows | Cheyenne National Exposition, Texas | Clare, E. J. Shows | Cavello of Assumptions | Casinelli & Leopoldo Shows | Coast Shows | Cottage Lake Shows | Colfax & Wilkes Shows | Cleary County Fair, Spencer, Ia | Clark, Bob Shows | Camden, I. O. | Callaway Shows | Collier Shows, Wash. Shows | Colorado State Fair, Pueblo, Colo. | Colorado State Fair, Roanoke, Va. | Castle Shows | Creek & Ross Theatrical Enterprises, Inc. | creek with hoe! All American Boys | Delaware State Fair, Dover, Del. | Delmonico Shows | Detroit Shows | Dixie Sky Wheel Shows | Dow, James H. Shows | DuQuoin State Fair, DuQuoin, Ill. | Eastern States Fair, Mississippi | Eastern States Exposition, West Springfield, Mass. | Eastern States Fair, St. Paul | Empire Fair, Springfield, Mass. | Empire Fair, Springfield, Mo. | Empire Fair, State, Kansas City | Empire Show, southeast | Empire State Fair, Rochester, N. Y. | Empire State Fair, Utica | Empire State Fair, Utica, N. Y. | Empire State Fair, Virginia City | Empire State Fair, West Springfield, Mass. | Empire State Fair, New York | Empire State Fair, Alberquerque | Empire State Fair, Buffalo | Empire State Fair, Chester, Ohio | Empire State Fair, Alberquerque | Empire State Fair, Buffalo | Empire State Fair, Cincinnati | Empire State Fair, Atlantic City | Empire State Fair, Atlantic City | Empire State Fair, Atlantic City | Empire State Fair, Atlantic City | Empire State Fair, Rochester, N. Y. | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empire State Fair, Utica | Empi
"MAKERS and Merchants Flock to Show Wares at State, County Fairs."

This was the headline on a recent feature news story in the Wall Street Journal, the birthplace of the financial world.

To fairmen, the caption conveyed nothing they did not already know. They have been constantly confronted in recent years with the ever-increasing trend by national manufacturers to exhibit at fairs.

To a segment of the financial community, however, the story no doubt came as something of a surprise, for not only did it report that "More and more manufacturers and merchants are discovering a new—and, some feel, terrific advertising medium in the old institution of State and county fairs," but also, "In some cases, the fairs have opened up new sales fronts. And at low cost, too."

To the more alert businessmen, particularly those in the realm of sales, the findings of the Wall Street Journal came as no surprise. Instead, it merely provided added testimony to bolster their contention that their firms, if already exhibitors, should intensify their activities in that field.

** ** *

FINANCIAL history abounds with success stories of exhibitors. Undoubtedly, the most outstanding is that of the founder of the F.W. Woolworth chain. He first tried selling merchandise at five and 10-cent prices at a county fair in New York State. His success was phenomenal; he sold out all of his merchandise by the time the fair was half over and hurriedly reordered. It was that success that caused Woolworth to try the five-cent idea in a store.

Exhibiting at fairs—and fairs themselves—have changed greatly since the first try by the Woolworth founder. To be sure, fairs have grown older and become established institutions, but they also have grown bigger, attracted greater crowds, and constantly heightened their appeal.

As a result, fairs today are firmly entrenched as huge crowd-pullers. Estimates place annual attendance at fairs in the U.S. and Canada at 85,000,000. If anything, such estimates are on the conservative side. But, impressive as that figure is, of more importance from the standpoint of an exhibitor is that the average fair patron is of the type seeking newer things and usually has the wherewithal to buy.

In some minds, however, the impression still lingers that fairs are little more than community get-togethers with some cattle, sheep, hogs, candy floss, Merry-Go-Rounds and barker. Little do these people realize that fairs have grown into big business—that many have been built at costs of millions—and that their receipts in many cases surpass the million dollar mark.

** ** *

EVEN the smallest fairs bear little resemblance to those of yesteryear. Now, they are well-staffed and have facilities matching, if not surpassing, those to be found in any exhibition.

It is not easy to wipe away some of the misconceptions about fairs. Consumer magazine writers, steeped in tradition in some cases, all too often dwell on fairs with a nostalgic touch, unaware that these institutions have not only matched progress but in some cases blazed the trail for the latest in all types of merchandise, machinery and appliances.

But the biggest stimulant to the fair exhibition field, apart from the mounting realization of its potential as an advertising medium or sales room, has been the merchants and manufacturers themselves. Competition has returned, and in their efforts to garner their share of sales, many firms have turned to exhibiting and have found the rewards big.
Missourians were in the Fair mood in 1952. Total attendance of the first five days (before the tornado) was well in excess of that of any previous year. The tornado lost Thursday, normally one of the biggest days, and caused two grandstand shows to be canceled. Even so, total attendance at the Fair lacked less than 4% of setting an all-time record.

The 154 fairs that comprise the membership of the Association now receive State aid. Attendance at these fairs, as well as exhibits and total premiums offered, is increasing annually. Concessionaires would do well to investigate possibilities for greater operation in Missouri. Introductions of show people will be made at the convention and formal sessions will occupy only a part of the time. You are most welcome to come and get acquainted with Missouri fair officials.

ROLLO E. SINGLETON
Secretary-Treasurer
Department of Agriculture
Jefferson City, Missouri

1953 DATES: AUGUST 22 to 30
BIGGEST damage ever wrought a carnival resulted when a tornado, hitting with devastating force, struck the Collin & Wilson Shows at 1:20 a.m., August 21, at the Missouri State Fair, Sedalia.

Down went rides, shows, light towers, concession stands and other show gear. Bowled over were huge house trailers, heavy supply trucks and entrance arches.

The midway was transformed within a few minutes into a tangled mass of twisted rides, bent show frames, shredded canvas, overturned trucks, trailers and concession stands.

A 3.74-inch rain, which followed quickly in the wake of the twister, added to the damage.

There was one fatality: Harry Pyle, con-
cessionaire, was killed when his house trailer was tossed 60 feet in the air and dumped on its side.

Damage to show and concession equipment ran into six figures. Photos depict the havoc.

Great as was the damage, it did not stop the Cetlin & Wilson Shows; they were back in action on a partial basis as soon as the debris could be cleared away.

Show suppliers and fellow showmen rushed to the aid of co-owners Jack Wilson and Iazy Cetlin. At the show’s next stand, the Indiana State Fair, there were still mute reminders of the damage, but the show—thanks to the arrival of new canvas, hurry-up repairs and replacements to rides and show equipment—was well on its way back to normal strength.
Growing With the World’s Greatest Annual Exhibition

STATE FAIR of TEXAS

JOE MURPHY • MARGARET PUGH • JACK LINDSEY

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 Fair of 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.

NOTICE TO CONCESSIONAIRES:
In keeping with our Revamped Midway, which is now considered the finest in America, we are always interested in New and Unusual Games and Stock Concessions. Such Operators must be Top Men in this Field, and on a par with our High Standards of Operation. Contact us for both our Fair Park season and the 1953 State Fair of Texas.

TEXAS STATE FAIRGROUND
DALLAS, TEXAS
TEX is A Big 'Un

1952 Attendance 2,387,140

STATE FAIR OF TEXAS

DALLAS

James H. Stewart

1953 Fair Dates
Oct. 10 thru 25
KY. PLANS KING-SIZED

Kentucky will have a $15,000,000 plant in 1955 if plans now well under way are carried thru. And there is every reason to believe they will.

A 435-acre site in Louisville already has been purchased. The State Building Commission has earmarked $5,500,000 for the project. Sale of the present fairgrounds will net about $3,000,000. The remaining money is expected to come from the issuance of revenue bonds.

Draftsmen have been busy for months reading detailed plans for the project, and expectations are that bids will be asked shortly after the turn of the new year.

The plant is to include a coliseum that will seat 12,000 for stage shows, 16,000 for horse shows and 17,200 for basketball; a horse-type stadium that will house 1,000 head of cattle, and an exposition building with 185,400 square feet of exhibit space. Additional space will be provided under the stadium.

The coliseum and its wings will constitute a structure 397 by 315 feet, larger than Chicago's International Amphitheater, where the two national political conventions were held last summer.

In addition to the arena proper, the coliseum will have two meeting rooms, both with a capacity of 1,000 persons.

The exposition pavilion and the livestock pavilion will be connected with the coliseum, and at times will be available for indoor parking for coliseum events. They will be able to accommodate 1,000 cars. Outdoor parking areas will handle 12,000 cars.

The coliseum and stadium also will be connected by a 100 by 100-foot building planned for a variety of purposes, including warm-up space for entries in the horse show, a shelter between structures in bad weather, and for exhibit purposes.

A broad concourse around the north side of the stadium will be the midway area, with paved parking areas and space for outdoor exhibits flanking the fun zone. Provisions for future possible needs include a site set aside for an amusement park.

The plant will differ from the traditional fairgrounds in that it will have no race track. The omission is due to the fact that Kentucky already has an adequate number of excellent racing plants. It also differs because of the emphasis on a huge coliseum, and this stems largely from the keen interest Kentuckians have in horse shows and a desire to bring big events, such as national political conventions, to Louisville.

Few State fairgrounds have football-type stadiums, and the reason for inclusion in the plan of a 37,000 capacity stadium was the dearth of adequate school stadiums in Louisville and the intent to present major college football games.
Where Agriculture Joins Industry
in a 16 BILLION DOLLAR MARKET!

- The NEW YORK -

STATE FAIR

SYRACUSE, NEW YORK

The Empire State's Annual Agricultural and Industrial Exposition

Increased Attendance Year After Year...

... 417,365 in '52

Once again, a record-breaking attendance attests to the tremendous drawing power of the Empire State's greatest annual event. It's a drawing power you can turn to profit with a carefully planned exhibit in our completely modern, completely equipped exhibition facilities. Cash in on this one great opportunity to meet more than 400,000 potential cash customers face to face.

NEW YORK STATE'S ANNUAL
AGRICULTURAL & INDUSTRIAL EXPOSITION

RESERVE YOUR DISPLAY SPACE TODAY THROUGH:

Harold L. Creal, Director
New York State Fair
Syracuse, N.Y.
PNE Grows Into Biggie

Vancouver Expo Pushes Way Into Top Level Of Major Events; Pulled 716,385 in 1952; Has Broad Year-Round Activities Schedule

Far off the beaten paths so far as fairs go, the Pacific National Exhibition at Vancouver, B.C., has been growing with leaps and bounds until it now holds firmly to the distinction of being one of the major expositions on the North American continent.

Paid gate admissions for its 11-day run this year totaled 716,385 for outside gate receipts of $267,970. This con-

tracts sharply with its first run 42 years ago, when the PNE drew 88,000 persons in six days for a gate gross of $18,925.

In its first run, it gave out $7,800 in prize money; this year premiums aggregated $60,000, almost eight times as much as for the maiden run.

The PNE’s growth in a large measure followed the development of British Columbia, particularly of the Vancouver sector. But, in almost equal measure, the exposition’s rise has come from able, forward-looking management which has developed not only a huge, solidly entrenched annual ex-

position, but also a multi-purpose plant and an active and profitable year-round pro-

gram.

The PNE layout embraces a 5,100-capacity Forum equipped with an ice rink of such size that 1,000 skaters can use it at one time; a roller skating rink; an 18-hole golf course with clubhouse facilities; Ex-

hibition Gardens, which abound in fountains, floral and shrub plots and tree-lined walks; a five-furlong race track which accommodates 20,000 spectators; a standard Olympic open-air sports arena; and an Indian museum.

Facilities are used for a wide variety of purposes, ranging from dancing to name bands in Exhibition Gardens to rodeos, boxing, basketball circ-

ues, and what have you?

At present, the property and buildings are assessed at $2,500,000. Long-range planning calls for the erection of more buildings, including a $5,000,000 coliseum to seat 10,000 and a new British Columbia Build-

ing to cost $1,000,000.

The PNE is so situated that it does not fit into the regular routes of U.S. attraction show bookers or U.S. railroad car-

nivals. But the PNE has worked out a pattern of operation which successfully sur-

mounts its obstacles.

For its feature attraction it has brought in the Polack Bros. Circus in recent years, and the show has registered solidly with PNE, building in-

creased patronage each year to the point that it has ex-

hausted the seating capacity of the Forum.

The midway is a joint op-

eration. Included are the per-

manent rides and concessions operated in the exhibition’s year-round park, Happyland, by the Pacific Coast Amuse-

ment Company, plus the

Cavalcade of West Shows, a California-based truck show, and the Royal Canadian Shows of Vancouver.

One of the attraction highlights of the exhibition is the outdoor theater, offered without any admission charge and presenting revues, bands and

dancing acts recruited from
dance schools all over the province. Most of the acts are booked at no cost, but the run of the presentations averages

about $1,000 a day.

Another highlight of the ex-

hibition is the hobby show,

staged in the Exhibition Gar-

dens Building. Each year the show, which carries a 25-cent admission charge, grows in ap-

pearance and in attendance. Inter-

est on the part of exhibitors is

so great that already all available display space for ‘53 has been committed.

The PNE does a highly ef-

cfective promotion job, paying much attention to providing for the needs of newspaper

and radio people. This year a

seven-room house on the groundswas converted into a press club containing two

social rooms, four work rooms that can accommodate 40 writers at one sitting, a dark-

room for photographers and a

comfortable outdoor lounge.

Exhibition has a 28-member

board of directors, headed by

President G. Mort Ferguson.

Ben Williams is the full-time

executive manager and he has

E. E. Rae as his secretary.

PNE’s permanent staff num-

bers 40, with the pay roll

jumping to 650 during the ex-

hibition.

David Dauphine manages the

Forum the year-round and

during the fair serves as mid-

way superintendent. D. A.

Grout is supervisor of exhibits, and parade manager. Other key staffers are Charles De-

fleux, publicity director; Jack

Hoppkins, superintendent of

building and grounds; Gordon

Brandreth, manager of the

outdoor theater, and James

Banham, hobby show man-

ager.

Typical crowd is shown above thronging thru decorative entrance to PNE plant.

Front entrance to the Forum is done in circus motif for the PNE’s top feature, the Polack Bros. Circus. Crowd above is usual sight in line-up to see the circus.

PNE patrons have become ardent circus fans since exhibition brought in Polack Bros. Circus as exhibition’s big feature. Picture shows Forum crowded for circus performances.
IN 14 DAYS as many people pass through the Canadian National Exhibition gates as populate the states of Arizona, Idaho, Montana, Nevada, New Mexico and Utah... an attendance equal to one-fifth the population of the Dominion of Canada.

AS a show-case for the world's products the Canadian National Exhibition has no equal. Where else can a product be displayed in 2 short weeks to so many who mean so much to its success?

PLAN now to come to Toronto in 1953 for the 14 most event-filled days of the year.

OVER 2,717,000 VISITORS CRAM SHOW IN 2 WEEK PERIOD...

1953 DATES
AUGUST 28-
SEPTEMBER 12

J. A. Northey, President
Hiram E. McCallum, General Manager

Administration Building
Exhibition Park
Toronto 2-B, Canada
Accent on Art

Spartanburg Annual Ties Exhibits
In With International Events,
Also Depicts Area Month-by-Month

By MARGARET M. MOORE

The Piedmont Interstate Fair, Spartanburg, S. C., each year presents, and features the various arts in a panorama of color, design and interpretation—affording a variety, but unity thru the development of an appropriate, carefully chosen and timely over-all theme.

"Cavalcade of 1952" was the theme featured this year. National and international situations, interests and appeals were depicted. The year seemed destined to be one filled with colorful events and changes, both great and small, claiming attention of the arts, sciences, all people. It seemed fitting to relate these events, ideas, ideals, hopes, ambitions or achievements and bring them into one moving "Cavalcade of 1952."

For development of this theme there loomed a wealth of material from the various nations, their flowers, customs or significant events; from the political campaign, the world of literature, music, drama, from local events, fairs, fashions, or fantasy garnered thru radio and television and from magazines and newspapers.

To the Junior exhibit division, an outline was submitted suggesting topics from which each group selected their exhibit theme. These ranged thru a wide field of activities, interests, ideals or influences pertinent to 1953 Junior living. A similar outline was offered the Senior exhibit division—suggesting appealing subject matter from the arts, education, religion, fashions, interior, outdoor and holiday decorations to books, songs and their 1953 ambitions.

Each section of the Food and Needle Arts divisions—the Hooked Rug Show, the Festival of Dolls and all other special exhibits were linked into the theme with blooming flowers and decorations.

The House of Flowers afforded the highlight of the development of the theme for there could be no more versatile medium than flowers. Talents of clubs and individuals from the various counties, making up the Piedmont Interstate Fair, combined their efforts.

Following the schedule there were those whose arrangements were suggested by a variety of color tips from 1952 magazines—"White is right—day or night." Vogue.

There were arrangement classes suggested by 1952 newspaper headlines, magazine titles, phrases, covers, advertisements and articles. There were compositions in niches, suggesting with flowers and accessories 1952 from Broadway to Hollywood and back to local attractions.

In one of the timely classes for MEN ONLY there was suggested "The Lady's Hat of 1952" and there was a composition telling the tired story of "Midnight—March 10, 1952." The men and the Junior arrangers depicted their hobbies. There were those who promoted the decorations and interest by making arrangements, portraying some significant fact of each month of the year. These "Piedmont Pinnacles" were exhibited in seats of a glorified moving Ferris wheel.

In a semi-circle of large vases, flowers and accessories told a story from many of the United Nations—a custom, a fact, a scene or a fable.

To unify these exhibits there was created in the center a garden flowered by many nations. Flowers and shrubs from a number of different countries were set to bloom around a waterfall and pool in one quiet, rare and exotic garden, suggesting the hope that "in unity there is more than strength—there is beauty and peace"—a fitting climax to the "Cavalcade of 1952."

A section from the Festival of Dolls. More than 500 dolls were displayed. These represented all types, nationalities and characters and included a collection representing brides of all nations. All were hand dressed in authentic costumes.

"Nations United in a Garden" offered the opportunity for the display of many rare and exotic flowers, including orchids grown by hothouse and a shipment of Hawaiian varieties especially flown in.

Section of the rug show, an important part of the arts and crafts exhibit at the Piedmont Interstate Fair.

The months of the year and what they bring to the Piedmont area were portrayed in miniature on the garden of this simulated water wheel.
EXHIBITORS
Modern, spacious buildings can accommodate every type of exhibit. Measure attendance figures with circulation figures and you'll find this will be far and away your lowest cost-per-inquiry means of reaching the Illinois Market.

CONCESSIONAIRES
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 plans, it will pay you to consult us.

WHERE YOU CAN MEET ONE MILLION CUSTOMERS!
Illinois... where competition for sales is keenest, where normal publicity channels are over-loaded with urgent advertising screaming, shouting, begging, you'll find a change-of-pace medium to tell your story by exhibiting at the Illinois State Fair. Here some one million Illinoisans come every year to visit their State Fair. Farmers, teachers, workers, business men, office workers all have an interest in the features and attractions designed for their education and entertainment. You'll find them "in the mood" to listen to your story, be it sales of a product or an idea.

SPRINGFIELD
THE 1953 ILLINOIS STATE FAIR WILL BE THE GREATEST EVER DATES: AUG. 7-16 INCLUSIVE

WELCOME: Exhibitors, Concessionaires, Visitors. You will be interested in the tremendous program arranged, which will clearly show you the terrific force in Educational, Agricultural and Industrial Achievements of the Great State of Illinois.

Address All Inquiries to ILLINOIS STATE FAIR P. O. Box 546, Springfield, Illinois
Exhibits ... That Sell

The Canadian National Exhibition at Toronto long has reigned as Canada’s greatest showcase... a powerful market for world-wide products, as well as those for the home use.

But the CNE is a showcase of another kind—a display of man’s art. As such, it ranks among the finest in the world.

Exhibitors, the vast majority of them many-time repeaters, have found that the CNE gives them a tremendous audience within a short time—to be more specific, 2,000,000 persons within 14 working days.

They have found that those millions are buyers or would-be buyers. And they have reaped tremendous rewards.

Spurred by the CNE’s progressive management, exhibitors strive each year to improve the selling quality of their exhibits. They give their displays lavish treatment. As indicated by photos they use ample space, give great thought to the selection and application of color, and employ the latest in ingenious lighting effects.

The results have been continued higher sales, bigger orders, or improved public relations. To fairgoers, the commercial exhibits have for many years rated as one of the CNE’s major attractions. To the CNE, the commercial space receipts have soared into a big source of revenue. This year such sales brought in $517,283.85, and that sum is a mere indication of what the displays yielded the exhibitors.
NATIONAL ADVERTISERS whose sales need stimulating in the Wisconsin Market must be prepared to meet 850,000 farm and city customers.

Wisconsin's greatest outdoor event is your greatest sales promotional opportunity. Nowhere else can you find so many customers to talk to, to show your product to, to meet in person and promote your public relations.

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. You'll meet them through your exhibit under ideal circumstances... You'll have the opportunity to learn what they think of you, too.

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.

WISCONSIN STATE FAIR

WILLARD M. MASTERSON, Manager, State Fair Park, Milwaukee 14, Wisconsin
Special Events
Go Big at Dallas

Seven Free Cotton Bowl Specks
Pull 200,000; Fair Puts Accent
On Size, Not Number of Features

SPECIAL events and free shows drew big at the 1952 State Fair of Texas, with emphasis on bigger events with maximum crowd-pulling possibilities rather than numerous small activities. The latter, however, were not neglected.

More than 200,000 people attended the fair's seven biggest and best-promoted special events in the expo's mammoth 76,944-capacity Cotton Bowl.

Top draw was the personal appearance by Hopalong Cassidy (William Boyd) on the afternoon of Elementary School Day. About 40,000 kids saw Hoppy, who was backed by Western acts from a local radio station. Hoppy show was made possible by Jake and Phil Colman, Dallas bakers of the Hoppy-endorsed Holsum bread.

Fireworks put on by Theark-Duffield, Inc., were presented in conjunction with three of the free shows. However, solo pyro displays at night, following Hoppy appearance and on the fair's big Sunday, October 12, drew an estimated 30,000 for each of the fireworks show alone.

Other big draws included 30,000 for Dallas Day program, sponsored by Junior Chamber of Commerce, 25,000 for the East Texas Day Show and 10,000 for the Music Festival, the latter being panned by cold weather.

About 30,000 attended fair's second annual religious festival in the bowl on the final evening of the fair.

Joe B. Rucker Jr., fair's special events director, staged free shows in the stadium and lined up about 200 other events and programs on the fairgrounds during the 16-day fair.

Precision marching Apache Belles from Tyler Junior College are featured at East Texas Day free show in Cotton Bowl. Attendance, about 25,000. Show also featured Margaret Whitling, Liberace, the Four Aces.

State Fair of Texas religious festival, held for second year in Cotton Bowl, drew about 30,000. Gate charge to grounds is removed two hours before festival begins. Fair considers festival excellent public relations as well as impressive spot appealing to important segment of population, festival features nationally known minister, massed choirs, instrumentalists.

Page 18 The Billboard Cavalcade of Fairs November 29, 1952
COME TO WESTERN CANADA

EXHIBIT AT THE

EXHIBITION OF Exhibitions

WHERE 1,050,000 ABLE TO BUY CUSTOMERS WILL SEE THE PRODUCT YOU HAVE TO SELL!

Join the growing list of firms who value an exhibit at the Western Canadian "A" Fairs as the greatest single sales aid in an otherwise hard-to-contact market.

For complete details and reasons why you should exhibit here, write to:

THE PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1953
June 29-July 3

CALGARY EXHIBITION AND STAMPEDE
CALGARY, ALBERTA
1953
July 6-July 11

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA
1953
July 13-July 18

SASKATCHEWAN INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN
1953
July 20-July 25

THE REGINA EXHIBITION
REGINA, SASKATCHEWAN
1953
July 27-August 1

Annual Meeting: Jan. 19-20-21, 1953
Fort Garry Hotel, Winnipeg, Manitoba
LINCOLN SURGES AHEAD

Able Ed Schultz, Backed by Progressive Board,
Lifts Nebraska State Fair Into Black; Boosts
Income, Gate Sharply; Makes Many Improvements

FEW fairs can match the tremendous strides made by Nebraska State Fair at Lincoln in the last six years.

In 1946, the year, incidentally that Ed Schultz assumed the secretarial-managerial reins, the Nebraska annual was deep in the red.

It had an indebtedness of $209,000 on its grandstand and

ed Schultz

uncomfortably high debt charges. Four years later, September, 1950, that debt was wiped away.

Relieved of the need to set aside payments and interest charges on the grandstand bonds, the fair was free to build up its cash reserves. In the intervening years it has done that—and more. It has made substantial improvements and boosted the quality and scope of its program.

As a result the plant now is in the best condition of its long

history. The fair's treasury contains a sizable surplus and plans are being pushed for new improvements.

Supported by a progressive board, Schultz has built up the fair's income while keeping a close eye on expenses. In 1946, when money was freer than this year, the event pulled 215,000 people and receipts of $347,364. This year, despite the tighter dollar, the fair attracted 279,000 persons and grossed $534,381.

Chief among the reasons for the increase in both attendance and receipts has been the attention paid to grandstand attractions. Schultz has sought constantly to upgrade the caliber of the entertainment program. At times this involved calculated risks. But Schultz and his board took them, and invariably they paid off.

Evidence of this is found in a comparison of the grandstand receipts in 1946 and 1952. The grandstand take in 1946 was $72,295.25; this year it was $110,166.32, more than a third higher.

There are many other reasons for the fair's success. Generally these boil down to upgrading of all departments and stronger publicity and promotion.

Schultz has pushed for as much year-round use of plant facilities as is possible without overdoing the programing of events. Thus auto racing, which has developed into a powerful fairgrounds attrac-

Main entrance of the grandstand is pictured with crowds pouring out following the break of the matinee show.

Dress review, one of the many events staged in the 4-H building during the fair. Building is used for variety of purposes at times other than during the fair.

Aerial view shows each half of the Nebraska State Fairgrounds. Note densely packed parking area at extreme left.

Crowd above was typical for shows offered in the 4,000-capacity open-sided auditorium. Talent for these presentations consists of radio shows or bands.
Automobile racing proved a consistent crowd-puller and money-maker at the Nebraska State Fair. Typical crowd-action shot above, with Al Sweney of National Speedways, who stage the events, waving the chequered flag.

...tation at Lincoln, is limited to five days a year, three during the fair plus still dates on Devotion Day and July 4.

A rodeo is presented for four days in June, and a 17-day horse-racing meeting and pari-mutual betting is presented in August.

Buildings suitable for year-round use are utilized as much as possible, and several tunneling attractions appear indoors at the fairgrounds at times other than during the fair. This not only brings in added revenue, but also keeps the fair set-up in the public eye and enables better maintenance of plant facilities.

This year the fair spent $50,000 in new additions or additions to existing facilities. Among the principal projects were the $15,000 hay and feed barn, large restrooms for midway employees built at a cost of $6,000, large women's and men's restrooms costing $25,000 and hard surfacing of the midway at an expense of $8,000. Other projects included reworking the parking lots and the acquisition of a portable safety zone fence in front of the grandstand.

The fair has shown a keen awareness of the needs of midway people. The restroom, built for carnival employees, is one of the finest of its kind. It includes, among other things, hot and cold showers.

A run-down of improvements in the five years before 1952 shows a wide range of plant improvements and acquisitions. In 1951 expenditures for such purposes aggregated $37,000; in 1950, $29,000, and in the preceding three years a total of more than $100,000.

Additional improvements are now underway. No. 1 on this list is the erection of a two-story office building, 50 by 150 feet, which will include an open-air auditorium, private dining room, steel vault, press headquarters, and post office plus several offices.

Major building projects planned for the near future is the erection of a new coliseum, of 200 by 250 feet, with a seating capacity of 5,200 for arena-type events and a capacity of 8,000 when the arena floor is used for seating.

The fair has made vast strides in heightening appeal of fairgoers of various tastes. Each year it has sought to obtain a national livestock show and, under Schultz, it has brought in several. It also has worked to raise the standards of the commercial exhibits, and in this it has been eminently successful.

Such exhibits have grown to such an extent that the fair no longer has sufficient space to accommodate applications, and in recent years as many as 150 would-be exhibitors have been turned away. The farm machinery display has shown vast growth, forcing the fair to convert space formerly used for parking into exhibit space.

The growth of the fair on so many fronts stems in part from the industry and application of Schultz and also from the progressive-mindedness of the fair board. With a continuation of that combination, the Nebraska State Fair is expected to further its steady, sound growth.

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

KANSAS STATE FAIR HUTCHINSON, KANSAS

1952

ATTENDANCE DANCE

1953 DATES SEPTEMBER 20-25 INCL.

TENTATIVE

Featuring:

• Livestock and Agricultural Products
• 4-H Club Activities
• High School Bands
• State Fair Airstrip
• AN INDEPENDENT MIDWAY

For profitable exhibit space write to

WM. H. WEGENER, Assistant Secretary
HUTCHINSON, KANSAS
WILLIAM CONDELL, President VIRGIL C. MILLER, Secretary

Marching bands parading on the fair's streets liven up proceedings. Lining the street at left are some of the uniform concession stands built by the fair this year and leased out to churches, veterans' organisations and service clubs.
VETERANS' DAY is the biggest of all at the Illinois State Fair, Springfield, and the chief reason for that is its program: An all-day competition for veterans' bands, drum and bugle corps, drill teams, clown bands, and their younger counterparts, musical and drill units of junior-veteran organizations.

Even since World War II, the day has taken on increased stature, attendance and program-wise. New, younger veterans moved into the various groups following the last war to swell membership and infuse new enthusiasm, and this trend is expected to continue for some years.

The first year after the war 22 units participated. This year there were 37, and the units averaged about 30 members each, considerably more than the units that preceded them immediately after the war.

Offered as a free show, the veterans' program is presented in front of the fair's huge grandstand, starting usually at noon and continuing until 10 p.m., with only a break of about 45 minutes during that period. By the close of the program, State champions have been picked.

Cash Prizes
A total of approximately $10,000 in cash prizes was awarded this year, with $800 as the top single prize. More than 1,500 individuals took part. Those attached to units but not actually playing or drilling, brought the number of those at the competition up to 2,000.

In addition, of course, each contingent was accompanied by relatives, friends, and a large number of loyal organization supporters, many of whom follow their particular of the junior organization unit with the same ardent spirit as the supporters of a small town basketball team.

Practically all of the units were flashily arrayed in bright uniforms, and their appearance, particularly in the marching movements or in massed array, presented an eye-filling spectacle. The martial airs naturally added to the presentation.

The Springfield grandstand is one of the largest in the nation, yet from the time the program began until it terminated 10 hours later, excepting only for a 45-minute interruption, the stand was crammed.

Grandstand Hypes Bis
To be sure, the grandstand brings in no revenue on the day—which always falls on the first Sunday of the fair; but grandstand eat-and-drink concessions and other concessions throughout the grounds do a thriving business. So, too, do the midway and such features as the ice show, presented elsewhere on the grounds.

Of all fairs in the country, Illinois probably is the most generous toward veterans. It gives them free admission to the fair every day as a result of an act of the State Legislature. In recent years the fair has tightened up its gates. Now the outside gate on Veterans' Day, which had been on only a token "paid" basis, is actually tight, with only ex-servicemen admitted free.

Raymond A. Byers, the fair's superintendent of the Veterans' Day program, starts preliminary work in January when he first contacts officials of the various American Legion, Veterans of Foreign Wars, and Amvet units throughout the State.

