COMBINED STRENGTH

The combined talents of two great booking agencies are now united to bring you the finest in talent, attractions and management.

After our first year, as a new concept in Outdoor Bookings, we are happy to say that we have helped Fairs provide better entertainment for their patrons and at the same time increase their grosses.

- From a Big Name Star to a one hour Broadway Revue...
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Fair Men who have used our services are amazed at the results. You can be, too.

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prosperous 6-state southwest market with a sales
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Our beautiful, modern pavilion with a seating
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available for use the year around. Let us furnish
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1957
DATES
SEPT. 28th to OCT. 4th
Inclusive

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

November 24, 1956
**CAVALCADE OF FAIRS**

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WORLD'S LARGEST EXHIBITION with a total attendance

EVERY YEAR, more and more people visit Canada's great National Exhibition in Toronto. In 1956, crowds from all over the world were bigger than ever.
Situated on the shores of Lake Ontario, The Canadian National Exhibition covers 350 acres of landscaped park with 54 permanent buildings. New buildings and features are still to come. A new, ultra modern Convention Building will open in 1957 with a theater, restaurant, convention halls and display space.

The Canadian National Exhibition mirrors each industry, every art and science, all Canada's vast natural resources. On an entertainment basis, the C.N.E. is Canada's greatest pleasure fest. World-famous performers gather in Toronto, great musical organizations, colorful personalities. The mile-long midway provides a parade of fun and frolic.

At this moment, thousands of exhibitors from countries all over the world are making plans for 1957 participation in the Canadian National Exhibition. Every sign points to the breaking of another attendance record.

1957 DATES—AUGUST 23RD—SEPTEMBER 7TH  SUNDAYS EXCEPTED

CANADIAN NATIONAL EXHIBITION

Exhibition Park, Toronto 28, Ontario, Canada

WILLIAM A. HARRIS, PRESIDENT

HIRAM E. MCCALLUM, GENERAL MANAGER
Phenomenon of Our Time

By JAMES H. STEWART
President, International Association of Fairs and Expositions
Executive Vice-President and General Manager, State Fair of Texas

A PHENOMENON of our time is the amazing success enjoyed by fairs, big and small.

There has never been a time when the outlook was so good for fairs of all types, of all sizes, in every part of North America.

Fairs are growing in popularity, attendance and physical assets. Fairs are improving in quality and effectiveness.

On sprawling acres of fairgrounds across the continent, new buildings are springing up, and in some instances entirely new plants are being built from scratch.

The fair industry today is big business. It is an industry that includes more than 3,000 individual fairs and has an annual patronage of 85,000,000.

In the financial worth of the physical plant facilities, in the number of workers dependent on the industry, in the multiplicity of its suppliers and other related enterprises, in monetary proceeds the fair industry today is important business, too.

In increasing numbers, fairs are making full use of fairground facilities all the year round.

A magnificent fairgrounds plant can be of vast utility to its region all during the year and not just for the few days a year when an annual exposition is in full swing.

The time has already come for some cities where large fairs are located when a great many of the recreational and cultural activities of the community can be centered at the fairgrounds all thru the year.

Any community that has a live-wire fair of its own, large or small, has a tremendous asset.

Fairs are show windows for the regions they serve. The greatest show window of American progress is the American fair. Here agriculture can show its progress and the results of its studies and research. Industry and science can exhibit what is new in these fields.

Fairs are educational. Visual education is one of the most effective means of imparting knowledge. Fairs are built on this concept of "seeing is believing." This is true particularly in agriculture, livestock, science and industry.

Fairs are spirit-builders that bring the people of their communities closer together in a joint venture from which every citizen can benefit.

Fairs are, of course, business builders. They bring in visitors who bring in new money. They create employment.

"I saw it at the fair" is the greatest advertising in the world, as many industries have discovered. Fairs present new inventions, new developments, sometimes before they are even out of the pilot model stage. Millions of people have had their first look at such things as the tractor, the automobile, the airplane, radio and television at fairs.

And certainly not least, fairs are fun. The enthusiasm and enjoyment generated by any good fair is unrivaled in any other field of popular entertainment.

Today the challenges faced by our fairs is to find ways and means of doing a better job in carrying out their many functions.

The International Association of Fairs and Expositions is seeking to help the fair industry as a whole to meet the challenges and thereby to bring greater value and greater pleasure to more and more people.

The fair industry is a big industry, a basic and vital industry—a grand industry,
**Classic to Du Quoin**

The 1957 Du Quoin (Ill.) State Fair will add a new star—harness racing's Hambletonian—to the galaxy of topflight attractions it annually features.

Often called the Kentucky Derby of the trotters, the big classic will take its place on the program with Grand Circuit Harness Racing, USAC National Championship big and stock car events and National Championship AMA motorcycle races, all well-established highlights of the fair. And the race will also take its place along with champions of television, radio and motion pictures such as George Gobel, Bob Hope, Tennessee Ernie Ford and others who have been featured at the fair in recent years.

The big race, which next year moves to the Southern Illinois Fair after being raced at Goshen, N. Y., for a quarter of a century, is the culmination of a harness racing dynasty that started in Du Quoin in 1895 and has been closely related to the steady growth of the fair.

**Started Stables in 1895**

It was in that year that the late W. R. Hayes, founder of the fair and father of its present managers, Gene and Don Hayes, bought his first colt. Over the years he added more horses to his string and eventually established the Hayes Fair Acres Stables, one of the most successful in producing winners over the sulky circuits.

In the past decade the Hayes Stables has come into its own. Its Pronto Don, one of the sport's greatest trotters, still holds the money-winning record of $335,000. It produced the winner of the 1959 Hambletonian, Lasty Song, and one of this champion's sons, Lusty Tom, is a hopeful for next year's running at the fast Du Quoin mile oval. Speedy, another product of the Hayes Stables, finished second in the 1951 classic, and two other trotters wearing the Hayes' silks finished in the first 10 in 1952 and 1954.

**Major Improvements Planned**

Altho the Du Quoin Fairgrounds already is a showplace of the Little Egypt section of Illinois, a major program of improvements is being planned for 1957 and the initial running of the Hambletonian.

The present grandstand, which seats 8,500, will be expanded to 20,000 by the addition of temporary bleachers. If the fair should get a long-term contract for the big race, permanent additions will be made to the grandstand.

The fair, which owns considerable acreage around the grounds, plans to develop a large area east of the race track into parking space to accommodate the anticipated bulge in attendance. Other plans that will mark the shifting of the race to Du Quoin include a special one-day train to be run by the Illinois Central Railroad from Chicago to bring race fans to the fair.

Du Quoin, which has a population of less than 8,000, yet annually draws over 400,000 to the fair, will be the capital of harness racing in 1957.
OUTSTANDING kiddie feature of the 1958 Minnesota State Fair was a new free educational attraction called the Children's Barnyard which was visited by more than 197,000 persons. It was staged under sponsorship of the Minnesota Association of Future Farmers of America. On exhibition in pens within a large tent east of the Conservation Building were female farm animals and their young, including a Shetland pony mare and colt, Toggenberg nanny goat and two kids, sow and large litter of baby pigs, ewe and twin lambs, a cow and calf and two burros.

Also shown was a pool of splashing ducklings, as well as a glass-topped incubator containing hatching chicks which was constantly surrounded by throngs of children and accompanying friends and relatives watching the wet chicks picking their way out into the world.

The tent was faced by a big false barn front, entitled the Children's Barnyard. At the top of this barnyard barn front was the seal of the Minnesota Association of the Future Farmers of America, the sponsoring organization.

The exhibit was in direct charge of assigned members of the Mountain Lake, Minn., FFA Chapter, throughout the 10 days of the fair. This chapter was chosen to preside over the exhibit, because it had been the 1955 winner of the State Fair's Premier Exhibitor Trophy awarded the Minnesota FFA Chapter whose members had won the most cash prize money in FFA cattle, swine and sheep competitions at the '55 exposition.

Plans are being made for a similar exhibition at the 1957 Fair.
IFE BEGINS AT 108
IN MICHIGAN

SALES AND ATTENDANCE HIT THE TOP

MICHIGAN STATE FAIR

821,656 PEOPLE

The Showplace of Agricultural and Industrial Progress

- an all-time Record in 1956 of

You will literally shake hands with your farm and city customers... hundreds and thousands of them.
No other medium in Michigan offers you this personal contact or the unlimited opportunity to let your prospects see and examine your products. You'll never see so many families that look forward to this annual event where they can be entertained and educated at the same time.

NATION'S OLDEST STATE FAIR
Exhibitors' Inquiries Are Invited

Contact DONALD L. SWANSON, Gen. Mgr.
MICHIGAN STATE FAIR, Detroit 3, Mich.
Home-Grown Thriller Thrives

CHUCK WAGON races, Calgary Stampede's home-grown crowd-puller, holds the unique distinction of being the only major grandstand attraction ever developed by a fair.

What's more, the breath-taking races, first conceived of more than 30 years ago, have grown in stature, pulling power and thrills with the passing of each year.

Sellers of the large Stampede grandstand have become common because of the races. Competition among the wagon outfits meanwhile has become keener. And, new rules have evolved for the thrilling spectacles provided by the races.

In '56, the races drew entries of 33 five-man, eight-horse wagon outfits. They competed for $14,250 in cash prizes, as well as for other team and individual awards. And, they raced by rigid rules.

In '56, most of the horses were thoroughbreds. Many had race track wins to their credit. The wagons were light weight. Together with the driver on the seat the wagons could weigh no more than 1,325 pounds.

By contrast, in 1923 when the first chuck wagon race was held there were no formal rules. The cash purse was $300. The horses were cross-bred four-legged Clydes. And, the wagons were heavy, cumbersome and with equipment, weighed 2,100 pounds.

From the inception, the races packed great appeal. But, better horses, more intensive training by the riders, and changes in the rules heightened the appeal.

There were many rule changes. Originally, for instance, horses were not harnessed at the outset. Too, there were no standards for the stoves. Then, a 75-pound limit for stoves was set. Five years ago that limit was dropped to 50 pounds and the Stampede tuned to provide all teams with standard stoves.

The chuck wagon races of today stemmed from a race between two Indian-handled wagons at a barbecue on the Calgary grounds rather than during the exhibition itself.

Two wagons had brought the necessary equipment and food to the big feed and when it was over it occurred to a bystander that it might be interesting to see the wagons race from a standard start around the half-mile track. The suggestion was greeted enthusiastically. The wagons were backed against the grandstand and to get onto the track they had first to describe a figure eight. The race which followed proved so exciting that it was decided to put one on at the Stampede.

Barrels were spotted so that the wagons had to round them in a figure eight before hitting the track. Outsiders—four to each wagon—were added. So, too, w as the business of placing the stoves in the racks of the wagons at the beginning of the race.

Some U. S. round-ups, such as those at Cheyenne and Pendleton, have adopted the races. Wide harnsrestringing by wagon outfits is not, according to Dick Corgrave, the Stampede arena director and 10-time Stampede chuck wagon winner before he withdrew from competition. The cost would be too great, says Dick, who is shown at right as he appeared while officiating at the '36 races.
the name indicates its character...

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Our repeat dates year after year is proof that Gooding Midways are wanted in the same locations by fair managers, city officials and the paying customers.

We offer as reference any Fair, Celebration or City we have played in the past.

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THANKS

to Everyone ... for a most successful year in '56 ... 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.

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For 1957 we offer you the choice of a Vast Array of Top-Quality Rides, Star-Studded Shows, Legitimate Merchandise Concessions, Combined with Sound Business Methods of Operation.

Visit us in our suite at the Sherman Hotel, Chicago, during the IAFFE Convention and at the various State Fair Meetings. You are also invited to visit our Office and Winter Quarters in Columbus any time. You are always welcome.

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1300 Norton Avenue Phone: AXminster 9-1193 Columbus, Ohio
Progressive Pueblo

Fairgoers at the Colorado State Fair "never had it so good." In the past seven years the Pueblo annual has undergone one of the most progressive building programs in the fair business, a program that has not only affected the physical layout but the attraction program as well. The result: Paid attendance has skyrocketed from less than 100,000 to well over 200,000.

Much of the credit for this growth is given its able manager, W. H. (Bill) Kittle, who came to the fair seven years ago.

This year the Kittle-managed annual introduced its latest physical addition, a new 4-H Exhibit Hall that ranks with those on leading fairgrounds throughout the country. This is only one more in a long line of buildings that has marked the fair's sturdy growth. And it might well be added that 40 per cent of the improvements have come from fair profits.

The record shows that many livestock buildings have been added, as well as an FFA camp, a State Fair Cafe, a surfaced, lighted and fenced parking area; neon-lighted front gate, all new street lighting with underground wiring and new sewer and water lines.

The fair's attractions have also undergone changes under Kittle. In 1956 the fair went big time with a complete grandstand rehaul. Gene Autry and Annie Oakley were added to the rodeo program, an auto thrill show is now presented, and a separate, fenced-in Kiddieland is available for small fry.

Kittle went to the Pueblo fair with a good background for the business. As a youngster he was with the Rice & Ore Water Circus, a carnival that traveled the rivers on barges. Later he was with the Greater Sheeney and T. A. Wolfe shows and general-agented the Mud 3 Cody Fleming show. He went to Colorado in 1931 as a manufacturer's representative, was named manager of the Arkansas Valley Fair at Rocky Ford, Colo., shortly after World War II, and several years later took over the reins at Pueblo.

Since that time the fair has been on a definite upward kick. And so long as Kittle is in the driver's seat, no other direction is charted.
The thinking was big. The outlay was large — about $16,000,000. As a result, the Kentucky Fair and Exposition Center, unveiled in 1956, comes close to what Kentuckians in a short time have come to call "the largest multi-purpose facility in the world."

The main structure, and the one which bolsters its claim as a multi-purpose plant, is the Louisville plant's Coliseum depicted on this page. The Coliseum is but a part of the main building. Extending from it on either side are two huge wings, one used during the fair for livestock, the other for commercial exhibits.

The Coliseum itself has 14,600 permanent seats and 2,040 portable seats. It can seat 20,220 for boxing, 18,340 for basketball, 14,000 for ice shows and 14,026 for stage shows. During the '56 fair it was used for a horse show and an ice show, "Ice Capades" International.
THE SHOW-WINDOW
OF OHIO

The prosperous Ohio market is spread throughout the ENTIRE State... you'll find no concentration of population in one large metropolitan area...

When you Exhibit at the...

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COLUMBUS

You will reach the perfect cross section of the Ohio market... one-half million Ohioans annually attend this great event... plus thousands from surrounding States.

Located in the center of the State, the Ohio State Fair draws people from every county... from every metropolitan and non-metropolitan area. Farmers, businessmen, educators, retailers... all age groups. No other medium in the State delivers you such a concentrated audience in such a short space of time and for such a low cost!

YEAR-ROUND FACILITIES
The Ohio State Fairgrounds and Buildings are open and available for activities throughout the year.

Youth Center—Available for shows, conventions and workshops.

Merchants and Manufacturers' Building—150' x 500', with every modern convenience available.

Contact:
D. ROBERT JONES, State Fair Manager

Horticulture and Agriculture Building—98' x 576'. Ideal for smaller affairs.

Coliseum (Indoor Arena)—Permanent Seating Capacity—7,000. Temporary Seating Capacity—Additional 2,000.

Jr. Fair Livestock Arena and Barns—For livestock sales and shows.

Grandstand and Racetrack—Seating capacity, 10,516. Bleacher capacity, 2,352. Complete Cafeteria and Dining Room Service if desired.

We invite inquiries from Ice Shows, Rodeos, Circuses, Motorcycle Races, Name Bands, Stage Shows, and attractions of all kinds. Also from managers of Conventions, National, State or District Meetings, Harness Racing, Auto Shows, Home, Food, Trade and Industrial Shows, Athletic and Sporting Events, Horse and Dog Shows, Cattle Sales... in fact, any event that requires large exhibit or meeting space conveniently located.

OHIO STATE FAIRGROUNDS
Columbus 3, Ohio
The claim that the Kentucky Fair and Exposition Center at Louisville is "the largest multi-purpose facility in the world" is based in no small part upon the enormous amount of exhibit space it has under roof.

Two exposition wings extending from opposite sides of the Coliseum provide a total of 408,100 square feet for exhibits. These wings, when not used for exhibits, may be used for car parking while events are presented in the Coliseum.

The east wing has 223,500 square feet of exhibit space with the capacity for 1,000 10 by 10 foot booths. Each such space has water, gas, sewerage and electrical facilities available. Overhead, lights are movable on a track to enable the illumination of any portion of an exhibit.

The west exposition wing has 184,000 square feet and a capacity of 800 10 by 10 foot booths. During the fair, it serves as a livestock pavilion and can house nearly 2,000 head of cattle. It has a 504-seat show and sales arena.

The multi-purpose plant has still more exhibit space in the Stadium, where 71,860 feet of exhibit space is available on the second floor. Additionally, some exhibit space is provided in the Coliseum where the main corridor is lined with show windows. Large areas outdoors are hard-topped for farm machinery and similar exhibits.
A Bright Star in the Southern Sky

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STATE FAIR
BIRMINGHAM

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SEPT. 30-OCT. 5

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Amelia, Ohio (new record)
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MORRIS CHALFEN, President
Automobiles Jump Ahead of Planners at Louisville

PLANNERS of the new Kentucky Fair and Exposition Center, which opened in 1956, gave much thought to parking. But, even so, they had miscalculated, Sunday's turnout at the State Fair provoked the biggest traffic jam in the history of Louisville.

More than 105,000 thronged thru the fair's 'Everyone Pays' gates, and all available parking space inside the 357-acre grounds was utilized, as shown by the picture at top. Yet, parking was provided for 12,000 cars on hard top area and for an additional 15,000 cars on median ground.

The newness of the plant, and a double-barreled attraction program, sparked the record-breaking crowd, and the traffic jam. The 'Ice Capades' were in the Coliseum and a pro football game was in the Stadium. The latter played to a good Sunday matinee crowd; the football game, as shown in the photo below, jammned the 21,000 capacity Stadium, filled temporary bleachers and overflowed.

Officials of the Kentucky plant now believe they have the parking problem licked. The police, they point out, had not thought there would be such a huge turnout.

Now, they are alerted.

The fair is seeking ways to increase its own parking facilities and is muliing ways of shuttle-busing patrons from nearby Churchill Downs and the parking lots of the International Harvester plant. Staggering the starting time of major attractions so that the crowds don't pour out at the same time is seen as another way of easing traffic jams.

Already, there is talk of enlarging the Stadium, and there is some belief that its capacity may be increased to 45,000. At the present time, the Stadium, with 10,000 bleacher-type seats, can accommodate 31,000 persons.

The Stadium is well equipped. It has two sets of press boxes, one for football and one for baseball. Its lighting and public address systems are excellent.

It has a substantial amount of space which is available during the fair for stabling facilities and for general exhibit purposes. Some 108 horse stalls are located under one wing and there is 1,860 square feet of exhibit space on the second floor, plus meeting rooms, office space, rest rooms and concession and storage areas.

During the 1956 fair, the Stadium was used for the presentation of Big Top Circus, a Rame-Carnivalas reunion football game (Philadelphia Eagles Vs. Rochester Cats), and the Cremes Rodeo, featuring Great Angy and Annie Oakley.
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PACIFIC NATIONAL EXHIBITION
VANCOUVER, B. C., CANADA

Industrial and business expansion in British Columbia is officially and statistically reported as at the highest rate of any area on the Continent, adding constantly to the buying power of the people. Growth of the Exhibition corresponds to the growth of the Province. Premier W. A. C. Bennett, of British Columbia, states: "The P.N.E. means Progress Never Ending." Visitors from all over the world come to Vancouver on business and pleasure. Vancouver is Canada's largest seaport and the air-crossroads of the world.

Your sales will be increased when you exhibit to the more than 700,000 Canadians, residents of the entire Pacific Northwest and B. C.'s visitors to the annual Pacific National Exhibition.

1957 DATES
AUG. 21-SEPT. 2

For complete market data and exhibit space details contact

Pacific National Exhibition
AUG. 21-SEPT. 2,

V. BEN WILLIAMS General Manager

W. J. BORRIS President
RX: Life in Old Town

*It takes* an abundance of working exhibits to make an old-time village click as the feature of a fair’s centennial, in the opinion of G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis.

Thus, the Centennial Village at the 1956 Memphis Fair offered an operating post office; an old-time barbershop, at which fairgoers could get a haircut for 15 cents, a shave for a dime; a newspaper office, at which a newspaper, with the same type that was used 100 years ago, was turned out daily; a sorghum mill, where molasses was produced and sold; and a blacksmith shop, where horses were shod.

In addition, there were continuous demonstrations, such as weaving chair bottoms from corn shucks, rug-weaving and spinning of cotton thread. There were still other live touches—the presence of a be-whiskered long-haired gentleman as sheriff; a yoke of large ox, which was worked up and down the streets; an army recruiting station, circa 1850, manned by army personnel in antique uniforms, and nightly square dancing.

The village, incidentally, was under the direction of a veteran showman, E. J. Caupert, formerly with the Ringling circus.

How did the village go over?

It was the hit of Memphis’ most successful fair.
November 24, 1956

The Leader...
always

Championship Auto Races

The Stock Cars that pack the Grandstands.
Thrills! Speed! Action!
In Sprints or Long Distance Races.
The Big Cars that Hold the Records.
The Top Drivers who Break the Records.

FRANK R. WINKLEY
Over 30 years’ racing experience

A Porto-Flood Light Generating Unit

1956—OUR BANNER YEAR!
Sincere thanks to all those who helped make it so highly successful.

Exhibitor Managers of the World Series of Auto Racing.
9 Days at the Minnesota State Fair. Originators of the "Great Gopher 500." Most Successful I.M.C.A. Still Date Ever Staged. Annually operating dozens of other engagements.

- North Dakota State Fair, Minot
- All-Iowa Fair, Cedar Rapids
- Steele County Free Fair, Owatonna, Minn.
- South Dakota State Fair, Huron

- Great Clay County Fair, Spencer, Iowa
- Kansas State Fair, Hutchinson
- Oklahoma State Fair, Muskogee, Okla.
- Luck Empires Fair, Springfield, Mo.

1957, the time to make the change to this progressive entertainment

AUTO RACING, INC.

5804 Wooddale Avenue
Minneapolis 24, Minn.
Walnut 2-4680
Crafts Show Clicks

A LARGE-SCALE crafts show, probably the biggest presented at any fair, was a smash hit at the 1956 Wisconsin Fair. Sweeping changes in the use of buildings at the Milwaukee annual freed much space under the grandstand for the show and enabled the presentation of a broad range of demonstrations and exhibits.

Thirty hand looms, such as shown at the right, were made available for use by fair patrons. A substantial number of fairgoers took advantage of the opportunity to make place mats, table runners, etc. The necessary materials were provided at nominal charges by the fair.

Other demonstrations, manned by experts, were of enameling, leather craft, pottery-making and stone-cutting and grinding. Such demonstrations were carry-overs from past craft demonstrations at the fair.

New were competitive exhibits by amateur jewelry makers. Each such hobbyist was entitled to enter 10 pieces which were judged as a group for quality.

Other features included a photography exhibit, with entries of black-and-white photos and of colored slides.

As an added feature was a new hobby show, the highlight of which was a large model railroad. The plan is to change the center piece each year to focus attention on various hobbies.

To lure fairgoers to the crafts show, demonstrations were staged on a raised platform on the sidewalk in front of one of the grandstand entrances. From this platform a girl artist, shown at the left, did caricatures of fair patrons, and a skilled pottery-maker demonstrated the use of a potter's wheel.

At one end of the crafts show an area was set aside as a center for lost children. There the moppets were provided with finger paint and invited to paint on the walls. The result, shown in the photo below, was a delight to fair patrons and the lost youngsters.
Indianapolis
Indiana

Located in the rich Livestock, Agricultural and Industrial Midwest—the Indiana State Fair has kept its Fairgrounds modern and up to date in step with the latest agricultural and industrial know-how. The 1956 State Fair record attendance of over 855,000 is an indication of its great drawing power.

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

1957 Dates—Aug. 28 thru Sept. 6
(Tentative)
IN 1956 WE SET AN ALL-TIME RECORD WITHOUT EXCEPTION, AT EACH AND EVERY FAIR, ASK ANY FAIR MAN ON OUR ROUTE...

FAIRMEN—COMMITTEES
Let us provide your Midway with even Greater Earning Power . . . Why not investigate us now for 1957 and assure yourself of a Modern Midway with tremendous promotional backing.

Find out for yourself . . .
All rides are show-owned (19 in all—including the new Round-Up, Scrambler, Rock-O-Plane, Auto Scooter, Roller Coaster and many others. All Late Model Equipment, All Fluorescent Lighted. Five large Diesel Light Plants (400,000 Watts capacity), Six Giant Light Towers, Four Office-Owned Shows—including large Circus Side Show, plus other Independent Shows.

AMERICA'S BIGGEST FREE ATTRACTION!!
Three Champion Performing Baby Elephants are furnished without charge as a Free Attraction and are also available for your use, without charge, in promotion and publicity of your event in public appearances and TV.

This tremendous promotional power works for you all the time, giving your Fair or Special Event greater earning power. You are invited to inspect this attraction at any time.

Here is a list of our Established Fair Route and the number of years we have played these events:
- STOUGHTON, WIS.—3 years
- FARIBAULT, MINN.—5 years
- AUSTIN, MINN.—3 years
- BLUE EARTH, MINN.—1 year
- NEW ULM, MINN.—4 years
- APPLETON, MINN.—1 year
- WEST UNION, IOWA.—4 years
- COFFEEVILLE, KANS.—3 years
- TYLER, TEXAS—1 year
- TEXARKANA, TEXAS—7 years
- WHARTON, TEXAS—11 years
- ROSENBERG, TEXAS—11 years
- ANGLETON, TEXAS—11 years
- REFUGIO, TEXAS—7 years
- DEL RIO, TEXAS—1 year
- SALEM, ILL., Reunion—2 years
- CLINTON, IOWA, July 4 Celebration—3 years

Contact DON FRANKLIN Shows
HIGH MIDWAY GROSS, WITHOUT CELEBRATION WHERE WE SHOWED. FOR CONFIRMATION OF THIS FACT!!

one of the country's top shows...

DON FRANKLIN SHOWS inc.

Always one step ahead ... bringing your Event new and different innovations

OUR SINCERE THANKS
To the Fairs and Events we played in 1956 for our Best Season. Our renewal contracts for 1957 are almost a solid 100%. Also to our own personnel for such splendid co-operation at all times. Our thanks also to the Kansas Free Fair for sponsoring us on their grounds for a still date in Topeka, and to Jack Ruback for ride bookings at the Battle of Flowers in San Antonio.

SHOWMEN—CONCESSIONAIRES
We are now booking for 1957. Contact us early, please. We will furnish all Midway Attractions at the Charro Days Celebration, Brownsville, Texas, February 23 thru March 3, 1957.

We will be looking for you at the Sherman Hotel, Chicago, during the Convention and at your State Fair Meetings.

DON FRANKLIN, Mgr. Permanent Address: 207 Carolwood, San Antonio, Texas
Phone: Diamond 2-7722
Last Word in Offices

AS AT many fairs, officials of the Alabama State Fair had labored for years in an old, frame structure that was woefully lacking in facilities for efficient operation. Such is no longer the case at Birmingham.

Now the fair has ultra-modern offices, meeting rooms, dining room, kitchen, which probably surpasses facilities at any fair in the U. S. The new offices and other facilities were installed in 1956 as the final phase in building the $650,000 structure which had been partly finished and partially used the previous year.

