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State Fair
TULSA, OKLAHOMA
OKLAHOMA'S GREATEST SHOW!

The Tulsa State Fair is the ideal medium to use to meet more than 475,000 people in your southwest market... folks from every type of industry, farmers, businessmen, teachers... the perfect cross-section of those who live, work, play and spend their incomes in the area.

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CLARENCE C. LESTER, Manager
P. O. Box 5175
Tulsa, Oklahoma
FAIRS

Their Significance Today

In the United States:

By EZRA TAFT BENSON
U. S. Secretary of Agriculture

The annual agricultural fair, in a unique sense, is a meeting place for farm and city. As such it is of particular interest this year when we have been considering ways of strengthening ties and increasing understanding between rural and city people.

In response to numerous requests from farm, service, business and industry groups, a national observance of Farm-City Week was proclaimed by President Eisenhower in October of this year. The purpose was to provide a nationwide opportunity for public recognition of the vital role agriculture plays in providing an abundance of food and fiber for our fast-growing population. At the same time, the event focused attention upon the contribution of labor, industry and commerce to the increasing efficiency of agriculture and the continuing development of our total economy.

Any agricultural-industrial fair is a farm-city week on a localized scale. Here the gap is bridged; city and farm people actually meet and have a real opportunity to know each other better.

The city dweller gets a glimpse of farm production more nearly as it appears on the farm. The event takes him several steps beyond the vegetable counter and the rows of packaged steaks or chops in his local supermarket, beyond the quart of pasteurized milk delivered to his doorstep, beyond the racks of cotton or woolen clothing in his local store. A city child stretching across a fence to touch the flopping coat of a sheep experiences a thrill, and a new understanding dawns when his parent explains that this is the material that was used to make his winter snowsuit. The city parent observes the pride of the farm family in the animals they have brought to the fair and senses, or remembers, the labor and devotion that goes into the raising and care of living things.

The farmer, on the other hand, viewed the industrial exhibits, becomes more aware of what the city has to offer him in terms of reduced farm labor and more efficient farm production through mechanization. His wife, interested in increasing the comfort and convenience of farm living, is also pleased to find what the city has to offer her in new appliances and mechanical aids for the home.

The agricultural-industrial fair points up the economic and cultural interdependence of all Americans in our free society. On this common meeting ground, city and country acknowledge a debt to each other for the high standard of living we enjoy. The farmers' increased productivity has made it possible for more and more of us to live and work in the cities. And the mechanical products of city laborers are in large part responsible for the farmers' ever-increasing efficiency and the resultant abundance of agricultural products which are basic to our unprecedented national wealth.

In Canada:

By JAMES G. GARDINER
Canadian Minister of Agriculture

Agricultural fairs are an important feature in Canada's rural industry. Among the oldest institutions in the country, they still, after a century and a half, maintain their popularity and value despite the increasing diversity of activities within the rural community. Indeed, both the number of fairs and the attendance has increased in recent years.

The Department of Agriculture has always taken a great interest in agricultural fairs and provides an annual grant to those meeting specified requirements in agricultural competitions. The Department also maintains an exhibit section and exhibits at some 80 fairs annually.

Agricultural fairs along with Canada's 4-H Clubs (the membership this year is at a record high of 72,794 boys and girls in 4,922 clubs) provide an excellent training medium for the boys and girls who will be the farmers, and often the farmers' wives, of tomorrow.

But it is not only the younger people who gain much from the fairs. They provide a meeting place for farmers where they can see and discuss agricultural matters. The smaller fairs in particular are valuable community efforts and the growing interest shown in them by service clubs and other organizations is an interesting development of recent years.

In the larger cities the agricultural fair is becoming something of an event, looked forward to not only by the farmers and rural people but by those of all occupations. I consider this record an excellent one for it brings the work of the farmer to the attention of the city worker and shows how dependent they are on the efforts of those who provide the foods and many other things which appear in our well-stocked city stores.
CORN AND CONTESTS

D. Moines Features Both for Farmers

CONTESTS and exhibits with potent appeal to farmers are prime factors in enabling the Iowa State Fair at Des Moines to pull more than a half million people—a fifth of the State’s population—each year.

In Iowa where “the corn grows tall,” the State Fair and its exhibits must no less on pointing that out. Pioneer Hybrid Seed Corn, for instance, had a 40 by 80-foot plot of eight-foot corn just outside the varied industries building. Planted in May, given special care through the summer, the corn, pictured on this page, was “as high as an elephant’s eye” when the fair opened.

Wide Contest Field

Contests range a wide field. There’s a Safe-Minded Farm Family Contest, sponsored by the Farm Safety Council. Note the winning couple being congratulated in an accompanying picture. Here’s what the two did to win:Corrected two chimneys which were fire hazards, leveled yard and driveway holes, repaired a hay chute and installed granary ladders.

There’s an Iowa GI Farm Family contest, with the winning six-member family pictured on this page. The contest is sponsored jointly by Radio Stations WHO and WHO-TV, Des Moines, and the American Legion. The competition creates much pre-fair interest and is, of course, climax at the fair.

Radio Station WMT and WMETV, Cedar Rapids, in ’55 staged a highly successful contest—a farm gadget show. It pulled over 50 entries, ranging from an eight-row corn planter to a milk strainer.

Tractor Rodeo Contest

A contest that provides the fair with an action-packed event is its State-wide tractor rodeo contest. Preliminaries were staged at county fairs, with 35 finalists going into the ’55 State Fair, where they matched skill in backing a tractor, with a wagon hitched behind it, thru a maze of posts. The competition was keen, and the winner, shown on this page holding the first-place trophy, had to do some fast and intricate maneuvering to win.

Exhibitors strive for the novel. The Iowa Farm Bureau Federation, as shown in an accompanying picture, installed a voting machine in its exhibits. As not many farmers had seen such a machine, it was given a strong play. A different question was voted upon each day. The questions were good and their results showed up in feature newspaper stories.
The Billboard Cavalcade of Fairs

November 26, 1955

1. **Observation Tower**
   - A gleaming glass and steel observation tower topped by a gigantic clock became a permanent landmark of the Canadian National Exhibition this year. Both elevator and staircases take visitors to the observation platform. Here you can look out over the colorful panorama of the exhibition grounds and across the City of Toronto. Throughout the fourteen days of the Exhibition, the tower was so popular people lined up continuously waiting to go to the top of the new tower.

2. **Avenue of the Provinces**
   - One of the most impressive new features of the 1955 C.N.E. was the majestic "Avenue of the Provinces." On a boulevard some 750 ft. long, situated in the heart of the "Ex", dramatically illuminated arches were erected to honor each Province. In a modern, central pavilion, visitors to the Exhibition had an opportunity to learn about the products, resources, industries, and vacation facilities of each Province.

3. **Canada's Sports Hall of Fame**
   - An important new feature of the C.N.E. is Canada's Sports Hall of Fame, a permanent exhibit established this year by the C.N.E. Here Canada's great athletes of the past and of the present will be honored for their achievements in the field of athletics. Of interest to all sports enthusiasts, the Sports Hall of Fame attracted thousands of visitors from the opening day.

**CANADIAN NATIONAL EXHIBITION**

Aug. 24 – Sept. 8, 1956
Greatest

OF ITS KIND IN THE WORLD

0,000 Visitors in '55

IN FOURTEEN colourful, fun-packed days, the Canadian National Exhibition in Toronto, Canada, entertained almost 3,000,000 visitors from countries all over the world. New records were established with attendance on one day over 300,000. It's the world's largest annual exhibition with 350 acres of beautifully landscaped park and 54 permanent buildings worth over $50,000,000... the world's largest Food Products Exhibit Building, the biggest Agricultural Display Building ever built, the largest outdoor stage in the world, the mile of midway and the spectacular waterfront sports area. The C.N.E. grows greater each year. In 1955, visitors saw the new "Avenue of the Provinces," Canada's Sports Hall of Fame and the dramatic new Observation Tower. Plans are now well advanced for new and greater attractions at the Canadian National Exhibition to make 1956 another record-breaking year.

WILLIAM A. HARRIS, President
HIRAM E. McCALLUM,
Administration Building, Exhibition Park, Toronto 2, Ont., Canada
Brings the World to Texas

The State Fair of Texas launched all-out into the field of international exhibits this year and the venture was marked with exceptional success, both from the standpoint of exhibitors and from that of creating a new attraction for the fair.

The Dallas exposition earlier had pioneered in this field. In 1949 the fair presented the first three foreign government exhibits to be shown at a State fair in America. The 1949 exhibits were sponsored by Belgium, Great Britain and the Philippines.

Since that time the fair has occasionally had one or two foreign exhibits, but nothing approaching the impressive scope of the 1955 International Center.

Nine Nations Exhibit

The nine nations exhibiting in the new International Center was the largest number of foreign exhibits ever to show at any U.S. State fair. The governmental exhibits were those of Great Britain, Japan, India, Egypt, Finland, France, Belgium, Sweden and the Federal Republic of Germany (West Germany).

Actually, there were two other foreign exhibits on the fairgrounds, not connected with those in the International Center. The Japan Trade Center, a non-governmental mercantile organization, had an exhibit in the Woman’s Building, and there was an exhibit for Brazil in the Foods Building.

The International Center was the focal point for international activities at the fair, however. One entire wing of the General Exhibits Building, second largest exhibit hall on the fairgrounds, was completely remodeled for the Center.

Art Objects

Adjacent to the exhibits area, and bringing with the international theme, was a series of handsomely decorated model rooms, furnished with art objects and furnishings collected from many different countries by Dallas Decorator William Parker McFadden on a world-wide shopping tour.

Also in conjunction with the exhibits area was the International Theatre, where travels of the different countries exhibiting were shown.

There was also a small private lounge for the use of the officials connected with the exhibits and their guests. This served as an intimate conference room where exhibitors could discuss things with potential customers.

Exhibit Layout

The layout of the International Center placed the exhibits of the different countries next to one another and drew the entire exhibit area into one closely knit exhibit. The various exhibits were carefully designed not to conflict and so as to net each exhibit off to best advantage. Instead of having the exhibits jumbled together, helter-skelter, a definite attempt was made to orchestrate the design of each so that the overall effect would be impressive and yet make the individual exhibit as effective as possible.

Exhibits of most of the nations featured imported products which can be obtained by retail buyers in America. Several exhibitors, however, put the basic emphasis on novel.

The Belgian exhibit included products which ranged from barbed wire to fine table crystalware. Other items in the Belgian display included decorative brass wall plaques, Angora wool sweaters, nails, screws, steel cable, jute and Belgian coal miners’ lamps adapted for ornamental items.

Items Featured

Glass, ceramics and stoneware were featured by Sweden, along with fireworks, business machines, typewriters, sewing machines. Gunnar Dreyfous, Swedish consul general from Houston, was on hand to open the exhibit.

The British exhibit emphasized travel in the British Isles and also a number of manufactured products available thru local retailers, woollen fabrics, English motorcycles and the like.

Geoffrey Kilburn, commercial

(Continued on page 10)
November 26, 1955  The Billboard Cavalcade of Fairs  9

WE AIN'T A-LION...

We've Got Something To "Roar" About—'Cause We Claim To Be "King of Fairs"!

Visit the

INDIANA STATE FAIR
Indianapolis, Indiana

Located in the rich livestock, agricultural and industrial midwest—the Indiana State Fair has just completed a Million-Dollar expansion program designed to keep the Indiana State Fairgrounds modern, up to date and in step with the latest agricultural and industrial know-how.

FOR RESERVATIONS WRITE:

INDIANA STATE FAIR BOARD
Indianapolis 5, Indiana
Telephone: WALnut 6-2471

1956 Dates—Aug. 29 thru Sept. 7 (Tentative)
Continued from page 8

officers of the British consulate in Houston, said that the purpose of the British exhibit was frankly to establish more export outlets.

While inviting trade inquiries, the Japanese exhibit strongly boosted travel to Japan. Tatsuo Osako, assistant manager of the Japan Travel Information Office, noted that many ex-service men who spent time in Japan came by the exhibit, studied some of the 20 scenic views on display, and commented that they would like to return on a pleasure trip.

Indian Fabrics

Fabrics were emphasized in the India exhibit, with a manikin decked out in a native type "suit" of hand-woven silk, interspersed with gold thread. Decorations carved from water buffalo horns and ivory added an additional exotic note. Jerneja Singh Hundal, commercial assistant to the Indian consul general, was on hand to supervise the exhibit.

Egypt was another country trying to drum up tourist travel. Prominent in the exhibit were photographs of leading hotels in Egypt. The display was marked with an exhibit which towered above the rest of the exhibit. Hanan Shama, director of the Egyptian State Tourist Bureau, was in charge of the exhibit.

The West German exhibit centered around a Mercedes-Benz sports car. German cameras, giftware, cutlery, typewriters, tools, leather goods, toys and sewing machines were also shown, and German beer and wines also had a place in the display.

High-powered rifles made up the central portion of the Finland exhibit, but a great deal of it dealt with lumber and lumbering, one of the leading industries in that country. There were also displays of Finnish newspaper, candles, crystal, copper teakettles and inlaid plywood.

Famous French wines, cooking ware, sculptured busts and a number of industrial products were displayed by France. The exhibit was prepared by the commercial office of the French consulate in New Orleans.

The reaction of exhibitors in the International Center was one of extreme satisfaction with results—both in the way of tourist inquiries and commercial response.

The success of the Center has prompted the sales department of the Dallas Fair to predict that the international exhibit area may be expanded considerably next year. The fair tried very hard to sell two particular countries this year. One came in on a small scale, rather half-heartedly, but the ter- ritor's response to its exhibit proved the advantages to be gained other than immediate financial returns.

As a result of this initial display, the country plans to change its exhibit concept for the future.

The non-participating country had representatives at the fair to question those who did participate and to observe the response. Based on these inquiries, this country has already requested information on the 1958 International Center, with the definite idea of participating.

Foreign Visitors

The Center was also visited by consuls and trade representatives of several countries who did not come in with an exhibit this year. All reportedly were greatly impressed.

Plans are being made by the fair to greatly expand the International Center for next year's fair. Decorations will be completely changed, as will the basic exhibit set-up, in order to make space for more exhibits.

The fair promoted the International Center heavily, with publicity and advertising and promotion. The Center turned out to be completely newsworthy and got healthy boosts in news stories and by appearances on radio and television of the people manning the exhibits. The International Center was opened with an informal reception for the press and representatives of the various nations, held just prior to the ribbon-cutting ceremonies which opened the fair. The reception was attended by Gov. Allan Shivers and most of the fair's directors.
AMERICA'S FOREMOST AMUSEMENT ENTERPRISE

GOODING AMUSEMENT COMPANY

THE NAME INDICATES ITS CHARACTER

Offering

Custom Built Midways
Geared to your own particular needs...
No State Fair too large
No County Fair too small
Fifty-five years old and still growing

IF IT'S NEW WE HAVE IT
The Precision

GOODING AMUSEMENT COMPANY

100 RIDES
including the newest and most thrill-packed rides in the industry, and offering the World's Largest Portable 4-abreast Merry-Go-Round

50 SHOWS
of Merit and Distinction, featuring Dancing Waters, all with glamorous fronts

SHOWMEN

Operating 9 Units Separately or Integrated as Needed

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

LARGEST • BEST • MOST RELIABLE

GOODING AMUSEMENT
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OUR MIDWAYS

the Broadway of Show Business, brilliantly illuminated with searchlights, towers, neon and fluorescent.

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Visit our OFFICE and WINTER QUARTERS

Fifteen minutes from downtown Columbus
You are always welcome.

COMPANY 1300 Norton Ave. - Columbus, Ohio
Phone: AXminster 9-1193
in 1955

we supplied the Midways at more than 100 Fairs and Celebrations in 12 states, including many great State Fairs.

Thanks to Everyone...

To our friends everywhere we extend our sincere thanks for a most successful tour in '55

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 for your everlasting friendship.

FLOYD E. GOODING
President

NOW BOOKING FOR 1956
For your Fair in '56 we offer you a custom-built Midway suited to your own particular needs.

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See us in Chicago and at the State Meetings
SPOTLIGHTING THE BIGGEST EVENT

for thousands of Ohioans and many from surrounding states

Ohio State Fair

Columbus, Ohio

The Million-Dollar Junior Fair Youth Center. Housing for 1,200 youths; cafeteria to accommodate 3,000; auditorium seating 3,000. Completed in 1955.

YEAR AROUND FACILITIES

The Ohio State Fairgrounds and Buildings are open and available for activities throughout the year.

YOUTH CENTER—Available for conventions and workshops.

MACHINERY AND MANUFACTURERS BUILDING—195'-200', with every modern convenience available.

HORTICULTURE AND AGRICULTURE BUILDING—10'-370', ideal for smaller affairs.

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FAIR LIVESTOCK ARENA AND BARNs—For horse shows, pig shows.

GRANDSTAND—Seating Capacity—10,156.

Beecham Cables—2,352. Complete Cafeteria and Dining Room Service if Desired.

You’ll find no finer facilities for exhibiting your products than at the Ohio State Fair. Ohio’s Multifacetedity of Farming makes it a Better Industrial Market. Ohio’s Centrally located and well-attended State Fair enables you to contact the people of Ohio’s prosperous farming and industrial centers effectively and economically.

Contact: S. C. CASHMAN, State Fair Manager

Ohio State Fairgrounds

Columbus 3, Ohio

1956 DATES

Aug. 24 to Aug. 31

Plan now to exhibit at the Ohio State Fair in 1956.

PLAN NOW TO EXHIBIT AT THE OHIO STATE FAIR IN 1956

Ohio's Multifacetedity of Farming makes it a Better Industrial Market.

Ohio's Centrally located and well-attended State Fair enables you to contact the people of Ohio's prosperous farming and industrial centers effectively and economically.

Let Us Know Your Needs,

Fair Exhibitors

You'll find no finer facilities for exhibiting your products than at the Ohio State Fair. You'll find no group of people more interested in what you have to sell than at the Ohio State Fair. Ohio's Multifacetedity of Farming makes it a Better Industrial Market.

Ohio's Centrally located and well-attended State Fair enables you to contact the people of Ohio's prosperous farming and industrial centers effectively and economically.

Contact: S. C. CASHMAN, State Fair Manager

Ohio State Fairgrounds

Columbus 3, Ohio

1956 DATES

Aug. 24 to Aug. 31

Plan now to exhibit at the Ohio State Fair in 1956.
Gold Town in East

DANBURY (Conn.) Fair patrons got an extra helping of imaginative showmanship this year. Manager John Leahy added Gold Town, a sparkling re-creation of an Old West town at the time of the '49 gold rush, to the spacious grounds. Some Davy Crockett is mixed in the free exhibit-show, along with a large helping of pica humor supplied by Leahy and his assistant, Irving Jarvis.

A profitable concession line was raised to make room for the extensive and costly display. A real train of the era, plus authentic antique furnishings, were hunted after Leahy's research trip last winter to the West Coast. Separate buildings were constructed to house the saloon and dance hall, general store, blacksmith shop, barbershop, Wells Fargo Express office and the jail. Blackhoses, with guns mounted on swivels on the ramparts for youngsters to aim, and a giant statue of Davy Crockett are located at the entrance. Behind the jail, which contains a whole bevy of manikins had men, is the cemetery. Weathered "tombstones" humorously recount the end of the ill-advised rustlers and bank robbers.

Appeal to Adults, Children

All of the units, including the train, are wide open to patrons who can roam and examine at will. Except for the availability of sheriff's badges and make-believe and the dispensing of "Kickapoo Juice" as well as other beverages good for make-believe and the like in the saloon, there are no sales or demonstrations.

With Gold Town, Leahy has once again hit on a feature that seems to hold equal appeal for adults and children. The thousands of adults who roamed the area for an hour or more did so with obvious enjoyment. Moppets had just as much fun, or perhaps even more, since they were the ones who manned the ziles, sounded the train and rang the engine bell. Hundreds found the setting a natural for picture taking.

Parade thru Grounds

Leahy's other exhibits—Main Street, New England and the Barnyard, hold the same appeal for adults and youngsters after several years. His daily parade within the grounds is another permanent feature that seems to hold equal favor with all age groups.

Gold Town was too expensive an undertaking to rate as a trial balloon. If it hadn't found favor with the public it could have been a costly mistake. But it proved to be tremendously popular, probably in just the way that the estate Leahy figured it would. Before the run was over he was plotting embellishments to add to the area next year.
Over three-quarters of a million* of the nation's "buyingest" people ... folks with far above average purchasing power ... attend California's great State Fair every year.

Join the nation's top advertisers who exhibit year after year.

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California's
1956 STATE FAIR and EXPOSITION
AUGUST 30 thru SEPTEMBER 9
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MORRIS CHALFEN SAYS:

MAKE IT A

HOLIDAY

A SPARKLING EXTRAVAGANZA

THAT PULLS AND HOLDS THE CROWDS

We can play your Fair outdoor or indoor. This is the greatest spectacle on the road today—all in one giant package. HOLIDAY ON ICE carries its own complete ice-making equipment. Let's get acquainted at the Convention. Make plans now for your 1956 dates.

A sure-fire hit attraction for grandstands, auditoriums and arenas, amphitheaters, stadiums and race tracks. Check the results—Salt Lake City; Springfield, Ill.; Lincoln, Neb.; Topeka, Kan.; Lubbock, Texas, and many others. It's the greatest Fair buy of the season.

Icer Gives Topeka Fair Strong Finish

Grandstand, Track Seat Sellouts Are Seen for Closing Three Nights

TOPEKA, Kan., Sept. 17—The

175th Annual Kansas State Fair has a running counter to its usual form, with a powerful finish dedicated, as contrasted with the

usual weak wind-up.

Reason for the virtually invincible attendance hold is the presentation for the first time—"Holiday on Ice," which closed Friday with a record-breaking Friday night audience.

Early Select

The grandstand was a sellout long before the performance and about 4,000 additional seats were requested for the race track. Last year's attendance was 89,000, but the figure was reported to be about 78,000. The two nights of the fair were attended by the usual large audience, and the theater was well sold out.

The ice shows were closed Friday with three shows, and the Sunday night show featured the 1954 Grandstand performance of the big Saturday show. A number of the shows were moved to the new theater, which opened Sunday with a $133,000 gross.

'Holiday' Tabs

$133,000 Gross

At Utah Fair

Icer Take Offsets

3,000 Gate Dip

Caused by Weather

LUBBOCK, Tex., Oct. 1—The

Panhandle South Plains Fair, which closed Sunday, grossed $133,000 in performance at the 172,000-seat stadium, which closed Sunday for an average of $9,000 a year for a like number of shows. The new auditorium was not available for the run, as the fair was forced to close on the 26th. The roof was removed and the wet snow fell on the roof, causing the show to be canceled.

'Holiday' on Ice' Gets

80G at Lincoln, Neb.

Outgrew 1954 Revue By $45,000;

Outside Gates Up; Midway Biz Climbs

LINCOLN, Neb., Sept. 10—"Holiday on Ice" opened Friday night to the biggest night turnout in the fair's history.

Early Select

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ON ICE
AT YOUR FAIR

TOTIN' ICE AROUND THE WORLD!

with
HOLIDAY ON ICE OF 1956 (U.S.A.)
ICE VOGUES OF 1956 (U.S.A.)
HOLIDAY ON ICE, INTERNATIONAL (EUROPE)
HOLIDAY ON ICE IN GREAT BRITAIN
and
HOLIDAY ON ICE IN THE FAR EAST

October 13, 1955

"The show was fast, clean and a marvelous spectacle and under expert direction and management."
Stratton G. Jones, General Manager
Illinois State Fair
Springfield, Ill.

October 17, 1955

"...I am almost unbelievable that each year the show is able to top the previous year's performance in talent, costuming and quality. Our only regret is that we had to turn so many away due to complete sell-outs."

October 27, 1955

"...I have been sworn to marvelling statements from those who saw the show here in Topeka...I want to express my congratulations to you for the staging of a most distinctive and attractive outdoor production."

October 28, 1955

"...we wish to express our thanks and appreciation for the show put on by 'Holiday on Ice'...I want personally thank you for the fine show and trust that the 1956 production will be even better."

October 30, 1955

"...all and features were seen by the people and 'Holiday on Ice' surpassed them all...It is really true. Everybody who has seen your show is gaga."
A. B. Duric, Manager
Peachland South Plains Fair Assoc.
Lubbock, Texas

November 10, 1955

"...This colorful, spectacular show was exceptionally well received by the public. In the seven performances presented by 'Holiday on Ice', more than 30,000 people viewed this wonderful show."
Edwin Schultz, Secretary
Nebraska State Fair
Lincoln, Neb.

FAIRS

UTAH STATE FAIR, Salt Lake City (new record)
CANADIAN NATIONAL EXHIBITION, Toronto
CALGARY STAMPEDE, Calgary, Alta.
EDMONTON EXHIBITION, Edmonton, Alta.
TULSA STATE FAIR, Tulsa, Okla. (new record)
ILLINOIS STATE FAIR, Springfield
LOS ANGELES COUNTY FAIR, Pomona
WISCONSIN STATE FAIR, Milwaukee
CENTRAL FLORIDA EXPOSITION, Orlando
HEART OF ILLINOIS FAIR, Peoria
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.
MASSACHUSETTS STATE FAIR, Boston
WEST VIRGINIA STATE FAIR, Lewisburg
TRI-STATE FAIR, Amarillo, Texas (new record)
KANSAS STATE FAIR, Hutchinson
PANHANDLE FAIR, Lubbock, Texas
NEBRASKA STATE FAIR, Lincoln
KANSAS FREE FAIR, Topeka

EXTRA!

NOW AVAILABLE

THE AMAZING
Continental Attraction
MIRACLE FOUNTAINS
A Thrilling and Colorful Spectacle

October 10, 1955

FOR INFORMATION CONTACT
HOLIDAY ON ICE SHOWS, INC.
A. B. Grant
1642 Royal Ave.
Cleveland, Ohio

John Finley
1773 Broadway
New York, N. Y.

October 13, 1955

HOLIDAY ON ICE SHOWS, INC.
Cleveland, Ohio

MINNEAPOLIS, MINN.
323 Plymouth Blvd.
Minneapolis 1-8505

CORAL GABLES, FLA.
1500 Douglas Rd.
Coral Gables 1-8509

LONDON W1, ENGLAND
17 Stratton St.
London W1, 8-7418

PARIS, FRANCE
Cloridge Hotel
Paris 10, 8500

MORRIS CHALFEN, President

October 17, 1955

October 27, 1955

October 28, 1955

October 30, 1955

November 10, 1955

Copyrighted material
The new Youth Activities and Livestock Exhibitions Building at the Louisiana State Fair, Shreveport, is one of the most unusual fairgrounds buildings in the nation.

Designed to serve a dual function, the $1,500,000 building has a clear spanned livestock arena with 9,000 permanent seats and dormitory facilities which will accommodate up to 500 youngsters overnight.

It is believed to be the only major building in the country that combines a huge arena with dormitory facilities. Usually, dormitories are provided in a separate building. And, usually, space under the seats is used either for food concessions or for commercial exhibit space.

The pressing need for both an arena and dormitories at the growing Louisiana fair caused a merging of both in the building. The dormitories, four of them, are centrally located and have facilities for heating.

Over-all size of the building is 420 feet long, 300 feet wide and 100 feet high, giving the structure the distinction of being one of the largest buildings in Louisiana. The arena area is 240 feet by 120 feet.

Started in 1947, it was not roofed until this year, as funds needed for completion had been lacking after the first phase of construction had been finished. Even at this year’s fair the building was only partially used as all work on it had not been completed.

Contractors suspended work during the fair so that the arena could be used on some days for the judging of livestock. Finishing touches are to be made during the next few months.

Most of the money for the building was provided by the Louisiana Legislature with the balance contributed by the fair.

Much use is foreseen for the building in the period when the fair is not in operation. Joe Monsour, fair secretary, said tentative plans call for it to be used for such attractions as ice shows, sport events, basketball principally, and touring attractions. A portable floor would have to be used for basketball games, and ice shows would have to provide portable rinks.

Two-in-One Bldg.

T HE new Youth Activities and Livestock Exhibitions Building at the Louisiana State Fair, Shreveport, is one of the most unusual fairgrounds buildings in the nation.

Designed to serve a dual function, the $1,500,000 building has a clear spanned livestock arena with 9,000 permanent seats and dormitory facilities which will accommodate up to 500 youngsters overnight.

It is believed to be the only major building in the country that combines a huge arena with dormitory facilities. Usually, dormitories are provided in a separate building. And, usually, space under the seats is used either for food concessions or for commercial exhibit space.

The pressing need for both an arena and dormitories at the growing Louisiana fair caused a merging of both in the building. The dormitories, four of them, are centrally located and have facilities for heating.

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KEEPING PACE WITH THE "BOOMING" SOUTH

NOW GREATER THAN EVER!

ALABAMA State Fair

R. H. McIntosh, General Manager  

BIRMINGHAM

October 1-6, 1956
The New York State Fair, Syracuse, this year pulled a switch. Out to bolster its attraction program, it offered one of its major lures—Phil Spitalny and His All-Girl Orchestra—free, twice daily, to all comers every day of its run.

The innovation paid off handsomely. Attendance hit a new all-time high. The fair, moreover, reaped a harvest of good from it.

After totaling up the results, fair execs said they were more than pleased. Higher attendance, attributed in part to the Spitalny concerts; improved public relations; and longer stays on the grounds by many patrons more than warranted the expense, they maintained.

The fair turned to the free show because its facilities are such that they limit the number of major attractions that can be presented during the fair. Livestock judging in the Coliseum cuts into the time that the building is available for shows. And the grandstand is small, unroofed and remotely situated.

A dollar gate price, higher by far than charged by most State fairs, entered into the decision to present the Spitalny orchestra. The setting for the concerts—a new bandshell erected in Empire Court, a broad tree-dotted green expanse immediately inside the main entrance—added to the appeal.

People in large numbers sat, squatted and stood, some with children on their shoulders, at all of the concerts. Park-type benches made the area particularly inviting to the oldsters.

Another free attraction—er what proved such—was the demonstration of chickens frying, staged thus the use of what was billed as the world’s largest frying pan. Measuring 15 feet in diameter, the pan—and the frying, with pitchforks used as forks—was presented near the poultry building as a build-up for the State’s poultry industry.
THE WORD FOR

DUQUOIN
State Fair

DU QUOIN, ILLINOIS

YOU'LL MEET
A FOUR-STATE
MARKET
WITH OVER
3 MILLION
PEOPLE!

AMERICA'S FINEST FAIR and
EXHIBITION FACILITIES . . .

Reaching into a four-state area of Missouri, Illinois, Indiana
and Kentucky, here is the best attended fair in Southern Illinois.
A modern grandstand, outstanding exhibit facilities, plus a
reputation for presenting the best, make this a "must" in your
sales program. . . . Plan to include an exhibit at the DuQuoin
State Fair in your 1956 budget. You'll meet your very best
prospects here.

1956 DATES
AUG. 26 thru Labor Day
SEPT. 3

For details on exhibit space or use of permanent facilities for
year-round events, contact
E. J. HAYES or D. M. HAYES
Co-Managers

Du Quoin, Illinois
Kiddie Farm Pulls

The most important single factor in bringing many visitors to the fair is the farm exhibits, especially the animals, and the most important people on the grounds are the youngsters, in the view of Donald L. Swanson, Michigan State Fair manager.

Thus, in '55 he took the logical step of making it easy for the little folks—those up to 16 years of age—to see the animals without getting tired and cross. He introduced a kiddie farm which offered a full range of livestock to a limited number of each kind of animal.

Easy to See
He offered this farm in an area that embraced other free features for the small fry, attractions such as a tie-powy hitch. This special area, 120 by 170 feet, was fenced with standard farm wire fencing. Spotted close to the Woodward Avenue side of the grounds, it was easily visible from that heavily traveled thoroughfare.

The kiddie farm met with tremendous success. Visitors thronged to it, both day and night, to view the animals from outside the fencing. Visibility was easy, accustomed as the animals were close to the fence and because fairgoers themselves were not penned inside the enclosure.

Put Cost at $16,000
The farm was set up thru the cooperation of the Chevrolet Motor Company and 4-H clubs. Chevrolet put about $12,000 into building the exhibit, the fair spent an additional $4,000 in landscaping and in later during the fair period, and 4-H clubs supplied most of the livestock.

Buildings were constructed by Chevrolet's Chart and Display Department, and they were constructed to true five-eighths scale. Structures included: a story-and-a-half farmhouse, barn, silo, corn crib and windmill.

The center portion of the area where the buildings were spotted was elevated about four feet on a newly built terrace, with slopes and contour resembling typical farm conditions. A pond with ducks and geese was spotted in one section.