Further growth in the day's activities is expected, according to Byers. Not only are more new, younger vets joining the various units, but there has been a sharp increase in the number and size of whom follow their particular of the junior organization units, made up of sons and daughters of veterans.
Boost Baking, Butter-Making

On Site Production at St. Paul
Delights Crowds, Wins Customers

Commercial on site, in sight butter-making and baking, have proved powerful exhibits at the Minnesota State Fair. St. Paul, compelling avid interest and winning much good will from the industries and companies they represent.

The baking exhibit was new in '52 and registered big. Sponsored by the Millers' National Federation, it consisted of a completely equipped bakery, attractively white-thruout. More than 200,000 slices of buttered bread were given away to fair visitors. On the fair's opening day as an added feature, Art Linkletter, CBS radio-TV star, made a personal appearance at the exhibit.

The sponsoring federation was gratified at the response which had been designed to acquaint the public with the values of enriched bread and bakery products.

Commenting on the exhibit's success, Nate Crabtree, public relations director for the federation, said: "The exhibit definitely reached the audience we had in mind. It was received a good showing by the fair. Every bit of comment we received was favorable, and we are sure the exhibit will be an asset to the fair."

Press reaction to the exhibit was ardent. Typically, the Southwestern Miller, trade journal in Kansas City, editorialized: "The fine presentations by the Millers' National Federation at the Minnesota State Fair should encourage similar presentations at other agricultural fairs throughout the country."

Butter-making has been a highly successful featured exhibit at the Minnesota annual for a number of years, and in '52 it registered as strong as ever with fair patrons. Sponsored by one of the leading name brand butters in the State, the exhibit again was presented in a highly attractive and forceful manner that emphasized the cleanliness of the operation.

The entire operation was enclosed, with a long display window extending the full length of the long enclosure, permitting easy vision to large numbers of people at one time. Done in white thruout, with much of the butter-making machine either chrome or finished in other bright metal, the exhibit fairly sparkled.

The dairy products company is sold completely on its effectiveness, and that's why the company will repeat the exhibit again in '53. 
Heads-Up Work Raises Oldie

Eddie Carroll Boosts Aged Annual
Into Big Crowd-Puller, Money-Winner

By HARRY STORIN

The old saw about the first 100 years being the hardest also applies to fairs, particularly the Western Massachusetts Great Barrington Fair.

At the close of the 99th annual Barrington Fair in Berkshire County that this was going to be the end of the fair. Those in the know said that Carroll was going to use the fair for something else.

The rumors died aborning when Carroll announced an immediate $5,000 re-modeling program for the first year, with a second set of plans on the boards for the next year.

September, 1952, saw the 12th year of his administration, and every one of those years, brought tremendous changes in the physical set-up. Presently a major set of changes is in motion for 1953, and no doubt more will follow, since Carroll is a restless guy.

Modern Touches

All the traditional fair features have been retained, but many modern touches have been added. The transition has been expensive and expansive — but the receipts have risen proportionately.

Growth during the last 11 years has been phenomenal, due in a large measure to horse racing, which has been a fair feature at Great Barrington for almost a century. Years ago it was the trotters —now it is the runners.

The runners had been carri
ed four years before Carroll, During those four years the gains ran 3 per cent, 12.9 per cent and 47.9 per cent over the first year. It has jumped progressively every year since.

Racing Gains

During the first fair under Carroll’s direction, the figure jumped from 47.9 per cent to 204.4 per cent. This year showed a gain over the initial year of 1,254.4 per cent.

This just didn’t happen. There’s a reason, in fact a lot of reasons. The gains were not confined to the racing department, but to every fair department.

Take food and beverages. Prior to the new deal, the fair management allowed anybody to come in with any kind of food and drink set-up with the public taking its chances on price and satisfac-

(Continued on page 129)

Ed Carroll spent $10,000 to have this portable tote board built especially for the Barrington Fair, and the persons who collect on winning horses aren’t the only winners.

The grandstand and turf are kept in top-tip shape. It costs money to keep the track in this condition, but Carroll has discovered that it’s well worth it.

Special events, like this parade, are planned well in advance and help keep the turnstiles clicking.

While racing, thrill shows, the midway and the grandstand shows are all essential to a successful fair, top agricultural exhibits are still the backbone of the Barrington Fair.

Part-mutual racing has been scoring so heavily at Barrington that the grandstand is unable to accommodate all the fans. Here is the overflow in the infield.
Cotton Picker: Hit In North

St. Paul's Farm Machinery Hill Offers Wide Range of Machines

A COTTON PICKER, of all things, was one of the top features on Machinery Hill at the 1952 Minnesota State Fair, St. Paul, even tho no cotton is raised within 1,000 miles of St. Paul.

Sponsored by the Allis-Chalmers Manufacturing Company, the exhibit was presented to show the diversity and experience behind all the company's products, according to W. J. Kline, manager of the firm's farm machinery department in Minnesota's Twin Cities.

"We certainly were not interested in selling cotton pickers in Minnesota," Kline pointed out, "but many persons visited our exhibit to see the machine who otherwise would have missed us.

"It was an interesting and effective way to attract new customers. We gave away packets of cotton seeds which many visitors took home to plant in pots. Every time they look at their own cotton plant they are reminded they got the seeds from the Allis-Chalmers exhibit at the fair."

Two-row cotton picker, built for use in the South, proved a top lure at the Allis-Chalmers exhibit on Machinery Hill at the 1952 Minnesota State Fair. Exhibitor was not looking for sales of the picker in non-cotton-producing Minnesota, but the machine sparked much interest and lured many new customers to the company's display of varied farm machinery.

Cotton Pickers are among the larger pieces of farm equipment on Machinery Hill while their dads hunt out particular pieces of equipment for inspection and possible purchase.

The sales potentials in Oklahoma are limited only by the effort you put forth. The normal channels of promotion serve to publicize your product to a limited degree, when you back them up with the tremendous public relations and sales promotion power of an exhibit you get the full powerful program you need to move ahead in this prosperous market.

Check this 4-point program and see how it will help you

1. Personal Contact: Shake hands with your customers.

2. Public Relations: Show them how your product or firm fits in with their program for better living.

3. Demonstration: Let them see how your product works for them.

4. Sales Training: Bring your salesman, let them get first-hand knowledge of what their customers think of your products.

For Complete Details Write to

C. G. BAKER
Secretary-Manager

OKLAHOMA CITY, OKLAHOMA
Photos Woo Papers, Crowds

New York State Fair Feeds Gazettes With Flood of Usable Pictures; Registers High inCrashing Into Print; Accent Is Placed Upon Cheesecake

CO-OPERATION from the daily and weekly press goes a long way in putting a fair across, and one of the best ways of getting that co-operation is by providing the papers with photos they can use. Children, animals, farm machinery, spot news — and above all, cheesecake — are what newspaper editors want.

This was the formula used by Doug Johnson Associates, publicity and promotional agency, for the 1952 New York State Fair, Syracuse. Evidently, it paid off. A new attendance record of 417,065, some 35,000 more than the previous high, was set.

The agency reported that approximately 2,000 news photos were distributed to the daily and weekly newspapers during the months preceding the fair. Fair week, 75 pictures were mailed out each night to the daily press or filed with the wire services.

Cheesecake Tops
Cheesecake photos held highest interest, according to returned clips, with out-of-the-ordinary photos of activities in previous expositions running a close second. Stock photos of special events did poorly.

Cheesecake photos were generally tied in with particular events which had to be publicized to the hilt — advance sale of tickets, return of a giant farm machinery show and a State-wide tour by Dottie Grover, drum major and official ambassador of the exposition.

In other words, where particular events had to be publicized with an added emphasis, girls were posed as appeal to the publicity picture.

5 Photographers
During the exposition, five staff photographers roamed the 267-acre fairgrounds, taking pictures. These shots were processed immediately so that they would be available for release to wire services, to hometown newspapers, and to the press covering the exposition.

In many cases, the daily press depended solely on the publicity department for photo coverage. In some cases, the local press required emergency pictures of events printed by assigned press photographers.

A schedule of news pictures was arranged each day for the photographers to assure coverage of all competitions and special events. The schedule in each case was timed to have a photographer at a particular spot when the final judging in a certain class was held. Thus, he was able to take a picture of a grand champion winner at the time the animal was pinned.

Kid Stuff
Youngsters are generally photogenic, and provide a high focal point of interest for picture editors. For that reason, a great deal of stress was placed on complete coverage of youth activities at the fair, and a study of clippings proved the pay-off was there. Ninety-five per cent of the pictures mailed were used.

Every fair has its human interest, and the photographers were alerted to keep their lens eye pealed for the unusual — youngsters grooming their cattle, youngsters sleeping in the same stall with prized livestock, midway shots, picnic groups, etc.

The developing and printing operation was set up so that all pictures taken during the day were returned to press headquarters for captioning and release via special delivery each night to the hometown paper.

Hinterlands Covered
Small towns were not over-looked as a specially keyed map was used as a reference to determine the location of the town to the nearest city publishing a daily newspaper. Efforts were made to avoid duplication of pictures to morning and evening newspapers in the same community. With 73 news pictures, captioned and ready for mailing each evening, it was easy to send different photos to each paper.

Every effort was made to provide complete coverage for newspaper and television of every event at the grounds. During the stock car, motorcycle and 100-mile big car races, photographers were stationed at strategic spots around the track to catch piles-ups or close squeaks. A helicopter, with both a still and movie cameraman aboard was used, hovering around the turns where the possibility of crack-ups was at the greatest.

This paid off. The publicity staff was able to provide the local press and television with wire services, local and out-of-town press as well as local TV stations with unusual smash-up pictures.

Distribution of pictures went beyond the daily and weekly press as agricultural and trade newspapers made a great demand for news pictures.
Here's a Picture of Some of the Customers You'll Meet at the MINNESOTA STATE FAIR ST. PAUL, MINN.

HEY'RE important men and women . . . they're leaders in progressive farming, they're the first to try new products, new farming methods, new ideas. They're the leaders in their community. Sell them and you've gone a long way in selling the total Minnesota Farm Market. Nowhere else can you meet them under more favorable circumstances than at the Minnesota State Fair. They come here to compete for prizes with their prize products, they come to see what's new in farming and homemaking and more important to you . . . they bring their families to see what you have to offer to make their home life better.

The Promotion, Publicity, and Good Will you generate for your product through an exhibit here will reflect itself in your dealers' sales.

Average 5 Year Attendance... 862,006 a Year

1953 DATES: AUGUST 29 thru SEPTEMBER 7
TWO SATURDAYS, TWO SUNDAYS AND LABOR DAY

For complete details on Exhibit, Demonstration and Concession Space, Write to R. S. THORNTON, President D. K. BALDWIN, Secretary
By SAM ABBOTT

Theodore Rosequist Shifts From Ducats
To Broad Range of Managerial Assignments

One of California's most outstanding fairmen is Theodore Rosequist, co-designer of the combination souvenir ticket, civic-church, and youth worker, and an authority on revenue collection. Rosequist is the assistant manager of the California State Fair in Sacramento and handles many of the annual's activities. Altho assigned management chores beyond his ability, they are handled by capable department heads. Rosequist's home is in Galesburg, California, located in one of the richest agricultural sections of the world—north

that he became affiliated with the entertainment field.

That was 1928. The Chicago Fair was in progress and for over a year he worked out of President Roosevelt's office as a member of the Advisory Committee for Congested Production Areas. Rosequist served on the Pacific Coast section and the Washington Committee. The group's function basically was to see that civilian war industries were associated with military activities.

If the changes that Rosequist envisions for the fair are not the modern type of exhibit buildings so easily adaptable to California's outdoor way of life. The face of the entire grounds should be changed each year with little expense, he contends. The planning, Rosequist believes, should include methods of exploiting the many new discoveries in the electronics field.

Returns to Showbiz

With the war over, Rosequist is ready for a return to show business, being employed by the Orange County Board of Supervisors to plan a World's Fair Celebration for 1948. It was figured, would require five years and Rosequist was set fair. However, these plans were upset when the Harbor Commission in Long Beach announced the site for the gigantic event in that city was to be used by the Harbor of Commerce. The site was changed in plans. The tide-lands of Long Beach, on which the fair was to be held, were purchased by the federal government and never used.

Around 1946 there was talk of a gigantic centennial celebration in Sacramento and in the Modesto area where the discovery of gold was to be highlighted. There was also talk of a new event in the capital city and plans were discussed for a new California State Fair. The plans for a new State Fair were canceled last year by the Department of Finance with instructions to direct a survey of the facilities of the existing California State Fair. Upon the basis of these findings, Governor Warren approved recommendations for the purchase of 1,100 acres for a new site. This site has been selected upon favorably by two State Legislatures. Except for the purchase of the land, engineering and architectural research fees, the State's plans are held in abeyance because of the present world situation.

Named Promotion Chief

Also in 1946, which was a busy year for Rosequist, he was named promotion chief for the California State Fair. Since then he has moved into the job of assisting the State Fair in its handling promotion while supervising publicity, concessions, revenue control and special events with the expenditure of over $100,000. Rosequist is employed by an independent contractor by the State Fair and set up a new revenue control system.

The State Fair is now contemplates presenting front and future programs. Within the next few years approximately $2,000,000 will be spent on the present site for the construction of new exhibit buildings and utility repairs. However, this is being done with a view to moving the structures to the newly selected location with a maximum of salvage.

Rosequist envisions the new fairgrounds as a market as well as a meeting place. He sees it as a public recreation park with the buildings being used for storage by private industry during the off-fair season. From a structural point, this showman prefers the modern type of exhibit buildings so easily adaptable to California's outdoor way of life. The face of the entire grounds should be changed each year with little expense, he contends. The planning, Rosequist believes, should include methods of exploiting the many new discoveries in the electronics field.

Establishes Museum

Rosequist was instrumental in the establishment of the California Junior Museum. It is open throughout the year under the guidance of the Junior Museum and the movement and its director, John Ripley Forbes, has received national recognition. In Sacramento, the State Fair assumed the responsibility of operating the museum, but also accepts the idea of supplying the city's 12,500 State employees.
THIS IS THE

GOODING

AMUSEMENT CO.

MORE THAN JUST A CARNIVAL...
Thanks to Everyone

To our friends everywhere we extend our sincere thanks for a most successful tour in '52. 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 cooperation we have had, we extend our sincere appreciation.

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.

- In 1952 our Units played 127 Fairs and Celebrations, including several large State Fairs and 123 Bazaars and Carnival dates, covering 10 States through the Middle West and South.
Amusement Enterprises

to More Millions Than

Other Outdoor Show on Earth

53 YEARS OLD AND STILL GROWING!


Plus the Famous Harlem Colored Revue, Rivero Troupe’s GLOBE OF DEATH, Hollywood Monkey and Chimpanzee Show and Fifteen Other Star-Studded Shows of Merit.

- Setting the Pace for the Outdoor Show World!

NOW BOOKING FAIRS AND CELEBRATIONS FOR 1953

OPERATING 8—UNITS—8

• 150 Company-Owned Trucks, Trailers and Semis
• 85 Riding Devices
• 50 Outstanding Shows

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, O. Phone University 1193
You are cordially invited to visit our permanent office and factory any time throughout the year
All Antique!

Storrowton Village at Eastern States Exposition Offers Finest Of Old-Time New England Homes

PROBABLY no fair, other than the Eastern States Exposition at West Springfield, Mass., can boast a physical setting for its home department which for the balance of the year becomes a museum and a mecca for tourists and others interested in the architecture and traditions of early American life in New England.

This unique double-purpose set-up is found in Storrowton Village which occupies more than five acres of space on the exposition's 175-acre grounds and comprises an almost priceless collection of original colonial and early federal structures. Storrowton is a serene and simple village much as New England's forefathers built two centuries ago, with authentically restored buildings in an eliminated common.

Dominating the village is the traditional white church with its spire which for the Dominating the village is the traditional white church with its spire which for the ordinary day looks more like a church than a typical of the visitors how an old farm kitchen could be modernized.

Typical of the best traditions in New England town house architecture, this structure from Southwick, Mass., was built in 1822 and for many years served as a church. In later years it came into use as a community center.

The squat and sturdy blacksmith shop of seam-facied granite quarried near by, was erected in Chesterfield, N. H., in 1810, installed inside are the original tools and equipment, still in working order. The old forge, as ling, hand-operated drill press fascinate visitors.

The oldest structure is the gambrel-roofed Phillips house, built in Truroton, Mass., in 1767. As restored, it contains architectural features which make it a gem of early colonial craftsmanship of tremendous interest.

An unusual early evening view of the beautiful Salisbury Meeting House which dominates Storrowton Village at the Eastern States Exposition, West Springfield, Mass. Built in Salisbury, N. H., in 1834, it was disassembled in 1929, transported to the exposition grounds and re-created to perpetuate New England life.

The Gilbert house is a typical farm homestead of its day. Originally erected in West Brookfield, Mass., in 1794, its hand-hewn timbers in some cases are 30 feet long, assembled with wooden pegs and hand wrought nails.

The old combination tavern and country store provided hospitality, shelter and food to travelers for more than a century in Provincetown, Mass., on the stage route between Albany and Boston. The door at left leads into a fascinating old-time country store whose commodious drawers still bear the legends of their original contents—"Spices," "Shot," "Combrick," etc.

The gracious and imposing Potter mansion represents the Yankee conception of a luxurious home of the period of the Revolution and immediately following.
to make for better and more efficient living.

Mrs. Storrow's personal fortune made it possible for such undertakings and she set about finding a typical farm home which could be moved to the exposition grounds. The Gilbert Homestead in West Brookfield offered just that. The house was dismantled by experts, trucked to the fairgrounds, and there restored for the 1927 exhibition.

Farmhouse Beginning

That farmhouse was the beginning of Storrowton, for its success attracted the attention of women visitors and sparked a vision in Mrs. Storrow of providing the department with the usual big brick and steel exhibit building, but with a group of buildings interesting in themselves.

The next year saw a real old Yankee tavern, containing a general store, across the street from the Gilbert House. The Atkinson Tavern was one of many fine old buildings of revolutionary times which was rescued from inundation by a man-made lake destined to supply the greater Boston area with additional water from the Swift River Valley 69 miles away. Building quickly followed building—the church, red brick schoolhouse, granite blacksmith shop, town hall, lawyer's office, dwellings, a stagecoach barn and sheds.

In the early 1930's Storrowton was completed as it stands today, a magnificent monument to Mrs. Storrow, who gave nearly $50,000 to complete the project. She was ably assisted and guided in the activity by Mrs. Herron, her personal representative and director of the Home Department of the exposition from World War I until her retirement in 1935. She was succeeded by Mrs. Ione F. Winsor of Springfield.

From May until October the peaceful old village is operated by Mrs. Winsor under the management of the Eastern States Exposition, both as a museum and summer resort. Hostess guided tours are conducted from 9 a.m. to 5 p.m. for pilgrims from many States and foreign lands.

A clockwise tour around the village takes the visitor past the Phillips House, the largest dwelling at Storrowton. This house, built in Taunton, Mass., in 1797 is a gambrel-roofed cottage. The house is a beautiful example of early workmanship. The sill boards and beams are of heart-hewn oak. The walls are hand-forged and bricks in chimney and fireplaces hand molded.

From Salisbury, N. H., came the old white church in which Daniel Webster worshipped as a boy. Timber by timber the meeting house that had served its community from 1835 to the 1900's was taken down and put together again at Storrowton. Its pews and wainscoting and pews of unpainted pine and its choral gallery are back in original place. A graceful wineglass pulpit with white pine paneling and a beautifully proportioned sounding board with its resonating rod enriched with wrought iron work, adds grace to the building. In the belfry of a great clock which tolls the hours.

The church was, and still is, "a union meeting house." Red School House

Next round the clock is the little Red School House in which boys and girls were taught their reading, 'riting and 'rithmetic for over 100 years. It once stood in Whitely, Mass. A typical old New England one room school, its old benches are cut deeply with the initials of many a youngster, and a tiny iron stove in the center provides heat as it did years ago.

(Continued on page 55)
Sports Pitch: Memphis Click

Rod, Gun Devotees of All Ages Lured
By Wide Variety of Events, Exhibits

LACED with tributaries of the Mississippi and Tennessee rivers and dotted with countless lakes, the drawing area of the Mid-South Fair at Memphis constitutes a veritable year-round paradise for rod and gun devotees. In 1951, the fair decided to cash in on that fact. It launched a Sportsmen's Show, and the show went over with a resounding bang. This year the second edition was even more successful: it proved one of the strongest of the fair's attractions.

The idea for the Sportsmen's Sh.w. was fostered by Frank M. Grend, president of a Memphis bakery and the Memphis Chamber of Commerce. A full-time manager, Glenn Pinkston, was named to manage the '52 event.

A commercial exhibit building, 320 by 80 feet; a 150 by 60 foot tent near by, and a city-owned swimming pool 200 feet distant were used for various events and exhibits in '51 and again this year.

Monte Blue, motion picture star, was brought in to enliven the aquatic show both years. The water program offered such acts as log-rollers, retrieving dogs and exhibition fly-casters. Bleachers, placed around apoms of the pool, were used for spectators paid at the rate of 75 cents.

The admission for children was 5 cents, except on Children's Day and 4-H Day, when the youngsters were admitted for 15 cents.

Outdoor Motif

Decorated by Mike Abt, famed designer of the Memphis Cotton Carnival parade floats, the exhibit building offered an outdoor motif that was heightened by the display of $50,000 worth of fishing and game trophies contributed by their owners and spotted on the building's columns and walls.

The tent was used to house such features as a children's fishing pool, which was stocked twice daily with fish ranging from a half pound to a pound and a half. Children who paid 10 cents were permitted to fish 15 minutes, with the children making the best catches getting prizes included in a week's all-expense paid vacation for the child and parent's at a Tennessee River resort.

Exhibits Double

In '51 there were 35 commercial exhibits. This year the number was 74 — more than double. Exhibitors included manufacturers of fishing gear, boats, hunting and camping equipment, commercial airlines, bus lines, and the conservation departments of Tennessee and Mississippi.

A "What's Unusual" contest, in which fairgoers were asked to note unusual about the individual exhibits, went over well, both with exhibitors and visitors. Contest prizes of $500 in merchandise were provided by the Memphis sporting goods dealers.

A new wrinkle in '52 was the Mid-South Duck, Crow and Turkey Calling Contest, sponsored jointly by the Memphis Commercial Appeal and the West Tennessee Sportsman's Association.

The show proved a success and the fair excess and the show's officials are not content. They are now considering adding more and better features and improving the tried-and-tested units so that the show in '53 will be, in true fair tradition, "bigger and better."

A rustic log cabin that housed the office of the Sportmen's Show at the Mid-South Fair, Memphis, was one of the show's many appealing features. Cabin was decorated with canoe skis, fishing poles and hunting gear. Building used for major portion of the show was decorated with striking effectiveness by Mike Abt, renowned designer of the Memphis Cotton Carnival parade floats.

Big number of rod and gun devotees in the drawing area of the Mid-South Fair made the show a powerful crowd-puller. Show offered something to delight sportsmen of almost every age and inclination. Besides an exhibit building, a huge tent and a large swimming pool were used for the presentation of the various exhibits, contests and other features.

An indoor boxing pool, constructed by a Memphis building material supply firm, was used daily, with representatives of leading manufacturers of fishing gear giving periodic exhibitions. Show offered many special events, such as a fishing contest for youngsters, held in a pool housed in a tent.
Here's where you can
Feel the Pulse of a
Growing Market...

Tennessee
STATE FAIR
NASHVILLE
Dedicated to Agricultural and Industrial Progress and
the People of a Great State.

Fair time is time to cultivate your sales relations with 250,000
able-to-buy people who annually attend their fair... an event
looked forward to year after year. They come to have fun on
a great midway, to be entertained by a spectacular grandstand
show and more important to you... they come to see "what's
new"... how the products or ideas you have to offer can
help better their living.

1953 DATES
SEPTEMBER 21-26

Don't pass up this opportunity to meet in person your customers... the cost is low, the benefits great. For complete details
Write to L. E. GRIFFIN, Secretary-Manager
TENNESSEE STATE FAIR, P. O. Box 90, Nashville, Tenn.

YESTERYEAR—NOW!
Old New England Village Is Mecca

It was built in 1810 from brick manufactured in Whately. Probably no structure at Storrowton enthralles the visi-
tors more than the blacksmith shop. It is made of seam-faced granite quarrted but a short
distance from the spot on
which it stood in Chesterfield, N. H. Taking down the old
shop was a slow process for
the stones were well cement-
ed together and every arm-
laughter and rafter pin was
numbered so that each might be placed in the same order
when the building was set up
again at Storrowton.

It is equipped with all the
conveniences needed by a
smithy a hundred years ago:
the old hand drill, steel cut-
tles that clip steel rods effective-
lv by hand power, oaken
nail-making bench and eror-
rous hand hewn beams in
which the ox was confined
during the shoeing process.

Across from the blacksmith
shop is the stagecoach barn
where coaches put up over-
night on the road from Boston
to Albany. This was brought
to Storrowton from the Swift
River Valley and is now the
scene of square dances and
is filled to overflowing each
dance night during the
summer.

Potter Mansion

The stately mansion facing
the village green was built
by Capt. John Potter of North
Brookfield, Mass., who started
his house before he became
a soldier in the American
Revolution and completed it
after he came back from the
war. He made the nails, latches
and hinges for his mansion
and cut all the elaborate
ornamentation in wood. There
was no public hall in West
Brookfield and Capt. Potter
supplied this need by building
a ballroom in his home where
dancing and public gatherings
could be held. This hall has
an arched ceiling and is pro-
fusely decorated with double
dentil work. There are fluted
pilasters at doors and
windows.

The house was built over
another in which Captian
Potter lived and some of the
timbers in the foundation of the
original dwelling were
found when the house was
moved to Storrowton. Of pri-
mury interest is the long,
narrow "keeping room," pine
sealed, with a huge fire-
place and brick oven. On each
side of the paneling are
swung wooden cranes over
which in extreme cold weath-
er blankets were thrown to
make a warm enclosure in
front of the fire.

The outside boarding of the
house is grooved to represent
stone regularly laid, and each
of the great chimneys is sur-
mounted by an iron frame
holding a flat cover on which
is perched an eagle.

Law Office

The law office of Zacariah
Eddy of Middleborough,
Mass., built in the early 1800s
now adds a touch to Storrow-
ton. Here this friend of
Daniel Webster practiced law
from 1806 until his death in
1860. The office was original-
ly built in 1840. It now con-
ains Eddy's old desk and
Window chair, his andirons
and rare volumes. His picture
(Continued on page 22)
Hobbyists' Exhibits, Demonstrations Give
Milwaukee Crowd-Builder—Upper; Fairgoers
Jump at Chance to Make Ashtrays On-the-Spot

There are big possibilities in amateur craftsmen's shows, judging by the smashing success registered by the Craftsmen's Fair at the Wisconsin State Fair, Milwaukee, in the past two years. More than 500 persons, most of them women, this year submitted an average of 10 entries each, and thousands crowded the building to see and sometimes buy some of the entries or just watch others make things of leather, metal, clay, wool, etc.

In '51, its initial year, the Craftsmen's Fair went over big. This year it scored an even bigger hit. And, Bill Masterson, fair manager, sees nothing but continued growth ahead.

More Leisure

The reasons he points out are, "People are having more leisure time due to the present trend of mechanization; higher output per person brings shorter working hours and, therefore, more leisure time for craft hobbies."

Premiums offered this year totaled $550, with individual entrants urged to place at least 10 of their products in competition. In addition to prizes for the outstanding entry in each division—leatherwork, ceramics, weaving, woodworking, etc., a grand prize for the best-of-the-show was awarded. Entrants were invited to put price tags on those they wished to sell, and many fairgoers made "real buys."

Popular Feature

A highly popular show feature was one at which for 25 cents a person could make his own ashtray by hammering out a disk of copper, then having glass fused upon it. Demonstrations at the fair, including weaving, ceramics, and metal, leather and woodworking, proved sure - fire crowd-builders, and, with the growth of interest in crafts as a hobby, are expected to pace the growth of the Craftsmen's Fair.

Fairgoers holding ashtrays they made on the spot.

Practical demonstration of weaving created much interest.

Competition in the ceramics division was keen.

Leathercraft drew its share of interested spectators.
Old New England Village Is Mecca

graces a wall does a letter written to him by Daniel Webster.

The first dwelling to come to Storrowton and which inspired the restoration of the village was the Gilbert Homestead, a farmhouse built in 1794 in West Brookfield, Mass. Like other buildings in Storrowton it was taken down board by board, brick by brick and nail by nail and put back again.

There is a huge chimney in the center of the house and fireplaces open into most of the rooms. In a room at the right of the entrance is an old corner cupboard.

The Tavern Restored

Across the green from the Gilbert Homestead is the Atkinson Tavern and country store. It was built in the last years of the 18th century in Atkinson Hollow in Prescott, Mass. The first owner was John Atkinson who settled in the Swift River Valley after his discharge from the Continental Army. The store at the front corner of the building still retains the original shelves and drawers which held the wares the Atkinson Hollow folk came to buy. Across from the counter is the old bar.

In the dining room with its great fireplace, served cup-boards and beamed ceilings, old-time Yankee fare is still served. A graceful stairway leads to the second floor where a large hall extends the entire length of the building. For years this was the largest hall in the town of Prescott and was the center of town political and social activities.

Completing the clockwise tour of the village is the Town Hall. This building as it stands in Storrowton represents the best type of town house of early New England. It came from Southwick, Mass., where it was built in 1722. As originally constructed it served as a Baptist meeting house and later was used for secular gatherings.

Herb Garden

Most visitors to Storrowton linger in the herb garden at the rear of the Gilbert Homestead. The walled garden, centered by a sundial, was a gift of the Girl Scouts of New England and is maintained by them. In it are more than 100 herbs and simples used by early New England housewives in their cooking and for medicinal purposes.

Each September at exposition time, Girl Scouts serve herb teas in the Atkinson Herb Garden and sample cakes and cookies in the grape arbor which fashions one wall of the garden.

Immediately after Labor Day, Storrowton closes its doors to tourists and special events. (Continued on page 39)
THE FOUR-DAY CARNIVAL NETTED $250,000.

A GAIN OF $177,000 OVER 1951, ITS PEAK YEAR TO THAT TIME!

Joe Archer, a veteran showman, served as the Civilian Consultant for the Navy Relief Carnival without pay for nearly six months. This was done in the memory of his son, Cadet Herman Archer, West Point second year student, who died with 19 fellow students in an airplane crash near Phoenix, Ariz., Dec. 31, 1951.

Joe Archer, we salute you and sincerely thank you for your help.

THE 1952 NAVY RELIEF CARNIVAL COMMITTEE
U. S. Naval Air Station, San Diego, Calif.

Adm. W. L. Erdmann, U. S. Navy
Commanding Officer, U. S. Naval Air Station
San Diego, Calif.

LCDR. H. I. PEMBERTON
Chairman
Yesteryear and Now!

Continued from page 37

events while the staff transform the 13 buildings into home department exhibits, demonstrations and activities. In this unique setting a costumed town crier wanders around during exposition week, announcing the events of the hour of interest to women. The old structures are crammed with hobby collections, prize winning hooked rugs or afghans entered in the exposition's nation-wide contests.