Space on the second and third floors at the front end of the building was transformed into well-lighted air-conditioned operating headquarters. An automatic elevator was installed. Offices, meeting rooms, dining room and kitchen were furnished and equipped at a cost of about $30,000 with the latest in equipment and modern furnishings.

Grouped on the second floor are the general offices, shown in the top photo, and the office of R. H. McIntosh, fair secretary-manager, who is shown at his desk in the bottom left photo. The third floor is devoted to a large dining room, shown at left; a well-equipped kitchen, and the fair board's meeting room, shown in the bottom photo.
November 24, 1956

The Billboard Cavalcade of Fairs

**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

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**ANNUAL MEETING**

JAN. 18-19-20, 1957

PRINCE EDWARD HOTEL
BRANDON, MANITOBA
Your Event

Profits... Success... Appeal...
All Yours when you call on

Chuck Moss

For your Midway Concessions

We invite you to contact any event we have supplied concessions to for a recommendation. Just ask us for their names.

Our Thanks to

Mid-South Fair
Memphis, Tennessee

for giving us the opportunity to once again present the Finest Concession Lineup in America to your patrons. Thanks to Wallace Witmer, Pres.; L. H. Dille, Secy., and C. W. (Bill) Wynne, Mgr.

Our Thanks to Schafer's Just for Fun Shows for presenting Chuck Moss Concessions to the thousands of visitors on their midway during 1956. May we offer a Chuck Moss Concession Group for your fairgrounds? Merely tell us about your event, type of crowd, expected number and we'll do the rest.

Concessionaires:
What do you have that will fit in with our standards? We are always interested. Contact us right away!

Our Thanks Also to Mr. and Mrs. Joseph Murphy, Mrs. Margaret Pugh, Mr. and Mrs. Jack Lindsey and the State Fair of Texas, Dallas.

And Thanks, Too to Cliff Wilson for his splendid co-operation at Memphis.

We are Very Grateful to all individuals who helped make our fourth year at Memphis the most successful of all. We welcome all of you to be back with us next year!

Martha and Charles (Chuck) Moss
5210 Longview St., Dallas, Texas
1956 marked our 100th year of entertainment and education for the people of the South. We now embark upon our second hundred years, and with this we urge you... as a commercial exhibitor... to seriously consider your potential here.

CHECK OUR RECORD... ASK OUR EXHIBITORS, CONCESSIONAIRES AND SHOWMEN ABOUT THE FABULOUS GROWTH AND IMPROVEMENTS MADE HERE IN THE PAST FIVE YEARS... We will be happy to supply you with names.

Beginning Our 2nd Century of Service to the People of the Great South

The Mid-South Fair, located in Memphis, America's greatest river town, offers you the opportunity to meet in person more than 400,000 people from seven states in nine days.

Come on down and enjoy real Southern hospitality... and at the same time increase your own sales potential.

NO OTHER SINGLE MEDIA IN THIS AREA OFFERS YOU SO MUCH FOR SO LITTLE COST!

FOR COMPLETE DETAILS CONTACT G. W. (BILL) WYNNE, MANAGER, MID-SOUTH FAIR, Memphis 14, Tennessee; GLENN PINKSTON, Director of Exhibits.
Cracker Town, U. S. A.

A COMPLETE mountain village that looked as old as the power-uses hills sprang up at the 1956 Southeastern Fair to give the Atlanta event an outstanding new feature and one which, fair officials believe will endure for many years.

Cracker Town, U. S. A., moreover, gave the fair a strong educational pitch, so strong that the Georgia Board of Education ruled that a children who attended under the supervision of their teachers and viewed the exhibits were to be given full credit for a full day at school.

As a result, thousands of youngsters and many teachers, who otherwise would not have attended, thronged to the fair.

Pictured on this page are some of the rustic structures in the picturesque village—a grist mill powered by a water wheel; a sorghum syrup mill, where thousands of gallons of sorghum were made and sold; a blacksmith shop, with a smithy at work, and a railroad station.

Other features were a log cabin believed to be between 85 and 100 years old, which had been taken apart piece by piece on the original site, carted to the fairgrounds and there rebuilt; an old-time general store, complete with bins, cracker barrels, lamps, etc.; a smokehouse, an old jail and an old medicine show wagon.

The people who manned the buildings fittingly were garbed costumes that dated back to the turn of the century and this added the appeal, gave added color, and provided additional authenticity and educational value.
BIG 1956 KENTUCKY STATE FAIR
SHATTERS ALL PREVIOUS RECORDS!

Aerial view of the new Kentucky Fair & Exposition Center in Louisville, taken on September 9, 1956, when paid attendance at the Kentucky State Fair was 96,020 and parked cars exceeded 25,000. Total attendance at the 9-day Kentucky State Fair reached an all-time record high of 500,293!

BIGGER '57 PROFITS
FOR ALL!

Record-shattering attendance plus a fabulous, brand new plant with every modern facility, now provide the basic requirements so that the finest shows and exhibits can make new gross records at the Kentucky State Fair in 1957!

The 1956 attendance exceeded half a million! Midway gross was up 22%! Football drew the biggest crowd and gross in Louisville's history! The rodeo crowd and gross broke all records in the area! Both the ice and horse shows pulled the greatest crowd and gross ever! Exhibits chalked up the biggest attendance in history! In all, 15 records were shattered!

The new plant is located in Louisville, on 357 acres! 22 acres are under roof! There is 408,100 sq. ft. of exhibit space on the ground floor! The Coliseum seats up to 22,000! The Stadium seats up to 31,000! There's parking for 27,000 cars! And, there's equipment plus facilities for every type of show or event for a modern fair!

SHOWMEN! CONCESSIONAIRES! READ THIS!
We're looking for new entertainment—new ideas—anything and everything worth while—that'll satisfy a money-spending, entertainment-hungry half million fair-goers! So, write us now!

J. DAN BALDWIN, Manager
KENTUCKY STATE FAIR
at the
Emerson 6-9592
LEADERSHIP IN CANADA... PIONEER IN

WORLD'S FINEST SHOWS

The Show Beautiful

CANADA'S LARGEST AND BEST RAILROAD SHOW...

Designed for Canada's best Fairs

47 RAILROAD CARS

No matter how you rate a show... you'll find there is no finer, more progressive midway... anywhere!

WORLD'S FINEST SHOWS
SHOWMANSHP the show that truly lives up to its name

Brought to you by "JIMMY" SULLIVAN

Check the clean, modern rides for adults and children . . . Called "North America's Largest Kiddieland."
Watch the folks crowd around the concessions and shows . . . all clean, top quality and entertaining . . .
Look at the attractiveness, neatness and brilliance of the total midway . . .
YOU'LL AGREE . . . that your patrons will truly enjoy themselves on the midway of World's Finest Shows!

OUR GRATEFUL THANKS TO
The Exhibition and Fair officials of the Western Canada "B" Circuit of Fairs for awarding us the contract for 1957, our 17th year. Patty and Frank Conklin, whom we are associated with at the following Fairs: Sherbrooke, Three Rivers, Quebec City, Renfrew, Lindsay and Kitchener. To the Norfolk County Fair officials whom we have been associated with since 1928.

SHOWMEN–RIDE OWNERS
Can place high-class shows and rides for our big 1957 season. George Vogstad, Pete Korto, Arch McKaskill, Carl Lauther, Glen Porter and all others, contact. All concessions open.
Contact us at the Chicago Convention or at our address below.

EXECUTIVE STAFF:
M. F. SULLIVAN, Secretary Concessions
MEERICK HUTTING, General Agent
HANK BLADE, Asst. Manager
PHIL CRONIN, "Kiddieland"
PAT MARCO, Concession Manager
TIM JORDAN, Office Manager.
"The World's Faint Staff" with the "World's Faint Shows."

J. P. "Jimmy" Sullivan, General Manager
P. O. Box 442, Toronto, Ontario, Canada

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www.americanradiohistory.com
THE Vancouver-based 1956 Pacific National Exhibition had many new features to sell to its patrons throughout British Columbia, and at least one of them might make good into "buys" for fairs elsewhere.

Most outstanding was a Garden Rendezvous and Information Center, shown in the bottom photo. Built at a cost of $65,000, with the British Electric Company picking up the construction tab, the garden center provided rest and shade in a delightful setting that included a pool with miniature dam and power plant.

Also outstanding was a big, new exhibit of the B.C. forest industries, pictured at the left, with a long, railed ramp, built in keeping with the exhibit, enabling easy vision.

Established features were reworked and given greater appeal.

Typical of these was the Canadian armed forces show, pictured above. It offered frogmen diving in a tank, an underwater TV camera and a daily free phone call to a Hollywood star.
The Show Window of Kansas Progress

SEPTEMBER 7-12

Each September approximately half a million Kansans assemble in Topeka, the Capital City, to participate in the annual Kansas Free Fair. Unlike any other major fair in the nation, the Free Fair plant is located in the heart of the city proper, only seven blocks from the downtown business area. America's biggest attractions have found the Free Fair of Kansas a most profitable engagement. The Free gate is a bonanza for exhibitors and concessionaires. Better place Topeka on your route sheet!

KANSAS FREE FAIR TOPEKA

"The Biggest Free Fair in America"

Maurice E. Fager, Manager Kansas Free Fair

D. E. Ackers, President Kansas Free Fair
Pixie Conn. Yankee

THERE is a certain pixie quality that shoots of controlled imagination at the Danbury, Conn., Fair. In true, suspended animation Buffalo Bill chairs a galloping buffalo around the top of a storage water tank which, in turn, is painted to provide an authentic Western panoramic background. A block away several dazzling mamakins lean provocatively from windows of the Goldtown Hotel. To children, their countenances are benign, or even motherly. To their dads and uncles they give off leering Old West tones of seductiveness.

John W. Leahy, owner and manager of the event, a scant 40 miles from Broadway and the best of the nation's imaginative effort, is also the idea man. How right he is shows up in the annual tabulation of attendance—more than 100,000 with everyone counted—and the fact that adults pay the highest admission price of any fair, $1.50. Given good weather the fair shows an inclination to climb and invariably hits close to the saturation point on its two Saturdays and Sundays of operation.

Located in the hip, suburban New York area, Danbury might have gone on forever in a pumpkin way but the chances are that without the touch of Leahy showmanship the property might now be worth more for subdividing into home sites.

The pumpkins and cobs and all the rest of the fair ingredients are there to provide a full measure of justification. Added to them is such adept presentation as to strike the fancy of young and old. The domestic animal kingdom is always well presented. The difference is that offspring, often only hours old, are always included. It is easy to see the interest holding difference this makes in the attitude of parents and their youngsters.

Santa Claus in full regalia and with all of his wonderful reindeer is always present. There are wooden soldiers and real stagecoaches with live horses, full-size trains, a Dutch windmill, a barnyard, town hall and carriage house, among others, that defy duplication anywhere in the world of reality but which actually mirror the dreams and expectations of the small fry and their parents, too.

A collection of marvelous, and authentic, antique public conveyances, a New England village, the passing for real gold and hundreds of bags loaded with fool's gold all surround a real circus tent, darn near as big as that used by the Ringling show.

John Leahy advertises 100 free shows at his Danbury Fair. The chances are a lot of patrons figure he has counted short after a day of looking.
NEARLY one half million New Yorkers attended the NEW YORK STATE FAIR, Syracuse, N. Y., in 1956 to see the wonderful exhibits, displays and shows, to compete in agricultural contests and to buy the products of hundreds of national exhibitors.

They come to see...

They come to compete...

and THEY COME TO SHOP

Do not overlook this market of prosperous New Yorkers for your product. Make it a point to exhibit at the New York State Fair.

Exhibit Space Reservations:

WILLIAM F. BAKER, Director, NEW YORK STATE FAIR, SYRACUSE, N. Y.
Storyville Permanent!

A unique, permanent feature added to the Eastern States Exposition, West Springfield, Mass., in 1956 was Storyville, a combination frontier town and fairyland village.

The handsome presentation, costing a reported $25,000, was constructed and is operated on a concession basis by persons venturing into show business for the first time. The excellence of the job, finished under opening-day pressures, brought attendance up to expectations, albeit rain hurt operations on several days.

The combination of Westerns and storybook characters assures the interest of virtually every moppet. To add to the lure and make it within the reach of all, the price policy for the first year was to charge children 50 cents and to admit an adult free with each child.

The revenue-earning aspects, apart from the admission fee, include straight sales in virtually all of the units, a color book and a pony ride.

A stockade-type fence surrounds the unit. There is adjacent land for locked-for expansion and this is likely to come with each year, in the opinion of the management. They know that new or more new units will have to be added each year. Moby Dick, the Old Lady in the Shoe, Peter the Pumpkin Eater and Humpty Dumpty, to name a few, will have to be added to if the always necessary ball of "new" is to be used.

An added feature is a barnyard with a whole crew of young domestic animals. The pony ride, which hit capacity on a number of occasions, is adjacent.

The entrance is constructed in the form of an open book. This is of rather simple construction and can be changed each year, the operators believe, in the interest of creating an apparent new format.

A surprise aspect of the presentation to the operators was the staying time of patrons. Those who entered stayed considerably longer than was anticipated, which was fine, and flattering, except they were concerned over what would happen if they jammed them in on a big day. Still, more than 4,500 persons were handled on a single day without undue pressure.
Concentrated SALES POWER

At the
MISSOURI State Fair
Sedalia, Missouri
ONE OF THE TOP 10 FAIRS IN THE UNITED STATES

This huge once-a-year event brings over a half million fun-filled people flocking to its gates. They will be watching for new entertainment, new thrills, new products, inventions and services. People who attend this gala event spend hours looking at everything and anything in order to see the new ideas achieved, progress that has been made and something different to take home. If you have any ideas or exhibits, it will pay to exhibit in this mighty Missouri market where everyone goes on a mass holiday shopping spree. It's one of America's outstanding events.

August 17-25 1957

PERMANENT FACILITIES:
Grandstand—Capacity 8,500.
Bleachers—Capacity 4,500.
Nile and half race track available for big car auto races, horse shows, harness racing, rodeos, etc. Indoor Arena—Capacity 4,500.

SHOWMEN—CONCESSIONAIRES
Plan now to attend the Missouri Fair Meetings, Jan. 10 and 11, Governor Hotel, Jefferson City, Mo.

FOR COMPLETE INFORMATION ON EXHIBIT SPACE CONTACT

MISSOURI STATE FAIR
P. O. Box 111
Sedalia, Mo.

W. H. Ritzenhager, Secretary
Phil M. Donnelly, Governor
L. C. Carpenter, Commissioner of Agriculture
For Box-Office Music
Schedule a
Grand Ole Opry Day
in Your Grandstand!

North, South, East or West — regional, state, city or county — makes no difference where or what kind of fair you plan — you’ll pack ‘em in when you feature the pulling power of Grand Ole Opry headliners from the world’s number one Country Music Station — 50,000-watt WSM.

That’s because Grand Ole Opry stars are better known. Week after week, 60% to 70% of the nation’s top Country Music tunes feature Opry talent. And your box office is backed by the prestige, the dignity and the integrity of the 31-year reputation of WSM and the Grand Ole Opry.
TIME-TESTED CROWD PULLERS AND HOT, NEW ACTS!

When you book Opry talent you don't have to guess about draw. You know! This Opry talent roster has everything—names that have meant packed houses for decades; hot, new names that have skyrocketed to fame overnight:

ROY ACUFF
Rod Brasfield
June Carter
Carter Sisters
Lew Chidore
Johnny Cash
Cowboy Copas
Crock Brothers
T. Tommy Cutrer
Jimmy Dickens
Flatt & Scruggs
Fruit Jar Drinkers
Guffy Jumpers
Hawkshaw Hawkins
Eddie Hill
Goldie Hill
Perlin Husky
Audrey Imon
Johnny & Jack
Grampae Jones
George Jones
Jordanaire
Lotta & Oscar
Louvins Brothers
Benny Martin
Sam & Kirk McGee
Minnie Pearl
Rose Maddox
Bill Monroe
George Morgan
Moon Mullican
Otie & Judy
Old Hickory Singers
Webb Pierce
Possum Hunters
Roy Price
Jim Reeves
Marty Robbins
Jimmy Newman
Jean Shepard
Carl Smith
Hank Snow
Red Sovine
Stringbean
Ernest Tubb
Justin Tubb
Kitty Wells
Del Wood
Faron Young

PACKAGING SHOWS TO PACK YOUR GRANDSTAND!

Book one of these Opry Package shows into your grandstand, call it Grand Ole Opry Day, and watch the crowds pour in.

THE ROY ACUFF SHOW
ROY ACUFF and the SMOKY MOUNTAIN BOYS
JOHNNY & JACK and the TENNESSEE MOUNTAIN BOYS
KITTY WELLS
RASHEAL, BROTHERS AND OH AND THE JOE BAND

THE JIMMY DICKENS SHOW
JIMMY DICKENS and his COUNTRY BOYS
BILL MONROE and his BLUE GRASS BAND
BENNY MARTIN
JUNE WINS
AND COMEDIAN
Rep.: Avery Newton
Telephone: KY 5-8388, Nashville
Rep.: Preston Toth
Telephone: AL 6-4216, Nashville

THE JIM REEVES SHOW
JIM REEVES and his WAGON MASTERS
JUSTIN TUBB
RED HAYES
TONY ROEY
JIMMY DAY, COMEDIAN
Telephone: MO 7-3664, Nashville

THE ERNEST TUBB SHOW
ERNIE TUBB and his TEXAS TORNADOES
THE WILBURN BROTHERS, TERRY & DOLLY
BILL CARLISLE & THE CARRIERS
HOT SHOT ELKINS, COMEDIAN
MARTY ROBBINS, COMEDIAN

THE HANK SHOW
HANK SHOW and his RAINBOW BAND

THE LONZO & OSMAR SHOW
LONZO & OSMAR and all the MOUNTAIN SERENADES
Telephone: AL 8-2401, Nashville

THE WILBORN BROTHERS SHOW

THE JUNIOR BARNETT SHOW
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New, Old in Contrast

The new and the old in transportation—a Monorail system, the latest development, and two miniature paddlewheel boats, a reminder of yesteryear—contrasted sharply at the 1956 State Fair of Texas.

Hailed as a possible answer to current transportation problems and bigger ones yet to come, the Monorail will, in action 13 days at the Dallas exposition, convey nearly 75,000 riders at 25 cents per head and on one day totaled 1,198 in an hour.

Such business, however, was rated only a fraction of the system's potential because the entire installation had not been completed. Completion of the system will enable the use of the Monorail as a permanent attraction at State Fair Park, with operation planned for weekends, during the full run of the fair, and at other times when the traffic would warrant it.

During the 1956 fair the system was about 1,700 feet long, running from one of the main gates to a point opposite the main gates to the Cotton Bowl. The loading point nearest the stadium is a platform supported by a modernistic parabolic arch. The other terminal point is at ground level.

The Monorail was constructed with the idea that it would have utility as transportation, serve as a giant exhibit demonstrating the most modern means of mass transportation and be a novelty amusement ride. Plans for the systems were finalized only several weeks before the fair opened and consequently it was not possible to finish the installation before opening day. However, 27 days from the time work actually began, a short length of the rail was in place and the Monorail was operated on a short round trip basis, largely as an attraction.

The Monorail was installed and operated by Texas Skyways Company, Inc., a subsidiary of Monorail, Inc., which developed this version. Monorail, Inc., is headed by Murrel Goodell as president.

Regardless of the ultimate development of the Monorail system on the Dallas fairgrounds, it has already given scenes of publicity to the fair and is an impressive new feature that fair visitors have found interesting because of its futuristic-looking construction.

The overhead rail from which the Monorail coach is suspended is supported by inverted J-shaped towers 52 feet high and spaced about 100 feet apart. The bottom of the coach clears the ground by about 14 feet. The coach is made of fiberglass and is powered by a diesel engine. It carried 69 passengers.

Monorail, Inc., constructed a short Monorail line at Houston in 1955 and this line operated as a demonstrator on weekends up until the time it was dismantled and parts of it, including the coach, were taken to Dallas for use in the State Fair system there.

The value of Monorail for fairs is that it takes its passengers over the heads of crowds usually prevalent on a fairgrounds and that it requires relatively little right-of-way on grounds space.

In contrast to the Monorail with its futuristic look, two little paddlewheel showboats plied a small lagoon during the Dallas fair. A new attraction, they carried 53,660 persons at 25 cents each during the 10-day run. Manufactured by the Allan Hewes Manufacturing and Display Company, Atlanta, the boats not only did a big business, but added a picturesque touch to the fair.
Growing every year in both rural and urban attendance, Minnesota State Fair offers its exhibitors an ever-increasing audience. A bumper crop in '56 and excellent industrial conditions insures another "Big One" in 1957.

Plan Your Exhibit Now.

1957
DATES
AUG. 24-SEPT. 2

1956 ATTENDANCE
1,036,736

NEW MINK SHOW BUILDING

NEW CHILDREN'S FARM YARD

T. H. ARENS
President

D. K. BALDWIN
Secretary

NEW HARD SURFACED MIDWAY

World's Greatest Outdoor Machinery Show.

Modern Exhibit Buildings accommodating any size or type of exhibit.

Powerful entertainment features that draw crowds to your exhibits.

Big market area—tell your story to prospects from five states.
Brand New for Fairs and Parks

INSURED ATTENDANCE

Another
HETZER
EXCLUSIVE
First!

Larry Ruhl and Sandy Winters

HELCOPTER ACT

...DRAW MORE PEOPLE

"... We broke all records, even including the 1946 record, which was the first fair held after five war years."

Judge Beverly Britley
TENNESSEE STATE FAIR

"It is the greatest attraction the Park has had in ten years... Our only regret is that our Park isn't large enough to accommodate the thousands of persons who jammed the four-lane highway to see the Act."

Robert N. Burley
CAMDEN PARK

... CAUSE MORE TALK

"Larry Ruhl & Sandy Winters Helicopter Act appeared at the Midland Empire Fair Aug. 15-18, and I can assure you that this was one of the great thrill acts which has been witnessed by our patrons."

H. L. Fithian
MIDLAND EMPIRE FAIR & RODEO, BILLINGS

"... People are still talking and we'd like to have it back for the coming season."

Dan Baldwin
KENTUCKY STATE FAIR

... GET MORE PUBLICITY

Front Page pictures and stories in these newspapers:
The Nashville Tennessean—The Louisville Courier-Journal—The Toledo Blade

RADIO & TELEVISION: Interviewed by "Monitor" and many, many others.

Mammoths Grandstand CIRCUS

With Television Network Stars,
The Greatest Array of Circus Acts Ever to Appear,
Trained Wild Animals From the Four Corners of the World

AL ROSS

HETZER'S THEATRICAL AGENCY

Discuss your 1957 plans with us at the Chicago Convention, at your Fair Meetings or Wire—Write—Phone Anytime

PHONE          PHONE
2-8987          3-7934
SUITE 307, NATIONAL BANK ARCADE
HUNTINGTON, WEST VIRGINIA

Affiliates: New York — Chicago — Hollywood

www.americanradiohistory.com
about the
1 out of 4 Cornhuskers who
annually attend the great

NEBRASKA

STATE FAIR
LINCOLN

In 1956, Nebraskans will spend about:
$90,000,000 on Home Furnishings
$180,000,000 on Appliances & General Merchandise
$360,000,000 on Automotive needs
$350,000,000 on Food
$37,000,000 on Drugs

Make Sure YOUR Product is included in these Purchases by exhibiting your wares at the Nebraska State Fair where you can personally meet your Nebraska market.

FOR COMPLETE DETAILS WRITE
EDWIN SCHULTZ, Secretary
MAIN P. O. BOX 1966
LINCOLN, NEBRASKA

1957 DATES
AUG. 31st-SEPT. 6th
Inclusive
Thanks to the following Fairs for giving us a highly successful season in 1956:

- Hutchinson Jaycee Water Carnival—Hutchinson, Minn.
- Norman County Agrl. Soc.—Ada, Minn.
- Pinckneyton County Agrl. Soc.—Thief River Falls, Minn.
- Kittson County Agrl. Soc.—Hallock, Minn.
- East Polk County Fair—Fosston, Minn.
- Greater Grand Forks State Fair—Grand Forks, North Dakota
- Fillmore County Fair—Preston, Minn.
- Winona County Fair Assn.—St. Charles, Minn.
- North Iowa Fair Assn.—Mason City, Iowa
- Steele County Agrl. Soc.— Owatonna, Minn.
- Freedom County Agrl. Soc.—Albert Lea, Minn.
- Lyon County Agrl. Soc.—Marshall, Minn.
- Central Wisconsin State Fair Assn.—Marshfield, Wis.
- Woodward County Free Fair—Woodward, Okla.
- Okmulgee County Free Fair—Okmulgee, Okla.
- Heart of Texas Fair—Waco, Texas

PROGRESSIVE IDEAS IN SHOW-MANSHIP . . . BY THE PACE-SETTERS IN OUTDOOR AMUSEMENTS.

It is our earnest intention to constantly strive to bring to the great American Public everything new in entertainment and amusement. That we have been successful can be measured by the long list of top events we play—many of them for many years.

OUR THANKS ALSO TO THE MANY COMMITTEES AND OUR LOYAL CO-WORKERS FOR YOUR HELP AND CO-OPERATION.

AMERICA’S MODERN MIRACLE MIDWAY

MIDWAY BUYERS

It would be our pleasure to discuss your 1957 needs with you. We are now forming our 1957 route. We will be in Chicago and at your state fair meetings. Please visit us in Chicago or contact us at our permanent headquarters.

SHOWMEN

For the best route you’ve ever had, contact us at once—if you have anything unusual.
INED...

NTURY SHOWS

Co-Owners:
E. D. McCARY
JACK RAY LINDSEY

R.R. SHOW ON TRUCKS!

Permanent Address:
3308 Broadway,
San Antonio, Texas
Phone: TAYlor 2-0553

EQUIPMENT TO PLEASE YOUR MOST DISCRIMINATING PATRON:
- 25 Modern, New Major and Kiddie Rides
- 14 Unusual and Novel Shows
- 50 Outstanding Merchandise Concessions
- Caterpillar Diesel Plants
- Fluorescent Lighting
- Searchlights
- Light Towers
- Panel Franks
You'll make sweet sales music
with an exhibit at

The Great Darke County Fair
Greenville, Ohio

"THE LARGEST COUNTY FAIR ON EARTH"

7 Big Days
1956 Attendance—260,000
7 Big Nights

Featuring:
- Harness and Running Races (purses over $25,000)
- Grandstand Attractions Nightly
- Brand-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 Bees
- Mammoth Merchants' Exhibits
- Championship Veterans' Drill Corps Contests.

1957 Dates
August 17-23

Beautiful New 3,300-Seat COLISEUM
Adaptable for Conventions, Exhibits, Stage Shows, Ice Shows, Meetings, Indoor Circuses, Banquets, etc.

Modern design, best of acoustics, plenty of parking space, up-to-date facilities.

For Further Information
Gilbert A. Lease
P. O. Box 234, Greenville, Ohio

or
Robert L. Brumbaugh
P. O. Box 249, Greenville, Ohio

At Your Service!

The Des Moines Register and Tribune, longtime exponent of service to patrons of the Iowa State Fair, this year dispensed information and service from its own new, modern center.

The new center, one of the most up-to-date buildings on the grounds, is conveniently located just west of the Administration Building and across the street from the grandstand.

Here fair patrons could find the location of any exhibit on the grounds, learn the time of any event scheduled on the program and also locate lost friends or members of the family. Free maps of the grounds were provided and a new teletype was in operation day and night to provide the fairgoer with the latest developments from football and baseball scores to international events.

An innovation of special interest this year was an opinion meter, the latest electronic device for registering the ways folks felt about current subjects. And as an added attraction, the ear of tomorrow, the new F-88 Ohlsonhole, was a unique feature of the building. Time and temperature was displayed on a large sign in front of the center and a big bulletin board was available for people to leave messages for friends or relations.