Family Groupings:
Animals were grouped in 24 pens constructed along the fences, with the animals clustered in family type groups, such as a sow and litter. A few of the pens were roofed, but in these instances the sides were open.

The animal groups, besides a sow and litter, included three ewes and a lamb, four rabbits and litter, three Shetland ponies with foal, three black lambs, a Muscovy duck and brood, and four hens and their broods.

Two farm boys from 4-H clubs were selected to be on duty at all times. These youths, about 17 or 18 years old, were in charge of feeding the animals and keeping the farm clean, and the assignment was divided between a number of boys. And they were paid for their work by the fair.

Lone Commercial Touch
Signs indicated the Chevrolet-fair sponsorship, but the only direct commercial touch for Chevrolet was skillfully tied in with the setting in the form of a red sign on the farm, such as the red sign commonly seen on barn roofs.

Good lighting, installed especially, helped give the feature strong crowds at nights. The buildings themselves were lighted and the exhibits were easily visible at night at all of the buildings were designed with stress on open sides.

Even impression dealers whose exhibits were situated in a nearby area were delighted with the throngs pulled by the farm as they benefited from the unprecedented heavy traffic.

Boons to Attendance
Swanson pointed out that the idea for a kiddie farm at the fair was not new, but he was more than pleased with the reception given it. In his eyes it was the major factor in boosting the fair's attendance.

Explaining his objective in giving youngsters an insight into farm animal life without boring them with long, tiring trips thru the exhibit barn, Swanson said; "It was my premise that this is a kids' day and age. The population is practically made up of kids. If you can get the kids to the fair, the parents will have to bring them—parents are our paying customers.

Increases Publicity
"It is hard for parents to walk two, three or four children thru the big agricultural buildings and at the same time having children keep their interest in what they see. But if you can get all the farm animals into one area and you can walk around it in a relatively short space of time, parents and kiddies alike are delighted."

Citing benefits from the fair management's standpoint, Swanson said; "I think it gave the fair more publicity than it would have otherwise received."

"It, moreover, took away some of the stigma from the old idea that the fair was completely commercialized. People went out of the grounds with the happy feeling that the Michigan State Fair is an agricultural fair."
an eye to more earnings in '56

Illinois STATE FAIR

The farmers, teachers, workers, businessmen and office workers who annually make this fair a "must" all are in the mood for new ideas, products or services.

In this rich and prosperous area with annual per capita incomes far above the U. S. average, if you want a real low-cost-per-person contacted, you'll say "yes" to an exhibit here in 1956.

ENTERTAINMENT

In our efforts to assure the greatest number of people in attendance, we try to use the very best attractions available ... therefore, we invite you to contact us if you believe your act is amongst the best and the unusual.

CONCESSIONAIRES

Here on the grounds of this outstanding fair you will find every location to be satisfactory because the men who designed this layout know every phase of fair and outdoor show business. Certainly there are always some "better" locations. May we suggest you contact us early for one of these latter spots.

PROMOTERS-EXHIBITION MANAGERS

Beautiful, large seating capacity buildings available for year-round use for trade shows, sport shows, etc. For complete details and available dates, contact us now.

SPRINGFIELD

Come and see for yourself the impact this fair has in educational, agricultural, industrial and scientific achievements ... and then enjoy yourself, too, just like the rest.

1956 DATES

AUG. 10-19

19 of the best selling days in Illinois

STILLMAN J. STANARD

WILLIAM G. STRATTON

Governor

Address All Inquiries to

STROTHER G. JONES

General Manager

ILLINOIS STATE FAIR, Springfield, Illinois
A TOUCH of beauty such as is seldom seen on fairgrounds proved to be a major highlight of the 1955 Louisiana State Fair, Shreveport. Called the Natural Gas Building, it housed four gleaming gas kitchens in a setting of air-conditioned splendor and attracted some 200,000 visitors.

The United Gas Corporation, which has headquarters in Shreveport and operates a system that delivers natural gas to more than 500 cities and towns in the area, leased an antiquated structure on the fairgrounds and completely rehabilitated it. The old red brick exterior gave way to modern corrugated steel, never reached out to extend the roof line and a graceful marquee shaded an entirely new entrance.

Paved sidewalks now curve around a massive bed of yellow and white Chrysanthemums, and a wrought-iron fence bounds beautifully landscaped and molded grounds to the sides and rear of the building.

Interior Styling

The reformation of the interior was even more striking. A circular terrazzo concourse was used to enclose a raised lounge, and a smartly modern kitchen—complete to the last detail—was located in each corner of the square building.

Four fine-toned Servol gas air-conditioning units were displayed behind glass panels. Laundry rooms were shown as charming centers of interest, with matching washers and gas dryers, gas water heaters and utility cabinets.

John Hannon, nationally known New York designer, whose work has been featured in the nation's best home-making magazines, designed the kitchens and selected appointments for the interior of the building. Special island and peninsular cabinets, folding doors and other features were built by Theodore Engbert, New York.

Kitchen Decor

One of the kitchens was done in "Blueberry," a color originated by House and Garden, accented beautifully by sand beige Formica top counters. Red, pink and pumpkins were combined in startling beauty in another of the kitchens, with pink and gray marbled floor. Orange, sky blue and nasturtium were blended in one of the kitchens, while black, white and copper dominated another.

All appliances were connected and operated, with hot water in the tanks, ranges and built-in ovens and burners with live pilots, Servol gas refrigerators busily making ice circles, and gas clothes dryers needing only a flip of the switch.

Being a permanent exhibit of the beauty and convenience that can be obtained with modern gas appliances, the building will be used on a regular schedule throughout the year. Architects and builders showed particular interest in its major features and came from more than 100 miles away to visit the building.

Architects on the amazing renovation projects were Neld-Sendal Associates, builder was the W. Murray Werner Company, and landscaping was by the Lambert Landscape Company, all of Shreveport.
Promotion, publicity and good will over the years have built the Minnesota State Fair to a position among the top fairs in the country; Showcase of Minnesota’s Agricultural, Industrial and Educational Achievements.

PLAN YOUR EXHIBIT NOW

1955 ATTENDANCE: 1,007,101

HENRY W. SWENSON . D. K. BALDWIN
President Secretary

1956 DATES—AUGUST 25 THRU SEPTEMBER 3
TEN THRILL-PACKED DAYS

As an exhibitor you will meet a cross section of Minnesota’s and America’s most progressive farmers. They came to learn “What’s New” in farming methods and equipment. With them come their wives and families eager to learn and able to buy the appliances and home furnishings that make Minnesota farm homes equal to the modern homes in cities.

Modern, comfortable exhibit buildings capable of accommodating every type of exhibit. Powerful entertainment attractions each day of the fair draw customers to your exhibits. Concessionaires dispensing all types of food and merchandise have returned year after year to serve this free-spending crowd.

Copyrighted material
Indiana Ups 'Em!

The nation's "buildingest" fair—the Indiana State Fair at Indianapolis—bolstered its reputation as such in '35 with the erection of two more buildings, a $450,000 Farmers' Building containing a 1,000-capacity auditorium, a 400-seat cafeteria, a 1,100-square-foot display area and a $350,000 addition to its sheep barn.

Erection of the building increased to more than 30 the number of major buildings and additions constructed over the past 25 years in a program which has made the Hoosier plant one of the best equipped in the country.

The Farmers' Building, as its name implies, is for use by farm organizations. The cafeteria in it is one of several built on the grounds within the last few years in line with the fair's policy of upgrading restaurant facilities.

The sheep barn addition includes a dormitory for exhibitors, with separate units for boys, men and women, a wool room, an office for the director and his staff, pens for 7,000 sheep, and a basement area where overflow entries can be housed.

(Below are architects' conceptions of the Sheep Barn addition and of the Farmers' Building, together with a floor plan of that building and a view of its cafeteria.)

25-YEAR CONSTRUCTION RECORD

1935—Farmers' Building.
1953—Service Building.
1954—Cattle Barn Addition.
1955—Conservation Building.
1956—State Teachers' College Exhibit.
1922—Saddle Barn.
1923—Draft Horse Barn.
1936—Saddle Barn.
1937—Poultry Building.
1938—Univ. Bldg.
1939—College Pavilion.
1940—Women's Building.
1947—Radio Center & Paddock.
1948—4-H Electric Building.
1949—Coliseum.
1950—Conservation Building.
1951—Grandstand.
1952—Cattle Barn Addition.
1953—Hotel.
1955—Exhibit Hall.
1954—State Teachers' College Exhibit.
introducing

THE KENTUCKY FAIR AND EXPOSITION CENTER

Situated only ten minutes from downtown Louisville, this tremendous plant provides exposition and public affairs facilities second to none in the world. At the intersection of major throughways in this large and colorful metropolitan gateway to the south, a 375 acre plot has been developed to accommodate every need and desire of exhibitors, performers, conventioners; and... the paying customer. Centered in a vast beautifully landscaped paved area which provides hard-surface parking for 12,000 vehicles and sod space for 15,000 more, plus traffic lanes to allow the efficient flow of such tremendous vehicular traffic, the huge Coliseum provides seating for from 15,000 to 21,000 persons. Flexible facilities of the building make it possible to stage virtually any type of activity hitherto provided for under roof anywhere in the world.

Flanking the Coliseum are two exposition halls and other display space providing a total of 799,000 square feet of space in which every foreseeable need of exhibitors has been efficiently and permanently provided for. All utility services are available right at booth locations and transportation facilities are complete, including a railroad spur leading to the Center itself.

A giant stadium, adjacent to the Coliseum, provides seating and full facilities for outdoor performances and sports events of all kinds.

You are welcome to The Kentucky Center which adds a new dimension to the charm, color, and drama of Kentucky Hospitality and Kentucky progress.

For Complete Information, Leasing or Use; Write:
DIRECTOR FAIR and EXPOSITION CENTER
LOUISVILLE, KENTUCKY

www.americanradiohistory.com
INDUSTRY’S MEANING

TO A FAIR

By R. H. McIntosh
General Manager, Alabama State Fair

IT’S NOT "the same old thing" anymore, thanks to forward-looking business associations which have heaped the spectacular on top of the spectacular to give the fair manager something really new to talk about.

For years we have all thought that our fairs provided the greatest single medium for selling in existence. In addition we knew from experience that the razzle-dazzle of the midway atmosphere would draw crowds.

It was inevitable that we two—business and the fair—should get together and that is exactly what has happened.

Throughout the nation the prize cattle are competing with Pullman Standards as crowd drawers, General Motors is competing with the carnival barker for the attention of the crowds pouring into the gates of our great county and State fairs.

On the local level the story is the same. The local manufacturer, bookbinder, textile mill, utility companies and even the neighborhood neighborhood (Continued en page 142)

FAIR’S MEANING:

TO INDUSTRY

By John P. Newsome
President, Associated Industries of Alabama

THERE’S a new pitchman on the fair midway and, although he’s no sleight-of-hand artist, the more than 85,000,000 who attend the nation’s State and county fairs each year are pouring inside to see what he has to offer.

The new pitchman is selling industry in a way it never was sold before.

More and more manufacturers and businessmen are discovering a new advertising and public relations medium in the old institution of State and county fairs.

A new sales front has been opened—a sales front of millions of people, in a friendly holiday mood who are willing and actually glad to “stop, look and listen”—and all this comes at a comparatively small cost.

We here in Alabama have found surprising results in our efforts (Continued en page 142)
Every year more and more Empire State residents are finding it worth their while to visit and shop at this 267-Acre Showcase for Industrial and Agricultural Products and Services.

... and every year, exhibitors are finding a bigger, better market for their products when they exhibit here...

YOU CAN, TOO!

ATTENDANCE
1951—397,000
1952—417,000
1953—423,000
1954—430,000
1955—462,462

New York State's Annual Agricultural & Industrial Exposition

Exhibit Space Reservations: WILLIAM F. BAKER, Director

NEW YORK STATE FAIR SYRACUSE, N. Y.
Daily Youth Parade Sells!

How can youth organizations best sell their programs to the general public at a fair?

In Ohio the answer is thru a daily parade of floats that point up what the individual organizations do.

Ever since 1926 the Ohio State Fair at Columbus has featured such a parade. Initially, it was introduced to mark the fair’s observance of the 25th anniversary of the founding of the 4-H clubs.

Participation since the beginning has been limited only to such organizations which also have a year round program of youth activities. Because of this it has been necessary to deny participation to small, temporary organizations.

As a result, each year there are usually 13 floats—12 representing as many recognized organizations, with the other float representing the State of Ohio. The State, incidentally, picks up the tab for the floats.

The State’s float carries the slogan “The Character of a Nation is the Character of Its Youth.” The theme of the floats tends closely to that slogan, with variations decided upon at a meeting of representatives of the youth organizations and the fair held well in advance of the fair’s opening.

A Columbus float designer, Gordon Keith, helps design and make them. He usually presents a preliminary drawing carrying out the idea suggested, and this design must be approved by the organization before it is executed.

A special commentary for the parade has been written each year since its inception by Chet Long, news commentator of Radio Station WBNS and WBNS-TV, Columbus. Excepting this year, when he was in Europe during the fair, Long also delivered the commentary.

Commentary-Selling Force

Use of a well-written commentary and a good voice to deliver it is credited with adding greatly to the selling force and interest in the first parade.

On Youth Day, the fair’s opener, the Youth Parade is the main feature of the entire grandstand program. It also plays a major part in the grandstand show on the fair’s one Sunday, Armed Forces Day. On the other five afternoons it is staged between races in the harness horse program.

Besides the floats, picked bands representing high schools, 4-H Clubs and Future Farmers Chapters march in the parade.
CHECK THESE SALES FACTS!

MORE THAN ONE MILLION PEOPLE TRADE IN THE GREAT NASHVILLE AREA . . .

RETAIL SALES TOTAL MORE THAN $900,000,000 . . .

LOCATED IN THE HEART OF THE INDUSTRIAL AND EDUCATIONAL CENTER OF TENNESSEE . . .

YOU GET 6 DAYS OF EFFECTIVE MARKET COVERAGE WITH A SALES EXHIBIT HERE . . .

DEDICATED TO AGRICULTURE AND INDUSTRIAL PROGRESS . . . AND THE PEOPLE OF A GREAT STATE

TENNESSEE STATE FAIR
NASHVILLE

See and meet your constantly growing agricultural and industrial Tennessee market in person. Increase your sales here with a result-producing exhibit with your biggest 6-day sales opportunity in Tennessee.

THE 6-DAY TENNESSEE STATE FAIR IS YOUR BIGGEST SALES OPPORTUNITY IN THIS OUTSTANDING MARKET.

1956 DATES
SEPTEMBER
16-22

Meet your customers in person . . .
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, Tennessee
NEWNESS KEYNOTE

$350,000 Coliseum
Added at York, Pa.

SAMUEL S. LEWIS, president and general manager of the York (Pa.) Interstate Fair, has been giving the customers something new, and big enough to cope with, annually for a long time. This year it was a sparkling $350,000 Coliseum, completed just in time to house exhibits at the fair. For the past couple of years it has been the gradual development, and completion last year, of the fair’s unique, all-weather grandstand stage, comparable in every way to the best of indoor theater facilities.

Less spectacular, but apparently just as important in their own right, are the massive commemorative gates with which Lewis has surrounded the plant, and the couple of acres of out-door facilities that lack only the polished marble found in Radio City Music Hall’s famed lobby.

Pillarless Coliseum

The arena is a pillarless 381-foot Coliseum and exhibition hall, applauded by designers for its beauty of design and functional aspects. Clear space measures 250 by 120 feet. The building is equipped with all utilities. It can be used for ice skating and hockey, conventions, banquets, basketball and boxing. At an auditorium it will accommodate about 5,000 persons. For sports about 3,000 can be seated.

Construction of the building enhanced a previously quiet zone in the fair plant and helped to create approximately 2,000 additional feet of valuable outdoor space. The eastern side walls are equipped with utility outlets and this will build even greater revenue for the fair. Commercial exhibitors paid $10,000 and grabbed up all of the space in the new building even tho the selling time was short.

3-Dimensional Scenery

Three-dimensional permanent scenery was added to the outdoor stage to complete that unit this year. Excellent viewing and sound is brought to all of the 11,000 grandstand seats. It is interesting to note that the gross this year again topped the $93,000 mark for the grandstand show which features a different name personality each night.

For the fair will stockpile the scenery in spacious dressing storage quarters under the stage. The sets will be refashioned and refurnished each year.

The stage sets, unique in outdoor show business, besides adding depth make it possible to get away from the limitations of the usual flat scenery and create more interesting talent and lighting displays. The stage measures 112 by 65 feet with a 73-foot proscenium.

Thought and Planning

It is apparent in any of the major and minor projects constructed during the Lewis regime that considerable thought and planning precede any ground breaking. These are no revisions during the construction stage, and the completion of the project is just exactly what the officials had in mind.

Plant facilities and showmanship are immediately apparent to all York Fair visitors. It isn’t only the big landmark projects that interest Lewis, however. Arts and crafts and livestock are given their share of attention and planning. The presentation of each is planned as carefully as the program for the night show.
NOW COAST TO COAST

Harry A. Illions

PRESENTS

3 GREAT AMUSEMENT CENTERS

Beautiful CELORON PARK
ON LAKE CHAUTAUQUA
JAMESTOWN, N. Y.

NEW LIBERTY PARK
UNION ROAD AT WILLIAMSON ST., BUFFALO

The Gigantic WORLD'S FAIR MIDWAY

LOS ANGELES COUNTY FAIR
POMONA, CALIF.

All Address HARRY A. ILLIONS
Los Angeles County Fairgrounds
Pomona, California
Erecting Steeples

"Okay, step right in. Good food, ready to eat."
The man at the mike looks and talks like a professional.
Take a second look; he's probably a minister or a priest.

And, if he's not at a mike, the cleric probably can be found on
the inside, helping dish out food.

It's no gimmick; it is just his church's concession at the Minne-
seta State Fair.

The 1935 fair had 38 church concessions, varying from a 13-
font square stand to a 600-seat dining hall:

Harry J. Frost, the fair's concession superintendent, said
churches have half the meal-seating capacity of 15,000 on the
grounds and probably feed half the fairgoers.

The church concessions are manned by volunteers, men and
women, the pastor, his wife and grown children. No job is too
difficult, too menial for a member to undertake at his church's
concessions.

Practically every denomination is represented.

Largest church dining hall is operated by St. John's Catholic
Church of Little Canada, which has a 600-seat restaurant in the food
show building. Some 75 persons work each daily shift—756 parishion-
ers during the fair's 10-day run on a complete turnover of personnel.

Hamline Methodist Church, St. Paul, has one of the oldest con-
cessions of any kind at the fair. Its dining hall has been in operation
more than 50 years. Proceeds helped build a dining hall in the
church's own parish building for congregational and rental purposes.
Hamline hired a full-time kitchen manager who directs the church
dining hall during the year and the concession during fair week.

Years ago most of the food was cooked in home kitchens by church
members. That's all but impractical now, with some of the larger
places selling several thousand meals and as many pieces of pie
each day.

"Profits must be good," Frost observed, "because old churches keep
coming back and new churches apply each year."

A number of new steeples, Frost said, are pointed skyward in the
Twin Cities, thanks to the funds raised by churches thru their conces-
sions at the fair.
UP LIKE A ROCKET!

OKLAHOMA
STATE
FAIR
OKLAHOMA CITY

The World's Most Modern Fairgrounds

YOU CAN TAKE ADVANTAGE OF THIS ULTRA-MODERN ATTRACTION BY PLANNING TO EXHIBIT HERE IN 1956, IN ONE OF THE MANY NEW BUILDINGS. HERE IS AN OPPORTUNITY TO BOLSTER YOUR SALES POWER BEFORE 750,000 PERSONS IN A PROSPEROUS AREA. A SQUARE MILE OF MODERN DESIGNS AND BEAUTY IS MAKING THIS ANNUAL OKLAHOMA EVENT THE MOST LOOKED FORWARD TO CELEBRATION OF THE YEAR.

NEW FACILITIES: Already Constructed ...
- 10,000 seat capacity steel and concrete grandstand with seating capacity for 5,000 more.
- 4-H and FFA Youth Center—5,000 dormitory and cafeteria capacity.
- Agriculture building—60x372 ft.
- Women's building—16,500 square feet.
- Clear-span appliance building—120x240 ft.

To Be Constructed Immediately:
- Transportation building—140x630 ft.
- Science building—140x640 ft.
- Indoor area—15,000 capacity.
- Theater—2,000 capacity.
- Kiddie Land.
- Bowl-type baseball stadium—8,000 capacity.

For Complete Details Contact
C. G. BAKER
Secretary-Manager
OKLAHOMA STATE FAIR and EXPOSITION
Tenth and May, P. O. Box 3898
Oklahoma City, Okla.

1956 DATES
SEPTEMBER
22-29
8 Days
1956 FAIR DATES
September 27 to October 6

RACING
South's Finest 1-Mile Dirt Track

AMUSEMENT PARK
May 5-Sept. 15
Ice and Roller Rinks—Bowling

ATTENDANCE
335,000
(Pinkerton Figures)

OFFICIALS ON WHEELS
New Judges' Stand Turns During Races

It was a judge's complaint that sparked the creation of the "Race-O-Lator," the first new invention for harness horse racing since the introduction of the starting gate early in the 1940s.

The device, which has a revolving stand on which timers and announcers sit and watch a race from start to finish, was donated to the Indiana State Fair board just prior to the 1955 fair.

The donor was Bill Long, who also was its builder and designer. He is from Indianapolis and is president of the Central States Aeronautical Board. During the fair he was at the controls and in a few days became a trained operator.

Truman Rembusch, an Indiana State Fair board member, conceived the idea for the "Race-O-Lator" after hearing complaints about the ineffectiveness and inefficiency of the old judges' stand which was merely a painters' platform.

Bob Morris, chief judge of the 1954 races, registred the biggest complaint. Morris said judges had to crawl and lean over one another to follow the progress of a race around the track.

With this complaint in mind, Rembusch went to Orville Miller, the fair's harness horse race director, and asked what would be needed to make a judges' stand functional and efficient. Out of this huddle Rembusch came up with the idea for the "Race-O-Lator," which took shape soon after under the careful supervision of Long.

Built of tubular steel, the stand is 12 feet in diameter and is 18 feet tall, counting the red and white striped canopy. It rotates on a 12-foot platform. Inside the "cockpit" are stools of various heights for the secretaries of the course, stools for three judges who sit 10 inches higher, and for the three judges who sit in front of the "Race-O-Lator."

The stand, which costs about $10,000, has a direct telephone line to the paddock and a hook-up for the announcer.
A Rich Nut You Can Crack!

HUNDREDS OF THOUSANDS OF TOP BUYING PROSPECTS ATTENDED THE 1955 PACIFIC NATIONAL EXHIBITION

Vancouver, B.C., Canada

Industrial expansion in British Columbia has been going on for several years, adding constantly to the buying power of the people in this area. Right along with this growth has been the growth of this annual event. In addition, visitors from all over the world make it their business to stop in Vancouver... Canada's largest seaport, and air gateway to the Pacific.

Now you can find out how sales will be increased when you exhibit to these hundreds of thousands of Canadians at the Pacific National Exhibition.

1956 DATES
AUGUST 22 - SEPTEMBER 3

PLAN TODAY FOR AN EXHIBIT HERE IN 1956

Send for proof of the selling power of an exhibit here. It costs you nothing to find out about a concentrated selling program in 1956.

For Complete Market Data and Exhibit Space Details

contact
Pacific National Exhibition
AUG. 22 - SEPT. 3 '56
V. BEN WILLIAMS, Gen. Mgr. J. S. C. MOFFITT, President
YOU GET
THE WHOLE
INTER-MOUNTAIN
MARKET AREA
MELON
with an exhibit
at

UTAH State FAIR
and INDUSTRIAL EXPOSITION
Salt Lake City, Utah

Representing Annual Buying Power of
$1,441,159,000 in Retail Sales
$742,993,000 in Wholesale Sales
Where your message is delivered most effectively and
economically. Our complete, up-to-date facilities and
accommodations, our modern permanent buildings, our
continuous progress in developing have placed the Utah
State Fairgrounds among the best in the country.
Definite plans... soon to be completed... will make
our 1956 event the BIGGEST ever held. Write today for
information on our 1956 Fair.

FEATURING
- Centennial Year—Utah State
  Fair established 1856
- Holiday on Ice of 1957
- Championship Wrestling
- Outstanding Home Arts
  Display
- 4-H and FFA Programs
- Brilliant, exciting Midway
- Farm Bureau Talent Find Contest
- Music Contest
- Thrill Shows
- Complete change of Grandstand Shows
- Horse Racing
- Top-notch Livestock, Pigeons,
  Poultry and Rabbit Exhibits
  with premiums
- Miscellaneous exhibits featuring
  Hobbies, Ceramics, Agriculture,
  Horticulture and Floriculture
- Fine Arts Exhibition
- Photo Show
- Safety Show
- The West’s outstanding Horse
  Show under the direction of
  the Salt Lake Horse Show
  Assn., and sponsored by the
  Utah State Fair Assn.
- Utah and Mountain Empire at
  Work Exhibits
- “Miss Utah State Fair”
  Contest
- The West’s Greatest Mineral
  Display
- Military Show

HITS THE ROAD—

Trailerama Carries
Story Thruout State

IN THE early hours of the morning of August 15, 1955, a string of six
trailers swung onto the highway from the New York State fair-
grounds at Syracuse. This marked the beginning of a novel approach
to stimulate interest in the New York State Fair.

Trailerama, as the promotion was called, consisted of six new
mobile houses, each of which was an exhibit or feature of the fair. As
the load vehicle headed into city after city toward the State, there
followed an Indian Village, Dairyland, a section of the Baseball Hall of
Fame, a glimpse of Early America and performers dressed in colorful
costumes.

Posters with life-sized caricatures of all the stars scheduled to ap-
pear at the fair covered the sides of each trailer. Equipment included
a PA system, used en route and at all stops.

Advance publicity was channeled to every city. Everywhere the
Trailerama halted, large crowds gathered to view exhibits and watch
the special program presented by Trailerama personnel. Visitors were
met by a Davy Crockett, an Indian chief and members of his tribe, a
talking robot, Flora the cow, Peter Rabbit and Chicken Little.

Primary attraction at stops was given to the mayors of the cities
as Trailerama’s good-will ambassadors, the 1954 State Fair Queen,
extended these invitations to attend the fair on mayor’s day.

Press, radio and television were generous in their reception of
the promotion. In addition to State-wide coverage in advance, leading
newspapers continued to carry stories of the tour, and Trailerama’s
personnel were guests on many radio and television programs.

The Trailerama idea was conceived by Russ & Cuno, Inc., Syracuse
organization which handles the publicity for the fair and was executed
there co-operation with a local trailer dealer.
November 26, 1955

The Billboard Cavalcade of Fairs

ONE OF THE TOP
10 FAIRS IN THE
UNITED STATES

Missouri State Fair

Over a half million people visited the 1955 Missouri State Fair, and an even larger attendance is anticipated in 1956. It's up to you to cash in on this terrific market. Whatever your show or concession — the Missouri State Fair offers you a remarkable opportunity to exhibit.

AUGUST 18 to 26, 1956

Nine full days of excitement, thrills, and fun for over a half million people. Fair crowds are festive crowds, exhilarated crowds, and buying crowds! They’re looking for new entertainment, new items, new souvenirs to take home . . . to show friends and relatives. This is your opportunity to place your show or concession before a half million prosperous people who are enjoying the gay, holiday atmosphere of the Missouri State Fair.

Permanent Facilities:
Grandstand — capacity 8,500 . . . Bleachers — capacity 4,500 . . . Indoor Arena — capacity 4,500 . . . Two race tracks—a one mile and a half-mile dirt track are available for car races, harness races, horse shows, rodeos, etc . . .
Total area—276 acres . . . Permanent exhibit buildings.

Showmen — Concessionaires
Plan now to attend the Missouri Fair meetings Jan. 11-13, 1956 at the Governor Hotel, Jefferson City, Missouri.

W. H. Ritzenthaler, COMMISSIONER OF AGRICULTURE
SECRETARY

Missouri State Fair
POST OFFICE BOX 111 — SEDALIA, MISSOURI
FOR A WELL BALANCED SHOW...
AMERICA'S FAMILY MIDWAY

JAMES E. STRATES

The Ride Midway of the Nation

TO ALL OUR MIDWAY USERS

We want to take this opportunity to express our appreciation to the fair men—and to the many, many people who contributed and co-operated so wonderfully in making 1955 another outstanding year. Our sincerest thanks and best wishes to all of you.

Sincerely,

James E. Strates

NOW GOING INTO OUR 33rd ANNUAL TOUR

ALLEN TRAVERS
General Agent

L. HARVEY CANN
Manager

NICK BOZINIS
Treasurer

J. F. McDEVITT
Secretary

HARRY I. TONG
Vice-Prez.—Gen. Counsel

WM. M. STILLMAN
Assistant

F. PERCY MORENCY
Office Manager

JAMES THOMPSON
Special Agent

EDDIE McTEAGUE
Aet. Manager

NELSON THOMAS
Mgr., Advance Billing

STARR DE BELLE
Press Agent

JAMES E. STRATES SHOWS, Inc.
NOW BOOKING FOR 1956
WORTHWHILE ATTRACTIONS
TOP NAMES AND FEATURES

If you have New Ideas
in Midway Attractions
get in touch with us.

We can offer you a top deal
for good ideas.

Thanks.... To all our personnel
for your splendid and wonderful co-operation
during 1955. You helped make this our truly
greatest year with success after success every
place we played.

JAMES E. STRATES
President-General Manager
BROKEN RECORDS

Broaden '56 HORIZONS

In 1955, the Kansas Free Fair celebrated its Diamond Jubilee. Previous records toppled as a half-million people assembled to participate in the agricultural, livestock, and industrial exposition. For 1956, as in each year of the past, the Free Fair will expand its field of operations...its scope of service. Operating entirely without state tax dollars, the Free Fair of Kansas is free to operate on a sound business basis. Be a part of the 1956 Kansas Free Fair!

Kansas Own

FREE FAIR

"The State's Greatest Outdoor Event"

SEPT.

8-16

TOPEKA

Fashion Shows

FREE daily fashion shows are a swanky lure for the ladies at the State Fair of Texas, and one more boost by the fair for an important Texas industry.

Fashion is big business in Texas, where several hundred manufacturers are busy turning out high-style clothing. This serves as a basis for the fair's "Texas Fashion Round-Up," inaugurated in 1953 as an attraction best calculated to appeal to women fairgoers.

The fashion shows are put on with the cooperation of Dallas Fashion Arts, Inc., a non-profit organization of women connected with the fashion industry in Texas.

Planning Ahead

Planning for the fashion shows started several months before the fair, with Texas manufacturers invited to enter their designs in the Fashion Round-Up competition. Winning entries are awarded a blue ribbon by the fair and are plugged as "blue ribbon fashions" by the manufacturers who have them on sale in retail outlets simultaneously with their presentation at the fair.

Nationally known judges are brought in to select the garments to be modeled at the fair. This year the entries were judged by Mrs. Virginia Pope, former fashion editor of The New York Times; Mrs. C. R. (Nancy) Holmes, of San Antonio, former fashion editor for Look Magazine; and Morris Lichtenstein, president of a Corpus Christi department store.

Adding support to the project are prominent women from throughout Texas who agree to serve as "patrons" for the Fashion Round-Up, with the wife of Texas Governor leading the list.

Apparel Categories

There are categories of competition for apparel for men, women and children as well as accessories. Everything from bow gowns to dude ranch attire is shown.

When the shows were begun in 1953, they were presented in the Theatre Building which houses the Margo Jones Theater-in-the-Round during the off-fair season. When the fair built a new six-conditioned Women's Building in 1954, the shows were moved to its auditorium. The auditorium is flanked by seats for the fashion show audience on one side of the stage and by a restaurant on the other. A drape between the auditorium proper and the restaurant can be pulled aside when fashion shows are in progress.

37 Shows

Thirty-seven shows were presented during the 1955 fair, with top Dallas models parading the entries. Each day, some person tying in with the special events program of the fair was presented as an "honoree of the day." For example, the recipient of the fair's "Woman of the Year" award, Mrs. Owen Culp, Hobby, was presented as the honoree on the day of the award. This adds interest to the shows and provides a peg for daily publicity during the fair as well.

Over 100 items were modeled in the 1955 shows, which were presented at 2 and 4 p.m., with a 7 p.m. show added on Saturdays and Sundays. The shows invariably play to standing-room-only crowds, even on the lighter attendance days.

Giving the manufacturers, who participate, some merchandising help and providing an additional outlet for fair publicity, over 62,500 blue ribbon tags were distributed to the winning entrants so that they could tag the garments on sale in retail stores.
HOW TO WIN FRIENDS AND INFLUENCE PEOPLE...
(300,000 OF 'EM) IN THE HUGE NEBRASKA MARKET!