A full scale home economics show is a part of the Home Department program arranged by the director, Mrs. Winans, with the co-operation of Mrs. Louise Huston, of New York, and a host of top flight home economists. Fashion shows and daily demonstrations in all branches of the home making arts are keyed with exhibits of nationally known manufacturers of fabrics, patterns, foods, home decoration materials and accessories. In the Home Arts Center, housed in one of the barns and adjacent sheds is a concentration of exhibits and demonstrations by experts in crocheting, knitting, rug weaving, jelly making, herb cookery and a score of other related subjects.

Village Smithy

A village smithy presides in the old blacksmith shop turning out hand wrought iron articles. Incidentally it was discovered some years back that visitors valued novelty rings made from horseshoe nails. At the 1962 exposition the smithy hammered out 28,000 such rings during the week.

In the village church daily devotional services are held during fair week. Most of the seats are filled while the public sings at 5:30 each afternoon attract capacity crowds of visitors. Hymns are played on the ancient hand-made organ by an organist in costume.

Also each afternoon the Home Department program includes a feature which draws thousands of sightseers to the village green where the famous Storowton Square Dance demonstration teams wheel and whirl to tunes of old and the prompting of veteran callers.

Truly a versatile place is Storowton. Immediately after the fair, it quickly resumes its identity as the New England Village of quiet and stately charm, offering gracious hospitality to all. For weeks until the rigors of New England winter curtail its activities there are weddings in the church, teas, receptions and special parties in the Pottar Mansion and the Atkinson Tavern and overnight guests find peaceful rest in the village. Equally versatile, of course, is the director, Mrs. Winans, who presides over the operation of the village as well as that of the exhibition's Home Department during show week.

WHERE A PROSPEROUS FARM and HOME MARKET teams up with SPACIOUS MODERNIZED FAIR FACILITIES to give exhibitors a proven selling OPPORTUNITY

THE NAZARETH AGRICULTURAL FAIR nazareth, Penna.

Featuring...

* GRANDSTAND SHOWS
* FOUR H--GRANGE EXHIBITS & CONTESTS
* COLORFUL MIDWAY
* CONCESSIONS THAT MAKE MONEY
* EXHIBITS THAT PULL INTEREST AND SALES

THE BIG DATES

AUGUST 5 to 10 1953

EXHIBITORS - For detailed data and low space rates, contact: JOSEPH SHERMAN, Secretary Box 293, Nazareth, Pa.

- Famed Throughout the Nation

GREAT of the 'GREATS' AMONG STATE FAIRS

For nearly a century the Iowa State Fair has been the year's big attraction in the richest agricultural state in the nation. The fame of this great exposition has become international. When you say "State Fair" everyone thinks of Iowa.

This is the original "State Fair"-featured in literature, motion pictures and national magazines. It attracts over a half million attendance annually, and in its farm and livestock shows is recognized as the greatest in America.

Next year, greater than ever, the Iowa State Fair will be the nation's amusement capital from August 29 through September 7.

IOWA STATE FAIR

DES MOINES AUGUST 29 THRU SEPTEMBER 7
THERE IS NO SUBSTITUTE FOR EXPERIENCE... IT COSTS NO MORE TO GET THE BEST...

Thearle-Duffield FIREWORKS

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 provide complete personalized publicity and advertising service with each contract.

1st to dramatize spot news events in spectacular fireworks pictorials.

Backed by over 50 years of technical experience and showmanship knowledge NO CONTRACT TOO LARGE OR TOO SMALL... the same careful attention to detail is shown all events. Amusements Parks & Fairs Civic Celebrations Conventions Festivals... wherever your needs... wherever you are, it will pay to consult with us. Visit our headquarters at the Chicago Convention as well as at all the State Fair Conventions.

THEARLE-DUFFIELD FIREWORKS, Inc.
203 N. WABASH AVE.
CHICAGO, ILLINOIS

THEARLE-DUFFIELD FIREWORKS, Inc.
203 N. WABASH AVE.
CHICAGO, ILLINOIS

www.americanradiohistory.com
To All Personnel of the Golden-Wine Show,

As Commissioner of Agriculture of the State of Missouri I
would like to congratulate each and every one of you for your cooperation follow-
ing the tornado here on the Missouri State Fairgrounds Thursday, August 24.

Of all the units that compose the Missouri State Fair, your show was the hardest hit. There was considerable doubt in the minds of many as to whether the Golden-Wine Show, or any other unit, could be restored. The spirit that "the show must go on" prevailed — and it is to you and every member of your unit that we must give our hearty congratulations. For the work you did, the spirit that "the show must go on" was alive and well.

Personally, I think the recovery was remarkable. In fact, I think the recovery was remarkable in such a short time. What we did was simply not possible in such a short time. The fact that we were able to reopen so quickly is something that should be commended.

I would like to thank you for your efforts in helping to make the Missouri State Fair a success. It is an honor to have the Golden-Wine Show at this great fair and I know that people of this caliber will always be welcome here.

Very sincerely yours,

Robert T. Thornburg
Commissioner of Agriculture

November 29, 1952

The Billboard Cawcade of Fairs Page 41

IN ALL THE HISTORY OF OUTDOOR SHOW BUSINESS...

...Never a Comeback like this!

...Still...
Our Heartfelt Thanks
to our loyal working people and to our Fair Officials who kept faith in our ability to survive disaster and to bring to them the nucleus of the greatest and most colorful show on the road... and next year the Newest and most Beautiful Show in the Nation.

THE MAXIMUM MIDWAY

40 RAILROAD CARS • 25 RIDES • 18 SHOWS

JOHN W. WILSON.................. General Manager
IZZY CETLIN...................... Assistant Manager
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 1952 Fair Dates

- Eastern Illinois Fair  Danville, Illinois
- Atomic Fair  Canton, Ohio
- Allen County Free Fair  Ft. Wayne, Indiana
- Ionia Free Fair  Ionia, Michigan
- Missouri State Fair  Sedalia, Missouri (two weeks)
- Indiana State Fair  Indianapolis, Indiana (two weeks)
- Great Reading Fair  Reading, Pennsylvania
- Virginia State Fair  Richmond, Virginia (two weeks)
- Fair-A-Ganza  Atlanta, Georgia (two weeks)
- Piedmont Interstate Fair  Spartanburg, South Carolina
- Georgia State Fair  Macon, Georgia
- Eastern Carolina Agric. Fair  Florence, South Carolina
- Sumter County Fair  Sumter, South Carolina
Our constant aim is to please the millions of people who annually look forward to the thrill and joy of visiting the Greatest Midway on Earth . . . CETLIN and WILSON SHOWS. Our pride in the part we play reflects itself in our operation and the continuing success of our policies.

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

Harry Pole
Harry Custer
Marge Boll
Dave Nepola
Ron Slaughter
Evel Knievel
Chet Howland
Ty Buckley
Lee Benson
Steve Salls
Ray Goodfellow
Ben Cladberg
Hank Zivic
Mike Frey
Lilly Bowen

Wm. B. Moore
Manager

Claude Sechrest
Secretary

Josephine Hayward
Ray Miller
Ralph Wood
Rhett Williams
Dotty Allen
Doss Lange
Rosa Langer
Dave DeCosmi
Mac McKain
Irma Moore
August Moree

"Stringy" Cohn
Farris "Hades"
Farrell Scaggs
Max Martin
Bobby Allen
Lynn Lange
Harry Benjamin
Anna Benjamin
Harry Briggs
Sonny Dorso

"Sonny" Bontine
Bretton Brain
Mrs. Bob Rubin
Philie Rubin
Bar Rubin
A. Kuzen
Karl Gertz
Willie Libak
Willie Neese
Dave Womack
John Dietz
Jane Shure
Tanner Stone
"Don" Donovan

Bill Holmes
Don Golden
Lil. Goodwin
Mike Dorso
Cute Dorso
Bill Salls
Lon Ewing
Paul Stinson
"Sam" Benson
Bill Kline
"Sonny" Santillo
"Gin Rummy" Hartzman

Mike Dorso
Mrs. Bob Rubin
Geo. Goodman
Lil. Goodman
Mike Dorso
Cute Dorso
Bill Salls
Lon Ewing
Paul Stinson
"Sam" Benson
Bill Kline
"Sonny" Santillo
"Gin Rummy" Hartzman

*Deceased
GIRL SHOWS WITHOUT AN EQUAL

"Much Imitated—Never Duplicated"

6th Big Season
with the CETLIN and WILSON SHOWS

"America's Most Progressive Midway"

Now Booking Acts, Talkers and Girls.
Also Men for Tops and Fronts for Season 1953
Cetlin and Wilson Shows.

Address: RAYNELL,
Petersburg Hotel, Petersburg, Va. or 1200 N. E. 96th St., Miami, Fla.

www.americanradiohistory.com
NORTH CAROLINA
STATE FAIR

Get Ready
Now
To Sell
The No. 1 State
in the South
Through
The No. 1 Fair
in the South

RALEIGH, NORTH CAROLINA

★ 575,000 in '52 and Heading for Three-Quarters of a Million
★ Unparalleled Expansion of Facilities ... New
   Arena Most Modern Exhibition Building and
   Only One of Its Architecture in America
★ Where the Country's Top Showmen and Con-
   cessionaires Participate
★ Where "Exhibition" Selling Pays Off With
   Farmers, Business Men and Industrialists Able
   and Willing to Buy

For All Details
Write:
Dr. J. S. Dorton
Manager
P. O. Box 1388
Raleigh, N. C.

Salt Lake & TV:
Good for Both

THE Utah State Fair is con-
vinced that television plants the seed of fair interest
and thus raises a bigger crop of fair patrons.

That's why the management of the Salt Lake annual went
all out the last two years to
co-operate with the Salt Lake-
based Station KDYL-TV.

This year the fair registered
a gate of 220,000, a whopping
one over Utah standards. J. A.
Theobald, fair manager, main-
tains that the strong attend-
ance was registered in part by
the interest-building ability of TV.

Estimates vary, but it is gen-
erally believed that some 500,000
Utah residents saw some of
the many programs carried by the TV outlet. Theobald fig-
ures that not only were new customers developed this year
but that it started on its way
an even bigger crop for next
year.

A by-product of TV cover-
age, fair execs point out, is
that exhibitors, too, are af-
fected by TV. Given a double
chance to have their displays
seen by fairgoers and a TV
audience at the same time,
they put extra effort into their
exhibits.

Telecasting of the Salt Lake
event this year embraced
county exhibits, housed in-
doors, as well as a wide vari-
ety of outdoor displays, dem-
onstrations, contests and
other events. The usual inter-
view-type show ran high in
number from the fairgrounds.

Of considerable importance
from the management's stand-
point was that TV coverage
enabled the fair to focus at-
tention upon newly intro-
duced features and thus in-
troduce them with success im-
nediately rather than be
forced to wait upon the year-
to-year development of the
feature.

For Quick Action in a Dynamic Market

NORTHWEST MISSOURI
STATE FAIR
BETHANY, MISSOURI

Here you meet the cream of the Missouri farm buying power in force. They'll be here with their families to take part in the events planned for their enjoyment and education. This is their event ... your's too ... so if you've got something to sell, tell your customers about it through the medium of an exhibit here.

1953 DATES SEPT. 5-6-7-8-9-10-11
GET THE FACTS ... Exhibits space costs less than you think

Write to:
L. M. MAPLE, Secretary
Bethany, Missouri

Television of county exhibits, such as the one shown, gives exhibitors a double audience, fairgoers and TV set-watchers. Many exhibitors put greater thought and effort into the execution of their displays because of the double audience when their exhibits are televised.
Floral Designs
Heighten Appeal

Year-Round Greenhouse Operation
Adds to St. Paul's Attractions

Floral designs so effectively executed that they halt and hold crowds add much to the effectiveness of the Minnesota State fairs. The gateway above is one of the many floral layouts that dot the St. Paul grounds. Year-round operation of its own greenhouse enables the expo to present a delightful appearance at fair time. Thousands of flowers started in the greenhouse and then transplanted provide color throughout the grounds.

HERE'S THE BEST REASON FOR EXHIBITING AT THE...

KENTUCKY State FAIR
Louisville, Ky.

OVER 300,000 ATTENDANCE IN 1952

Throw away all your old conceptions of life in Kentucky. Sure we've still got our world famous Blue Grass, Thoroughbred Horses and Mint Julep, but... SOMETHING NEW HAS BEEN ADDED. A tremendous agricultural program, quietly begun many years ago, is now paying off big... Industrial expansion, from a modest "cows on get your feet wet" stage, has grown to gigantic proportions. Second in 1951! Check the latest marketing figures, you'll see this growth paying off where it counts most: at the Cash Register. Here's where an aggressive selling program will show results, and nowhere can you find a more effective means for aggressive selling than through an exhibit at the KENTUCKY STATE FAIR. Here you will meet the people responsible for the agricultural growth and the industrial progress of a great state.

SHOWMEN—We are interested in your ideas, be sure to include our meeting in your plans for '53.

For complete details, write to:

J. DAN BALDWIN, Manager, Kentucky State Fair
LOUISVILLE, KENTUCKY

Come Help Us Celebrate
Our 50th Birthday
in 1953...
Planning a tremendous Birthday Celebration, geared to draw more than 400,000 PEOPLE.
PROSPECTING FOR SALES? Then Register Your Claim for Business With the People Who Come to the...

NEW MEXICO STATE FAIR
ALBUQUERQUE

GROWING GREATER
1953 DATES
SEPT. 26 THRU OCT. 4

400,000 ATTENDANCE IN 1952

Fair time is also "Customer Branding" time for those who aim to get a share of the business in New Mexico. You can make sure your brand is in everyone's home by registering it with the people who come to their fair. For the most pleasant and profitable nine days of the year plan an exhibit at the New Mexico State Fair.

For Profitable Exhibit Space
Contact: LEON H. HARMS, Secretary-Manager
NEW MEXICO STATE FAIR • P.O. Box 1693 • Albuquerque, New Mexico

"Mom's Aid," situated usually near the front entrance of some of the larger fairs, supplies strollers for youngsters and wheelchairs for the disabled or crippled. Picture shows stroller-wheelchair center at Dallas.

Parents' Boon!
Strollers for Tots, Wheelchairs for Crippled, Disabled Supplied By "Mom's Aid" at Big Events

MOM'S AID, a stroller and wheelchair rental service, is adding a lot of convenience for parents with small children, aged and disabled people at larger fairgrounds. Included in these are several California fairs and the State Fair of Texas, Dallas.

The service is operated by Edwin B. Lang of Placentia, Calif. The past season was his second at Dallas and Fred Tennant, midway and concession superintendent, said he doubled his gross over the first year there. Service is gradually getting known to the point where people are asking for it, Tennant said.

Lang had 200 kidde strollers and about 25 collapsible modern wheel chairs on hand at three locations, two adjacent to entrance gates and a third at the entrance to the main parking lot. Tennant said on the bigger days at the fair, he ran completely out of both types of vehicles.

The service enables people with children to visit the fair without worrying about the kids becoming tired and sleepy or getting lost, and is a boon to elderly people, the crippled and those suffering heart conditions or other illnesses.

Lang gets 25 cents an hour for strollers and $1 an hour for wheel chairs.

The habit of exhibiting their products here has always proven to be a profitable one . . . that's why commercial firms keep coming back year after year to meet and call by first name many of their customers.

No matter how you measure a fair or a market . . . you'll find that the North Iowa Fair by far exceeds the most exacting specifications. Many firms who think only in state fair proportions feel that this annual event more than meets their requirements and schedule an exhibit as part of their sales plans. You will too after you get the facts . . .

1953 Dates
Aug. 11-16

For further information contact
MILLARD C. LAWSON, Secy., Mason City, Iowa
King-Sized Figure Towers at Dallas
Giant Even by Texas Standards, 50-Footer Plugs Jeans-Maker

Traditionally, Texans do things on a grand scale. But the Lone Star States themselves were stopped in their tracks at the State Fair of Texas when they saw a 50-foot figure tower on the Hall of State plaza, the most heavily traveled area on the grounds. The figure stood four stories high, wore a 75-gallon hat and a 25-foot belt. It was so big that a derrick was needed to hoist his blue jeans and it was necessary to use hawsers to sew on the buttons.

November 29, 1952
The Billboard Cavalcade of Fairs Page 49

Over 400,000 attendance in 1952
Our Greatest Year!

Thanks to the many exhibitors who helped make this great new attendance record possible.

The Midwest's Finest County Fair

The MOWERS
COUNTY FAIR
and Midwest Livestock Shows

Serving the "LIVESTOCK CAPITOL" of Southern Minnesota and Northern Iowa

AUGUST 11, 12, 13, 14, 15, 16-1953

P. J. HOLAND
Secretary
BOX 473
AUSTIN, Minnesota

NEW JERSEY STATE FAIR
The Oldest Fair in America

1953 SEPTEMBER 27-OCTOBER 4 inclusive
TRENTON, N. J.

For further information
NORMAN L. MARSHALL
GEN. MGR.
BOX 669, TRENTON 4, N. J.

http://www.americanradiohistory.com
JAMES E. STRATES

GREATEST—
MOST FAVORABLY
KNOWN AND
BEST EQUIPPED

THE
RIDE MIDWAY
OF THE
NATION

JAMES E. STRATES SHOWS INC.

FISCAL OFFICES
42 Insurance Bldg.
Utica, New York

HOME OFFICES
Elmira, N. Y.

WINTER QUARTERS
Orlando, Fla. "The City Beautiful"

STARR DE BELLE Press Agent
AMERICA'S BEST MIDWAY SHOWS INC.

30TH ANNUAL TOUR

NOW BOOKING FOR 1953 WORTHWHILE ATTRACTIONS, TOP NAMES AND FEATURES

Carpenters, Mechanics, Builders for Winter Quarters

If You Have New Ideas in Midway Attractions—We Will Finance Same
Nothing Too Big

The First Railroad Show to Open—The Last to Close
Long Season Guaranteed

Thanks...

Our sincerest thanks to all members of our boards and committees who
have made our 1952 show a pleasant and profitable one. Thanks
are also due our employees, riders, shareholders and everyone who have
enjoyed the success of our midway. Thanks to all newspapers and radio
stations for their hearty cooperation this year, and to all of our
friends who have made our midway exciting during the past 30 years. We
have made it the family midway of the Nation. Thanks to everyone for
their good will and friendship.

JAMES E. STRATES
President-General Manager

JAMES E. STRATES
Office Assistant

Edward G. Keck
Personnel Manager

Nick Bozinis
Treasurer

Art Lewis
Business Mgr.

E. James Strates
Office Assistant

Harry I. Tong
Vice-President-Dom. Counsel

J. F. McDevitt
Secretary
Setting new Standards in...

CHAMPIONSHIP AUTO RACES

AT THE NATION'S MAJOR FAIRS

as Presented by

Frank R. Winkley

and his effective promotional organization

See! THE NATIONAL DIRT TRACK CHAMPIONS!

A FEW OF THE NEARLY 100 1952 RACING ENGAGEMENTS

North Dakota State Fair, Minot...3 days
All-Iowa Fair, Cedar Rapids...1 day
Southern Iowa Fair, Oskaloosa...1 night
North Iowa Fair, Mason City...3 days
Minnesota State Fair, St. Paul...5 days
Great City County Fair, Spencer, la...3 days
Southern Minn. Expo., Owatonna...2 days
Kansas Free Fair, Topeka...4 days
Ozark Empire Fair, Springfield, Mo...3 days
Mississippi Valley Fair, Davenport, la...2 days

Northwest Mo. State Fair, Bethany...2 days
Sioux Empire Fair, Sioux Falls...5...4 days
Ohio State Fair, Columbus...3 days
Oklahoma State Fair, Oklahoma City...2 days
Florida State Fair, Tampa...4 days
Greater Grand Forks State Fair, Grand Forks, N. D...1 day

Verna M. Winkley

THE BEST AND FASTEST IN DIRT TRACK RACING SPEEDWAY TYPE BIG CARS—LATE MODEL STOCK CARS

DEB SNYDER

KENT, OHIO

Holder of Eight IMCA World Records with his $15,000 Miracle Power Offenhauser

DOM PERLICK

MINNEAPOLIS, MINN.

Conqueror of 150 Drivers in Late Model Stock Car Racing During 1952

AUTO RACING, INC.

Frank R. and Verna M. Winkley, Managers

NEW PERMANENT ADDRESS:

5804 WOODDALE AVE., MINNEAPOLIS, MINNESOTA

Copyrighted material
Here's Proof of Overwhelming INSURANCE PREFERENCE

in 1952 . . . A $250,000 increase in business over 1951 for Charles A. Lenz... This more than anything demonstrates the value showmen place on experience and dependability.

Thanks
to all of our customers for your confidence in our ability to serve your needs and understand your problems. We shall always endeavor to merit this trust.

Charles A. Lenz

Showmen! Our new insurance plan has been tailored to your needs. It is the result of my many years of experience in writing show business insurance. I will be in Chicago for the convention... plan to talk over your insurance problems and see how this plan can help you.

CHARLES A. LENZ
The Showmen's Insurance Man

1492 FOURTH ST.
ST. PETERSBURG, FLORIDA
THE ULTIMATE IN
UNMATCHED IN PERFORMANCE!
UNSURPASSED IN INTEGRITY!
UNEQUALLED IN DEPENDABILITY!

THE NATION'S TOP FAIRS DEMAND AMERICA'S FINEST
RAILROAD SHOW . . . ACA PROVIDED THAT IN '52 FOR

★ ILLINOIS STATE FAIR
★ IOWA STATE FAIR
★ ALABAMA STATE FAIR
★ SOUTH TEXAS STATE FAIR
★ NORTHERN WIS. DISTRICT FAIR
★ SOUTH MISSISSIPPI FAIR
★ CHATTANOOGA-HAMILTON CO. FAIR
★ TENNESSEE VALLEY A & I FAIR
★ ANDERSON (IND.) FREE FAIR

Amusement Company
J. C. McCaffery
MIDWAY PERFORMANCE!

THE SHOW TO SEE IN '53!

of America
PAUL OLSON

Your Inquiries Are Invited:

General: 203 N. Wabash Ave.
          Chicago 1, Illinois

Winter: P. O. Box 414
        Hot Springs, Arkansas

www.americanradiohistory.com
Here's A Man You'll Want To Meet....

He's the Northern Wisconsin Farmer...one of the most prosperous and progressive in the world. You'll meet him and his family here at the Northern Wisconsin District Fair. Show him in person how your farm equipment works...show him how he can make his work easier...they're interested—more important—able to buy.

You'll Meet Over 175,000 at the NORTHERN WISCONSIN District Fair

Put the promotional power of an exhibit to work for your product or idea.

1953 DATES AUG. 4-9

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

1852 Living
Lures Hoosier Femmes

THOUSANDS of Hoosier housewives left the Indiana State Fair this year with a deeper appreciation of modern living standards after seeing an authentic exhibit that depicted Indiana homes of a century ago. One of many features tied in the annual's centennial celebration, the exhibit was designed to emphasize the changes in the State during the 100-year history of the fair.

A featured attraction of the ever-popular Women's Building was an exhibit of Indiana homes as lived in by the average family 100 years ago. This exhibit was designed specifically for the Hoosier woman and was considered to be one of the most interesting features of the fair. The exhibit was located in the Indiana State buildings and was open to the public daily from the fair's opening until its close.

The exhibit included a full-sized reproduction of a typical Indiana home of the 1850s, complete with furnishings and household goods. Visitors were able to walk through the replica home and see how it was furnished and lived in 100 years ago. The exhibit also included a number of small rooms and kitchens, each furnished with period pieces and household appliances.

The exhibit was designed to give visitors an appreciation of the changes that have taken place in home living over the past century. Visitors were able to see how homes have evolved from simple cabins and small cottages to the modern houses of today. The exhibit also emphasized the importance of home furnishings and household goods in the lives of Indiana families.

The exhibit was a huge success, with thousands of visitors stopping by to see the exhibit each day. It was considered to be one of the most popular features of the fair, and was highly praised by visitors and exhibitors alike.

State Aid

The aid of the Indiana State Department of Conservation was enlisted by Mrs. Holloway, director of the Hoosier Fairs Women's Building. As a result of this throrough treatment, every article displayed was genuine and was actually used in 1852.

To these were added many historical pieces of furniture loaned by the New Harmony Commission, in New Harmony, Ind. Along with individual contributions, the collection made up an authentic exhibit which proved to be one of the most popular on the big fairgrounds.
Free Show Nets Win For Soft Drink Firm

DR. PEPPER COMPANY, soft drink manufacturer, presented a high-quality free show for the first time at the State Fair of Texas and achieved public relations results hailed as "wonderful" by A. H. Caperton, the firm's advertising manager.

Caperton said it was the first time the company had tried anything as different from the ordinary type of exhibit. He said that the show cost three or four times as much as a static exhibit but it was well worth the difference from a public relations standpoint. The company considered the stunt strictly a public relations medium and not a merchandising project.

Dr. Pepper used the theater building during the fair's non-operational period by Margie Jones' 'Theatre 52' company. Stan Kramer Puppets, a top nightclub and hotel act, was presented in three to six performances daily, mostly to SRO houses, Caperton said. Capacity of house is only 175, and the show would have played to many more visitors had more space been available, Caperton maintained. As it was, the show played to an estimated 14,000 at 60 performances and on some of the big days, twice as many people were turned away as could be accommodated.

Vending Machines

About 10 Dr. Pepper dime coin-operated vending machines were stationed outside the building and got a big play from visitors before and after performances. Dr. Pepper had about 50 other outlets on the fairgrounds.

Caperton said the free presentation of wholesome, family-type entertainment resulted in much good will for the company and occasioned numerous comments and letters of appreciation.

Kramer presentation was an unusual type of show for marionette performances, featuring takeoffs on Betty Hutton, Bill (Bojangles) Robinson, Carmen Miranda and other stage and screen performers.

The lost children's headquarters was housed in the same building, which enabled Dr. Pepper to make additional friends by entertaining lost kids until claimed by parents.

$ELLING SOMETHING?

THEN GET CLOSER TO YOUR MARKET

An Exhibit at the Fast-Growing

OZARK EMPIRE FAIR

Springfield, Missouri

WILL HELP YOU GET CLOSER TO THE PROSPEROUS MISSOURI FARM MARKET

Farm income and industry payrolls continue at an all-time high. Record-breaking construction by industry and on farms and homes combine to make the market served by this biggest annual event in the Ozarks the important one for you. A market with a vast potential for sales of all types of merchandise. To get your share of this high income buying group get closer by meeting them in person through an exhibit at their fair.

NO OTHER MEDIA IN THE OZARKS CAN HELP YOU PUT YOUR SALES MESSAGE OVER LIKE AN EXHIBIT AT THE OZARK EMPIRE FAIR CAN.

GET THE FACTS FROM

G. B. BOYD  H. FRANK FELLOWS

Secretary, Manager

President

Hollywood

The Western Fair, building in unusual steps, was asked to do in attendance and to make available to potential exhibitors the recommendations of Alex Phillips of Los Angeles on the market for 1953.
FISHING FOR CUSTOMERS! HITS JACKPOT!
You Don't Need The Hook, Mister!
AN EXHIBIT AT THE
LOUISIANA STATE FAIR
IS ALL THE BAIT YOU'LL NEED!
THE OLD SHOWMAN
principles of audience participation and personal demonstration, plus publicity, helped Southwestern Bell Telephone Company hit a jackpot of more than half a million visitors at its State Fair of Texas exhibit this year.

For actual count, 506,471 persons looked in on the exhibit during the 16 days of the fair, probably a record for a single commercial exhibit at the exposition, and the company listed it as its most successful fair show, according to Bill H. Rogers, South-western B & T information supervisor.

Holding time of visitors inside the exhibit reached amazing proportions this year, with at least one person clocking looking at the exhibit for 52 minutes. Average holding time of the sampling of 250 persons timed inside the show was 19 minutes, compared to 12.6 minutes last year.

The exhibit's share of the fair gate rose 32 per cent over the 1951 figure, with 21 per cent of the total patronage visiting the telephone show. Last year 16.5 per cent of the fair gate went to the telephone exhibit in the General Exhibits Building.

Pulling Power
The phenomenal pulling power of the 1952 exhibit, largely an elaboration of last year's show but with some brand - new elements, was credited to a number of factors by Rogers. Ranking high among these was audience participation and demonstrations by the personable employees of the company, and more publicity and promotion than the show has ever received.

Four of the six different sections of the exhibit draw on audience participation for much of their attraction, and the other two parts of the show used it to a minor extent. By far the most popular element of the show, both in drawing and holding time, was a demonstration of long distance dialing at which visitors were allowed to make free calls within the United States.

This show was crowded at all hours with people hopeful of taking part in the demonstration by making one of the calls and listening in on the lucky winners of calls. A total of nearly 1,000 long distance calls were made to cities in 48 States.

Brand New Exhibit
A brand new exhibit was a machine that played tic-tac-toe against human opponents and couldn't be beaten. The best the player could do was get a draw, and if he didn't watch his plays the machine would win. This was purely an audience participation exhibit, with only enough explanation thrown in to tell how the machine applied to the telephone business.

The 1951 exhibit, showing how telephone voice highways are built, and how network television is carried across the country by telephone company circuits were back again, but this year the network television show demonstrated, with the use of miniature microwave radio relay towers and two television sets, how television pictures are sent flashing across the country.

The two side-bar exhibits, the hearing test and voice mirror, were again on display and solely for audience participation. Visitors could test their own hearing ability and listen to their own recorded voices.

As in previous years at the telephone exhibit, personnel managing the show was on top-notch. This resulted in many favorable comments on the type of people the company employs and reinforced the belief on the part of those in charge of the exhibit that one of the best displays at the exhibit is the people running it and that telephone people are one of the biggest assets of the company.

Picked Narrators
Forty-five hand-picked narrators and operators worked on the exhibit during the fair. They were given two weeks of intensive training prior to the opening of the fair on how to talk, how to walk and stand, personal appearance, and how to deal with visitors at the exhibit.

The exhibit received more publicity this year than ever. This was pegged mainly on the unusual tic-tac-toe machine, since it was felt that this was something that would catch the imagination of the public. A news story was prepared featuring the machine, a photograph was made with two women exhibiting it, narrators operating it, and these were released to 300 newspapers throughout Texas. Releases were made thru local managers of the telephone company, who were quoted in the story. Results were good, with approximately 100 papers using the story or picture or both.

In addition to the news story, a half-minute spot telephone broadcast was made on the first night of the fair, which made a considerable impression on the public.
judging by the comments of visitors.

**Biggest Feature**

The State Fair of Texas exhibit is Southwestern Dallas' biggest and most important single feature in its face-to-face public relations contacts with its customers, Rogers said. Public talks by telephone people, lecture-demonstrations by a specialist in this work, and exhibits at smaller fairs are important parts of this face-to-face relations, but the big fair tops them all. Telephone company executives, putting more and more emphasis on the important face-to-face portions of its public relations program, look on the State Fair exhibit as its best single effort in reaching large numbers of people with a story at a very low cost.

And the company sees to it that each of its exhibits tells a kind of story. This is generally kept to single simple ideas, the objective being to entertain and inform the visitor while at the same time selling a part of the telephone story. To make the story lodge in the observer's mind better, the facts are kept simple and generally only one basic idea is advanced in a particular element of the exhibit, Rogers emphasized.