The building was manned by a complete staff of information clerks augmented by members of the newspaper's staff.
November 24, 1956

The Billboard Cavalcade of Fairs 53

FOLLOW THE LEADERS...

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 those better spots.

PROMOTERS-EVENTS 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.

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 among the best and the unusual.

PROFITABLE SALES RESULTS AT THE

Illinois STATE FAIR

SPRINGFIELD

The farmers, teachers, workers, business men and office workers who annually make this fair a "must" all are in the mood of new ideas, products or services. There will be no slammed doors here in this rich and prosperous area with annual per capita incomes far above the U. S. average.

1957 DATES
AUG. 9-18

ILLINOIS STATE FAIR, Springfield, Illinois

STILLMAN J. STANARD, Director of Agriculture
WILLIAM G. STRATTON, Governor
Address all inquiries to
STROTHER G. JONES, General Manager

If you want a real low-cost-per-person contacted, you'll say "yes" to an exhibit here in 1957.
COME ONE.....
COME ALL...

COME ONE.....
COME ALL...

a sales exhibit at

COLORADO
STATE FAIR
PUEBLO

Means MORE SALES FOR YOU...

YOU'LL MEET
More than 200,000 people representing a true
cross section of the Colorado population . . .

YOU'LL FIND
Your sales climbing to new highs when you
show your product or service here "in person."

YOU'LL LEARN
Why, year after year, so many firms come back
to this great event—and why so many new
exhibitors are flocking here every year.

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

Biggest of Side Shows

STAMPEDE fever, the distinctive, colorful and spirited outburst of
pent-up exuberance that brands the Calgary Stampede apart from
all other fairs, is unmatched each year in its scope and intensity.

Everyone at Calgary gets the fever and into the act. Men, women
and children take to Western attire. Brilliantly arrayed Indians range
the streets. Stores blossom with special window displays. Flags and
banners break out on all sides.

Downtown streets, used for several Stampede parades, also be-
come stages for impromptu entertainment. Square dancers swing into
action at a moment’s notice and keep at it until the early morning hours.

Chuck wagons, with their Western musical combos and their
stoves, park at choice locations. The combos break out with lively
entertainment. The stoves, placed on the street, are put to work
turning out pancakes which are given free to onlookers.

Crowds storm into the city. Housing is not easy. But the natives,
quick to share, make their spare rooms available. An Accommodation
Bureau, set up by the Stampede, assists.

The big thing, of course, is the Stampede. But, its downtown
Side Show, the many activities sparked by Stampede fever, has trem-
endous appeal and gives Calgary during Stampede week two potent
and unusual attractions . . . a rare bargain bill.

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THANKS

To the many Fairmen who booked the Swenson Thrillcade for this year's Grandstand throngs. Despite drought resulting in sub-standard agriculture conditions at many of the Fairs we played, 1956 will go down in the books as our record season in presenting—

THE MOST DARING PERFORMANCES IN THRILL SHOW HISTORY

The Swenson Thrillcade Played More STATE FAIRS in 1956 Than Any Other Thrill Show

FOR 1957 WE WILL PRESENT EVEN MORE SENSATIONAL FEATS OF DARE-DEVILTRY — PRESENTED IN ONE MAMMOTH JUMBO SHOW (NO SPLIT OR SECONDARY UNITS), WITH EVERY ENGAGEMENT

Under the Personal Management of
Aut Swenson

FOR 1957
WE WILL PRESENT
NEW STARS • NEW FEATURES • NEW CARS

The Ultimate in Sensational Attendance — Attracting 1950s Century Entertainment!

SWENSON THRILLCADE

P. O. BOX 1553, South Side Station
SPRINGFIELD, MISSOURI
PHONE 6-6766

For available time WRITE, WIRE OR PHONE
Top Event of the Year, drawing over 180,000 within this rich Farm & Dairy Market — in 1956.

MISSISSIPPI-ALABAMA FAIR and DAIRY SHOW TUPELO, MISS.

Drawing from a 3-state area with a population representing a true cross section of farming and business, this is the biggest annual event for the South . . . attended by over 180,000 eager-to-buy people every year.

CONCESSIONAIRES

Can book for Independent Midway, Concessions of all kinds. Bar and Drink Stands, Demonstrators, Pitcheu, etc.

SHOWMEN

We'll see you in Chicago at the Convention, where we will entertain for the Carnival, Midway Attractions and Reeling Agencies for our Grandstand Shows.

PROMOTERS

Our 10,000-seat Grandstand is available for year-round use for your special outdoor premiums in this area. Contact us today.

1957 GOLDEN ANNIVERSARY FAIR

Sept. 24-28

For More Details Contact:

JAMES M. SAVERY, Pres.-Mgr.

P. O. Box 717

TUPELO, MISS.

Sells the Milky Way

SELECTION of a dairy princess to represent Minnesota's biggest industry, the production of milk and its many by-products, has become one of Minnesota State Fair's most colorful and popular educational features.

The 1958 choice of the State's Princess Kay of the Milky Way was Barbara Jean Bossus, of Brainerd, Minn., a lovely redhead with an enviable 4-H Club record. She not only knows how to milk cows but is an experienced demonstrator of dairy products.

Barbara Jean reigns over a gigantic Copher industry whose annual output of milk and its by-products is valued at more than $400,000,000. She was picked from 1,971 girls who competed in 10 regional competitions in the State Fair contest. The 10 reported three days ahead of the fair, and the winner was announced and crowned with impressive ceremony in front of the grandstand opening night of the exposition. She made daily appearances at the Dairy Building all thru fair week.

A big job confronts her between now and the 1957 fair. Her frequent appearances at meetings of dairymen, conventions, sessions of women's and civic groups, and like gatherings under sponsorship of the Minnesota Dairy Industry Committee will keep her mighty busy the next 10 months.

Her 1954 and 1955 predecessor, Eleanor Maley and Ruth Marie Peterson, were so capable that each, in turn, was selected to rule over the nation-wide domain of Dairydom as American Dairy Princess. As such, they served as able representatives of the U. S. dairy industry not only throughout the country but in distant parts of the world. Two main trips made by Ruth Marie Peterson included visits to fairs at Bogota, Colombia, and Osaka, Japan, as a dual representative of the American Dairy Industry and the United States Department of Agriculture and Commerce.
Are You Dreaming of Bigger Sales In The Midwest?

MAKE THEM COME TRUE BY PLANNING A STRONG SALES EXHIBIT AT THE

DUQUOIN
State Fair

DU QUOIN, ILLINOIS

YOU’LL MEET A FOUR-STATE MARKET WITH MORE THAN 3 MILLION PEOPLE!

1957 DATES

AUG. 25 - SEPT 2
(LABOR DAY)

Reaching into 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" on your sales program.

America's Finest Fair and Exhibition Facilities...

New Home of "THE HAMBLETONIAN" to be raced in 1957 on Tuesday, Aug. 27th

For Details on exhibit space contact:

E. J. HAYES or D. M. HAYES
Co-Managers

DUQUOIN State Fair Du Quoin, Illinois
Looking for New Markets?

Try NEW MEXICO . . . fast becoming a new source of additional sales for all kinds of products.

Looking for the Right Media?

TRY THE

NEW MEXICO

State Fair

Albuquerque, N. M.

where annually more than 50% of the state population came to look at "what's new" . . . and at the same time have fun with the whole family.

So . . . whether you're introducing a new product or bolstering sales on an established one . . . you'll do well to investigate a commercial exhibit here.

Nine days of meeting your New Mexican consumer will do more for your sales than any other single media can.

TO ADD TO THE PLEASURE OF OUR PATRONS...

Our new coliseum, completed for 1957, has a maximum seating capacity of 16,000, allowing us to put on events that attract even larger crowds.

1957 DATES—SEPT. 28 THRU OCT. 6

For details contact:

LEON H. HARM, Secretary-Manager

NEW MEXICO STATE FAIR

Albuquerque, New Mexico

High Pitch at CNE!

A NOVEL method of advertising adopted by a major Canadian advertiser is a $125,000 observation tower at the Canadian National Exhibition, Toronto. Known as the Shell Oil Tower, it is constructed of glass and steel and stands 120 feet above ground, or nine stories high.

Located on an elliptical shaped, paved plaza, approximately 100 feet long, near the head of the midway, it not only provides a continuous source of advertising for the company, but also provides the CNE with an exciting landmark and an added attraction. During the exhibition's run, it attracted 11 per cent of the CNE's total attendance.

Pay $10,000 Yearly Rental

An observation platform at the 90-foot level, 10 feet wide around on four sides, provides visitors with a complete view of the fairgrounds and, additionally, a view of the waterfront and downtown section of Toronto.

The oil company pays the CNE $10,000 a year rental for 10 years for the ground occupied by the structure and has an option to renew at the end of that period.

The building, 10 feet by 40 feet, is crowned with a 18-foot diameter clock, with nine-foot numerals, all lit in color. At night it is an eye-catcher beacon of colored light. The tower is reached by an elevator capable of carrying a maximum of 25 persons or stairways on either side within the tower itself.

Thus far, the tower has been open only during the run of the fair. Some thought is being given to keeping it open during the rest of the year. During the exhibition Pinkerton guards are used to control traffic, and a girl in uniform passes out literature including a postcard of the tower and a map of the CNE containing information on the tower.

Electronic chimes each hour pad out the time over a p.a. system, thus providing a means of calling attention to the pastry for the tower.

Walls, Elevator in Glass

Using a happy medium in architectural style, the tower was constructed on reinforced concrete foundations. 15 feet in depth. It is supported by eight vertical structural steel columns. More than 100 tons of structural steel and 9,000 feet of glass was used in its construction. The 40-foot side walls are of obscure glass, with the end walls in clear glass for complete visibility.

It is illuminated both inside and out. The eight vertical steel columns each carry a continuous lighting fixture to contain shadow fluorescent fixtures for outside illumination. The interior is lighted by incandescent lights. Even the elevator provides a moving column of light thru its glass walls and glass-walled shaft.

The building first opened in 1955, when 35 gas-filled balloons were launched. Attached to each balloon was a red fluorescent-painted bag containing a voucher card. The cards, mailed back to Shell's Toronto headquarters, were good for $10 and $25 cash awards.
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 "Original" internationally publicized attraction of proven drawing power—now in its 4th successful year—and here are the quotes:

"CALIFORNIA STATE FAIR AND EXPOSITION—has just closed its gates after a record-breaking twelve day Fair, attended by 827,000 people. The 1956 Fair was our most successful in our 102 years of existence and it is a pleasure to state that Dancing Waters played a vital part in that success." —C.R. Meeker, Jr.

"THE MORNING NEWS, San Leandro, California, July 11, 1956—We prefer to describe "Dancing Waters" in this fashion. Assume that Walt Disney was creating another "Fantasia", again combining brilliant color and music into a single harmonious performance. Imagine that he was able to make that new creation in three dimensions, to give it all the illusion of reality. If he succeeded, that would be "Dancing Waters."" —Allard Reen

"WILBUR CLARK'S DESERT INN—We are very happy with the results and really proud to have the Dancing Waters as an added attraction at the Desert Inn." —Allard Reen

Available for:

FAIRS · ARENAS
STADIUMS · HOME SHOWS
CONVENTIONS · HOTELS
EXPOSITIONS · THEATERS
FLOWER SHOWS
AUTO SHOWS

STATE FAIR AUDITORIUM, Dallas, Texas—"I wish it were possible to find the right words to express the magnificent contribution that Dancing Waters made to our recent production of THE GREAT WALTZ, starring Liberace and his brother, George. The spectacular effects achieved were beyond our fondest expectation." —C.R. Meeker, Jr.

DU QUIN STATE FAIR—"The audience's reaction and reception of this outstanding attraction exceeded our fondest expectations. It has always been our policy to not repeat acts of any type for our shows but, at this time, feel that we might elect to make an exception by again considering this stupendous, awe-inspiring attraction in another of our shows!" —E. S. Shayon

DANCING WATERS

HAROLD STEINMAN
Exclusive Representatives
SAM SHAYON
General Manager

HANS MASSLACH

1 Reg. Trade Mark) Suite 915, 250 West 57th St.
New York City. Telephone: Circle 7-1348

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THE RECORD SPE

and with GAIL
(TV's Annie and the CASS

A 58-Year Record

THE KANSAS CITY TIMES
OCTOBER 25, 1956
EXECUTIONS
More than 20,000 see Horse Shows, Fighting and Sports ATTRACTIONS
APPLAUSE FOR THE NFR
GACT
OE
RODEO AND COWBOY SPIRIT

More than 20,000 people saw the performance of the American Professional Rodeo Athletes, which was the best ever seen, according to the critics of the capital. The show was held on the Kansas City Exhibition Grounds, and it was a great success. The announcers of the show were Harry Lindsay, who sang "The Cattle Call," and Robert S. Furman, who sang "The Rodeo Song." The show was a great success, and it was a great pleasure to see the riders and their horses perform.

Aubry & Oakley in Chi: Rodeo Money Equals 1955

CHICAGO—Aubry and Oakley, who are the stars of the "The Cattle Call," were in Chicago on Friday night, shooting the second of their television shows, which is called "The Cattle Call." Aubry and Oakley appeared on the show, which was produced by the National Rodeo Association, and they sang their famous song, "The Cattle Call." The show was very successful, and it was a great pleasure to see Aubry and Oakley perform.

Exhibit Hall, September 25, 1956

Aubry Show Packs Buck Lake Ranch

Lindsey Tellez of 0-Year High Mark

Pulling Pumped Out of Hole for Year

Aubry, who has been Aubry and Oakley's record holder for the past year, was in the hole for the first time this year. Aubry's score was on the hole of Aubry's winning draw of the year. Aubry's score was 195.5, which is the highest score ever recorded in the World Horse Show.

The Cattle Call

Aubry, who has had the record since the year, was in the hole for the first time this year. Aubry's score was on the hole of Aubry's winning draw of the year. Aubry's score was 195.5, which is the highest score ever recorded in the World Horse Show.

Herb Green

Representatives

Earl Lindsay

www.americanradiohistory.com
AKS FOR ITSELF!

Champion

DAVIS

Oakley)

COUNTY BOYS

HOLLYWOOD REPORTER, Sept. 5, 1956.

*Autry SRO in Toronto

Toronto—Gene Autry, who opened Aug. 27th at the Canadian National Exhibition, has shown no SRO crowds throughout the entire first week of his two-week engagement, drawing 25,000 customers per day.

*Record-Breaking Rodeo Is Here To Stay

The chance to see one of the nation's top cowboys compete for the diamond spur—plus the chance to see Gene Autry and Gail Davis right up close—drew 44,000 people to four performances. That sets a record for the rodeo, and also sets a record tip the best of anyone's knowledge for any single special event that Spokane has ever seen.

THE COURIER-JOURNAL

*40,000 See Gene Autry Rodeo Shows—Ridin', Ropin', Singin' Spectacle

Gene Autry was "back in the saddle again," yesterday to the delight of near-capacity crowds in the Palamadies Stadium.

About 40,000 persons, mostly children, saw the two rodeo shows which featured the cowboy movie star and his famous horse, Champion. The stadium holds more than 21,000.

Speculators showed enthusiastic approval of the slate, 'rope', 'saddle', 'prance', 'prancing', which featured Autry's riding, "If I'm ever here again, I hope it's right here in Louisville where my grandmother was born."

"MY OLD KENTUCKY HOME" APPLAUSED

Then he sang "My Old Kentucky Home" and almost brought down the house.

The cowboy crooner, accompanied by the Cass County Boys, also sang some old favorites, "Tumbling Tumbleweed", "Goodnight, Little Darlin'", and of course his theme song, "I'm Back in the Saddle Again."

The 6920 Sunset Blvd.,

Hollywood, California
Girls! Action! Camera!

NEW enthusiasm, interest and appeal was breathed into the 4-H Club participation at the 1956 Chattanooga-Hamilton County Interstate Fair at Chattanooga.

Out went the exhibits of sewing, canning and crafts. In went demonstrations by girls from 4-H Clubs of six of the 23 counties served by the fair.

The girls made bunnies, woven rugs, turned out belts, made mats of crab grass, etc. Each day a different group of seven 4-H girls took over. They worked from 2 p.m. until 10 p.m. in shifts so they would have time to take in the fair.

The cost to the fair was $75 a group, or $450 in all, compared to about $500 for the state exhibits of the past which had elected relatively small interest.

The demonstrations served an added purpose. They made excellent subjects for a motion picture taken for the fair that is to be used in the fair's future promotional efforts.

Mrs. Maude H. Atwood, fair secretary, shows holding an apple in front of the motion picture camera in the photo above, was delighted with the reception given the demonstrations. So, too, were the girls, some of whom are pictured below before a motion picture camera.

---

*Our Reputation Is Your Guarantee of Satisfaction!*

**FAIR SECRETARIES!**

Before you contract for your 1957 Fair, see us at the Chicago meeting in November or write us. We offer you one of the largest and finest shows in the Midwest and South.

**WE OFFER SHOWMEN!**

No still dates! Solid FAIRS with a route second to none.

If you are an aggressive and reliable showman—see us in Chicago for 1957.

**CONCESSIONAIRES!**

Boston is open for the first time in five years. Must be "your choice" and flashy. Excellent opportunity for select cookhouse and grab joint. Must be in keeping with our standards. Bear and pottery pitches open. See us in Chicago for the 1957 season.

Kiddie ride operators—we will consider leasing the kiddieland privilege for the 1957 season to a reliable operator that has at least 5 or 6 late model kiddie rides. Contact us in Chicago in person or by phone.

FLOYD R. HETH, Owner & Mgr. • AL KUNZ, Asst. Mgr.

Sherman Hotel, Chicago, Ill., Nov. 24-29.

Or permanent address: 3123 NORTH 28TH PLACE, P. O. BOX 5515, NORTH BIRMINGHAM, ALABAMA
BIG TEX SEZ . . .

"It's A Small World!"

When fairs grow bigger, the world gets smaller... and friendlier... and better informed.

Since the days of ancient Greece, fairs have played an important role in the lives of peoples throughout the world. County and state fairs in America helped build a great and friendly nation, because the fair's basic function is to bring people together for the sharing and comparing of common problems and new solutions.

Today's fair is more important than ever before. It is a land of enchantment where everyday tensions and cares are forgotten... where everybody's happy and all people are friendly.

The State Fair of Texas brings together more people than any other annual exposition in the United States 2,672,553 in the 16 days of its 1956 edition. The people were from all over Texas and from throughout the world. Its popular International Center introduced people and products from 16 foreign lands... and its Pan-American Livestock Exposition attracted visitors from every country in the Western Hemisphere.

Yes, the world gets smaller at the State Fair of Texas and, in the eyes of Big Tex, it's a very happy site!

STATE FAIR OF TEXAS
October 5-20, 1957 • Dallas
I.M.C.A.

AMERICA'S OLDEST AUTO RACING GOVERNING BODY

1956 FAIR RECORD

Speedway car meetings (32 Fairs, 13 States):

- Florida State Fair, Tampa
- Greater Grand Forks State Fair, Grand Forks, N. D.
- North Dakota State Fair, Minot, N. D.
- Rice County Fair, Fairbault, Minn.
- Buena Vista County Fair, Alto, Iowa
- Buchanan County Fair, Independence, Iowa
- Southern Iowa Fair, Osceola, Iowa
- Ozark Empire Fair, Springfield, Mo.
- Crawford County Fair, Denison, Iowa
- North Iowa Fair, Mason City, Iowa
- Kosuth County Fair, Algona, Iowa
- Wisconsin Valley Fair, Wausau, Wis.
- Missouri State Fair, Sedalia, Mo.
- St. Croix County Fair, Stillwater, Minn.
- Missouri State Fair, Lee's Summit, Mo.
- Fayette County Fair, West Union, Iowa
- Sioux Empire Fair, Sioux Falls, S. D.
- Wapello County Fair, Eldon, Iowa
- Minnesota State Fair, St. Paul
- Iowa State Fair, Des Moines
- Red River Valley Fair, Fargo, N. D.
- North Central Kansas Fair, Beloit, Kan.
- Nebraska State Fair, Lincoln
- Northwest Missouri State Fair, Bethany, Mo.
- South Dakota State Fair, Huron
- Kansas State Fair, Topeka
- McLean County Fair, Hutchins, Minn.
- Clay County Fair, Spencer, Iowa
- Kansas State Fair, Hutchinson
- Oklahoma State Fair, Oklahoma
- Tennessee State Fair, Nashville
- Alabama State Fair, Birmingham
- Louisiana State Fair, Shreveport
- Davis County Fair, Bloomfield, Iowa
- Central Iowa Fair, Marshalltown, Iowa
- Central Wisconsin State Fair, Marshfield
- Lac Oul Parle County Fair, Madison, Minn.
- Oklahoma State Fair, Muskogee, Okla.
- Louisiana State Fair, Shreveport, La.

There are 56 speedway car meetings at fairs. There are 43 stock car meetings at fairs. In addition, 25 stock car and nine speedway car "stale dates" are held under I.M.C.A. sanction. This makes a total of 133 race meets divided between National Speedway and Auto Racing, Inc.

Stock Car Meets (11 Fairs, 4 States):

- Stutsman County Fair, Jamestown, N. D.
- Lee County Fair, Davenport, Iowa
- St. Louis County Fair, Hibbing, Minn.
- Burlington Hawkeye Fair, Burlington, Iowa
- Mississippi Valley Fair, Davenport, Iowa
- All Iowa Fair, Cedar Rapids, Iowa
- Davis County Fair, Bloomfield, Iowa
- Central Iowa Fair, Marshalltown, Iowa
- Central Wisconsin State Fair, Marshfield
- Lac Oul Parle County Fair, Madison, Minn.
- Oklahoma State Fair, Muskogee, Okla.
- Louisiana State Fair, Shreveport, La.

Food Theme Clicks

A T THE Indiana State Fair, it's felt that "something" which ties all the various activities together and makes the whole event worth trying is the "theme." For the past three years, the Hoosier annual has had a theme which tied agriculture and industry together and showed their interdependence of each other. In 1956 the theme was "Food—From Farm to Family," a subject with many ramifications.

One of the first places such a theme should be seen is at the gate as the people come to the fair. The first suggestion this past year was to have each gate ticket booth represent a food product such as a ham, a tomato or a bottle of milk. With time running out, and this kind of venture takes a lot of time, one of Indiana's largest food agencies was approached to take a booth in the shape of a can of food. Stokely-Van Camp was not only interested, they wanted all 12 booths, each to carry a different food product. The easels were made, each eight feet tall and 16 feet in circumference. The colorful copy, in the form of a label, was made at a billboard plant and then pasted on the easels to look like a billboard. And on the back of each, in plain sight of the departing patrons, was the message, "Hope You Had a Good Time."

The Chain Store Council and Retail Grocers and Meat Dealers' Association came up with a large float, with a background showing the flow of food from the farm to the grocery store to the home-maker's food basket. On the float itself was placed a sample of every kind of food grown or produced in Indiana, and also one of the State's prettiest young maidens.
take a close look at the Wisconsin "ready cash farm market" exhibit at the

WISCONSIN State Fair
MILWAUKEE

The Midwest's most powerful sales medium...

With an Annual Dairy Income of $500 million... Total farm income of $992 million!

Hundreds of thousands of people from all over the Midwest come to see what they want to buy for their home... 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 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.
KANSAS
STATE FAIR
HUTCHINSON

IN JUST 6 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.

FEATURE ATTRACTIONS!
• Livestock & Agricultural Products
• 4-H Club Activities
• High School Bands
• Farm Machinery
• Royal American Shows on Midway

1957 DATES
SEPT. 14-19

The Canadian National Exhibition Dairy Maid Queen for 1956, Delores King, of Oakville, Ont., beamed as she was awarded a handsome trophy by the Premier of Ontario, Hon. Lester B. Pearson, for topping the 10-day milking contest that focused attention upon the importance of the dairy industry to Ontario's economy.

Milk Maids in Action
THE Canadian National Exhibition's Dairy Maid Contest, held in 1956 for the first time, packed strong appeal for both rural and urban populations. It provided the CNE with a glamorous way of reaching the grassroots, first essential of a fair, and glamorized farm life for the urban population.

The 10-day contest also drew in the public by means of a Milk Weight Stakes with a three-way promotion. The CNE provided the scene and facilities in cooperation with the Ontario Milk Distributors Association, while The Telegram, Toronto daily, provided the publicity.

Good for 'Dog-Days' Stories
The newspaper saw in it an exclusive promotion, as well as an exclusive story, especially important during the "dog-days" when news is slim. So good was the story and pictures that competing papers in the same city as well as throughout the province covered the event.

The Telegram sponsored for the public a Milk Weight Stake in which entrants were invited to guess the highest estimates of total weight of milk produced during the contest.

Credit for the whole promotion must go to Bert Powell, advertising and publicity director of the CNE, whose hobby is raising cattle. He took it to the Telegram and the Ontario Milk Distributors Association.

There were 50 participants in the Dairy Maid Contest. All were from farms in the province and all but one were familiar with the milking operation.

Every evening for the first 10 days of the CNE, five of the participants competed in the main ring of the Coliseum, using electric milking machines. They represented the five dairy breed associations (Holstein-Friesian, Jersey, Ayrshire, Guernsey, and Friesian) and each milked a cow of the breed she represented.

Named Queen of the Fair
The winner each evening was named Queen of the Fair. She received a $25 prize, with each of the four runners-up receiving $15 and appearing with the Queen later that evening in the grandstand show.

On the 11th day, the top score of each breed competed again and the grand prize winner was crowned Dairy Queen of 1956. With her honors went a large silver trophy, to be competed for annually, and a sterling silver tray, both donated by the milk distributors. For the last three evenings of the fair, the Dairy Queen was featured in the grandstand show.

For the day she competed, each rural maid received a pass to the CNE meal tickets to the best restaurant on the grounds, and tickets to the midway and the grandstand show. The competition began at 6 p.m., because the cows had to be milked early. Five judges seated to act each night, awarded points for each part of the operation up to a total of 100 points. The girls were judged for appearance and deportment, assembling machine and milking, the cleaning and sanitizing of utensils, and general efficiency.

Each night, 100 free cups of milk was distributed to the audience watching the contest.

$500 Award for Best Guess
Before the CNE opened, a one-day contest was held at the Ontario Agricultural College at Guelph to give the girls instructions on the use of detergents, disinfectants, assembling equipment, actual milking and cleaning up.

The newspaper-sponsored Milk Weight Stakes offered a top prize of $500 for the closest estimate of the total weight of milk produced by all five breeds during the 26 milkings necessary during the 11 days. Five $100 cash prizes were awarded to the entrants making the closest estimate of the total milk produced by each of the five breeds.

Each day, The Telegram published the weight of the milk produced by each breed for the evening milking. The public had to guess the weight milked by each breed for each evening and for the two daily milkings for the two Sundays that occurred between the CNE opening and closing dates.
"The Sign of Integrity"

BILL HAMES SHOWS

"The Sign of Integrity"

THE SOUTHWEST'S FINEST

With an established record of unmatched success

Join the ranks of the many successful Texas fairs who know they can depend on the Bill Hames Shows . . . year after year.

- FAIRMEN-COMMITTEES

May we suggest you contact us for your 1957 Midway . . . and find out how this show can produce a REAL winner for you.

- THANKS

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

We have the contracts for the Fort Worth Fat Stock Show, Fort Worth, Texas, Jan. 25-Feb. 3; the San Antonio Fat Stock Show, San Antonio, Texas, Feb. 8-17; the Houston Fat Stock Show, Houston, Texas, Feb. 20-March 3; the Mercedes Fat Stock Show, Mercedes, Texas, March 14-18, and other early dates to follow.