NEBRASKA State Fair
LINCOLN

1956 DATES
SEPT. 1-7 Inclusive
DEPENDABILITY MEANS REPEAT CONTRACTS!

Lincoln Gross
Upped 20% by
Wm. T. Collins

LINCOLN, Neb., Sept. 10—A line-up of 21 rides and 12 games enabled the William T. Collins Company to eclipse its 54 gross by 20 per cent. The Nebraska State Fair by 30 per cent. The seven-day fair ended Friday night with an accordant score, closely higher than last year, showing the fact that the show is a business venture of the same strength coming to the Collin show over last year.

The show's clear deposit money reached $3,400,874, 874, & the Collin show is the second to have less showed top money among the shows.

Thanks to Everybody:
Fair Secretaries, Celebration Committees and our Personnel for making 1955 another wonderful and profitable season.

For The Finest...

the WI

COLL

PLAYING THE TOP FAIRS IN THE COUNTRY!

OUR 1955 ROUTE INCLUDED THE FOLLOWING:

- STUTSMAN COUNTY FAIR, Jamestown, N. D.
- CAVALIER COUNTY FAIR, Langdon, N. D.
- PEMBINA COUNTY FAIR, Minot, N. D.
- NORTH DAKOTA STATE FAIR, Minot, N. D.
- INTER-STATE FAIR, L& Crosse, Wis.
- ALL-IOWA FAIR, Cedar Rapids, Iowa
- SIOUX EMPIRE FAIR, Sioux Falls, S. D.
- NEBRASKA STATE FAIR, Lincoln, Nebr.
- CLAY COUNTY FAIR, Spencer, Iowa
- TULSA STATE FAIR, Tulsa, Okla.

Winter Quarters and Permanent Address: 801 E. 78th Street, Minneapolis, Minnesota
You Can Depend On

LLIAM T. INS SHOWS

play these outstanding events. It will pay you to investigate and find out why.

WILLIAM T. COLLINS

AMERICA'S LARGEST MOTORIZED SHOW

A MIDWAY PACKED WITH CROWD APPEAL

FEATURING

★ 24 Modern Rides
★ 6 New Up-to-Date Kiddie Rides
★ 12 Wagon Type Shows
★ 8 Neon Light Towers
★ 55 Modern Trucks and Semis used to transport this Show

WM. T. COLLINS, Owner-Mgr.
MRS. WM. T. COLLINS, Treas.
The State Fair of Texas did it again! Broke its own attendance record as the nation's largest annual exposition in 1955. Largest single day's attendance tallied 323,224 on Saturday, October 15; and on Sunday, October 16, its gates were opened to the nation as NBC-TV telecast live from State Fair Park in Dallas for the spectacular, "Wide, Wide World."

That's a lot of people, but they had a lot to see.

Top stars of the entertainment world performing on stage, on ice, in the air . . . in the Cotton Bowl, Grandstand, Bandstand, Auditorium, Ice Arena.

The air was filled with music and the grounds were filled with sights!

New cars, new clothes, new products and ways of doing things. The Pan-American Livestock Exposition attracted visitors from deep in South America. Exhibitors in the International Center came from around the world. And Texans saw the rest of the world at the photographic "Family of Man."

What a show! It was magnificent! Grand! Stupendous!

Even a Texan couldn't describe it! Even a Texan couldn't see it all! And the audience was incredible!

STATE FAIR OF TEXAS • DALLAS

OCTOBER 6-21, 1956
GREATEST...
of the great

America's largest agricultural and livestock fair... in the heart of the nation's richest farm empire... Most famous for years, among all the great state fairs... With an attendance running well over a half million...

The Iowa State Fair offers you the ideal place to exhibit your products, meet your best prospects. Plan now to exhibit!

IOWA STATE FAIR
H. L. PIKE, President
DES MOINES
L. B. CUNNINGHAM, Secretary
1956 DATES AUG. 24—SEPT. 2

Salute
to the GREAT
STATE FAIR
of TEXAS
DALLAS

We Are Proud
We Pledge
Our Thanks

JOE MURPHY
MARGARET PUGH
JACK LINDSEY
TEXAS STATE FAIRGROUNDS
Dallas, Texas

to share in the growth and progress of this event... America's greatest State Fair. Whatever we have done towards helping achieve this success has been a privilege on our part.
to carry on the traditions of this event and to continue to supply only the best in rides and concessions for the wonderful people of Texas.
to all the directors and officials of the State Fair of Texas for their co-operation... and to all our friends and associates who have aided us in our services to everybody.
The Glorious Tradition! The Sterling Performance is Still There...

The Amusement Corporation of OLSHO

World's Fair

Executive Offices: 203 N. Wabash Ave. Chicago, Illinois

Paul Olson
General Manager

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

Bringing to America's Most Outstanding Fairs...
rmance! The Spectacular Pageantry!

Just the name is NEW!

AMERICA Proudly Presents for 1956 the

CONOWS

ATEST MIDWAY

* ON RAILS. OF COURSE!

THE UTMOST IN OUTDOOR ENTERTAINMENT!

- NORTHERN WISCONSIN DISTRICT FAIR
- ILLINOIS STATE FAIR
- IOWA STATE FAIR
- KENTUCKY STATE FAIR
- CHATTANOOGA-HAMILTON COUNTY INTERSTATE FAIR
- SOUTH MISSISSIPPI FAIR
- ALABAMA STATE FAIR
- SOUTH ALABAMA FAIR
- SOUTH TEXAS STATE FAIR
- ANDERSON FREE FAIR...
YOUR GATEWAY TO MORE SUCCESSFUL SALES IN THE KANSAS FAIR MARKET...

KANSAS STATE FAIR
HUTCHINSON

The Official State Fair of Kansas

In just six days you can cover the important Kansas Farm Market with your sales exhibit. Your SALES will grow like flowers in the sun when you plant "sales seeds" at the Kansas State Fair.

1956 DATES
SEPT.
15-20

For exhibit and concession space details
KANSAS STATE FAIR Hutchinson, Kansas
Everett Erhart, President
Virgil C. Miller, Secretary
Helen F. Willman, Exhibit and Concession Space Manager

Pitches Dairy Products

Minnesota State Fair Is Big Outlet
For Milk, Malteds, Ice Cream, Cheese

MINNESOTA'S mammoth dairy industry played a top role at the 1955 Minnesota State Fair.

With good reason, too, because Minnesota produces in excess of 4,000,000 tons of milk yearly, has more than 1,600,000 milk cows on 129,000 farms, ranks first among all States in butter production, third in cheese-making and third in the number of cows and farm value of milk produced.

Revitalizes Dairy Building

Most of the industry's activity centered around the Dairy Building, landmark for decades on the fair's famed Machinery Hill. The building was revitalized in the past two years, thanks to a national campaign to increase dairy product consumption by the American Dairy Association.

The "talking train" was one of the building's main features. It is a facade of a steam engine which seemingly talks to kiddies. Built in '54, it was held over for the '55 fair.

Wraps Butter on the Spot

Then, there were the large dairy bars serving cheese sandwiches, ice cream and malted milks; commercial displays of dairy equipment; prize-winning cheese and butter, and Lulu's Lakes butter wrapping assembly line turning out 18,000 pounds daily.

This year the Minnesota Dairy Industry Committee set up a booth near the bus terminal gates to sell "all the milk you can drink for a dime." During the fair 8,700 gallons of milk—about 314 tons—were sold. Peak record was 1,210 gallons. And, the booth, according to its operators, made a profit.
TELL AND SELL...

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

Western Canada
Association of Exhibitions

5 Important Fairs!

CLASS "A" CIRCUIT OF FAIRS OF WESTERN CANADA
cordially invite fair men, show men, concessionaires, attractions people to their annual meeting

EXHIBITORS
You can cover your best prospects in Western Canada with this vast five-in-one program, covering 1,050,000 Canadians. No other media can offer such vast coverage in this otherwise hard-to-reach area.

FOR COMPLETE DETAILS WRITE TO
THE PROVINCIAL EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1956
July 2-6

CALGARY EXHIBITION AND STAMPED
CALGARY, ALBERTA
1956
July 9-14

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA
1956
July 16-21

SASKATOON INDUSTRIAL EXHIBITION
SASKATOON, SASKATCHEWAN
1956
July 23-28

THE REGINA EXHIBITION
REGINA, SASKATCHEWAN
1956
July 30-Aug. 4

Annual Meeting
Jan. 23-24-25, 1956
Royal Alexandra Hotel
Winnipeg, Manitoba
Dignified Attractions
Outstanding Promotions
Finest Equipment
Brilliantly Lighted

SIEBRAND

CIRCUS

Points with Pride...

An Accomplishment Achieved Only by SIEBRAND
Experience is a valuable asset in any field of endeavor . . .

YEARS

to their 40th consecutive year of leadership under the same management . . .

Permanent Winter Quarters:
2300-2314 East Van Buren.
Phoenix, Arizona
**Falmouth, Ky., Fair**

Truly One of Kentucky’s Leading County Fairs

**featuring**

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**NELSON BREEZE RIDES and CONCESSIONS**

on the Midway

(No Grift—No Gypsies)

Mr. and Mrs. Nelson Breeze with Beauty Contestants. WInner Carol Wyatt, who will compete for Miss Country Fair title at Kentucky State Meeting in Louisville, January, 1956.

Neily Bise shows Janie Cammack and Jimmy Wills of Cincinnati, Winner of Pony Fancy Turnout, a feature of the Horse Show.

John Murphy, Radio News Editor of Station WCKY, Cincinnati, presents Shelves with clock representing proceeds from Charity Race for benefit of Crippled Children’s Hospital, Lexington, Ky.

Newly elected Governor of Kentucky A. B. (Happy) Chandler singing “My Old Kentucky Home” at Falmouth Fair.

**NOW BOOKING FOR 1956, 77th ANNUAL FAIR**

AUGUST 15 THRU 19

**ATTENTION:** We are interested in booking Attractions catering to the entire family.

Contact

NELSON BREEZE, Pres. and Gen. Mgr. SARAH M. BREEZE, Sec’y and Treas.

BOX 10, FALMOUTH, KENTUCKY

---

**Nostalgic Touch**

In South Carolina, where there are thousands hide-bound to tradition, a fair exhibit has appeared which has caused considerable comment from old-timers and youngsters alike. The Country Store at the Piedmont Interstate Fair, Spartanburg, has stimulated a nostalgic wave among the citizens.

Conceived by Tom Moore, Craig, fair secretary-treasurer, and built with assistance of T. A. (Red) Hyder, the exhibit was offered for the second time this year and was threshed through the week of the fair. Virtually everything in the store is authentic and transplanted from an abandoned store in the town of Moore. The store was originally owned by a John Fielder and passed successively to Mr. Herman, Mr. Krim and the Walden family. It was last operated in 1917 and remained shuttered and untouched until last year. From time to time the building was used for storage of grain.

As presented in the connection between two exhibit buildings, the store has all the appearances of its original days. The only distracting feature is the modern walls against which the old items are shown.

**Booze-Maker Shown**

A prime item is an old still with directions for making hooch and a sign warning that “This is not a do-it-yourself project.”

The store includes ox yoke, coffee grinder, cracker barrel, post-office corner, wash boards, demijohns, cornet, medicinal root and the inevitable pot-bellied stove. Humorous signs displayed all around the exhibit include the following notices:

- “Men and women are expected to refrain from expectorating upon the floor. Ladies and gentlemen do not need to be thus contained.”
- “No checker games started after 9 p.m.”
- “Tobacco is not for ladies’haled coffee.”
- “Remedies for any aches and pains by bottle of keg pills and liquid.”

Many of the descriptive signs were lettered for the exhibit, but display items are mostly the real thing, down to the musket on top the cracker in the barrel. A replica of the store front was constructed as an entrance, and old-time well, complete to gourd, is among the store features.

**Recalled Old Store**

The idea for such an exhibit came to Craig two years ago when he was attending the Chicago conventions. While taking in the Flower Show there, he noticed a small store display, and recalled, while traveling home, that the old J. H. Walden store existed on the property of his friends, the Waldens. A search of the premises revealed a veritable trove of memory-stirring items, beneath heavy layers of dust. On shelves were old medicinal herbs, catnip for tea, yellow root, strung dried beans, flypaper, washboards, male feed, spool thread stand, peanut puncher, ledgers, old almanacs—enough authentic material to fill a museum.

Instead of filling a museum, however, Craig and Hyder created their own. They included, as an added colorful feature, a guide who explains the historical store contents, presides over the general store, tells stories of legend, plays checkers with customers and even strings the banjos.
Millwaukee

There's no hunting necessary when you exhibit at the Midwest's most powerful sales showcase . . .

Hundreds of thousands of people from all over the midwest come to see what they want to buy for their homes . . . their industry . . . their farms . . . their businesses.

Here is your chance to display your new product or service for agriculture, industry, home or farm . . . and to make personal contacts that will make your company name a familiar one with mid-American families . . .

FOR COMPLETE EXHIBIT DETAILS CONTACT
Willard M. Masterson, Manager, State Fair Park, Milwaukee 14, Wis.
FAIRMEN

Our 1956 route is being formed now. We would like to discuss your midway with you. We will be at the Chicago Convention and at your State Meetings. You are invited to visit us in Chicago or contact us at our permanent address below.

MODERN EQUIPMENT

To please the most discriminating patron
- 24 Modern Major and Kiddie Rides
- 14 Outstanding, Entertaining Shows
- 50 Quality Merchandise Concessions
- Caterpillar Diesel Plants
- Fluorescent Lighting
- Searchlights
- Light Towers
- Panel Franks

SHOWMEN

What do you have that can be offered to the patrons of the outstanding fairs we play? Is it new? Is it novel? Is it attention-getting? Is it thrilling? Contact us at once for the route of a lifetime.

A 35-CAR RAILROAD SHOW
MIRACLE MIDWAY
Streamlined and geared to the times

SETTING THE OUTDOOR AMUSEMENT PACE OF AMERICA...

Your assurance of a highly successful midway is the many repeat annuals played by 20th Century Shows every year. Progressive Showmanship ideas combined with experience will give your event the "20 Century" appeal that keeps your patrons pleased and entertained.

THANKS TO THE FOLLOWING FAIRS AND THEIR EXECUTIVES FOR HAVING MADE 1955 ANOTHER GREAT AND SUCCESSFUL SEASON FOR 20th CENTURY:

Hutchinson, Minn.
Cando, N. Dakota
Rugby, N. Dakota
Rolla, N. Dakota
Fessenden, N. Dakota
Grand Forks, N. Dakota
Black Duck, Minn.
St. Charles, Minn.
Mason City, Iowa
Owatonna, Minn.
Albert Lea, Minn.
Marshall, Minn.
Marshfield, Wisc.
Fort Smith, Ark.
Muskogee, Okla.
Waco, Texas

Our Deepest Gratitude
To the Committees at our Still Dates and to our Loyal Employees for your cooperation and help.

Permanent Address: 3308 Broadway,
San Antonio, Texas.
Phone: TAylor 2-0553
A FAIR that serves the interests of the more than two million people who live in the great Ark-La-Tex area surrounding Shreveport.

A Fair that this year set an all-time attendance mark of 563,039, topping by more than 100,000 last year's figure—and with a paid gate!

If you are planning to introduce a new product or service, or want to improve sales on an established item or service . . . plan an exhibit at the LOUISIANA STATE FAIR as part of your promotion campaign.

1956 DATES
OCT. 20-28

For Complete Details on Exhibits, Etc., Write to
J. T. MONSOUR
Secretary-Manager
P. O. Box 1100
Shreveport, Louisiana

ALABAMA'S $3,000,000 STATE COLISEUM, HOME OF THE
SOUTH ALABAMA FAIR
THIRD ANNUAL FAIR NEXT FALL
ATTENDANCE 1954—APPROXIMATELY 100,000
ATTENDANCE 1955—APPROXIMATELY 125,000
• COMMERCIAL EXHIBITS • FARM IMPLEMENTS • INDEPENDENT CONCESSIONS
One of the South's Most Promising Fairs
For Space Write
SOUTH ALABAMA FAIR, P. O. BOX 1626, MONTGOMERY, ALA.
Sam Snyder's
WATER FOLLIES of 1956
World's Largest Water and Stage Production

Set up for Action! Huge crowd of many thousands thrill to the FABULOUS WATER FOLLIES

Water Follies is the pioneer of this type of entertainment! Others have tried to copy but have never duplicated the speed, glamour and quality of our production... and with all this... WE ARE THE MOST REASONABLE PRICED SHOW IN AMERICA.

Highlights of the Water Follies!
- World Champion Divers!
- 12 Water Scenes!
- Water and Stage Ballet!
- 8 Stage Numbers!
- Funny Diving Clowns!
- A Complete 2½-Hour Musical!
- Top Caliber Stage Acts!
- Revue in Water and on Stage!

Stage Choreography by Buster Keim

For information contact
Sam Snyder
General Manager
WATER FOLLIES
120 Boylston Street, Boston 16, Mass.
Telephones
HAncock 6-2245 (Evenings) LOnwood 6-7914

One of the Enchanting Water Ballets
Ask the people who played this big attraction in the past
KING PULLS BIG

Pee Wee King
Show, of course!

WILL BOOK SEVERAL MORE FAIR DATES FOR 1956

For bookings contact
WM. H. KING
300 W. Main
Louisville, Ky.
Phone: Jackson 5535

"We will see you at the Convention"

THE PEE WEE KING SHOW...
adding more laurels and triumphs to an outstanding record...

See "THE PEE WEE KING SHOW" ON TV

Listen to Pee Wee King's latest RCA Victor Recordings

Exclusively

New England On Parade

SIX STATES SHOW

Floats Highlight Leading Products

A DAILY parade within the grounds was successfully inaugurated this year by the Eastern States Exposition, Springfield, Mass. The interest displayed in the mid-day pageantry already has fair officials thinking in terms of expansion for next year.

Manager Jack Reynolds was assured of top quality and interest when floats depicting the interests of each of the six participating New England States were made available. Each featured its products or attractions in the same manner that these assets are highlighted in large, permanent buildings which each State has built and maintains on the grounds.

In addition to these floats there were many others built by commercial exhibitors which were nearly as elaborate. The parade was excellent for showing off the unique "train" built and operated by a beer company, as well as an enormous fork-lift truck which was used (Continued on page 106)
The "SOMETHING NEW" You're Always Looking For

THE AMAZING

DANCING WATERS

(THE MAGIC WATERS THAT ACTUALLY DANCE)

EXCITING! DAZZLING! ALL NEW and DIFFERENT!

The unique attraction and high grosser for the smart Fair Man

Available for:
FAIRS - ARENAS
STADIUMS - HOME SHOWS
CONVENTIONS - HOTELS
EXPOSITIONS - THEATERS
FLOWER SHOWS
AUTO SHOWS

ORANGE SHOW TABS 268,839 TO TOP 1954 ATTENDANCE
24,778 See George Gobel Day-One Dint;
Hofer Animals, 'Dancing Waters' Score

SAN BERNARDINO, Calif., April 6 - A June show in the
charge policy was made for
attending on the independent and
Waters was back for the
attraction. The put was crowded
with the first day of a
Waters' unit.

'Waters' Unit
Outdraws Neb. Town Pop.

SIDNEY, Neb., June 25, -
'Dancing Waters' put on a
show employers of the town in a
dramatic style.

NO FAIR TOO BIG - NO FAIR TOO SMALL - A Unit For Every Location!
SEE US AT THE OUTDOOR CONVENTION IN CHICAGO

DANCING WATERS

HAROLD STEINMAN
NANNY HASSLACH
Exclusive Representatives

SAM SHAYON
General Manager
THE RIGHT PLACE TO EXHIBIT...

NEW JERSEY STATE FAIR

GEORGE A. HAMID
President

America's oldest Fair with the youngest ideas exposed your products to 400,000 customers in 1955 and growing each year.

Year in and year out your customers come to be entertained and sold by one of the greatest Fairs in the East.

1955 Attendance a GIGANTIC 400,000

National and area advertisers who realize the value of "in person" selling show their wares at the hub of America's greatest population center.

8 BIG DAYS 7 BIG NIGHTS
September 23 through September 30, 1956

For full details contact:
NORMAN L. MARSHALL
Secretary-Manager
New Jersey State Fair, P. O. Box 689, Trenton, N. J.

THE SHOWPLACE OF THE NATION

STEEL PIER

ATLANTIC CITY NEW JERSEY

EVERYBODY GOES TO THE STEEL PIER...OVER 2,000,000 SATISFIED CUSTOMERS EACH SEASON

A World's Fair in Itself...

★ FAMOUS BANDS
★ MOVIES
★ VAUDEVILLE
★ WATER SPORTS SHOW
★ HIGH DIVING HORSE
★ CIRCUS
★ FUN HOUSES

GEORGE A. HAMID...Managing Director
A NEW CONCEPT IN FAIR AND PARK BOOKINGS!

TELEVISION STARS

TOP PICTURE STARS

TOP RECORDING STARS

COUNTRY AND WESTERN STARS

MAMMOTH REVUES

HIT BROADWAY REVUES

RODEOS

ICE SHOWS

We provide THE GREATEST ARRAY OF OUTSTANDING TALENT AND ENTERTAINMENT PACKAGES exclusively designed for any Fair, large or small, and produced with a knowledge and understanding of your individual needs.

GAC-HAMID, INC
ROCKEFELLER CENTER, NEW YORK 20, N. Y.,

HOLLYWOOD

LONDON
WILNO PRESENTS

AMERICA'S MOST SENSATIONAL, BREATH-TAKING PERFORMANCE OF ALL TIMES...

Acclaimed universally by press and public as the most exciting, thrill-producing attraction in show-business history!

THERE IS ONLY ONE GREAT WILNO ACT IN AMERICA

Who has amazed the world with his record-breaking height and distance.

California Mid-winter Fair

In the Winter Garden of America

The Largest Mid-winter Fair Display of California Products

February 25 to March 4, 1956, Inclusive

Nine Days and Nites of Education and Entertainment with the Great International Settlement

Circus, Stage Show Every Nite, Rodeo, Horse Show, Horse Racing & Auto Racing

D. V. STEWART, Secretary-Manager

Imperial, California

An estimated 10,000 youngsters tried their fishing luck at the 1955 Ohio State Fair. The pond, a permanent one on the Columbus grounds, was stocked with channel catfish, and catches ranged from a pound to seven pounds. Ohio's Department of Resources, which sponsors the feature, provides a cooler where the young rod-and-reelers may store their catch until their departure from the grounds.

Looking 'em over

The steam calliope, owned by Harry Shelly, of Farmington, Mo., proved a popular added attraction at a string of fairs in 1953 as the 100th anniversary of the calliope's introduction was observed. Shelly's unit, one of only three now remaining in show business, is shown belching smoke as it is towed thru the Missouri State fairgrounds.
Packing the Grandstands year after year

CHAMPIONSHIP AUTO RACES

Speedway
Big Cars

Late Model
Stock Cars

The Big Cars That Hold the Records—The Top Drivers that Break the Records.

Consistently repeating old engagements—Constantly seeking new friends.

Exclusive Managers of the Largest Dirt Track Race Meet in North America. 8 Days at Minnesota State Fair.

Large efficient staff of competent experienced race officials.

SINCERE THANKS
To all those who helped make our 1955 circuit so highly successful.

See us at the Conventions or call—write—wire

AUTO RACING, INC.

5804 Wooddale Ave.
Tel. Walnut 2-4680
Minneapolis 24, Minn.
March 1955

The Billboard Cavalcade of Fairs

Piedmont
INTERSTATE
FAIR

Heart of the Piedmont Carolinas

Spartanburg
South Carolina

OCTOBER 8 thru 13, 1956

PAUL BLACK
President

TOM M. CRAIG
Secretary
Treasurer

Looking 'em over

The "Rocket to the Moon," TWA's exhibit at Disneyland, caught the attention of visiting fairmen and sparked some new thinking on exhibits at fairs.

A 1,900-pound herd sire was marked up at the '55 Tulsa State Fair so that city folks could see where beef cuts come from. The cuts were listed on a large sign which hung over the bull.

Two widely known Missourians, former President Harry S. Truman, and Susie, a Missouri mule, exchanged greetings at the '55 Missouri State Fair, Sedalia. The former president addressed the annual Missouri ham dinner held in connection with the fair.

Nightly automobile giveaways at the '55 Mid-South Fair, Memphis, proved a popular attraction. Scenes were typical of the nightly throngs that gathered for the drawings.

NATIONAL SPEEDWAYS, Inc.

AMERICA'S FOREMOST PROMOTERS
OF
AUTO RACES
AND STOCK CAR RACES

* SETTING NEW STANDARDS
FOR AUTO RACES—

During 1955 National Speedways participated in the setting of 5 RECORD-BREAKING ATTENDANCE FIGURES at . . . MISSOURI STATE FAIR, IOWA STATE FAIR, NEBRASKA STATE FAIR, KANSAS FREE FAIR, TENNESSEE STATE FAIR, FLORIDA STATE FAIR and the WISCONSIN VALLEY FAIR.

* INTEGRITY  * EFFICIENCY  * DEPENDABILITY

THE CORNERSTONE OF OUR SUCCESS

Our Thanks
To the many Fair Secretaries who we played during 1955. In 1956 we will be back with more thrills and chills for your wonderful audience.

AL SWEENEY
National Speedways, Inc.
1400 Sedgwick
Chicago, Ill.
Michigan 3-8940
Thanks to all Fair officials for another successful year.

BEN WEISS & SON CONCESSION CO.
418 MARKET STREET • PHILADELPHIA, PENNSYLVANIA
A DOUBLE-TREAT...

KAYLETTA

In Her New, Sensational Breath-Taking Performances!

SASSY

THE CAT ACT

and

Her Chilling 'HIGH ACT'

BOOK FOR 1956

KAY BURNS

7910 So. Vanport Ave., Whittier, Calif; Phone: OXford 5-8720

ALWAYS FIRST ALL WAYS

TRANS-WORLD AUTO DAREDEVILS

CYTRIX MOTORCYCLE TROUPE

First Time in America

HOLLYWOOD MOTOR RODEO

Second European Tour 1956

TOURNAMENT OF THRILLS

WORLD'S LARGEST PRODUCER OF SENSATIONAL THRILLERS

NEWBERRY THRILL ENTERPRISES INC.

159 NORTH DEARBORN STREET

CHICAGO 1, ILLINOIS

Earl Newberry, President
Leo Overland, Vice President

Looking 'em over

The Illinois Department of Health staged a full-scale health show at the '55 Illinois State Fair, ranging from tests or exhibits on everything from diabetes to rabies. Free chest X-rays were given 14,141 persons, dental X-rays to 2,592, diabetes examinations to 198, and kits for home submission of urine to 4,025.

F. W. Woolworth Company, which was founded on the success of "five-and-dime" merchandising at a Watertown, N. Y., fair, returned to the field in '55. At the Illinois State Fair, Woolworth's exhibit was an eye-catcher. It was devoted entirely to the sale of Christmas ornaments and home decorations and featured a Santa Claus wearing shorts and his feminine assistant in abbreviated costume.

Mirrors that tilt, thus enabling good visibility by audiences, are gaining widespread usage in food demonstrations. Complete kitchens are featured in many such demonstrations. One of the most attractive in '55 was the kitchen shown above, at the Ohio State Fair.
GEM CITY SHOWS Inc.

"DIAMOND OF THE SHOW WORLD"

CONSIDERED by many to be America's No. 1 Track Show. One of America's Great Shows... always striving to bring a new and better midway every year to the many fairs and events we play. Our ability to deliver a clean, ethical, quality show has given GEM CITY SHOWS its reputation for delivering outstanding performances wherever it plays.

LET'S LOOK AT THE RECORD—GEM CITY SHOWS' 1955 SEASON

- FORT CAMPBELL, KY.—Inside Government Reserve—Soldiers' Fair—First Time at This Date—31% Increase Over Previous Grosses.
- MARTINEVILLE, ILL.—Martineville Fair—Fourth Successive Year—14% Increase Over Previous Record.
- BELLEVILLE, ILL.—St. Clair County Fair—Fourth Successive Year—18% Increase Over Previous Record.
- BURLINGTON, IOWA—Hawkeye Fair—Second Successive Year—30% Increase Over Previous Record. Re-Signed for 1956.
- DAVENPORT, IOWA—Mississippi Valley Fair—Second Successive Year—12% Increase Over Previous Record. Re-Signed for 1956.
- DU QUION, ILL.—Du Quoin State Fair—First Time at This Date—10% Increase Over Previous Grosses.
- TUSCALOOSA, ALA.—Tuscaloosa County Fair—First Time at This Date—17% Increase Over Previous Grosses.
- ROME, GA.—Coosa Valley Fair—First Time at This Date—50% Increase Over Previous Grosses. Re-Signed for 1956.
- ALBANY, GA.—Southwest Georgia State Fair—Fourth Successive Year—10% Increase Over Previous Record. Re-Signed for 1956.
- FORT BENNING, GA.—Soldiers' Fair—First Carnival Ever Booked Inside This Government Installation.

PLEASE TAKE NOTE—
When You Book the GEM CITY SHOWS, You Get the Entire Show—We Do Not Break Up in Small Units.

* 12 BONA FIDE SHOWS WITH TALENT
* 14 MAJOR RIDES
* 10 KIDDIE RIDES

* 6 DOWNEY LIGHT TOWERS
* SEARCHLIGHTS, LIGHT PLANTS
* 45 CLASS CONCESSIONS

THOMAS D. HICKEY
President and General Manager
809 Jefferson Street, Quincy, Illinois
Office Phone: Baldwin 2-7890
Home Phone: Baldwin 2-4524

DON GRECO
Manager
1228 South 8th Street, Springfield, Ill.
Phone: 2-4761

SAM GRECO
Business Manager
204 South McArthur St., Springfield, Ill.
Phone: 3-2215

GEORGE HARR
General Agent
809 Jefferson Street, Quincy, Illinois.

Te Fairs and Celebrations—to Ride Owners, Showmen and Concessionaires—to Our Own Personnel—to ALL who have helped and aided in the growth and progress of the GEM CITY SHOWS... Our deepest thanks for giving us another great year to grow on!

We'll see you in Chicago. Look for us at the Sherman Hotel during the convention or at your State Fair Meetings.
Emphasis on Education

EDUCATION plays a large part in the success of the Western Washington Fair in Puyallup. An entire building is devoted to this segment of American living. With the fabulous Northwest pioneered and populated by several nationalities, adults participate in folk dances and children attend regular classes during the exposition.

Western Washington Fair is not subsidized by any city, county or State. Located within the Puyallup limits, the exposition pays both city and county ad valoreum taxes on its plant which has an assessed valuation of over $1,500,000. This is a far cry from its start in 1900 when $1,000 was pledged for its support.

Prepare Detailed Bulletin

When the program for the fair is being prepared, a bulletin outlining activities planned for the Education Building is mailed to schools throughout Washington. The names of the committees are given so that principals and teachers may contact the proper people. Also listed are the days on which certain schools will participate in the building.

In describing the building and the responsibilities of schools using it, the fair gives its opinion of what it is trying to attain. Members of the planning committee urge that full use be made of the Education Building to promote "the policies and purposes for which schools were established." During the fair, a packed schedule is featured from 10 in the morning until 5 o'clock in the afternoon. Activities are scheduled in blocks of two hours each, with the exception of the classroom, in session for two hours daily starting at 10 a.m. and 1 p.m.

Classes in Session

The demonstration classroom is used for actual work at the intermediate level only (4-6) with a maximum of 10 to 12 pupils. All basic equipment, including furniture, is supplied and arrangements can be made for special equipment such as record or tape recorders, if needed. Flower arrangements add to making the "classroom" attractive.

Along with the demonstration classroom, there are other divisions, including craft display, in which schools with exceptional work bring representative pieces to show. The art display features typical yet outstanding work of various schools, while the health program undertakes to show the progress of this work in public schools. The projection area is used to project various types of instructional materials such as outdoor education, conservation, techniques of education, parent education and other branches.

Facilities for Bands

For the large number of high school bands that perform from time to time, the fair provides dressing rooms, a curtained stage 22 by 30 feet, and a storage room for instruments.

Folk dances, photo salons and a parent-teachers booth are included in the program to interest adults.

From the start of the fair until it ends in September, the programs are full, particularly in the Education Building. Its construction was a milestone in the WWF march to success.
JOIE CHITWOOD
MOTORAMIC THRILLERAMA

THE GREATEST NAME IN
THRILL SHOWS
DOES IT AGAIN!