**Long Distance Calls**

For example, in the 1962 exhibit, the demonstration emphasized long distance dialing, showing that calls go thru faster if the operator is given the number by the caller. This saves calling on information for the number, which wastes time. While this again was emphasized as the basic story of the exhibit, several other facts were advanced in the narration, such as the speed of the new calling system, how it operates, and that in spite of such technological advances, the company needs more operators than ever before.

In the tic-tac-toe exhibit this year, the story pointed out that the machine was made up of parts used in furnishing telephone services, and the complex telephone equipment really does even more amazing things every day than that done by the same machine.

**ROUTES SMELL!**

**Dallas Event Deodorizes Poultry Bldg.**

The State Fair of Texas this year for the first time discovered a way to successfully control the odor in its poultry building.

The problem was especially important to the Dallas Fair, because the poultry shows were housed in a section of the Science Building where the fair's Science-Engineering Show was also held. The poultry section was merely walled off from the science section.

Odor was conquered by use of new dust-purpose deodorant developed by Lefevre Chemical Company of Oklahoma City. The firm is moving to Dallas. The chemical was tried at the fair on a strictly experimental basis before it went on the market commercially.

A total of 150 quarter-ounce bottles of the chemical were used beneath the poultry cages. In addition, strong exhaust fans were used.

Not a Disinfectant

The chemical is not a disinfectant nor does it mask odors with a stronger odor. The chemical acts as an oxidizer so that even the deodorant is not noticeable after an hour or so. A spray is used where a concentration of odors develop, Jim Thompson and Bill Lefevre, partners in the firm, said.

Besides working in the poultry building, the firm sprayed the swine barns, the Cotton Bowl stadium and the Variety Club Circus on the midway. The Lefevre company has been invited to try out the deodorant at the Houston and Fort Worth fat stock shows this winter.

Lefevre said the swine barns posed a special problem. He only sprayed the swine area once a day, but the smell was lessened noticeably. He said that the deodorant also kills odors that attract flies. He sprayed one hog that was covered with flies. An hour later, there were no flies around.

This anti-fly factor may also indicate a future use for the chemical around food stands and cook tents on carnival lots and fairgrounds.
Co-Operation

Terre Haute's Amazing Growth a Tribute to Community Spirit

The phenomenal growth of the Vigo County Fair, Terre Haute, Ind., that began in 1948 and has built the annual into one of the most progressive in the State, is the direct result of co-operative community participation inspired and directed by astute management. From a humble beginning five years ago, when the organization purchased 138 acres of farmland for a new plant, the fair now boasts one of Indiana's most modern fairgrounds and has doubled its attendance at both gate and grandstand.

In 1948, after the annual had gone down to celebration status, the fair board, prompted by pressure from Terre Haute organizations, decided to build up its fair program and develop a plant that would be a credit to the county.

Although hard-pressed for cash, it went into debt to the tune of $31,000 by purchasing 138 acres of land as the first step in its upward climb. Close to $28,000 of the total was then raised from the organizations which wanted a bigger fair but the board was still $11,000 in the hole. To add to this, the '48 fair, the last held at the old grounds, wound up a $1,700 loser.

Despite this anything but

Aerial view of the fairgrounds, the results of community effort.

Major project in the build-up was the 3,000-seat grandstand above.

A typical turnout for the night grandstand revue, one of the fair's important sources of revenue.

THE Board of Directors wishes to thank the following people and organizations for their cooperation in making this year's edition of the 1952 Billboard Cavalcade of Fairs one of the best for the fair industry:

Maurice W. Jencks, MGR.

TOPEKA, KANSAS

GREATERTHANMOSTSTATE FAIRS

Saginaw FAIR
SAGINAW, MICHIGAN

350,000 AVERAGE ATTENDANCE

Representing 75% of Your Michigan Farm Market. You'll long remember the profitable experience of exhibiting your product at Saginaw. You'll meet your best farm customers and a cross section of Michigan's diversified market. You'll meet them while they are in a holiday mood, generated by the many outstanding entertainment features... You'll meet them while they are eager to learn about the things that help them live and work better... You'll meet them in a receptive mood to hear your sales story.

1953 DATES, SEPTEMBER 13-19
For Complete Details Write to
C. H. HARNDEN, Secretary, Saginaw Fair, Saginaw, Michigan

TOPEKA, KANSAS

GREATERTHANMOSTSTATE FAIRS

Saginaw FAIR
SAGINAW, MICHIGAN

350,000 AVERAGE ATTENDANCE

Representing 75% of Your Michigan Farm Market. You'll long remember the profitable experience of exhibiting your product at Saginaw. You'll meet your best farm customers and a cross section of Michigan's diversified market. You'll meet them while they are in a holiday mood, generated by the many outstanding entertainment features... You'll meet them while they are eager to learn about the things that help them live and work better... You'll meet them in a receptive mood to hear your sales story.

1953 DATES, SEPTEMBER 13-19
For Complete Details Write to
C. H. HARNDEN, Secretary, Saginaw Fair, Saginaw, Michigan
Counts

A auspicious start, plans for the '49 fair were launched and community spirit began to assert itself. A race track was the first need and with free labor supplied by the local building trades council and borrowed road building equipment, a half-mile oval was completed. The city's building suppliers then contributed materials for the construction of a brick gatehouse with the unions supplying the labor.

Local horsemen went out and raised money to build a 20-stall horse barn and prevailed upon the fair to build two similar structures. Not to be outdone, motorcycle clubs interested in a place to race, raised funds to fence the new oval.

To forestall its creditors, Joseph L. Quinn Jr., president of the board, and a long-time executive of the Terre Haute Gas Corporation, borrowed a page from public utility management and floated a 4 per cent debenture bond issue. Over $100,000 was raised by this method and the pressure was off.

Disaster Strikes

Board members looked to the '49 fair, with its expanded attraction program, as a means of clearing up much of its indebtedness, but disaster struck. Altho the run drew 21,451 patrons, rain came down in torrents on four days, washed out much of the program, and the event ended up $10,000 in the red.

Undaunted, the fair went ahead with plans for the '50 fair, which included a new (Continued on page 72.)

The Billboard Cavalcade of Fairs

A Gusher!

Texas Oklahoma Fair

Silver Anniversary — Our 25th Year!

Serving the Educational Interests of 2 Great States for a Quarter-Century

Exhibitors have found that telling their story here gives their sales promotion program the extra boost it needs to carry them through the active fall buying season. If you can't come in person . . . make it a point to see that your local representative is here to help put your product over. The public relations benefits alone are well worth the cost and effort.

Demonstrators and Concessionaires Write to TED OVERBAY, Manager IOWA PARK, TEXAS

November 29, 1952

The Billboard cavalcade of Fairs

Page 61

\www.americanradiohistory.com

Copyrighted material.
Year after Year... AMERICA'S TOP FAIR ATTRACTION

1952 FAIRS: 
- Broke All Attendance Records on Auto Racing Days 
- Featuring Indianapolis Speedway 500-Mile Stars 
- $150,000 of racing equipment on your track 
- $162,000 in prize money in 1952 assured the appearance of the Nation's Greatest Drivers at all Nunis conducted races.

1952 OPERATIONS IN 15 EASTERN AND MIDWESTERN STATES AND READY TO OPERATE IN ALL 48 STATES WITH THE WORLD'S FINEST IN AUTO RACING.

The Nation's Largest Racing Organization

SAM NUNIS SPEEDWAYS
1415 Bleeker Ave., Reading, Penna.
November 29, 1952

The Billboard Cavalcade of Fairs

Page 63

JOHNNY DENTON'S
GOLD MEDAL SHOWS
AND FEATURING

CAVALCADE ON ICE

ENTHUSIASM IS CONTAGIOUS...

And we know you are going to "catch" our enthusiasm for our new COMBINATION in 1953. The meritorious features of the Gold Medal Shows will now be enhanced more than ever with the addition of our CAVALCADE ON ICE! . . . A top ice revue that we have owned the past two years and presented in arenas and auditoriums will now be featured on our midway.

A gala ice revue that has been produced and costumed by the best professional management available and starring America's top ice show talent! This will be the most discussed midway show of 1953 and is bound to mean "peak" grosses.

CONCESSIONAIRES . . .

Get with a winner . . . Our 1952 season was a great one. The above is but one indication of our plans for making the 1953 tour even greater. Let's hear from you if you want a route that includes some of the best celebrations and fairs in the midwest and south.

SHOWMEN . . .

We will consider a few choice attractions for our coming season. What have you? Interested in quality presentations.

FAIR SECRETARIES AND COMMITTEES . . .

Thank you to the officials of such fine events as All Iowa Fair, Cedar Rapids, Iowa; West Tennessee District Fair, Jackson, Tenn.; Champaign-Urbana (Ill.) Fair; Dyer County Fair, Dyersburg, Tenn.; Spangle Center Agro. Fair, Gastonia, N. C.; Cherokee (N. C.) Indian Fair; Mt. Vernon (Ill.) Fair; East Alabama A. & I. Fair, Opelika, Ala.; Bay County Fair, Panama City, Fla.; Soldiers & Sailors' Reunion, Salem, Ill.; Marianna (Fla.) Agro. Fair; Olney (Ill.) Fair, and the outstanding event of the South—National Peanut Festival, Dothan, Ala.

AND NOW FOR 1953 . . . GOLD MEDAL PROUDLY PRESENTS ITS OWN CAVALCADE ON ICE . . . a new combination that merits your consideration.

Fair officials attending the Chicago meetings are cordially invited to visit with us and discuss this innovation of the midway and fair world!
RAY MARSH

THE WELDING OF SHOWDOM'S

AMERICA'S OUTSTANDING PRODUCER & DIRECTOR OF INDEPENDENT MIDWAYS

A Combination with OUR PAST FACTS

1933 ... Century of Progress. Chas. Dawes, Former United States Vice President and Major Dom of Chicago World's Fair, said, "Sally Rand Fanned Us Right Out of the Red Into the Only Financially Successful World's Fair."

1937 ... Billy Rose, impresario par excellence of Texas Centennial, said, "Without Sally Rand, her fans and bubble dance, it would have been just another Cow-Town Frolic."

1939 ... At the Golden Gates Exposition, San Francisco, California, Sally's "Streets of Paris," "Miss America" and "Nude Ranch," box-office history was made and her grosses still remain paramount in the thoughts of showmen.

1940 ... At Dallas, Texas, State Fair have proven that the idea of an independent operated midway is the solution.

There has been a "Mess in Washington" and a "Mess in Midways," but it is the time of a Safe, Sound Swing to CENTS.

LET

1.15 PREPARE OUR PLAN AND PROVE OUR POINT.

we are so equipped and affiliated that we can provide and produce a fair midway in its entirety!
MOST DYNAMIC PERSONALITIES

THE GREATEST SINGLE MIDWAY ATTRACTION OF THE ERA!

Crowd Pulling Power!

AND FIGURES

1947 . . . With Hennies Bros.' Shows, Sally invaded the outdoor field. Her fantastic grosses at Springfield, Ill.; Des Moines, Iowa, etc., still stand as tops.

1948 . . . With Royal American Shows Sally played to 500,000 people at $1.00 each. A half million dollar gross. Never yet has any name star approached that gross with any show.

1949 . . . La Rand did a net of $61,000.00 in 16 days at Dallas.
1950 . . . She repeated her success under the Brydon banner at Dallas.
1952 . . . This past Texas State Fair, Rand out-grossed every show at Dallas by $11,000.00.

When You Book Brydon Your Profits Pyramid Because of the Fabulous Sally Rand.
AMERICA'S PREMIER TRUCK SHOW

THE NEW, GREATER

Royal Crown Shows

WITH EARNING CAPACITY
OF A RAILROAD SHOW

Our record of performances at America's finest fairs and celebrations speaks for itself...

- Florida Citrus Exposition
  Winter Haven, Fla.
- Manatee County Fair
  Bradenton, Fla.
- Ozark Empire Fair
  Springfield, Mo.
- St. Clair County Fair
  Belleville, Ill.
- North Kansas Free State Fair
  Belleville, Kan.
- Nebraska State Fair
  Lincoln, Neb.
- Enid Fair and Stock Show
  Enid, Okla.
- Arkansas-Oklahoma Free Fair & Livestock Exposition
  Fort Smith, Ark.
- Oklahoma Free State Fair
  Muskogee, Okla.
- Etowah County Fair
  Attalla, Ala.
- Alabama Free State Fair
  Montgomery, Ala.

FAIR MEN
We are now arranging our route for 1953. Book the Premier Truck Show in America with the earning capacity of a Railroad Show. Visit us in the "Moby Dick" Suite at the Sherman Hotel, Chicago, during the Conventions, or contact us at our Permanent Winterquarters Address below:

DOLLY YOUNG
OWNER-MANAGER

1953 EXECUTIVE STAFF
FOR MRS. DOLLY YOUNG

G. L. OWENS, General Agent
JOHN J. COUSINS, Advg. and Publicity
GRECO BROS., Concession Managers
R. T. HARVEY, Special Agent
LYNN GRECO, Secretary
H. STOKES, Auditor

P. O. BOX 515 • TARPON SPRINGS, FLORIDA

SHOWS 30
RIDES

SHOWS 30
RIDES

"America's Mightiest Midway"
GET ON THE BANDWAGON

CHARLES H. HODGES
Independent Midway Attractions

1952 Presentations

* Arthur Lake (Dogwood and Blondie Show)
* Preston Foster
* Tim Holt Show
* Gay '90 Revue
* World's Largest Circus Side Show
* French Casino Revue featuring Diana (and her monkey) Ross
* World's Largest Portable Fun House, "Crazy Inn"
* Wild Life Show
* Outstanding Monkeyland
* Deep Sea Exhibit
* "Miss Texas" Revue

... and a host of other outstanding Midway Attractions

FAIR SECRETARIES
Our affiliations make it possible to furnish you with complete midways or independent shows of unsurpassed quality.

CARNIVAL OWNERS
Let us show you how we can strengthen your book end at your outstanding fairs with our six brilliantly illuminated beautiful panel fronts.

Our ability to produce "Broadway Revue Quality Shows" has proven itself over the years. If you are interested in our proven plans for increasing the earning power of your midway, see us at the Chicago Convention or at your winter fair meetings.

THANKS TO THE FOLLOWING FAIRS FOR THEIR CONFIDENCE IN OUR ABILITY TO SUPPLY THE SHOWS FOR THEIR MIDWAY IN 1952...

WISCONSIN STATE FAIR, Milwaukee
MICHIGAN STATE FAIR, Detroit
GREAT BLOOMSBURG FAIR, Bloomsburg, Pa.
LA PORTE FAIR, La Porte, Ind.
TRI-STATES FAIR, Norfolk, Va.
DELAWARE COUNTY FAIR, Muncie, Ind.
ALLEGAN FAIR, Allegan, Mich.
... and many, many others

For References:
Rated in
DUN & BRADSTREET

CHARLES H. HODGES
Box 235
Coldwater, Michigan

FINANCIALLY SOUND ★ RELIABLY SAFE ★ SANELY OPERATED
Playground of the Upper Midwest, fertile agricultural region, and growing industrial area combine to build the highest per capita buying power in the Michigan Market. Geared to draw a maximum audience for your sales story, Attraction features include outstanding achievement exhibits, thrill shows, fabulous grandstand show and midway, all comparable to many state fair efforts. Here you'll find customers easier to sell because of the holiday mood.

1953 DATES
AUG. 18 to 23

For Complete Details Write To
JOHN MACINISS
UPPER PENINSULA STATE FAIR
Escanaba, Michigan

THE thought of new buildings and major plant improvements is uppermost in the minds of many fair officials, but costs of materials and labor often add up to an advanced case of frustration for fair executives.

Operators faced with the task of repair or fire and storm damage are in pretty much the same boat. The insurance coverage, if any, is usually inadequate, since it is often based on values of many years ago.

The Cleveland County Fair, Shelby, N. C., was confronted with such a problem last winter when its grandstand burned down.

The roof and the seating were destroyed but that part of the structure which was constructed of native stone withstood the blaze and was adjudged safe.

To replace the roof and the seating, meant, in effect, a whole new grandstand. The money for so big a job was not immediately available.

Dr. J. S. Dorton, manager, who each year practices the ingenuity he preaches at Shelby, and at the Charlotte and Nash annuals, which he also manages, decided to adapt the materials at hand for Low Cost Material.

The cheapest possible material, dirt, was available in quantity. It meant only the securing of graders and bulldozers to move it economically. Some 15,000 yards of soil were scooped up in various parts of the grounds and used to fill in the low spot where the grandstand seats formerly were located.

The dirt was graded, packed and sodded. When it had properly settled, niches were cut into the bank lengthwise and bleacher-type seating was built on supports sunk into the ground.

Except for lacking a roof, comfortable, full-vision seating was provided for 3,500 spectators.

Dr. Dorton explains that when the necessary funds for rebuilding are lacking, only two courses are open. The management can either abandon the razed stand and substitute inadequate portable bleacher seating, or it can exercise ingenuity that will result in facilities comparable to those destroyed.

Dr. Dorton is not in favor of bleacher type seating for many reasons. For one thing, the lack of permanency they imply does little for the event. He would not currently be in favor of erecting a new steel and concrete stand at Shelby, assuming that the funds were available. His reason for this is that the rigid steel and masonry structures allow for little or no change and this hampers the one-time-a-year fairs which must continually strive to present a different face if they are to retain, and build, the affection of the public.

Patrons at Shelby will be looking at a grandstand featuring major new improvements for several years to come. In the future, and beginning next year, an area behind the top row of seats will be leveled off so that attractive clubhouse-type seating can be added. This area will be landscaped with flowers and shrubbery. The entrance to this section will be from the rear of the stand. Thus, patrons seated in the clubhouse section will have fewer steps to climb to reach what are planned to be the best seats. A roof will also probably be added as soon as funds become available.

Low-Cost Stand
Dr. Dorton Builds Inexpensive Bleacher-Type Seats on Man-Made Hill on Shelby, N. C., Grounds

This 10-foot bleacher-type stand at the Shelby, N. C., Fair was built on a man-made hill. The structure is 150 feet wide and 68 feet long and will seat 3,500 people.
Cowboy Band

Hardin-Simmons University Musicians Register
Solidly at Rodeos, Livestock Shows, Fairs;
Vet Showman Sheriff Will Watson Heads Parades

FEW touring bands, showing at fairs, livestock shows and rodeos, match the color and performance of the Hardin-Simmons University Cowboy Band of Abilene, Tex.

Since its organization 29 years ago, it has twirled nearly half a million miles, appeared in 40 States, and in Europe, Canada and Mexico.

It has appeared at about 300 rodeos across the country and has played more than 2,000 performances. To its credit is a long line of awards in competition.

The band is most widely known as a marching group, but it does present stage shows, concerts and even makes with ballyhoo. Its repertoire includes classic, semi-classic, swing, religious and novelty numbers.

Parades Unusual

The Cowboy Band parades are unusual, minus anything smacking of a “military” appearance. The cadence of the march is between 200 and 220 beats per minute—in cowboy boots. Flying chaps make the pace seem much faster and the "cowstep," a swaggering cross-cross movement, scores big.

In dress, the band typifies the Lone Star State but is not flashy. The levis of bandmen are faded, their flapping leather chaps are battered and scarred, and their 19-gallon hats have individualistic creases from long wear.

The only flashy members of the organization are the eye-filling co-ed cowgirls who ride six white horses, carrying the flags under which Texans have served.

Colorful Sheriff

The girls, along with West Texas’ colorful Sheriff Will Watson, wear solid colors. The flags provide a kaleidoscopic effect. Watson, the parade marshal, wears a double sized cowboy hat, cowpoke boots, silver shirt, two pearl-handled pistols and the badge on his office. He himself was a showman for many years, at one time serving as contracting agent for the Texas Austin Shows in Europe, the Buffalo Bill Shows and the Ringling Bros. & Barnum & Bailey Circus.

He is the only man who has been with the band since it was first formed. Some of the band features, such as the six white horses with co-ed riders carrying the six flags of Texas, was conceived by him.

To Watson, as well as to many millions, the cowboy band is a tremendous show.

J. A. PARTLOW  W. H. ROBBINS
Executive Vice President & Treasurer  Secretary & General Manager

Greater Than Ever!

THE 58TH ANNUAL
FRESNO DISTRICT FAIR
Fresno, California

10 DAYS

OCTOBER 1Thru 11, 1953

CIRCUS - - - - - - - - 6 NIGHTS
HORSE SHOW - - - - - 4 NIGHTS
HORSE RACING - - - - 8 DAYS
FREE VAUDEVILLE - - - - DAILY

15,000 EXHIBITS
LIVESTOCK—FARM PRODUCTS

A Quarter of a Million Attendance in 1952

THIS YEAR MORE TO SEE, TO DO
Shows, Youth Build Gate

Up-Dated Attractions, Expanded Youth Program Aids Superior Gate

TRI-STATE FAIR, Superior, Wis., has become just what its name implies. And its progressive growth and attendance-wise is the result of updated attractions, an expanded youth department and the plowing back of its profits into plant improvements.

An example of the fair's pulling power was demonstrated this year when it opened on the heels of the 52-day steel strike that had idled Superior docks and shut down most of the railroad activity in the area. Despite this handicap, attendance was a only slightly below its record '51 run and spending on a par with recent years.

One of the leading factors in building this community acceptance is its youth program, which was shifted into high gear at this time and stands to benefit the fair in more than one. Increased interest and attendance from rural areas was the first benefit. Secondly the fair will gain a new 4-H Club building that promises to become a reality within the next year.

Initial funds for this building, which is expected over $15,000, have come from 4-H sponsored home talent shows, which are now an important part of the fair's grandstand entertainment.

The most important plant improvement of the past several years has been one that pulled the Superior annual out of the mud. This was a $20,000 drainage project that has left the plant high and dry and enabled the fair to get back into business shortly after a downpour. Most colorful improvement and one that has created much interest, is its painting program. Instead of the usual one-color theme, each building is painted a different hue and the result is a galaxy of colors. Other expenditures have gone for cycle fencing of the plant and a modern dressing room for grandstand performers.
Co-Operation Counts

3,000-seat steel and concrete with funds for a new dairy grandstand. To save architect fees, Quinn, who is also associated with the Indiana State Fair, worked on the blueprints. The steel and concrete that went into the grandstand was completed at a total cost of $50,000.

Plant Growth

The local electric company also has had a hand in the plant's growth. They supplied the light poles for future lighting of the race track and the poles are now up and ready. The gas company, prior to the '52 fair, gave the State Fair a free stop, filled the tanks and laid in all the gas lines for the fair grounds.

The improvements by these many and varied organizations, and a solid attraction program, again produced a successful fair this year. A total of 90,000 people came through the gates, 20,000 to the grandstand and parking fees were collected on 9,000 automobiles.

With the fair now on a successful basis, it will be only natural for the community organizations to rest on their laurels. Such is not the case, however, and more contributions of labor and money have been lined up for '53 and will undoubtedly continue until the Vigo County Fair comes up to the standards set by the fair board and the community.

Co-Operation Counts

The Vigo County Implement dealers raised $13,900 and built a new $50 by 40-foot farm implement and machinery pavilion.

Need for modern toilet facilities was solved when the labor unions again donated their time and skill and a near-by ceramic corporation furnished materials for completely new washrooms and showers.

The following year more attention was given to the attraction program. For the first time a night grandstand and revue was brought in and proved a hit. The first night drew a good crowd, the second night improved and for the third night Quinn went to the Indiana Grandstand and borrowed chairs to care for the overflow throngs.

Fastest Growing & Greatest Fair in the West!

Eastern Idaho State Fair

LARGEST FAIR IN THE INTERMOUNTAIN WEST

BLACKFOOT, IDAHO

Utah State Fair

and INDUSTRIAL EXPOSITION

Salt Lake City, Utah

FROM 60,000 ATTENDANCE IN 1948 TO 225,000 IN 1952!

No single sales promotion or advertising medium in the Intermountain Area can equal the impact of an Exhibit at the Utah State Fair. Combine the advantages of circulation (225,000) with 'in-person' selling and you've got the formula for successful sales. Come and see for yourself... you'll have plenty of company with America's leading firms.

A Program Designed To Draw the Maximum Quality Audience . . .

- 15 Performances of Holiday on Ice in five days
- National Speedways Auto Races
- Johnnie Wright Thrill Show
- Salt Lake City Association Horse Show
- America's Finest Poultry
- Nightly Fireworks Spectacles
- 2 Million Armed Forces Exhibit
- Valley Forge 'Alert Americas' Exhibit
- '52 drew over 90,000 visitors.
- '53 drew over 100,000 visitors.
- Salt Creek Bros.' Circus and Carnival on Midway.
- Livestock Entries—Open to World—$10,000 Premiums
- Spectacular Intermountain Exhibit . . . Spectacular display of vacation and industrial advantages of the Inter-Mountain Areas.

Facilities and Accommodations Equal to the Best

- America's Most Beautiful Fairgrounds
- Four Grunds and Streets
- Beautiful Permanent Buildings
- 30,000 Square Feet of Industrial Exhibits and Displays

For Complete Details Write J. A. THEOBALD, Secretary-Manager, UTAH STATE FAIR, Salt Lake City, Utah.
HOW BIG WERE YOUR SALES GAINS IN ALABAMA!

A look at the record will show that Alabama is fast becoming one of the most lucrative markets in the nation for consumer products of all kinds. Industrial and agricultural growth in Alabama during the past five years has been nothing short of phenomenal. A reflection of this growth and progress can be found in the annual Alabama State Fair where agriculture, industry and commercial business from all sections of the state find an ever-increasing reception for their wares. You, too, can take advantage of this greatly expanding public relations and sales medium by putting your product in the Fair where results have been proved.

ALABAMA STATE FAIR
BIRMINGHAM

BIGGEST & DAY FAIR IN AMERICA

R. H. McINTOSH
General Manager
Alaska State Fair, Birmingham 9, Ala.

J. C. McCAFFERY
Concession Manager
203 H. Wallace Ave.
Chicago, Illinois

MORGAN SMITH
Assistant

ARKANSAS THIRD DISTRICT LIVESTOCK SHOW
HOPE, ARKANSAS

THE SHOWCASE OF ARKANSAS AGRICULTURAL AND INDUSTRIAL PROGRESS
The tremendous effect of telling your Merchandising Story here can best be judged by the great number of local merchants who make an exhibit here the big gun in their Sales Promotion Program. Learn the value of meeting, in person, the people who are responsible for the economic gains being made in the New South. They are the Customers who are able to buy the Products that help them to better living. HERE'S WHERE YOU'LL FIND AN UN-EQUALED OPPORTUNITY TO PUT OVER YOUR SALES MESSAGE.

THE COLISEUM
The attractive 5000 Seat Indoor Arena situated on our Fair Grounds. Available the year around for Special Events. We invite inquiries from Rodeo Producers, Circuses, Ice Shows, Home Shows, Name Groups and Name Bands, etc.

For Complete Details, Contact:
JOE ELSCAN President
Hope, Ark.

BOB SHIVERS Manager
Waldo, Ark.

Wheel Out The Stage!
Huge San Jose Unit Is Mounted On Pneumatic Tires, Has Dressing Rooms, Orchestra Pit, Rest Rooms

RUSSELL E. PETTIT has come up with one of the best answers for stages for grandstand shows at the Santa Clara County Fair in San Jose, Calif., where he is the secretary-manager.

Pettit took over the fair managing job about seven years ago as an added chore to that of being manager of the San Jose Chamber of Commerce. The fair plant, as well as the event itself, has grown under Pettit's guidance, even thru the hard-to-get-material years.

Pettit uses no voodoo. He is a one-man organizer. His principles are based upon good old Midwestern horse sense—and thrift. It wasn't easy. His first move upon assuming his duties at the Chamber of Commerce in San Jose was to interest industry in locating there.

Working with the fair's president, Frank C. Mitchell, who is also the head of a bank, Pettit fought to extend the seasonal canning pay rolls to year-round affairs. He brought in accredited concerns. Today manufacturers such as International Business Machines Corporation, General Electric Company and Owens-Corning Fiberglas Corporation to name a few are located in the county. He has also retained such well-known fruit and vegetable packing company plants in the area as Del Monte, Libby and Sunsweet.

To say that Pettit is a booster for San Jose, and more particularly for its products, is somewhat of an understatement. At meetings of the Western Fairs Association, of which he is the president, he publicly lauds Santa Clara County produce, particularly the prunes. As Pettit is concerned, there is no other county in the United States productive, and reports that other sections grow prunes is immediately discredited.

Factory in Country
The job of running the Santa Clara County Fair fitted well into his general theme of establishing "Factory
in the Country." This was the title of Frank J. Taylor's penetrat- ing Saturday Evening Post article devoted to industry's move into Santa Clara County. In the fair picture, Pettit's first act was to estab- lish a plant. This still remains his primary objective. While much canvas is used even today, exhibit buildings and a new grandstand have been erected. The latter is primar- ily for the seating of patrons at the quarter and harness horse races, horse shows and rodeo events. The fair plans to add running races to its program within the near fu- ture and the grandstand will then have its quota of events.

When the modern and spacious grandstand was com- pleted, it was only natural for the main shows to be presented there. And this offered the usual problem faced by fairs. There was no stage. If a permanent stage were constructed between the race track fence and the stand, it would block out the view of the races. If placed in the infield—across the race track from the grandstand—there would require a visitor with a 20-20 vision to see a magi- cian even an elephant from a hat.

**Moveable Stage**

The stage, if located inside the grandstand, had to be movable. This meant sturdy tracks had to be installed. At the races such tracks or railroad rails would create a hazard extending above the surface for several inches. The platform had to be large enough for a line of girls, accommodate heavy props—and yet be mobile enough to be removed following an afternoon show so that the races could be seen. And then it had to be returned to this position of "front center" of grandstand with only rea- sonable effort in time for the evening performance.

After considering all prob- lems, the solution was a stage on pneumatic tires. The solu- tion created another problem—how to get it.

The idea grew into a reality with the fair now presenting its stage shows on a modern stage 80 by 15 feet plus a seven foot orchestra pit. The structure, which weighs 90 tons and is two stories high (over 30 feet), has the access- ories of a modern theater. There are four dressing rooms with seating for 56 actors at dressing tables. There are restrooms and lavatories with both hot and cold water for both women and the men. The toilets are connected by means of a quick coupling to a sewer pipe installed just off the race track at the operating position. A similar set-up is supplied at the storage location.

**Stage Lighting**

The stage lighting and curtains are as modern as today's newspaper. A switchboard located at stage level controls the lights there as well as in the surrounding field and in the grandstand. There are footlights and over- head illumination complete with individual and master dimmers. Eight foot rig- ger lights add to the brilliance when needed. For the curtain set-up there are six border drapes and two draw curtains. In addition to the control exercised over grandstand light- ing by the stage electrician, he is also able to govern, by remote control, the sound level on the grandstand public ad- dress system as well as having direct communication with the operator of the spotlight which is located in the stands.