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

W. H. (BILL) HAMES
Pres. and Gen. Mgr.

Permanent Mailing Address: P. O. Box 1377, Fort Worth, Texas. Office Phone: Market 6-5512—Home Phone: Terminal 8-6649

ONE OF AMERICA'S GREAT SHOWS
We are very grateful to the following for helping us make 1956 our greatest year:

- Junior Chamber of Commerce Annual Bordertown Celebration, El Paso, Texas.
- Old Santa Fe Annual Fiesta, Santa Fe, New Mexico.
- Annual 4th of July Celebration, Butte, Montana.
- Missoula Stampede, Missoula, Montana.
- Montana State Fair, Great Falls, Montana.
- Midland Empire Fair, Billings, Montana.
- Greater Salt Lake Fair and Dairy Show, Murray, Utah.

P. W. SIEBRAND

OVER 6,000 FEET OF BLAZING NEON
November 24, 1956

The Billboard Cavalcade of Fairs

ND BROS. CARNIVAL

GNETIC WONDERMENT

1st

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HE SAME
EMENT

LIGHTING EFFECTS

Valley of the Sun

H. W. SIEBRAND

Permanent Winter Quarters:
2300-2314 East Van Buren.
Phoenix, Arizona

We are very grateful to the following for helping us make 1956 our greatest year:

- Western Idaho State Fair, Boise, Idaho.
- Twin Falls Agricultural Fair, Filer, Idaho.
- Eastern Idaho State Fair, Blackfoot, Idaho.
- Farmington Fair and Industrial Exposition, Farmington, N. M.
- New Mexico State Fair, Albuquerque, N. M.
- Arizona State Fair, Phoenix, Arizona.

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The North Carolina State Fair
Oct. 15-19, 1957
featuring
America's Most Modern Big Building
THE STATE FAIR ARENA

ATTRACTING world-wide attention and hailed as the "most significant new building in this country," the State Fair Arena serves as a year-round center for educational, inspirational and recreational events...livestock shows and sales, trade shows, conventions, meetings, contests, banquets and exhibitions, horse shows, rodeos, circuses and other entertainment and attractions.

DESIGN...
Every seat on the "55-yard line," unobstructed view of the entire floor; adequate light and ventilation; maximum efficient use of construction materials; perfect acoustics.

SEATING...
Surrounding the central arena floor are two covered stands containing 5,788 permanent open-type chairs, plus 456 box seats, giving a capacity of 8,464 when arena floor is in full use. Approximately 4,000 portable seats can be installed on the floor when a stage is used at either end or in the center, making the total capacity approximately 9,500.

DIMENSIONS...
300 feet in diameter, elliptical in shape with a center tanbark or concrete arena floor 221 feet long and 157 feet at the widest point. All the finest hardwood floor just recently added.

EXHIBIT & SERVICE AREAS...
The two lobbies, or concourses, are reached from the ground level. In these and two lower level concourses are approximately 23,000 square feet of exhibit space in addition to the arena floor. After on the concourse level are eight spacious rest rooms, dressing rooms for performers, storage spaces and equipment with which the entire building is heated (hot air) and ventilated.

The State Fair Arena and the many other BIG features of the Annual North Carolina State Fair have made it the greatest event in this part of the country.

For more information about the State Fair Arena and the 1957 North Carolina State Fair, contact:

DR. J. S. DORTON
Manager
North Carolina State Fair, Raleigh, N. C.

New Industrial Bldg.
A NEW Industrial Building, costing $230,000, was unveiled at the 1956 Quebec Provincial Exposition. Work on the structure was suspended soon after it began because of a shortage of structural steel. The job was resumed in March of this year and completed by the end of July.

The opening of the building greatly aided the fair, according to officials, particularly on Sundays, the biggest drawing days. Commercial and industrial exhibits at the fair were closed on Sundays up to two years ago.

The floor space, 234 by 110 feet, is used for exhibit purposes only.

Construction is of steel with brick and cement blocks. The floor is concrete and modern. Fluorescent lighting is featured throughout.

The new building matches the fair's famed Coliseum in modern planned functionality and beauty. These are in sharp contrast to the older structures, alike these, too, feature size.

The new building has four entrances, 14 feet wide and 15 feet high. There are six aisles, 12 to 16 feet in width. The ceiling is 30 feet high. Water and electricity are available.

There are a total of 108 booths. Corner booths rent for $2 per square foot. The others rent for $1.50 per square foot.
November 24, 1956

**GRANDSTANDS CAN MAKE MONEY**

**PAT BOONE**
Indianapolis, Ind.
Springfield, Mass.
Du Quoin, Ill.
Raleigh, N. C.
Columbus, Ohio
Trenton, N. J.

**DOROTHY COLLINS**
Springfield, Mass.
Du Quoin, Ill.
Raleigh, N. C.

**FIVE LADS**
Clearfield, Pa.
Detroit, Mich.
Lakeside Park, Denver

**THE MARINERS**
South Bend, Ind.
Elmira, N. Y.
Arthur, Ill.
Ottawa, Canada

**EYDIE GORME**
Fresno, Calif.

**GUY MITCHELL**
Yakima, Wash.

**RUSSELL ARMS**
Spokane, Wash.

**JUNE VALLI**
Yakima, Wash.
Bangor, Me.

**JULIUS LA ROSA**
Detroit, Mich.

**DON CHERRY**
Bangor, Me.
Arthur, Ill.

**PATTI PAGE**

**TONY PASTOR**
Corn Palace.
Mitchell, S. D.

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where it's always

"FUN FOR ALL THE FAMILY"

Presenting the Finest Entertainment Available . . . to meet the demand for family midways.
Featuring Rides and Shows of highest caliber and maximum earning power.

• OUR SINCERE THANKS
To the fair officials and celebration committees who unanimously voted our midway the best ever in giving them the biggest grosses in their history. Thanks also to the showmen and concessionaires who provided the patrons with such high standards of entertainment . . . and to our own personnel for their splendid work during the 1956 season.

• SHOWMEN – RIDE OWNERS
Advance bookings for 1957 indicate this will be our biggest season . . . so if you want a winner, get in touch with us.
We will book a few additional shows of merit.

• WE’LL BE IN CHICAGO
and the Illinois, Indiana, Missouri, Mississippi, Georgia and Tennessee Meetings.

Cost Low, Appeal Up

A MINIMUM of time, effort and money went into the erection of attractive new exhibit structures for the Morris County Fair, Troy Hills, N. J., with the main elements of construction being corrugated aluminum and telephone poles.

Manager Swaste Sverson, faced with the not uncommon problem of outgrowing his one permanent building, the Gargoyle structure, thought of several possibilities for creating additional exhibit space. Tented canvas had proved attractive and serviceable enough in the past, but for practical purposes something permanent was desired.

The result is an aluminum shed which is eye-pleasing and economical, as well as being flexible enough so that it may be changed around, moved or enlarged without much trouble. The fair bought two of them. Total cost was in the low thousands.

Each of Troy Hills' sheds is 116 feet long by 20 feet deep. Supports are telephone poles set 10 feet apart. Aluminum sheathing is in panels three feet by six.

Cost of each building was $2,300 plus $750 for permanent wiring. Sverson stresses that these are "put-up" prices which can be trimmed if fairs do their own construction. One of these aluminum pole barns can be erected in five to seven days.

There is a 25 per cent increase in exhibit space over what would be in a tent of comparable size. Troy Hills did nothing to its ground, preferring to set occupants and their exhibits onto wooden platforms. The structures each hold 11 booths, 30 feet wide and 20 feet deep.

The ground surfaces may be macadamized or blacktopped, but rather than make this type of improvement, the fair will likely invest such money in additional structures to provide more permanent, low cost, better-illuminated display space.

CONTACT: JOHN PORTEMONT Owner
Winter Quarters: Gantt, Alabama, Box 105, Phone 23
Tennessee State Fair

The top annual event for one of the richest areas of the progressive South... potential drawing area of over 1,000,000 people.

you'll find:

MORE than one million people in the Nashville area
MORE than 1,000,000 Retail Sales annually
MORE market coverage in 6 days than thru any other media
MORE of everything in the greater Nashville market

Sell this Market ECONOMICALLY, EFFECTIVELY, THOROLY by reserving exhibit space now for 1957

For complete details write to:

L. E. Griffin Secretary-Manager
Tennessee State Fair
P.O. Box 90, Nashville, Tennessee

1957 Dates—Sept. 16-21
ON TARGET

You’ll hit the whole Inter-Mountain Area when you exhibit at the

UTAH State FAIR

INDUSTRIAL EXPOSITION
SALT LAKE CITY, UTAH

FEATURING

- 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
- Topnotch Livestock, Pigeon, 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"
- The West’s Greatest Mineral Display
- Military Show

Crushes on Rocks!

RANKED high among the most unusual and costly exhibits ever staged at an annual agricultural fair was the rock crusher in operation at the North Carolina State Fair, Raleigh.

The mechanical monster, termed portable altho it took many weeks to set it up, occupied approximately 200 feet of exhibit space. It was newly acquired by the exhibiting firm and moved at the conclusion of the event to a quarry where it will be used to crush rock for road installations and other large-scale construction jobs.

It cost $10,000 to set up the machine for exhibit purposes. This represented more than 5 per cent of the machine’s total cost, $150,000. The machine had its own diesel power.

Officials of the exhibiting firm, Nello L. Teer Company, were well pleased with the results. Their purpose, according to Dr. J. S. Dorton, fair manager, was simply to show the public how stone was crushed and otherwise prepared for road building and other projects. Conceivably this would lead to the selling of crushed stone to new consumers. Sale of the machinery was not involved.

Neophytes at the business of exhibiting, the operators, at Dorton’s suggestion, built stairways and platforms so that the public could observe the actual crushing process. At his suggestion they also fenced in the exhibit to keep the public from passing under conveyor belts carrying hundreds of tons of rock.

To keep the machinery operating, the company also had to haul in huge chunks of rock. Most of the finished product was to be left on the fairgrounds and used there for fill and other purposes.

Another suggestion by Dorton, unfortunately too late to be acted on, was that the finished product be used for the construction of roads within the fairgrounds.

The suggestion that the product be shown in its ultimate use was received favorably and is likely to be adopted if the exhibit is returned next year. In addition to showing State, county and municipal officials how roads should be constructed properly, the fair would benefit from a series of roadways.

A sizable percentage of the fair’s 500,000 visitors were reported attracted to the exhibit which, by its very size, dominated one section of the fairgrounds.

1957 DATES

SEPTEMBER
13 to 22 inclusive

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 continual progress in developing have placed the Utah State Fairgrounds among the best in the country. Contact us today for an even bigger 1957 event.

For complete exhibit information write to
DONALD P. WYATT, Mgr.
Utah State Fair, Box 2136, Salt Lake City, Utah.
Thanks...fair managers...for a smash 1956!

WEST COAST SHOWS

and

WEST COAST

EXPOSITION SHOWS

During the year we had the pleasure of serving many of our fair friends. Some of them we served for the 20th straight year.

WE ARE PROUD OF OUR RECORD

We invite one and all of you to contact us at the Annual Convention of the Western Fairs Association at the Hotel Del Coronado, Coronado, Calif., Dec. 3-6, Inclusive

Mike Krekos, President
Harry Myers, Gen. Mgr. Louis Leos, Sec'y
Bobby Cohn, General Agent E. W. (George) Coe, Bus. Representative

NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS OF MERIT FOR SEASON OF 1957

ALL REPLIES:

WEST COAST SHOWS, Inc.
General Offices: 240 Jones Street, San Francisco, Calif.
A

STELLAR PERFORMANCE
ALWAYS...

WILLIAM

Each dot represents a top event we played in 1956...

If you want a smooth-running, profitable midway for 1957, why don't you investigate the Wm. T. Collins Shows for your event in 1957?

THERE IS A REASON WHY SO MANY TOP FAIRS COME BACK TO US YEAR AFTER YEAR!

RIDES:
We will book any New or Novel Ride for our 1957 Stellar Route of Fairs.

CONCESSIONS:
Contact us early, and let us know what you have.

WINTERQUARTERS and PERMANENT ADDRESS: 801 E. 78th St., Minneapolis, Minnesota
Because you can depend on the

T. COLLINS Shows

AMERICA'S LARGEST MOTORIZED SHOW

THANK YOU, AMERICA!

Thanks to the Fair Secretaries, Celebration Committees and our own personnel... and a big thanks to all the patrons who jammed our midways in 1956...

A PARTIAL LIST OF OUR 1956 TOP FAIR ROUTE:

- Fargo Spring Festival, Fargo, N.D., 12 years
- Shriver County Fair, Jamestown, N.D., 9 years
- Wells County Free Fair, Fergusen, N.D., 11 years
- Carroll County Fair, Longh, N.D., 11 years
- Pembina County Fair, Hamiltion, N.D., 11 years
- North Dakota State Fair, Minot, N.D., 4 years
- Inter-State Fair, La Crosse, Wis., 7 years
- All-Iowa Fair, Cedar Rapids, Iowa, 3 years
- Sioux Empire Fair, Sioux Falls, S.D., 3 years
- Nebraska State Fair, Lincoln, Nebr., 4 years
- Tulsa State Fair, Tulsa, Okla., 2 years
- Oklahoma State Fair, Muskogee, Okla., 1st year

We invite you to contact them for information about our show.

THE CROWD-APPEALING MIDWAY THAT FEATURES:

- 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.

SHOWS:

Will book any worthwhile Attractions in keeping with the Standards of this show.

Music on the Bottler

A NEW feature, and also free in the tradition of the Danbury (Conn.) Fair, is the Gold Town Music Hall, a Gay 90's presentation with hillbilly overtones.

The rather sizable theater structure, which may have come aborning during fair manager John W. Leahy's visit to Disneyland last winter, is permanent. It is built on a slope, which provides the necessary grade for the placement of theater-type seats.

Dancing, singing and music are in the program, which is presented several times a day. The presentation is sponsored by the Pepsi-Cola Company. The performance is not larded with commercials, but there is no missing the credit due, as signs and placards proclaim the sponsor, both inside and out.

A regular schedule of performances is maintained so that there is no need to hang around in uncertain expectation, except that seats for most performances are at a premium and late arrivals are limited to peeping in at the open front.

Copyrighted material
MCA has been serving all branches of Show Business with top attractions for over 30 years. For you, this spells dependability... and profit.
NOW AVAILABLE FOR FAIRS AND CELEBRATIONS!!

TV SAGEBRUSH Jollies
OF 1957

STARRING IN PERSON

Tex RITTER
America's Most Beloved Cowboy—Capitol Recording Artist
current "WAYWARD WIND" and "THE LAST WAGON"
HIGH NOON— academy award winner

Smiley BURNETTE
America's Number 1 Cowboy Comic
Composer of "Riding Down the Canyon"
Starred or featured in 171 motion pictures all now on TV

and featuring

BILL WIMBERLY
and His Country Rhythm Boys
stars of the OZARK JUBILEE TV SHOW

KENNE DUNCAN
"The Meanest Man in the Movies"
Hollywood's Favorite Villain

HANK MORTON
Cowboy Comedian

You can't miss with this
great Western Hoop-De-Do fun and frolic for the
whole family in an authentically western setting.

Complete publicity furnished, including
bills, posters, stories, colored window cards, and personalized transcriptions.

See the MCA Fair Department representative at the MCA suite in the Sherman Hotel
during the convention or at your State Convention.
Concessions Up-Dated

IMPORTANT changes to the physical plant and operating policy of the Eastern States Exposition, West Springfield, Mass., in 1956 included modern permanent food stands and the inclusion for the first time of game concession operations.

The food stands, marking another notable advance under the administration of Jack Reynolds, replaced a conglomeration of lean-to eye-sockets of doubtful sanitary value in the dispensing of food. Reynolds, who had this project in mind since taking over the managerial post a few years ago, accomplished it in fine style for the 1956 event.

The eating stands are in two lengthy units flanking the entrance to the grandstand and blocking from view a principal portion of the track straightaway. One unit is occupied entirely, and used to excellent promotional value, by Krischerkicker Beer. The other is divided into 10 separate food units, each occupied by a different operator.

Each unit is self-contained, with all modern sanitating facilities available in each stall, thus assuring patrons of good and healthful service. The facade advertising is limited to cut-out letters in a single color contrasting to the background. The overall appearance is one of neatness and uniformity.

All deal in the same basic foods with area preferences, such as grinders, pizza, and pepper steaks, along with the usual hamburgers and hot dogs featured. An overhang provides a measure of protection for patrons in inclement weather.

The game concessions are located opposite the food stands. They are located on the walls of the Coliseum and occupy an area which previously was filled with the make-shift food stands.

Two long, semi-permanent fronts have been constructed for the games. They allow for an opening into the Coliseum but otherwise occupy the entire length of the huge building. Space is provided for a total of 10 units which are located in their own tents behind the front.

Flusters separate each unit. Corrugated sections connect above each unit. There is a small overhang for weather protection.

The games, which proved successful and will be continued, are all of the prize-every-time type. No group or number games are included.

• 1956 APPEARANCES •

Alabama State Fair Rodeo
Montgomery, Ala.

North Louisiana Rodeo & Horse Show
Marvin, La.

LaFayette Rodeo
New Orleans, La.

Parish County Festival Rodeo
West Helena, Texas

Rusk County Rodeo
Henderson, Texas

Louisiana State Fair Rodeo
Shreveport, La.

Catahoula's Fat Stock Show & Rodeo
Lake Charles, La.

Heart O'Texas Fair and Rodeo
Waco, Texas

Oklahoma State Fair
Oklahoma City

Lion County Fair
Central City, Iowa

Upper Peninsula Fair

Rodeo, Springfield
Rodeo, Springfield, La.

Great Conductor
Hank Thompson Orchestra

October Oklahoma Tour

AND MANY OTHERS . . .

NOW BOOKING 1957 RODEOS, FAIRS AND CELEBRATIONS

Please contact a MCA FAIR Department Representative at the MCA Suite, Sherman Hotel, during convention or at your State meetings.

I will see you at the convention in Chicago.
Tops of Drag Strips?

WHAT may be the finest hot-rod drag strip in the country was opened in 1956 on the grounds of the State Fair of Oklahoma, Oklahoma City. Constructed of asphalt on a select soil base, the strip is 3,000 feet long and 60 feet wide. A civic project, construction companies did the work at near cost and material suppliers furnished materials at near cost. Otherwise, it is believed, cost would have been about $30,000. Actually the strip was built with $15,000, with members of the Oklahoma Junior Chamber of Commerce and the Oklahoma City Timing Association signing $100 notes to underwrite a loan of that amount.

Bud R. Carson, State Fair engineer and active Jaycee leader, designed and organized the promotion. Loans should be paid off within two years, Carson believes. At the end of that time the fair will start receiving a percentage of gross from the weekly operation.

Attendance at the Sunday afternoon events, despite hot August and September weather, averaged about 1,800, with a 75-cent admission price and children under 12 admitted free.

The building of the strip and its frequent use is in line with the fair's policy of offering as much activity as possible throughout the year on the fairgrounds, C. C. (Pete) Baker, fair secretary-manager, points out.

He adds that the strip also provides the fair with additional all-weather park space during its own operation. Its construction, be adds, ties in with the fair's future plan of paving an adjoining 25-acre plot to accommodate about 10,000 cars.
The **State Fair Records Smashed!**

**The Newspapers Wrote This Ad!**

Here are authentic newspaper headlines:

- *Roy Rogers Show*
- *State Fair Records Smashed!*
- *Cowboy Perks Up Fair Attendance*
- *Cowboy Helps Crowd at Fair*
- *Rogers Ringing Fair Tills*
- *Large Crowd Drawn to Fair By Roy Rogers*
- *Roy Rogers Rescues State Fair Attendance*
- *Roy Rogers Helps Ohio Fair*
- *Fair Success Is Attributed To Roy Rogers Show at Ohio Fair Near Record*
- *Roy Rogers Rated Top Draw In All-Around Show Business*

---

Exclusive Management
W. ARTHUR RUSH
357 North Canon Drive
Beverly Hills, California
Phone: CR 46841

NOV. 27-28, HOTEL SHERMAN
CHICAGO
Because you have made it possible...

You, who are the Directors and Officials of the Great, Great

STATE FAIR OF

T X A S

DALLAS

You have worked ceaselessly, imaginatively, untiringly to make sure that this greatest of all annuals remains the greatest...

You have made it possible for us to achieve another outstandingly successful season furnishing your wonderful patrons with rides, attractions and concessions.

TO YOU . . . OUR SINCEREST THANKS AND APPRECIATION for giving us the opportunity and the challenge to continually meet your high standards of showmanship. If we have in any way helped you accomplish your aims, it has only been a privilege for us.

WE SHALL CONTINUE to carry on your standards of excellence and we shall continue to regard our accomplishments as a privilege and a pleasure.

CONCESSIONAIRES:

We want to keep our reputation as America’s Midway...so if you have a quality game or stock concession, and know how to handle big money, we would like to talk to you.

JOE MURPHY MARGARET PUGH JACK LINDSEY

Texas State Fairgrounds, Dallas, Texas

Water Skiers Score

GRANDSTAND patrons at the New York State Fair, Syracuse, for the past two years have been treated to an unusual type fair attraction—a water show, with ramp jumps, pyramid-building, ballet routines, comedy, etc., all done with skis. The show will be continued, probably embellished in 1957, a reflection of how it has been received.

A single lagoon built in the infield was used for the course the first year. In 1950 the waterway was enlarged. Two lagoons were connected by canals to bring the show closer to the grandstand and enable the presentation of more and a greater variety of water feats. The waterway had a depth of three and a half feet.

The attraction, Tommy Harbert’s Ski Show, in 1956 gave two performances daily as an added feature of the regularly scheduled grandstand show.

When not in use for the show, the course was used by a miniature river boat built by the Alan Hawes Manufacturing and Display Company, Atlanta, and purchased and operated by James E. Strates, owner of the carnival bearing his name. The 32-passenger boat was kept busy in the off hours. It carried fair patrons for a fee. And it added considerably to the attractiveness of the infield as it plied the course.
The career of Carl J. Sedlmayr spans a half century of progress in the outdoor amusement industry...
Many contributions to the progress of the outdoor amusement industry have resulted from innovations pioneered by Carl J. Sedlmayr and his Royal American Shows.

To cite a few...

to use light towers
... today standard equipment on most shows.

to present Name Stars
... Red Grange, Mildred Harris Chaplin, Bonnie Baker, Sally Rand, Gypsy Rose Lee, and Lottie Mayer were among them.

to have All-Steel Show Train
... and every car equipped with AB brakes, "U" type side frames and all-steel wheels.

to use "A" Frames
... and do away with center poles in show tops.

always, with the newest rides
... and to develop them, too. The Sky Fighter was produced on the Royal American Midway.

to use Spectacular Show Fronts
... and Broadway-type stages for revues.

to use caterpillars and Diesel Generating Sets
... and still using them to help move in record time.

in exploitation
... in movies—featured in Warner Bros.' Technicolor Picture "King of the Carnival"
... in TV-Film—featured in the documentary "The Exploring Camera"
... on National Network TV—the Carl J. Sedlmayr story "This Is Your Life"
this is why

20 000 000

walked the

ROYAL AMERICAN SHOWS

World's Largest Midway this season

★ More than every man, woman and child living in New York, Chicago, Los Angeles, Philadelphia, Detroit, Baltimore and Cleveland—the nation's seven largest cities.

★ More than the attendance at all major league baseball games this season, including the World Series.

★ More than twice the population of New England and almost equal to total population of the 11 states west of the Rockies.

★ More than all the stadiums and auditoriums in the country could hold.

★ More than all the babies that will be born in this country for the NEXT FIVE YEARS. Or put it another way.

Standing single file, the line of people who thronged the Royal American Midway this year would stretch from Augusta, Maine, to San Diego, California, and part way back again!
Congratulations, Carl, on reaching your fiftieth anniversary in the show business. You have made a name for yourself and have endeared yourself to all who have come in contact with you. 

When you first started, Manitoba, your home business, was valued at $5,000. Continuing this, your by year, the gross in 1956 reached nearly $120,000. This is more than seven times the amount received in the early years of the business. You have played a major role in the growth and development of the show business. 

And, too, a quarter of a century of successful contracts for managing the Midway at our Fair is not only a tribute to your competence demonstrating your ability and your loyalty to fair grounds. 

Carol never has been surpassed. Success in all your future efforts.

Sincerely,

Mr. R. B. Mabey, Secretary
St. Paul, Minn.

The directors and management of the Calgary Exhibition and Stampede join all of Carl Sedlmayr's friends in offering this tribute to him on completion of his fiftieth anniversary in show business. 

Carl has truly earned the title "King of the Carnival," the show business, opportunities and fame. 

And all his talents have contributed to his top in his field and he has day by day wowed more and more people to the industry in which he has contributed so much.

Mayor P. H. Cust, General Manager
Calgary Exhibition and Stampede
Calgary, Alberta, Canada.

Once in a decade or so, a real winner comes along; there is no way you can immediately recognize of being possibly the greatest. 

But, with Carl Sedlmayr, there is no question about it. 

He has reached a peak of success, the result of a long and determined career. His ability, persistent work and determination to succeed have brought him a large fortune. 

His contributions to the show business will have no parallels. 

The world has never known a winning fair like the one that Carl Sedlmayr has operated for the last 25 years. His five years at the head of the Midway at the Stampede have been on a very steady basis. 

We hope the Royal American Midway has been engaged by other associations and that the Sedlmayr name will always be associated with winning Carl many more happy years in show business.

E. L. Clarke, President
Edmonton Exhibition Association
Edmonton, Alta, Canada

The President, Directors and staff of the Provisional Exhibiting Association are very happy to join in this tribute to Carl Sedlmayr. He has brought the Provincial Exhibition of the American Shows to a level that is now enjoying. 

He has earned the goodwill of his friends and admirers and his profession. 

It is a privilege to have the opportunity of paying tribute to Carl Sedlmayr and to congratulate him on his fiftieth anniversary in show business.

The "Royal American Shows" are recognized as one of the dominant exhibition enterprises and Carl Sedlmayr has thousands of friends scattered across Canada who value him as a good friend and a successful business executive and as a warm-hearted and industrious man.

One sincere hope is that he may continue to be with us and that name "Royal American" will be flying from exhibition buildings for years to come.

P. A. B Perlund,
Director, Provincial Exhibition of Manitoba
Brandon, Manitoba, Canada

We salute the "King" of the midwest show world, Carl Sedlmayr, for his fine record in the show business area. For twenty-five years he has brought the Royal American Shows in Shakopee, sponsored by Kahns Shows, and in these years he has endeared himself to the hearts of thousands in the Ouest-City zone. 

In addition, he has brought the Midway at the Royal Canadian Midway in nearby Sandy Lake, Minnesota, for twenty-five years. 

It is hard to believe that Carl Sedlmayr is over five decades, but that Carl does more than any other executive to bring happiness to the lives of many people by his work and the "Royal American Shows" have been a joy to many people.

We are happy to have the Royal American Shows, not only to join with him in these years but to bring out friend Carl with them each time.

F. M. Mead, Manager
Provincial Exhibition
Regina, Saskatchewan, Canada.

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F. M. Mead, Manager
Provincial Exhibition
Regina, Saskatchewan, Canada.
in Showbusiness.....
1957

The Billboard from some of the Top Fair and
Sedlmayr's Golden Jubilee in Show Business—

We were glad to have THE ROYAL AMERICAN
Miller enter our industry during your 50th year
in show business. Congratulations on your Golden
Anniversary.

Carl Sedlmayr
Kansas State Fair
Hutchinson, Kan.

To Carl Sedlmayr:
The Canadian Legion Exhibition takes pride
and pleasure in having you as an associate of this
entertainment industry. You have given so
much to our industry.