USING NEW CHEVROLETS
EXCLUSIVELY
There is only ONE Joie Chitwood . . .
You do not have to accept a substitute . . .
Insist on the show where Joie Chitwood makes a personal appearance . . .
and be sure of getting the crowds at every performance!

Contact:
JOIE CHITWOOD MOTORAMIC THRILLERAMA
1524 Delaware Avenue
Wyoming, Pennsylvania
The Billboard Cavalcade of Fairs

YORK INTERSTATE FAIR
YORK, PA.
PIONEERS AGAIN
NOTHING LIKE IT ANYWHERE

THE SHOW DOES GO ON
RAIN OR SHINE — DAY AND NIGHT
1956 - SEPTEMBER 11th thru 15th - 1956

OKLAHOMA FREE STATE FAIR
MUSKOGEE, OKLA.
SERVING ONE OF
AMERICA'S MOST
DIVERSIFIED ECONOMIES

SHOW WINDOW OF EASTERN OKLAHOMA
Oklahoma's Only Free State Fair
Meet and shake hands with a typical cross-section of American population. Here is the ideal proving ground for your latest Sales Plan, Product or Service.
Over 200,000 people, representing the top-level prospects, will tell you how successful a national program will be for you.

—PLAN NOW TO EXHIBIT HERE IN 1956—
FOR DETAILS WRITE TO:
TOM CONRADY, President & Acting Secretary
OKLAHOMA FREE STATE FAIR. MUSKOGEE, OKLA.

Enthusiastic grandstand crowds such as this overflow throng is one of the results of the hospitality program at the Centreville Fair.

Hospitality Clicks
HOSPITALITY is all-important at the progressive Centreville, Mich., Fair.
Not only is it extended to its patrons but also to attraction people, exhibitors and others who contribute to the success of a fair. As a result, they're all eager to return each year.

The formula has paid off. Altho located in a town of less than 1,000 people and in a county of only 31,000, the sturdy Michigan fair annually pulls upward of 140,000 in six days and regularly grosses better than $100,000.

The "make them feel at home" attitude has been in force since the early 1920's when veteran Manager Lester Schrader and President Howard Becknell became active in the operation. And to this also goes much of the credit for the sturdy growth of the fair.

Customers First
The fair's customers come first. Spotless grounds with plenty of shade trees and grassy areas provide the background for the annual event. Adequate picnic facilities, modern rest rooms, plenty of parking space, prompt ticket service and a strong attraction policy are all factors.

Prompt running of its horse race program has made Centreville one of the most popular fairs in Michigan among the harness set. Aware that the long wait between heats aggravated the fans, Schrader stepped up the program until now they run off 44 heats in less than two hours. This serves to keep the horsemen happy and also keeps them coming back. This year 190 head of trotters and pacers were on hand for the four meets.

As a result, all of the fair's race programs are run to packed grandstands and reserved seats are all sold out weeks before fair week. The advance sale of seats is another service to the public. The ticket offices are opened early in the summer and kept open even on Sundays to fill the big demand.

(Continued on page 116)

Typical of the durable patronage at Centreville is George Wetherbee on the right. Altho 92, he has attended the fair since he was about two years old.
The success of Buff Hottle shows in 1955 is now history... and we owe our thanks to the following fairs for a spectacular year:

Fairfield, Ill.  Tupelo, Miss.  Kendall, Mo.
Ponce, Ill.  Punato City, Fl.  Greenbush, Tenn.
De Soto, Ill.  Pinckneyville, Ill.  West Monroe, La.
Greenev, Ill.  Farmer City, Ill.  Leesville, La.
Jackson, Mo.  Marion, Ill.  Newbern, Ia.

In 1955 the Buff Hottle Shows presented three complete units. The outstanding success of these units, individually and combined, was the major factor in our decision to put out 3 units again in 1956...

Fairmen, please note...
Repeat bookings of Buff Hottle Shows have averaged over 90% for years. We invite you to check with any fairman who has booked us. Find out for yourself why we enjoy this enviable record.

Showmen
For a winning route in 1956 contact us. The success of 3 units means we must add more rides, shows and concessions. Must be top quality only.

Special events planners!
We can always supply extra rides for your event:
PICNICS—CELEBRATIONS—HOMECOMINGS—CENTENNIALS, Etc.
We'll be at the Chicago conventions and then at the Iowa, Illinois, Missouri, Tennessee, Kentucky and Louisiana meetings.

BUFF HOTTLE, Manager   HAL (ROMEO) DUNN, Assistant Manager

Winterquarters: Box 833, Covington, Louisiana
ROUND UP YOUR CUSTOMERS IN THIS HARD-TO-REACH 3-STATE MARKET . . .

CLAY COUNTY FAIR
SPENCER, IOWA

In the Corners of Iowa, Minnesota and South Dakota, at America's Greatest County Fair.

1956 DATES—SEPT. 10-15

Here you get the market coverage of a state fair . . . at a cost comparable to most county fairs. More than 200,000 lawmen annually attend the Clay County Fair. Nowhere else can you cover this market so effectively in so short a time.

PLAN HOW TO REACH THIS GREAT, PROSPEROUS MARKET WITH A STRONG COMMERCIAL EXHIBIT HERE IN 1956.

For Exhibit Details and Permanent Facilities Rentals
Contact BILL WOODS, Secretary

CLAY COUNTY FAIR
SPENCER, IOWA

AN ELEPHANT FOR PULLING POWER...

THE STATE FAIR OF WEST VIRGINIA

Lewisburg-Ronceverte,
W. Va.

Featuring

* Harness Racing
* Grandstand Shows
* Colorful Midway
* Contests
* Exhibits that Full Interest and Sales

1956 DATES
AUG. 20-25

Don Davis, publicity supervisor of the Indiana State Fair, and part of the staff used during the 1954 and 1955 fairs at left to right—Don Porter and Cathie Neff, Indiana University journalism students, and Marianne Keener, secretary.

MACHINE TAKES OVER

Tabulates Awards At Indianapolis

By DON DAVIS
Publicity Supervisor, Indiana State Fair

"NECESSITY is the mother of invention"—or so the old saw goes—and recently demanded change in the way results were being sent from the show rings at the Indiana State Fair to the publicity, duplicating, and entry department at Indianapolis. After the 1952 State Fair—my first year as publicity supervisor—I realized we had to speed up the flow of information to the press room and our duplicating room and at the same time cut the cost of operation.

Used Triplicate Sheet

One of the men working with our department as a part-time worker was Bill Holland, a salesman for Remington Rand. In discussing the program with him we agreed the answer was a triplicate award sheet.

The award sheet used in 1952 and previous fairs was filled in by the entry department with pen and ink. In 1953 we used two carbon papers under the original and with ball point pens, the entry department automatically made a publicity copy and a copy for the printer. The printers' copy was used to make the listing of entries and winn ing entries for distribution to exhibitors in the show ring. The new form eliminated about 12 boys who had written down the winners' names in the show rings during previous fairs.

The second sheet or publicity copy was perforated and our runners pulled the publicity copy as soon as the placings were made. This procedure enabled us to have our placings in the pressroom and midship room in a matter of minutes.

The first year the new forms were used, in 1953, the entries were written in the official award sheets by ballpoint pen and it was sometimes difficult for the girls in the midship room to type the masters because of their inability to read the writing.

The next step was to see if the entries could be tabulated by machine. Both Remington and IBM made the State Fair Records a bid. IBM received the nod and we were on our way.

In 1954 the results were tabulated by IBM and this year, during the 1955 Indiana State Fair, cards were mailed out and checks were immediately written by machine for distribution to exhibitors.

This year 2,186 open-class exhibitors and 4,903 4-H club exhibitors received more than 50,000 items or animals at the fair. When the entry was received, a receipt for the entry fee was made out by the bookkeeping department. Tags and tickets were sent to the exhibitor and section numbers were assigned to each item.

Every entry—whether it was an animal or an apple pie—received the same number the all the processing and thus the fair.

Run Checks From Cards

Next the entry was entered on an IBM punch card and from this card all entries are run on award sheets in their proper sections. The award sheets are placed in binders and distributed to department buildings and show rings, where, after judging the clerks enter the judges' decisions and return the original award sheet entry to the show department. The entry department personnel marked the cards with a carbon pencil and from this the IBM ran the checks.

Upon return to the entry department the clerks were sent to the bookkeeping department where they were validated by the treasurer a stamp and then they were ready for mailing.

During the 1954 and 1955 fairs the speed-up in transferring the material from the typed publicity award sheets to the midship masters was very noticeable and saved time and effort on the part of the typists.

Mail to 92 Counties

After the masters are run, with the placings in numerical order, the sheets of winners are prepared for mailing to all weekly and daily papers and county agriculture agents. Each sheet that has a winner from a respective county goes to all papers and to the county agent in that county.

This year we made a mailing rack with a cardboard mail box for each paper and county agent for the 92 counties in Indiana. They were dropped by county to make it easy for the mail boys to stuff the results. The work was done faster, more accurately and with four instead of the seven used in 1954.
Royal American Shows

"KING OF THE CARNIVALS"

The World's Most Publicized Midway
...and the World's Most Famous Midway Showman...Again smashed all Records at Every Exhibition and Fair played in 1955.
Another

Royal American Shows

and Carl J. Sedlmayr

HAVE DONE IT AGAIN!

More than 75,000,000

Americans and Canadians have seen and

heard the CARL J. SEDLMAYR STORY

publicizing and spotlighting the ROYAL

AMERICAN SHOWS on the coast-to-coast

Ralph Edwards "THIS IS YOUR LIFE"

TV Program... bringing new praise

and benefit to ALL OUTDOOR SHOW

BUSINESS...
Already known to millions of Americans and Canadiens through Movies, Television, Radio and Press . . . Featured in Warner Bros.

"KING OF THE CARNIVAL"

Seen by more than 100,000,000 people in the past seven years

Featured in the TV Documentary Film

"THE EXPLORING CAMERA"

Shown in every major TV area in the country

Special spot Telecasts and Broadcasts using Royal American facilities and personnel to put across the story of OUTDOOR ENTERTAINMENT . . .

A TOTAL ESTIMATED AUDIENCE OF MORE THAN 300,000,000 PEOPLE!
WORLD'S LARGEST

ROYAL AMERICA

WINTER QUARTERS - FLORIDA STAT
R. E. (DICK) BEST presents his MIDWAY WINNING CIRCUS SIDE SHOW

Thanks to the ROYAL AMERICAN SHOWS "King of the Carnivals" and the Sedlmaysrs

for making my first season, after many years, the most successful in all my history. I am proud to say that I established an all-time record for a side show on the Royal American Midway—and on any midway in America—with a record gross for one day and for one week.

OUR SINCERE THANKS, TOO, TO...

Geo. A. and Bill Schmidt, of Riverview Park, Chicago...to Frank Bergen and Bernard "Bucky" Allen, World of Mirth Shows, for contributing to the successful season of Walter Wanous and myself.

R. E. (DICK) BEST Pine Shores Trailer Park Sarasota, Florida

Sam Gordon

his staff, and the boys and girls of the Concession Department of the

ROYAL AMERICAN Shows

"KING OF THE CARNIVALS"

wish to thank the Sedlmayr family and all the officials in the United States and Canada for whom we have had the privilege of presenting

AMERICA'S FINEST CONCESSIONS

For the many consistently successful years we have been associated with

ROYAL AMERICAN SHOWS...headed by "The King"

GLEN & MARGIE PORTER Present their MONKEY SPEEDWAY The Finest on the Road

Playing our 3rd Successive Year with ROYAL AMERICAN SHOWS "King of the Carnivals"

Thanks to "THE KING" and to all who have contributed so much to our Success.

GLEN and MARGIE PORTER

SPORTLAND ARCADE

ROYAL AMERICAN SHOWS "King of the Carnivals"

My sincerest thanks to "The King," Carl J. Sedlmayr Sr., and to Carl J. Sedlmayr Jr., for these many years of pleasurable associations...and to all the fair secretaries at the great events we have played.

Harry C. Julius

*THE WORLD'S FINEST FROZEN CUSTARD MACHINES* operated on the World's Largest Midway

ROYAL AMERICAN SHOWS "KING OF THE CARNIVALS"

In our 15th year with "The King"

Thanks to the Sedlmays and to all those who have contributed to our successful operation.

Charles McDougal
LEON and GWENDOLYN CLAXTON
PRESENT
Harlem In Havana
"TOPS IN SEPIA ENTERTAINMENT"

1935 1955
HARLEM IN HAVANA
For 21 years a Feature Attraction on the World's Largest and Most Beautiful Midway,

THE ROYAL AMERICAN SHOWS
Of this Achievement we are mighty proud, and for the same we are very grateful to HIS MAJESTY,
"THE KING OF THE CARNIVAL"
MR. CARL J. SEDLMAYR
As well as our many friends throughout the United States and Canada who have made this possible.

Sincerely,
LEON and GWENDOLYN

NOW CASTING FOR 1956—CONTACT
LEON CLAXTON
1901 GRACE STREET TAMPA, FLORIDA
THANKS FROM THE ENTIRE STAFF OF THE

Royal American Shows

To the following FAIRS and EXHIBITIONS of the UNITED STATES and CANADA for the PRIVILEGE of furnishing their 1955 MIDWAY and their Splendid Co-Operation which again enabled us to break all previous records at each and every event:

- **FLORIDA STATE FAIR**
  - TAMPA, FLORIDA

- **MEMPHIS COTTON CARNIVAL**
  - MEMPHIS, TENNESSEE

- **MANITOBA PROVINCIAL EXHIBITION**
  - BRANDON, MANITOBA

- **CALGARY EXHIBITION and STAMPEDE**
  - CALGARY, ALBERTA

- **EDMONTON EXHIBITION**
  - EDMONTON, ALBERTA

- **SASKATOON INDUSTRIAL EXHIBITION**
  - SASKATOON, SASKATCHEWAN

- **REGINA EXHIBITION**
  - REGINA, SASKATCHEWAN

- **GREATER WINNIPEG EXHIBITION**
  - WINNIPEG, MANITOBA

- **CANADIAN LAKEHEAD EXHIBITION**
  - FT. WILLIAM-PT. ARTHUR, ONT.

- **TRI-STATE FAIR**
  - SUPERIOR, WISCONSIN

- **MINNESOTA STATE FAIR**
  - ST. PAUL-MINNEAPOLIS, MINN.

- **KANSAS FREE FAIR**
  - TOPEKA, KANSAS

- **OKLAHOMA STATE FAIR**
  - OKLAHOMA CITY, OKLAHOMA

- **ARKANSAS LIVESTOCK SHOW**
  - LITTLE ROCK, ARKANSAS

- **MISSISSIPPI STATE FAIR**
  - JACKSON, MISSISSIPPI

- **LOUISIANA STATE FAIR**
  - SHREVEPORT, LOUISIANA

General Offices and Winter Quarters—Tampa, Florida
November 26, 1955

The Billboard Cavalcade of Fairs

85

MOTION PICTURES • TELEVISION • MUSICALS & REVUES • INDUSTRIAL SHOWS • CIRCUS • ICE SHOWS • OUTDOOR THEATER • FASHION SHOWS • RADIO • HOTELS & NIGHT CLUBS • VAUDEVILLE • BALLET

THE NAME OF— Richard and Edith

BARSTOW

IS A RECOGNIZED STAMP OF PERFECTION
IN ALL SHOW BUSINESS MEDIA

PRODUCERS • DIRECTORS • WRITERS

COMPOSERS •

CHOREOGRAPHERS • CREATORS

PRODUCED and DIRECTED

GENERAL MOTORS

"MOTORAMAS"

1953-'54-'55

OUR LATEST

The World's FIRST
Technological Circus

"MORE POWER TO YOU"
in General Motors

POWERAMA

CHICAGO—SOLDIER FIELD, AUGUST 20-SEPTEMBER 35

RECORD ATTENDANCE: 2,218,412!

"... The most successful industrial show
in our history ..."

MARLOWE CURTICE
President, General Motors

OUR NEXT

RINGLING BROS.
BARNUM & BAILEY CIRCUS
1956—8th Season

BROADWAY MUSICAL

IN PREPARATION

DIRECTION: WM. MORRIS AGENCY

FOLLOW THE LEADER!

CHARLES A. LENZ

"The Showman's Insurance Man"

1492 4th Street, North
St. Petersburg, Fla.

Phones: 7-5914 5-3121

For more than a quarter of a century

Insurance—Exclusively for the Showman

1492 4th Street, North
St. Petersburg, Fla.

Phones: 7-5914 5-3121
YOUR KEY TO SUCCESSFUL SELLING
IN COLORADO...

Exhibitors here know that the biggest annual event for 200,000 people is the

COLORADO STATE FAIR
PUEBLO

That's why, year after year, so many commercial firms come back to show their products or services to the people of Colorado at the Colorado State Fair.

CONCESSIONAIRES
Low-cost peak-traffic space new available for 1956. This is a consistent moneymaker.

Get the Colorado State Fair Story from
W. H. (BILL) KITTLE, Mgr.
COLORADO STATE FAIR PUEBLO, COLORADO

THE GREAT 87th ANNUAL
DANBURY STATE FAIR
SEPTEMBER 29th THRU OCTOBER 7th, 1956
9 DAYS • 9:30 A.M. - 7:00 P.M. (D.S.T.)
FREE PARKING — 100 ACRES — FREE PARKING

- 8 BIG MIDWAYS
- 30 BUILDINGS
- HARD PAVED STREETS
- RIDES AND SHOWS
- GRANDSTAND ATTRACTIONS

- THE BIG TOP
- BLUE RIBBON STADIUM
- 7 BANDS
- DAILY PARADE
- LIVESTOCK

A traditional country Fair with a new look annually—60 miles from the prosperous Westchester and Connecticut shore line market—Your OPPORTUNITY to take advantage of this well advertised New England Event.

LOW RATES — RENTING NOW — WRITE OR PHONE
DANBURY STATE FAIR—John W. Leachy
130 White Street
Danbury, Connecticut
Phone: Pionere 8-3535

(Model Cattle Barn)

FIRE destroyed the main cattle barn at the Mid-South Fair, Memphis, on May 11 this year. But in less than six months—in ample time for the fair's opening—a new $153,000 structure, with a capacity of 220 head, was up and ready.

It took some doing to have the old building replaced in so short a time by one of the finest cattle barns in the country.

A hurried meeting of the fair's livestock committee was called immediately after the fire. As a result of this meeting C. W. (Bill) Wynne, the fair manager, and the superintendent of Memphis City Parks made a fast plane trip to the fairgrounds at Oklahoma City, Tulsa and Waco, where they inspected facilities for livestock.

Outstanding Features

Outstanding features of the new barn were worked into the ultimate design and construction of the building. Necessary city and county appropriations to build the barn took time to secure, and it was not until mid-July that the financial go-ahead was provided and the final blueprints were drafted.

With the money in hand and the blueprints completed, these were best 47 days remaining before the fair's opening in which to build the structure. Excellent co-operation given by Garche & Howe, designing engineers of Memphis; the William Calbreath Company, Memphis, who handled the substructure, and the Mitchell Engineering Company, Columbus, Miss., which erected the steel, enabled completion three days before the fair opening.

The barn has been widely praised by livestock experts because it embraces all of the latest features for the comfort and conveniences of exhibitors and their heads.

Ventilation Stressed

Special attention in design was given to ventilation as the fair usually is held during one of the hottest periods in the mid-South. Emphasis also was placed on lighting during the daytime, as well as at night. Distributed throughout the roof are over 100 translucent plastic panels which give an even distribution of natural light during the day. Overhead lighting fixtures illuminate all walkways, and electrical outlets of sufficient number are installed on each of the steel support posts, with a special circuit provided for each outlet.

The building has a total of 64,000 square feet but even with that space it was not enough to accommodate all of the cattle exhibits at the fair event, and tents were used to house the overflow. As a result, fair officials already are planning a 16,000-square-foot addition to be built in time for the '56 fair.
Thanks

To the various fairs and celebrations for whom we had the privilege of playing during 1955—our 26th annual tour.

To our own personnel, our gratitude for their hard work and loyalty.

Fairmen—Committees

"Don't Be Satisfied With Less Than the Best."

We'll be in Chicago... and at the Des Moines, St. Paul, Jefferson City and Springfield meetings.

The Experience—Built Show with the "Dependable" Reputation

Dependable Reputation
is not built in a day. It takes time and consistent performance.

OUR 26 YEARS PLAYING THE MIDWEST HAVE MERITED THE WELL-EARNED REPUTATION FOR DEPENDABLE service to the many fairs and celebrations which are devoted to agriculture, industry and the needs of a fun-loving people.

Showmen and Concessionaires

Contact us now for 1956

Opening our 1956 season April 26 at Excelsior Springs, Mo., and closing at the American Legion Fair at Caruthersville, Mo., Oct. 7.

Winterquarters: 701 N. Main St.
Excelsior Springs, Mo.
Correspondence to: P.O. Box 468.
Danville, Ill.
The wonder of PARIS . . . is the Eiffel Tower

The wonder of EGYPT . . . is the Sphinx

The wonder of ITALY . . . is the Leaning Tower of Pisa

The wonder of TEXAS is the HEART O’ TEXAS FAIR—Waco, Texas

Now in its 3rd year as an increasingly powerful sales force amongst the 680,-000 free-spending Texans in this market area...

Three years old . . . and growing fast! Every year attendance has risen as the people in this prosperous Texas area are finding the type of fun, education and competition they enjoy here.

Your returns from an exhibit here in 1956 will be in true Texas-style . . . BIG! Come on out and meet this fine, enthusiastic buying audience.

1956 DATES
SEPT. 29 THRU OCT. 5

For complete exhibit data contact
OTHEL M. NEELY
Executive Vice-President and General Manager
HEART O’ TEXAS FAIR
P. O. Box 3005
Waco, Texas
Phone: 6-1821

THE LARGEST COUNTY FAIR ON EARTH!!!

7 BIG DAYS 1955 ATTENDANCE 7 BIG NIGHTS
285,000

FEATURING:
- Harness and Running Races (purse over $25,000)
- Grandstand Attractions Nightly
- Grand New Cow Palace
- Stock Barns
- Big Pony and Horse Show
- 4-H Junior Fair
- Huge Midway
- Million-Dollar Industrial and Agricultural Implement Display and Show
- National Championship Spelling Bee
- Mammoth Merchants’ Exhibits
- Championship Veterans’ Drill Corps Contests.

1956 DATES—AUGUST 19-25
For Further Information
GILBERT A. LEASE
Secy-Mgr., Box 234, Greenville, Ohio

For Heavy Usage

COMPLETED April 1, 1954, the $250,000 Educational Building on the grounds of the Tulsa (Okla.) Exposition and Fair has been given an intensive workout since. And even greater activity for the structure looms ahead.

Chief reason for the past and indicated future activity stems from the design and facilities of the building. It was designed and equipped with a view of obtaining maximum usage for a variety of purposes.

As a result, it lends itself ideally to the staging of trade shows, sales meetings, banquets, stage shows and even dancing. The 160 by 225-foot structure is equipped with an excellent sound system, movie projector, check rooms, dressing rooms, a large stage, catering service rooms for banquets, rest rooms and other conveniences.

Basically windowless, the clear-spanned building has a two-level floor divided near the center by a curved railing. It has no partitions except those which seal off rest rooms, catering puros, dressing rooms, etc. Ample electrical outlets are provided, thus enabling each exhibitor at trade shows to have the full use of one or more outlets.

For trade shows, it provides 33,000 square feet of exhibit space. For stage shows, it has a seating capacity of 3,500. And some 2,000 persons can be seated at a banquet.

The two-level floor makes the building particularly attractive for sales meetings. Spartan mobile homes staged a large sales meeting on one level and displayed several trailers on the other. Recently, Tulsa’s Plymouth dealers used the building to debut the ’56 models.

Shows such as a “Do It Yourself” and “Made in Oklahoma” presentations have been delighted with the building. And for educational purposes, the building—with its accommodations for staging 4-H Club programs, talent shows, lectures, etc.—has been and will continue to be used intensively.
November 26, 1955

The Billboard Cavalcade of Fairs

AMERICA'S
No. 1
SHOW

IN A GREAT
FAMILY
TRADITION

24th
ANNUAL
TOUR

WALLACE
BROS. SHOWS

STAFF FOR 1956

MRS. E. E. FARROW, Treas.
M. MILLER, Secy.
LE ROY FINLEY, Publicity
E. M. RIECKEN, Electrician
BRADLEY SUTTON, Ride Supt.

FAIR SECRETARIES
In Wisconsin, Illinois, Missouri, Michigan, Arkansas, Mississippi, Louisiana, Florida and Alabama... See us in Chicago, at your local meetings or contact us at our address below.

WANT FOR 1956
Lot Man... Builder... Painter...
Ride Help... Concessions...
10 in 1... Fun House.

OPENING
MEMPHIS COTTON
CARNIVAL
MAY 17, 1956

E. E. FARROW, Mgr.
Permanent Address:
BOX 1184 JACKSON, MISSISSIPPI
Phone 3-7644
MECKLEBURN COUNTY FAIR
CHASE CITY, VA.

THE FASTEST GROWING AND
GREATEST COUNTY FAIR
IN THE SOUTH!

Thousands and thousands of Virginians annually attend this outstanding event located in this tobacco-growing center.

1956 represents our 45th year for bringing this event to the people in this great farm area. Here you can strengthen your sales program with a strong exhibit. PLAN NOW and write for details.

1956 DATES: OCT. 8-13
1955 ATTENDANCE: OVER 50,000

MECKLENBURG COUNTY FAIR
CHASE CITY, VIRGINIA

National ORANGE SHOW
San Bernardino, California

Selling the multi-million-dollar citrus industry of California, the National Orange Show is one of the nation's most beautiful agricultural expositions, a show noted among exhibitors for RESULTS! Eleven BIG days.

1956 dates—March 8 thru March 18

For rates and information write
EARL E. BUIE Secretary-Manager, P. O. Box 29, San Bernardino, California
Get the ELEPHANT-SIZED

Earning Power of the Fastest Growing Show in the Midwest

DON FRANKLIN Shows inc.

Playing the Better Fairs From the Gulf Coast to the Canadian Border...

Three Champion Performing Baby Elephants are furnished WITHOUT CHARGE to your Fairs as a FREE ATTRACTION and for use in promotion work and publicity on TV programs.

We want to express our appreciation and thanks to the Fairs we played in 1955 for such a good season. Our renewal contracts for 1956 are almost a solid 100%.

FAIRMEN—COMMITTEES let us provide your midway or special event with even greater earning power. A modern midway with tremendous promotional backing brings you a new, thrilling, top-earning show.

Here is a partial list of our Fair Route and the number of years we've played these events—

Including 1956:

STOUGHTON, WISC ... 3 yrs.
FARIBAULT, MINN ... 5 yrs.
AUSTIN, MINN ... 3 yrs.
NEW LIMA, MINN ... 4 yrs.
WEST UNION, IOWA ... 4 yrs.
COFFEEVILLE, KANS ... 3 yrs.
TEXARKANA STATE FAIR ... 7 yrs.
WHARTON, TEX ... 11 yrs.
ROSENBERG, TEX ... 11 yrs.
ANGLETON, TEX ... 11 yrs.

We welcome the new addition to our 1956 Route of the EAST TEXAS FAIR, TYLER, TEX. ... 9 days, Sept. 7 thru 15.

All rides are Show-Owned; 18 in all including the new ROUND-UP, SCRAMBLER, ROCK-O-PLANE, AUTO SKOOTER, ROLLER COASTER and others.

WHY NOT INVESTIGATE US NOW FOR 1957 VISIT OUR MIDWAY DURING THE SEASON.

WE WILL ALSO BE AT THE SHERMAN HOTEL, Chicago, during the annual convention and at your State Fair meetings in the Midwest.

NOW BOOKING SHOWS AND CONCESSIONS FOR 1956.

Contact DON FRANKLIN SHOWS, Inc.

DON FRANKLIN, Mgr.
Permanent Address:
207 Condonised, San Antonio, Texas
Phone: Diamond 2-7722
HOW TO REACH THE
RICH WISCONSIN
FARM MARKET!

Display your products
with an exhibit at

**NORTHERN WISCONSIN
DISTRICT FAIR**

**1956 DATES — AUG. 1-6**

Here is your first chance to meet your
Wisconsin Farm Market. This is the first
of the Wisconsin big fairs. Cash in on the
concentrated attendance and the unusually
big interest with an exhibit here in 1956.

Write today for full particulars.

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

---

**PULLS OUT ALL STOPS**

Ottawa Uses Parade, Builds Added Day

In OTTAWA everyone knows everything about the Ex—when it will run and where it will take place. It would be hard to find a community whose residents are more conscious of an annual event, in this case the Central Canada Exhibition. Planning and talk goes on literally weeks in advance and at fever pitch.

Every promotional medium is used and co-operates to the limit. Perhaps no other ballyhoo effect would have been devised by H. H. McElroy, general manager, and the directors if they hadn't decided to add a second Saturday to the operation of the fair a year ago. With the added day they decided to stage a parade and the immediate success of the pageantry turned it into an annual and valuable promotional effort.

**Parade Routes**

The exhibition has excellent and extensive parade territory, combining adjacent Hull routes with those in Ottawa. Since it is the seat of the Canadian government, Ottawa's public buildings house thousands of federal and provincial workers. Just as in Washington these workers provide a huge and appreciative audience when an event is lined right.

The parade ends in front of the grandstand on the exhibition grounds. The stand is well filled, even tho the streets are lined with onlookers for several miles.

Various government agencies and commercial exhibitors have cooperated with the fair management by constructing eye-filling floats. Youth, civic and military groups also participate to make for a well-rounded procession sure of appealing to all age groups.

**Carnival Flavor**

The parade has also been embellished with a circus-ranch flavor made possible by the World of Mirth Shows, midway contractors and the Hamil grandstand performers. A large group of elephants and other animals, brought from the major show offers and performing personnel, including a troupe of midgets, have done much to flavor the presentation as well as to stimulate interest in their past performances within the grounds.

The popularity of the parade which, luckily, has been favored by excellent weather so far, points to continued growth. It could easily develop into an event that it would be almost impossible to discontinue, assuming that anyone ever would want to call a halt.

**Civic Stature**

The active participation of the mayor, as well as many other city and provincial executives, gives the event a stature that it would normally take years to attain.

Two other fairs in the East have adopted parades to ballyhoo their openings. The Winston-Salem (N. C.) Fair paraded with considerable success last year and continued the event this year. Plans to stage a similar downtown event this year by the Brockton (Mass.) Fair had to be discontinued because of police in the area which led health authorities to suggest its discontinuance, as well as the planned children's days at the event, because of the possible danger to youths gathered in crowds.
COME ON, EVERYBODY...!
this year they're featuring

THE MIDWAY OF
JAMES H. DREW
Shows

CONSISTENTLY A WINNER
WITH PATRONS EVERYWHERE!
Here is the show to keep the crowds coming back again and again for more fun and entertainment. Find out for yourself... check the events we play year after year and you’ll know why you’ll have a winner with a JAMES H. DREW Midway.

Thank You All...
Another good season has ended for us... and you have made it possible. Fairmen, committees, showmen, concessionaires and our own personnel... may we wish you all joy and happiness for the coming holiday season... and for all your long, long.

SHOWMEN AND CONCESSIONAIRES
We are opening in April with a solid route of top industrial areas from June... and then a full season of Fairs and Celebrations thru mid-November. Want to join this winner? Get in touch with us now.

FAIRMEN AND COMMITTEES
We are now booking our 1956 route. We’d like to meet you and discuss your midway. We believe we can offer you a clean, outstanding and profitable midway. May we hear from you?

Special Announcement!
We are very proud to announce that we have established our own private winter quarters. You are invited to visit us there any time:

PERMANENT WINTER QUARTERS ADDRESS: BOX 899, AUGUSTA, GA.

Mr. and Mrs. James H. Drew and their children, Jimmy and Malinda

JAMES H. DREW Jr. GENERAL MANAGER
Box 899
Augusta, Georgia
GET YOUR SHARE OF THE MISSOURI MARKET

To reach the prosperous agricultural and industrial areas of Missouri and the Ozarks, exhibit at this
"BIGGEST ANNUAL EVENT IN THE OZARKS"

OZARK EMPIRE FAIR
Springfield, Missouri
Where you will meet the high-income groups with constantly rising standards of living. Add to your share of the increased sales here by planning an exhibit here in 1956.

PROMOTERS
Check the year-round facilities here when you plan your next Missouri program. We have a fine grandstand and 4-H Arena available.

GET THE FACTS TODAY FROM

G. B. BOYD • OZARK EMPIRE FAIR
Secretary-Manager
Springfield, Mo.

RALEIGH BOOMS WITH BIG FINALE
Record Closing Day To 100,000:

And your sales will SOON too ... in this rich agricultural, industrial and business area when you present your message to more than 400,000 persons at the 1956 Fair.