Toward the back of the stage and in the center is a trap door, which is easily accessible for disappearing acts. Pettit believes that anything pre- sented on a Broadway stage

**(Continued on page 199)**
## ARKANSAS

### Arkansas-Oklahoma Livestock Exposition

**Exposition:** Fort Smith

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Benton City

**Company:** Dale Hurst

### South Arkansas Livestock Show and Rodeo, Pine Bluff

**Exposition:** Pine Bluff

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Arkansas

**Company:** Dale Hurst

### California Mid-Winter Fair, Imperial

**Exposition:** Imperial

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Imperial

**Company:** Dale Hurst

### Contra Costa County Fair, Antioch

**Exposition:** Antioch

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Contra Costa

**Company:** Dale Hurst

### Del Norte County Fair, Crescent City

**Exposition:** Crescent City

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Del Norte

**Company:** Dale Hurst

### Farmers' Fair of Riverside County, Hemet

**Exposition:** Hemet

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Riverside

**Company:** Dale Hurst

### Inter-Mountain Fair of Shasta County, McArthur

**Exposition:** McArthur

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Shasta

**Company:** Dale Hurst

### Sacramento County Fair

**Exposition:** Sacramento

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Sacramento

**Company:** Dale Hurst

### Madera County Fairs

**Exposition:** Madera

<table>
<thead>
<tr>
<th>Dates</th>
<th>Admission</th>
<th>Weather</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12 April</td>
<td>$1.50</td>
<td>Good</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**County:** Madera

**Company:** Dale Hurst

---

### Facts and Figures

The Billboard's annual Statistical Directory of Fairs long ago proved it was a guide and attraction to fairs and forgoing advertising people. To show the facts, and the directory serves as a guide, too. It throws out only suggestions and/or promises in figures of operations of other fairs as presented briefly and in a few figures only in this edition. The computation of the directory is but one of the many features presented in The Billboard every year, and we devote time through the year to a service to fairs of the U.S. and Canada.
Royal
American Shows

WORLD'S LARGEST MIDWAY...
ENTERTAINED MORE MILLIONS
THAN ANY OTHER OUTDOOR
AMUSEMENT ENTERPRISE...

OVER 16,000,000 PEOPLE THRONGED
ITS MIDWAY...OVER 1 MILLION MORE
THAN THE TOTAL ATTENDANCE OF BOTH
MAJOR LEAGUE BASEBALL LEAGUES...
WORLD'S LARGEST

ROYAL AMERICA

WINTER QUARTERS — FLORIDA STATE

WINTER QUARTERS - FLORIDA STAT
THANKS FROM THE ENTIRE STAFF OF THE

Royal American Shows

To the following FAIRS and EXHIBITIONS of the United States and Canada for a Most Wonderful Co-Operation which has made possible the Most Pleasant and Most Profitable Season we have ever had.

FLORIDA STATE FAIR
Tampa, Florida
Feb. 5-Feb. 16

MEMPHIS COTTON CARNIVAL
Memphis, Tennessee
May 10-May 17

MANITOBA PROVINCIAL EXHIBITION
Brandon, Manitoba
June 30-July 4

CALGARY EXHIBITION AND STAMPEDE
Calgary, Alberta
July 7-July 12

EDMONTON EXHIBITION
Edmonton, Alberta
July 14-July 19

SASKATOON INDUSTRIAL EXHIBITION
Saskatoon, Saskatchewan
July 21-July 26

REGINA EXPOSITION
Regina, Saskatchewan
July 28-Aug. 2

CANADIAN LAKEHEAD EXHIBITION
Fort William-Port Arthur, Ontario
Aug. 5-Aug. 9

TRI-STATE FAIR
Superior, Wisconsin
Aug. 12-Aug. 17

MINNESOTA STATE FAIR
St. Paul-Minneapolis
Aug. 23-Sept. 1

KANSAS FREE FAIR
Topeka, Kansas
Sept. 6-Sept. 12

OKLAHOMA STATE FAIR
Oklahoma City, Oklahoma
Sept. 20-Sept. 27

ARKANSAS LIVESTOCK SHOW
Little Rock, Arkansas
Sept. 29-Oct. 4

MISSISSIPPI-ALABAMA FAIR AND DAIRY SHOW
Tupelo, Mississippi
Oct. 7-Oct. 11

LOUISIANA STATE FAIR
Shreveport, Louisiana
Oct. 18-Oct. 26

PENSACOLA INTERSTATE FAIR
Pensacola, Florida
Oct. 29-Nov. 3

General Offices and Winter Quarters—Tampa, Florida
HARLEM IN HAVANA
Presented by LEON CLAXTON

America's Foremost Attraction on the WORLD'S LARGEST MIDWAY!

FOR 18 YEARS PLAYING TO MORE PEOPLE THAN ANY OTHER SHOW ON AMERICAN MIDWAYS

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. I. 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 1953 SEASON Can Always Place Worthwhile Talent

Contact LEON CLAXTON, 1901 Grace Street, Tampa, Florida
DU JOIN STATE FAIR

1953 DATES
AUGUST 30TH
THRU SEPT. 7TH

AMERICA'S FINEST FAIR AND EXHIBITION FACILITIES

Featuring:
• Internationally Famous Rides
• $65,000 in Livestock Premiums
• AMA Motorcycle Races
• Grand Circuit Horse Racing
• AAA National Championship Auto Races
• America's First Horse Show

For 79 Years—Eastern New England's Greatest Outdoor Event

Represented Nationally by
Moy & Woodhouse, 82 Washington St., Chicago, III.

Frank H. Kingman, Manager

CONNECUTI

Groton State Fair

WELD COUNTY FAIR, Greeley,

WEATHER: Good 3 days; rain 1 night.

RECORDS:
• Total earnings paid out: $5,000
• Superintendents of agriculture: D. L. Knudtson
• Office manager: E. F. White

ADMINISTRATION:
• President: John W. Brown
• Secretary: Royal Bickford

1953 DATES: October 3-4, tentative.

Riverton Fair, Riverton

WEATHER: Good 9 days.

CARNIVAL: 2 days Ward Bros. Shows.

PREMIUMS: Total earnings premiums paid out: $3,500.

ADMINISTRATION:
• President: W. H. Heidke
• Secretary: Leonard J. H. Hume

1953 DATES: October 3-4, tentative.

DELWARE

Kent and Sussex County Fair,

Harrington

WEATHER: Good 4 days; rain 1 night.

CARNIVAL: Midway Shows.

PREMIUMS: Total earnings premiums paid out: $1,000.

ADMINISTRATION:
• President: J. O. Wolkind

1953 DATES: Last full week in July, tentative.

GEORGIA

American Legion Fair,

Eastman

WEATHER: Good 3 nights; rain 2 nights.

CARNIVAL: Short Bros., Snow.

ADMINISTRATION:
• Chairman: R. T. Reynolds

BARTOW COUNTY AMERICAN
LEGION FAIR, Cartersville

TOTAL ATTENDANCE: Paid 17,000.

WEATHER: Good, 6 nights.

CARNIVAL: L. J. Heb Show.

ADMINISTRATION: Secretary, Victor H. Williston.

1953 DATES: September 25-26, official.

IDAHO

Benewah County Fair,

St. Maries

TOTAL ATTENDANCE: Free.

WEATHER: Good 3 days; rain 2 nights.

CARNIVAL: County and $1,250.

ADMINISTRATION: President, E. R. Wachtmeister; secretary, W. L. Kambitsch.

1953 DATES: 2nd or 3rd week-end in September, tentative.

Bonner County Fair,

Sandpoint

TOTAL ATTENDANCE: Free.

WEATHER: Good 3 days; rain 2 nights.

CARNIVAL: County and $1,250.

ADMINISTRATION: President, J. W. Beirne; secretary, W. M. Thorson.

1953 DATES: 1st week-end in September, tentative.

Clearwater County Fair,

Orofino

TOTAL ATTENDANCE: Free.

WEATHER: Good 3 days.

CARNIVAL: Barnstormer Shows.

1953 DATES: September 16-20, tentative.

Eastern Idaho State Fair,

Blackfoot

WEATHER: Paid 7,000; Free 6,500.

WEATHER: Good 3 days; rain 1 day.

CARNIVAL: Barnstormer Shows.

1953 DATES: September 16-20, official.

Lewis County Fair, Nezperce

TOTAL ATTENDANCE: Free.

WEATHER: Good 3 days; 5 nights.

CARNIVAL: Tansil Showers.

1953 DATES: September 24-16, tentative.

Washington County Fair,

Cambridge

TOTAL ATTENDANCE: Paid 37,720.

WEATHER: Free 3 days; 2 nights.

CARNIVAL: Barnstormer Shows.

1953 DATES: September 8-10, tentative.

Western Idaho State Fair,

Boise

TOTAL ATTENDANCE: Paid 100,000.

WEATHER: Good 3 days; 5 nights.

CARNIVAL: Barnstormer Shows.

1953 DATES: August 20-22, tentative.

ILLINOIS

Anita Fair, Anita

TOTAL ATTENDANCE: Paid 1,200.

WEATHER: Good 3 days; 4 nights.

CARNIVAL: Street Shows.

1953 DATES: August 24-26, tentative.

Licensed by the American Radio History Foundation 1994 (a 501(c)(3) Corporation)
Here's 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 before more than 200,000 people. This represents the greatest single concentration of the market a concentration that can pay off in sales.

50TH ANNUAL 1953 WESTERN WASHINGTON FAIR . . . PUYALLUP This is the outstanding Fair of the Pacific Northwest.

It shows annually to an average audience of 350,000 prosperous, responsive people.

1953 DATES SEPT. 19-27 1953 will mark the occasion of the Fair's 50th showing and plans are in the way to make it the greatest ever.

It is profitable to exhibit at the Western Washington Fair.

Western Washington Fair JOHN H. McMURRAY, Mgr. Puyallup . . . Washington

November 29, 1952
Great Jones County Fair, Monticello

Free: 40,000. Operated 4 days, 4 nights.

WEATHER: Good; 3 days, 4 nights.

RECEIPTS: Gate: $75,580; day attendance total (less tax): $4,076.50; day grand total (less tax): $3,624.50.

CARNIVAL: fishing atonement

ATTRACTIONS: Gus Dyon agency (Rock Springs on Wednesday and Wednesday nights).-Circus post. President: W. R. Solberg, secretary, R. C. Perry.

LOCATION: Three nights.

Benton County Fair, Vinton

TOTAL ATTENDANCE: Paid: 15,000.
Free: 10,000. Operated 3 days, 3 nights.

WEATHER: Good; 2 days, 3 nights.

RECEIPTS: Gate: $2,500; day attendance total (less tax): $2,150; day grand total (less tax): $2,150.

CARNIVAL: Fishing atonement; Suns on Thursday and Friday.


LOCATION: One night.

Benton County Fair, Vinton

TOTAL ATTENDANCE: Paid: 15,000.
Free: 10,000. Operated 3 days, 3 nights.

WEATHER: Good; 2 days, 3 nights.

RECEIPTS: Gate: $2,500; day attendance total (less tax): $2,150; day grand total (less tax): $2,150.

CARNIVAL: Fishing atonement; Suns on Thursday and Friday.


LOCATION: One night.

Benton County Fair, Vinton

TOTAL ATTENDANCE: Paid: 15,000.
Free: 10,000. Operated 3 days, 3 nights.

WEATHER: Good; 2 days, 3 nights.

RECEIPTS: Gate: $2,500; day attendance total (less tax): $2,150; day grand total (less tax): $2,150.

CARNIVAL: Fishing atonement; Suns on Thursday and Friday.


LOCATION: One night.
1953 DATES
AUG. 11-16

CAI DISCOUNT

SUPERIOR, WISCONSIN

175 W. JACKSON BLVD.
CHICAGO 4, ILLINOIS

TELEPHONE WABASH 2-1780

1953 DATES
AUG. 11-16

CONCESSIONAIRES

The Royal American Shows and Top Grandsand Show plus a solid agricultural program guarantees such an attendance. Be sure to include this fantastic growing season of the Northwestern in your plans.

JOIN THE LEADERS IN THE TRI-STATE AREA

PLAN TO EXHIBIT HERE IN '53

FOR DETAILS write to SEEGAR SWANSON, Secretary, TRI-STATE FAIR, Superior, Wisconsin

This is a rapidly expanding Fair with an annual program of ground and building improvements that produce bigger attendance each year and thereby boost returns for all who make this annual exposition a part of their sales promotion campaign.

IDDA E. COHEN

November 29, 1952

Page 84

The Billboard Cavalcade of Fairs

Copyrighted material
SPECIAL ANNOUNCEMENT!

We Are Happy To Announce That

The Velare Bros.' Internationally Famous Portable Aluminum SKY WHEEL has been purchased by us. We are ready to talk about bookings.

Contact R. DONALD DOWIS at the Hotel Sherman during the Convention, or

DOWIS SKY WHEELS, INC.

801 NORTH 6TH STREET  STERLING, COLORADO

THANKS

FAIR MANAGERS and COMMITTEEMEN

Thanks to You for a Very Successful 1952 Season!

S. J. GOODMAN, RAY ELLIOTT,
W. P. STEPHENSON, ET AL.

We shall be out again in '53 . . . Bigger, Better and Brighter. For Bookings, Contact R. Donald Dowis, Hotel Sherman, at the Convention or at our home address.

FORSYTHE & DOWIS RIDES, INC.  Sterling, Colorado
THE HEART OF THE PIEDMONT in the CAROLINAS

PIEDMONT INTERSTATE FAIR
SPARTANBURG SOUTH CAROLINA

1953 DATES OCTOBER 12 to 19th

PAUL BLACK President TOM M. CRAIG Secretary-Treasurer

CARNIVAL: Cherokee Amusement Company.
ATTRACTIONS: Three dog acts; square dance exhib.: 2 days of stock car and motorcycle races.
AIDS: PREMIUMS: County aid: $1,096.
Total estimated premiums paid out: $7,856.
ADMINISTRATION: President: Nelson Simmons; secretary: Fred J. Arnet;
Superintendent of concessions: J. E. Harbin.
1953 DATES: Middle of September, tentative.

Cowley County Free Fair, Winfield
WEATHER: Good 4 days, 4 nights.
CARNIVAL: Mike Harmon.
ATTRACTIONS: Rides 3 nights.
AIDS: PREMIUMS: County aid: $2,000; other aid $1,782; total estimated premiums paid out (excluding races): $3,782.
ADMINISTRATION: President: Lloyd Benton; secretary, Nottie Broadway.

Franklin County Fair, Ottawa
TOTAL ATTENDANCE: Free, 8,000.
Operated 4 days, 4 nights.
ATTRACTIONS: Horse pulling, Scotty Miller; Amusement rides, Innovative Enter.
1953 DATES: August 24-26, tentative.

Inter-State Fair, Collectville
TOTAL ATTENDANCE: Free, 22,000.
Operated 4 days, 4 nights.
WEI DATE: Good 3 days, 3 nights, said day excellent.
RECEIPTS: Right-handed total $2,010.
DATES: ERU.
CARNIVAL: The American Beauty Show.
ATTRACTIONS: K.C.A. Rides; Rockers; Big John and Sonny; Pete Bailey Thrill Show.
AIDS: PREMIUMS: County aid: $2,000.
Total estimated premiums paid out (excluding races): $2,739.
ADMINISTRATION: President: Bill Kinser; secretary: Lawrence E. Smith; superintendent of concessions, Albert Renier; publicity director, Cal Durand.
1953 DATES: 4 days ending on Labor Day, tentative.

Kansas Free Fair, Topeka
TOTAL ATTENDANCE: Free, 15,000; estimated. Operated 1 days, 7 nights.
RECEIPTS: Day grandstand total (tent), $95.00; night grandstand total (tent), $0.00.

Kingman County 4-H Fair, Kingman
OPERATED 1 days, 4 nights.
WEATHER: Good 3 days, 2 nights.
ATTRACTIONS: Nola and Clark All Star Move Show.
AIDS: PREMIUMS: County aid: $2,100.
Total estimated premiums paid out (excluding races) $2,100.
ADMINISTRATION: President: William Dana; secretary: Clarence Triple; superintendent of concessions, Fred Cloth.
1953 DATES: Last week in August, official.

Lanc Food Fair, lanes.
TOTAL ATTENDANCE: Paid, 4,000.
Operated 1 days, 3 nights.
WEATHER: Good 3 days, 3 nights, said day excellent.
CARNIVAL: Brobich-Schneider. ATTENDANCE: 1 day horse show, 2 nights, 2 nights, 2 nights, 2 nights.
AIDS: PREMIUMS: County aid: $3,000.
ADMINISTRATION: President: Ray Spry; secretary, Elmer Bryant.

Linn County Fair, Mounds City
TOTAL ATTENDANCE: Paid, 4,500; Free, 7,200.
Operated 3 days, 2 nights, said day excellent.
WEATHER: Good 3 days, 2 nights, said day excellent.
RECEIPTS: Gate $400; night grandstand total (tent, $0.00; day grandstand total (tent), $0.00.

CARNIVAL: Parade Shows.
ATTENDANCE: 3 days, 3 nights, horse show, 1 night indoor ride, 1 night.
AIDS: PREMIUMS: County aid: $2,500; total estimated premiums paid out (excluding races): $2,500.
ADMINISTRATION: President: Chas. Hunter; secretary: John Q. Morey; superintendent of concessions, Fred Cloth.
1953 DATES: August 26-28, tentative.

(Moved on page 12)
PLAYING THE GREATEST CIRCUIT OF FAIRS IN AMERICA IN 1953

Pictured above: Just part of the prodigious array of equipment and daredevil talent carried by the Greatest Thrill Show on Earth... the Aut Swenson Thrillcade.

AGAIN...

along the major rialto of America's greatest chain of expositions, the acknowledged BIG TIME route of all fairdom... the MIDWEST CIRCUIT... the SWENSON THRILLCADE played more dates than all other thrill shows combined!

NEW STARS!

NEW CARS!

NEW FEATURES!

The Ultimate in Sensational 20th-Century Entertainment!

For additional information write

SWENSON THRILLCADE

Southwestern Headquarters: Telephone Yale 5181

1620 Pratt St., Dallas 8, Texas
Eddie Young
Proudly Presents

STERLING CROWN
Shows
The BIG Name in Outdoor Shows

MY HEARTFELT THANKS
To those who contributed to our Tremendous First Season under a New Banner...

THANKS TO THE FAIR SECRETARIES
Who had confidence in my ability to produce a Money-Winning Show for their annuals.

ATTENTION, FAIR SECRETARIES & COMMITTEES:
You know my reputation for Beautiful Shows and Good Equipment — THIS NEW SHOW WILL BE THE MOST BEAUTIFUL TRUCK SHOW ON THE ROAD IN 1953. Plenty of Rides, High-Class Shows, Light Towers, Searchlights and our own Light and Power Plants. Rest assured when we contract with you to bring you a certain number of rides and shows we will have them for your Amusement Midway.

WINTER QUARTERS ADDRESS:
P. O. Box 157
Tarpon Springs, Florida
YES! YOU GET MORE FOR YOUR MONEY FROM

PARAMOUNT

FIREWORKS DISPLAYS

EVERY YEAR MORE AND MORE FAIRS AND
CELEBRATIONS CHANGE TO PARAMOUNT
FIREWORKS . . There is a reason why . . Before
you buy your next Fireworks show consider these . .

1. Ground displays containing Beauty, Noise, Animated Com-
edy and Patriotic Climax.
2. Aerial Bombs that are different as tomorrow . . plus old
favorites.
3. The services of our Expert Operators furnished with all
the lumber, tools and labor to do a "Turn Key" job.
5. Colorful Posters, Mat Service and Press Releases that really
draw the crowds.
6. A change of program each night to bring back the cus-
tomers.
7. No charge for any display fireworks not given due to
inclement weather.
8. We invite you to contact our old customers to learn first
hand about our work. Their names will be furnished at
your request.

FAIR MANAGERS
CELEBRATION COMMITTEES
Write for Our Special Brochure of
Original Displays and Prices.

MAIN OFFICE
P. O. Box 1222
Phone: 7-4373
TULSA, OKLAHOMA

FRED HERRIN JR.
GENERAL MANAGER

PARAMOUNT FIREWORKS CO.
YES! YOU GET MORE FOR YOUR MONEY FROM

PARAMOUNT

FIREWORKS DISPLAYS

EVERY YEAR MORE AND MORE FAIRS AND CELEBRATIONS CHANGE TO PARAMOUNT FIREWORKS . . . There is a reason why . . . Before you buy your next Fireworks show consider these . . .

1. Ground displays containing Beauty, Noise, Animated Comedy and Patriotic Climax.
2. Aerial Bombs that are different as tomorrow . . . plus old favorites.
3. The services of our Expert Operators furnished with all the lumber, tools and labor to do a "Turn Key" job.
5. Colorful Posters, Mat Service and Press Releases that really draw the crowds.
6. A change of program each night to bring back the customers.
7. No charge for any display fireworks not given due to inclement weather.
8. We invite you to contact our old customers to learn first hand about our work. Their names will be furnished at your request.

FAIR MANAGERS
CELEBRATION COMMITTEES
Write for Our Special Brochure of Original Displays and Prices.

MAIN OFFICE
P. O. Box 1272
Phone: 7-4373
TULSA, OKLAHOMA

FRED HERRIN JR.
GENERAL MANAGER

PARAMOUNT FIREWORKS CO.
Attention, All Fair Secretaries and Officials:

We are extending you a cordial invitation to visit our headquarters in Hotel Sherman during the Convention. There will be new and novel ideas unfolded before your eyes, such as you have never seen before.

We have

KIDDLIIE RIDES
* Merry-Go-Round
* Kiddie Coral
* Fire Engine
* Speed Boat
* Swings
* Kiddie Auto
* Whip
* Train
* Pony Cart
* Racket

WE HAVE

J Feria Wheels
Loopar
Fly-a-Plane
Rollercoaster
Rocket
Skater

Will Book or Buy six more rides not conflicting with the above.

Celebrations Committees

Now is the time to prepare for next year's big dates. We are already arranging routes for '53. Investigate your show before committing yourself for '53.

WE HAVE

Girl Revue
Midwest Show
Side Show
Minstrel Show
Monkey Circus

Motorshow
Snake Show
Hall of Science
Hawaiian Show

Nothing Like It
Show
Cubana Show
Clown Show
Fun House

Any new attraction not conflicting with the above, will finance and furnish equipment for Water Show, Wild West and Animal Shows. Also Trained Animal or any show of merit.
TELL US
OF YOUR NEEDS

NONE TOO LARGE—NONE TOO SMALL TO RECEIVE OUR MOST CAREFUL ATTENTION AND REASONABLE RATES.

NOW'S THE TIME TO MAKE ARRANGEMENTS WITH A LONG-ESTABLISHED, RELIABLE AGENCY.

WE MAKE YOUR INTERESTS OUR OWN.

FOR PARKS — FAIRS — CELEBRATIONS OF ALL KINDS — CARNIVAL

HIGH ACTS — PLATFORM ACTS — THRILL SHOWS — RODEOS — REVUES — ETC.

P.S.—I hear you're now using New Kaisers and Henry J's.

Page 92 The Billboard Cavalcade of Fairs

November 29, 1952
HERE'S A FAIR QUESTION

How can we boost Grandstand Attendance at our 1953 FAIR?

Book the show of proven popularity...

WLW's MIDWESTERN HAYRIDE

—the nation's greatest attraction on radio, television and personal appearances. Survey after survey of both radio and television, dollar after dollar at box offices all over the great midwest, prove that more people enjoy this show than any other of its type. Cash in on its terrific popularity by booking the show that draws them like a magnet—MIDWESTERN HAYRIDE.

Call, wire or write Ken Smith, mgr.,

WLW PROMOTIONS, INC.
TALENT DIVISION

140 West Ninth St., Cincinnati 2, Ohio
Phone DUnbar 1380, or Cherry 1822
The World's Greatest Ventriloquist
seen by 30,000,000 people
weekly and featured on
the Texaco Star Theatre
NBC-TV with
Milton Berle

JIMMY NELSON
and
Danny O'Day
(The Mahogany Kid)
Humphrey Higby
and "Farfel"

The Billboard Cavalcade of Fairs

November 29, 1952

DON'T DUMMY UP!
PACK YOUR GRANDSTAND
WITH

Wealthy
Sugar Creek Festival
and Fairs New Iberia
TOTAL ADMISSION: Paid $19,750.
WEATHER: Good, 6 days, 4 nights.
ATTENDANCE: Norland Events, public supervisor, 75,700.

Louisiana Sugar Creek Festival
and Fairs New Iberia
TOTAL ADMISSION: Paid $19,750.
WEATHER: Good, 6 days, 4 nights.
ATTENDANCE: Norland Events, public supervisor, 75,700.

South Louisiana State Fair,
Donaldsonville
TOTAL ADMISSION: Paid $72,000.
WEATHER: Good, 4 days, 1 night.
ATTENDANCE: Board, secretary, public director, 72,000.

World's Fair Association, Inc.
North Waterloo
TOTAL ADMISSION: Paid $7,000.
WEATHER: Good, 1 day, 2 nights, cold.

Maryland State Fair,
Timonium
TOTAL ADMISSION: Paid $19,000.
WEATHER: Good, 5 days, 2 nights.
ATTENDANCE: Norland Events, 19,000.

Barrington Fair, Great
Barrington, Mass.
TOTAL ADMISSION: Paid $135,000.
WEATHER: Good, 5 days, 2 nights.
ATTENDANCE: Norland Events, 135,000.

Mashfield Fair, Mashfield
TOTAL ADMISSION: Paid $10,000.
WEATHER: Good, 5 days, 2 nights.

MICHIGAN
Allegan County Fair, Allegan
TOTAL ADMISSION: Paid $10,300.
WEATHER: Good, 5 days, 2 nights.
ATTENDANCE: Norland Events, public supervisor, 10,300.

Totals estimated premiums paid out (including races)...

Detroit
TOTAL ADMISSION: Paid $35,000.
WEATHER: Good, 5 days, 2 nights.
ATTENDANCE: Norland Events, 35,000.

Iron County Fair, Iron River
TOTAL ADMISSION: Paid $5,000.
WEATHER: Good, 3 days, 2 nights.
ATTENDANCE: Norland Events, 5,000.

Michigan State Fair, Detroit
TOTAL ADMISSION: Paid $10,000.
WEATHER: Good, 5 days, 2 nights.
ATTENDANCE: Norland Events, 10,000.

Sunshine County 4-H Fair, Sandusky
TOTAL ADMISSION: Paid $5,000.
WEATHER: Good, 4 days, 2 nights.

Copyrighted material
MINNESOTA

Anoka County Fair, Anoka
TOTAL ATTENDANCE: Paid, 4,000; free, 1,300. Operated 3 days; 2 nights. WEATHER: GOOD; 2 days, night; rain, 1 night. RIDES: 20. PREMIUMS: State aid $1,500; total estimated premiums paid out totaling $1,500. AID: PREMIUMS: State aid $1,300; county aid $2,000; total estimated premiums paid out totaling $3,300. ADMINISTRATION: President, Earl Neumann; secretary, Albert T. Hall.
1953 DATES: August 18-21, inclusive.

MINNESOTA

Becker County Fair, Detroit Lakes
TOTAL ATTENDANCE: Paid, 5,800; free, 2,000. Operated 3 days; 2 nights. WEATHER: Good; 2 days, night. RIDES: 26. PREMIUMS: State aid $650; paid out totaling $650. AID: PREMIUMS: State aid $520; county aid $400; total estimated premiums paid out totaling $920. ADMINISTRATION: President, L. C. Eskola; secretary, W. W. Ferguson; superintendent of concessions, R. W. Lilienthal.

Crow Wing County Fair, Brainerd
TOTAL ATTENDANCE: Paid, 19,193; free, 4,000. Operated 5 days; 4 nights. WEATHER: GOOD; 4 days, night; rain, 1 night. RIDES: 32. PREMIUMS: State aid $2,000; total estimated premiums paid out totaling $2,000. AID: PREMIUMS: State aid $5,000; total estimated premiums paid out totaling $5,000. ADMINISTRATION: President, J. R. Schlichting; secretary, W. E. Moller.

Dodge County Fair, Kasson
OPERATED: 4 days; 3 nights. WEATHER: Good; 2 days, night; rain, 1 night. RIDES: 26. PREMIUMS: State aid $600; total estimated premiums paid out totaling $600. AID: PREMIUMS: State aid $900; total estimated premiums paid out totaling $900. ADMINISTRATION: President, Rev. W. E. Schmidt; secretary, W. E. Moller.

Hubbard County Fair, Nevis
TOTAL ATTENDANCE: Paid 9,000; free, 1,500. Operated 3 days; 3 nights. WEATHER: Good; 3 days, night. RIDES: 24. PREMIUMS: State aid $2,100; total estimated premiums paid out totaling $2,100. AID: PREMIUMS: State aid $3,000; total estimated premiums paid out totaling $3,000. ADMINISTRATION: President, L. N. Loughlin; secretary, Supt. Frank Colman.
1953 DATES: August 14-16, inclusive.

Jackson County Fair, Jackson
TOTAL ATTENDANCE: Paid, 8,976; free, 1,311. Operated 3 days; 3 nights. WEATHER: GOOD: 2 1/2 days, nights; rain, 1 night. RIDES: 26. PREMIUMS: State aid $1,800; total estimated premiums paid out totaling $1,800. AID: PREMIUMS: State aid $3,290; total estimated premiums paid out totaling $3,290. ADMINISTRATION: President, L. H. Thompson; secretary, G. E. Linkins.
1953 DATES: August 14-16, inclusive.

Kandiyohi County Fair, Willmar
TOTAL ATTENDANCE: Paid 14,374; free, 4,260. Operated 3 days; 4 nights. WEATHER: GOOD; 2 days, nights; rain, 2 nights. RIDES: 32. PREMIUMS: State aid $1,000; total estimated premiums paid out totaling $1,000. AID: PREMIUMS: State aid $1,500; total estimated premiums paid out totaling $1,500. ADMINISTRATION: President, John Kibb, secretary, Victor Ryman.
ATTENTION FAIR SECRETARIES!

ARE YOU LOOKING FOR SURE-FIRE NEW "BOX OFFICE" ATTRACTIONS . . .

We Have Them!


“PHARAOH AND MOSES”

A GLAMOROUS EXTRAVAGANZA INTERSPERSED WITH COMEDY, PATHOS, HILARITY AND MORALITY.

LARGE CAST - BEAUTIFUL SCENERY - COLORFUL LIGHTING.

Arts for the afternoon . . . A beautiful entertaining production at night.

No. 2

A Zany Fun Fest of Comical Characters & Clever Cut-Ups

A Variety Revue Entitled “Corn on the Cob”

Featuring an unusual display of outstanding Artists, Comedians and hilarious comedy novelty performers. A fast moving, side-splitting "LAUGHATHON” - Scenery and Lighting:

PLUS - High Acts - Thrill Acts - Rodeos - Small Unit Shows - And Others

"No Fair Too Large or Too Small for a Hetter Show"

EIGHT PEOPLE COMBINATION - DIVE TRAMPOLINE . . . Very Outstanding.

EIGHT PEOPLE FAST MOVING TEEBORDER . . . The usual PLUS

Unicyles - Juggling - Hand Balancing - Acrobatic Novelty.

MANAGEMENT -

HETZER’S THEATRE AGENCY - HUNTINGTON, W. VA.

New Meridian Fair and Culboat Show, Meridian

TOTAL ATTENDANCE: 117,000. Operated 6 days.

WEATHER: Generally fine.

ATTRACTIONS: Ernie Yorga’s own pantomime acts.

PREMIUMS: Total estimated premiums paid out (excluding races): $5,011.


PONTOTOC COUNTY FAIR, Pontotoc

TOTAL ATTENDANCE: 5,970. Operated 5 days.

WEATHER: 4 days of fine weather.

ATTRACTIONS: Ernie Yorga’s own pantomime acts.

PREMIUMS: Total estimated premiums paid out (excluding races): $5,654.

ADMINISTRATION: President, L. G. Burdine; secretary, N. W. Bollin; treasurer, W. C. Khum; publicist, Don Cooper.