W. Wilner
Secretary-Manager
Canadian Legion Exhibition
Fort William Post Office
 сезбс brakes

An outstanding excelsior for show business and the
continued creation of new ideas by Carl J. Sedlmayr
has led to the development of the greatest midway
show in each.

Misako Smallfield
Manager
Canadian Legion Exhibition
Fairview, Alberta

Questions and Congratulations to Mr. Carl Sedlmayr
by Mr. Harrison Tull in Show Business

I have known Mr. Sedlmayr only since 1954. He
has surprised me with his energy and enthusiasm
throughout this fifty years. He has consistently
produced shows that have been successful in
various places and on various levels. He has
assisted me in many ways throughout the years.

N. S. Hand
Concession Secretary
Minnesota State Fair
Jacksonville, Ill.

Memorial Cotton Carnival Association
Henry H. Maples, Jr., Chairman
Cotton Central Midway Committee
Memphis, Tenn.

Congratulations, Mr. Sedlmayr, on your Golden
Anniversary in show business! The Memorial Cotton
Carnival Association wishes you many more
years of health and happiness.

Richard Underwood, Secretary
Memorial Cotton Carnival Association
Memphis, Tenn.

We are proud to have Carl Sedlmayr and his Royal
American Shows resident in the Arkansas area. We
look forward to having you back.

Memorial Cotton Carnival Association
Henry H. Maples, Jr., Chairman
Cotton Central Midway Committee
Memphis, Tenn.

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Memorial Cotton Carnival Association
Memphis, Tenn.

We are proud to have Carl Sedlmayr and his Royal
American Shows resident in the Arkansas area. We
look forward to having you back.
From a talker at Chicago’s Riverview Park in 1907 to ownership of the Royal American Shows in 50 rewarding years could only happen in this wonderful land of ours. And, it could not have happened without the generous assistance and marvelous spirit that is woven into the lives of all of “The Royal American Family.”

It is to the show’s staff and personal that my sincere thanks go for their loyal and unfailing cooperation upon this, my golden anniversary in outdoor show, business.

To me, it is particularly heart-warming that a large number have been members of “The Royal American Family” for many, many years . . . that they have shared in the struggles and the success of our show.

An anniversary—particularly a golden anniversary—is always the time to look at the past . . . to weigh achievements . . . goals sought and attained.

More important, an anniversary is also the time to take a look at the years ahead. To the Royal American Family, these should be exciting years . . . years, I believe, in which the Royal American Shows not only will continue its past high standards but years in which these standards will be hoisted to greater heights . . . years in which we will present more “firsts” . . . more new attractions . . . and more improved methods of operation.

I salute the past 50 years with pride . . . I look to the years ahead with eager expectancy of greater things to come for the Royal American Shows and the Royal American Family.

P.S.: Thanks also to the Fairs and Exhibitions of the United States and Canada where we had the privilege of showing in 1956. Without your cooperation we would not have been able to chalk up another record-breaking year.
November 24, 1956

The Billboard Cavalcade of Fairs

AMERICA'S TOP Sepia REVUE

HARLEM
IN
HAVANA

Presented by
the Masters of
Sepia Showmanship
LEON & GWENDOLYN
CLAXTON

One of the Major Feature Attractions on The World's
Largest and Most Beautiful Midway . . . ROYAL
AMERICAN SHOWS for 22 years . . . a record we are
most proud of.

The achievement of this record would not have been
possible without the aid and co-operation of "The King
of the Carnival" . . . MR. CARL J. SEDLMAYR . . .
whom we are proud to salute on his Golden Anniversary
in Show Business.

Consistently . . .
Classed as one of the most
popular and biggest
money-makers in America!

NOW CASTING FOR 1957 — contact . . .

LEON CLAXTON
1901 GRACE STREET • TAMPA, FLORIDA

THANKS
To the Fair and Exhibition
Managers of the United
States and Canada for an-
other very successful season.
By Herb Dotten
The Billboard
September 15, 1956

Dick Best is the biggest operator of Side Shows in the U. S. He has one with the Royal American Shows, another with the World of Mirth Shows and one at Chicago's Riverview Park.

In all, he has 24 people who are physically abnormal working under his banner. He has an additional dozen under contract and with other Side Show operators.

The public continues to find great appeal in freaks.

The best Side Show townies are those which either have many "good solid working people" or one that draws farmers, Dick maintains.

The best of them all is St. Paul. At the Minnesota State Fair he draws whopping business. Last year his unit on the Royal American grossed more than $42,000 at the 10-day fair.

One of the greatest freaks ever to work for Best was the late Betty Lou Williams, who had one head, two bodies, three arms and was four-legged. As an attraction, she was tops, Dick says.

In the Side Show business since 1919, Dick lists some other outstanding freaks who worked for him. These included Paul Denis, the armless knife thrower; Frank Lentini, the three-legged man; Grace Daniels, the male-faced woman, and Pop-eye Perry, who at will popped an eye out of its socket to the end of its nose.

Prone to live in the present, not to retrace the past and only rarely to take a long look into the future, Dick's pride is the speed in which he and his crew put up his show. His record date is 2 hours and 35 minutes. He hopes to better that and snag still more of the early birds on the lot.

---

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

BRINGING TO AMERICA
exhibits of outstanding interest
and entertainment...

Our Most Sincere Thanks to
Royal American Shows and the Sedlmays for another tremendously successful year on the "World" and to Geo. A. and Bill Schmidt of Riverview Park, Chicago.

R. E. (Dick) BEST
Pine Shores Trailer Park, Sarasota, Florida
Memorandum
To: MR. SEDLMAYR
From: JEAN & TOM BLACKWELL
World's Finest Cookhouse on the World's Largest Midway
It was a distinct pleasure that we had the privilege of operating the ROYAL AMERICAN SHOWS Cookhouse on your Golden Anniversary year.

THANKS FOR A WONDERFUL YEAR... and we're looking forward to many more.

CARL J. SEDLMAYR

Congratulations on Your Fiftieth Year in Show Business, Too

Lottie Mayer presents America's Greatest Aquatic Spectacle!

DISAPPEARING WATER BALLET
Featured Attraction ROYAL AMERICAN SHOWS MIGHTY MIDWAY

Memo to Carl...
A lot of wonderful years have passed by since that day we met at 1 Area Park 30 years ago.
I have valued your friendship over the years and am especially proud that I was able to participate in your Golden Anniversary by being part of your wonderful Mighty Midway.
Thanks for a wonderful season...
Lottie.

10915 Griffing Blvd., MIAMI, FLORIDA

Sam and Myldred Gordon
and the boys and girls of The Concession Department of the ROYAL AMERICAN SHOWS "THE WORLD'S LARGEST MIDWAY"
wish to thank all the officials in the United States and Canada for whom we have had the privilege of presenting AMERICA'S FINEST CONCESSIONS And the Biggest thanks of all to you, Carl— and your fine family on your GOLDEN ANNIVERSARY as a showman.

We're glad to have been with you for the past many years—and look forward to many more!
The TWO most unusual attractions on the ROYAL AMERICAN SHOWS Mighty Midway

**JOHNNY & JEANNE BRANSON'S**

Goliath and Sea Monster

Pygmy Horses

Over 000,000 In the United States and Canada paid to see these Attractions during the 1956 Season!

Permanent Address: JOHN BRANSON, Branson's Big Bass Lodge, Parker, Arizona

---

**THANKS**

to Carl J. Sedlmayr for another Successful Year, operating the exclusive popcorn, snow cones, candy floss concessions on The Royal American Shows the World's Largest Midway

CARL J. SEDLMAYR

Congratulations on your 50 Golden Years in Show Business and here's wishing you many more.

SAM DELANEY

---

**BOB PARKER'S DERBY RACER**

Management of Matt Herman

Thanks for another successful season on the World's Largest Midway, Royal American Shows. Best wishes on your 50 Golden Years in Show Business.

---

**CONGRATULATIONS, CARL**

on your Golden Anniversary in Show Business. You've pioneered a trail that will be tough to follow.

**HARRY B. JULIUS SPORTLAND ARCADE**

Just completed 12th season with the ROYAL AMERICAN SHOWS

---

**MRS. ELSIE JOHNSON**

Operator of

"FIDDLESTICKS"

Chocolate Dip Ice Cream Concessions on the ROYAL AMERICAN SHOWS

I am glad to be a part of the Royal American Family.

Congratulations ... Mr. Carl Sedlmayr, on your 50th Anniversary in Show Business.

- MRS. ELSIE JOHNSON, 638 RIVIERA DRIVE, TAMPA, FLA.

---

**MADGE and CHARLIE MCDOUGALL**

for 20 years selling FROZEN CUSTARD on the Royal American Shows

---

Copyrighted material
Double Hit: TV Bldg.

A NEW $350,000 air-conditioned communications building at the 1956 Iowa State Fair, Des Moines, was greeted enthusiastically by fair patrons and by TV and radio station personnel.*

The structure, 100 by 150 feet, has four studios, each of which is equipped with the latest facilities for telecasting and broadcasting. Facilities of each studio set-up includes a newsroom and a recording room where interviews may be tape-recorded.

No stages are provided. Instead, shows are presented from the floor, thus making it easier for setting up and tearing down after each program. Because shows are presented from the floor, the audience is seated on elevated seats, with each studio having a seating capacity of 300 persons.

Three stations, WOI, Ames, la., and WHO and KRNT, Des Moines, used studios in 1956. The fourth studio was made available for use by all three and will continue available to them until a fourth TV station seeks a fairgrounds outlet. Besides these studios, the communications building in 1956 also housed a ham radio station.

Station personnel was delighted with the superb facilities, and a record number of shows emanated from the fairgrounds. All of the many programs played to virtual capacity studio audiences. Typical studio crowds are shown in photos below. Building's entrance is shown in top photo.
THANKS
To the two greatest Fairs in the world

State Fair of Texas, Dallas

and

the MID-SOUTH FAIR, Memphis

ALL MIDWAY SIDE SHOWS

NOW BOOKING NOVEL SHOWS AND RIDES FOR 1957

Especially want Big Girlie Revue and Name Hill-Billy Show. Will be at the Convention.

FAIRMEN
STEWART
WITMER
WYNNE
HALE
TENNANT
Co-Operators Extraordinary

We salute the thirty operators who helped so much in making 1956 our big year at both fairs.

CLIF WILSON
Permanent Address: 190 N.W. 93d Street, Miami 50, Florida. Phone: Plaza 9-6536

BIG FAIRS—We can furnish any size midway, with or without games.

THE "Goldie" Era

IN THE foreword of the premium book of the Montgomery County Fair, Dayton, O., it says: "The reputation of the Montgomery County Fair, with its long record of continued success, has been achieved by careful planning and hard work. The present management is pledged to maintain that reputation and to advance it to even higher levels."

Key figure in the careful-planning-and-hard-work part of the paragraph is Goldie Scheible, able secretary-manager of the annual and one of the most successful executives in what is generally a man's business.

During the 20 years that Goldie has been with it, she's been an important member of a team that built up the Dayton fair from a depression low-point to where today it is one of the most successful annuals in the country, with a yearly income of upward of $125,000.

A day spent during the fair with the Dayton secretary-manager gives some indication of the secret of her success. Knowing by her name to everyone who makes up a fair, she's always available to answer a question or solve some problem, no matter what department the asker is from.

Typical of Goldie was her action during the 1958 fair when Pat Boone was the headline for one night. By the afternoon of the big day, the popular singer's show was a sellout. Goldie cut thru red tape without difficulty, rounded up 700 chairs, borrowed a portable stage and racked up a new one-night gross for the fair.

Goldie's ability as a fair executive comes from long association with one of Ohio's most able lawyers, Ralph C. Haines, longtime secretary at Dayton.

Born in Miamisburg, O., Goldie received her early education there, attended business college in Dayton, and obtained a temporary job in a law office. The lawyer recommended her to L. E. Hilderman, then fair secretary, and she got the job. When Haines became secretary in 1913, she stayed on to become his assistant, then secretary, and eventually manager.

Then rentals of fairgrounds buildings, auto giveaways and other revenue-producing ideas, the Haines-Scheible team started to build up the treasury. Each year they would set a bank-account goal, which they not only reached but surpassed more often than not. The idea was successful, and by 1951, when Haines died, the fair had accumulated close to $200,000.

Ten days later Goldie was named secretary and has continued the policy, with some improvements. Almost every year the fair grossed back a good portion of its profits into plant improvements. In the five-year period ended in 1955, close to $125,000 was spent on the grounds and buildings.

Goldie's ability has also been recognized through Ohio. In 1952, the Ohio Fair Managers' Association, one of the largest organizations of its kind, elected her executive secretary, a position she held since.
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The Billboard Cavalcade of Fairs

November 24, 1956

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CAN PLACE NON-CONFLICTING SHOWS AND RIDES FOR OUR FLORIDA FAIRS.

If you have new ideas in Midway Attractions contact us. We offer a top deal for good ideas for our still dates and best Fair Route in the East.

OUR SINCERE THANKS TO ALL FAIR OFFICIALS FOR THEIR COOPERATION THAT AGAIN GAVE US A SUCCESSFUL SEASON. THANKS TO THE MILLIONS OF PATRONS WHO VISITED OUR MIDWAY THE PAST YEAR. THANKS TO OUR MANY, MANY FOREMEN, WORKING MEN AND STAFF MEMBERS FOR THEIR EFFORTS THAT MADE OUR TOUR A TOP ONE.

James E. Strates
November 24, 1956

The Billboard Cavalcade of Fairs

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STRATES SHOWS INC.

1957 — UNDER A BIG TOP — 1957.
The James E. Strates Shows will present a
Great Circus and Wild Animal Menagerie to
provide more family entertainment. Herd of
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"Cosh, wasn't that a lot of fun? I haven't enjoyed so many rides and shows in a long time!"

THAT'S WHAT THEY SAY AFTER THEY'VE BEEN ON A MIDWAY BY

CENTRAL STATES SHOWS
For Over 20 Years...The Finest Motorized Midway in the MIDWEST!

FAIR SECRETARIES—COMMITTEES
You'll want to check with us before contracting for your 1957 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.

THANKS TO EVERYONE...
To all the fairmen, their committees and the celebration committees for whose events we had the privilege of performing in 1956. Thanks, too, to our own personnel, ride men, showmen and concessionaires for their outstanding and splendid cooperation.

NOW BOOKING
SHOWS and CONCESSIONS FOR 1957
Can place a few high-class Shows or Attractions. Also legitimate Concessions of all kinds.

We can assure you a money-making Route of both still dates and fairs and celebrations starting in July.

DEPENDABILITY! QUALITY! INTEGRITY!
- NEW RIDES
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Winter Address:
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Rich in Nostalgia

NOSTALGIA and handicrafts are expertly blended into the North Carolina fairs operated by Dr. J. S. Dorton, the State Fair at Raleigh, the Cleveland County Fair, Shelby, and the Southern States Exposition, Charlotte, where his son, Sib, recently took over the managerial reins.

The mountain folks from areas adjacent to Shelby are recruited to display their abilities at crafts for which they are famous. Using some equipment more than 100 years old, they spin and weave and create such things as pottery. The fair pays for these demonstrations. The artists make additional money by selling their finished products.

Dorton long ago recognized the interest that old-time production aids sparked in young and old. Ancient spinning wheels, hand looms, distilling units, and water wheels, such as shown in the accompanying photos, are among the units he has discovered and returned to demonstrable use. For the most part they are operated by artisans.

The contrast between these exhibits and the modern facilities at the fairs is marked. At Raleigh, for instance, the ultra-modern prize-winning Coliseum, in the background, contrasts sharply with the old water wheel.

The ancient work aids are exhibited at each of the Dorton-operated fairs. With time between each of the events, it is possible to move the often bulky exhibits. New units are added to the display each year.
A Shower of Stars

STATE FAIR ENTERTAINMENT
The band, big-time presentations which have been synonymous with Barnes-Carruthers in a new dress for 1957.

“SPECTARAMA”
A new concept in Musical extravaganzas for the fun of dancing. Title copyright applied for.

STARS ON ICE
Our own Ice Faire with top performers and lavish costumes.

LITTLE NIPPER SHOW
Two of the Hugh O'Brian, Wyatt Earp and Frisco Lee in action.

WATER SKI-JUMPING BOAT SHOW
Tommy Boden, our “Prairie Turner”, presenting his famous Florida ski show in corn-field Europe.

“CIRCUS DAZE”
A comedy circus complete with a free new rollercoaster package.

COUNTRY AND WESTERN
Farms entertainment in the popular hillbilly field.

“ROLLERCADE”
The newest package with the big look. Fast people or all novelty productions.

 Ridiculous claims get you nowhere. Responsible fairmen know the difference and ask for proof. What better proof can we furnish to our claim of being the foremost Fair Booking Company in the nation than a roster of major Fairs booked, many for 30 and 40 years and running; and as well, a growing list of Fairs, new to us, who have seen the difference and are now numbered among our clients.

We cordially invite ALL Fairmen to visit us at our suites 412 thru 415

BARNES-CARRUTHERS
THEATRICAL ENTERPRISES

159 NORTH DEARBORN STREET
CHICAGO 1, ILLINOIS
PHONE: FRanklin 2-1561
TV City Smash Hit

A TELEVISION city, sparked by an idea presented at the 1956 Publicity-Promotion and Advertising Clinic sponsored by The Billboard, scored a smashing success at the Kansas State Fair.

Virgil Miller, fair secretary, and John Beuch, its publicity director, carried the idea back to Hutchinson from the Chicago workshop and shortly thereafter went to work with execs of KTVH, Hutchinson and Wichita CBS outlets, to develop a TV city on the fairgrounds.

An existing structure was remodeled and given a concrete floor so that the cameras could work smoothly. A special prep room was constructed and a room used for the controls was air-conditioned. Plumbing was installed for live kitchen shots.

A tent was erected over a specially constructed A-frame that enabled unobstructed view of the interior. Porchels were cut in the canvas for exterior shots. Built-in monitors were installed as part of the basic design so that the fairgoers on the outside could view what was going on inside. Some 1,500 seats were put up.

The structure was dressed up with marked showmanship. By night 200 bulbs flashed out Television City. Columns of light, 25 feet high, stood out so that everyone knew where TV city was. Five-feet-high letters spelled out the station's call letters and a red-on-white flag, emblazoning the network letters, rippled on high.

For six days the station operated from the fair. No fewer than 21 TV personalities took turns before the cameras.

To the station and fair alike, Television City was a bonanza. More often than not close to 2,000 crammed into the building the its seating capacity was only 1,500. And no less than 10,000 persons were estimated as having visited it during the fair's full run.

The TV outlet registered enormous public relations gains. As for the fair, it not only had a rock added attraction but had given a tremendous amount of TV coverage it otherwise would not have received. As a result, plans already are in the works for the '57 Television City.
FIREWORKS makes the show

The GOLDEN STATE FIREWORKS MFG. CO. is one of the largest manufacturers of display fireworks in America. It has been established in California since 1926, with thirty years of service to the fairs and celebrations under the same management and leadership. We have produced and are producing all of the Atomic Simulator Bombs for all of the armed forces. These bombs are now released by the government for exhibition at fairs, expositions and park celebrations. The Atomic Simulator Bomb shown in the picture was researched and developed by our personnel. We are now ready to serve any fair, large or small, near or far from our factory. Ask for our catalog today.

Patrick Lizza
President and General Manager

GOLDEN STATE FIREWORKS MANUFACTURING CO., INC.
SAUGUS, CALIF. Phone: NEWHALL 241 or 242
OUR SINCERE APPRECIATION...

To you, the executives of the greatest Fairs in mid-America, we say thank you. The Olson Shows has had its best season, thanks to you.

Without your support, your counsel and advice, it would not have been possible.

As this season ends, our thoughts of a new season begin, for we work constantly to give you the best there is.

Our slogan “On Top To Stay” is no idle boast—our goal of doing even better in 1957 is a challenge we gladly accept.

Again, thank you for your continued faith in our efforts to grow with you.

PAUL OLSEN
and the Staff
MY SINCERE THANKS...

To each and every member of the staff of the Olson Shows I extend my heartfelt appreciation for a job well done.

The operation of the Olson Shows was never intended to be a one-man show—but a team of the best outdoor showmen in the business, working together to stay on top.

To every “second man,” foreman, operator, concessionaire, office staff member and employe, I want to say that you are an important member of this organization. I need each and every one of you to continue the enviable record we are making in the outdoor show world.

My office door is always open to each of you. Together, each doing his part, we will be able always to please those who put their trust in us to give them the best.

PAUL OLSEN
General Manager
Outdoor Living Set
For Push at Vallejo

An outdoor living display will be featured for the first time at the 1957 Solano County Fair in Vallejo, Calif., to keep abreast of the area's conversion from an agricultural center to the "bedroom of San Francisco and Oakland."

Under the management of Fred M. Bruderlin, 40,000 square foot will be devoted to the display. It will be located alongside the new 18,000-square-foot Exhibit Hall, opened in 1950, and the promenade which virtually cuts the fairgrounds show sections in half.

The plan to add this feature to the fair was reached by Bruderlin following the close of this year's event. He immediately set to drafting a new ground plan to give the section a layout that will command attention.

In installing such an exhibit, Bruderlin has many things in his favor. Some of them existed when he assumed the management in January, 1950, one, at least, was recently completed and the other is due to be finished in 1958. By large, he is taking advantage of the location of his fair and trend which exists in this area, 35 miles from Oakland, 35 miles from San Francisco, and 50 miles from Sacramento.

The fairgrounds were established in the late 1940's in a valley skirted by highways that take automobile traffic over the Golden Gate Bridge or thru Oakland over the Bay Bridge to San Francisco. Because the fair features, eight days of horse racing with pari-mutual betting during the 10 days that it runs, both highways make the event accessible to the metropolitan areas. This location, in the fork of the road, was the one thing that was well established under Bruderlin's assumption of duties.

In recent months a new bridge over San Pablo Bay at San Rafael was opened and properly dedicated by Governor Knight. It will funnel traffic into Northern California and around San Francisco.

Sees Oakland Freeway as Boom

The main thing Bruderlin is counting upon to fit into his plan is the freeway, when completed, between Vallejo and Oakland. When this route is finished, it will alert the internecine towns and place Oakland within a 30-minute drive from Vallejo.

Bruderlin believes that with the bridges and the highways, many people now living in apartments in San Francisco and Oakland and also working in those cities will move to his bailiwick. He is probably right, for several large housing tracts have been completed and others are believed scheduled.

Attracting residents to the city, and the fair, are the shopping areas in San Francisco, Oakland and Sacramento. Bruderlin is confident that some will live in his city and drive the 50 miles five days a week to Sacramento, where they hold State jobs.

Vallejo is not without its employment potential, either. Located here is the Mare Island Naval Yard and nearby are the Benicia Arsenal and Travis Air Force Base. These require manpower.

The installation of the Outdoor Living Exhibit, which at the beginning will show the usual lines of patio furniture, swimming pools and the like, is an extension of the fair's present policy. For several years and reaching its high point this year was the Flower and Garden Show. Bruderlin thinks that the flower show and his new outdoor living display will dovetail.

But Vallejo was not always a "bedroom city." It is not today, that is, as Bruderlin thinks it will be. But the city has come a long way. So has the fair.

The fair was established in the late 1940's and at the time was a controversial subject as buildings had been constructed and no fair held. In 1950 quarter horse races without betting were held, with the pari-mutual wickets being used in 1951. That year, too, the fair's span was extended from nine to ten days. In 1955, the total attendance was 94,716 with 43,262 paid admissions. In 1956 the attendance jumped to 104,214 and paid to 75,172.

Bruderlin, who is in his late 30's, was born in Kansas City, Mo., and came to the West Coast more than 20 years ago. His first work was as an aviation engineering clerk and later he prepared a maintenance handbook, doing both the writing and illustrating.

From March, 1941, to June, 1948, he served in military service. Upon receiving his discharge, he held various jobs, including one as a cost accountant, until June, 1947, when he became secretary-manager of the Farmers Fair and Festival in Hemet.

While at Hemet, he worked, too, as the producer-manager of the famed Ramesa Pageant in 1945. Resigning from the fair in Hemet in March, 1951, he was again in military service as an officer in both Korea and Japan. He was discharged in December, 1953, and became executive director of the Community-U. S. Navy celebration, which spent $80,000 for publicity to focus attention upon the shipyards and city.

SWITCHES WITH AREA
Again this year...

JACK KOCHMAN CHOOSES DODGE for his dare-devil HELL DRIVERS!

This flying criss-cross leap is just one of the death-defying acts featured in the Jack Kochman Thrill Show. Kochman is really sold on Dodge and uses 18 new '57 Dodge cars and trucks in his show. He's relied on Dodge exclusively since 1945.

This new Swept-Wing '57 Dodge is designed and engineered for the kind of performance and dependability Jack Kochman and his World Champion Hell Drivers demand.

It features a mighty team of new aircraft-type V-8 engines with up to 310 h.p. for lightning-fast response. New Push-Button TorqueFlite—the slickest, smoothest transmission on the road. A revolutionary new suspension system—Dodge Torsion-Aire—with race car torsion bar springing. And new Total-Contact Brakes—the finest in the industry.

This Swept-Wing '57 Dodge is all new from road to roof. It's on display right now at Dodge dealerships all over the country.

SWEPT-WING '57 Dodge
Kid Appeal Pays Off

**YOUNGSTERS** are the most important people, and exhibits with educational themes the most popular attractions on a fairground is the view of Joseph E. Whittaker, secretary-manager of the Butte County Golden Feather Fair, Gridley, Calif., and currently president of the Western Fairs Association.

Whittaker says: "Each school participating should have educational exhibits, not only to teach the students, but also to afford them an opportunity to see the workings of their skill. And it is a fact that when students see these exhibits, they are interested and learn more quickly."

To offer fairs both repute showmanship, Whittaker believes, and his extra activities in high school, his college work which was followed by a professional career, have well equipped him for the job that he today holds.

Alto Whittaker may lead one to believe that he takes his duties lightly, this is not the case at all. Working at the fair on a full-time basis, as one closes he begins planning the next. Of course, there if nothing definite at the time, but he has a general idea of what he will offer. Then, during the interim period, he keeps his eyes open for opportunities to fill the bill.

"I like acts that appeal to kids. Get them and you get everyone," is the way Whittaker sums it up.

To be sure that Whittaker is serious in this statement, one has only to check his past shows, including the one in 1956. The line-up has included the Shaftron Puppets for five years, Count Popo (de Batho), and in 1954 and 1955 Larry (Bozo the Clown) Valji with his balloon animals and kids' contests.

The free attractions this year included the return of the Shaftron, and Popo. To these there added Kayletta and her high act and the John A. Strong Jr. Circus, a one-ring show that has a small menagerie of monkeys, dog and pony acts handled by Ruth Strong, and juggling and clowning by Eddie Edwards. The show had as climax a show as it played a strong fair route including the Chowchilla Junior Fair, Chowchilla, Plumas County Fair, Quincy, and the Solano County Fair, Vallejo.

**Worked With High School Students**

Whittaker runt the Strong Circus just inside the main entrance and between it and the new 50 by 50-foot exhibit hall opened this year. Offering several shows, many adults attended the presentations lasting nearly an hour each. For those who wanted to see the exhibits, the circus proved effective as a baby-sitter for that length of time. With the grounds adequately fenced, the mothers were freed from the worries of tagging tots.

Whittaker has always been interested in youngsters. Prior to assuming his post here, he was in educational work in the Yuba City schools for 14 years. The job afforded him an excellent opportunity to study students, for he assisted them in the preparation of yearbooks, and in the staging of their high school theatrical productions.