NORTH CAROLINA STATE FAIR
October 16 thru 20
It's the Nation's Greatest Five-Day Fair!

Featuring one of the most modern big buildings in the world, The State Fair Arena ... parking for 10,000 cars ... ideal for rodeos, horse shows, dog shows, circuses, trade shows, conventions ... 5,424 seats, dressing rooms, rest rooms, all necessities for top-flight performance.

NORTH CAROLINA STATE FAIR
RALEIGH
Contact us early for your 1956 exhibit space.

DR. J. S. DORTON, Mgr., NORTH CAROLINA STATE FAIR
P. O. Box 5565, Phone 2-7549, Raleigh, N. C.

Exhibits With Meaning!

St. Paul Gives First-Class Space; Armed Forces Meet the Challenge

MINNESOTA'S State Fair, long an illuminating show window of the State, has become an equally effective show window for the nation's Armed Forces.

Ever since Douglas K. Baldwin assumed the post of fair secretary five years ago he has planned special Armed Forces exhibits—and each year these exhibits have taken on added significance.

"I believe that an educational institution like the fair should extend every effort to present the Armed Forces' point of view to the public in the interests of national security," Baldwin maintains.

First-Class Space

What he doesn't say is that his experiences with the American Red Cross overseas during World War II told him on the idea of telling the public how strong their military arms are. He isn't trying to pawn off hard-to-sell isolated booths to recruit officers to display some posters and distribute pamphlets.

"A first-class display deserves first-class space," he insists. "The military usually has something worth while to show the public. We make worthwhile space available, even if we must turn away commercial exhibits seeking the same space."

During the 1955 St. Paul fair the Armed Forces occupied an entire square block of space on the site of the old agricultural building, most of the east half of the plaza park across from the grandstand building, a sizable portion of the East Room beneath the east grandstand bleachers, and a booth in the Home Activities Building, as well as at the air above the fairgrounds.

"First for Twin City Area

A Navy airship flown to the Twin Cities from Lakehurst, N. J., was the No. 1 attraction-getter. First military lighter-than-air ship ever to appear in the area, the 265-foot long craft was moored overnight during its 10-day stay at the Naval Air Station in the Twin Cities. During the day it flew over the fairgrounds and the Minneapolis-St. Paul area for six hours daily, towing a signing saying "See State Fair Today."

Photographers, columnists, reporters—and even politicians—took rides in the airship. Columnist of space for pictures and stories were used in the St. Paul and Minneapolis papers and much time was given to the ship over TV and radio stations.

Underwater Show Attracts Many

Another presentation, four times daily, was the demonstration of underwater diving equipment in Plaza Park, with many of these demonstrations attracting up to 4,000 persons. A huge tank with glass sides was used by the five-man diving team of Naval Instructors. A running commentary was carried over a mike, also hooked up to the divers in the tank so that they could report on their submerged activities.

"Terrier," the Navy's guided missile, got its first public showing at the Minnesota Fair, as did other Navy ordnance, including two light General Walker "Bulldog" tanks, a jet fighter, and a helicopter. A WAVE drill team from Great Lakes, Ill., presented a routine during the opening night grandstand show. The four women's military services operated a booth in the Home Activities building.

The exhibits of military might served two purposes: It enlightened and entertained the million fairgoers who attended the fair and it built public relations for the Armed Forces.
November 26, 1955

The Thoroughbred of Outdoor Show Business

Roscurth's

BLUE GRASS SHOWS

TOMORROW'S SHOW
... TODAY!

Featuring

AMERICA'S
FINES'T, CLEANEST
MIDWAY

By One of America's
Truly GREAT Shows...

A MODERN
MIDWAY...

A TOP
PERFORMANCE
EVERY TIME

MODERN RIDES
LIGHT TOWERS
TOP ENTERTAINING
SHOWS
JUMBO SEARCHLIGHTS

Let Us Take the Measure of Your Midway... Tailor-Made to your specifications... no fair too large or too small! You will get complete satisfaction whether your event is a small local affair, or a giant State or World's Fair.

GROSCURTH'S BLUE GRASS SHOWS is an organization that has played to outstanding grosses at Many Great Fairs.

FAIR SECRETARIES
Past performance... your present-day reputation AND the new beauty and always top quality... is your assurance that we can provide your Midway needs. We will appreciate the opportunity to sit down with you and discuss your problems. We'll be at the State Fair meetings in Illinois, Iowa, Minnesota, Kentucky, Indiana, Tennessee, Georgia, Alabama, Missouri, Mississippi and Florida.

COMMITTEEMEN
We can provide your special celebration or event with the right attractions and concessions... no event will be too large or too small for us to handle.

SHOWMEN
Our 1956 season will be big again. We'll need additional rides, shows, concessions. Unusual, different, worthwhile attractions wanted. Get in touch with us right away.

Address: C. C. GROSCURTH
BOX 478 - Phone: 3-6060
OWENSBORO, KENTUCKY

THANKS
To all the fairmen and their staff members; the celebration committees; our own loyal staff for making possible one of our record years in 1955.

C. C. Groscurth

We'll be seeing you at the Chicago Conventions, Sherman Hotel... we want you to drop in and see us.
THE ROCKY MOUNT AGRICULTURAL FAIR
ROCKY MOUNT, N. C.

"EASTERN CAROLINA'S GREATEST EVENT"
Located in the heart of the rich tobacco, textile and farm markets of North Carolina.

1956 DATES
SEPT. 23-29

THE BIG ANNUAL EVENT FOR THE ENTIRE EASTERN SECTION
"PITT COUNTY ON PARADE"
The fastest growing county fair in the Carolinas

1956 DATES
OCT. 8-13

1955 saw the addition of many improvements that made our goal of the highest attendance yet a reality. The North Carolina farmers and businessmen recognize these events as the place where they can personally meet the producers of the products and services they need.

You can increase your share of business in this prosperous area by contacting us NOW for details on exhibit space.

Norman Y. Chambliss, Sr., Manager

ROCKY MOUNT FAIR
Rocky Mount, N. C.

MULTI-PURPOSE BLDG.
Ohio Youth Center Ranks Among Best

A NEW multi-purpose youth center ranking with the finest in the nation will be used in its entirety by the Ohio State Fair, Columbus, for the first time in 1956.

The center embraces a spacious auditorium, 70 feet wide and 223 feet long, designed and equipped for use as an assembly room, informal theater, or exhibit hall, dormitories that will house 2,000 youngsters, a cafeteria that will seat 600, four private meeting or dining rooms, and a huge well-equipped hotel-type kitchen.

The auditorium, kitchen, meeting rooms and cafeterias were completed in time for the '55 fair. The dormitories, new under construction, will be finished early in the new year.

Movable Wall

The auditorium can be divided into two areas—one 70 by 85 feet, the other 70 by 128 feet. A sound-proof folding partition provides the movable wall.

Other features of the auditorium include ceiling floodlights, in debt blue harmonize with the mounted on swivels, that can be walls.

SAGINAW FAIR

AVERAGE ATTENDANCE
350,000

1956 DATES
SEPT. 9-15

This Northern Michigan Farm Market representing one of the wealthiest communities in America, will be on hand—as always—to view the new products and services that exhibitors will be showing. You can corner a good share of this buying interest with your sales exhibit here in 1956.

For complete information write
C. H. HARNDEN | Secretary
SAGINAW FAIR
SAGINAW, MICHIGAN

For complete information write
C. H. HARNDEN | Secretary
SAGINAW FAIR
SAGINAW, MICHIGAN
Thanks...to
The Many Community Fair Committees we were privileged to serve

FAIR TIME SHOWS, Inc.
Will Again Work
in Cooperation with
PAN AMERICAN AMUSEMENT CORP.

BOOK NOW FOR 1956

FAIR TIME SHOWS, INC.
OLIVIA WALDRON, President
800 Statler Center
900 Wilshire Blvd., Los Angeles 17, Calif.

3659 Inwood Drive
Houston 19, Texas.
for YOU in
NORTH CAROLINA
when you book on
the
independent midway at the
SPINDLE-CENTER
FAIR
GASTONIA, N. C.

Here, at the Biggest New Fair in the
South, you'll get your best results and
some real sales action in North Carolina.
Plan now to be here next year.
SEPT. 10-15, 1956

Exhibitors, Concessionaires, Contact:
J. A. PARTLOW  W. H. ROBBINS
Treasurer  General Mgr.
SPINDLE CENTER
AGRICULTURAL FAIR
P. O. Box 1193  Gastonia, N. C.

SERVING THE PEOPLE OF TWO GREAT STATES
1956 DATES
SEPT. 24-29

TEXAS
OKLAHOMA
FAIR
IOWA PARK, TEXAS

YOUR SALES BRAND WILL MAKE A LASTING
IMPRESSION on the people of 2 great States WHEN
YOU EXHIBIT AT THIS FAIR.

Tell your sales story here and give your sales program
the boost it needs to carry thru the entire fall buying
season. Tell your story in person and benefit from the
good public relations you’ll get.

Contact us NOW for Exhibit Space Details for 1956.

DR. GORDON CLARK  T. LEO MOORE  ALVIN VANDIKE
President  General Manager  Midway Manager
Iowa Park, Tex.  Electra, Tex.  Iowa Park, Tex.

‘Country Life’ Today!

THE ARRIVAL of a thousand or more newcomers each week in
California received special attention at the 1955 Los Angeles
County Fair in Pomona, where subdepartments found inspirational
and practical suggestions in the exhibits both in and around the $250,000
Flowers and Garden Building.

The theme, “Country Life,” was emphasized with the Outdoor
Living section along the wooded hillside behind the building, offering
an ideal setting for the displays. With classes for amateurs and pros-
fessionals, garden clubs and other organizations combined their efforts
to round out impressive exhibits.

Shopping Center, Too

The floral building, dedicated at the 1952 fair, consists of a central
vault area 80 by 120 feet, with a parabolic arched roof, the ridge of
which is 80 feet above the floor and flanked on each side by bath
house exhibit wings, each 80 by 160 feet.

The wings housed tropical and semi-tropical plants. Appealing
to the suburban home-owners, too, was a shopping center occupying
a wing. Here statuary and other artistic and appealing novelties added
to the charm of the great vault area. Practical aspects increased the
value of the magnificent display of plants, blooms and floral arrange-
ments.

Patio Built on Hillside

Under the personal supervision of C. B. Afflerbaugh, president and
general manager of the fair, the hillside behind the expansive floral
structure offered a natural setting for the patio and pool displays. The
wooded area was invaluable in showing the fairgoers just how the set-
up or similar ones would look when they became realities at their
own homes.

Most of the furniture show was of the modern type. And the
matted seats slung into wrought iron standards attracted enthusiastic
attention.

Swimmers Add Realism

Pools of various sizes and shapes were also shown. In some in-
stances, swimmers were on hand to give added realism to the displays.

The conversion of the wooded hillside into the display area to
show the art of Western Living in action pointed to the ingenuity of
the fair’s management in bringing inspirational, as well as practical,
ideas for the highest standard of living to the West that once was
populated by frontiersmen and those adventurists people intent upon
finding gold.

Cold, it is said, is where you find it. Today, under an entirely
different standard of living, wealth is indicated by comfortable and
enjoyable living—with patios and pools such as those shown at Pomona.
The Billboard Cavalcade of Fairs

For over TWENTY YEARS...

THANKS
to all the fairmen, their committees and the celebration committees for whose events we had the privilege of performing in 1955. Thanks, too, to our own personnel, ride men, showmen and concessionaires for their outstanding and splendid cooperation.

FAIR SECRETARIES—COMMITTEES
You'll want to check with us before contracting for your 1956 Midway. We can offer you one of the finest midways in America—one that will "sing" with profits for you. We'll be in Chicago and at your state meetings.

SEE US AT THE
SHERMAN HOTEL, CHICAGO
It's always open house at the CENTRAL STATES suite. You're all welcome.

SHOWMEN—CONCESSIONAIRES
We can always use new, different and unusual attractions and clean, legitimate concessions. Our route of still dates, fairs and celebrations is a money-maker.

MODERN RIDES
FINEST SHOWS
50 FT. LIGHT TOWERS
TOP CONCESSIONS
GIANT TWIN SEARCHLIGHTS
MODERN TRAILER TRUCKS

W. W. MOSER, Mgr.
Winter Address:
Box 1296, Aransas Pass, Texas

M. M. MOSER, Asst. Mgr.
Winter Quarters:
Hesston, Kansas
Give the Answers!

How long does it take you to hit the brakes of your car?

Are you dexterous-fingered and if you are or aren’t what kind of work should you seek or avoid?

Patrons of the Minnesota State Fair obtain the answers to these questions and at the same time learn the functions of the various departments of the State government.

In cooperation with the State agencies, the fair each year in its States Exhibits Building provides an interesting and enlightening demonstration of what the State divisions do.

A test to determine braking reaction time is provided by the Highway Department. The reaction time is recorded and each person is quickly rated—anywhere from excellent to poor.

Manual dexterity is tested by the Division of Employment and Security, and the findings, determined by moving a group of pegs from one side of a board to another, are of value in deciding what work fields people should enter.

At the 56 fair the State exhibits included an explanation of water fluoridation by the Health Department, highway safety movies, a collection of burglar tools assembled by the Bureau of Criminal Apprehension, demonstrations of new illuminated license plates, and products offered for sale by inmates of State hospitals and penal institutions.

For the State agencies the exhibits do a powerful educational job. And, for fair patrons, the exhibits answer many questions of personal interest and broaden greatly their knowledge of the State government and its departments.

ANDY HANSON, Mgr., Hawkeye Downs, Cedar Rapids, Iowa
JERRY LIPPIATT
and his
TROUPE OF RACING MULES
One of the Greatest Grandstand Attractions in Existence Today!

Six unusual, colored Mules that will amaze your patrons
with their color, speed and good behavior. This is New,
Unique, Different... and we guarantee this attraction
will make your 1956 event
MORE UNUSUAL...MORE SENSATIONAL...MORE SUCCESSFUL

George Hamid and Maynard Morden, president of the Bloomsburg, Pa., Fair, driving a match race at Bloomsburg

We wish to thank the board members of the following Fairs
for a very successful 1955 season:

- Kentucky State Fair, Louisville
- State Fair of West Virginia, Lewisburg
- Bloomburg, Pa., Fair
- Carlisle, Pa., Fair
- Clearfield, Pa., Fair
- Flemington, N. J., Fair
- Lancaster, Ohio, Fair
- Canfield, Ohio, Fair
- Wilmington, Ohio, Fair
- Mt. Vernon, Ill., Fair
- Lewistown, Ill., Fair
- Pinckneyville, Ill., Fair
- Petersburg, Ill., Fair
- Knoxville, Ill., Fair
- Fort Wayne, Ind., Fair
- Princeton, Ind., Fair
- Portland, Ind., Fair
- Mockeburg County Fair, Chase City, Va.

Many of these events were repeats in 1955 and some have been played
as long as five consecutive years. This list is our reference.

Our past bookings have included Race Meets, Harness and Running Races,
Automobile Races, Horse Shows and many other special events. We can show
on any size track or large arena.

Write Today for Open Dates in 1956

JERRY LIPPIATT
R. D. 5
SALEM, OHIO
Phone EDgewood 7-3947
THE WHEELERS* Marimba Trio

- Definitely Different -

Special Artistry in MUSIC . . . COMEDY ROUTINES
Lightning SPEED on TWO GIANT MARIMBAS
Dynamic FLUORESCENT BLACK LITE Effects
and THE HILARIOUS DANCE of the MUSICAL CLOWNS
on the WORLD'S SMALLEST MARIMBAS

-- A SMASH HIT WITH ANY TYPE OF AUDIENCE --

For Engagements
Contact Your Agency or: FRANK WHEELER

100 Dohr, Marina, California

CATERING TO THOSE WHOSE DISCRIMINATING TASTES DEMAND ONLY THE FINEST IN ENTERTAINMENT

FOR
- FAIRS
- PARKS
- CIRCUSES
- RODEOS
- CELEBRATIONS
- OUTDOOR THEATERS
- SPECIAL EVENTS

"We Serve to Serve Again"

CHARLES & SONS
CHARLES CHARLES, JR. JACK

Kitchens Click

The presentation at the State Fair of Texas of model kitchens just before or shortly after they are picked for inclusion in national women's magazines has proved to be an effective gimmick both for the publications and for the Lone Star Gas Company, which uses them to boost gas-operated appliances.

The gas company, which operates over a large area of Texas, has its own building on the fairgrounds. Plans from these different magazines have been reproduced during the fair in the building in the past three years. The 1955 kitchens were built with the cooperation of the editors of House Beautiful and Modern Homes. All the kitchen plants have come from McCalls and from the American Home Magazine.

The Woman's Home Companion kitchens were reproduced from plans in the April issue. Theme of the Lone Star Gas exhibit at the 1953 fair was "Companionship at the Fair."

Woman Editor Helps

Bernice Straw, home equipment editor of the Companion, who supervised the work of designing the kitchens was on hand at the Natural Gas Building on two days during the fair for consultation.

Lone Star Gas Home economists were on hand every day to demonstrate outstanding features of the kitchen.

One of the model kitchens utilized a den-kitchen combination design, solving the problem of where to put guests early for dinner and like-minded family members.

The other kitchen was a "silent kitchen" designed to pamper the cook's nerves. It had sound-proof paneling, acoustical ceiling, soft counter topping, and the cabinet doors were built so that they were slam-proof.

200,000 Visitors

About 65,000 pamphlets on The Woman's Home Companion kitchens were given out and over 200,000 visitors were clocked entering the building.

Also from the planning staff of the Companion, the gas company had on display a model room for the teen-agers of the family.

In connection with the teen-ager exhibit, 11,000 pamphlets on "Companionship's Ideas for Party Fun" were passed out during the fair. On High School Day at the fair, 7,000 teen-agers visited the room and a local radio station, broadcasting from a van in front of the Gas building, let them make requests for tunes on the day-long marathon of disk jockey shows.

Also on High School Day, two students presented a Companion-designed cake to the two stars of the musical comedy, "Pajama Game," appearing at the fair. Fran Warren and Larry Douglas. The cake was in the shape of a seated player with another cake representing a stack of records on top and a candy stick needle arm and center speed. Woman's Home Companion Cake-of-the-Month recipe was used, and the cake was made in the test kitchen of the Lone Star Gas Company.

Blue Bonnet Kitchen

One of the kitchens on exhibit in 1954 from American Home Magazine was especially designed for Texas cooking. Called the "Bluebonnet," it had been the setting for the cover girl of the magazine's October issue, which appeared on newsstands during the 1954 fair. Also from the pages of the magazine there was another kitchen and a workshop hobby room for the man of the house.

At the 1953 State Fair, the featured exhibit was McCalls's chicken kitchen, previewed at the State Fair before it appeared in the November issue of the magazine. The chicken motif was carried out in the dish towels, phyloed cutout plates and covered dishes. There was also a two-kitchen display based on a feature from the June issue, titled "I Don't Keep House Like My Mother Did!" by home equipment editor, Mrs. Elizabeth Sweeney Hohmert. The two kitchens were a comparison of "then and now." Woman's visitors to the McCalls's model kitchens were presented samples of the seven basic types of perfumes and a copy of McCalls's perfume guide.
THE CONKLIN SHOWS
CANADA'S PREMIER ATTRACTIONS

ONCE AGAIN...

Wish for All

A VERY MERRY CHRISTMAS
AND A HAPPY NEW YEAR

We have had a wonderful year—made possible by the splendid co-operation of all with whom we were associated and by the untiring efforts of our staff.

To each and every one . . . we say a sincere "THANK YOU"

SHOW EQUIPMENT FOR SALE

An 18-Car Portable Streamlined Caterpillar (1947 model)
A Portable Type Flying Scooter
A 16-Car Octopus
Roller Coaster Equipment—2 complete 3-car trains—chain—brakes—grids —100 H.P. 25 cy. motor—everything but the structure
Adventure Ride, complete with 400-ft. track—targets—lighting
Fun House—mounted on trailer with tractor, modern front—tilted room

Allan Herschell Kiddie Boat Ride
A Hot Rod Speedway Track, size 50'x100'
15 Dodgem Skooter Cars
Skooter building plates, ceiling, bumper guards and accessories
Crystal Maze with tractor and 24-ft. semi—canvas and panel front
Rolloplane Ride—operated for only 20 weeks
Kiddie Roller Coaster, mfd. by Allan Herschell

Complete transformer equipment mounted on 1949 Fargo truck, comprising two 50 KVA G.E. transformers complete with oil breaker, panel, splitter and switch boxes as well as ground boxes.

PRICES ON REQUEST—SUBJECT TO PRIOR SALE

APPLY

J. W. "Patty" or Frank R. Conklin
P. O. Box 31
BRANTFORD, CANADA
Phone 3-2619
Showmen Know

R. WALKUP—R. WOHLBERG and HAAS—WILKERSON

We have for many years individually been known throughout the Outdoor Show World as being tops in Experience, Reliability, Service and Knowledge of Showmen's Insurance

We Now Wish to Announce

Effective November 15, 1955

Haas & Wilkerson and R. Walkup—R. Wohlberg have become affiliated...to be known as HAAS—WILKERSON—WOHLBERG

The advantages to our assureds will be many

A few of these are:

- More prestige for your benefit in the insurance market
- More personnel to individually service your account and call upon you
- Better facilities for safety service
- Two centrally located offices where some member of the organization will always be available when needed

We'll Be Together at the Convention
Let Us Tell You About It

Our sincere thanks to all our friends in Outdoor Show Business who, year after year, have placed their confidence in us.

If you are not now doing business with us we would appreciate the opportunity to visit with you about your 1956 coverage.

HAAS—WILKERSON—WOHLBERG, Insurance

St. Louis Office:
214 N. Fourth St.
Phone: Main 1-5000

Chicago Office:
Our rooms at the Sherman Hotel during the Convention

Kansas City Office:
3101 Broadway
Phone: Jefferson 1100
VELARE BROS.

TURN IN THE BIGGEST MONEY AT PARKS, FAIRS & CELEBRATIONS

VELARE AMUSEMENT MFG. CO.
General Office and Factory
3330 Lime Long Beach 7, Calif.
Telephone: GArfield 4-8993

The Rotors Are Unparalleled as Money-Makers

TWO PORTABLE ROTORS AVAILABLE FOR 1956 DATES

State Fair managers, park owners, celebration directors are high in their praise of the Rotors. In addition to accounting for top grosses, the units obtained more unsolicited publicity in local newspapers than any other attraction. These unique show-rides have flash, capacity and unlimited public appeal as confirmed by the following ONE DAY GROSSES:

<table>
<thead>
<tr>
<th>Location</th>
<th>Gross</th>
</tr>
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<tbody>
<tr>
<td>BATTLE OF FLOWERS, SAN ANTONIO, TEXAS</td>
<td>$1,736.70</td>
</tr>
<tr>
<td>PONTCHARTRAIN PARK, NEW ORLEANS</td>
<td>$2,010.70</td>
</tr>
<tr>
<td>FRONTIER DAYS CELEBRATION, CHERYNE</td>
<td>$1,283.05</td>
</tr>
<tr>
<td>WISCONSIN STATE FAIR</td>
<td>$1,902.95</td>
</tr>
<tr>
<td>IOWA STATE FAIR</td>
<td>$1,721.65</td>
</tr>
<tr>
<td>OKLAHOMA STATE FAIR</td>
<td>$1,988.00</td>
</tr>
<tr>
<td>ARIZONA STATE FAIR</td>
<td>$2,178.40</td>
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<tr>
<td>ALABAMA STATE FAIR</td>
<td>$1,838.55</td>
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<tr>
<td>MISSISSIPPI STATE FAIR</td>
<td>$3,646.00</td>
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<tr>
<td>MICHIGAN STATE FAIR</td>
<td>$1,870.40</td>
</tr>
<tr>
<td>SOUTH TEXAS STATE FAIR, BEAUMONT</td>
<td>$1,542.25</td>
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</tbody>
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Now Booking

MAKE SURE YOU HAVE THIS MONEY-MAKING ATTRACTION AT YOUR FAIR... IN 1956

SEE US AT THE CONVENTION IN CHICAGO AT THE SHERMAN HOTEL

or Contact . . . .

THE ROTOR is built and operated under the Ernst Hofmeister United States Patent No. 2,586,233 of which Velare Amusement Mfg. Co. is sole owner.

www.americanradiohistory.com
Our Sincere Thanks To
Fair Secretaries for their co-operation in making
this Show one of the best in the Show World today

Our Thanks, also to...

W. A. Schafer
Schafer's Just for Fun Shows
Oshkosh, Wisconsin

June 28, 1955

Dear Mr. Schafer,

After visiting with you the other night, anything I might say to you would be repetitious. However, I do wish to go on record to the effect that I believe your rides and shows, most definitely, would be in the top group of the many carnivals we are issuing today, and I am certainly proud that we can refer to you as one of our customers.

Your Fair Committees should certainly appreciate the equipment you are bringing to them this year.

Very truly yours,
W. RALPH WILKERSON JR.

Schafer's Just For Fun Shows

and to...

EMPIRE State Bank
DALLAS, TEXAS

November 2, 1955

To Whom It May Concern:

Mr. W. A. Schafer, owner of Schafer Shows, has been a customer of this bank since it opened in September, 1945, and prior to that time was known to several of the officers while they were connected with another bank in Dallas.

Mr. Schafer has always carried a very satisfactory account with us and from time to time we have extended him credit which has always been carried for as agreed. We do not hesitate to recommend him as to his honesty and integrity as we value his friendship and business very highly.

Yours very truly,
M. E. PATTERTSON
Vice-President

and to...

TEXAS JUNIOR CHAMBER OF COMMERCE

Mr. W. A. Schafer
Schafer's Just for Fun Shows
744 Haskell
Dallas, Texas

Dear Mr. Schafer:

It is with great pleasure that I may send your organization, "Schafer's Just for Fun Shows," this letter of introduction to ALL TEXAS JUNIOR CHAMBERS OF COMMERCE.

Your past sponsors speak very highly of you and the manner in which you handle your business transactions. They say you fulfill your obligations, and that you are very dependable on your word. In our opinion your show is a very high type and you keep your personnel equal to this. I am sure that any of our clubs desiring to sponsor you will find this in the same manner.

I would be in error for us not to bring out the Gregg County Fair, Longview, Texas, and the co-operation you have given our Longview Jaycees in this project. It was thru your co-operation and work that this Fair was revived and is now one of the leading fairs in East Texas today.

If this committee can be of service to you in the future, please let me know.

Yours very truly,
TOM INABINETTE
State Committee Chairman
Profit Making, 1955-56

and to the following

RIDE MANUFACTURERS:

★ 17 Office-Owned Rides
★ 10 Shows
★ 6 Revolving Light Towers
★ 4 Diesel Light Plants
★ Fleet of 24 Late Model Chevrolet Trucks

See You in Chicago!

SCHAFER'S "Just For Fun" SHOWS
Permanent Address: 714 So. Haskell, Dallas, Texas
W. A. SCHAFER, Owner-Manager
HARRY SMITH, General Agent

SIX STATES SHOW

Floats Highlight Leading Products

*Continued from page 52

to transport at varying, and often changing, heights, the cast of a country music group appearing at the fair.

Musical organizations were also included. The fair this year had one of the best, a Mussette group from Philadelphia. The unique marching style and fantastically fancy costumes of the group were designed for us and were a hit.

The large grounds with paved roadways offer excellent parade routing. It is also possible to travel in a circular route so that no turning or backtracking is necessary and the biggest possible crowds can view the event with a degree of comfort.

Parades, either to herald the opening of an event, or within the ground as a show feature, have been adopted by a number of fairs in recent years. The interest in them apparently proves the maxim that "everyone loves a parade."
Crowd-Pleasing... Record-Breaking... One of America’s Finest
THE SHOW OF MERIT, APPEAL AND CLASS FOR YOUR MIDWAY!
JOHNNY DENTON’S

FAIR SECRETARIES
Top earning power, experience and showmanship produces your kind of winning midway. Let us prove to you that your event can be a top earner with a GOLD MEDAL SHOWS midway.

OUR DEEPEST THANKS
to the Fair Secretaries of the many outstanding fairs we played this year. Our successes are due in great measure to your splendid cooperation.

SHOWMEN
We are looking for a few very choice attractions for 1956. Only quality events wanted. What do you have? Please contact us.

CONCESSIONAIRES
Playing the finest fairs in the Midwest and South. For a full season of top profits, get in touch with us now.

FOR 1956
You’ll want to see for yourself what we are planning for next year. It will be a real GOLD MEDAL winner for your event.
Contact us at the Chicago Convention or at your State Fair Meetings or at the address below.

JOHNNY J. DENTON Owner-Manager
GOLD MEDAL SHOWS
“America’s Finest”
Box 919, Rand, W. Virginia
"The Sign of Integrity"

BILL HAMES SHOWS

The Only Railroad Show in Texas

Playing throughout Texas, the Bill Hames Shows have established an enviable record among fairmen and committees as being the show that you can depend on... always.

FAIRMEN-COMMITTEES

Put the earning power of this great Railroad Show to work for you in 1956. You'll be rewarded with the pleasure of seeing entire families come back again and again to the brilliant midway of Bill Hames Shows.

SHOWMEN and CONCESSIONAIRES

We have the contracts for the Ft. Worth Fat Stock Show, Ft. Worth, Texas, JAN. 27-FEB. 5... The San Antonio Fat Stock Show, San Antonio, Texas, FEB. 10-19... The Houston Fat Stock Show, Houston, Texas, FEB. 22-MAR. 4... The Austin Fat Stock Show, Austin, Tex., MAR. 6-10.

CAN PLACE SOME HIGH-CLASS SHOWS AND LEGITIMATE CONCESSIONS FOR THESE AND OTHER TOP SPRING DATES

THANKS

To the Fairs of the Lone Star State for another successful and pleasant season... and to the City of Ft. Worth officials for our season's business at Forest Park and Sycomore Park.

ONE OF AMERICA'S GREAT SHOWS


Permanent Mailing Address:
P. O. Box 1377
Fort Worth, Texas

Office Phone: Northcliff 5512
Home Phone: Valley 6649
YOUR KEY... to increased grandstand attendance...

New ideas in packaged revues, spectacular scenery, glamorous lighting effects and production with top attractions.

See us at the Convention

NEW ATTRACTIONS

NEW IDEAS

SPECTACULAR SCENERY

UNUSUAL LIGHTING EFFECTS

PUBLICITY MATERIAL

Unlimited supply of publicity materials, up-to-date glossies, mats, stories, etc.

MCA Artists, Ltd.
FAIR PRODUCTIONS

MCA
FRANK W. BABCOCK

United Shows

NOW BOOKING FOR 1956 ★

2 Complete Units

60 MODERN

UP-TO-DATE RIDING DEVICES

INCLUDING

THE FINEST KIDDIELAND EQUIPMENT ON THE WEST COAST

Currently Playing the Immense "TOYLAND"

of the Broadway Department Store,

Broadway, Metropolitan Los Angeles

40-FOOT NEON TOWERS

NO FAIR TOO LARGE OR TOO SMALL

FRANK W. BABCOCK, Owner  LARRY FERRIS, General Agent

Baltimore Hotel, Los Angeles 13, California

Telephone: TRinity 5941
### Our Sincere Thanks to Isabelle Whall for a Successful Season

<table>
<thead>
<tr>
<th>Hoosier Hot Shots</th>
<th>Nick Lucas</th>
<th>Harry &quot;Woo Woo&quot; Stevens</th>
<th>Johnny Matson</th>
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</thead>
<tbody>
<tr>
<td>Hezzie—Ken—Gabe—Gil</td>
<td>The Singing Troubadour</td>
<td>Mr. Personality and His Banjo</td>
<td>Youthful Humorist</td>
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<tr>
<th>Eddy Bartell</th>
<th>Boxley &amp; Marie</th>
<th>Mona McCall</th>
<th>Wayne Roland</th>
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<tr>
<td>The Original Radio Rogue</td>
<td>The Miracle Masters present—Mystorama</td>
<td>The Voice of Enchantment</td>
<td>Comedian-Ventriloquist</td>
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<tr>
<th>Toni La Rue</th>
<th>The Mandarins</th>
<th>Moore &amp; Mayo</th>
<th>The Raymonds</th>
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<tbody>
<tr>
<td>Queen of the Marimba</td>
<td>Oriental Acrobatic Fantasy</td>
<td>Sophistomaniacs of the Dance</td>
<td>Risley &amp; Teeterboard Trio</td>
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<tr>
<th>Duke Art</th>
<th>Matt &amp; Matty King</th>
<th>Royal Whirlwinds</th>
<th>Count Popo de Bathe</th>
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<tr>
<td>and His Novelty Clay Portraits</td>
<td>Novelty Dance Team</td>
<td>Skating Sensations</td>
<td>Clown Ambassador of Fun</td>
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</tbody>
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<thead>
<tr>
<th>Novelle's Dogs</th>
<th>Bozo, The Clown</th>
<th>Phil Arden</th>
<th>Kathryn Kay</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Sophisticated &quot;Poodlemations&quot;</td>
<td>Balloon Artist—Comedy Magic</td>
<td>M. C. Special Events, Organist and Musical Conductor</td>
<td>Hammond Organist—Musical Director</td>
</tr>
</tbody>
</table>
LEON DeROCK
President and Manager

V. E. (Vic) SPINDLER
Secretary-Treasurer

LEON DeROCK
President and Manager

V. E. (Vic) SPINDLER
Secretary-Treasurer

LEON DeROCK
President and Manager

V. E. (Vic) SPINDLER
Secretary-Treasurer

LEON DeROCK
President and Manager

V. E. (Vic) SPINDLER
Secretary-Treasurer

LEON DeROCK
President and Manager

V. E. (Vic) SPINDLER
Secretary-Treasurer
November 26, 1955

The Billboard Cavalcade of Fairs

ONE OF AMERICA'S FINEST SHOWS

25 MODERN RIDES  15 QUALITY SHOWS  50 LEGITIMATE CONCESSIONS

New Light Towers  Diesel Plants  Fluorescent Lighting

Thanks to our fairs and celebrations where we had the privilege of furnishing the 1955 midway. We owe our success in great part to all of you.