YAZOO COUNTY FAIR, Yazoo City

TOTAL ATTENDANCE: 2,640. Operated 6 days.

WEATHER: Greatest of fair weather.

ATTRACTIONS: Horse show, square dances, etc.

PREMIUMS: Total estimated premiums paid out (excluding races): $5,151.

ADMINISTRATION: President, Gerald Kitzinger; secretary-manager, J. N. Ballard; manager, J. H. Hubert.

HICKORY COUNTY FAIR, Herkimer

ATTENDANCE: 10,000. Operated 6 days.

WEATHER: Good weather.

ATTRACTIONS: Horse show, square dancing.

PREMIUMS: Total estimated premiums paid out (excluding races): $5,027.


JASPER FREE FAIR, Jasper

OPERATING: 6 days.

WEATHER: Good weather.

ATTRACTIONS: Fine crowd.

PREMIUMS: Total estimated premiums paid out (excluding races): $3,041.

ADMINISTRATION: President, B. Moore.

LAMAR'S Farm and Industry Exposition, Lamar

TOTAL ATTENDANCE: 30,000. Operated 7 days.

WEATHER: Good weather.

ATTRACTIONS: Horse show, stock show, tractor drive, etc.

PREMIUMS: Total estimated premiums paid out (excluding races): $6,000.

ADMINISTRATION: President, B. Moore.

MISSOURI STATE FAIR, Sedalia

TOTAL ATTENDANCE: 30,000. Operated 8 days.

WEATHER: Best fair weather.

ATTRACTIONS: Horse show, stock show, etc.

PREMIUMS: Total estimated premiums paid out (excluding races): $8,000.

ADMINISTRATION: President, B. Moore.

NODAWAY COUNTY FAIR, Maryville

TOTAL ATTENDANCE: 8,800. Operated 6 days.

WEATHER: Generally good.

ATTRACTIONS: State fair exhibits.

PREMIUMS: Total estimated premiums paid out (excluding races): $1,700.

ADMINISTRATION: President, B. Moore.

NORTH CENTRAL MISSOURI FAIR, Trenton

TOTAL ATTENDANCE: 25,000. Operated 7 days.

WEATHER: Generally good.

ATTRACTIONS: Fine crowd.

PREMIUMS: Total estimated premiums paid out (excluding races): $5,000.

ADMINISTRATION: President, B. Moore.

Copyrighted material.
Irish Horan

The fastest show on earth

UNEQUALLED!

IRISH HORAN
Lucky Hell Drivers

The Big Name Thrill Show
With Big Names in person

IRISH HORAN
FREDDY AGABASHIAN
Star of the Indianapolis Speedway
"WHITEY" REECE
BILL HORTON
America's Top Thrill Show Stars
PANCHO ROBERTS
Ace Comedian

To our clients: Our sincere thanks for the best year we have ever enjoyed. Record breaking attendances such as we enjoyed could only have been achieved with your whole-hearted cooperation for which we are grateful. We will continue the same high standard of operation, but we will continue to operate only one unit, therefore we can use only a few additional dates at the better fairs and our representatives will be in attendance at your state meetings and will be pleased to see you.

Respectfully,
Irish Horan
Al Wagner's World Famous
CAVALCADE

Thanks to All
Who helped make our 1953 season another Successful One...
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 our bigger and better show... MY PERSONAL THANKS TO EACH AND EVERYONE OF YOU.

WE PROMISE YOU IN 1953
The Best Shows (Bigger Shows... Greater Shows) that money and top ability can put together.

"THE CAVALCADE MARCHES ON"

See Us at the SHERMAN HOTEL, Chicago—Bull Fight Room 3

YES! SOMETHING BIG IS COOKING...
Presenting
LARGEST AND FINEST MIDWAY

25 STAGE SHOWS
50 CAR TRAIN

AMUSEMENTS

WE CAN'T TELL YOU THE COMPLETE STORY YET...

BUT BY THE TIME YOU SEE THIS AT THE OUTDOOR CONVENTION IN CHICAGO, ALL OF OUR PLANS WILL HAVE BEEN FORMUATED AND WE'LL BE READY TO TELL YOU ALL ABOUT IT.

Permanent Winterquarters: Box 66, Mobile, Alabama
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.

1952 was the fourth year of our five-year contract in the West. I pledge to maintain, even surpass my previous efforts in the future.

- 40 72-FT. RAILWAY CARS.
- SHOWMEN RIDE OWNERS CONCESSIONAIRES

We are now booking for 1953. See me in Chicago, or contact the address below.
THE FOUNTAINHEAD OF COUNTRY AND WESTERN MUSIC
THE COUNTRY OVER

WSM
GRAND OLE OPRY
AMERICAN FOLK ARTISTS

Names like these mean record crowds anywhere, indoor or out. They are automatic insurance for record box office business.

Roy Acuff and his Smoky Mountain Boys & Girls
Rod Brasfield
Lew Childre
Cowboy Copas
Little Jimmy Dickens & his Country Boys
The Jordanaires
Lonzo and Oscar
Cousin Minnie Pearl
Bill Monroe & his Blue Grass Boys
Ernest Tubb and his Texas Troubadours
Martha Carson
Grandpa Jones
Stringbean
Duke of Paducah
Hank Snow and his Rainbow Ranch Boys
George Morgan and his Candy Kids
Carl Smith and his Grand Ole Opry Show
Carter Sisters and Mother Maybelle
Moon Mullican
Johnny & Jack and the Tennessee Mountain Boys
Ken Marvin
Tommy桑ree
Faron Young
Webb Pierce
Roy Price

Make that next Fair or Celebration a Grand Ole Opry success.

ACT NOW! CONTACT:

JAMES DENNY MGR.

WSM ARTIST SERVICE BUREAU
WSM, NASHVILLE, TENN.

www.americanradiohistory.com
The Largest Midway on Earth!

PRESENTING THE 1952 GALAXY OF "out of this world" FAIRS...

COASTAL EMPIRE FAIR
SAVANNAH
GEORGIA

GREENSBORO FAIR
GREENSBORO
NORTH CAROLINA

CENTRAL CANADA EXPOSITION
OTTAWA CANADA

NEW JERSEY STATE FAIR
TRENTON NEW JERSEY

ANDERSON FAIR
ANDERSON SOUTH CAROLINA

CHAPEL HILL EXPOSITION
ESSEX JUNCTION VERMONT
40 Double Railroad Cars of Unique Midway Attractions

...serviced by
WORLD OF MIRTH SHOWS

featuring
in 1952
THE OUTSTANDING MIDWAY PRESENTATION OF ALL TIMES
BARNES BROS.' CIRCUS

FRANK BERGEN
General Manager

BERNARD (Bucky) ALLEN
Concession Manager

10 ROCKEFELLER PLAZA, SUITE 1029, RADIO CITY, N.Y.
WILLIAM BYRD HOTEL, RICHMOND, VIRGINIA
NATIONAL SPEEDWAYS,

GREAT "FRONTIER"

WILLIAMS

ATTRACTIONS

"SUN" Theatre

TUBBS

OPRY

TELEVISION

Cornerstone

Des Moines

GLADYS UNITS

BOY ADAMS - FERNWOOD - LITTLE DADDY - TERRY HARGIS - HANK WILLIAMS - DUKE OF PABRONIC

BOOK THESE "TOP" SPECIAL ATTRACTIONS

FOR YOUR 1953 FAIR

NATIONAL SPEEDWAYS, Inc.

AMERICA'S FOREMOST PROMOTERS OF

B ~ C ~ R ~ A ~ E ~ N ~ T ~ O ~ N

OPERATED ... SANCTIONED

AND STOCK CAR RACES

Integrity—Efficiency—Dependability . . . The Cornerstone of Our Success

NEBRASKA

Case County Free Fair

Weeping Water

TOTAL ATTENDANCE: Free 10,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Williams of Troy, (med 13,710), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out including races $1,512.88.

MOUNTANA

Central Montana Fair and
Rodeo, Lewistown

TOTAL ATTENDANCE: Free 1,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 4 nights,

CARNIVAL: Williams of Troy.

AD. PREMIUMS: State aid $161.31; total entertainment premium paid out (excluding races) $3,258.10.

MONTANA

Northern Exposition Show;

Blackfoot,

TOTAL ATTENDANCE: Free 9,000.

Summer, 5 nights, 4 nights,

WEATHER: Good, 3 days, 2 nights,

CARNIVAL: Willi Williams of Troy, (med 28,500), afternoon and night. Horse draw shows.

AD. PREMIUMS: State aid $119.68; total entertainment premium paid out (excluding races) $1,818.56.

Dunson County Fair,

Lexington

TOTAL ATTENDANCE: Free 23,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Willi Williams of Troy, (med 11,700), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out including races $2,512.78.

Cheyenne County Fair, Sidney

TOTAL ATTENDANCE: Paid 1,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Willi Williams of Troy, (med 11,700), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out including races $1,590.75.

Cape County Agricultural Society, Beatrice

OPERATED 3 days, 3 nights.

WEATHER: Good, 3 days, 4 nights,

CARNIVAL: Willi Williams of Troy, (med 28,500), afternoon and night. Horse draw shows.

AD. PREMIUMS: State aid $152; total entertainment premium paid out (excluding races) $3,002.75.

Harlan County Junior Fair, Greensdale

TOTAL ATTENDANCE: Free 23,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Willi Williams of Troy, (med 11,000), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out (excluding races) $1,590.75.

Jefferson County Fair,

Fairbury

TOTAL ATTENDANCE: Free 10,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Willi Williams of Troy, (med 11,900), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out (excluding races) $2,357.00.

Pawnee County Mechanical and Agriculture Fair,

Pawnee, City

TOTAL ATTENDANCE: Free 4,000.

Operated 3 days, 3 nights.

WEATHER: Good, 3 days, 3 nights,

CARNIVAL: Willi Williams of Troy, (med 11,700), afternoon and night. Horse draw shows.

AD. PREMIUMS: County steward 2,000; total entertainment premium paid out (excluding races) $1,590.75.

(Continued on page 9)
AMERICA'S FINEST REVUES PLAYING
OVER 60 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 ATTRACTIONS 10 TO 1!

NO ACCOUNT TOO LARGE
NO ACCOUNT TOO SMALL

90% OF THE NOVELTY ACTS YOU SEE ON TV ARE SUPPLIED BY OUR OFFICE

GEORGE A. HAMID & SON, INC.
10 ROCKEFELLER PLAZA • NEW YORK, N. Y.
These Outstanding HAMID Attractions

America's Outstanding Wire Artist

HAROLD BARNES

FROM BOOGIE TO BALLET ON THE WIRE

"ACCLAIMED EVERYWHERE" JOHNNY WELDE'S BEARS FABULOUS TRICKS A NATIONALY FAMOUS OUTSTANDING ATTRACTION Currently HAMID-MORTON SHRINE CIRCUS

Our thanks to all who helped us make a tremendous hit in '52.

WINIFRED COLLEANO "THE ORIGINAL GASP GIRL" Beauty, Rhythm and Daring at Its Height.

My sincere thanks to the George A. Hamid & Son office for another tremendously successful 1952 season.

THE SKY'S THE LIMIT for FRANCINE VOLANTE "Amazing Aerial Acrobatics" Climaxed by the Nerve Tingling LEAP OF DEATH

My sincere thanks to all who helped make the 1952 season a wonderful success.

THE WORLD'S MOST UNIQUE MUSICAL INSTRUMENTS presented by FAYNE & FOSTER "Ken Murray's TV Novelteam" in MUSICAL SURPRISES Many thanks to every one who helped make 1952 an outstandingly successful Fair Season.

PEDRO MORALES presents PEDRO & DURAND in "TOPSY-TURVY" Featuring LITTLE PEDRO JUNIOR Booked Solid for 1953 with Geo. A. Hamid & Son Thanks for a successful Fair Season Chicago Representatives: Sam Roberts
November 29, 1952

For a Most Successful 1952 Season

PROF. GEORGE J. KELLER'S JUNGLE KILLERS
LIONS, TIGERS, LEOPARDS, PUMAS, JAGUAR, CHEETA AND BLACK PANTHER.
THE LARGEST VARIETY OF BIG CATS WORKING TOGETHER IN THE UNITED STATES
Winter Quarters Bloomsburg, Pa.

Best Regards
GAUDSMITH BROS.

AMUSING . . . . . . . AMAZING . . . . . . .
AMERICA'S MOST INTRIGUING ACT

CAPTAIN ROLAND TIEBOR'S TRAINED SEALS
Thanks to the Hamid-Morton Organization for an outstanding successful 1952 season.
Home Address: P. O. Box 174, Tonawanda, N. Y.

The New Wonder of America
HIP RAYMOND
How does he do it? The new wonder of America. A truckload of furniture plus many surprises. Big things in little ways.
1953 SEASON—HAMID-MORTON CIRCUS

Famous all over for High Altitude Aerial Thrills

HOLLYWOOD SKY ROCKETS
Featuring DOREEN
THE "GOLDEN GODDESS" OF THE AIR
Our thanks to Geo. A. Hamid & Son, and to the many who have contributed to our highly successful 1952 season.

FUN PACKED ARTISTRY of the inimitable, original

THE BOUNCING BODOS
"FUN ON THE TRAMPOLINE"
Thanks to everyone for our great success in 1952.

Tops in Entertainment!
WORLD-FAMOUS FUN-MASTERS
on THE MINIATURE FLYING TRAPEZE

CHAMBERTYS
"COMEDY CASTING CAPERS"

1952 was our most successful season ever—our thanks to all who helped make it so.

Sensational ALLAN TRIO
Looping the Loop
MOTORCYCLE AERIAL THRILL
Now with HAMID-MORTON SHRINE CIRCUS

BOBBY WHALING AND YVETTE
'Cycling with HAMID-MORTON SHRINE CIRCUS

THE GREAT RASINI
ROCKET CAR SENSATION OF CIRCUSDOM
Currently with HAMID-MORTON SHRINE CIRCUS

Many Thanks
TO OUR SPONSORS AND FRIENDS

HAMID-MORTON CIRCUS CO.

Royal Family of Equestrians
POODLES HANNEFORD AND COMPANY
Thanks to Everyone for our Greatest Season in 1952

George A. Hamid, President
My Special Thanks...  

to the owners, managers and operators of the many Fairs, Carnivals, Park, Circuses, Celebrations and Special Events which will be featuring famous AL MARTIN Attractions this season.

You have helped in a big way to make 1952 our greatest season. 

My sincerest wishes for a successful season to all of you.

Sincerely,

AL MARTIN AGENCY

And an extra note of appreciation to all of my attractions for your consistently fine performances over the years...and for having made "DEPENDABLE AL MARTIN ATTRACTIONS" far more than just an advertising slogan.

Year after year, more and more Fairs, Carnivals, Parks, Circuses, Celebrations and Special Events depend on AL MARTIN ATTRACTIONS for Everything in Entertainment.

AL MARTIN AGENCY

HOTEL BRADFORD BOSTON 16, MASSACHUSETTS HUBBARD 3-0688

... A Booking Office With a Conscience...

BOYLE WOOD AGENCY

203 NORTH WABASH AVENUE CHICAGO

Distinctive Revues • 105 Ranch Rodeo • Thrill Shows

Wonder Bros.' Circus • Radio and TV Stars

SEE US AT CONVENTION HEADQUARTERS—SHERMAN HOTEL
AMERICA'S GREATEST ICE ATTRACTIONS
SWELLING ATTENDANCES AND GROSSSES
at the NATION'S TOP FAIRS & CELEBRATIONS!

By the
WORLD'S LARGEST PRODUCERS OF
ICE SKATING SPECTACLES

Holiday on Ice
Grosses $130,000
LAKE CITY, Sept. 27.

In addition to the front page, production
which was shown in the large ad
picture in the Illinois State Fair, the
main events are included in this story.

The story reads:

Ice Show Scores
TRENTON, N. J., Sept. 27 —
President George A. Tyson
booked his first "Holiday of 1953" in the
New Jersey State Fair, Trenton.

The story goes:

Holiday on Ice
Grosses $130,000

Broke all records at:
Illinois State Fair, Springfield
Wisconsin State Fair, Milwaukee
Utah State Fair, Salt Lake City
Kansas State Fair, Hutchinson
Central Florida Exposition, Orlando
Allentown Fair, Allentown, Pa.
New Jersey State Fair, Trenton
Dutchess County Fair, Rhinebeck,
N. Y.
New York State Fair, Syracuse
Jamestown Fair, Jamestown, N. Y.
Mason City, Iowa, Fair
Tri-State Fair, Amarillo, Texas

Units now playing
UNITED STATES
EUROPE
SOUTH AMERICA

Contact for Booking Information:
GEORGE D. TYSON
Executive Producer

HOLIDAY ON ICE SHOWS, INC.
NEW YORK, N. Y.
1773 Broadway
Phone Circle 6-8660

CORALES, FLA.
1500 Douglas Road

CLEVELAND, O.
1442 Hayden Ave.

MINNEAPOLIS, MINN.
323 Plymouth Bldg.

From the World's largest producers of Ice Shows. Our vast experience in Ice-Showmanship and technical know-how guarantees great Box-Office entertainment. 4 big shows and 12 giant portable rinks, capable of staging a show ANYPLACE UNDER THE SUN. All units include international stars. The most sensational NEW attraction for Fairs and Celebrations. INDOOR OR OUTDOOR.
ONE-TWO PUNCH! of

SIEBRA

These two champs are record-breakers!

2 GREAT ATTRACTIONS TO MAKE TOGETHER BETTER 1

Put this Circus and Carnival combination to work for your event.

P. W. SIEBRAND, Manager  •  H. SIEBRAND, Secy. Treasurer

www.americanradiohistory.com
Outdoor Show Business

BROS.

Outdoor Carnival

Your best bet for a big gross...

THE AMERICA'S FINEST MIDWAY

THEY'RE THAN EVER

QUALITY ATTRACTIONS
FINEST EQUIPMENT
BRILLIANT LIGHTING

Permanent Winterquarters Address: 2300 E. Van Buren, Phoenix, Arizona
ATTENTION FAIRS! NOW... BOOKING SEASON 1953... FAIRS, STADIUMS, AUDITORIUMS AND AUSPICES

Presenting for 1953

AMERICA'S OUTSTANDING ROSTER OF OUTDOOR ATTRACTIONS

Fair Secretaries, Attention!

See Us at the Chicago Convention and at Your State Fair Conventions

American Acts... European Importations.

PRESENTING

CHARLES ZEMATER AND SONS
Theatrical Agency

"THE GREATEST TRIUMVIRATE IN THE ENTERTAINMENT WORLD"

Fair Secretaries, Attention!

NEW JERSEY
Cumberland County Fair, Bridgeton

TOTAL ATTENDANCE: Paid, 23,000.

WEATHER: Good 5 days, 3 nights; rain 2 days, 2 nights.
RECEIPTS: Gate $14,396.00; gate gross $14,846; gate gross premium total (less tax) $1,565.60.


ATTRACTIONS: Condo & Bano acts, five 40 x 40 human capital bearing crowning of Little Miss Cumberland County Fair; Rooster, Pet Parade; Carnival of Farms Machinery and Livestock; South Jersey Rustic Twisting contest.

AUDIENCES: Total, Week, 1,426.

ADMINISTRATION: President, James D. Baker. Secretary, S. Wells, Pet Parade; Ray Carroll.

Chautauqua County Fair, Dunkirk

OPERATED 6 days, 3 nights.
WEATHER: Good 3 days, 3 nights; rain 2 days, 2 nights, cold 1 day, 2 nights.
RECEIPTS: Gate $7,100; gate gross premium total (less tax) $600; gate gross premium total (including tax) $500.

CARNIVAL: Carl Paris Shows.

ATTRACTIONS: George Herald Kern, and, Jerry & Wood Bros. Shows, Thrill Show base shows, Keeper for Tourists.

AUDIENCES: Total, Week, 4,200.

ADMINISTRATION: President, C. D. Schmidt. Secretary, C. L. Laang; publicity director, W. Baker.

Chehango County Fair, Norwich

TOTAL ATTENDANCE: Paid $1,300.

WEATHER: Good 5 days, 3 nights; rain 1 day, 1 night.
RECEIPTS: Gate $1,300; premium total (less tax) $600; gate gross premium total (including tax) $500.

CARNIVAL: American Bros.; rate and Thrill Show base shows.

AUDIENCES: Total, Week, 1,000.

ADM. SECRETARY: President, M. W. Osterhaus; secretary, Val Stevenson; publicity director, Ray Carroll.

Erie County Fair, Hamburg

TOTAL ATTENDANCE: Paid 107,176.

WEATHER: Good 3 days, 3 nights; rain 2 days, 2 nights.
RECEIPTS: Gate $17,000; premium total (less tax) $600; gate gross premium total (including tax) $500.

CARNIVAL: James E. Spinn; rate and Thrill Show base shows.

AUDIENCES: Total, Week, 13,000.

ADM. SECRETARY: President, Clyde C. Taylor; secretary, Alfred A. Shidler; publicity director, W. Spinn; manager, Franquat, R. R. Baker.

FOR FURTHER INFORMATION WRITE—WIRE—PHONE...

CLYDE BEATTY • 1737 Whitley Ave., Hollywood 28, Calif.
Hudson 2-5067... Cldastone 2124
NOW... For Unsurpassed Earning Power...

A BRAND NEW 3 RING CIRCUS

with a New 2,000 Seat 70x170 Ft. Flameproofed Top

HAS BEEN ADDED TO

DON FRANKLIN Shows

FAIR SECRETARIES—CELEBRATION COMMITTEES IN THE MID-WEST AND NORTH-WEST

We are now booking Fairs and Celebrations for 1953 thru Labor Day week preceding our established route of Texas Fairs. If your event can support the vast potential earning power this show can supply, please contact us at the Sherman Hotel during the Chicago meeting or at the Iowa, Wisconsin, Minnesota and other State Fair Meetings, or at our permanent address by wire or mail.

HERE'S WHAT WE HAVE TO OFFER

* 16 MODERN RIDES (In Addition To Our New 3 Ring Circus)
* 10 QUALITY SHOWS

WE INVITE YOUR INVESTIGATION AND CAN OFFER REFERENCES TO SUBSTANTIATE ANY CLAIMS WE MAKE RELATIVE TO THE MERITS OF OUR SHOW.

Show can be seen in operation at the San Antonio Livestock Exposition February 20 thru March 1 for the Fourth Consecutive Year.

Contact DON FRANKLIN SHOWS, Inc.

Don Franklin

Permanent Address:
Room 700, 711 Main Street, Houston, Texas
Winter Quarters: Boerne, Texas
November 29, 1952

Pride of the Northwest

America's Outstanding Motorized Shows

OPEN LETTER TO FAIR SECRETARIES

We ask you to compare what we have to offer before you decide on your show for '53. Compare our record of dependability... of fairness... of clean dealing... of high grosses... of renewals... but above all, compare our record for delivering what we promise. I'm sure comparison will prove that we can offer you more for your Midway in '53.

Sincerely yours,

William T. Collins

THANKS
To the Fair Secretaries and Celebration Committees and to my loyal, efficient co-workers for another great season.

PRESENTING
- 18 Modern Rides
- 12 Beautiful Wagon Type Shows
- 8 Neon Light Towers
- Anti-Aircraft Searchlight
- 55 Late Model Trucks and Semis

NOW BOOKING
For 1953 Season
Can use good, reliable Shows. Want Manager for Girl Revue and Posing. Must have own Wardrobe and Sound System.

WANT CONCESSIONS OF ALL KINDS
Ride Help—Foremen and Second Men on all Rides, A-1 Electrician and Mechanic, Foreman for Light Towers and Front Entrance Arch, General Help in all departments.

Winterquarters and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota

W.M. T. COLLINS, Owner-Mgr.
MRS. W.M. T. COLLINS, Secy.-Treas.
Pembina County Fair, Hamilton
TOTAL ATTENDANCE: Paid $10,000; free $2,000; operated 2 days; 3 nights.
WEATHER: Good; 2 days; rain 1 night.
ADMINISTRATION: President, R. E. Dalrymple; secretary, John F. Dunlap; superintendent of construction, Ramon Marten; secretary, D. S. Dunlop; publicity director, Mrs. W. B. Dyer.
DAYS: July 27-August 1, tentative.

Dixie Gordon

A WORLD OF MIRTH SHOWS FEATURE

Carthage Fair, Cincinnati
TOTAL ATTENDANCE: Paid $4,100; free $1,000; operated 4 days; 4 nights.
WEATHER: Good; 4 days; 4 nights.
RECEIPTS: $65,000; gate $1,500.
ADMINISTRATION: President, R. K. L. Ryke; secretary, Mrs. J. K. Ryke; superintendent of concessions, Gerald Beck.
DAYS: September 8-12, tentative.

Greene County Fair, Xenia
TOTAL ATTENDANCE: Paid $7,100; free $1,000; operated 5 days; 5 nights.
WEATHER: Good; 7 days; 7 nights.
ADMINISTRATION: President, E. V. Schwenk; secretary, Thomas E. Gray; superintendent of concessions, Ray Haynes.
DAYS: September 30-October 3, inclusive.

Hocking County Fair, Logan
TOTAL ATTENDANCE: Paid $15,000; free $3,000; operated 5 days; 5 nights.
WEATHER: Good; 4 days; rain 1 night.
RECEIPTS: $83,617.50; day grandstand total (less tax) $17,151; night grandstand total (less tax) $13,850.
ADMINISTRATION: President, E. E. Hendricks; secretary, Earl C. Johnson; publicity director, Jim Bennett.
DAYS: August 23-27, inclusive.

Montgomery County Fair, Dayton
TOTAL ATTENDANCE: Paid $2,100; free $1,000; operated 4 days; 4 nights.
WEATHER: Good; 2 days; rain 1 night.
RECEIPTS: $6,237.50; day grandstand total $5,560.
DAYS: August 23-27, inclusive.

Dixie Gordon

Red Oak County Fair, Red Oak
TOTAL ATTENDANCE: Paid $4,500; free $3,000; operated 5 days; 5 nights.
WEATHER: Good; 5 days; 5 nights.
ADMINISTRATION: President, E. V. Hendricks; secretary, William R. Hatchett; superintendent of concessions, C. A. Proctor; publicity director, Ralph Anderson.
DAYS: September 2-7, inclusive.

Delaware County Fair, Delaware
TOTAL ATTENDANCE: Paid $15,000; free $3,000; operated 5 days; 5 nights.
WEATHER: Good; 4 days; rain 1 night.
RECEIPTS: $102,500; day general admission (less tax) $26,784; night general admission (less tax) $23,636.
DAYS: September 4-8, inclusive.

Dixie Gordon

WMibe Brooks
Specializing in
FAIRS, RODEOS, CELEBRATIONS
Booking Only the Best in
MlSIC... ENTERTAINMENT

A Package Show to Fit Your Fair... and Purse
Now Serving YOU from two Locations
260 Kearney Street
San Francisco B. Calif.

OPEN INVITATION TO ALL EXHIBITORS:
Dixie Gordon

club 18
An outstanding revue, clever but nice, with the emphasis on Talent, Youth and Beauty... in short, a superlative Midway Attraction that set new records everywhere in 1952. Innovations helped build attendance and grosses... there will be more of the same in 1953...
There's a Great Difference between the "Average Good" and the "All-American"...

...and there's a BIG difference in the production of Grandstand Shows!
America's leading Fairs and Exhibitions know this difference... that's why they depend on

BARNES-CARRUTHERS for their Grandstand Show

No matter how large or small the event, you can depend on us to fill the bill. Our reputation has been built on 45 years of service and quality that makes satisfied customers.

Presenting for 1953... ALL NEW
* The Greatest Number of the Greatest Acts in Show Business
* The Most Diversified Line of Package Units Ever Offered
* Shows and Special Talent for Every Occasion by the Uncontested Champions of the Outdoor Attraction Field... The World's Foremost Production Center...

BARNES-CARRUTHERS
THEATRICAL ENTERPRISES, INC.

159 N. DEARBORN STREET

CHICAGO 1, ILLINOIS
NOW AVAILABLE FOR MIDWEST AND WESTERN DATES

The show that has the Cream of Texas Fair Dates ... and an unmatched record for success will be available for a few early fairs and celebrations in the Middle West and West. If you want the earning power of a quality Railroad Show, then let's hear from you.

OPENING JANUARY 30th

WE AGAIN HOLD CONTRACTS FOR THE FORT WORTH FAT STOCK SHOW, FORT WORTH, TEXAS, JANUARY 30TH THRU FEBRUARY 8TH, AND THE HOUSTON FAT STOCK SHOW, HOUSTON, TEXAS, IMMEDIATELY FOLLOWING.

Also Several Other Surprise Lusth Spring Dates CAN PLACE A FEW HIGH CLASS SHOWS and LEGITIMATE CONCESSIONS OF ALL KINDS for These Early Dates.

W. H. (BILL) HAMES
President and General Manager
Permanent Mailing Address:
P. O. Box 1377
Fort Worth, Texas

A Symbol of Integrity

ONE OF AMERICA'S GREATEST RAILROAD SHOWS

MAJOR COUNTY FREE FAIR, Fairview, Oklahoma
ATTRACTIONS: Theatrical revue, Pan American Traveling Agency, 3 days and 3 nights, weather permitting; livestock show at county fair; and other at $1,000; total estimated premiums paid out (excluding stock) $1,815.

AID: PREMIUMS: State aid $800; county aid, $2,000. Other aid at $1,000. Total estimated premiums paid out ($1,815).

ADMINISTRATION: President, H. E. Veasey, Golden, Okla. 1953 DATES: September 7-17, tentative.

MORGAN COUNTY AGRICULTURAL SOCIETY, McCombsville, Texas
TOTAL ATTENDANCE: Paid 15,000; free 15,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate $15,647.07; grand- total $1,185,819.18. Grandstand total $1,185,971.47. Attraction total $1,188,971.47. Attraction President, William J. R. Smith, Box 631, 1953 DATES: September 12, tentative.

OHIO STATE FAIR, Columbus
TOTAL ATTENDANCE: Paid, 97,800; free, 7,800. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate $1,115,134.36; grand- total $7,900,734.77. Grandstand total $1,534,888.20. Total estimated premiums paid out (excluding stock), $1,185,819.18.

ADMINISTRATION: President, William M. Cleaveland, Columbus, Ohio. 1953 DATES: August 21-26, tentative.

WASHINGTON COUNTY FAIR, Marietta
OPERATED 4 days, 4 nights. WEATHER: Good, 4 days, 3 nights; rain, 1 night. RECEIPTS: Gate $19,671.71; grand- total $182,757.81. CARNIVAL: 245,250. Attendance 5,000. Total premiums paid out, less federal tax. 1,500.

ATTR ACTIONS: Kline, 1 day; 1 night. Siler, 1 day, 1 night. Clark, 1 day, 1 night. 2 days harness racing; pulling contest, 1 night.

AID: PREMIUMS: County aid $2,000. Other aid at $1,000. Total estimated premiums paid out (excluding stock) $1,500.

ADMINISTRATION: President, Walter A. Smith, secretary. 1953 DATES: September 7-9, tentative.

WILLIAMS COUNTY FAIR, Montpelier
TOTAL ATTENDANCE: Paid, 40,000; free, 9,000. Operated 7 days, 7 nights. WEATHER: Good, 7 days, 7 nights. RECEIPTS: Gate $2,679.74; grand total $190,669.51.