For the latter, Whittaker was especially well trained. A native of Poole, Kan., he came at an early age with his parents to Modesto, where he graduated from high school. Eliciting Stanford University for continuing his education, he majored in speech arts, received his A.B. degree in 1929 and his M.A in 1937.

As a professional act, he appeared in approximately 60 productions in two years at the Pasadena (Calif.) Playhouse and also worked on the BKO movie lot in Hollywood.

His policy of employing attractions for youth and education has brought about the establishing of an antique farm machinery display. While the exhibit is far from completed, several items on the first Holt Tractors ever made. The company is known today as the Caterpillar Company.

The antique are also a source of publicity. This carries out another Whittaker policy. It gives the press department, headed in 1956 by Loy Lauer, former of the California State Fair and Exposition publicity staff, something "unique and spectacular" to talk about, Whittaker declares.

Following this on this point, the fair used the Kayletta act and the free circus for the basis of a number of stories. The publicized event in 1955 was the Balloon Company exhibition which could be seen in the air for miles in this flat country.

While high acts and balloon ascensions are not new, they filled the bill extremely well at the Gridley fair. And, again, they fit into Whittaker's thinking of using attractions that have proved their worth. Working along the line that anything that has not been seen or heard before it new, the acts, particularly these two, drew much favorable comment from the fairgoers.

The Butte County Golden Feather Fair, getting its title from the county of the Feather River, sometimes as damaging as it is picturesque, is a comparatively new fair. Since its inception in 1938, the site has been changed four times. The name of the fair has also felt the impact of change. In 1938 and 1939 the fair were held in Paradise with the Apple Fair and Apple Association under contract with the Butte County Board of Supervisors. In 1940 the fair was conducted by the Gridley Junior Chamber of Commerce under contract with the board, and the fair was held in Gridley.

By 1941 the board of supervisors appointed a 12-member County Fair Board to determine the future of the event. The fair was to have been held in Durham, but because of a ruling that the land in Durham could not be used for such an event, the site was the fairgrounds in Chico. World War II intervened and no fair was held from 1942 until 1947, when for two years it was held in the Gridley Municipal Park. Whittaker became manager in 1947.

During the past 10 years the grounds have been enlarged to include nearly 40 acres of grass-covered lawn, attendance has varied from 9,428 in 1944 to a high of 53,416 in 1952, and entries have grown from 1,078 to nearly 7,000.

Whittaker attributes the growth in interest to the fair's appeal to kids. No one doubts his assertion.
The Strongest Show

IN THE NORTHWEST AND SOUTHWEST

HILL'S GREATER SHOWS

1956 WAS THE MOST SUCCESSFUL SEASON IN OUR HISTORY

H. P. HILL
Owner-General Manager

25 MODERN RIDES
15 TOP QUALITY SHOWS
50 LEGITIMATE CONCESSIONS
LIGHT TOWERS ★ DIESEL PLANTS
FLUORESCENT LIGHTING

A 25-CAR RAILROAD SHOW MOTORIZED

PROOF OF OUR CLAIM

THAT WE GIVE YOU A TOP SHOW ALWAYS FOR YOUR MIDWAY IS IN THE FACT THAT OUR REPEAT RATES EVERY YEAR AVERAGE ALMOST 100%.

We have already signed Contract to play the following Fairs, which we so successfully serviced in 1956, for their 1957 Annals:
Eastern New Mexico State Fair, Roswell, N. M.; North Dakota State Fair, Fargo, N. D.; plus the North Dakota Fairs at Cando, Rugby, Rolla, Rolla, Bottineau, Crosby and Flaxton.

THANKS

to our Fairs and Celebrations where we had the privilege of furnishing the 1956 midway. We owe our success in great part to all of you.

To our staff and show people . . . thanks, too, for making 1956 our greatest year.

NOW BOOKING

Fairs and Celebrations throughout the Northwest and Southwest, we’d like to meet with you to discuss your 1957 midway plans. We can supply you with the same kind of winner we give our annals every year.

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

Permanent Address:
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Aransas Pass, Texas

HILL'S GREATER SHOWS
PHOTO COMPANY RINGS BELL
Midway Exhibit
Plugs Contact Gap

BRIDGING the important gap between the customer and the com-
pany, the Michigan Bell Telephone Company uses an entertaining,
well-planned and cooperative exhibit at the Michigan State Fair as
its greatest single concentration of display effort.

Results speak for themselves in valuable, educational customer
contacts not possible any other way. Attendance at the phone exhibit
during the 1956 fair, which ran 10 days, was 164,400—roughly 20 per
cent of the total gate. This figure is based upon a tested, time-con-
trolled sampling count, taking 5 minutes, selected at random, out
of each hour. The random time selections provide a means of ensuring
accuracy accepted by researchers.

Add to Exhibit's Size, Space
The Michigan Bell exhibit had similar exhibits at the fair ever since
World War II. In 1956 attendance at the exhibit was about 30,000
greater than last year's approximately 155,000, which was the highest
up to that point.

Good showmanship technique, adapted directly from outdoor show
practice, was used to make the exhibit a success, with success hinging
upon the same factors as outdoor show business generally. Better
weather, for instance, was considered responsible for one-third of the
increased attendance in 1956 over 1955. Other major factors cited for
the increase were improved visibility of the exhibit itself and a better
location for the exhibit.

"So many exhibits are not planned for people," observes W. E.
Spohrer, Michigan Bell's display supervisor, responsible for the basic
planning, in discussing the 1956 exhibit. The 3,600 square feet
(60 by 60), which had been used five years, were increased 25 per
cent to 4,500 by the addition of a 13 by 80 strip. The additional space
was devoted to use by the public, while the exhibit space itself was in-
creased, allowing two-thirds of the area for people. This planning
for people pays off. Spohrer notes, in any peak period.

Interestingly, the average peak hour for the exhibit was found to
be 5 p.m., with an average daily attendance of 1,743 for this hour.

Built Specifically for State Fair
Cost of the display itself was figured at about $10,000. This does
not include the salaries of the attending staff, which is considered to
be a regular operating cost, since the fair is in effect simply an exten-
sion of their regular duties of representing the company to the public.

Value of equipment prepared especially for the fair exhibit is esti-
- mated at $8,000.

The exhibit is a one-time showing of the complete layout for Mich-
gan Bell. Components of it are utilized for smaller fairs, builders' shows,
open houses at a telephone exchange, company commercial offices,
and other special events, but none of these will be over one-third the
size of the State Fair exhibit.

The exhibit was staffed by a basic group of two shifts of nine peo-
ple each—three salesmen, four girl service representatives and two cus-
tomers' relations people. In addition, the traffic department, which
supervised a dialing display, had two shifts of three girls each, plus one
supervisor who handled both shifts and two maintenance men on hand.

A La Outdoor Show Business
The exhibit was laid out nearly square, with two large entrances
on opposite sides. The exterior was draped with colorful and intriguing
banners about 7 by 7 feet in a "Side-Show" style. The building frame-
work carried poles bearing colorful flags. Over each entrance was a
telephone cutout about 12 feet long.

The interior was spaciously planned, with the seven 14 by 12 dis-
play tests arranged around the sides, leaving the middle area free. A
few outdoor-type chairs and tables, with sun umbrellas, were provided
for the convenience of visitors. Two large tents and one bungalow for
women with young children as a place to rest, while others in the party
explored the various exhibits.

The tents were free-standing type supported by aluminum frames,
with typical open front so that the sizable crowds could have a clear
visibility from the midway. All display tests, except those for the
younger kids and the weather tent, were equipped with loud-speakers, so
(Co...
As Outstanding as Diamond Head

WALLY YEE SHOWS

Serving The Hawaiian Islands
With High Class Attractions

FAIRS CIRCUS CELEBRATIONS

24 RIDES, 30 CONCESSIONS, SHOWS

Operators of Joyland Amusement Park

ARTISTS—ATTENTION!

It's Nice Work — and — You Can Get it.

A vacation with pay in the Hawaiian Islands. From time to time we book acts for dates on the Islands. This is your opportunity to see and play in the World's Greatest Vacationland. We dislike the word "work" ... for it is actually a vacation with pay.

CONTACT:
WALLY YEE SHOWS
4955 Maunalani Circle,
Honolulu 16, T. H.

John H. Billsbury Agency
1680 N. Vine St.,
Hollywood 28, Calif.
Booking Manager and Talent Scout —

November 24, 1956
The Billboard Cavalcade of Fairs
that the demonstrators in each tent could relay their messages together and hold a crowd in the midway style.

Six outdoor-type telephone booths were provided for the convenience of the public, in two banks of three, one bank near and slightly outside of each entrance, avoiding traffic interference.

A separate administration tent, 13 by 12, was provided in the rear corner, not visible to the general public. This was equipped with two private telephones, one basically for company service and one for the use of company employees for personal calls.

Game-Like Exhibits for Kids

Top exhibit in popularity was the corner tent, Phone Phon for Kids of All Ages. Basically and psychologically, this was designed to intrigue the younger and keep them in the midway.

The family visited the specifically adult exhibits. It had four games for children, built to resemble a pinball game in appearance. These included listening to the younger's own voice as recorded on the spot, guessing the number of strangers in telephone cable displayed, testing your own hearing and, selecting a special keyboard to secure suitable "party line harmony." Second in overall popularity and tops for adults was a tent devoted to promotion of toll or long-distance service. Phones were provided for the visitors to dial various cities of their selection and then guess what the toll charge for a minimum call would be. The correct answer was then given. This display, like all the adult exhibits, had colorful and educational visual displays of telephone interest as well.

Fourth other displays ranked about equal in popularity: "Fitting the Telephone to Modern Living" was demonstrated, showing features like the silent dial, advertising the yellow page service, and control for persons with impaired hearing, bell cut-off for use at will in bedrooms or similar locations and another display of color in telephones.

Sell Message-Taking Services

A business equipment display showed numerous highly interesting specialties, such as the cordless switchboard, the "hands free" phone that need not be touched, colored multi-line phones, visual signals, extensions, loud horn signals for outdoor or factory use and an outdoor-type telephone.

This display housed Armando in two varieties of the new automatic message-taking and answering machines. This was especially for educational purposes, since it has been found that the public is not yet entirely accustomed to this new service, and many customers, when they hear it on the phone, may just "freeze" or hang up. The display showed them how it works, and instructed them to give the brief message which the machine is designed to receive from them.

The weather service available by phone was subject of a special tent display. Eight phones were provided here, with direct connections to WEATHER-2-1212, the weather station. Visitors simply picked up the set and were able to hear the forecast of the hour, a service available to telephone customers on this number 24 hours a day. A series of illustrated pictures in the background showed the behind-the-scenes work of this special service.

A display upon proper use of the dial was maintained by the traffic department. This was designed to help eliminate sources of service trouble, such as incorrect dialing technique. This tent provided an elaborate system of various 60,000 booklets for the convenient listing of frequently called phone numbers.

Elsewhere, on the exhibit midway, girls passed out various telephone company booklets, such as a Baby-Sitter's Helper, giving instructions and indicating where the parents could be reached. The children's booth passed out 28,000 mini-movie cards advertising the yellow pages or classified directory in the first four days of the fair.

The telephone company is in a position characteristic of public utilities generally and perhaps of large business generally of becoming to some extent removed from close personal contact with their customers. Discussing this, Spohrer declares that a State fair provides the happy channel for the two to get together.
November 24, 1956

The PREMIERE ATTRACTION in entertainment history.....

is now available for a limited number of rodeo
... fair ... convention ... industrial outings ... and outdoor exposition bookings.

Add up the FAMILY audience of THE LONE RANGER via radio, TV, newspaper syndication, comic books, fiction, records and other media and you get an audience impact of 237,750,000 PEOPLE!

Just look at this power-packed lineup:

* 23 consecutive years on radio ... and still TOPS with 20 million families weekly on NBC 280-station hookup!
* 8 consecutive years on TV ... and still tops with 45 million families weekly over CBS-TV and ABC-TV 280-station hookup!
* Over 50 million General Mills cereal boxes feature THE LONE RANGER!
* King Features' comic strip appearing in over 200 newspapers with a circulation of over 45 million!
* Whitman Publishing Co. sells over 50 million LONE RANGER specialty books!
* Add to that Decca Records, Warner Bros.' movie version of THE LONE RANGER, 34 licensees manufacturing 76 products ... and you have multi-millions more impact!

"Lassie" Clubs from coast to coast! "Lassie" Comics--"Lassie" coloring books--"Lassie" Golden Books--ALL are best-sellers!

"Lassie" is SEEN BY OVER 30 MILLION VIEWERS EVERY WEEK! (in the U. S. over CBS-TV--in Canada via C.B.C.)

Loved by Everybody!

According to the U. S. Treasury Dept.

Contact H. G. Saperstein & Assoc.
210 S. Beverly Dr., Beverly Hills, Calif. - Chatsworth 6-1144
or see us at the ANNUAL OUTDOOR CONVENTION Nov. 26-28--Sherman Hotel, Chicago

Renewed by CAMPBELL SOUPS for a 3rd year of a cost of millions!
PUT THIS CONSISTENT WINNER TO WORK FOR YOU IN 1957 ... YOUR FAIR WILL GROW WITH US AS HAVE MANY OTHERS...

Our thanks to the Officials of the following who contributed much to our 1956 season's success:

- Colorado State Fair, Pueblo
- Central Wyoming Fair, Casper
- Oregon Trail Days, Goring, Nebr.
- Spanish Trails Fiesta, Durango, Colo.
- Watermelon Festival, Rocky Ford, Colo.
- Kay County Fair, Blackwell, Okla.

and to the committees of the other Fairs and special events we also played.

NEW RIDES

NEW ATTRACTIONS!

More than 30 Rides Available

For 1957 Booking

Contact us at our permanent headquarters or in Chicago, or at your State Fair Meets
WE'LL BE THERE!

Muster Hypos Opener

SUCCESSFUL departure from its usual opening format was tried in 1956 by the Franklin County Fair, Greenfield, Mass., an event which is 108 years old. The four-day fair, applying new-found aggressiveness, exploited a Gay 90's theme to the extent that some 15,000 attenders, tremendous for Greenfield, turned out. Starting from scratch, the fair worked up its own how-to-did-it for organizing a parade of antique cars and fire units, and firemen's muster.

The Gay 90's-Family Day combination featured a firemen's muster reminiscent of Greenfield's fairs of the 1890 era. Only a couple of hundred dollars was spent on the day's proceedings, and officials felt the results were well worth the investment. The good business, in fact, had one drawback in that it forced cancellation of a scheduled fireworks program on opening Sunday, since the overflow of cars cluttered the fairgrounds.

Several gimmicks offered during the day gave the publicity department pegs on which to hang advertising and news copy. The attraction committee, headed by Gerard M. Fritz, assigned to Alvin F. Oykle the task of handling the program. Working with the local fire department, they sent out letters to more than 50 other departments in Western Massachusetts and Southern Vermont and New Hampshire some six weeks prior to the fair. Included were rules and regulations for the four muster events, parade, pumper contest, ladder climbing, and tug of war. An August 25 deadline was set and strictly observed for muster and parade entries.

The resultant total of entries would not impress some mammoth fairs, but were extremely gratifying for Greenfield, and it has determined to continue the program on an annual basis. Taking part were 14 departments in the parade, and some 70 units covering three-fourths of a mile. Radio communication between the fire chief's car, behind the marshal, and fire engines further back, enabled keeping the line together. Units assembled downtown and marched before an estimated 10,000 persons along a 1.5-mile route to the fairgrounds, where another 5,000 were in the grandstand area to view the event. Supplementing parade units were 30 antique autos, a German comet band riding one of the Coleman Bros.' Show's trucks, a Navy Bantam, a mounted unit from a local riding club, and single horse and donkey entries.

A grand total of 3,800 adult admissions were sold to the grounds that day, a whopping figure for Greenfield and the biggest in the memories of gate attendants with 33 years of experience. Together with pre-fair tickets, children's admissions, passes and free-gates of other descriptions, estimated attendance for the day was 15,000.

Grandstand was filled to its 2,000 capacity. Officials credited part of the rush for seats to a reduction in gate fees to 25 cents for adults and a dime for kids, in keeping with the Gay 90's theme of old-time prices.

Muster events were alternated with music by the German comet band, and the Conway Chapter, barbershop quartet association.

(Continued on page 118)

ANDY HANSON, Mgr. Hawkye Downs, Cedar Rapids, Iowa
VELARE BROS.
The
ROTOR
Combined SHOW-RIDE

UNSURPASSED IN APPEAL & EARNING POWER
AGAIN... The Midway's Greatest Attraction ...
Both a SHOW and a RIDE for one price.
The ROTOR lends itself to publicity.
OFFERS REGIONAL AND LOCAL TELEVISION STATIONS
THAT SOMETHING THEY WANT.
The Rotor adds consistently to its popularity each year.
SPECIAL PAPER, RADIO AND NEWSPAPER RELEASES.

There's nothing like the Rotor, the most sensational of all rides. Walk
into a cylinder 14 feet in diameter and 14 feet high. As the barrel
revolves, the floor suddenly drops, suspending the riders in mid-air
by centrifugal force against the side of the drum.
THE FLASHIEST RIDE ON THE MIDWAY
Features front 76 feet in length. Plenty of color, lights and actual
life-sized cut-outs of people enjoying the thrilling sensations of the
ROTOR.

NOW BOOKING FOR 1957
A SURE MONEY-MAKING ATTRACTION AT YOUR FAIR
SEE US AT THE CONVENTION IN CHICAGO...HOTEL SHERMAN

VELARE BROS.
General Office and Factory
3330 Lime Long Beach 7, Calif. Telephone: GARFIELD 4-8893
JERRY LIPPIATT
and
HIS TROUPE OF RACING MULES
One of the truly great Grandstand Attractions touring the U. S. and Canada today.

This Attraction has been shown from Coast to Coast. We have been acclaimed the best liked Attraction at most of our bookings.
Six unusual, colored mules raced, running to sulkies, usually driven by prominent local people. They will amaze your patrons by their color, speed and good behavior. If you are interested in an unusual and sensational Attraction that will be the talk of your show, book our racing mules for your next event.

We Guarantee Satisfaction
Fairs that we have booked from 2-5 seasons:

YORK INTERSTATE FAIR, York, Pa.
BLOOMSBURG, PA., FAIR.
CLEARFIELD, PA., FAIR.
Lancaster, Ohio, Fair.
PAINESVILLE, Ohio, FAIR.
PAULING, Ohio, FAIR.
HICKSVILLE, Ohio, FAIR.
FLEMINGTON, N. J., FAIR.
FREDERICK, Md., FAIR.
KNOXVILLE, ILL., FAIR.

For Open Dates JERRY LIPPIATT

"Listen, you can forget all about your Concession problems by calling John"

This year we celebrate our 25th Anniversary at some fairs.

OPERATING 5 COMPLETE UNITS
You have your choice of any one of our units or any part of one... or you can combine two or more units... to fit your specific needs.

*BINGOS
4 Complete Units

*CONCESSIONS
All legitimate types

UNUSUAL OPPORTUNITIES
Will have specials for capable Bingo Managers who understands all phases of Bingo operations. Concession Managers and Happy Face Agents.

HAVE FOR SALE
Some Concessions, including platform and Chair Stands, also Trucks.
Contact us early for your 1957 dates. We'll be at the Chicago Convention and all important State Fair Meetings.

Gear for Big Feeds

THE Wisconsin State Fair now has the largest dining room in the Milwaukee area as a result of the completion in 1956 of its $300,000 Youth Building.

The building, centrally located in the center of the structure, can accommodate 800 at a single sitting. Its kitchen, glassing with stainless steel, is fitted with the latest equipment and can prepare food for large banquets.

At the present time the building is not heated, but plans call for the installation of heating equipment in the near future. Considerable use of the cafeteria will be possible for large banquets, which would be the Milwaukee area cannot accommodate.

The two-story youth building has two wings, one a girls' dormitory, the other a boys' dormitory. Together they provide housing for 1,300 youngsters during the fair. Offices of the junior fair and a lounge, with facilities for registration, are located in the main section of the structure.

The building is so situated that ample parking space is readily available for parking by those attending the fair. Banquet halls are so arranged that an available parking space is immediately available for parking by those attending the banquet halls.

Muster Hypos Opener

* Continued from page 314

special introduction for each song was written, recalling local and national events during the year the song originally became popular.

This helped fill pages in the muster event program. Each unit, moving to the starting line for competition, had sirens and horns sounding, and one used an 1830 pump to shoot at a target.

The fair advertised a free admission to everyone appearing in old-fashioned clothing. Only a few showed up, but that was enough for feature coverage on news outlets.

Costs for the three-hour event broke down as follows: $1.00 in prizes for the muster, including $23, $10 and $5 awards for the parade; $30, $25 and $15 for the rope pull; $25 in the rope pull; and $25 and $15 for ladder climbing. Less than $25 was spent to get the 30 antique cars in the parade. Each person in an old car was given a coupon entitling them to a sandwich, drink and ice cream at the 4-H Club booth.

The cornet band got $85 and the barbershop singers, about $15. Less than $20 was spent for miscellaneous items such as clerical work, postage, public address system, advertising, and so on.

Antique cars were obtained through the Connecticut Valley Region, Veteran Motor Car Club of America. Invitations went out to the entire membership of 300, although only 10 to 15 cars were requested. The deadline time, 30 entries received.

The afternoon was well balanced. Ten newspapers and six radio stations ran special news items prepared by the fair's publicity department. Coverage at the firemen's muster included two radio outlets, three newspapers, and one TV station, which showed 15 minutes of film the following day, thereby helping boost interest at the fair over the remaining three days.

The following timetable was worked out on the basis of this year's inaugural experience. Start publicity, mail parade and muster invitations, 45 days before show. Deadlines for all entries, 15 days before show. Deadline for all entries, 10 days before show.

With a successful run under its belt, the committee will not only repeat the event in 1957, but plans to add a Frontier Day show on one of the three succeeding days, similarly building its own program on Western acts, rodeo numbers, and local horse club members.

Greenfield is a Howard County town, famous for its animals, but it got a long-needed shot in the arm from the firemen's muster, and it's going to stop with that!

Miss Bebe Says ...

FAIR OPERATORS SECRETARIES CONCESSIONS
AND ANYONE INTERESTED IN THE FAIR BUSINESS—
NEEDS THE BILLBOARD EVERY WEEK!
Make Money-Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2100 Patterson St., Cincinnati 22, Ohio. The Billboard is published weekly. $12 per year. (Foreign rate, one year, $24)
FAIR TIME SHOWS, Inc.

THANKS...
The many committees of fairs and celebrations for their wonderful support during the past seasons.
We will be looking forward to again serving you.

WE INVITE YOU...
to visit our Suite at the Hotel Del Coronado in Coronado, Calif., during the Western Fairs Association Convention, Dec. 3, 4, 5 and 6.
We will continue to build to serve you better both Now and in the Future.

BOOK NOW FOR 1957

CHET BARKER
Gen'l Sup't.

Olivia Waldron, President
FAIR TIME SHOWS, Inc.
800 Statler Center
900 Wilshire Boulevard
Los Angeles 17, Calif.
10 Successful Years of Growth and Achievement

Thanks to you—
The Fair Secretaries, Committees, Showmen, Concessionaires . . . and our own loyal employees who have all contributed so much and cooperated so wonderfully through all these years.

* WE PROMISE YOU 
Just as we have always delivered a top performance year after year . . . we shall continue to strive for the best for you . . . always.

* IF YOU ARE IN 
the states of Iowa, Missouri, Arkansas, Louisiana or Mississippi, we would like to discuss your midway with you.

"IF WE BOOK YOUR EVENT, WE PLAY IT!"

FLOYD O. KILE, Owner-Mgr.
Permanent Address: Box 85, Baton Rouge, La.
Winterquarters: Fairgrounds, Clinton, La.

Novelty Enterprises
THANKS TO THE FOLLOWING FOR A SUCCESSFUL 1956 OPERATION FAIRS

Alabama State Fair—Birmingham
Arkansas Livestock Show—Little Rock
All-Iowa Fair—Cedar Rapids
Brookton Agricultural Society—Brookton
Chattanooga Inter-State Fair—Chattanooga
Clark County Fair—Springfield, Ohio
Cleveland County Fair—Shelby, N. C.
Iowa State Fair—Des Moines
Illinois State Fair—Springfield
Indiana State Fair—Indianapolis
Kentucky State Fair—Louisville
Louisiana State Fair—Shreveport
Michigan State Fair—Detroit
Missouri State Fair—St. Louis
Mississippi State Fair—Jackson
New Jersey State Fair—Trenton
New York State Fair—Syracuse
North Carolina State Fair—Raleigh
Ohio State Fair—Columbus
Southern State Fair—Charlotte, N. C.
Tennessee State Fair—Nashville
Tennessee Valley Fair—Knoxville

STADIUMS

Cleveland Municipal Stadium
University of Iowa
University of Michigan
University of Illinois

NATIONAL EVENTS

Indianapolis Speedway
National Air Races
National Soap Box Derby
National Air Fair

ARENAS—ZOOs

Cleveland Zoological Park
Cleveland Public Auditorium
Cleveland Arena
Milwaukee Arena
Cincinnati Arena
Chicago Stadium

NOVELTY ENTERPRISES

Main Wholesale Dept.: 755 Carnegie Ave., Cleveland, Ohio
New Branch Location: 235 N. Front St., Columbus, Ohio

LEN LUXENBERG, Mgr.
LOU DUFOUR, Fair Dept.

GIVE IT TO 'EM HOT

Bakery-on-Spot

Many-Sided Hit

HOUSEWIVES were introduced to a lively new source of interest at the 1956 Michigan State Fair in the form of a model bakery in the dairy building. This is believed to be the first of its kind in the country and is a dramatic demonstration of how goods are baked. Some of the visitors were so impressed that one third of the fair's total attendance came into the building and saw it. The only real problem encountered during the bakery operation was that of handling the crowds it attracted. Some idea of the volume of operation may be gleaned from the sales reports for the ten days. These included 4,300 fresh fruit pies, 41,000 dozen fried cakes, 5,000 dozen croissants, 3,000 dozen cream puffs and 600 loaves of bread daily. In addition the bakery sold French pastry, coffee cakes, Danish pastry, layer cakes and chocolate cake. Sales actually were below the potential as the space necessary limited the output.

Equipment included two ovens, three mixing machines, three (doughnut) Friolators, one three-compartment refrigerator, several working benches and a huge spectacular pie-filling machine that required four men working at different stations, to operate and which had a capacity of 80 pies a minute.

Not all equipment was operated simultaneously. But enough was

(Continued on page 120)
LEO CARRILLO

The Man Who Made Pancho

The Most Beloved Character on TV... ASK YOUR KIDS!

The Perennial Star of "The Tournament of Roses" Parade

LEO CARRILLO—A DYNAMIC SHOWMAN AND INTERNATIONAL PERSONALITY, AVAILABLE AS A POWERFUL SIX-IN-ONE PERFORMER

Star Attraction or Complete Show Box Office

Parades Outstanding TV and Movie Star

Guest Star Exhibitions Conventions Fairs

Rodeos Grand Marshal Announcer of Events

Entertainer Story Teller Goodwill Ambassador

Guest Speaker
• Luncheons
• Dinners
• Banquets

"See you in Chicago, Amigos"

1956 NEW YORK STATE FAIR

Personal Business Manager

CLYDE BALDSCHUN

5521 Noble Ave., Van Nuys, Calif. Telephone: State 5-8958
SELL ALL CANADA THROUGH THE
CENTRAL CANADA EXHIBITION
AUGUST 23 TO 31, 1957
The EXHIBITION, located in beautiful Lansdowne Park, Ottawa, is a tradition with the hundreds of thousands of Canadians and Americans who make it a yearly must.

Located in the heart of Canada's most populous and richest province — midway between the Dominion's largest cities — exhibitors are assured of maximum interest and spending.