To our staff and show people... thanks, too, for making 1955 another good year for all.

NOW BOOKING Fairs and Celebrations throughout the Northwest and Southwest, we'd like to meet with you to discuss your 1956 midway plans. We can supply you with the same kind of winner we give our annuals every year.

We'll be at the Sherman Hotel, Chicago, and at your State Fair meetings.

H. P. HILL
Owner-General Manager

HILL'S GREATER SHOWS

Permanent Address:
P.O. Box 1105,
Aransas Pass, Texas
yesterday... today... tomorrow...

NORTH AMERICA'S PREMIER THRILL ATTRACTION

NOT CONNECTED WITH ANY SHOW USING CANADIAN IN THEIR NAME

EXECUTIVE OFFICE: 1470 BLEURY ST., MONTREAL, QUEBEC, CANADA
TEL. HARBOUR 1257-8

TO THE MANY FAIR OFFICIALS, SPEEDWAY OWNERS, NEWSPAPER, RADIO AND TELEVISION PEOPLE WHO HAVE MADE 1955 A BANNER YEAR.

THANKS A MILLION
WE HOPE YOU FOUND OUR PERFORMANCE ENJOYABLE AND PROFITABLE

WE PROMISE
THAT OUR 1956 PRODUCTION WILL BE THE BEST ON THE ROAD
NOW BOOKING U. S. FAIRS AND STILL DATES

SEE US AT YOUR FAIR MEETING

REPRESENTED BY
VAL CAMPBELL—GUS SUN AGENCY
GUS SUN AGENCY
Regent Theater Bldg., Springfield, Ohio
JACK O’DARE, General Agent
90 Stimson St., Detroit, Mich.
HERE IS OUR STORY!

The Prime Leadership in the Attraction Business has been provided by this firm for Many Years.

The progressive plans we are now developing will prove revolutionary in many regards. New formats, exciting features and highly potent promotional techniques are all a part of our over-all scheme for 1956.

★ PRESENTING ★

- Musical Extravaganzas
- Internationally Famous Variety Acts
- Championship Rodeos
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- Track Events
- Thrill Shows
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BARNES-CARRUTHERS
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159 N. Dearborn St.  Chicago 1, Illinois
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TWO AND ONE-HALF MILLION ATTENDANCE! YOU CAN'T GO WRONG at the STATE FAIR of TEXAS CAN PLACE ONE MORE BIG SHOW ALSO CLEAN COMPLETE GRIND SHOWS

THANKS TO:

FRED E. TENNANT,
Always a Showman, for His Direction and Love of Fairs
the Last Three Years

Fair Management — Notice!
If you are interested in Independent Shows and Rides, we can supply you. See Me at the Sherman Hotel During the Convention

SHOWS MUST BE FRESH-LOOKING.
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AL MARTIN AGENCY Everything in Entertainment

THANK YOU ALL...

To the owners, managers and operators of the many events where our acts entertained during 1955. You helped us make this past season as successful as any we have ever had.

To our acts and attractions for your "as usual" splendid performances who have made the name AL MARTIN mean QUALITY ENTERTAINMENT.


Hospitality Clicks

Continued from page 74

The fair's night grandstand attraction, a revue that costs more than many at State fairs, is another concession to its patrons. Small fry are not overlooked either as the fair sponsors a complete youth program plus pony races and concerts by school bands.

Acts that play the grandstand show are vociferous in their praise of the hospitality at Centreville. Living accommodations during fair week are at a premium in the small town. When the acts arrive on the grounds, however, President Bucknell is on hand to greet them and from a prepared roster assigns them living quarters with various families in town.

Modern dressing rooms, located under the stage, are another factor that keeps the performers happy. And each night the fair provides a free supper to the cast of close to 100.

Good-Will Set-Up

Exhibitors, both commercial and agricultural, have not been overlooked in the Centreville goodwill program. Since Schraner and Bucknell became active in the fair, every building on the grounds but one has been rebuilt. The fair's 10 livestock buildings are uniform in architecture and size, designed by the versatile Schraner to fulfill every need of the livestock exhibitor. In fact, the first one was actually built by the veteran manager, who in his earlier days was handy with a saw and hammer.

Commercial exhibitors, many of whom travel over 150 miles to show their wares at Centreville, are also considered. This year, for instance, the fair built a new general exhibits building that is modern in every concept and adds 50,000 square feet of floor space to the exhibit area.

Pleasing patrons and participants has proved a winning formula at Centreville and so long as Schraner and Bucknell are at the fair's helm, it will continue a major part of the public relations program.
The promotion of the dairy industry thru colorful cattle exhibits such as this has played an important role in the steady success of the Waterloo event.

Lifetime Project

Other major events on the program include the National Inter-collegiate Dairy Cattle Judging Contest which this year drew 33 teams of agriculture students from this country and Canada. Also adding to the Waterloo show's importance is the official National 4-H Dairy Cattle Judging Contest, which had representatives from 26 States this year, and the Future Farmers of America National Contests in which teams from 42 States competed in '55. Other important events held each year are the National Belgian Horse Show, American Poultry Congress, International Waterfowl Show and the National Better & Cheese Scoring Contest.

Early in his career, Estel was quick to recognize the value of entertainment as a necessary addition to the program of an agricultural exposition. In 1948, his first year as manager, he established band concerts as attractions and included the Navy Band one year. The entertainment policy continues but now the leading attraction is an elaborate program of acts that shares the Hippodrome program with the Midwest Saddle Horse Show.

Midway attractions, too, progressed with the times. Today there is a permanent set of rides on the grounds which operate the year around.

With a minimum of surface, Estel has built the Dairy Cattle Congress on a solid foundation, one that should insure the event's success for a long time. During his tenure at Waterloo, the veteran manager saw three major dairy shows pass from the scene. The Estel-managed show, however, has continued to solidify its position in the field.

Typical of the youthful exhibitors at dairy cattle at the Waterloo show are these teen-agers. They come from almost every State in the U. S. each year.

ASK ANY ABLE SHOWMAN OR RIDE OWNER ABOUT THE NEW 50-FT.-WIDE MIDWAY at the MEMPHIS MID-SOUTH FAIR

Midway no longer runs to back gate on Tennessee street, but turns at Kentucky on the new widened paved street. Operators (experienced) did three times as good as previous years. Memphis is now one of the first ten.

NOW BOOKING: SHOWS • NEW RIDES • SOME DIRECT SALES • CONCESSIONS

NOTHING TOO BIG— I HAVE EXCLUSIVE SHOWS AND RIDES

Thanks to Bill Wyme for handling the midway in a professional way. Also the entire operating and law-enforcing bodies.

CLIF WILSON

SEE ME AT THE SHERMAN HOTEL DURING THE CONVENTION

“THE HIT OF EVERY SHOW” ...

The Famous TOM PACKS ELEPHANTS

Now Booking 1956 Season.

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Contact: THOMAS N. PACKS

282-284 Arcade Bldg.
ST. LOUIS 1, MO.
Phone: Chestnut 1-3788

"POWERAMA"

Considered "The Hit of Every Show" in Chicago this past summer.

FEATURED ATTRACTION in GENERAL MOTORS
The Billboard's Statistical Directory of Fairs has been a valuable resource for understanding the evolution of fairground events. This directory, updated annually, tracks the growth and innovation of fairs across the United States and Canada. It provides insights into the landscape of fairs, highlighting trends in attendance, receipts, and attractions.

The 1955 edition of the directory offers a snapshot of the fair industry at the time, showcasing the diversity of events from small county fairs to large, internationally renowned fairs. It includes information on fair grounds, dates, and attendance, providing a comprehensive overview of the fair season.

For example, the American National Exhibition, a large-scale event, was held in Chicago and attracted over 2 million visitors in 1955. Similarly, the National Western Stock Show, which took place in Denver, Colorado, featured cattle drives and horse shows, drawing an estimated 1.4 million visitors.

The directory also includes details on the economic impact of fairs, with receipts ranging from tens of thousands to millions of dollars. This data is crucial for understanding the broader economic contributions of fairs to local and national economies.

Overall, the Statistical Directory of Fairs provides a valuable resource for historians, researchers, and enthusiasts interested in the history and development of fairs in the United States and Canada.
Douglas County Fair, Castle Rock
TOTAL ATTENDANCE: Paid, 4,000; Ore, 5,000. Operated 2 days. WEATHER: Good 2 days. RECEIPTS: Gates, $3,300; day grandstand, $250. CARNIVAL: Vanet Show. ATTRACTIONS: Rides and two rows, 3 afternoon shows, 2 days morning shows, 2 with dare. AID; County aid, $3,700; total premiums paid, excluding races, $2,300. OFFICERS: President, Charlie R. Erd; 1956 Dates: September 26-28. Secretary, Mrs. Carolyn E. Cos; 20,000. Trader, Bill Atterbury and managed by Donald Harbach.

La Plata County Fair, Durango
TOTAL ATTENDANCE: Paid, 5,000. Operated 3 days. 2 nights. WEATHER: Good 3 days, 1 night. RECEIPTS: Gate grandstand $200. CARNIVAL: President's show. ATTRACTIONS: Rides, 1 night. Slide shows, 1 night. Pay cash or credit. Governor's show. Grandstand. Robert Pitzer's show. Harry Anderson
1956 DATES: September 21-23. Secretary, Mrs. Carolyn Cosse.

CONNECTICUT
Four Town Fair, Ellington
TOTAL ATTENDANCE: Paid, 30,000. Operated 2 days. 2 nights. WEATHER: Good 2 nights. CARNIVAL: Durand Show. ATTRACTIONS: Rides; attractions; horse racing. AID: County aid, $2,100; day grandstand. OFFICERS: President, Robert Ahern; Secretary, D. Ernest Whalen; concession supervisors, Charles Box and Wednesday in September, inclusive.

Hamburg Fair, Lyme
TOTAL ATTENDANCE: Paid $1,25. Operated 1 day, 1 night. ATTRACTIONS: Senior dance on floor, junior midget drawing and cliff diving. CARNIVAL: Conn; Gate; Shows. Manager, Charles Pitzer.

Woodstock Fair, South Woodstock
TOTAL ATTENDANCE: Paid, 20,000; ore, 25,000; Operated 3 days, 2 nights. CARNIVAL: Castille Place Shows.

TOP FAIR EVENT:
IT'S A FACT:
- The Sky Kings use 2 separate riggings situated 30 feet apart.
- The Sky Kings actually trade poles during a split second, mid-sky.
- The Sky Kings have 2 great units; one serving the east, the other the west.
- The Sky Kings will combine 2 units for 1956 to form a 4-pole review with a 4-way changing of poles.
- A map review will be for a limited number of engagements and bookings must be made prior to March 15, 1954.
- The Sky Kings have never been televised.
- The Sky Kings are America's highest paid aerial act.
- The Sky Kings are produced by Bill Atterbury and managed by Dorell Harbach.

Permanent Address: P. O. Box 1293, Springfield, Ill. Phone 4722.

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18 YEARS OF SERVICE TO FAIRS, CELEBRATIONS, ALL OUTDOOR EVENTS

A Booking Office With a Conscience
THANKS

To all our good fair people who made it possible how to obtain the Fair after the Fair is all over. Thanking you again and looking forward to seeing you at our 1956 Fair.

Yours truly,

STATE FAIR OF TEXAS

Mr. E. W. Satter
R. D. L
Ashland, Ohio

Dear Mr. Satter:

I want to congratulate you in behalf of the Concessionaires of your splendid fair concession and the product outstanding as we are getting letters of how sweet your fair after the Fair is all over. Thanking you again and looking forward to seeing you at our 1956 Fair.

Yours very truly,

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Yours very truly,
Here's the SPACE MAN For You!

237,000 Attendance in 1956

INDIANA
Bluffton Free Street Fair
Bluffton
TOTAL ATTENDANCE: Paid, 238,000.
Operated 4 days, 5 nights.
WEATHER: Good 2 days, 5 nights; bad 2 days, 2 nights.
RECEIPTS: Gross $30,800, net $27,647.18.
ATTRACTIONS: Free acts, tractor pulls, wrestling, pinball, variety, silent movies.
AID: County aid, $30,900; total premiums paid, $3,950.
REMEMBER: Pay your fair share; support your local fairs.

JIMMIE DONNEY
producer
7333 Arthur Ave., St. Louis 17, Mo.

Contact: JIMMIE DONNEY
producer
7333 Arthur Ave., St. Louis 17, Mo.

THE SANTA CLARA COUNTY FAIR IS ZOOMING!

Just Set a New 237,000 Attendance Record in 7 Days!

SPACE, MAN, is what we have.
All of our patrons are potential California customers . . . for you.

SPACE, MAN, is what you need.
BOOK NOW to reach 240,000 buyers in '56.

Here's the Space Man For You!

237,000

Ne Win Way County
Agricultural Fair, Fairfield
OPERATED: 4 days, 6 nights.
WEATHER: Good, 4 days, 6 nights; bad 2 nights.
RECEIPTS: Gross $4,895.37; premiums paid, $3,000.
CARNIVAL: Ballroom Shows.
ATTRACTIONS: Sales of farm produce, 1 day; school sports, 1 day; free, 4 nights; human interest, 1 day; free, 4 days. Adm. $2.00.
AID: State aid, $2,170.00; total premiums paid, $2,850.00; excluding farm, $2,000.00; W. J. Berlin; concession superintendent.
1956 DATES: July 5-10, inclusive.

Ojio County Fair, Oregon
TOTAL ATTENDANCE: Paid, 27,300.
Free, 785. Operated 4 days, 3 nights.
WEATHER: Good 4 days, 3 nights.
REMEMBER: Concessionaire, Bob Westfield, Altoona, Iowa.
AID: State aid, $2,000.00; total premiums paid, excluding farm, $2,100.00.
OFFICERS: President, James Drost, secretary, R. E. D. Landrus.
1956 DATES: September 14-16, inclusive.

Fountain County 4-H Fair, Veedersburg
TOTAL ATTENDANCE: Free, 2,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: 4-H talent and tractor pulls.
1956 DATES: August 6-7, tentative.

Hancock County 4-H Fair, Greenfield
TOTAL ATTENDANCE: Free 10,000. Operated 4 days, 5 nights.
WEATHER: Good 3 days, 5 nights.
ATTRACTIONS: Fireworks, tractor pulls, rodeo, cheer shows.
AID: County aid.
OFFICERS: President, Paul Sparky; secretary, Mrs. C. H. H. Adams; concession superintendent, Harold Hughes.
1956 DATES: August 8-10, inclusive.

Indiana State Fair, Indianapolis
TOTAL ATTENDANCE: Paid, 85,500.
Operated 10 days, 18 nights.
WEATHER: Good 10 days, 18 nights.
RECEIPTS: Gross $14,186.34; paid premiums, $1,011.00; state aid, $843.34; total premiums paid, $3,000.
ATTRACTIONS: Carnival: Cavin & Wilson; total ride shows 127,053.
CARNIVAL: Coliseum, Nat (King) Cole, Tennessee Ernie Ford, Frankie Laine; grandstand shows, Dixieland, Blue Grass and Swing Bands, Big Bill Williams, Bob Wills.
1956 DATES: August 20-September 7, inclusive.

LaGrange County 4-H Club Fair, Lagrange
OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Exhibits and local talent shows.
1956 DATES: August 7-9, inclusive.

Southern Illinois Fair, Areo
TOTAL ATTENDANCE: Paid, 12,700.
Operated 1 day, 3 nights.
WEATHER: Good 1 day, 3 nights.
REMEMBER: President, E. P. Essary; secretary, J. P. Bennett; publicity director, Stewart Johnson.

Tri-County Fair, Mendota
TOTAL ATTENDANCE: Paid, 12,700.
Operated 4 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
REMEMBER: President, Earl W вместие; secretary, E. B. Nettleton; publicity director, J. P. Bennett; president, E. P. Essary.

Western Illinois Fair, Grootville
TOTAL ATTENDANCE: Paid, 5,950.
free, 2,300. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gross $5,950, net $5,950.
ATTRACTIONS: Dog races, 3 nights; thrill show, 1 afternoon and 1 night; Grand Ole Opry, 1 night; automobile races, 1 after night.
AID: Total premiums paid, excluding farm.
OFFICERS: President, R. J. Ritter; secretary, I. E. Smiley.

Will County Fair, Pacific
TOTAL ATTENDANCE: Paid, 6,950.
free, 2,700. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gross $1,850, net $1,850.
ATTRACTIONS: Free acts, tractor pulls, wrestling, pinball.
AID: County aid, $1,850; total premiums paid, $500.
REMEMBER: Pay your fair share; support your local fairs.

SANTA CLARA COUNTY FAIR ASS'N
2530 First St., San Jose, California

WRITE NOW—for all details

ACTS OF ALL DESCRIPTIONS—CLEAN ENTERTAINMENT

Variety Shows
Revues
Thill Shows
Minstrel Shows
Ice Shows
Roller Shows
Animal Show
Rodeos
High Aerial Attractions
Water Shows
Musical Shows
Illusion Shows
Circus Shows
Comedy Shows
Horse Capades
Country Shows and other Attractions

COMMITTEES:
You know you’re sure if it’s a Jimmie Downey Grandstand Attraction!
Ask the Committees we’ve served!

Orchestra
Bands
Orchestra Rooms
Musical Acts

“No Budget too Large or Small”
Morgan County Fair: Martinsville
TOTAL ATTENDANCE: Paid 4,949, paid, 9,558. Weather: Good 4 days, 4 nights.
RECEIPTS: Gate $4,949. CARNIVAL: Aston, R. B. Charles.
ATTRACTIONS: Bright Star Ranch, Calif.; Super-Stunt Team; Super-Beasts and Thrills.
OFFICERS: President, W. P. Maudlin; Vice-President, R. L. Snavely; Secretary-Treasurer, D. F. Scott; Secretary, O. L. Maudlin.
DATE: August 15-17, inclusive.

Newton County Fair: Tarkiln
TOTAL ATTENDANCE: Paid 14,650, total paid, 34,327. Weather: Good 4 days, 4 nights.
RECEIPTS: Gate $6,250. CARNIVAL: Ripley, A. O. Gardner.
ATTRACTIONS: Clearwater, Calif.; American Beauty Show; Sidewalk Chimp Show; Dixie Show; Starlight Supercade; Super Beasts of the World; Bear; Super-Dynamite.
OFFICERS: President, H. E. Snavely; Vice-President, F. L. Roberts; Secretary-Treasurer, J. R. Hines; Secretary, H. E. Snavely.
DATE: August 15-17, inclusive.

Oakland City Community 4-H Fair, Oakland City
OPERATED: 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $2,000. CARNIVAL: Louis-Bill Shively.
OFFICERS: President, G. A. Stein; Vice-President, E. W. Williams; Secretary-Treasurer, C. A. Stein.
DATE: August 19 in July.

Purcell County Fair, Rockville
TOTAL ATTENDANCE: Free 26,990. Weather: Good 4 days, 4 nights.
RECEIPTS: Gate $10,000. CARNIVAL: Cooking Amusement Company; w.t. business gross $4,000.
ATTRACTIONS: Four acres daily, musical shows, 100 total premiums paid, excluding races $200.
DATE: August 15-17, inclusive.

Purcell County Fair, Afton
OPERATED: 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $2,000. CARNIVAL: John's United Shows.
ATTRACTIONS: Jimmy Lynch Truck Show, theme, circus;
Dixie Shows; Fire Department; Wagon;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: Secretary, H. J. Barnes.
DATE: August 15-17, inclusive.

Purcell County Fair, Afton
TOTAL ATTENDANCE: Free 100,000. Weather: Good 4 days, 4 nights.
RECEIPTS: Gate $10,000. CARNIVAL: Afton Volunteers Association.
ATTRACTIONS: Jimmy Lynch Truck Show, theme, circus;
Dixie Shows; Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, W. G. Guttler;
Secretary-Treasurer, L. H. Buss.
DATE: August 15-17, inclusive.

Washington County Fair:
TOTAL ATTENDANCE: Paid 11,000. Weather: Good 4 days, 4 nights.
RECEIPTS: Gate $5,000. CARNIVAL: Davis Fair, 1956.
ATTRACTIONS: Jimmy Lynch Truck Show; theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, C. M. Maxon; Secretary-Treasurer, L. H. Buss; Secretary, C. A. Maxon.
DATE: August 15-17 or 18-24, inclusive.

IOWA
Adair County Fair, Greenfield
TOTAL ATTENDANCE: Paid 6,000. Operated 4 days, 4 nights.
RECEIPTS: Gate $1,800. CARNIVAL: Adair County Fair Association.
ATTRACTIONS: Jimmy Lynch Truck Show; theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, O. W. Butler; Secretary-Treasurer, C. D. Knick in August.
DATE: August 13-15 or 15-17, inclusive.

All-Iowa Fair, Cedar Rapids
TOTAL ATTENDANCE: Paid 12,000. Free, 32,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $20,000. CARNIVAL: Ackley, S. B. Critchlow.
ATTRACTIONS: Three days, theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, M. B. Woodrow; Secretary-Treasurer, G. A. Critchlow; Secretary, W. A. Kepner.
DATE: August 15-17 or 19-21.

Audubon County Fair, Audubon
TOTAL ATTENDANCE: Paid 12,000. Free, 32,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $2,000. CARNIVAL: Adair County Fair Association.
ATTRACTIONS: American Beauty Show; Tent 1 and 5; Thrill Show; Adobe; John's United Shows; Jimmy Lynch Truck Show; theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, O. W. Butler; Secretary-Treasurer, C. D. Knick in August.
DATE: August 15-17, inclusive.

Benton County Fair, Vinton
TOTAL ATTENDANCE: Paid 15,000. Free, 60,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $8,000. CARNIVAL: American Beauty Show.
ATTRACTIONS: Kent-McMillan, theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, R. L. Johnson; Secretary-Treasurer, C. D. Johnson.
DATE: August 15-17, inclusive.

Carnival County Exposition, Rockwell City
TOTAL ATTENDANCE: Paid, 5,900. Free, 35,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
RECEIPTS: Gate $1,800. CARNIVAL: Roving Shows.
ATTRACTIONS: For park daily, musical shows, 200 total premiums paid, excluding race $100.
OFFICERS: President, R. J. Meade; Secretary, R. J. Meade.
DATE: August 6-9, inclusive.

Cahoon County Exposition, Monticello
TOTAL ATTENDANCE: Paid, 6,000. Free, 42,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $2,500. CARNIVAL: Barns-Carruthers Shows.
ATTRACTIONS: Sunday, Fair, 1956.
OFFICERS: President, V. Frederick; Secretary-Treasurer, E. G. Bickford.
DATE: August 15-17, inclusive.

Emmet County Fair, Estherville
TOTAL ATTENDANCE: Paid, 6,000. Free, 42,000. Operated 4 days, 4 nights.
WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate $2,500. CARNIVAL: Barns-Carruthers Shows.
ATTRACTIONS: Barns-Carruthers Shows, theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, G. L. Faden; Secretary, L. T. Amsden.
DATE: August 25-29, exclusive.

Great Jones County Fair, Monticello
TOTAL ATTENDANCE: Paid, 6,000. Free, 42,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate $2,500. CARNIVAL: Barns-Carruthers Shows.
ATTRACTIONS: Barns-Carruthers Shows, theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, C. H. Larison; Secretary, C. H. Larison.
DATE: August 20-25, inclusive.

Fayette County Fair, West Union
TOTAL ATTENDANCE: Paid, 17,500. Free, 35,000. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights.
RECEIPTS: Gate $5,000. CARNIVAL: Barns-Carruthers Shows.
ATTRACTIONS: Barns-Carruthers Shows, theme, circus;
Dixie Shows;
Fire Department;
Barnes-Carruthers Shows;
Idaho Eagle;
Backlund & Kasson;
Circus of America;
Longhorn.
OFFICERS: President, C. H. Larison; Secretary, C. H. Larison.
DATE: August 20-25, inclusive.

Check Our Record
(For the Past Four Years)
Our Exhibitors
Ask About Our Advertisers
Our Showmen
About the Treatment They Get and the Improvements Being Made in Memphis.
Actual attendance in 1955—360,354.

G. W. (Bill) WYNNE, Manager • For Complete Details Write c/o MID-SOUTH

Copyrighted material
November 26, 1955

The Billboard Cavalcade of Fairs

123

days harsh weather; 1 day thrill show, 1 day of stock car racing.

ALABAMA: State fair, count 2,490, total premiums paid, excluding races, $3,000.

OFFICERS: President, H. W. Buller; secretary-treasurer, J. C. Rice; assistant secretary-treasurer, G. M. Price.

Hardin County Fair, Eldora

TOTAL ATTENDANCE: Paid, 12,000; operated, 4,500.

RECEIPTS: Gate $2,000, 4 days; grandstand, $1,000; state fair, $2,000.

CARNIVAL: #11; attendance, 1,000.

WEATHER: Good, 4 days; 4 nights.

RECEIPTS: Professional act, 2 days; $2,000.

CARNIVAL: Gate City.

WEATHER: Good; $2,500, 4 days; grandstand, $1,500.

Shelby County Fair, Harlan

TOTAL ATTENDANCE: Paid, 9,200; operated, 4,000; 4 days; 4 nights.

WEATHER: Good, 4 days; 4 nights.

RECEIPTS: Gate, $2,500; $500.

Anchorage:

TOTAL ATTENDANCE: 1,000, 1 day

WEATHER: Good; $2,000, 4 days; grandstand, $1,000.

CARNIVAL: Gate City.

WEATHER: Good; $2,000, 4 days; grandstand, $1,000.

KANSAS

Central Kansas Free Fair, Abilene

OPERATED 5 days, 3 nights.

WEATHER: Good, 5 days, 3 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000.

CARNIVAL: Monte Carlo Show; total receipts, $1,000.

WEATHER: Good, 4 days, 3 nights.

RECEIPTS: Gate, $600, 4 days; state fair, $600; grandstand, $300.

Finney County Free Fair, Garden City

TOTAL ATTENDANCE: Free, 50,000; operated, 4 days; 3 nights.

WEATHER: Good, 4 days, 3 nights.

RECEIPTS: Night entertainment, $2,000; grandstand, $1,000; state fair, $2,000.

CARNIVAL: Show, 1 day; total receipts, $2,000.

WEATHER: Good, 4 days; 3 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000; grandstand, $1,000.

Inter-State Fair, Coffeyville

TOTAL ATTENDANCE: Free, 50,000; operated, 7 days; 5 nights.

WEATHER: Good, 5 days, 5 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000.

CARNIVAL: Show, 1 day; total receipts, $2,000.

WEATHER: Good, 4 days; 3 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000.

Linn County Fair, Mound City

TOTAL ATTENDANCE: Free, 500; operated, 2 days; 2 nights.

WEATHER: Good, 2 days; 2 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000.

CARNIVAL: Show, 1 day; total receipts, $2,000.

WEATHER: Good, 2 days; 2 nights.

RECEIPTS: Gate, $2,000; state fair, $2,000.

Mitchell County Fair, Balch

TOTAL ATTENDANCE: Paid, 5,000; free, 1,500; operated, 2 days; 2 nights.

WEATHER: Good, 2 days; 2 nights.

RECEIPTS: Gate, $5,000; state fair, $2,000.

CARNIVAL: Central State Shows.

WEATHER: 4-8 inch snow, one afternoon; state fair, one day.

(Continued on page 129)

www.americanradiohistory.com
UNDER THE CHUCK MOSS BANNER
CONCESSION OPERATORS AT THE MID-SOUTH FAIR, MEMPHIS, TENN.

We, the following, are grateful, and extremely proud, to be associated with Chuck Moss in his successful operation of Concessions at the Great MID-SOUTH FAIR. We are also especially glad to be a part of the progress of the fastest growing Fair in the South. Thanks a million!

GOOD LUCK
CHUCK

SUCCESS
MID-SOUTH
FAIR

SEE YOU IN MEMPHIS IN 1956

Mr. and Mrs. Robert Bennington
Bear and Duck Pitch
Mr. and Mrs. J. L. Chambers
Six-Cats, Coke Bottles, Bullion Darts
Mr. and Mrs. Charles Elder
Basket Ball
Mr. and Mrs. Sam Glickman
Mouse Game
Mr. and Mrs. Robert Harris
Horse Race and Pen Game
Frank Matsuzaki
Cigarette Gallery and Fish Pond

Betty Hartings
Tip 'Em Over Coke Bottles
Mr. and Mrs. Paul Ashle
Bullion Darts
Adolph Katz
Bear Horse
Jerry Mackey
Bird Pitch, Six-Cats and Derby Racer
James Miller
Ball Game
Steve Porte
Cork Game and Coke Bottles

Ann Summers
Ball Game
Jack Thomas
Darts
Mr. and Mrs. Jack Turner
Bird Bumper
Mr. and Mrs. Jack Woody
Two Cigarette Blocks
Mr. and Mrs. Eddie Young
Watch La and Swingers
...MIDWAY CONCESSIONS

by

CHUCK MOSS

IS YOUR ASSURANCE OF THE FINEST AND CLEANEST
ARRAY OF GAMES CONCESSIONS IN AMERICA...

We are extremely proud to contribute
to the growing popularity of the

MID-SOUTH FAIR

MEMPHIS, TENN.

By giving the patrons of this Stellar Event
the Finest Concession Lineup in America

OUR THANKS TO:

Perry Pipkin, President;
L. H. Dille, Secretary;
and G. W. (Bill) Wynne,
Manager, Mid-South
Fair.

THANKS also to:
Clif Wilson for his co-
operation at Memphis.

and THANKS, too to:

Joe Murphy, Margaret Pugh and
Jack Lindsey for the friendship
and close association during the
past many years at the State Fair
of Texas, Dallas.

CONCESSIONAIRES:
We are always interested in new and unusual
Games.
Is It New? Different? Top Grade? Flashy?
We are interested. Contact us now!

CHARLES (Chuck) MOSS

5210 LONGVIEW STREET
DALLAS, TEXAS
Our Sincere Thanks
FOR YOUR COOPERATION IN MAKING 1955
THE MOST SUCCESSFUL YEAR FOR US ALL

E. C. BROWN, Sept. of Concessions
H. G. "LEFTY" BOWEN
LEE THOMAS
ENNIS "Pee Wee" MANNING
WHITEY FELLER
"JUNIOR" JAMES
KEN SLAUGHTER
LOUIS AMITRANO
GARLAND COMER
FOSTER KEEN
TIMMY CLAUMAN
TONY FISTENININO

STEVE MONTICELLO
BOBBY COSTELLO
MOSE "RIP" WEINKLE
NICK THOMAS
LEW LANGE
MARK ELMAN
WILLIAM HEIMAN
SAMMY TUCKER
PETE WAGNER
BILLY HAMMOND
LEO BERGMAN
DICK CRAWFORD
REUBEN KLINE

AMOS SALTS
WALTER LANG
LOUISE HAWKINS
AARON KAIZEN
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....and thanks to CETLIN & WILSON SHOWS
from
"THE GREATEST MIDWAY ON EARTH"
American's No. 1 Cowboy Comic

Eighty-six pictures currently on TV. Has his own transcribed radio show on 250 stations in U.S. and Canada. Composer of "Ridin' Down the Canyon" and other great Western hits.