ATTR ACTIONS: Jona, 1 day, 1 night. Bethel, 1 day, 1 night. 2 days harness racing; pulling contest, 1 night.

AID: PREMIUMS: County aid $2,000. Other aid at $1,000. Total estimated premiums paid out (excluding stock) $1,500.

ADMINISTRATION: President, Jake Will, director. 1953 DATES: September 6-8, official.

OKLAHOMA

CIMARRON COUNTY FREE FAIR, Boise City
TOTAL ATTENDANCE: Free, 1,200. Operated 4 days, 3 nights. WEATHER: Good, 4 days, 3 nights. RECEIPTS: Gate $6,225.00. President, Wilson Ball, secretary, Alton Perry; superintendent of concessions, P. T. Jones.

HUGHES COUNTY FREE FAIR, Holdenville
TOTAL ATTENDANCE: Free, 1,200. Operated 4 days, 3 nights. WEATHER: Good, 4 days, 3 nights. RECEIPTS: Gate $6,225.00. President, Wilson Ball, secretary, Alton Perry; superintendent of concessions, P. T. Jones.

Lincoln County Free Fair, Chandler
TOTAL ATTENDANCE: Free, 1,200. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate $6,225.00. President, Don Allen, secretary; J. T. Allen; superintendent of concessions, D. J. Levine.

Lancaster County Free Fair, Kingsland
OPERATED 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate $6,225.00. President, Henry Yott; secretary, Warren Head; superintendent of concessions, W. B. Head.

Major County Free Fair, Chandler
OPERATED 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate $6,225.00. President, A. L. Smith; secretary, Ossie Sipes.

Oklahoma State Fair and Exposition, Oklahoma City
TOTAL ATTENDANCE: Paid 154,000; free 15,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate $1,040,397.00; grand- total $12,500,000. Grandstand total $1,467,971.20. Carnival total $1,467,971.20. Attendance 500,000. 1953 DATES: September 15-17, tentative.

CARNIVAL: West Coast Shows.

ATTENDANCE: 4 nights of State judging and 1 night.

ADMINISTRATION: Manager, Racine Maurer; secretary, A. J. Griffith.

Seminole County Free Fair, Wewoka
TOTAL ATTENDANCE: Free, 5,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate $73,840.00; grand- total $1,644,630. CARNIVAL: 25,000. Attraction total $21,666. Attraction President, William R. Darrow; secretary, H. M. Lopp; 1953 DATES: September 16-19, official.

Tulsa State Fair and Livestock Exposition, Tulsa
TOTAL ATTENDANCE: Paid 526,000; free 15,000. Operated 7 days, 7 nights. WEATHER: Good, 7 days, 7 nights. RECEIPTS: Gate $1,000,000; grand- total $8,138,800. CARNIVAL: 75,000. Total estimated premiums paid out (excluding stock) $61,915.

ADMINISTRATION: President, John S. Beaman, secretary, Clarence C. Lessig; superintendent of concessions, Jim Cowboy; 1953 DATES: October 5-11, tentative.

Washita County Free Fair, Cordell
TOTAL ATTENDANCE: Free, 11,000. Operated 1 day, 1 night. WEATHER: Good, 4 days, 4 nights. CARNIVAL: 25,000. Total estimated premiums paid out (excluding stock) $5,739.

ADMINISTRATION: President, Albert Leasing, secretary, James V. Son.

OREGON

Coos County Fair, Myrtle Point
TOTAL ATTENDANCE: Paid, 5,159; free, 445. Operated 3 days, 2 nights. WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate $1,565.50; grand- total $32,500.00. Carnival total $1,565.50. Attendance 5,000. 1953 DATES: Second weekend in August.

JEFFERSON COUNTY Fair and Exposition, Macarisa
TOTAL ATTENDANCE: Paid, 3,000. Operated 2 nights. WEATHER: Good, 2 days, 2 nights. RECEIPTS: Gate $600.00; gross $1,000. Total estimated premiums paid out, $1,000. 1953 DATES: September 14-16, official.

Crooked River Round-Up and Fair, Prineville
OPERATED 2 days, 2 nights. WEATHER: Good, 2 days, 2 nights. CARNIVAL: 2 days running revue, 1 day static revue. President, P. G. Brine; secretary, Cleo Good; superintendent of concessions, J. A. Couch, 1953 DATES: Second weekend in August.

Jefferson County Fair and Exposition, Cave Creek
TOTAL ATTENDANCE: Paid, 3,000. Operated 2 days, 2 nights. WEATHER: Good, 2 days, 2 nights. CARNIVAL: 2 days running revue, 1 day static revue. President, Harry J. Bowman; secretary, Howard Williams, 1953 DATES: September 16-18, official.

Multnomah County Fair, Gresham
TOTAL ATTENDANCE: Paid 154,000; free 15,000. Operated 4 days, 7 nights. WEATHER: Good, 4 days, 7 nights. RECEIPTS: Gate $6,225.00; grand- total $12,500.00. Carnival total $1,467,971.20. Attendance 500,000. 1953 DATES: August 29-30, official.
Our thanks to those who co-operated to a tremendous 1952 season
Now... THE FINEST MOTORIZED MIDWAY IN THE MIDDLEWEST

The Latest in MODERN RIDES-ENTERTAINING SHOWS WITH LARGE PANEL FRONTS

ATTENTION, FAIR SECRETARIES

Montana, Wyoming, Colorado, South Dakota, North Dakota, Minnesota, Iowa, Nebraska, Missouri, Kansas, Arkansas, Oklahoma, Texas and Louisiana.

If you think it is time for a change, be sure to investigate this Midway.

NEW ENOUGH TO BRING YOU THE MOST MODERN SHOW EQUIPMENT...OLD ENOUGH TO GIVE YOU THE DEPENDABILITY YOU REQUIRE.

NOW BOOKING FOR 1953 VISIT US DURING THE CONVENTION AT CHICAGO OR AT YOUR STATE MEETINGS.

Secretaries, Showmen and Concessionaires, Write:

Box 1296, Aransas Pass, Texas — Winterquarters: Hazelton; Kansas
W. W. MOSER, Mgr.
M. M. MOSER, Asst. Mgr.
The Conklin Shows

"THE WORLD'S FINEST"

at this time of the year we pause...

to say "Hello" to our many friends attending the conventions in Chicago.

to tell all our associates at the various parks and agricultural fairs and exhibitions how much we value our pleasant business relationships.

to let our faithful employees know we think well of their continued loyalty and valued services.

and to ALL...

A Very Merry Christmas and a Joyous and
Prosperous New Year

FRANK R. CONKLIN       J. W. "PATTY" CONKLIN

P. O. BOX 31, BRANTFORD, CANADA
Continuing a Record of
Unequalled in Outdoor

Pace Setting

20th CENTURY

America's Ultra-Modern

FEATURING PROGRESSIVE IDEAS IN SHOWMANSHP

J. C. WRIGLEY
General Agent

ART SIGNOR
General Supt.

FRED HAMILTON
Supt. of Transportation

GEORGE GALLO
Advertising Director

ALBERT MARTIN
Co-Owners

E. D. McCRARY

Announcement

To further pursue our policy of "Better Service," we are proud to announce the addition to our staff of Art Signor as General Superintendent, whose knowledge of the Outdoor Show Business and its people will insure the closest possible cooperation.

A 30-CAR RAILROAD SHOW ON TRUCKS

Permanent Address:
Box 126 Ottawa, Kansas
Phone: 718-W
Growth
Show Business...

SOUND, SOLID OPERATION BUILDS TOP ROUTE FOR 20th CENTURY

TO THE FOLLOWING FAIRS AND FAIRMEN WHO MADE POSSIBLE OUR SUCCESSFUL 1952 ROUTE, LET US EXTEND A WHOLE-HEARTED THANK YOU:

- Stutsman County Fair
  Jamestown, North Dakota
- Cavalier County Fair
  Langdon, North Dakota
- Rolla Fair
  Rolla, North Dakota
- Pembina County Fair
  Hamilton, North Dakota
- Pennington County Fair
  Thief River Falls, Minnesota
- North Dakota State Fair,
  Minot, North Dakota
- Mower County Fair
  Austin, Minnesota
- Steele County Free Fair
  Owatonna, Minnesota
- Freeborn County Fair
  Albert Lea, Minnesota
- Red River Valley Fair
  Fargo, North Dakota
- South Dakota State Fair
  Huron, South Dakota
- Clay County Fair
  Spencer, Iowa
- Keokuk Street Fair
  Keokuk, Iowa
- Tulsa State Fair
  Tulsa, Oklahoma
- Louisiana Delta Fair
  Tallulah, Louisiana
- Pasadena Rodeo and Livestock Show
  Pasadena, Texas

Searchlights
Light Towers
Mobile Sound Equipment for Advance Advertising
Panel Fronts
Modern Illumination
21 Modern Rides
14 Tented Theatres
Superior Transportation
Caterpillar Diesel
Lighting Plants

FAIR MEN
We solicit your inquiries and invite you to visit us at the Chicago Convention and all other Midwest and Southern State Conventions.
Now!
ONE OF
AMERICA'S
TRULY GREAT SHOWS

HERE'S WHAT WE OFFER TO GUARANTEE A TOP MONEY MAKING PERFORMANCE:

• 14 MODERN RIDES
• 6 LIGHT TOWERS
• 10 QUALITY SHOWS
• 2 TREMENDOUS SEARCHLIGHTS
• 32 LATE MODEL BEAUTIFULLY PAINTED TRUCKS

OUR 1952 RECORD SPEAKS FOR ITSELF!
During the past year we furnished the Midway Attractions at the
* Mid-South Fair, Memphis, Tenn.
* American Legion Fair, Caruthersville, Mo.
* Du Quoin State Fair, Du Quoin, Ill.
* and 16 other Top Fairs and Events

BEFORE YOU CONTRACT FOR YOUR 1953 SHOW . . .
We invite your consideration based on our past performance. We can give you references to confirm our ability to deliver what we promise.

We'll be at the Sherman Hotel, Chicago, during the conventions, and at the Illinois, Kentucky, Indiana, Tennessee, Georgia, Alabama, Missouri and Mississippi Fair Meetings.

THANKS
TO ALL FAIR MANAGERS AND CELEBRATION COMMITTEES for your confidence. Rest assured we will never betray it and always live up to every promise we make.

Address: C.C. GROSCURTH
BOX 621 Phone 35321
OWENSBORO, KENTUCKY
Tailored to your needs...

JAMES H. DREW

Shows

ONE OF AMERICA’S FINEST
A Good Show to be With

SHOWMEN
We are always interested in new ideas and are prepared to back our interest with financial assistance. If you have something worthwhile... let's hear from you.

CONCESSIONAIRES
Can use legitimate merchandising and game concessions. Just check with the many concessionsaires who have been with us for several seasons.

Thanks
Fair Managers and Committees — Your splendid co-operation and acceptance of our efforts has made our 1952 season a banner one. And a special thanks to employees and staff members for your loyal support and co-operation.

NOW CONTRACTING FOR THE 1953 SEASON
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 we visit, to leave them with a feeling that they were glad we came, anxious to welcome us back and recommend us to others.

SPECIAL!
Will book Independent Shows and Rides of Merit for the
GREAT WEST VIRGINIA
A & I FAIR, Charleston, W. Va.
September 5-13, 1953

Truly West Virginia's Largest Outdoor Event...

JAMES H. DREW Jr., GENERAL MANAGER
109 - 9th St.
Waynesboro, Georgia
Clallam County Fair, Port Angeles

TOTAL ATTENDANCE: Paid $1,848, free $1,848. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 2 nights, rain 1 day, night.
RECEIPTS: Gate $4,300.52, grandstand total fees tax $2,408.
ATTENDANCE: President, Louis Carruthers, secretary, Mike Egan. Movie and concert, $7,000. Total estimated premiums paid out (excluding county aid) $4,300.
ADMINISTRATION: President, Louis Carruthers; secretary, Mike Egan.

WISCONSIN

Central Wisconsin State Fair, Wausau

TOTAL ATTENDANCE: Paid $19,000, free $19,000. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 3 nights, rain 1 night.
RECEIPTS: Gate $9,700, grandstand total fees tax $3,800.
ATTENDANCE: President, George St. Eustace, secretary, L. L. Metzger.

Outagamie County Fair, Appleton

TOTAL ATTENDANCE: Paid $19,000, free $19,000. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 3 nights, rain 1 night.
RECEIPTS: Gate $9,700, grandstand total fees tax $3,800.
ATTENDANCE: President, George St. Eustace, secretary, L. L. Metzger.

Dodge County Fair, Beaver Dam

TOTAL ATTENDANCE: Paid $6,834, free $6,834. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights, cold of which 3; 7 nights.
RECEIPTS: Gate $3,500, grandstand total fees tax $1,300.

Forest County Fair, Crandon

TOTAL ATTENDANCE: Paid $1,000, free $1,000. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 3 nights; cold of which 1; 7 nights.
RECEIPTS: Gate $500, grandstand total fees tax $175.

Iron County Fair, Saccon

TOTAL ATTENDANCE: Paid $1,000, free $1,000. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 3 nights; rain of which 1.
RECEIPTS: Gate $500, grandstand total fees tax $175.

Kenosha County Fair, Wilmot

TOTAL ATTENDANCE: Paid $1,000, free $1,000. Operated 3 days, 4 nights.
WEATHER: Good, 2 days, 2 nights; rain 1 night.
RECEIPTS: Gate $500, grandstand total fees tax $175.

Shenandoah County Fair, Woodstock

TOTAL ATTENDANCE: Paid $5,000, free $5,000. Operated 3 days, 4 nights.
WEATHER: Good, 3 days, 4 nights; rain 1 1/2 days; cold of which 1 1/2 days.
RECEIPTS: Gate $1,150, grandstand total fees tax $475.
ATTENDANCE: Chairman, S. A. Fennell; secretary, Marvin W. Reynolds.

Columbia County Fair, Dayton

TOTAL ATTENDANCE: Paid $1,000, free $1,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate $500, grandstand total fees tax $175.

Washington State Fair, W. Yakima

TOTAL ATTENDANCE: Paid $15,000, free $15,000. Operated 6 days, 6 nights.
WEATHER: Good, 5 days, 6 nights; rain of which 1; cold 1 day.
RECEIPTS: Gate $7,500, grandstand total fees tax $2,625.
ATTENDANCE: Chairman, Marvin Schmuck; secretary, W. A. Ulmer.

Southwestern Wisconsin Fair, Mineral Point

TOTAL ATTENDANCE: Paid $3,000, free $3,000. Operated 4 days, 4 nights.
WEATHER: Good, 2 days, 2 nights; cold of which 1; 7 nights.
RECEIPTS: Gate $1,500, grandstand total fees tax $550.
ATTENDANCE: Chairman, W. C. Wilson; secretary, W. A. A. Schmuck.

Vilas County Fair, Friendswood

TOTAL ATTENDANCE: Free $1,000. Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 3 nights; cold of which 1; 7 nights.
RECEIPTS: Gate $1,000, grandstand total fees tax $375.
ATTENDANCE: Chairman, W. C. Wilson; secretary, W. A. A. Schmuck.

Manitowoc County Fair, Manitowoc

TOTAL ATTENDANCE: Paid $9,000, free $9,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate $4,500, grandstand total fees tax $1,625.
ATTENDANCE: President, Elmer C. Wittke; secretary, W. V. Petersen.

Racine County Fair, Union Grove

TOTAL ATTENDANCE: Paid $7,611, free $7,611. Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 3 nights; cold of which 1; 7 nights.
RECEIPTS: Gate $3,805, grandstand total fees tax $1,375.

Rosholt Free Fair, Rosholt

TOTAL ATTENDANCE: Free $1,000. Operated 3 days, 3 nights.
WEATHER: Good, 3 days.
RECEIPTS: Gate $1,000, grandstand total fees tax $375.
ATTENDANCE: Chairman, W. C. Wilson; secretary, W. A. A. Schmuck.

The Fastest Growing Show in America

SHOWS

A growth made possible by the many successful fairs and celebrations we have been privileged to play...

PLANNING FOR 1953

The Biggest Route of Fairs in Our History

Contact us now or see us at the Chicago Convention. Our representative will also be at your State Fair Association Meetings.

H. V. PETERSEN
Manager
Permanent Address: P. O. BOX 742

MARY PETERSEN
Secretary
JOPLIN, MISSOURI

November 29, 1952

Page 126 The Billboard Cavalcade of Fairs
FRANK W. BABCOCK

United Shows

NOW OFFERING

2 Complete Units

Both Under the Personal Management of

LARRY FERRIS

An Outstanding Organization Efficiently Directed.

BOOK NOW FOR 1953

OUR 1952 DATES INCLUDED:

• LOS ANGELES COUNTY FAIR
  Pomona, California

• 1952 NAVY RELIEF CARNIVAL
  San Diego, California

• RIVERSIDE COUNTY FAIR AND NATIONAL DATE FESTIVAL
  Indio, California

• ORANGE COUNTY FAIR
  Santa Ana, California

• ANTELOPE VALLEY FAIR AND ALFALFA FESTIVAL
  Lancaster, California

• FARMERS' FAIR OF RIVERSIDE COUNTY
  Hemet, California

FRANK W. BABCOCK, Owner • LARRY FERRIS, Manager • ELMER HANSCOM, Office Rep.
JOHN DIETRICH, Auditor and Secretary
Permanent Address: Chandler Hotel, 834 South Main Street, Los Angeles 14, California
Teddy offered the "Square Deal" ... FDR the "New Deal" ... and Harry the "Fair Deal" ...

* Thrilling Midway Attractions to draw the crowds that will return again with more of their friends.

* Shows, Acts, Rides and Concessions that are Tops — with equipment that's a scenic asset to any outdoor event.

* Reliability and the complete fulfillment of our pledges and obligations to you.

Our deep thanks to those who helped us make 1952 our most successful year.

Now booking Fairs and Celebrations for 1953

The 1952 record proves that Ferris Shows has the experience, know-how and facilities to build your event into a greater success in 1953.

CARL A. FERRIS  
FERRIS SHOWS  
MEDINA, N. Y.

CONTACT:  
FERRIS SHOWS  
MEDINA, N. Y.
NOW BOOKING FOR 1953

Superior Outdoor Amusements for Outstanding State and County Fairs—Celebrations of all kinds

Featuring:

Only the best and most successful Thrill Rides—Colorful Shows—Clean Concessions

Contact us at:

Chicago Convention or at Your State Fair Meetings

O.C. BUCK SHOWS...

WINTERQUARTERS: 1775 FIFTH AVE. TROY, NEW YORK

Thanks to our many loyal employees and to our Outstanding Northeastern Fairs and Celebrations for a great season
EDDIE D1«eeect
money-making
BUT
THERE
IT
Quality
MONETTE,
have
offer
SECRETARIES
Send
in
NOW
CONTRACTING
Minnesota
1953
PAY
SHOWMEN
keeping
affairs
will
for
US.
we
'4'
NEW
be
CHOICE
IN
MAY
FOR
THE
Vice
President
and
the
office
given
Dome:
Designed
as
a
framework
for
the
shift
of
additional
funds
to
federal
protection
in
price
and
value,
along
with
an
estimated
$30,000
for
building
and
construction.

Our
show
will
feature
30
acts,
12
of
which
are
sponsored
by
local
organizations,
and
the
remainder
are
performances
by
professionals.

Three
outstanding
new
projects
this
year
were
the
establishment
of
scholarship
funds
for
outstanding
county,
students,
a
well-staged
4-H
banquet
(with
Carroll
giving
prizes
to
winning
delegates)
and
the
appearance
of
Blue
Raja,
the
horse
of
the
year.
All
three
projects
developed
tremendous
copy
and
good
will.

Barrington
never
had
such
success
on
the
night
side
in
its
long
history.
It
was
strictly
a
day
show.
In
an
effort
to
build
up
the
night
side,
the
budget
for
shows
and
special
attractions
was
boosted.
After
a
few
trials
and
several
headaches,
the
grandstand
show
of
several
acts
was
evolved.
It
has
clicked
and
will
click
for
a
long
time.
The
formula:
a
lengthy
show
of
audience
draw
and
a
good
night
side
acting
out
its
class.

Public
relations
polices
are
couraged
relations
with
local
organizations.
Supplies
are
bought
locally,
and
as
much
local
help
as
possible,
consistent
with
smooth,
efficient
operation.

Local
leaders
are
on
the
board
and
head
some
departments:
town
officers
are
built-in
full-time
operation;
promoters
are
referred
to
local
hotels
and
inn
neighbors
are
encouraged
to
use
front
lawns
and
free
space
for
paid
parking.

A
steady
growth
and
positive
acceptance
has
done
wonders.
Generally
speaking,
the
promotion
and
publicity
has
created
thousands
of
new
fans;
urban
folk,
who
never
attended
daisies,
are
now
confirmed
faireers.
The
spirit
is
really
getting
contagious.
"FAIR BEAUTIFUL"

Rolling Hills, Lake in City Park
Give Knoxville Picturesque Site;
Plan New Theater, Exhibit Bldg.

THE Tennessee Valley Agricultural and Industrial Fair doesn’t advertise itself as the “fair beautiful” but it might well.

The fair occupies Childhowee Park, a 67-acre tract within the city limits of Knoxville, which owns and maintains the park. It contains a beautiful natural lake, set down between two rolling slopes upon which the fair plant is located.

The wings of the fair, made up of the early tents and temporary buildings, are used for amusement and midway activities, with ample accommodations for good-sized crowds. The wings are connected, and the entire floor area is used for some functions, such as dancing to name bands, a popular wintertime offering. Wrestling, boxing and other programs also are staged during the off-fair season.

For many years the fair has featured an open-air, vaudeville show in an outdoor theater set against the side of a hill. The structure, which seats 2,000, has proved much too small in recent years even for the two-souls-a-night program, and now plans are going ahead for a new open-air amphitheater which will seat 4,500.

Another new building to go up in time for the ’53 fair is a women’s exhibit building. This structure is to be 80 by 500 feet and have a 20-foot ceiling. Construction of this building is expected to stimulate participation of women in the fair.

There are other needed plant improvements, but these will fall into line after the women’s building and the amphitheater. There is, for instance, great need to provide for the heavy flow of traffic to and from the midway area.

At present, there is only a narrow tunnel underpassing one of Knoxville’s heaviest traveled highways that permits pedestrian traffic between the midway and the remainder of the fairgrounds. On any big day or night, fairgoers are packed almost as tight as proverbial sardines as they make their way to and from the midway.

Pat W. Kerr, who has served as full-time secretary-manager of the fair since July, 1944, is looking forward to continued improvements. During his tenure he has put considerable emphasis upon the agricultural and cultural aspects, and the fair has grown accordingly. This year, the fair had as its theme “community development.”

In line with this were exhibits, displays and demonstrations and other events, including a “community sing” made up of choral groups from all over the country. The result was a large number of people were further tied in with the fair.

Throng at the event have been ever-increasing during recent years. The reason: The picturesque setting and the enchantment of its beauty!

SAM GORDON
His staff and the boys and girls of
the Concession Department of the

ROYAL AMERICAN SHOWS

WISH TO EXTEND THANKS
To the SEDLMAYR FAMILY
and to all the Fair Officials in Canada and the United States—
where we have had the privilege of operating
"AMERICA'S FINEST CONCESSIONS"
Your co-operation and valuable assistance has made 1952
another Big Year for us

F. C. BOGLE SHOWS

Everything Under The Sun
In Amusements

10 RIDES • 7 SHOWS
• 35 CONCESSIONS

Equipped to play the best in Fairs and Celebrations—with the "Know How" that brings in Winners.

FAIR SECRETARIES & COMMITTEES
Our sincere thanks and appreciation for your co-operation in making our 1953 season a great one.

WANT
Motor Drome, 10-in-1 Side Show, or any other non-conflicting Shows of Merit. Now booking Bingles and Concessions. A Long, sure season.

See us at the Chicago Convention and Fair:
Missouri and Oklahoma Fair Meetings or write:

F. C. BOGLE SHOWS
Bar 82, Arma, Kansas
Operation Hollywood

In an attempt to hypo-

wakening movie grosses, the

Hollywood film industry this

year joined the ranks of na-
tional exhibitors at fairs and

displayed its wares, along

with some of its name actors,
in an exhibit at the Indiana

and Ohio State fairs.

Top lure was the daily per-

sonal appearance of a num-

ber of well-established and bud-
ing flicker favorites. In-

cluded were Marjorie Main,

who portrays Ma Kettle in

the Ma and Pa Kettle series;

Rex Allen, top Western per-

former; Forrest Tucker, Re-

public and Paramount star;

Audie Murphy, much-deco-
rated veteran turned actor;

Jean Evans, Bob Shirley and

Tony Romano.

Admission to the exhibit,

which was housed in a 40- by

300-foot tent, was free. On

the inside, patrons were

briefed on the making of a

motion picture from the ori-
gin of the idea to the finished

product, and for the techni-

cally curious, the latest type

projection equipment was

demonstrated.

Articles used in the filming

ger a great many old and new

pictures were displayed. In-

cluded were scale-model sets

and costumes worn by such

favorites as Dorothy Lamour,

Betty Hutton, Jane Russell,

Bing Crosby, Bob Hope, Kath-

arine Hepburn and Hum-

phrey Bogart. Cartoonist Paul

Terry provided a complete

demonstration of the cartoon

animating processes.

Other properties included

Nero’s chair in “Quo Vadis,”

musket and cannon from the

Mayflower in the upcoming

“Plymouth Adventure,” the

money trees from Irene

Dunne’s forthcoming picture,

“IT Grows on Trees,” and the

original monster costume

from the Frankenstein chiller.

One of the popular costumes on display was this ermine gown worn by Betty
Hutton in the circus film, “The Greatest Show on Earth.”

Typical of the crowds that thongued the big tent was this turnout to see
Marjorie Main.
Selling that show!

Grandstand Bill
Needs Press Agent

By FRED H. PHILLIPS

is yours one of those smaller fairs that fall short of their full stature thru an over-cautious approach to grandstand entertainment?

Such fairs are blocking their own development and often the blind spot in their thinking is a lack of know-how in selling a grandstand show to the public. Primarily such fairs fail to recognize their position as middlemen in the purchase and sale of grandstand shows.

By way of illustration, let's look at your corner grocer. He's carrying nationally advertised products. Yet as soon as the goods are on his shelves, it's definitely up to him to move them.

Now go back to the Fair Board, and let's assume that this is the meeting where the directors meet the representative of the booking agency. Let's assume that the board gets a little bolder, maybe even buys a classy revival with its own musical arrangements and a band to play them, plus good vaudeville and circus acts to back it out a balanced program.

There is the usual pulling-and-hauling, the suggesting, the discarding, the reassembling. Finally the contract is drawn and signed.

Fair Responsibility

All right, who's to blame now? The position now? It's something like this: The show selected (or merchandise) has been transferred from the agency (or wholesaler) to the fair, or (retailer). True, your fair has bought a show for future delivery, but the fact remains that for one week in the coming summer or autumn the fair will be responsible for that package of talent, will have to pay for it and show a return on the investment.

So where do you go from here? Maybe you should pay another visit to your grocer and see what he's done about those shelves full of goods. You'll probably find he's sold them. And to speed the turnover he's used strong local retail advertising.

That's just what your fair must do. As a retailer it must in turn sell its merchandise to the consumer. In the weeks preceding its date, and during the week itself, the fair must exploit every channel to tell the public about the grandstand entertainment. General fair advertising is not enough. The grandstand show must be brought out as a big box feature.

The board must have believed in it or it wouldn't have bought it. But it must then offer it to the public with the same confidence.

Class Factors

Now take a look at your grandstand. Next multiply the seating capacity by the number of performances by the price of admission; then make deductions for bad weather and other unpredictable and uncontrollable factors. By comparing the estimated earning capacity of the grandstand with the outlay for the grandstand show, one of two positions becomes apparent:

1. If the grandstand is small you may find you'll have to work hard to "get off the nut." 2. If the grandstand is large, its earning potential could give the fair a comfortable profit over the cost of the show.

In either event, it would seem highly desirable to attract every last possible patron into the stand during fair week.

That's where a good strong promotion campaign pays off. In New Brunswick, Canada, the Fredericton Exhibition, no a large fair, engages an agent to book the grandstand show exclusively.

(Yes, folks, I am the incumbent who enjoys this happy position.)

Press Agency

Assuming that some other fairs may consider the idea, just what services can a press agent render in connection with a grandstand show?

Broadly stated, they are two. First, he can and should break down a widespread misunderstanding of the arrangement under which the grandstand show appears. Many people regard the grandstand show simply as an "outside" enterprise that moves in to exploit the local fair. In consequence some newspapers and radio stations may register resistance to vaudeville stories. You know, of course, that the grandstand show belongs to the fair. But don't take it for granted that everyone is so clear on the facts. Your publicity man should first establish with the press and radio that the grandstand show is definitely the property and the responsibility of the local directorate during fair week. Again, the nationally advertised goods in possession of the local retailer.

Secondly, there may be a major educational function. Between the type of man who ordinarily becomes the fair director and many of the staffers on newspapers and radio stations there may be a considerable age spread. Not infrequently there may be a full generation between the two. Fair officials, being in the majority of cases, may not grasp the import of this situation. In the present equation, it often means that the younger people have not had the opportunity to observe and to know much about fairs and grandstand presentations as may be desirable—the atmosphere pervading musical reviews, the circus tradition attached to fair families, the persistency required in animal training, and so forth. So one of the press agent's duties may consist in simple enlightenment. But by rendering the performing institution more comprehensible to both writers and newscasters, he may be paving the way to some mighty good stories later.

Qualified Writer

Now the foregoing should have drawn your field of eligibles for the press agent's job. No, Joe Soap, who didn't get along at the local laundry and needs something "for the time" won't do. Nor do you want anyone who lives in the rarified atmosphere of "public relations counselor" (Continued on page 122).
THANKS
To Fair Secretaries and Committee members who helped make our 1952 tour the most successful in the history of our organization.

FOR 1953

We Offer Fair
Secretaries & Committees

We Offer Concessioners & Showmen

Featuring "THE DARING TEXAN" on a 140 ft. Swapy Pole

JOE FREDERICK
Owner & Manager
2265 Newton St.
Detroit 11, Mich.

ROCKWELL SHOWS

Always A Great Performance

Playing some of the Best Fairs and Celebrations in the Middle West.

A Clean, High-Quality Show at every performance that brings the customers back.

FAIRMEN AND COMMITTEES

We are preparing our route for 1953, so please contact us early. We will see you at the Fair meetings.

- TOP RIDES - GOOD CONCESSIONS
- CLEAN SHOWS - A Modern Show in All Ways
- NO FLATS - NO GYPSIES - NO GIRL SHOWS
- CAN PLACE A FEW WELL-EQUIPPED CONCESSIONS AND SHOWS

CONTACT: MIKE ROCKWELL, LARRY NOLAN

MOTOR STATE SHOWS

THE CLEANEST SHOW ON EARTH

MICHIGAN
OHIO
INDIANA

SELL THAT SHOW!

Grandstand Bill Needs Press Agent

or yet an "educational director." I still insist on a press agent. Your manager must be a qualified writer who has both a knowledge of acting and a genuine interest in them—somebody who can go over there on the center field and "cut it up" with the folks.

But let's assume that you've selected your candidate so that we may address our next remarks directly to him.