Let us discuss your 1957 Exhibit Plans now! Once you get the facts we are sure you, too, will make it your business to exhibit at the Central Canada Exhibition.

Contact:
MR. J. K. CLARKE, Gen. Mgr.
CENTRAL CANADA EXHIBITION
Lansdowne Park • Ottawa, Ontario, Canada

WALTER SIEDLAK
KING OF CANADIAN COWBOYS
AND HIS EDUCATED WONDER HORSE
THUNDER
IN A REPertoire OF OVER FIFTY TRICKS TO AMAZE AND DELIGHT THE WHOLE FAMILY
PLUS
THE CANADIAN KING OF COWBOYS IN HIS THRILLING, CHILLING DISPLAY OF SHARPSHOOTING
USING A LOVINGLY LOVING SUBJECT TO DISPLAY HIS MARKSMANSHIP ON
PLUS
HEAR WALTER SIEDLAK SING
SONGS OF THE CANADIAN AND AMERICAN RANGE

40 Specials a Day!
LAST April, as the pull down to serious work for the 1958 Cali- fornia State Fair & Exhibition in Sacramento, Fred Heitfeld, head of the fair's special events department, set to work with the manager, a sheath of papers.

Heitfeld, a six-footer with steel gray hair, opened a folder. Blandly thumping thin papers, he came quickly to the point for his visit. "I'd like to bring in the Marines for the closing Sunday afternoon show in front of the grandstand," he said.

"2,000?" Fred shot back without hesitation. "Are you sure it is a good attraction? How much will it cost?" the manager quietly added.

Heitfeld assured that everything had been worked-out, Fortin said, "Okay. Go ahead."

With this type of co-operation from the fair's manager, Heitfeld has built the special events department into a most efficient operation. With the fair now running 12 days and with approximately 40 events needed daily to keep the program at a well-filled clip, Heitfeld, more than ever before, sees to it that even the slightest detail is worked out well in advance of the exposition's opening.

"The past fair successfully tested the detailed planning that has been one of Heitfeld's strictest policies for the past three years, during which time he has done everything, as he puts it, from introducing the late President Roosevelt to taking at a car show.

Stages Fair's First Kids' Day
Heitfeld probably reached the pinnacle of his long career last August 29 when the fair had its First Kids' Day. With an arrangement worked out with the regional market chain, its customers received a coupon worth 3 cents with each $1 purchase. The fair printed 1,100,000 of these. They were used the same as money, with the West Coast Shower on the midway, taking in more than $250,000 of them and the elephant train having the tickets account for nearly 10 per cent of the day's gross.

What pleased Heitfeld more than anything was the number of kids that attended the fair. The gate admissions ran more than 85,000, making the State Fair the largest opening of any fair in the country. Of this total, 43,000 were kids up to 16 years old admitted free for the day.

The program for the moppets was particularly strong, with Pinky Lee, the Hollywood TV star, featured. Appealing that day and throughout the fair was Heitfeld's Clownorama, with such well-known clowns as Howdy the Clown, Red Johnson, Felix Valley, Hecht, Elmer, Red, Johnny, Fisch, Tommy, and other community organizations. As they swept, Heitfeld scheduled them in his book to as late as 30 minutes before the shows. An effective special events schedule doesn't just happen. To keep his programs moving, Heitfeld, who is contacted by the fair and is not a civil service employee, starts putting things together early in the year. He contacts school boards, dancing schools within a radius of 30 miles and other community organizations. As they accept, Heitfeld schedules them in his book to as late as 30 minutes before the shows.

Maps 'Em to Proper Location
The system was devised and improved by Heitfeld since he entered show business during World War I. He organized his first singing group from patients in Fort Des Moines, where he was recuperating from being gassed while overseas. Picking four fellows, they taught them harmony and they later appeared semi-professionally and on band-selling shows.

In 1926 Heitfeld, son of an Omaha police captain, left the Midwest for the West Coast. Soon after his arrival in San Diego he organized the American Legion Quartet. The lead singer was Harvey Collins, who became manager of Station KFMB in that city. Heitfeld was a station announcer.

Following this stint, the special events director formed other vocal groups that toured the Pan American Circuit. His American Legion Four recorded "In the Trenches" and other songs for the old Vocation label.

1936: Heitfeld returned to Omaha and organized the Keynote Quartet. Jobs were hard to get, so he promoted the Chamber of Commerce on building business by putting on a show.

(Continued on page 1931)
Nothing makes us happier or prouder than to be able to bring good, clean fun and entertainment to thousands of American families every year ... and to know that in pleasing your patrons we are pleasing you ...

THANK YOU ALL SINCERELY

For helping us chalk up another successful season. Mr. Fair Secretary, Mr. Committeeman, and all your staffs, we hope you, too, enjoyed our performances. We want to wish you and all our show friends a joyous holiday season and a most prosperous year ahead.

FOR 1957

Please contact us for a friendly discussion of your midway needs ... we will be in Chicago and at your State Fair meetings ... OR COME DOWN AND VISIT US AT OUR NEW WINTER QUARTERS ANYTIME!

SHOWMEN AND CONCESSIONAIRES

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

SPECIAL:
FREE CIRCUS CALLIOPE CONCERT PRESENTED DAILY ON OUR MIDWAY

The James Drew Family—Jimmy, Eula, Jimmy Jr. & Malinda

PERMANENT WINTER QUARTERS ADDRESS:

JAMES H. DREW Jr. GENERAL MANAGER

Box 899

Phone: 33-190

Augusta, Georgia
GIVE IT TO 'EM HOT
Bakery on-Spot
Many-Sided Hit
• Continued from page 119
kept in operation to provide a constant source of interest for the public. The bakery was staffed by between 25 to 35 bakers at all times during the around-the-clock operation to handle the demand. Some of these did standard baking, some worked on specialty products like pastry and cream puffs and jelly doughnuts. In addition, there were two shifts of 10 girls each to handle sales.

An important outlet for products baked was the concessionaires on the grounds who purchased all of their baked goods needs, except hard and hot dog rolls from the on-the-spot bakery, which had the wholesale privilege for everything but bread and hot dog rolls which it was not equipped to make.

The bakery was sponsored by this association of 27 bakery shops—the typical neighborhood bakery. Work started about four months in advance. A model bakery established by essentially the same group about 10 years ago for a food or home show in Convention Hall. It was learned that a similar project was operated by a bakery group at a food show in Toledo, and a delegation journeyed to Toledo to study this.

Layouts of the bakery were designed months ahead. Allocation of departmental duties—baking, selling, production, etc. was important.

Suppliers were contacted. Manufacturers loaned ovens and other equipment. Of necessity, some were borrowed. Suppliers like Froster & Graulke, Southern Baking Mills, Flour Mills supplied their staff demonstration, who worked as bakers during the fair. Both the co-operating bakers and various supply companies made substantial donations to the Mغان State Fair. This may include a restaurant to serve the bakery products. There is talk of a bakery three times the size of the one used for which would seat 350 in 50.

All the equipment used in the bakery was sold to Michigan bakers within two weeks after the close of the fair—most of it to bakers who had come to the fair and inspected it in operation.

Equipment used in the model bakery was valued at $35,000. In a few cases, equipment was loaned by the individual bakers. Cost of the warehouse rental was $2,900 and of the exclusive construction $2,000.

Signs on the outside of the exhibit named only the association but bakers inside the exhibit identified the participating bakers.

An added crow-puller was the giveaway of a favorite cake every hour. Each purchaser of baked goods was given a numbered ticket for the cake giveaway. Finally, a number was drawn and this was posted on announcement boards on each side of the bakery. This was effective in stimulating sales and likewise in bringing in women, especially, back to the booth on an hourly basis, time after time, to see if they had won. Each time they were exposed to the incentive to buy more baked goods. Sales were such that customers were usually lined up waiting to buy.

The exhibit was under the general direction of George Veenhoy of the Fresno Bakers, vice-president of the association.

40 Specials a Day!
• Continued from page 190
"The Tribe of Yeast," in the surrounding area. Heitfeld wrote special song lyrics for the occasion and the move was successful in its goal.

In 1932 Heitfeld left Omaha for the Chicago Century of Progress and found work as the talker for "The Streets of Paris." This assignment continued until he entered the promotional end of the business with Harry Haines. He continued with him to San Diego for the California Pacific Exposition. In 1935 Heitfeld worked the Texas Sesquicentennial and Massachusetts through the State.

His work took him also to Cleveland for the Great Lakes Exposition. There he managed the Globe Theater, an Old English colonnade, which caused him to appear in the ruffled collar indicative of the days of Shakespeare. It was at the Cleveland exposition that he first handled special events, but he returned to other work, lecturing to employees of the large New York stores to promote the World’s Fair.

During the last days of the Flushing exposition, Heitfeld was associated with Harris in another capacity. It was his job to train 1,200 college students as guides who was Harrison to conduct for the American Express Company.

During World War II Heitfeld, because there were no fairs, had an eating concession at the Mission Beach Amusement Center, near San Diego. When fairs resumed their schedules after V-J Day, his first was as special events director in Del Mar at the San Diego County Fair, now the Southern California Exposition and County Fair.

Heitfeld went to the California State Fair in 1948. Since then his highlights of operation have included the presentation of Big Jon and Sparkie in 1951 and this year’s Kids’ Day. Jon and Sparkie pulled approximately 20,000 each day, with many turned away. Fairgoers came as far away as Oregon to see the attraction.

Heitfeld hopes that the California State Fair and Expositions will soon move to the new site of 1,000 acres. He visualizes a rolling hill for hunting archery, another for target archery, race track for miniature automobiles, drill field with for 10,000 spectators, a lake for fishing and flying championships, another lake for miniature yachts and several other events which require a large space.

The new grounds of 1,000 acres would, of course, have more gates and roads. This would mean more detail in planning for the special events, more stands and larger fun areas. But Heitfeld would like it this way—to get events on and off on time.

The Flying Marilees
"Thanks again Mr. George Hamill the Hendrickson Circus for another wonderful season"

Before Sailing to • Europe for the 1957 Season The Marilees have some Open Dates Between January and April

Lee Stath
Box 6064, Harlandale
San Antonio, Texas

FOR PERSONAL SERVICE . . . It's

AL MARTIN Agency

BIRDS AND MUSIC

ROOSTS

TONE AND ANIMALS

DONT FORGET: For the Tops in Entertainment It's

AL MARTIN AGENCY

for your SPECIAL SERVICE

November 24, 1956

address All Mail to

San Francisco, California

The Billboard Cavalcade of Fairs
The world's most famous canine, and his talented TV troupe can be your star attraction... just as they were at the recent rodeos at New York's Madison Square Garden and at the Boston Garden. Rinty and his troupe are available for P.A.'s during the breaks in their film schedule. If you really want to pack them in... get the details from

ED JUSTIN
SHERMAN HOTEL
NOV. 24-27
### ALABAMA

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<th>County</th>
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<td>Clay County</td>
<td>Fair, Piggott</td>
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<td>St. Louis Country</td>
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### ARIZONA

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<td>Maricopa</td>
<td>County Fair, Mesa</td>
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<td>Franklin</td>
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<td>Antelope Valley</td>
<td>Fair, Fairground</td>
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### ARKANSAS

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<td>Arkansas-Oklahoma</td>
<td>Free Fair, Fort Smith</td>
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\[ A 10,500-capacity grandstand, a women's building with a 500-capacity auditorium, an arts and science building and an agriculture building are embraced in the $2,500,000 improvement program mapped by the Tennessee State Fair, Nashville. Architect's conception above shows the Arts and Science Building at the right to the rear of the grandstand. Women's Building, heated and with kitchen and dining room facilities, is pictured at the left immediately behind the grandstand, with the Agricultural Building shown at the rear right. In the first step to obtain the necessary financing, fair officials early in 1957 will seek legislative approval. \]
a midway as brilliant as the sun

K. H. GARMAN

the finest motorized show in the midwest

Sunset AMUSEMENT CO.

Bringing you the best for the past 27 years... under the same dependable, reliable, experienced management.

THANKS To all the Fairs and Celebrations for giving us one more successful season.

OFFICE-OWNED TOP EQUIPMENT:
- Merry-Go-Round
- Rock-a-Plane
- Dodgem
- Caterpillar
- Twin Ferris Wheels
- Octopus
- Till-a-Whirl
- Cart Ride
- Ponies
- Auto
- Airplanes
- Train
- Street Car
- Boats.

SHOWMEN-CONCESSIONAIRES

Contact us right away for exclusives and others for our big 1957 season opening April 25 at Excelsior Springs, Mo., and closing at the American Legion Fair, Caruthersville, Mo., Oct. 6.

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

FAIRMEN-COMMITTEES

To keep your midway up-to-date and modern, may we suggest you contact us before you contract for your 1957 event.

Office: Winterquarters: 701 N. Main St., Excelsior Springs, Mo.
Correspondence to: P.O. Box 466, Danville, III.
Jonny Rivers

Presents

3 GREAT PACKAGE SHOWS

1. GOLDEN HORSE RANCH THRILL SHOW

12 Acts, 1/2-Hour Show. Fast, colorful, polished. All golden Palomino horses. Trick riders, ropers, Roman riders, clowns, bucking mules, Roman chariot racing, ear jumping horses, cowboys, cowgirls, Indians. A thrill or laugh-a-minute Show for the entire family.

2. F BAR H RODEO

CHAMPIONSHIP CONTEST—PRIZE MONIES

Everything portable, complete. Chutes, arenas, p-a system and all equipment for entire Rodeo. Saddle bucking horses, Brahman bulls, calf roping, bull dagging, hireback bronc riding, wild-cow milking, wild horse race, kids' calf riding. 20 events. Two-hour show. Flat rate or percentage.

3. CIRCLE R RANCH WILD WEST SHOW

A real Wild West Rodeo. Hour Wild West Rodeo. Horse, cattle, shooting acts, complete. Horse riders, clowns, bucking horses, Brahman bulls, calf roping.

Write • Wire • Phone

Jonny Rivers

84th & Crown Point
Phone: CL-1478
Omaha, Nebraska

THE LARGEST VARIETY AND MOST CAREFULLY SELECTED MERCHANDISE—merchandise men and women themselves want—is always found at

We again want to thank all Fair officials for their co-operation in making 1956 another successful year.

PLAYING THE BEST FAIRS IN THE EAST

RAGSTOWN FAIR
Hagerstown, Md.
MARYLAND STATE FAIR
Timonium, Md.
GREAT ALLEN TOWN FAIR
Allentown, Pa.
W YORK INTERSTATE FAIR
York, Pa.
PIEDMONT INTERSTATE FAIR
Spartanburg, S. C.
GEORGIA STATE FAIR
Macon, Ga.
READING FAIR
Reading, Pa.
FLIGHTMEN FAIR
Flintingham, N. J.

NEW JERSEY STATE FAIR
Trenton, N. J.
W EST VIRGINIA STATE FAIR
Roanoke, Va.
CENTRE HALL FAIR
Centre Hall, Pa.
MIDDLETOWN FAIR
Middletown, N. Y.
BLOOMSBURG FAIR
Bloomsburg, Pa.
ORANGEBURG FAIR
Orangeburg, S. C.
RHINEBECK FAIR
Rhinebeck, N. Y.

We Want to Thank All Fair Officials for Their Co-operation in Making 1956 Another Successful Year.
CARNIVAL - West Coast Shows.

RECEIPTS: Gross, day grandstand total, $1,200.00. All receipts collected, $1,200.00.

CARNIVAL - Grandstand - Monday noon races, 1 day; big car races, 1 day; Sunday's Amusements, 2 nights; sewer contest, 1 night.

STAFF: Manager, R. E. Steinmiller.

Trinidad Round-Up, Trinidad

TOTAL ATTENDANCE: Paid and free, 1,200. Operated 2 days, 1 night.

RECEIPTS: Gross, $10,000.00, total grandstand total, $5,000.00; total premiums, excluding races, $5,000.00.

STAFF: President, Harry L. Boreman; secretary, Tom Murphy; concessions superintendent, Tom MacEvoy; publicity director, John O'Connor.

1957 DATES: August 31-September 2, official.

CONNECTICUT

Preston County Fair, Preston City

TOTAL ATTENDANCE: Free, 3,000 Operated 1 day.

CARNIVAL, New.

RECEIPTS: Gross, $6,531.25.

See entry in Carnival Exhibits, page 26, for complete information.

STAFF: President, Perry M. Ramsay; secretary, W. A. Murphy; publicity director, Bill Armstrong.

1957 DATES: October 12-13, official.

DELAWARE

Kent and Sussex Fair, Harrington

OPERATED: 6 days, 6 nights.

CARNIVAL: Railway Shows.

RECEIPTS: Gross, $5,000.00, total grandstand total, $2,500.00; total premiums (excluding races), $2,500.00.

STAFF: President, J. H. Sportsman; secretary, W. A. Murphy; publicity director, R. F. Armstrong.


Gadsden County Tobacco Festival and Fair, Quincy

CARNIVAL: Lee Amusement Company.

STAFF: President, E. W. Miller; secretary, H. W. Miller; treasurer, H. W. Miller; publicity director, Ralph Hall.

1957 DATES: February 18-22, official.

Jackson County Fair, Marianna

TOTAL ATTENDANCE: Paid and free, 25,000. Operated 6 days, 6 nights.

RECEIPTS: Gross, $33,000.00.

CARNIVAL, State aid, $100.00; total premiums (excluding races), $16,000.00.


1957 DATES: August 20-25, official.

Palm Beach County Fair, West Palm Beach

TOTAL ATTENDANCE: Paid and free, 62,000. Operated 6 days, 6 nights.

RECEIPTS: Gross, $62,000.00.

See entry in Carnival Exhibits, page 26, for complete information.

1957 DATES: April 12-18, tentative.

Florida

Central Florida Fair, Orlando

TOTAL ATTENDANCE: Paid and free, 163,000. Operated 6 days, 6 nights.

RECEIPTS: Gross, $300,000.00.

CARNIVAL: James E. Shears' Shows.

RECEIPTS: Gross, $20,000.00; total grandstand total, $10,000.00; total premiums, excluding races, $10,000.00.

STAFF: President, W. F. Miller; secretary, W. L. Story; treasurer, W. L. Miller; publicity superintendent, E. E. Leavitt.

1957 DATES: September 17-22, official.

COLORADO

Arapahoe County Fair, Littleton

TOTAL ATTENDANCE: Paid and free, 15,000. Operated 4 days, 4 nights.

RECEIPTS: Gate, free, grandstand total, $5,000.00.

CARNIVAL: Rocky Mountain Empire Shows.

RECEIPTS: Gross, day grandstand total, $8,727.00.

CARNIVAL - State aid, $2,500.00; total premiums (excluding races), $1,000.00.

STAFF: President, W. A. Thompson; secretary, R. B. Thompson; treasurer, W. A. Thompson; publicity director, Ralph Thompson.

1957 DATES: August 5-10, official.

Colorado State Fair, Pueblo

TOTAL ATTENDANCE: Paid and free, 226,000. Operated 8 days, 8 nights.

CARNIVAL: Rock Island-Goodrich Rides.

RECEIPTS: Gross, day grandstand total, $40,000.00.

CARNIVAL - State aid, $2,500.00; total premiums (excluding races), $1,000.00.

STAFF: President, E. H. Miller; secretary, E. H. Miller; treasurer, E. H. Miller; publicity director, Ralph Miller.

1957 DATES: August 20-25, official.

Harvest Festival, Arvada

TOTAL ATTENDANCE: Paid and free, 5,000. Operated 3 days, 3 nights.

CARNIVAL: Rocky Mountain Empire Shows.

RECEIPTS: Gross, gate, $100.00.

CARNIVAL - State aid, $2,500.00; total premiums (excluding races), $1,000.00.

STAFF: President, Larry Blicke; secretary, Don Brower; concessions superintendent, Howard Lewis; publicity director, L. R. Heaton.

1957 DATES: September 7-10, tentative.

Morgan County Junior Fair, Brush

TOTAL ATTENDANCE: Paid and free, 1,000. Operated 3 days, 3 nights.

CARNIVAL: None.

DISCLOSURE: Grandstand, Jack Brite Show, 1 night.

STAFF: President, Al Keeney; secretary, Chuck Miller.

Phillips County Fair, Holyoke

TOTAL ATTENDANCE: Paid and free, 1,000. Operated 3 days, 3 nights.

RECEIPTS: Gross, free; day grandstand total, $1,000.00; day grandstand total, $1,000.00.

CARNIVAL, Civil Attachments.

RECEIPTS: Grandstand - Midget race cars, 1 day; big car races, 1 day; Wednesday's Amusements, 2 nights; sewer contest, 1 night.

STAFF: Manager, R. E. Steinmiller.

1957 DATES: September 28-October 1, official.

Southside Virginia

Strategically located to attract the greatest cross section of the Virginia population — giving you a true picture of your sales potential here in this rapid-growth progressive Eastern Seaboard area.

The "new" Southside Virginia Fair, Petersburg, Va., this year received the enthusiastic acclaim of press and public for the quality and quantity of its presentations — Commercial Exhibits, Home Arts, Livestock, Autumn Flower Show, Fashions on Parade, Arts & Crafts, Agriculture, Grandstand Shows, Farm Machinery!

For complete exhibit details and market data write to

RALPH LOCKETT, Gen. Mgr.

Southside Virginia

P. O. Box 708

Petersburg, Va.

a giant in the mountain state!
THEY WILL BE THERE... When your event uses a Fireworks Display as “lapper,” you will be SURE that you will have an audience... And when you see Products of WALD & COMPANY... you will be SURE that your audience will be pleased and thrilled... and they’ll come back for more!

There is no greater crowd-pleaser than a Wald-produced Fireworks Display, We will see you in Chicago and at the State Conventions.

If you are planning a special event or celebration, or an annual affair, let us plan a display to suit your needs. Special Displays are our Specialty.

ASK FOR A COPY OF OUR BROCHURE ON STANDARD DISPLAYS.

WALD & COMPANY
260 Broadway, Kansas City 5, Mo.
Phones: Victor 2-7999—Victor 2-5999

GEORGE CLYDE SMITH SHOWS
"One of the East's Finest Midways"

PRESENTS THE FINEST MIDWAY ALONG THE ATLANTIC...

If you are located along the Atlantic Seaboard be sure to look over our Midway before contracting for your 1957 event.

• RIDES
• CONCESSIONS
• SHOWS

WE'LL LOOK FOR YOU IN CHICAGO
We certainly hope to see you in Chicago at the Outdoor Meetings or at your State Fair Meetings this winter.

WALD & COMPANY
260 Broadway, Kansas City 5, Mo.
Phones: Victor 2-7999—Victor 2-5999

GEORGE CLYDE SMITH SHOWS
GEORGE C. SMITH, Manager
Winterquarters: P. O. Box 521, Cambridge, Md.

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GEORGE C. SMITH, Manager
Winterquarters: P. O. Box 521, Cambridge, Md.

THE Ann Fair, Anna
TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $2,000.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

THE Fall Fair, Fall River
TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $1,000.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

THE Midland Fair, Midland
TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $1,500.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

THE Fall Fair, Fall River
TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $1,000.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

THE Fall Fair, Fall River
TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $1,500.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

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TOTAL ATTENDANCE: Paid and free, 30,000.
RECEIPTS: $1,000.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.

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ATTENDANCE: Paid and free, grandstand total, $2000.00.

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ATTENDANCE: Paid and free, grandstand total, $2000.00.

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ATTENDANCE: Paid and free, grandstand total, $2000.00.

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THE Fall Fair, Fall River
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THE Fall Fair, Fall River
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RECEIPTS: $1,500.00; grandstand total, $500.00.
ATTENDANCE: Paid and free, grandstand total, $2000.00.
November 24, 1956

The Billboard Cavalcade of Fairs

Get on the BANDWAGON...with the...

PAN AMERICAN AMUSEMENT CORPORATION

the west coast's fastest growing big show!

Not just a carnival . . . we offer
EQUIPMENT • IDEAS • KNOW-HOW •
DIRECTION . . . for all phases
of show business!

• NEW TRANSPORTATION

Pan American travels FAST and SURE . . . on a brand- new fleet of 25 1956 GMC trucks . . . to get where you want them, WHEN YOU WANT THEM . . . throughout the Western States.

• WEST COAST FAIR MANAGERS:

Try a "brand new" show on your Midway in '57! After 9 years of producing Community Fairs throughout California, Nevada and Arizona, Pan American now offers a new, enlarged Midway for County and District Fairs.

• TWO COMPLETE UNITS

28 adult and kiddie rides, plus exhibit tents; fully equipped concession booths; merchant exhibit booths, decorated with flameproofed cloth drapes and firm-name signs; searchlights, floodlights, light towers; sound equipment.

• MOVIES • TELEVISION

Hollywood's leading supplier of circus and carnival equipment for movies and TV for the past 22 years. 26 wks. of "CIRCUS" on KTLA Channel 5, hour-long live show. 26 wks. "CIRCUS BOY," NBC TV ½-hour filmed show. EMMETT KELLY SERIES for CBS TV, ½-hour filmed show for '57.

Movie credits include: "Carousel," "Wabash Avenue," "State Fair," "Coney Island" and more than a hundred others.

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Jimmie Wood, President  Bill Overly, General Agent  Roy G. Kabat, Business Mgr.

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SnoKones—Candy Fries—Popcorn—Froasts  Jewelry  Shooting Gallery

B. B. BASSFORD  HAROLD HALL  CURT LARSON
"Best Frostics Ever"  Privilege Car  Race Horse Derby
CHICAGO, NOVEMBER 25-28, 1956

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NATIONAL ASSOCIATION AMUSEMENT PARKS
SHOWMEN'S LEAGUE OF AMERICA
NATIONAL ASSOCIATION STOCK CAR AUTO RACING
UNITED STATES AUTOMOBILE CLUB
INTERNATIONAL MOTOR CONTEST ASSOCIATION

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NEWBERRY THRILL ENTERPRISES Inc.
Earl Newberry, President
159 North Dearborn St., Chicago, 1, Illinois

* Trans-World Daredevils * Hollywood Auto Rodeo
* Cytrix Motorcycle Daredevils * Tournament of Thrills * Motor Speed Contests

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IOWA STATE FAIR
Is Famous Throughout America

* an ideal place to show your products.
* in the heart of the rich agricultural midwest.
* attendance average, over a half million.
* now in its second hundred years of leadership.

IOWA STATE FAIR • DES MOINES
W. J. Campbell, President
L. B. Cunningham, Secretary

house dance, 1 night; society house dance and Grand Ole Opry, 1 night; society house show and Tommy Bartlett, 1 night; beauty contest and Knudsen's rodeo, 1 night.

Carolyn Leiter, secretary; congress superintendent, Ora Silber; publicity director, Al Moe.

1957 DATES: July 29-August 1, official.

Fayette County Free Fair, Connersville
TOTAL ATTENDANCE: Free, 170,000. Opened 4 days, 6 nights.
RECEIPTS: Gate, money; gate grandstand total, $3,000; other gate, $3,000; total premiums, $1,000. 1957 DATES: August 11-16, inclusive.

Indiana State Fair. Indianapolis
TOTAL ATTENDANCE: Paid and free, 250,000. Opened 21 days, 21 nights.
RECEIPTS: Gate, money; gate grandstand total, $3,000; other gate, $3,000; total premiums, $1,000. 1957 DATES: August 19-September 6, official.

Monroe County Fall Festival, Ellettsville
TOTAL ATTENDANCE: Free, 30,000. Opened 4 days, 3 nights.
RECEIPTS: Gate, money; gate grandstand total, $3,000; other gate, $3,000; total premiums, $1,000. 1957 DATES: August 19-September 6, official.