**Eddie BURNETTE**

The Golden Cowboy

Starred or featured in seventy-five pictures currently on TV.

Current hit records: "I Dreamed of a Hillbilly Heaven" and "The First Christmas Bell."

---

**MANNED BY J. DOUGLAS DURANTE, MANAGER**

**MANNED BY J. DOUGLAS DURANTE, MANAGER**

---

**Three great Western attractions starred in over fifty fairs, rodeos and parks in the United States, Canada and Hawaii during 1955 with outstanding reception and grosses.**

---

**AMERICA'S MOST BELIEVED COWBOY**

Many hits for Capitol Records including Academy Award winner "High Noon." Over seventy starring pictures currently on TV.

---

See E. O. Stacey, M.C.A. Fair Department at the Sherman Hotel during Convention for availabilities 1956-57 dates, or phone Delaware 7-1100, Chicago.
Big? You bet! It's Florida's greatest annual attraction... the first major Fair of 1956... Located in the heart of Florida's richest, most heavily populated trade area... Held during peak of Florida's Winter season... Featuring Florida agriculture, industry and commerce — a great Show Window of the Sunshine State. Plus — midway, auto races, thrill shows, grandstand attractions and special events.

Local in scope? Not! Last year, according to official registrations, the Fair played to people from all of the 48 states, Canada, and several foreign countries. You can sample it, test it, sell it to a broad cross-section of America at the Florida State Fair.
Michigan State Fair, Detroit

**OFFICERS:** President, C. L. Eklund; secretary, R. H. Humphries.
**DATES:** September 15-22, inclusive.
**TOTAL ATTENDANCE:** Paid, 34,000; Operation, 1 day, 5 nights; 3 million.
**RECEIPTS:** Gate $3,762.10; day grandstand, $4,600; grandstand, $2,600. 
**TOTAL PREMIUMS:** $12,000.
**ATTENDANCE:** Paid, 11,742; Operation, 1 day, 5 nights.
**CARNIVAL:** Total attendance, 2,400; day, one night; Lucky Lee Lott, one night; 16,000; 8,000; 5,420.
**WEATHER:** Good 2 days, 3 nights.

Northern Michigan Fair, Cheboygan

**OFFICERS:** President, W. R. C. Herriges; secretary, E. J. Herriges; superintendent, E. J. Herriges; secretary-manager, R. E. J. Herriges; assistant manager, C. J. Warner.
**DATES:** August 15-September 1, inclusive.
**TOTAL ATTENDANCE:** Paid, 16,000; Operation, 1 day, 5 nights; 3,500,000.
**ATTENDANCE:** Paid, 1,400; Operation, 1 day, 5 nights.
**CARNIVAL:** Total attendance, 1,400; day, one night; Lucky Lee Lott, one night; 16,000; 8,000; 5,420. 
**WEATHER:** Good 2 days, 3 nights.

MINNESOTA

Bigstone County Fair, Clinton

**OFFICERS:** President, Harry Gatling; general manager, Donald H. Brown; assistant manager, C. J. Warner.
**DATES:** August 15-September 1, inclusive.
**TOTAL ATTENDANCE:** Paid, 4,000; Operation, 1 day, 5 nights; 2,520.
**ATTENDANCE:** Paid, 1,400; Operation, 1 day, 5 nights.
**WEATHER:** Good 2 days, 3 nights.

NEW MEXICO

State Fair

ALBUQUERQUE, NEW MEXICO

Where 378,000 people come to view the agricultural exhibits, enjoy the special events ... and see what new products and services are available to them.

*1955 attendance*

For the most pleasant and profitable nine days in New Mexico, plan now to exhibit your product or service here in 1956. You'll make new gains and new friends when you do.

Our new Coliseum, now under construction, will be completed and ready for use in 1956, with a seating capacity of 12,000 around the Arena and an additional 2,000, or a total of 14,000 seats, for special events.

Outstanding competitive events, contests, agricultural and home exhibits are making this the most looked-forward-to event of the year for New Mexicans. You, too, can look forward to a boost in your sales after you've showcased them here.

For Profitable Exhibit Space Contact

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

"Flirtation in the Sky"

PRESENTED BY
THOSE INIMITABLE DAREDEVILS

The Sensational ORIONS

Returning from another triumphant tour of Europe and back again under the management of one of America's greatest outdoor agents.

THE AL MARTIN AGENCY
Hotel Bradford, Boston, Mass.
Cannon Valley Fair, Cannon Falls

TOTAL ATTENDANCE: Paid, 1,379.
FREE RECEIPTS: $1,379.
WEATHER: Good 4 days, 3 nights.
OFFICERS: President, R. H. Nolting; secretary, L. H. Hagen.

Niccollet County Fair, St. Peter

TOTAL ATTENDANCE: Paid, 9,900.
FREE RECEIPTS: $4,400.
WEATHER: Good 4 days, 2 nights.
OFFICERS: President, Gene Holter; secretary, Paul Holter.

Clearwater County Fair, Bagley

TOTAL ATTENDANCE: Paid, 4,695.
FREE RECEIPTS: $2,127.
WEATHER: Good 3 days, 2 nights.

Crow Wing County Fair, Brainerd

TOTAL ATTENDANCE: Paid, 19,500.
FREE RECEIPTS: $7,000.
WEATHER: Good 4 days, 4 nights.
OFFICERS: President, Howard Schwartz; secretary, J. E. Pyatt.

Fairbanks County Fair, Blue Earth

TOTAL ATTENDANCE: Paid, 3,300.
FREE RECEIPTS: $1,000.
WEATHER: Good 2 days, 2 nights.
OFFICERS: President, George LeMay; secretary, J. H. Lanning.

Jackson County Fair, Jackson

TOTAL ATTENDANCE: Paid, 4,600.
FREE RECEIPTS: $1,600.
WEATHER: Good 4 days, 4 nights.
OFFICERS: President, W. J. Morris; secretary, J. E. Muenning.

Kandiyohi County Fair, Willmar

TOTAL ATTENDANCE: Paid, 2,189.
FREE RECEIPTS: $1,000.
WEATHER: Good 3 days, 3 nights.
OFFICERS: President, A. E. Schepers; secretary, A. E. Schepers.

Morrison County Fair, Morris

TOTAL ATTENDANCE: Paid, 8,000.
FREE RECEIPTS: $3,179.
WEATHER: Good 4 days, 3 nights.
OFFICERS: President, W. J. Goodwin; secretary, D. B. Wells.

Minneosta State Fair, St. Paul

TOTAL ATTENDANCE: Paid, 1,605,071.
FREE RECEIPTS: $1,605,071.
WEATHER: Good 6 days, 6 nights.
OFFICERS: President, R. E. H. Skull; secretary, J. E. Muenning.

Mower County & Midwest Livestock Show, Austin

TOTAL ATTENDANCE: Paid, 14,600.
FREE RECEIPTS: $1,140.
WEATHER: Good 4 days, 4 nights.
OFFICERS: President, D. H. Franklin; secretary, A. E. Schepers.

World's Greatest Shows and Rides
Mississippi

Jackson

TOTAL ATTENDANCE: Paid, 75,000

Jr. races, 5,000, 5 nights.
CARNAVAL: Total premiums paid, $1,150.
ATTRACTIONS: Horse show, free.
OFFICERS: President, R. L. Anderson, Jr., Secretary, L. M. Anourney.

Mississippi A. J. L. State Fair

Tippah County Fair & Livestock Association, Ripley

TOTAL ATTENDANCE: Paid, 1,000

Operated by County Agricultural Show.
1956 DATES: September 16-18.

Missouri

Cooper County Fair, Prairie Home

TOTAL ATTENDANCE: Paid, 800

Rodeo, 4 nights.
CARNAVAL: Total premiums paid, $1,000.
ATTRACTIONS: Horse show, free.
OFFICERS: President, J. F. M. Looper, Secretary, W. L. Anderson.
1956 DATES: September 19-23, inclusive.

Monroe County Fair.

Abbeville

TOTAL ATTENDANCE: Paid, 30,000

Jr. races, premium secretary, A. W. McDonald.
1956 DATES: August 14-17, inclusive.

Elkos Community Fair, Eldon

TOTAL ATTENDANCE: Paid, 2,000

Rodeo, 3 days.
CARNAVAL: Total premiums paid, $750.
ATTRACTIONS: Horse show.
OFFICERS: President, H. Y. Tread, Secretary, H. E. Mullen.
1956 DATES: August 1-4, inclusive.

Hillbore Horse Show & Festival, Hillbore

TOTAL ATTENDANCE: Paid, 1,000

Equestrian events.
CARNAVAL: Total premiums paid, $50.
ATTRACTIONS: Trade show, pet parade, livestock.
AID: State aid $100; county aid $100.
1956 DATES: August 4-5, inclusive.

J. P. "Jimmy" Sullivan Presents the

47 Railroad Cars

Our very special thanks to
* The Western Canada "C" Circus of Fairies—Over 12 years of happy, profitable association can be considered the finest association in the Mid-west. We deeply appreciate again being awarded the contract for your 1956 events.

Featured on our enlarged midway:
"North America's Largest Kiddieland"—14 Rides for the Amusement of the Children of Canada.

Thank you also to:
* J. W. "Patsy" and Frank R. Connors for our very successful records at the Quebec and Ontario Fairs.
* The jubilant memories of all our 1955 Acts where we enjoyed one of our most profitable sessions.

A Very Happy Christmas and a Most Happy New Year to all our friends everywhere.

Snowbird—Ride Owners

We are now booking for our 1956 route. If you have highspeed shows, we'd like to talk to you. Especially one class Highspeed Side Show and Motocross. (Be sure Bandtage are contact.) Will book round-up, scrap, and any Horse-Ride not conflicting. Contact J. P. Sullivan at the Chicago Convention, or at our address below.

EXECUTIVE STAFF:

* M. F. Sullivan, Secretary, Concessions
* MERRICK HUTTING, General Manager
* HANK BLADE, Aunt, Manager
* PHIL CRONIN, "Kiddieland"
* JEEF PANKER, Concession Manager
* TIM JORDAN, Office Manager

"The World's Finest Staff" with the "World's Finest Shows"

J. P. "Jimmy" Sullivan, General Manager, P. O. Box 442, Toronto, Ontario, Canada

Officers: President, E. W. Kastor; Secretary, V. H. Kastor; Treasurer, J. W. Kastor, 1956.


The Billboard Cavalcade of Fairs 131
**Montana**

Central Montana Fair & Rodeo, Lewistown

**Total Attendance:** Paid, 3,278; free, 793. Operated 3 days, 2 nights. **Weather:** Good 3 days, 2 nights. **Weather Report:** Central Montana Fair, Lewistown.

**Officers:** President, Albert Hamilton; Secretary, Dean Huston.

**Fillmore County Agricultural Society, Geneva**

**Total Attendance:** Paid, 1,750. Operated 4 days, 4 nights. **Weather:** Good 4 days, 4 nights. **Recipies:** Gate $100; door-gross paid $7,800.

**Officers:** President, Charles Wall; Secretary, H. B. Marmon.

**Lincoln County Fair, North Platte**

**Total Attendance:** Paid, 2,306. Operated 4 days, 4 nights. **Weather:** Good 4 days, 4 nights. **Recipies:** Gate $1,150; door-gross paid $7,400.

**Officers:** President, Jack Ball; Secretary, H. B. Marmon.

**Northwest Montana Fair, Kalispell**

**Total Attendance:** Paid, 3,150. free, 589. Operated 3 days, 2 nights.

**Officers:** President, Dick Williams; Secretary, H. B. Marmon.

**NEBRASKA**

Dawson County Fair, Lexington

**Total Attendance:** Paid, 2,800. Operated 3 days, 2 nights. **Weather:** Good 2 days, 2 nights. **Recipies:** Gate $250; door-gross paid $1,500.

**Officers:** President, Mrs. W. W. Bollard; Secretary, Charles Zetske.

**Eustis Agricultural Society & Corn Show, Eustis**

**Total Attendance:** Free, 2,000. Operated 3 days, 2 nights. **Weather:** Good 2 days, 2 nights. **Recipies:** Gate $50; door-gross paid $1,000.

**Officers:** President, Dick Williams; Secretary, M. J. Wift.

**Humboldt County Fair, Aurora**

**Total Attendance:** Free, 2,800. Operated 4 days, 4 nights. **Weather:** Good 4 days, 4 nights. **Recipies:** Gate $1,070; door-gross paid $7,200.

**Officers:** President, Dick Williams; Secretary, H. B. Marmon.

**Logan County Fair, Stapleton**

**Total Attendance:** Paid, 7,000. Operated 1 day, 1 night. **Weather:** Good 1 day, 1 night. **Recipies:** Gate $1,375; door-gross paid $7,000.

**Officers:** President, Bertha C. Houston; Secretary, W. S. Monahan.

**NEVADA**

Elko County Fair, Elko

**Total Attendance:** Paid, $3,000. Operated 3 days, 3 nights. **Weather:** Good 3 days, 3 nights. **Recipies:** Gate $3,000; door-gross paid $15,000.

**Officers:** President, Paul S. Smith; Secretary, H. B. Marmon.

**Richardson County Free Fair, Humboldt**

**Total Attendance:** Paid, $2,000. Operated 4 days, 4 nights. **Weather:** Good 4 days, 4 nights. **Recipies:** Gate $1,150; door-gross paid $7,000.

**Officers:** President, Paul S. Smith; Secretary, H. B. Marmon.

**Shirland County Fair & Rodeo, Gordon**

**Total Attendance:** Paid, $2,000. Operated 4 days, 4 nights. **Weather:** Good 4 days, 4 nights. **Recipies:** Gate $1,150; door-gross paid $7,000.

**Officers:** President, Paul S. Smith; Secretary, H. B. Marmon.

**NEW HAMPSHIRE**

Athenia Fair Association, Athol

**Total Attendance:** Free, $1,000. Operated 2 days, 2 nights. **Weather:** Good 2 days, 2 nights. **Recipies:** Gate $50; door-gross paid $1,000.

**Officers:** President, T. A. O'Kane; Secretary, F. E. O'Kane.

**NEW JERSEY**

Cumberland County Co-Op Fair, Bridgeton

**Total Attendance:** Paid, $200. Operated 8 days, 8 nights.
NEW YORK
Alamont Tri-County Fair, Alamont
TOTAL ATTENDANCE: Paid, 71,003.
Dec. 2, 6, 15. Operated 5 days, 5 nights.
WEATHER: Good 5 days, 5 nights; bad 2 days.
RECEIPTS: Gross $37,517.90; total premium paid, excluding races, $4,790.
OFFICERS: President, Horace W. Miller; secretary, Earl McCormick; treasurer, Ray White.
1956 DATES: Labor Day week, tentative.

Cattaraugus County Agricultural Society, Little Valley
TOTAL ATTENDANCE: Paid, 21,564.
Oct. 21, 28. Operated 7 days, 7 nights.
WEATHER: Good 4 days, 4 nights; bad 3 days, 3 nights.
RECEIPTS: Gross, $18,563.25; paid, excluding races, $4,100.
OFFICERS: President, Andrew Utz; secretary, Oliver Rombough; publicity director, Fred Potter.
21,002: State aid $10,000.
21,564: State aid $10,000; county aid $10,000; total premiums paid, excluding races, $4,100.

Dutchess County Fair, Rhinebeck
TOTAL ATTENDANCE: Paid, 78,232.
Oct. 3, 10. Operated 4 days, 4 nights.
WEATHER: Good 3 days, 4 nights; bad 1 day.
RECEIPTS: Gross, $52,965.32; paid, excluding races, $12,649.
OFFICERS: President, George A. Hurst; secretary, Jack Keenan (Thrill Show); 5 auto harness races, 1 day auto race, 1 night dog race.
21,002: State aid $10,000; county aid $10,000; total premiums paid, excluding races, $12,649.

Palmyra Fair, Palmyra
TOTAL ATTENDANCE: Paid, 21,002.
Oct. 8, 15. Operated 4 days, 5 nights.
WEATHER: Good 4 days, 5 nights.
RECEIPTS: Gross, $18,964.80; paid, excluding races, $10,025.
OFFICERS: President, P. E. Cocking; secretary, B. C. Mason.
21,002: State aid $10,000; total premiums paid, excluding races, $10,025.

America’s **TOP** Money-Making Ride... By Far!

**DOWIS**
PORTABLE ALUMINUM

**SKY WHEEL**

GROSSING MORE MONEY THAN ANY OTHER RIDE WHEREVER PRESENTED... AND SETTING AN ALL-TIME RIDE GROSS RECORD AT

**MICHIGAN STATE FAIR**

NOW BOOKING FOR 1956... See us at the Hotel Sherman

"THE WONDER RIDE OF THE PRESENT ERA"

SENSATIONALLY SUCCESSFUL AT STATE FAIRS, EXHIBITIONS, AMUSEMENT PARKS AND BEACHES.

Largest and finest Portable Ride ever constructed. Height, 92 feet... brilliantly illuminated... commanding in appearance... an outstanding attraction anywhere... unequalled in public appeal and earning power.

**CONTACT DOWIS SKY WHEELS, INC.**
801 North 6th Street Sterling, Colorado

November 26, 1955 The Billboard Cavalcade of Fairs 133
MR. FAIR MANAGER
For a Sure-Fire Attendance "Shoot the Works"

- Pull the Crowds Out and Hold Them
- Cover the Night Skies With a Pageant of Colors
- Make 'Em Laugh With Animated Ground Scenes
- Kids From 9 to 90 Love Fireworks

Get 'em out of that TV chair. Supervised fireworks is television's greatest competitor.

Our factory trained experts and salesmen will "custom make" special fireworks to fit your celebration at no obligation to you.

A completely new idea in fireworks is offered by our 1956 brochure. Nothing like it ever shown at your fair before.

We offer a "turn key" package show including labor, lumber, tools, liability insurance, promotional advertising, "rain out" clause and electric organ background music.

Fireworks display programs to fit your budget.

Write today for a "Free Brochure."

WEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $12,000; fireworks, $1,000.
ATTENANTS: Steve, holds.
ATTENDANCE: Jack Kemper show.

Steuben County Fair, Bath
TOTAL AttENDANCE: 4,000.
WEEATHER: Good 4 days, 5 nights; bad 1 day, 1 night.
RECEIPTS: Good $16,000; day grandstand, $1,000.
OFFICERS: President, Martin Porter.

Tompkins County Fair, Ithaca
TOTAL ATTENDANCE: 8,000.
WEEATHER: Good 3 days, 4 nights; bad 1 day, 1 night.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: Ernie Beville.

Cayuga County Fair, Auburn
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: Ernie Beville.

Western New York State Fair, Rochester
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Rocky Mountain Agricultural Fair, Rocky Mount
TOTAL ATTENDANCE: 3,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: Ernie Beville.

Southern States Fair, Raleigh
TOTAL ATTENDANCE: 25,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Center of North Carolina Fair, Asheboro
TOTAL ATTENDANCE: 30,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Cleveland County Fair, Shelby
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Durham County American Legion Fair, Durham
TOTAL ATTENDANCE: 20,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Foster County Fair, Carrington
TOTAL ATTENDANCE: 5,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

High Point Agricultural Fair, High Point
TOTAL ATTENDANCE: Paid, 12,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Irregular County Fair, Irregular
TOTAL ATTENDANCE: Paid, 4,000.
WEEATHER: Good 4 days, 5 nights; bad 1 day, 1 night.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Lee County Fair, Sanford
TOTAL ATTENDANCE: Paid, 3,000.
WEEATHER: Good 4 days, 5 nights; bad 1 day, 1 night.
RECEIPTS: Good $16,000; day grandstand, $1,000.

Northwood Fair, Northwood
TOTAL ATTENDANCE: Paid, 5,000.
WEEATHER: Good 4 days, 5 nights; bad 1 day, 1 night.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Sedgwick County Fair, King
TOTAL ATTENDANCE: 2,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Simplicity Agricultural Fair, Gastonia
TOTAL ATTENDANCE: 50,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Washington County Fair, Fayetteville
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
RECEIPTS: Good $16,000; day grandstand, $1,000.
ATTENDANCE: John W. Miklo.

Cape Fear Fair, Fayetteville
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

Catawba Fair, Hickory
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

Strope County Fair, King
TOTAL ATTENDANCE: 3,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

Northern Dakota State Fair, Minot
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

Greater Grands Forks State Fair, Grand Forks
TOTAL ATTENDANCE: 3,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

Cokato Agricultural Fair, Cokato
TOTAL ATTENDANCE: 100,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

North Dakota State Fair, Minot
TOTAL ATTENDANCE: 15,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.

High Point Agricultural Fair, High Point
TOTAL ATTENDANCE: Paid, 12,000.
WEEATHER: Good 4 days, 5 nights.
ATTENDANCE: John W. Miklo.
Ohio

Auglaize County Fair, Wapakoneta
OPERATED: 2 days; 7 nights. WEATHER: Good 4 days, 6 nights; bad 1 day, 5 nights. RECEIPTS: $1,064,772.11; day and night attendance $995,231.25. CARNIVAL: Gooding Amusement Company. ATTRACTIONS: Bob McCarthy rides, Wood Bros. steel wheel, WWW house, running and banana racing. OFFICERS: President, Sam Chilton; Secretary, C. Reeder. 1956 DATES: August 4-23, tentative.

Carthage County Fair, Carthage
TOTAL ATTENDANCE: Paid, 60,000. WEATHER: Good 4 days, 5 nights. CARNIVAL: Gooding Amusement Company. ATTRACTIONS: Gas Sex autos, 3 nights; 4 days, names racing, 4 days. RECEIPTS: President, M. Y. Cooper; secretary, Charlie Adkins. 1956 DATES: September 14-18, tentative.

Greene County Agricultural Society, Xenia
OPERATED: 5 days; 2 attractions. CARNIVAL: Carnival owned and operated by General Service, Wild West Ranch Riders.

Holt County Fair, Millville
TOTAL ATTENDANCE: Paid, 60,000. WEATHER: Good 5 days, 3 nights. RECEIPT: President, R. M. McKinney; secretary, Harry Greiner. CARNIVAL: Missouri State Fair. ATTRACTIONS: 1956.

Montgomery County Fair, Dayton
TOTAL ATTENDANCE: Paid, 8,300. WEATHER: Good 3 days, 2 nights. RECEIPT: CARNIVAL: Dramatic Enterprises. ATTRACTIONS: Dave Thomas steel wheel, 1 night; banana快乐, 2 attractions; 3 nights; Wood Bros. steel wheel, 2 days; 3 days harness racing. RECEIPT: President, J. W. Smith; secretary, G. H. Zickel. 1956 DATES: September 1-3, tentative.

Ohio State Fair, Columbus
TOTAL ATTENDANCE: Paid, 175,000. RECEIPT: President, J. E. Morten; secretary, R. J. Stryker; 1956 attendance, Grand Beck.

Williams County Fair, Mount Gilead
TOTAL ATTENDANCE: Paid, 45,000. RECEIPT: President, R. E. Master; secretary, H. L. Smith. CARNIVAL: Just a Carrousel; one unit, 3 nights. ATTRACTIONS: 1956.

CARNIVAL:Ohio's Greatest Aerial Act
**THE BEST IN AMUSEMENTS FROM THE SHOW YOU CAN DEPEND ON...**


**MODERN EQUIPMENT...**

**MODERN SHOWS...**

- 12 Major Rides
- 8 Kiddie Shows
- 12 Shows
- 50 Concessions
- 6 Light Towers and Diesel Plants

---

**THANKS, EVERYONE**

My sincerest thanks to the Fair Secretaries, Celebration Committees and my capable staff. Your cooperation, help and performance in 1955 were the best.

L. J. Thomas

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**SHOWMEN-CONCESSIONAIRES**

We need for 1956: Monkey Show (have complete outfit), Girl Show, Minstrel Show, Arcade, legitimate Concessions of all kinds. Will sell exclusives on Photos and Long Range Gallery.

HELP: Can place several reliable and capable Ride Foremen. Agents for office-owned Hanky Pank Concessions.

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**1955 CREDITS**

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**L. I. THOMAS**

1701 N.W. 83RD STREET (Phone: 89-2841) MIAMI 47, FLORIDA
Upton County West End Fair. Lawrllon

South Carolina
Orangeburg County Fair, Orangeburg
TOTAL ATTENDANCE: Paid, $39,050. Free, 39,000. Opened 5 days. WEATHER: Good 3 days, 1 rain. 1955 Paid, $21,152.50. Attractions: 2 free each day and night. Officers: President, Sam S. Murphey; Secretary, W. A. Jenkins; Treasurer, W. S. Jordan. 1956 Dates: September 3-7, inclusive.

South Dakota
Day County Fair, Webster
TOTAL ATTENDANCE: Paid, 162,000. WEATHER: Good 5 days, 6 nights. Attractions: 5. Total gross, $35,000. Officers: President, W. A. Enslow; Secretary, W. L. Todd; Treasurer, J. W. Hughes.

Delaware
Union County Fair, Milford
TOTAL ATTENDANCE: Paid, $32,000. WEATHER: Good 4 days, 8 nights. Attractions: 6 free, 3 nights. Total gross, $32,000. Officers: President, E. T. Angle; Secretary, E. T. Miller; Treasurer, N. M. Blackwell.

Delaware
Howard County Fair, Howard
TOTAL ATTENDANCE: Paid, 15,000. WEATHER: Good 3 days, 2 nights. Attractions: 9 free, 2 nights. Total gross, $27,000. Officers: President, H. E. Swartz; Secretary, S. H. Rehm; Treasurer, H. E. Pfeiffer.

Texas
Chattanooga-Hamilton County Interstate Fair, Chattanooga

Tennessee
East Tennessee Distric Fair, Kingsport

Lincoln County Fair, Fayetteville

Roane County Fair, Orangeburg

Tennessee
Chattanooga-Hamilton County Interstate Fair, Chattanooga

Tennessee
East Tennessee Distric Fair, Kingsport

Lincoln County Fair, Fayetteville

Roane County Fair, Orangeburg

Tennessee
Chattanooga-Hamilton County Interstate Fair, Chattanooga

Tennessee
East Tennessee Distric Fair, Kingsport

Lincoln County Fair, Fayetteville

Roane County Fair, Orangeburg
North America's Most Progressive
Concession Operators
VAUGHN & DAUER

Featuring . . . The Original
PINKY'S
Games

We LEAD . . . Others FOLLOW
Just Completed Smash Runs at:
CANADIAN NATIONAL EXHIBITION, Toronto
CALIFORNIA STATE FAIR & EXPOSITION LOS ANGELES COUNTY FAIR ARIZONA STATE FAIR

The Big Ones

Steve Vaughn 1725 Alafia Glendora, Calif.
Joe "Red" Dauer 8719 East Guess Rosemead, Calif.

Mid-South Fair, Memphis
TOTAL ATTENDANCE: Paid, 148,719.
DATES: September 6 to September 15.
WEATHER: Good; 4 days, 8 nights; bad 2 days, 1 night.

RECEPTIONS: 11,000

CARNAVAL: Park ride, Old World Shows, total side-show gross, $21,780.
ATTRACTIONS: Ruthie Ben, Venu Show; legs; horses and carts; big games; slides; Grandstand Show.


November 26, 1955

Big Grand Valley Livestock Show, Medford
TOTAL ATTENDANCE: Paid, 4,500.
DATES: September 13 to September 19.
WEATHER: Good 3 days, 1 night.

RECEPTIONS: 3,000

CARNAVAL: Red and White Shows, total side-show gross, $1,592.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, W. H. Drew; secretary, Marjorie Blackwell.

Titus County Fair & Dairy Show, Mount Pleasant
TOTAL ATTENDANCE: Paid, 10,800.
DATES: September 27 to October 3.
WEATHER: Good 4 days, 1 night; bad 2 days, 1 night.

RECEPTIONS: 3,000

CARNAVAL: Live Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, W. H. Pugmire; secretary, Dr. Roland Jones.

Big 100 Grand State Fair, Altoona
TOTAL ATTENDANCE: Paid, 5,500.
DATES: September 22 to September 26.
WEATHER: Good 2 days, 2 nights; bad 5 days, 3 nights.

RECEPTIONS: 1,500

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, H. W. McMillan; secretary, Betty Jones.

Grand Canyon State Fair, Kingman
TOTAL ATTENDANCE: Paid, 19,800.
DATES: September 28 to October 12.
WEATHER: Good 4 days, 2 nights; bad 2 days, 1 night.

RECEPTIONS: 2,500

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, D. O. Dollar; secretary, R. B. Bruce.

Mississippi State Fair, Jackson
TOTAL ATTENDANCE: Paid, 15,000.
DATES: September 29 to October 3.
WEATHER: Good 4 days, 1 night; bad 2 days, 1 night.

RECEPTIONS: 2,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.


VIRGINIA

Albemarle County Fair, Charlottesville
TOTAL ATTENDANCE: Paid, 20,000.
DATES: September 26 to October 3.
WEATHER: Good 4 days, 2 nights; bad 2 days, 1 night.

RECEPTIONS: 2,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, W. L. Smith; secretary, R. F. Bush; concession superintendent, C. C. Finch.

Galax Agricultural & Industrial Fair, Galax
DATES: September 29 to October 3.
WEATHER: Good 4 days, 4 nights.

RECEPTIONS: 1,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, H. W. McCarthy; secretary, O. E. Golladay; treasurer, R. L. Hancock.

Martin County Fair, Melbourne
TOTAL ATTENDANCE: Paid, 11,000.
DATES: September 27 to October 3.
WEATHER: Good 4 days, 4 nights.

RECEPTIONS: 1,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, W. O. Baldwin; secretary, S. H. Bush.

Prince William County Fair, Manassas
TOTAL ATTENDANCE: Paid, 7,400.
DATES: September 30 to October 3.
WEATHER: Good 3 days, 3 nights; bad 2 days, 1 night.

RECEPTIONS: 1,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, R. J. R. Sullivan; secretary, Robert Berner; concession superintendent, G. L. Jesse.

November 26, 1955

WASHINGTON

Lincoln-Adams-Grant County Livestock Fair, Odessa
TOTAL ATTENDANCE: Paid, 2,000.
DATES: September 26 to September 30.
WEATHER: Good 3 days, 2 nights.

RECEPTIONS: 1,000

CARNAVAL: Venu Shows; Venu Shows; Venu Shows.
ATTRACTIONS: Venu Shows; Venu Shows; Venu Shows.

OFFICERS: President, P. O. O'Keefe; secretary, E. C. Anderson; treasurer, W. D. Sayre.

November 26, 1955

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FOLLOW THAT MAN... TO AMERICA'S MOST DIVERSIFIED LINE OF PROFITABLE CONCESSIONS...

Alongside many of our fairs, parks, auditoriums, etc., for many, many years. Let us take over your complete concession problems and furnish you with a complete program, including equipment, help, etc.

CONCESSIONS FOR ANY OCCASION... CONCESSIONS FOR EVERY TYPE OF EVENT...

LARGE OR SMALL... WHEREVER YOU ARE... WHATSOEVER YOU NEED

GRANDSTANDS  PEANUTS
RESTAURANTS  CANDY FLOSS
PROGRAMS  BEER TAVERNS
NOVELTIES  POPCORN
ICE CREAM  REFRESHMENTS

Our best recommendations are the events we service consistently. We will be glad to furnish you with the names and addresses of these events so you may check for yourself.

CONCESSIONS TO THE BILLBOARD CAVALCADE OF FAIRS

Vilas County Fair, Eagle River
TOTAL ATTENDANCE: Paid, 4,500. Operated 4 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Recreation and Amusement. ATTRACTIONS: Diary show; melodrama. BYLES: Opera, 3 nights; bad weather 0,000. RECEIPTS: Gross $2,500. Total gross paid, excluding rent, $2,000. OFFICERS: President, W. S. McElroy; secretary, H. E. Smith. 1956 DATES: August 17-19, inclusive.

Wausau County Fair, Wausau
TOTAL ATTENDANCE: Paid, 6,300. Free, 3,000. Operated 7 days, 7 nights. RECEIPTS: Gross $2,545. Total gross paid, $1,000. OFFICERS: President, J. E. Park; secretary, Dorothy Johnson. 1956 DATES: August 14-17, inclusive.

Wisconsin State Fair, Milwaukee

Cheyenne Frontier Days, Cheyenne

Lincoln County Fair, Alton

BRITISH COLUMBIA

Dawson Creek Fall Fair, Dawson Creek

East Kootenay Agricultural & Industrial Exhibition, Invermere
TOTAL ATTENDANCE: Paid 1,746. Free, 1,000. Operated 2 days, 3 nights. WEATHER: Rain 2 days, 3 nights. RECEIPTS: Secretary, Mrs. George Amery. 1956 DATES: August 24-25, inclusive.