First, if your fair has bought a show from a big house, get and advance press stories on the acts are readily available. So get the mats and stories—and use them. Use the mats to illustrate your ads. See also that the programs carrying the ads are serviced with the mats and stories.

Special Editions

Next, an alert local daily will probably publish a Special Fair Edition a few days in advance of the opening. Be sure to find out their requirements on copy and be prepared to furnish a good story on the various acts. You may be surprised to learn that a lot of people read those editions thoroughly.

Now visit the newspapers and the radio stations that are carrying your advertising, explain your position and ask how you can cooperate with them during fair week. No, your work does not end when fair week rolls around. It simply goes into a new phase. You're going to stay right around with your performing personnel every night. For next week they're going to be a little flock and you're going to shepherd them, press-wise; and you can't do it from a distance. Backstage is your beat and you must cover it.

In their approach to your show the press and radio may manifest any one of several attitudes. First, they may know exactly what they intend to do. For instance, the radio station may have produce a number of tape recordings of performer interviews in their general fair coverage during the week. Fine, in that case you can simply assume a supporting role and perhaps bring together the persons concerned.

Interesting story leads can often be found among the performers themselves. These are the public is always eager to learn that performers are human and not around anything. Versatility is back stage and the results often be richly rewarding. Someone may have an interesting hobby far from his profession. For example, a baseball player's hobby may be photography. Another may be a member of a proud profession.

If you are the father of a young fair or grandfather may have made your town in circus or vaudeville days ago. In the family acts, a youthful member is appearing on stage for the first time in your town. In Bobby Whaling's cycle act Miss Budie, aged 8, has been appearing on a unicycle. In this past week Pedro Morales Jr. currently tops his step-brother to the balancing turn of Pedro and Durand.

Community Project

Whatever the press and radio want to do, your local community will usually not be too hard. Most newspapers and radio stations will regard the fair as a community project. And they'll want to do it right. The fair is just about everything in your community—its industry, its agriculture, its arts, skills and crafts, its cultural life, its fraternal and civic groups—all wrapped up in a few acres of ground for one glorious week. Need one mention that most of the big local advertisers are oftenvaudeville type story. That newspaper space and that radio time are often waiting for you. So go and get it.

If there's one edition in the whole week that's more important than any other, it's the edition following the first performance of the grandstand show. In most cases this will be the Tuesday paper following the Monday opening. Now your advance papers must reflect the impact the show has registered.

In this on occasion I feel more secure when I have a good glowing review written and tucked away in my inside pocket. Not that the newspaper boys wouldn't outstrip me both in style and enthusiasm. But you never can tell when the star reporter is going to be sent out of town on a special assignment or a baseball game. And you'd want the paper to be protected.

In that "day after opening" paper, too, is the place to try an eight-column banner. Here you may be obliged to abandon the subtle approach for the direct. In fact the only way I ever got a streamsper was to ask for it.

There's one other department where it's relatively easy to score and that's the feature page or section which many dailies carry on Friday or Saturday. On some papers, of course, the section is made up of syndicated features; but there again it is a weekly chance for someone in the newspaper room is "Joe." If you decide to list that feature section you should explore the ground well in advance. But there's your clue. Find "Joe." He's usually a harassed reporter who doesn't know where his next feature is coming from. If you can offer him a well-written story with a picture or two, you're likely to be "in." The essential bargaining here is that the newspaper will provide the space for free if you can fill it. But again, don't try to kid the boys.
ARIZONA
Phoenix, Arizona State Fair
GRANDSTAND CAPACITY: 1,700.
Show dates: November 18-29. Price is available for: Hot rod races, midget auto races, harness races, stock car races, and cattle.

BLYTHEVILLE, Northeast Arkansas
County Fair
GRANDSTAND CAPACITY: 1,000.

BENTONVILLE, Benton County
Fair
GRANDSTAND CAPACITY: 1,000.

CODY, Still-Date Facilities
A Way to Bigger Income

An increasing number of fairs are turning to year-round utilization of their facilities as a way to a year-round income. Attractions, too, are showing a greater awareness of the value of transferring their talents to fairs at any time during the year.

The Billboard's fourth annual compilation of still-date facilities represents 500 shows responding to questionnaires concerning the availability of their facilities for still dates this year far surpassed that of last year. The listing is a more complete and reduced form which makes it easier for fair managers to see which still-date attractions are available for certain dates.

The listing is for four attractions: roustabout, horse race, shows, and horse shows. Included in it is the name of the manager, address, and telephone numbers of each. For those interested in a listing of all the still-date facilities available for rent, they should contact the Fair Phone Directory, 11 E. Liberty St., Chicago, Ill.

Yerxa, Siskiyou County Fair
GRANDSTAND CAPACITY: 1,200.

ARMS, Douglas County Fair
GRANDSTAND CAPACITY: 1,200.

CALIFORNIA
Angela Camp, Calaveras
County Fair
GRANDSTAND CAPACITY: 2,500.

Antioch, Contra Costa County Fair
GRANDSTAND CAPACITY: 1,000.
Show dates: November 18-29. Price is available for: Hot rod races, midget auto races, harness races, stock car races, and cattle. 1952 still dates: Norman D. Senior, Box 109, Antioch, Calif.

Bakersfield, Kern County Fair
GRANDSTAND CAPACITY: 2,500.

Calioga, Napa County Fair
GRANDSTAND CAPACITY: 1,200.

Chico, Silver Dollar Fair
GRANDSTAND CAPACITY: 1,000.

Creoscent City, Del Norte County Fair
GRANDSTAND CAPACITY: 4,000.
Show dates: November 18-29. Price is available for: Hot rod races, midget auto races, harness races, stock car races, and cattle. 1952 still dates: W. W. Kinnane, Fair Association, Creoscent City, Calif.

Del Mar, San Diego County Fair
GRANDSTAND CAPACITY: 4,000.

Merced, Merced County Fair
GRANDSTAND CAPACITY: 2,000.

Pine Bluff, South Arkansas
Livestock Show and Rodeo
GRANDSTAND CAPACITY: 1,000.
Show dates: November 18-29. Price is available for: Hot rod races, midget auto races, harness races, stock car races, and cattle. 1952 still dates: Home show, ice show.
New Ideas in Showmanship

Keeping abreast of the latest developments in Rides and Shows, presenting quality shows, 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 1953 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 1953 season see us. We are specifically interested in quality shows in keeping with our standards.

Thanks to everyone who helped make our 1952 season a great one.

Eddie Moran, Manager
SOUTHERN VALLEY SHOWS

1301 Emerson St.
Monroe, Louisiana

SNAPP GREATER SHOWS INC.

...GREETINGS!

Featuring our brilliantly lighted midway the world's finest and most modern rides, and for 1953, brand new, top flight shows and attractions.

FAIR SECRETARIES AND CELEBRATION COMMITTEES

contact us before booking your midway attractions. We can definitely offer you the most up-to-date rides, shows and concessions. We welcome your invitation.

SHOWMAN!

For the 1953 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 shows. Will also consider booking reliable shows not conflicting with those on your midway.

CONCESSIONS

Will book nice clean Cook House, also a few well-flashed Legitimate Concessions.

See WM. R. SNAPP at the Chicago Convention or at your State Fair Association Meeting.
"The Jolly Irishman"

THOMAS D. HICKEY
President-General Manager

Thanks...

to the Fairs and Celebrations where
we had the privilege of furnishing the
Midway Attractions this year for the
Most Successful Season in our History.

EXECUTIVE STAFF
- Robert (Bob) Stewart, Gen. Agent
- Wendell Pierce, Asst. Mgr.
- George Leonard, Publicity
- Ray Marsh Brydon, Director and Producer of Shows and Attractions

ALL ADDRESS:
GEM CITY SHOWS, Inc.
800 JEFFERSON STREET
QUINCY, ILLINOIS

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

Our Representatives will be at the Illinois, Indiana,
Missouri, Kentucky, Tennessee, Alabama and
Georgia Fair Meetings.

To Fair Secretaries in These States:
DO NOT CONTRACT YOUR MIDWAY AT-
TRCTIONS UNTIL YOU CONTACT US

- 10 Bona Fide Shows
  with Talent
- 14 Major Rides
- 8 Kiddy Rides
- 6 Downey Light Towers
- Light Plants
- Searchlights
- 40 High Type
  Concessions

To Our Friends Old & New

We are looking forward with enthusiasm to
the 1953 season. We have already acquired
3 new Major Rides including a Moon Rocket,
and 3 new Kiddy Rides.

We are now in a position to service you, from
the smallest County Fair to the largest State
Fair in the country. We will give you as many
shows as your event may require.
**Booth sale**

Don't be satisfied with less than the best!

**Sunset AMUSEMENT CO.**

1953 - OUR 24TH ANNUAL TOUR - 1953

OPENING APRIL 30TH, EXCELSIOR SPRINGS, MISSOURI

AN EXPERIENCED ORGANIZATION WITH A REPUTATION FOR DEPENDABILITY

Presenting

16 Up To Date RIDES including:

- Twin Ferris Wheels
- Dodgem
- Caterpillar
- Merry-Go-Round
- Octopus
- Roll-a-Plane
- Spittor
- Kiddie Rides
- Train
- Tilt-a-Whirl
- Glider
- Roto-Whip

ALL SHOWS & CONCESSIONS CONTACT US NOW FOR 1953

SEE US AT THE CONVENTIONS

- CHICAGO
- MILWAUKEE
- DES MOINES
- MINNEAPOLIS
- JEFFERSON CITY
- SPRINGFIELD, ILL.

Permanent Winterquarters: 701 N. Main St., Excelsior Springs, Mo.

Correspondence Address: Until Jan. 20 - P. O. Box 468, Danville, Ill.

After Jan. 20 - P. O. Box 25, Coral Gables, Fla.
JOHNNY T. TINSLEY, Mgr.
Permanent Address: 22-A East Court Street
Greenville, South Carolina
Phone: 5-8071

THE ALWAYS NEW LOOKING

WINTERQUARTERS: Meadowbrook Ball Park
Greenville, South Carolina

FARING—CELEBRATIONS
For a Midway you'll be proud of in 1953, contact us. We have that "Brand New" look always!

SHOWMANSHIP
Now looking Clean Shows and
Legitimate Concessions for 1953.

To Those Who Are Responsible for the Success of an Annual
We will offer your Fair or Celebration a top
Money-Making Attraction. There are a few open dates left.
Contact us immediately for your Show in 1953.

THANKS
To the Fairs and Celebrations that we played in 1952. We were grateful for the opportunity you gave us to show what we could do for you.

Playing the Southeastern States of Georgia, Alabama, North Carolina and South Carolina
JOHNNY T. TINSLEY, Mgr.
The Only Show That Features a 5-TON ELEPHANT FREE ACT

UNITED EXPOSITION SHOWS

ONE OF THE LARGEST MOTORIZED SHOWS IN AMERICA

FAIR SECRETARIES AND COMMITTEES
If your Fair or Event can support this size show, contact our representative at your meeting.

SHOWS AND CONCESSIONS
We are now booking for the 1953 Season.

Must be non-conflicting and worthwhile.

C. A. VERNON
Owner-Manager

WINTERQUARTERS:
Paragould, Ark.

HILL'S GREATER SHOW

FAIRMEN AND COMMITTEES

SHOWMEN AND CONCESSIONAIRES

In Montana, Wyoming, Nebraska, Colorado, New Mexico and Texas. We are now arranging our Route for 1953. Contact us before you contact your Midway Attractions.

HILL'S GREATER SHOW
Permanent Address: P. O. BOX 1106, ARANAS PASS, TEXAS
(Phone 488)
Kansas City, American Royal
Livestock Show
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,000. Coliseum (indoor arena) available for rental for: Rodeos, Ice shows, sports shows, dog shows, rifle show, Small Towns Exhibition.
W. E. PARKER

Kirksville, Northeast Missouri Fair
GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Plant is available for: Horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, shows, driving events, car shows.
CHARLES L. KRUEGER, 304 West Washington St., Kirksville.

Marshfield, Webster County Fair
GRANDSTAND CAPACITY: 2,500.
BEECHER CAPACITY: 2,000. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.
ELLIS G. JACKSON, Marshfield.

Maryville, Nodaway County Fall Fair
BEECHER CAPACITY: 1,200.
GRANDSTAND CAPACITY: 5,400. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.
W. F. PHARES, Jr., Phare Oil Co., Maryville.

Mexia, Audrain County Fair
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,000. Coliseum (indoor arena) available for rental for: Rodeos, circuses, stage shows, circuses, shows, circuses, shows.

Sheehan, Shelby County Fair
GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 1,000. Site of race track, five-eights mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Springfield, Ozark Empire Fair
GRANDSTAND CAPACITY: 5,750.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Trenton, North Central Missouri Fair
GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Montana
Baker, Fallon County Fair
GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Forysth, Rosebud County Fair
GRANDSTAND CAPACITY: 1,200.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Holly W. ROBSCHEL, Forysth.

Lewiston, Central Montana Fair and Rodeo
GRANDSTAND CAPACITY: 1,500.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Jackson, Steven County Fair
GRANDSTAND CAPACITY: 1,200.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

NEBRASKA
Beatrice, Gage County Agricultural Society
GRANDSTAND CAPACITY: 1,500.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Columbus, Platte County Fair GRANDSTAND CAPACITY: 1,500.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Fairbury, Jefferson County Agricultural Fair GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 100. Site of race track, three-quarter-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Franklin, Franklin County Free Fair GRANDSTAND CAPACITY: 1,500.
BEECHER CAPACITY: 500. Site of race track, half-mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Hastings, Brown County Professional Rodeo GRANDSTAND CAPACITY: 4,000.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Kempton, Box Butte Agricultural Fair GRANDSTAND CAPACITY: 4,000.
BEECHER CAPACITY: 1,000. Site of race track, half-mile. Track is equipped for: Night racing. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Montana
Biddle, Wheatland County Fair GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Oroville, Sutter County Fair GRANDSTAND CAPACITY: 1,000.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Del Monte, Lake County Fair GRANDSTAND CAPACITY: 100.
BEECHER CAPACITY: 500. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

Orouela, Polk County Fair GRANDSTAND CAPACITY: 750.
BEECHER CAPACITY: 250. Site of race track, half-mile. Plant is available for: Horse shows, horse shows, car events, show horse shows, Indiana Athletic Association track shows, Indiana Athletic Association fair shows, horse shows, auto racing, auto races, car events, car shows, driving events, car shows.

ALAMO EXPOSITION SHOWS: 2740 E. Houston St. San Antonio, Texas.
GREETINGS FROM THE PRELLS

BRENTWOOD SHOWS, INC.

THE MOST MODERN MIDWAY ATTRACTIONS in the EASTERN U.S.

DRAMATIC CROWD APPEAL FOR FAIRS AND CELEBRATIONS

Our thanks to all who have helped us to GROW & GROW so BIG in so short a time.

November 29, 1952

Weeping Water, Case County
Free Fair
BLEACHER CAPACITY: 1,000.
PLANT IS AVAILABLE FOR: Rodeo, covered show lot, circus show lot.
COLEGIUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dance, stage shows, trade shows.
1953 STILL DATES: Agricultural meetings, meetings, conventions. Shows, circus, civil defense, public and political meetings.
JUL REUSCH, Weeping Water.

NEVADA
Elko, Elko County Fair
GRANDSTAND CAPACITY: 5,000.
SIZE OF RACE TRACK: half-mile. Plant is available for: Rodeo. 1952 STILL DATES: Silver State Fair. BINDA M. OLIN, P. O. Box 468, Elko.

NEW HAMPSHIRE
Conantook, Hopkinton Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races.
1952 STILL DATES: Noholas,ཙhysics and brown eyes; regional shows and sales.
Lonsdale, Lancaster Fair
GRANDSTAND CAPACITY: 1,000.
1952 still dates: Thrill shows, shows, and sales, circus show lot.
DANA M. LEE, No. Main St., Lonsdale.

NEW JERSEY
Bridgeport, Cumberland County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, rodeo, covered show lot, circus show lot.
1953 still dates: Thrill show, rodeo, CUMBERLAND COUNTY FAIR ASSOCIATION, Bridgeport.

NEW YORK
Horn, Alton Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races, rodeo, covered show lot, circus show lot.
1952 still dates: Thrill show, rodeo, MURPHY, Horn, N. Y.

Altamont, Tri-County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Big car races, stock car races, harness race.
1952 still dates: Thrill show, rodeo, CARROLL, Altamont.

Caledonia, Caledonia Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeo, covered show lot, circus show lot.
1952 STILL DATES: Farmers' convention, various stock shows and sales.
VICTOR SCROGER, Caledonia.

Dunkirk, Chautanqua County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeo, covered show lot, circus show lot.
1952 STILL DATES: Dunkirk, Hogkinton Fair.

Hamburg, Erie County Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Track is equipped for dirt racing. Plant is available for: Big car races, stock car races, harness races, thrill shows, rodeo, covered show lot, circus show lot.
1952 still dates: all sports harness racing.
FRANK SLADE, Erie County Hall, Buffalo.

Little Valley, Cattaraugus County Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Plant is available for: All sports, stock car races, harness races, thrill shows.
1952 still dates: all sports.
FRED MEYER, President, Balmbridge, N. Y.

Lowville, Lewis County
Agricultural Society
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Car races, big car races, track shows, thrill shows.
1952 still dates: all sports.
FRED MEYER, President, Balmbridge, N. Y.

Altamont, Tri-County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Big car races, stock car races, harness race.
1952 still dates: Thrill show, rodeo, CARROLL, Altamont.

THE MOST MODERN MIDWAY ATTRACTIONS in the EASTERN U.S.

36 BIG FEATURES
10 MAJOR RIDES
6 KIDDIE RIDES
ANTI-AIRCRAFT SEARCHLIGHTS
6 GIGANTIC LIGHT TOWERS
3 JESTER POWER PLANTS

Ownership - Management by Morris and John Vivona. Fresh new talent and attractions maintained at the highest level of showmanship—exhibited to the best advantage by the newest and most extensive equipment.

36 BIG FEATURES
10 MAJOR RIDES
6 KIDDIE RIDES
ANTI-AIRCRAFT SEARCHLIGHTS
6 GIGANTIC LIGHT TOWERS
3 JESTER POWER PLANTS

OUR THANKS TO ALL WHO HAVE HELPED US TO GROW & GROW SO BIG IN SO SHORT A TIME.
GREETINGS TO ALL OUR FRIENDS IN SHOW BUSINESS
LOOKING FORWARD TO A BIGGER AND BETTER 1953

THE E. J. CASEY SHOWS
WESTERN CANADA'S FINEST CARNIVAL SHOWS
MANAGEMENT—WILLIAM H. SORRELL
AND
"RENDEZVOUS PARK"
MANITOBA'S FUN SPOT

NOW PLANNING OUR 20TH GREAT SEASON

PERMANENT ADDRESS: CASEY BLDG., ST. VITAL, WINNIPEG, MAN., CANADA

E. J. CASEY
OWNER-MANAGER
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of fair track, half-mile. Plant is available for half mile for harness races, circle show lot.

1952 STILL DATES: Carnival, stock car races.

EDWARD MILLER, South Logan, Logan.

MARIETTA, Washington County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of fair track, half-mile. Plant is available for half mile track, harness races, stock car races, thrill shows, rodeo, motorcycle races, circle show lot, carnival show lot, rental car lots. CIRCUS (INDOOR AREA) AVAILABLE FOR RENTAL: For dinner, conventions.

1952 STILL DATES: Stock car race, half-mile. Plant is available for half mile track, harness races, stock car races, thrill shows, rodeo, motorcycle races, circle show lot, rental car lots.

WAPAKONETA, Auglaize County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of fair track, half-mile. Plant is available for half mile track, harness races, circle show lot.

1952 STILL DATES: Wrestling, dancing, circle show lot.

CHAPMAN, Lincoln County Fair

FREE FAIR

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of fair track, half-mile. Plant is available for half mile track, harness races, circle show lot.

1952 STILL DATES: Free fair, stock car races.

HOLDENSVILLE, Hughes County Fair

FREE FAIR

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of fair track, half-mile.
PACK YOUR BAG FOR THE IDEAL VACATION OR TRIP . . .

Enjoy every minute of it at the Beautiful GREENSTREY HOTEL and CABANA CLUB in the Heart of Fabulous Miami Beach.

Max Goodman—Former owner of Goodman Wonder Shows, offers you a cozy, intimate, sensibly priced, yet ultra-modern renovation, overlooking the ocean—situated right amidst all the gayest activity of Miami Beach.

COMPARE THESE ADVANTAGES


Solarium . . . Modern, new appointments in the minutest detail . . . All at sensible rates.

WRITE NOW FOR RESERVATIONS TO

MAX GOODMAN, Owner-Manager
THE GREENSTREY HOTEL
Collins Ave. at 20th St.
Miami Beach, Fla.

Take advantage of this outstanding XMAS GIFT OPPORTUNITY

20% discount PLUS beautiful Greeting Card announcing The Billboard as a gift from you.

Send a Billboard XMAS GIFT subscription to your friends. Let The Billboard keep you together in thought and spirit regardless of distance throughout the year. Fifty-two times a year The Billboard on subscription will remind your friends of your thoughtfulness. Give them the authentic news, valuable ideas and worthwhile information found ONLY in The Billboard—EVERY WEEK, DIRECT TO THEM, ON TIME.

Save time and money! A Billboard Christmas Gift subscription is REALLY appreciated by everyone whose time, talent or money is invested in2 an amusement as a business. And it is easy to buy—simply send us a list of your friends with names and addresses and your Holiday Greeting Card will be sent announcing The Billboard as a gift from you.

IF ALREADY SUBSCRIBER, GIFT SUBSCRIPTION WILL EXTEND PRESENT SUBSCRIPTION.

Regular Rates

One Year $10

XMAS GIFT SPECIAL ONLY $8

Harriman, Roane County Fair GRANDSTAND CAPACITY: 2,000. BEACON CAPACITY: 1,000. Show is available for: Show, car show, track show, illuminated, miniature race, show, illuminated show lot, central show lot, illuminated show lot.

Jackson, West Tennessee District Fair GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Plant is available for: Show, illuminated show, illuminated lot, central show lot, illuminated show lot.

Memphis, Mid-South Fair GRANDSTAND CAPACITY: 2,500. Size of race track, one-mile. Track is equipped for night racing. Plant is available for: Hot rod races, motorcycle races, central show lot, show lot, illuminated show lot.

Trenton, Gibson County Fair GRANDSTAND CAPACITY: 1,500. BEACON CAPACITY: 1,000. Show is available for: Show, illuminated show, illuminated lot, central show lot, illuminated show lot.

WRITE NOW FOR RESERVATIONS TO

MAX GOODMAN, Owner-Manager
THE GREENSTREY HOTEL
Collins Ave. at 20th St.
Miami Beach, Fla.

The Billboard 2160 Patterson St., Cincinnati 22, Ohio

CHRISTMAS GIFT RATE EXPIRES MIDNIGHT, DECEMBER 31

November 29, 1952

The Billboard Cavalcade of Fairs

Page 146

20% Discount on AMERICAN RADIO HISTORY 1.00 BICENTENNIAL 1.00
Yes, I've checked them all

BUSH-LAUBE

can solve our
concession problems

Here's what they have...

They’ve got a unit to fit every occasion. They can offer us the most diversified line of concessions I've ever seen! They’re set up to handle and equip all of our needs and take over our problems.

I’ve checked into their past record and find that they are backed up 100% by recommendations from the leading parks, fairs, race meets, auditoriums and arenas in the country where they have locations for many years.

Yes, we have a “unit to fit every occasion”—large or small

GRAND STANDS  POPCORN  BEER TAVERNS
RESTAURANTS  REFRESHMENTS  CANDY FLOSS
FROZEN CUSTARD  NOVELTIES  GAME CONCESSIONS
PROGRAMS  ICE CREAM  PEANUTS

WE INVITE INQUIRIES FOR REFERENCES ABOUT OUR ABILITY
“Wherever the Crowds Gather” You’ll Find a BUSH-LAUBE CONCESSION

GEORGE BUSH  CHAN LAUBE

BUSH-LAUBE CONCESSIONS  723 Main St.  Municipal Auditorium
Grand 0755  Victor 0369
KANSAS CITY, MISSOURI
Storage SEAT-CAPACITY: 1,000. Baseball, football, other shows.

MINOT
Carman, Carman Fair Grandstand: 4,000. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile. The midget auto show is expected to have an attendance of 20,000. The midget auto show is expected to have an attendance of 20,000.

ONTARIO
Beachburg, North Renfrew Fair BLEACHER CAPACITY: 400. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile.

W. Walker & Victoria Block, P.O. Box 99, Beachburg, North Renfrew Fair, Ontario.

LONDON, Western, Ontario
The London Fair BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile.

Quebec, City, Exposition Province BLEACHER CAPACITY: 2,500. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile.

Prince Albert, Prairie Exhibition Grandstand: 3500. BLEACHER CAPACITY: 1500. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile.

Regina, Provincial Exhibition Grandstand: 1500. BLEACHER CAPACITY: 600. Size of race track, half mile. Plant is available for: Horse races, midwifery, wrestling, harness races, stock car races, thrill shows, rodeo, central show, half mile.
Wheel Out the Stage

of similar size can also be done at his fair.

Entrance to the stage from the dressing rooms or lower level is made by way of steps to each wing. There is a passage from the area underneath the stage to the orchestra pit, a section that folds to the side of the structure when it is stored and not in use. While in use, the pit is supported by leveling jacks.

Extra Facilities

Additional facilities, which this stage affords, are radio broadcast lines and outside, as well as inter-office, telephone lines. These lines, together with water and sewage lines, can be connected within 60 seconds of the time the stage is pulled into place. Disconnecting these service lines requires even less time.

To accomplish his goal, Pettit called upon C. J. Ryland, well-known designer, to design the structure as well as figure out the intricacies of its mobility. Ryland developed a quarter scale model. He directed the construction, which upon completion, cost $80,000.

Many of the problems encountered by Ryland in the design were new. Never before had such a structure been required to be drawn from one pocket—over the edge of a road with an 18-inch slope, made to turn at right angles and be hauled down a road for 700 feet. After the performance the stage had to be returned to its original position in storage. Each move was to be made, too, with 60 to 100 actors riding along. This necessitated a level floor at all times to prevent the racking of the frame or the upsetting of the make-up bottles.

There are 32 pneumatic wheels on dollies that are set that when the front ones are turned in one direction, those on the other end of the stage are pointed in the opposite way. There is also a hydraulic system controlling the expansion of the wheels that maintains the level of the floor and entire stage at all times.

Ryland worked on the assumption that most people realize the two real automobile wheels are provided with a differential, and it was to be of the two wheels to rotate at different speeds on turns. On the stage, the problem is similar, but of greater magnitude as the wheels which support the structure are over 20 feet apart, causing the outer dolies to be at different angles with the axis and varying in degrees as the stage starts at the turning tangent with a radius of over 1,000 feet.

The front and rear dolies then ride their circumference by turning at opposite angles all governed from the control bar or towing tongue located at each end. Ryland worked upon the engineering problem that when a four-point supported structure of this size and over 30 feet high with a varying load passes over warped surfaces, it must have a rigid frame to prevent tiring. The solution was the “grand piano” or three-point suspension. Ryland worked with the use of hydraulic cylinders interconnected so that all strain was removed.

Moving Problem

The problem of moving comes in the “breaking” of the structure. The 6-4 prime mover tractor is used. A 500-gallon water tank is attached to add 4,000 lbs. of tractor weight. After some straining, it can budge the huge building off its seat.

Pettit has used the aluminum covered stage successfully at fairs for the past two years. Performers playing annuals is that they are required to dress in one place and then walk some distance to work. This is not the case here. Performers are probably closer to their work in San Jose than they are in St. Joseph.

This stage not only provides a splendid setting for the regular stage show, but also has been adapted to many other uses, including college rallies programs, presentation of special musical organizations (some with as many as 100 performers), the annual Santa Clara County Fair Diaper Derby, and live radio broadcasts such as the Marin-Dell Amateur Radio Program featuring Dean (Budda) Maddux.

Set Up County Fair

When Pettit took over the operation of the fair, the Santa Claras had been without an event for 32 years. In 1936, he suggested that the San Jose Chamber of Commerce board of directors set up a County Fair Committee and plans for an annual were started. It was not until 1941, when sufficient cash was obtained that a site was selected and purchased. At that time 97 acres of the 50-year-old Miramonte Stock Farm were bought for $55,000. Additional space at the rate of $2,000 per acre was bought to bring the acres to its present 188. The manager's home is 50 acres, which will allow for expansion and additional parking facilities.

Now that one of the main problems of running the fair has been solved—that of getting suitable staging facilities—Pettit can devote his time to increasing the acreage and establishing more facilities and features.
TOP MIDWAY ATTRACTIONS

C. M. (CURLY) SAYRE Presents His

* AVAILABLE FOR A FEW MORE FAIR DATES IN 1953 *

THANKS TO GLENN AND DOUG WAGNER for a splendid season, especially to the Michigan State Fair at Detroit, and to RAY MARSH BRYDON for very successful engagements at the Mid South Fair, Memphis, and the State Fair of Texas, Dallas.

C. M. SAYRE c/o BILLBOARD, 200 ARCADE BLDG., ST. LOUIS, I. M.

Joe Scirottino's

Featuring a Bevy of Beautiful Models

THANKS TO RAY MARSH BRYDON For my fourth and most successful engagement on the same location at the State Fair of Texas, Dallas.

THANKS Also to ALBERT MARTIN and E. D. McCRAE For a very pleasant season on the 20TH CENTURY SHOWS.

Betty Lou Williams

The World's ONLY Four-Legged Girl - ALIVE!

Presented by DICK BEST

FOR OPEN TIME IN 1953, Contact: DICK BEST

PINE SHORES TRADED PINE, SARASOTA, FLORIDA

Also operating America's Plains Giant Side Show:

"The Girl That Made Paris Blush"

Many Thanks to J. C. McCAFFREY

PAUL OLSON

ALFRED KUNZ

For a Great Fair Season With

AMUSEMENT COMPANY OF AMERICA
The RE-BIRTH of a GREAT SHOW...

Truly The Aristocrat

Presenting

L. C. REYNOLDS
Business Manager

S. O. LEE
Co-Owner

H. WELLS
Co-Owner

WORLD of TODAY

MIGHTY MIDWAY
of
FUN AND AMUSEMENT

A MAMMOTH SHOW
BUILT ON
A MAMMOTH SCALE

Offering You a Midway for 1953 Unparalleled
and Unsurpassed in
MASSIVENESS * LIGHT * BEAUTY
SEEING IS BELIEVING

While in Chicago visit our Display Suite of Rooms...
If the best is what you are looking for, come
and be convinced. We look forward to
making new friends and as always,
old friends are welcome.

NEW...

SHOWS
We are now building new wagon fronts. We
can place several shows with or without own
outfits. Must be in keeping with the high
caliber of this New Show. Grind Shows and
Bally Shows. Especially want Motorodome and
capable talent.

RIDES
Can place a few new riding devices that do
not conflict. Must be well lighted and flashed.
Good opening for large Scooter Ride.

CONCESSIONS
Will place Stock Concessions of all kinds. Will
sell some exclusives. Good proposition for well-
flashed Arcade and Frozen Custard.

We Invite You To Inspect Our Winterquarters Where a Gigantic Building Program Is Now in Progress...

WORLD OF TODAY

Winterquarters: Muskogee, Oklahoma
P. O. Box 782
Phone 8430