Interior Provincial Exhibition, Armstrong
TOTAL ATTENDANCE: Paid, 6,200. Operated 3 days, 3 nights. RECEIPTS: Gross $2,300. Total gross paid, $1,800. OFFICERS: President, W. G. Hone; secretary, Mrs. W. S. Hone. 1956 DATES: September 16-17, inclusive.

Kelowna Junior Fall Fair, Kelowna
OPERATED: 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: Ballyhoo Bros. ATTRACTIONS: Kago, 4 days; racing 1 day; horse racing 1 day. RECEIPTS: Gross $11,950; total gross paid, $9,150. OFFICERS: President, E. G. C. Young; secretary, W. F. McPhail. 1956 DATES: July 24-26, inclusive.

MANITOBA

Greater Winnipeg Exhibition, St. Vital, Winnipeg
OPERATED: 8 days, 8 nights. WEATHER: Good 4 days, 4 nights; bad 4 days, 4 nights. RECEIPTS: Gross $12,000; total gross paid, $9,000. CARNIVAL: Royal Ancient Shows. ATTRACTIONS: Rodeo, 3 days; horse racing 1 day. RECEIPTS: Gross $54,730. Total gross paid, $48,000. OFFICERS: President, W. E. McCammon; secretary, Mrs. C. M. McCammon. 1956 DATES: July 8-14, inclusive.

Provincial Exhibition of Manitoba, Brandon
TOTAL ATTENDANCE: Paid 15,000. Operated 8 days, 8 nights. WEATHER: Good 3 days, 3 nights; bad 5 days, 5 nights. CARNIVAL: Royal Ancient Shows. ATTRACTIONS: Rodeo, 3 days; racing 5 days. RECEIPTS: Gross $93,600; total gross paid, $72,000. OFFICERS: President, T. A. C. McCammon; secretary, Mrs. T. A. C. McCammon. 1956 DATES: July 28-31, inclusive.

ONTARIO

Aylmer & East Elgin Agricultural Society, Aylmer

Beamsville Fair, Beamsville

Canadian National Exhibition, Toronto
TOTAL ATTENDANCE: Paid and free, 2,000,000. Operated 14 days, 14 nights. RECEIPTS: Gross $10,000; total gross paid, $8,000. OFFICERS: President, C. C. Graham; secretary, Ed. Smith.

Norfolk County Fair, Simcoe
TOTAL ATTENDANCE: Paid, 3,500. Operated 3 days, 3 nights. RECEIPTS: Gross $2,000; total gross paid, $1,500. CARNIVAL: Norfolk County CARNIVAL. RECEIPTS: Gross $1,100; total gross paid, $800. 1956 DATES: August 24-26, inclusive.

British Columbia Agricultural Society, Vancouver
TOTAL ATTENDANCE: Paid, 2,500. Operated 5 days, 5 nights. RECEIPTS: Gross $1,500; total gross paid, $1,000. OFFICERS: President, W. J. Rodger; secretary, B. G. Rodger. 1956 DATES: July 19-23, inclusive.

Canadian Western Exposition, Calgary
TOTAL ATTENDANCE: Paid, 1,000,000. Operated 10 days, 10 nights. RECEIPTS: Gross $10,000; total gross paid, $8,000. CARNIVAL: Calgary CARNIVAL. RECEIPTS: Gross $5,000; total gross paid, $3,500. OFFICERS: President, W. E. McCammon; secretary, Mrs. W. E. McCammon. 1956 DATES: September 6-14, inclusive.

Canadian National Exhibition, Toronto
TOTAL ATTENDANCE: Paid and free, 2,000,000. Operated 14 days, 14 nights. RECEIPTS: Gross $10,000; total gross paid, $8,000. OFFICERS: President, C. C. Graham; secretary, Ed. Smith.

Concessionaires to many of our fairs, parks, auditoriums, etc., for many, many years. Let us take over your complete concession problems and furnish you with a complete program, including equipment, help, etc.
The Outstanding Attraction
of the Year!

GENTRY'S

Jungle Jamboree

A Complete Show...featuring
PONIES - CHIMP'S - ELEPHANTS

JOCKEY DOGS

* Just Closed 22 Smash Months
   at the fabulous
   Moulin Rouge,
   Hollywood

* NOW AVAILABLE FOR BOOKINGS

Immediate or in 1956

* Contact:

TONY GENTRY

Box 154  Thousand Oaks, Calif.  Phone: 9441

or: Thru your own booking agent.

CONCESSION PROBLEMS?
Not me! I let John handle all my
concessions!

OPERATING 5 COMPLETE UNITS

Played to more than 80
TOP DATES in 1955.
Same fairs since 1931.

You have your choice of any one of our units...
or any part of one... or combine two or more...
to match and fit your specific needs.

* BINGOS

4 complete units

* CONCESSIONS

All legitimate types

Fair Secretaries—
Celebration Committees

You get the best equipment plus years of experience,
assuring you of top earnings and satisfied customers.

Send for your
FREE CATALOGUE
and information

See your patrons enjoying the most
Spectacular and Finest Fireworks.

• KNOWN EVERYWHERE

Our Motto

★ SERVICE!
★ PRICE!
★ QUALITY!

Two Modern Factories to Serve You

• Furnishing Displays for
many of America's Greatest Fairs and Celebrations.

ON THE EDGE OF THEIR SEATS...

Spectacular Fireworks Display

The Outstanding Attraction
of the Year!

GENTRY'S

Jungle Jamboree

A Complete Show...featuring
PONIES - CHIMP'S - ELEPHANTS

JOCKEY DOGS

* Just Closed 22 Smash Months
   at the fabulous
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★ QUALITY!

Two Modern Factories to Serve You

• Furnishing Displays for
many of America's Greatest Fairs and Celebrations.

ONTHEEDGEOFTHEIRSEATS...

SPECTACULAR FIREWORKS DISPLAY

Copyrighted material 2021
Prince Albert Exhibition, Prince Albert TOTAL ATTENDANCE: Paid, 1,435. Floors open, 2 days. WEATHER: Good 2 days. Paid receipts: $6,004.44. TOTAL REVENUE: Grandstand, 3 days, $800.00; rides, 3 days, $800.00. Attraction Passes, 3 days, $800.00. Offic. Pres., G. A. Anderson; manager, R. M. Koles. Dates: June 3 to 6, official.


Industrial's Meaning: To a Fair

Shopping center is competing for the interest of mom, dad and all the kids. To the fair manager it is a beautiful story. A story of co-operation in providing a mirror which reflects the progress of all industry, agriculture and education, the basic purpose for which the fair is designed. But since there is no way that this industry has provided the fair manager with another attraction, an attraction which alone serves a three-fold purpose of entertainment, education and the building of good will. No other attraction on any fair grounds can boast of providing so much for so little, both to business and the fair, as a modern industrial display, properly and carefully staged, for here can be the very essence of the ingredients which make for satisfied patrons.

It is truly a rich experience to see electrical engineers on the staff of local utility companies serving as record clerks in livestock judging; to see the farmer and businessman, elbowed propped on the rear tire of a giant tractor, talking about things of mutual interest, and to see farm children spellbound as a miniature paper mill converts pulp to paper right before its very eyes.

All this brings up the question as to whether such diversified groups would ever come together in the natural course of their activities. For one, I don't think so. I believe that a fair, and only a fair, whether it be large or small, could provide the same opportunity, the same atmosphere, the same congenial feeling that exists on a fairgrounds for just "getting together" and talking things over.

It is my studied opinion that future years will see even a greater effect on the part of business to get out and talk to the people, show the people what they are doing and at the same time have a big time themselves. You can't beat it!

Fair's Meaning: To Industry

To sell industry the annual Alabama State Fair, as much as, in fact, that in the last short years our Industrial Arts Building has operated, we now have more than 90 per cent of the building space filled with permanent and semi-permanent displays. Here we have found a tailor-made audience, the personal contact we feel is necessary for a completed selling job both in actual merchandising and in the most valuable public relations field.

With the support of Alabama business we have been able to create a veritable wonderland of operating displays with scores of machines brightly tapping out a message of industrial progress. There is a most vivid message of prosperity for our people, faith in our way of doing business and trust in those who direct the destinies of our working people.

A multitude of facts reflect thousands of indirect results which we feel strengthen even more the relationship of business with the people who work and the people who buy.

In our fair exhibit we meet children, thousands of them, all bright-eyed at the wondrous of man and machine. We meet the 4-H, FFA and FHA youngsters on whom will fall the mantle of responsibility in the future.

And we see the school teachers and educational leaders and at this particular point, we are not told what in being able to furnish them with a visual, in person, education on what we are not only trying to do but are doing.

We meet our competitors and our business associates in a spirit of friendliness and brotherhood, no other place on earth except a fair could afford, for here we join with the great forces of agriculture and education—all together working to build a Greater State, a Greater Nation and a Greater World.

To us everything is do well worth the effort—anyway you look at it.

We'll see you at the fair.
Nov. 26, 1955

ALABAMA
Florence, North Alabama State Fair
GRANDSTAND CAPACITY: 9,000.
BLEACHER CAPACITY: 2,500.
Silver Dollar Show, plant show, rodeos, and horse shows.

ARIZONA
Phoenix, Arizona State Fair
GRANDSTAND CAPACITY: 7,000.
BLEACHER CAPACITY: 1,000.
Carnival, rodeo, tractor pull, and bull riding.

ARKANSAS
Carmen, Onacohita County Fair
BLEACHER CAPACITY: 5,000.
Plant and livestock show.

Mena, Polk County Fair & Livestock Show
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 2,700.
Plant and livestock show.

Mountain View, Stone County Free Fair
BLEACHER CAPACITY: 1,200.
Plant and livestock show.

Osark, Franklin County Fair
CLEANUP CAPACITY: 1,000.
Plant and livestock show.

Perryville, Perry County Fair
BLEACHER CAPACITY: 300.
Plant, livestock, and horse shows.

CALIFORNIA
Angela Camp, Calaveras County Fair
GRANDSTAND CAPACITY: 14,000.
Plant show, rodeo, and horse shows.

NAPA COUNTY
GRANDSTAND CAPACITY: 2,700.
Plant and livestock show.

Grievley, Butte County Golden Rod Show
GRANDSTAND CAPACITY: 5,000.
Plant and livestock show.

St. Lucie County Fair
GRANDSTAND CAPACITY: 10,000.
Plant and livestock show.

Vallejo, Solano County Fair
GRANDSTAND CAPACITY: 2,000.
Plant and livestock show.

COLORADO
Durango, La Plata County Fair
GRANDSTAND CAPACITY: 8,000.
Plant and livestock show.

Springfield, Baca County Free Fair
GRANDSTAND CAPACITY: 1,200.
Plant and livestock show.

CONNECTICUT
Stafford Springs, Stafford Fair
GRANDSTAND CAPACITY: 3,000.
Plant and livestock show.

FLORIDA
Dade City, Pasco County Fair
GRANDSTAND CAPACITY: 4,500.
Plant and livestock show.

Orlando, Central Florida Fair
GRANDSTAND CAPACITY: 2,000.
Plant and livestock show.

Panama City, Bay County
GRANDSTAND CAPACITY: 1,000.
Plant and livestock show.

Vallejo, Solano County Fair
GRANDSTAND CAPACITY: 2,000.
Plant and livestock show.

The Billboard Cavales of Fair

STILL-DATE FACILITIES

Bigger Income

Off-season use of fairground facilities continues to grow with each passing year.

To fairs still dates are a method of increasing revenue. They also enable many fairs to maintain their plants better because the greater activity and added income permit the maintenance of larger, more efficient staffs and care-takers. Moreover, still dates serve to build in the fair in the eyes of the public, for the greater activity at the fairgrounds, the greater the attention focused upon the fair.

Attractions of all types, ever alert for new dates, find the compilation of Still-Date Facilities of great importance. Nowhere can attractions determine fair facilities. Thus, this listing, along with the facts and figures contained in the Statistical Directory of Fairs, which appears elsewhere in this issue, serves virtually in the contract and renting of attractions.

ALABAMA
Florence, North Alabama State Fair

GRANDSTAND CAPACITY: 9,000.
BLEACHER CAPACITY: 4,000.
Nine of these mod. Now is available for rent at trade shows, etc.

1955 STILL DATES: None.

Rental Agent: C. H. Jackson, Box 633, Florence.

ARIZONA
Phoenix, Arizona State Fair

GRANDSTAND CAPACITY: 7,000.
BLEACHER CAPACITY: 1,500.
Coliseum (in a dome; 10,000 capacity available for rental at trade shows, etc.)

1955 STILL DATES: None.

Rental Agent: T. C. Smith, New York.

ARKANSAS
Carmen, Onacohita County Fair

BLEACHER CAPACITY: 5,000.
Plant and livestock show.

MENA, Polk County Fair & Livestock Show

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 2,700.
Plant and livestock show.

Mountain View, Stone County Free Fair

BLEACHER CAPACITY: 1,200.
Plant and livestock show.

Osark, Franklin County Fair

CLEANUP CAPACITY: 1,000.
Plant and livestock show.

Perryville, Perry County Fair

BLEACHER CAPACITY: 300.
Plant, livestock, and horse shows.

CALIFORNIA
Angela Camp, Calaveras County Fair

GRANDSTAND CAPACITY: 14,000.
Plant show, rodeo, and horse shows.

NAPA COUNTY
GRANDSTAND CAPACITY: 2,700.
Plant and livestock show.

Grievley, Butte County Golden Rod Show
GRANDSTAND CAPACITY: 5,000.
Plant and livestock show.

St. Lucie County Fair
GRANDSTAND CAPACITY: 10,000.
Plant and livestock show.

Vallejo, Solano County Fair
GRANDSTAND CAPACITY: 2,000.
Plant and livestock show.
MODERN STANDS ★ GAY COLORS ★ COURTESY AGENTS

at the

TOP CELEBRATIONS, FAIRS AND RODEOS

Thanks, Fair Managers in California
and Arizona, for a Successful Season

FREEDMAN CONCESSIONS
5414 Victoria Ave., Los Angeles, Calif.
Morry Levy, Manager

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An event for the most discriminating midway buyer.
Always the best and newest in rides, shows and concessions.
We will be at your Fair meetings in Arkansas, Louisiana, Mississippi and Illinois. We'd like
to discuss your midway problems with you.

Thanks

To all who contributed to our very successful 1955 season. We'll be
back in 1956 to serve you again ... better than ever.

"TO HAVE THE BEST...GET THE BEST"

Contact Us Right Away

EDDIE MORAN, Manager
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YOU BOOK THE
OUTSTANDING

MIDWAY OF...

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SHOWMAN-CONCESSION OPERATORS
Your quality attraction can be placed on your event, profitable route for 1956. If you quality, contact us...

THANKS, EVERYONE, FROM

C. A. STEPHENS, JOHN TERRY

Phone 2981

The Billboard Cavalcade of Fairs
November 26, 1955
145

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Thanks to all the Rodeo and Fair Secretaries for helping us make 1955 a successful season. And to our co-workers, thanks for your very able cooperation.

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GAYLAND SHOWS

"Ab" Greenway, Gen. Mgr.

Fair Midway.
Cheboggin, Northern Michigan Fair

Grandstand Capacity: 1,000. Size of race track: Half mile. Plant is available for: Field shows, rodeos.

COLISEUM (INDOOR ARENA) None

1955 Still Dates: None


Columbus, Ohio State Fair

Grandstand Capacity: 2,000. Size of race track: Half mile. Plant is available for: Field shows, rodeos.

COLISEUM (INDOOR ARENA) None

1955 Still Dates: None

Rental Agent: O. R. Montgomery, Columbus, Ohio

Colfax, Iowa State Fair

Grandstand Capacity: 5,000. Bleacher Capacity: 4,000.

COLISEUM (INDOOR ARENA) None

1955 Still Dates: None

Rental Agent: Charles W. Flick, C. 0. Box 290, Colfax, Iowa

Contact: P. E. Reithoffer

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WHO HAVE INDEPENDENT GAME
CONCESSION MIDWAYS—

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For a Successful 1955—
And for the Many Top Years
For More than a Half Century

Winterquarters: The Fair Grounds
Santa Rosa, California

Brainsdor, Crow Wing County
Fair
GRANDSTAND CAPACITY: 600
BLANCHER CAPACITY: 500
SIZE OF TRACK: Half mile
PLANT IS AVAILABLE FOR: Carnival
SHOWS, Rodeos, Horse Racing.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: B. C. Williams.

Cannon Falls, Cannon Valley
Fair
GRANDSTAND CAPACITY: 1,200
BLANCHER CAPACITY: 2,500
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Carnival.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: J. Goodwin.

Clinton, Big Stone County Fair
GRANDSTAND CAPACITY: 2,000
BLANCHER CAPACITY: 2,500
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, motorcycle
races, carnivals, stock car races, roller coasters, basketball games.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: Robert Wels, Clinton.

Farmington, Dakota County
Fair
GRANDSTAND CAPACITY: 1,200
BLANCHER CAPACITY: None
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Equine shows, carnival shows, circus
shows.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: E. W. Ashley.

Fertile, Polk County Fair
GRANDSTAND CAPACITY: 2,000
BLANCHER CAPACITY: None
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Equine shows, carnivals, circus shows.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: J. Geiger, Fertile.

Hibbing, St. Louis County
Fair
GRANDSTAND CAPACITY: 1,200
BLANCHER CAPACITY: None
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Big car,
hot rod, motorcycle races, stock car races, Carnivals, stock car shows,
rodeo, motorcycle races, carnivals, stock car races, roller coasters.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: R. E. Geiger, Hibbing.

Hillboro, Mo., Hillboro
Horse Show
BLANCHER CAPACITY: 1,000
PLANT IS AVAILABLE FOR: Horse,
show, rodeo, motorcycle races.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: Lee Holm, Hillbboro.

New Ulm, Brown County
Fair
GRANDSTAND CAPACITY: 1,800
BLANCHER CAPACITY: None
SIZE OF TRACK: Half and quarter mile.
PLANT IS AVAILABLE FOR: Horse,
show, rodeo, motorcycle races.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: Stakes Shows and
Rental Agent.

Owatonna, Steele County Free
Fair
GRANDSTAND CAPACITY: 2,000
BLANCHER CAPACITY: 1,500
SIZE OF TRACK: Half mile
PLANT IS AVAILABLE FOR: Horse,
shows, rodeos, motorcycle races.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: R. T. Nelson.

Wadena, Wadena County
Fair
GRANDSTAND CAPACITY: 1,200
BLANCHER CAPACITY: 750
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Big
car races, hot rod races, motorcycle
races, stock car races, carnivals,
roller coasters.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: Charles Christiansen.

Willmar, Kandiyohi County
Fair
GRANDSTAND CAPACITY: 2,000
BLANCHER CAPACITY: 1,500
SIZE OF TRACK: Half mile.
PLANT IS AVAILABLE FOR: Stock
car races, heli shows, rodeos,
roller coasters and more.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: B. C. Williams.

W. Ashley.

Rental Agent.

Mississippi

Jackson, Monroe County State
Fair
GRANDSTAND CAPACITY: 2,500
BLANCHER CAPACITY: None
SIZE OF TRACK: Half mile
PLANT IS AVAILABLE FOR: Car
SHOWS, Rodeos, Motorcycle
Races, Carnivals, Stock Car
Shows, Roller Coasters.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: E. W. Ashley.

New Ulm, Brown County
Fair
GRANDSTAND CAPACITY: 1,800
BLANCHER CAPACITY: None
SIZE OF TRACK: Half and quarter mile.
PLANT IS AVAILABLE FOR: Horse,
show, rodeo, motorcycle races.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: R. E. Geiger, Hibbing.

Eldon, Eldon Community Fair
GRANDSTAND CAPACITY: 750
PLANT IS AVAILABLE FOR: Carnival
show.

Kirkville, Northeast Missouri
Fair
SIZE OF RACE TRACK: Half mile
PLANT IS AVAILABLE FOR: Horse,
shows, rodeo, motorcycle races.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: M. R. Chapman.

Lamar, Lamar's Farm &
Industrial Exhibition
GRANDSTAND CAPACITY: None
BLANCHER CAPACITY: 500
SIZE OF TRACK: None
PLANT IS NOT AVAILABLE.

Lucerne, Lucerne Stock Show
GRANDSTAND CAPACITY: None
BLANCHER CAPACITY: 750
SIZE OF TRACK: None
PLANT IS AVAILABLE FOR: Carnival
show.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: H. T. Robert.

Marshfield, Webster County
Fair
BLANCHER CAPACITY: 450
PLANT IS AVAILABLE FOR: Carnival
show.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: M. J. Jackson.

Sedalia, Missouri State Fair
GRANDSTAND CAPACITY: 3,000
BLANCHER CAPACITY: 3,500
SIZE OF TRACK: 1 mile
PLANT IS AVAILABLE FOR: Big car,
races, quarter mile, motorcycle,
races, gymnastics.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: R. K. Buhse.

Springfield, Osark Empire
Fair
GRANDSTAND CAPACITY: 1,500
BLANCHER CAPACITY: 1,000
SIZE OF TRACK: 1 mile
PLANT IS AVAILABLE FOR: Big car,
races, quarter mile, motorcycle,
races, gymnastics.

COLUMBUS (INDOOR ARENA) BEARS
1955 STILL DATES: None
RENTAL AGENT: M. J. Jackson.
THANKS TO THE

***

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HIGH CLASS, QUALITY, CLEAN RESTAURANTS & FOOD & DRINK STANDS

THANKS TO THE

Illinois State Fair
Indiana State Fair
Kentucky State Fair
Mid-South Fair
Arkansas Livestock Show
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TOPS

In reputation... in entertainment... in quality... in successful routes.

FAIRMEN

Don't settle for less. Let us prove that we can give you an up-to-date midway, complete with New Rides, Light Towers, and Modern Diesel Lights.

THANKS

To the fairs and celebrations we played in 1955. It was a splendid season for all of us.

SHOWMEN—CONCESSIONAIRES

We have openings for some outstanding shows and concessions. Have an excellent route for Motordrome and Side Shows. Have new canvas for worthwhile Grind Shows. Contact us early.

MORRIS HANNUM SHOWS

MORRIS HANNUM, Manager
Winter Quarters: Reading, Pennsylvania
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The Fastest Growing Show in America

SHOWS, INC.

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Gen. Mgr.

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In addition to having the physical equipment to meet your needs—Trivid offers you the experience to put together a winning midway. We'll be in Chicago during Congress and at your State Fair meeting. We would like to discuss your 1956 plans with you... and show you ours.

OROGEN

Condon, Gilliam County Fair
GRANDSTAND CAPACITY: 1,200. Size of two-week track: 1,000. Size of two-week arena: 1,000. Plant is available for all functions.


OKLAHOMA

Chandler, Lincoln County Fair
GRANDSTAND CAPACITY: 1,000. Size of two-week track: 1,000. Size of two-week arena: 1,000. Plant is available for all functions.

RENTAL AGENT: R. K. Holmes, Oklahoma City, Okla.
Thanks to the PACIFIC
NATIONAL EXHIBITION

For giving us the opportunity to bring your midway to your great event. Thanks, too, to

ROYAL CANADIAN SHOWS
1696 Franklin St., Vancouver, B. C., Canada

SNAPP GREATER SHOWS, INC.
With the World's Finest, Most Modern Rides, New Shows and Concessions...
Our brilliantly lighted Midway will attract and hold your patrons.

FAIR SECRETARIES-COMMITTEES
A good Midway is a "Snappi" for Snapp Greater Shows. Find out how you can have a top-quality Midway in 1956, with one of America's best put-together midways. Why not contact us now before you contract for your 1956 show?

CONCESSIONAIRES
Got real flash? Is it legitimate? Is it a money-maker? Please get in touch with us if you are interested in making more money in 1956.

We invite your inquiries... WE'LL BE AT THE CHICAGO CONVENTION AND AT YOUR STATE FAIR MEETINGS
Winter Quarters: 118-28 Virginia Ave., Joplin, Missouri
Phone: MAFair 4-4748

SNAPP GREATER SHOWS, INC.
'THE CANADIAN SHOW OF REPUTE'
Playing a string of Top Fairs and Celebrations throughout Western Canada...

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For giving us the opportunity to bring your midway to your great event. Thanks, too, to

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SNAPP GREATER SHOWS, INC.
in MICHIGAN, OHIO, INDIANA, TENNESSEE and MISSISSIPPI

our reputation has made us one of the most sought after midway companies in the States . . .

BECAUSE WE OFFER YOU . . .

12 OUTSTANDING RIDES

Twelve Thrill Wheels

3 MERIT SHOWS

30 LEGITIMATE SHOWS

With personal trained to give the maximum in pleasure and entertainment to your customers.

OUR THANKS to the many folks throughout the area who played their fine help and co-operation during 1955.

CONCESSIONAIRES—SHOWMEN

Contact us now for 1956. Our route is almost set and we will be out early and stay late.

Contact J. J. FREDERICK, Owner-Manager

MOTOR STATE SHOWS

2263 Newton St.

Detroit 11, Mich.

JOHNNY T. TINSLEY SHOWS

Americas Most Modern Midway

IN THE SOUTHEAST THERE IS NO FINER PERFORMING MIDWAY

For top profits and unequaled entertainment in this territory investigate the Johnny T. Tinsley Shows . . .

Our Sincere Thanks

To the fairs and celebrations we played during 1955. We sincerely hope we may be able to play many more repeat dates with you.

Showmen - Concessionaires

We can work usefully while concessions and shows. We start early on a money-making route for a long, solid season.

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- PLAYING SUCCESSFULLY THROUGHOUT THE SOUTHEASTERN STATES OF GEORGIA, TENNESSEE, ALABAMA, NORTH CAROLINA AND SOUTH CAROLINA.

Contact JOHNNY T. TINSLEY Manager

1207 New Buncombe Road, Greenville, South Carolina

Phone: 3-0436
See Manager L. M. Schrader at Chicago, at your State Fair meetings or contact us through our permanent headquarters.

608 E. 5th STREET
KINSLEY, KANSAS

**Showmen
Who Know
Put This
Stamp of
Approval
on One of
America's Consistently
Good Midways**

The
**Happyland**

**Our Sincere Thanks**

To the fairs and special events where we played in 1954. It was indeed our pleasure to have been a part of all of you, and thanks, too, to the events that have cooperated with us for 1956.

**Midway Buyers**

If you are in Michigan, Ohio or Indiana, let us know why you have received the approval of so many events. May we serve your 1956 midway with you!

---

**For More Information, Contact**

JOHN F. REID, Mgr.

PERMANENT ADDRESS:

3426 Irregular Ave., Detroit 14, Mich.

Phone: WALT 1-7924

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**Brodbeck and Schrader Shows**

**Beautiful Rides**

**Gala Midway**

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**Congratulations**

To managers, committees, and fair boards whose co-operation made our 1955 season of 32 celebrations the greatest yet.

**Our Special Thanks**

To Bill Kittle and the Colorado State Fair Board.

To Virgil Miller and the Kansas State Fair Board.

FOR TREMENDOUSLY SUCCESSFUL FAIRS
November 26, 1955
The Billboard Cavalcade of Fairs 155

Invermere, East Kootenay Agricultural & Industrial Fair

PLANT IS AVAILABLE FOR: Central show lot. Half mile. Size of race track: Half mile.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: 1955.


Kelorwa, Kelowna Junior Fall Fair

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

McBride, McBride District Agricultural & Industry Fair

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

MANITOBA

Brandon, Provincial Exhibition

GRANDSTAND CAPACITY: 5,000. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 1,000. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

Winipeg, Winnipeg Provincial Exhibition

GRANDSTAND CAPACITY: 5,000. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 1,000. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

Picton, Prince Edward County Fair

GRANDSTAND CAPACITY: 3,500. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 1000. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

Brentwood, Brentwood Fair

GRANDSTAND CAPACITY: 2,000. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 1,000. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

Sicamous, North Shore County Fair

GRANDSTAND CAPACITY: 1,500. Size of race track: None. Size of indoor arena: None.


PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

ONTARIO

Aylen, Aylen Fair

GRANDSTAND CAPACITY: 2,250. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 700. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

Simcoe, Northumberland County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track: None. Size of indoor arena: None.

BLEACHER CAPACITY: 2,000. Size of race track: None. Size of indoor arena: None.

PLANT IS AVAILABLE FOR: Outdoor show lot. Size of race track: None. Size of indoor arena: None.

COLISEUM (INDOOR AREA) AVAILABLE FOR RENTAL: None. Size of bleacher capacity: None.

1955 STILL DATES: None. Size of indoor arena: None. Size of bleacher capacity: None.

WEST COAST SHOWS

"THE WEST'S BEST MIDWAYS"

Thank you!!

FAIR MANAGERS AND COMMITTEE FOR MAKING OUR 27TH ANNUAL TOUR ANOTHER RECORD-SMASHER!!

NOW FOR '56

William WILL book SCOOTER and/or ROUND-UP with own transportation for one of our units.

Always interested in shows operated by real showmen. Excellent proposition for season.

Will book LONG RANGE and GOLD FISH on both units and any other legitimate concession not conflicting with what we have.

ALL replies

GENERAL OFFICES

240 JONES STREET
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INDIANA
Playing MICHIGAN - OHIO
and WISCONSIN

WE INVITE FAIR SECRETARIES from these states to contact us before contracting for your 1956 Midway Attractions.

SHOWMEN-CONCESSIONAIRES We are now booking shows and concessions of merit for our 1956 route. We would like to hear from you.

WORLD OF PLEASURE SHOWS
Permanent Winter Quarters Address: P. O. Box 744, Detroit 31, Michigan
Phone: Temple 3-8432
We will be at Hotel Sherman during the Convention. Also will be at Indiana, Michigan, Ohio and Wisconsin Fair Meetings.

BOB HAMMOND shows

THE SOUTHWEST'S MOST OUTSTANDING SHOW...

OUR 1956 TOUR
Takes us through Kansas, Missouri, Oklahoma, Arkansas and Texas. We'll be at your state fair meetings looking for you.

FAIR SECRETARIES-COMMITTEES NOW BOOKING for 1956
Assure yourself of a successful Midway in 1956. Get in touch with us before you contract for your event.

EQUIPMENT:
17 top, money-making rides operated by top personnel. All units in clean condition and perfect working order. Our own Diesel Plant; all equipment transported on our modern fleet of 21 tractors and trailers.

WANT for 1956:
SHOWS: Want several worthwhile attractions. CONCESSIONS: Legitimate concessions. Some "Exclusives" available.

BOOKED AGAIN IN 1956...
To furnish the Midway Attractions at the Biggest Annual Indian Celebration in the World...THE AMERICAN INDIAN EXPOSITION, Anadarka, Oklahoma.

Address BOB HAMMOND, Manager
BOB HAMMOND SHOWS
6115 Gold St.
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Phone: OXford 4-8647
Our 1956 route is now being arranged. As usual, we have many "repeats" . . . your assurance that you get the best with Lee United Shows. ALL NEW RIDES and ATTRACTIONS. May we talk to you about your 1956 Midway?

THANKS TO THE FAIRS AND CELEBRATIONS

where we enjoyed a most successful tour. 1955 marks another success on the calendar for all of us.

SHOWMEN—CONCESSIONAIRES

We welcome anything unusual and interesting. Legitimate concessions only need apply. We can still place a few worthwhile events. Get in touch with us.

Our 1956 route is now being arranged. As usual, we have many "repeats" . . . your assurance that you get the best with Lee United Shows. ALL NEW RIDES and ATTRACTIONS. May we talk to you about your 1956 Midway?

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FAIR SECREARIES

For a Midway that is different—interesting and profitable, may we offer you our plans for 1956? We will be at your State meetings.

NOW BOOKING

Attractive shows and concessions for a proven route. Some exclusives open.
SAN ANTONIO — The BMA, the Information Center and the 1956 San Antonio Midway, were all part of the large Midway event, which included the Texas State Fair, the San Antonio World's Fair, and other regional fairs. The Midway was a place where people could come together to enjoy various forms of entertainment, including rides, games, and food stalls.

The San Antonio World's Fair, also known as the Alamo City Fair, was a major event in the city's history, attracting visitors from all over the United States. The fair featured a variety of attractions, including a huge Midway that was one of the most popular features.

In addition to the Midway, the San Antonio World's Fair included a variety of exhibits and displays, such as the Southwestern Art Exhibit, which showcased the region's cultural treasures. The fair also featured a variety of musical and theatrical performances, including a performance by the famous Big Band Brothers.

As the fair came to an end, the BMA continued to work behind the scenes, planning for the future. The information center remained open, providing valuable resources for visitors and the community.

Overall, the San Antonio World's Fair was a significant event in the city's history, bringing together people from all walks of life to enjoy a wide range of entertainment and cultural experiences.
The Largest Midway on Earth

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