Carroll County 4-H Fair, Flora
OPERATED: 6 days, 6 nights.
CARNIVAL: Drug Amusement Company; rides gross, $3,000. 1957 DATES: July 24-26, official.

CARNIVAL: Total receipts, $3,000; total premiums, $1,000; one premium held over.

CARNIVAL: Total receipts, $3,000; total premiums, $1,000; total receipts, $3,000; total premiums, $1,000; one premium held over.
THE GREATEST THRILL ACT OF ALL TIMES
THE ONE AND ONLY
EDMONDO ZACCHINI'S
REPEATING CANNON SENSATION
FEATURING
THE WORLD FAMOUS ZACCHINI SISTERS
SHOT OVER 150 FEET INTO THE AIR

SOME OPEN TIME IN 1957
CONTACT US DIRECT
EDMONDO ZACCHINI
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TAMPA, FLORIDA
PHONE: 743863
OR
THROUGH YOUR AGENT

Our Sincere Thanks...

Year after year it has been our pleasure to provide the most beautiful and the best conducted concessions for the pleasure of our patrons.

We express our sincere thanks to our loyal personnel and to the CETLIN & WILSON SHOWS for their wonderful co-operation in making 1956 another very successful year.

"THE GREATEST MIDWAY ON EARTH"
FREE PARKING—100 ACRES—FREE PARKING
• 8 Big Midways • 30 Buildings • The Top 7 Bands
• Blue Ribbon Stadium • Hard Paved Streets • Rides • Shows
• Livestock • Big Daily Street Parade • Grandstand Attractions.

LOW RATES — RENTING NOW — WRITE OR PHONE
JOHN W. LEAHY, General Manager
DANBURY STATE FAIR
Tel.: Pionner 8-3535
130 White St., Danbury, Conn.

MRS. JIMMIE LYNCH SAYS:
"I am looking forward to seeing many of you Fair people at the Showmen's Convention in Chicago this year, but in case you do not attend the Convention, I want to go on record again to say that Bill V. Reed has the exclusive rights to use the name 'Jimmie Lynch Death Dodgers.' Bill has been most helpful to me and my son, Jackie, as well as bringing the Show back to the same standard as when Jimmie operated it himself. When buying your Show this year please remember that when you buy from Bill Reed, you get the original 'Jimmie Lynch Death Dodgers.' Jackie and I know Bill produces a good, clean show, and I am sure you will be as happy doing business with him as we are. Best wishes for a prosperous Fair."

MISS PATRICIA JONES SAYS:
"Starting my 5th year with the world's greatest Thrill Show, 'The Jimmie Lynch Death Dodgers,' under the fine management of Bill V. Reed. In the past four years I have had the opportunity to meet a number of you Fair managers and hope to see all of you again in 1957. I want to take this opportunity to tell you that I am happy working with the 'Jimmie Lynch Death Dodgers' and Bill Reed; and feel that you, as Fair people, will feel the same after once working with Mr. Reed and the 'Death Dodge' organization. Looking forward to seeing you at the Chicago Convention."

FOR YOUR GRANDSTAND
See us at the Outdoor Showmen's Convention in Chicago or WRITE NOW!!!

THE GREAT 1957 DABNY STATE FAIR
9 DAYS • 9:30 A.M. TO 7 P.M.
SEPTEMBER 28TH THRU OCTOBER 6TH
88 years of providing the best in entertainments and exhibits for hundreds of thousands of people a year from New York, Westchester, Connecticut and everywhere.

FREE PARKING—100 ACRES—FREE PARKING
• 8 Big Midways • 30 Buildings • The Top 7 Bands
• Blue Ribbon Stadium • Hard Paved Streets • Rides • Shows
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130 White St., Danbury, Conn.

MRS. JIMMIE LYNCH SAYS:
"I am looking forward to seeing many of you Fair people at the Showmen's Convention in Chicago this year, but in case you do not attend the Convention, I want to go on record again to say that Bill V. Reed has the exclusive rights to use the name 'Jimmie Lynch Death Dodgers.' Bill has been most helpful to me and my son, Jackie, as well as bringing the Show back to the same standard as when Jimmie operated it himself. When buying your Show this year please remember that when you buy from Bill Reed, you get the original 'Jimmie Lynch Death Dodgers.' Jackie and I know Bill produces a good, clean show, and I am sure you will be as happy doing business with him as we are. Best wishes for a prosperous Fair."

MISS PATRICIA JONES SAYS:
"Starting my 5th year with the world's greatest Thrill Show, 'The Jimmie Lynch Death Dodgers,' under the fine management of Bill V. Reed. In the past four years I have had the opportunity to meet a number of you Fair managers and hope to see all of you again in 1957. I want to take this opportunity to tell you that I am happy working with the 'Jimmie Lynch Death Dodgers' and Bill Reed; and feel that you, as Fair people, will feel the same after once working with Mr. Reed and the 'Death Dodge' organization. Looking forward to seeing you at the Chicago Convention."

FOR YOUR GRANDSTAND
See us at the Outdoor Showmen's Convention in Chicago or WRITE NOW!!!
WE TAKE this opportunity to thank all with whom we were associated and our wonderful staff whose untiring efforts made for another successful year.

We are looking forward to serving you again in 1957.

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Canadian National Exhibition, Toronto
August 23 to September 7
The Western Fair, London
September 9 to 14

Kitchener, Ontario ........... July 30-Aug. 5
Peterborough, Ontario ........ Aug. 7-Aug. 10
Belleville, Ontario ........... Aug. 12-Aug. 15
Three Rivers, Quebec .......... Aug. 17-Aug. 22
Sherbrooke, Quebec ........... Aug. 24-Aug. 29
Quebec City, Quebec .......... Aug. 30-Sept. 8
Lindsay, Ontario ............. Sept. 16-Sept. 21

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Closing with Hamil-Morton Shriners Circus Nov. 25. For dates, contact your Booking Agent or get in touch with us direct.

THE GREAT WILNO
PERU, INDIANA Phone: Gridley 3-3967

AID, PREMIUMS: State aid, $2,500; county aid, $3,000; total premiums, $3,437.50.

STAFF: President, J. F. Albers; secretary, Charles E. Miller.

1957 DATES: August 9-12, tentative.

Decatur County Fair, Leon
TOTAL ATTENDANCE: 2,000. Operated 3 days, 5 nights.
CARNIVAL: State Amusement; raff and show area, $5,381.25.
CARNIVAL: Shiner-Saturday show, 2 nights, 4 nights.
AID: PREMIUMS: State aid, $2,500; county aid, $3,000; total premiums, $7,800.
STAFF: President, Paul Collins; secretary, Harold Flamang.
1957 DATES: First work in August, tentative.

Emmet County Fair, Katherville
TOTAL ATTENDANCE: Paid and free, 2,500. Operated 3 days, 3 nights.
RECEIPTS: Night grandstand total, $1,900.
CARNIVAL: Rural United Shows; ride and show area, $2,500.
ATTRACTIONS: Grandstand, Rural United Shows, 3 nights.
副总金额: 1,900; county aid, $2,500; total premiums, $4,400.
STAFF: President, Vernon Fredrickson; secretary, R. G. Buckley.
1957 DATES: First or second Monday; Tuesday, Warmwater of August, tentative.

Fayette County Fair, West Union
TOTAL ATTENDANCE: Paid and free, 1,800. Operated 4 days, 4 nights.
RECEIPTS: Gate, $815.69; day grandstand total, $2,523.27; night grandstand total, $674.
CARNIVAL: Dan Franklin Shows.
ATTRACTIONS: Grandstand; States Burley-Tex River show, 1 day, 1 night; auto- crown, 1 day; Medicine Show, 1 night; Kiddle Kapers, 1 day; Riverside Folies, 1 night; Charlie Spindel, 1 night, $3,100; county aid, $2,390; total premiums, $4,493.81.
STAFF: President, Grant Lear; secretary, E. Y. Adams.
1957 DATES: August 28-31, official.

Fremont County Fair, Sidney
TOTAL ATTENDANCE: Paid and free, 1,000. Operated 6 days, 2 nights.
RECEIPTS: Gate, none; day grandstand total, none; night grandstand total, $1,000.
CARNIVAL: None.
ATTRACTIONS: Grandstand—Livestock parade and talent show, 1 night; rodeo, baseball and rodeo, 1 night.
TOTAL PREMIUMS: State aid, $2,350; total premiums (excluding raff), $2,300.
STAFF: President, Paul Miller; secretary, C. C. Fox; treasurer, L. F. Preston.
1957 DATES: August 24-26, official.

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THE MIGHTY
MONARCH
EXPOSITION SHOWS
A new show with new ideas... top midway attractions... under the experienced and capable management of E. L. Winrod

OUR SINCERE THANKS
to the fair secretaries and cele-
bation committees who helped
make 1956 such a banner year.

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• 40 Quality Concessions
• 8Winning Shows
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Let us show you that we can deliver a top performance all the time—and help you increase your gross.

We'll be at the Sherman Hotel during the Convention to show you our 1957 exhibits and new midway equipment.
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NAVY
Lee County Fair, Donnellson
RECEIPTS: Gate, $17,673.99; night
grandstand total, $2,170.
CARNIVAL: America's Beauty Show.
ATTACHMENTS: Grandstand, little-
town, $1,697.38; grandstand, $1,214.48;
Literature, $343.80.
Grandstand, 2 days, 5 nights; $2,149.14.
Grandstand, 7 nights; $2,149.14.
Premises: Total premiums (including
royalty), $6,490.
STATE: President, F. C. Bell; secre-
tary, E. L. Rafferty; concession supervisor,
R. F. Houston.
1957 DATES: July 26-August 5, tentative.

Linn County Fair, Central City
TOTAL ATTENDANCE: Paid and free.
4,787. Operated 3 days; 3 nights.
RECEIPTS: Gate, $3,279; day grand-
stand total, $581; night grandstand total,
$1,214.48. CARNIVAL: Rodeo Shows.
ATTACHMENTS: Grandstand, Canadian
Hill Drivers; 1 day, 1 night; Duson
Drivers, 1 day, 1 night; Moos Cottage of
America show, 1 day, 1 night.
AID PREMIUMS: State aid, $2,070;
county aid, $10,000; total premiums, $5,419.
STATE: President, L. J. Hill; secretary,
F. W. Leime.
1957 DATES: August 1-4, tentative.

Louise County Fair, Columbus Junction
OPERATED: 3 days, 4 nights.
RECEIPTS: Gate, $3,042; day grand-
stand total, $1,000; night grandstand total,
$1,000; total, $4,042.
CARNIVAL: Rodeo Shows; ride and
show gross, $3,536.
ATTACHMENTS: Grandstand — super-
intendent, $100; day, 1 night; Snaken-
Thrales, 1 night; Boston Cohen, 1 day, 2 nights;
Carnival, 1 day, 1 night.
AID PREMIUMS: State aid, $2,100;
county aid, $10,000; total premiums (exclud-
ing royalty), $5,392.
STATE: President, H. M. Pendleton;
secretary, H. W. Pfeifer; concession super-
visor, W. H. Hafe.

North Iowa Fair, Mason City
TOTAL ATTENDANCE: Paid and free.
1,957. Operated 4 days; 6 nights.
RECEIPTS: Gate, $9,230; day grand-
stand total, $5,945; night grandstand total,
$2,285.
CARNIVAL: 36th Year; ride and
show gross, $5,600.
ATTACHMENTS: Grandstand — Hol-
land Horseshow, 2 days, 3 nights; local
rider contests, 1 day, 1 night; Swo-
men's Committee, 1 day, 1 night; Clas-
sic Days, 1 day, 1 night; Scott County
Fair, 1 day; Bell & Bell, 1 day, 1 night; Big
Car Nite Show, 1 day.
AID PREMIUMS: State aid, $2,190;
county aid, $4,000; total premiums (exclud-
ing royalty), $11,979.

Osceola County Livestock Show, Shelby
TOTAL ATTENDANCE: Paid and free.
1,296. Operated 3 days; 3 nights.
RECEIPTS: Gate, night; day grandstand
1,296.75; night grandstand total, $1,296.75.
CARNIVAL: Rodeo Shows; ride and
show gross, $775.40.
ATTACHMENTS: Grandstand, baseball
game; 2 days; drive show and calf scramble; 1 night;
tug of war; 1 night; white horse rental; $775.40.
STATE: President, Robert Hultgren; sec-
retary, George Alexander.
1957 DATES: Week of August 13-17, official.

Wapello County Fair, Elden
TOTAL ATTENDANCE: Paid and free.
21,000. Operated 5 days, 6 nights.
RECEIPTS: Gate, $9,400; day grand-
stand total, $3,579; night grandstand total,
$3,019.
CARNIVAL: America's Beauty Show.
ATTACHMENTS: Grandstand, horse races; 2
days; auto races; 1 night; thrill show, Tiny
Hill, supergrand and rodeo, 1 night each.
AID PREMIUMS: State aid, $2,150;
county aid, $10,393; total premiums, $7,543.
STATE: President, Ben Burkhart; secre-
tary, L. W. Bell.
1957 DATES: August 14-22, tentative.

Wapello County Fair, Corryton
CARNIVAL: Rodeo Shows of
Savannah, 1 day, 1 night.
TOTAL ATTENDANCE: Paid and free.
1,937. Operated 6 days, 6 nights.
RECEIPTS: Gate, $22,641; day grand-
stand total, $5,318; night grandstand total,
$3,218.
CARNIVAL: Merry Midway Shows.
ATTACHMENTS: Grandstand — Con-
vention House; 1 day; Western Show;
State Fair, 1 day; 1 night; Kahns Shows;
1 day; 1 night; Knights of Columbus, 1
night; 1 night; Rockwood Shows, 1
night; 1 night.
AID PREMIUMS: State aid, $1,800.
STATE: President, Jim Teater; secre-
tary, Max Work; concession supervisor,
G. A. Ward.
1957 DATES: August 1-7, tentative.

Washington County Fair, Washing-
ton
TOTAL ATTENDANCE: Paid and free.
7,706. Operated 3 days; 4 nights.
RECEIPTS: Gate, $1,951.85.
CARNIVAL: Busch Shows.
ATTACHMENTS: Grandstand, Smoker
Smith, hot line show, livestock parade,
perambulator parade; $1,951.85.
AID PREMIUMS: State aid, $1,930.

CIRCUS, STAGE SHOW EVERY
NITE, RODEO, HORSE SHOW
AUTO RACING
D. V. STEWART, Secretary-Manager
IMPERIAL, CALIFORNIA

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ROMAN STANDS
CAPADES
BOB LABAT, WORLD'S CHAMPION
RASINI'S ROCKET CAR
West Liberty Fair, West Liberty
TOTAL ATTENDANCE: Paid and free, 46,908. Operated 4 days, 5 nights.
RECEIPTS: $3,116.74, daylight grandstand total, $1,516.94, total, $4,633.68.

Winnebago Junior Show, Thompson
TOTAL ATTENDANCE: Paid and free, 4,784. Operated 3 days, 1 night.
CARNIVAL: Paid, $255.00.
AID: Premiums, County aid, $1,300.

KANSAS
Anderson County Fair, Garnett
ATTRACTIONS: Paid, 5,000. Operated 3 days, 1 night.
RECEIPTS: Gates, 80,000, right grandstand total, $5,000.
CARNIVAL: Parody Shows.
ATTACHMENTS: Grandstand, rodeo, 1 night; horse shows, 1 night; 4-H Club mounted ride, 1 night; free, 1 night; variety acts, 1 night; bull races, 1 night; baseball games, 2 nights.
AID: Premiums, County aid, $3,300.

Lake County Fair, Dighton
TOTAL ATTENDANCE: Paid and free, 5,000. Operated 4 days, 4 nights.
RECEIPTS: Gates, 2,500, right grandstand total, $1,100.
CARNIVAL: Dudley Shows.
ATTACHMENTS: Grandstand, baseball, 1 night; horse shows, 1 night; rodeo, 1 night; basketball games, 1 night.
AID: Premiums, County aid, $2,000.

Mitchell County Fair, Beloit
TOTAL ATTENDANCE: Paid and free, 5,000. Operated 4 days, 3 nights.
RECEIPTS: Gates, $2,500, right grandstand total, $500.
CARNIVAL: Dudley Shows.
ATTACHMENTS: Grandstand, baseball, 1 night; horse shows, 1 night; rodeo, 1 night; basketball games, 1 night; free, 1 night; wrestling, 1 night.
AID: Premiums, County aid, $2,000.

Osborne County Fair,TRL
TOTAL ATTENDANCE: Paid and free, $2,505. Operated 4 days, 3 nights.
RECEIPTS: Gates, $2,005, daylight grandstand total, $2,350.
CARNIVAL: 1st-Steven Shows; ride and show games, $2,000.
ATTACHMENTS: Grandstand, baseball, 1 night; horse shows, 1 night; rodeo, 1 night; free, 1 night; wrestling, 1 night.
AID: Premiums, County aid, $3,000.

Riverside Fair, Salina
TOTAL ATTENDANCE: Paid and free, 10,000. Operated 4 days, 5 nights.
RECEIPTS: Gates, $3,500, daylight grandstand total, $500.
CARNIVAL: All-American Shows; ride and show games, $4,495.50.
ATTACHMENTS: Grandstand, baseball, 1 night; horse shows, 1 night; show, 1 night; free, 1 night; wrestling, 1 night.
AID: Premiums, County aid, $3,000.

Rudolph Shows (Operates in KS)
TOTAL ATTENDANCE: Paid and free, 50,000. Operated 7 days, 7 nights.
RECEIPTS: Gates, $3,000, daylight grandstand total, $500.
CARNIVAL: Remington Shows; ride and show games, $5,000.
ATTACHMENTS: Grandstand, baseball, 1 night; horse shows, 1 night; rodeo, 1 night; free, 1 night; wrestling, 1 night.
AID: Premiums, County aid, $3,000.
Thanks to the fairs and events we played during this past season. And to the showmen and concessionaires and our own personnel for their splendid cooperation.

FAIRMEN—COMMITTEES

For 1957 we'll be back with an even better midway for you and your patrons. We'll be happy to discuss your 1957 event with you.

SHOWMEN—CONCESSIONAIRES

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Yes. Eastern Fair Managers know
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We will see you at your Winter Fair Meetings or contact

P. E. REITHOFFER
37 Lusenor Ave.
DALLAS, PENNA.
November 24, 1956

Cumberland Fair, Erkensville
T. A. Goad, Agricultural Agent
T. A. Goad, Agricultural Agent

LOUISIANA

Caldwell Parish Fair, Columbia
Carnival: Pateid and free, 7,000. Operated 3 days, 3 nights.
RECEIPTS: Gate, $14,346.30; gate. total, $113,040.33; total, $121,386.63.
CARNIVAL: Kids Shows. Aid: Premiums; state aid, $2,000; total premiums (excluding rentals), $2,000.

Kentucky State Fair, Louisville
Fred Owsley, Agricultural Agent
STAFF: Manager, W. J. H. Temple; secretary, Mrs. E. J. First; cashier, Mrs. George Shackleford.
Tentative.

Oxley County Fair, Booneville
STAFF: President, J. M. King; secretary, Mrs. E. S. King; cashier, Mrs. B. E. King. 1957 DATES: Tentative.

Simpson County Fair, Franklin
STAFF: President, Mrs. J. F. Jones; secretary, Mrs. Lawrence Fleming; cashier, Mrs. G. E. Fleming; gate, Mrs. S. C. Fleming. 1957 DATES: October 3-5, tentative.

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1957

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1957 DATES

SEPT. 16

THRU 21

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"The Showmen's Insurance Men"

1492 Fourth Street North

St. Petersburg, Florida

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Patterson, 3 nights; post-controlled running races, 11 nights.

AID: State aid, $1,700.00; total premiunus (including races), $15,000.00.

STAFF: President, Allan Griscte; secretary, Phil O'Brien; comm. superintendents, John Closeh.

1957 DATES: August 20-September 2, official.

Skowhegan State Fair.

Operated: 6 days, 4 nights.

CARNIVAL: King Bold Brown.

ATTRACKTIONS: Grandstand—Ward Scott thrill show, 1 day, 1 night; circus, 2 days; horse race, 1 day, 1 night; 2 days; 4 days; 4 days. Grandstand total, 8 days.

TOTAL PREMIUMS: (Including races), $1,880.00.

STAFF: President, W. P. Cretiez; general manager, John M. Young;

1957 DATES: August 19-17, official.

MARYLAND

Maryland State Fair.

Timonium

TOTAL ATTENDANCE: Paid and free, 276,000. Operated 10 days, 10 nights.

RECEIPTS: Gate, $160,000; day grandstand total, $17,000.

ATTRACKTIONS: Aerial acts, dance line, etc., 8 nights.

AID: PREMIUMS: State aid, $15,000.00; total premiums (excluding races), $16,000.

STAFF: President, William P. Schultzer; general manager, John M. Young; secretary, Mrs. W. E. Givens.

1957 DATES: September 5, tentative.

MASSACHUSETTS

Barnstable County Fair.

Marstons Mills

TOTAL ATTENDANCE: Paid and free, 75,000. Operated 6 days, 4 nights.

CARNIVAL: Calvert's Fourth Street.

ATTRACKTIONS: Arena—High alt., parrot, horse, dog, dog and horse acts, 4 days; 4 days; 4 days. Grandstand acts, 4 days; 4 days; 4 days. Grandstand total, 7 days.

STAFF: President, Henry E. Tyler; secretary, Charles J. Hoyt.

Brockton Fair.

Brockton

CARNIVAL: World of Magic.

ATTRACKTIONS: Grandstand. Basketball, 4 days, 4 nights; 4 nights; 4 nights; 4 nights.

RECEIPTS: Gate, $1,000.00; total premiums (excluding races), $5,000.00.

STAFF: President, Henry E. Tyler; secretary, Charles J. Hoyt.

1957 DATES: September 16-21, exclusive.

Spencer Fair.

Spencer

CARNIVAL: Minisota-Hamal.

OPERATIONS: Paid and free, 10 days, 7 nights; 3 nights.

RECEIPTS: Gate, $1,200.00; total premiums (excluding races), $1,000.00.

STAFF: President, Richard Campbell; secretary, O. Lewis Lewis.

1957 DATES: September 16-21, exclusive.

Topfield Fair.

Topfield

TOTAL ATTENDANCE: Paid and free, 11 days, 8 days; 2 days.

CARNIVAL: Minisota-Hamal.

RECEIPTS: Gate, $1,000.00; total premiums (excluding races), $5,000.00.

1957 DATES: Labor Day weekend, official.

SPENCER, MAI-

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my son, Albert T. Lenz.

He is anxious to meet you and is looking forward to calling on you next season!
The Thoroughbred of Outdoor Show Business

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A TOP PERFORMANCE EVERY TIME

MODERN RIDES
LIGHT TOWERS
TOP ENTERTAINING SHOWS
JUMBO SEARCHLIGHTS
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From World Fair proportions to country fair size, you are guaranteed a midway that will fit your needs. No Event Too Big or Too Small.

CHECK THEM ALL . . .
and you'll agree with others that the BLUE GRASS SHOWS can give you the finest.

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A TOP PERFORMANCE EVERY TIME

MODERN RIDES
LIGHT TOWERS
TOP ENTERTAINING SHOWS
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FOR YOUR MIDWAY . . .
From World Fair proportions to country fair size, you are guaranteed a midway that will fit your needs. No Event Too Big or Too Small.

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C. C. GROSCURTH
Owner

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J. W. (Pasty) and Frank Conklin,
for Canadian Exhibitions
Charles (Chuck) Mass, for Mid-South
Fair, Memphis
Joe Murphy, Margarette Pugh and Jack Lindsey,
for State Fair of Texas, Dallas
Douglas Greater Shows
Royal Coliseum Shows and
Meeker Shows
For Our Most Successful Season
In 30 Years of Operation.

CARNIVAL: Don & More
ATTRACTIONS: Headliner, dog racing
between the teams of Jack Cherry and
Rita Games and Her Painted Finches, 7 days,
7 nights.
AID, PREMIUMS: State aid, $6,000;
total premiums (including events), $2,500.
STAFF: President, J. P. Tucker; Sec-
tary, Fred Koch.
DOWIS: Production, operation, supersupervision and
special events.
Friedman: Publicity director, Warren Rockwell.
1957 DATES: September 1-7, official.

Weymouth Fair, South
Weymouth
TOTAL ATTENDANCE: Paid and free,
Operations 7 days, 7 nights.
CARNIVAL: Louisiana Amusements
ATTRACTIONS: Grandstand — Acts, 6 days;
State Fair of Texas, 1 day; horse-race 
pony pulling contest, 1 night; parade;
grandstand pony pulling, 1 day.
AID, PREMIUMS: State aid, $4,000.
STAFF: President, Dave Read; general
director, Bob Sanders; publicity director, C. Locci.
DOWIS: Production, operation and
special events.
Friedman: Publicity director, Floyd Bell.

MICHIGAN

Calhoun County Fair, Marshall
OPERATED: 5 days, 5 nights.
RECEIPTS: Gate and grandstand, $2,357.50.
CARNIVAL: Grandview Amusement
Concessions.
ATTRACTIONS: Grandstand, Jack Koch
Marshfield, 5 days, 5 nights; Kochmas
dog races, 5 days, 5 nights; horse racing,
3 days, 3 nights; pony pulling, 5 days,
1 night; Kline's Amusements, 4 days.
AID, PREMIUMS: State aid, $3,300;
total premiums, $5,116.
STAFF: President, Nick Shannon; secre-
tary, Don Sweeney; publicity director, Fred Sovey.
DOWIS: Third full week in August, official.

Isabella County Fair, Mount Pleasant
TOTAL ATTENDANCE: Paid and free,
12,000. Operations 5 days, 5 nights.
RECEIPTS: Gate, $610, dog racing grandstand,
$1,260.50; state grandstand total, $2,510.50.
CARNIVAL: W. O. Wade Shows; rides
and pony pulling.
ATTRACTIONS: Grandstand, Movieland
of Texas, 5 days, 5 nights; Lime Kiln
beach show, 5 days, 5 nights; grandstand
show, 5 days.
AID, PREMIUMS: State aid, $2,900.
DOWIS: 1957 DATES: August 30-31, official.

Jackson County Fair, Jackson
TOTAL ATTENDANCE: Paid and free,
52,000. Operations 4 days, 5 nights.
RECEIPTS: Gate, $41,053.50; night grand-
stand team, $1,029.
CARNIVAL: Grandview Amusement Co.
ATTRACTIONS: Grandstand, Jimmy
Cavelli, Tent Show, 1 night; Lucky Lore
Dog Show, 1 night; TV and circus acts, 3
days, 3 nights; horse racing;
State fair's annual Stakes, 1 day, 1 night;
Keg of Company Days.
AID, PREMIUMS: State aid, $5,000;
total premiums (including events), $2,350.
STAFF: President, Roy M. Hart; secre-
tary, Hugo Dingle; publicity director
special events, Gene Sorensen.
DOWIS: TENT DATES: August 24-30, official.

Michigan State Fair, Detroit
TOTAL ATTENDANCE: Paid and free,
82,450, 9 days.
RECEIPTS: Gate, $370,177; grandstand
revenue, $43,270.
CARNIVAL: W. O. Wade Shows; rides
and pony pulling.
ATTRACTIONS: Grandstand — Texas
AFL-CIO Circus, 6 days; Circus Bilt Jr.,
9 days; W. O. Wade Shows;
12,000-seat grandstand, $21,000; 21,000-
ride stock car race, 1 day; Coliseum —
Don Cherry, Joe F. Morgan, 4 days;
night; John La Rosa, Four Licks, 3 days;
3 nights; Jack Brothers, Six Platters, the
Blockbusters, Krichoutcha, Crewe and Bud
Robinson, 7 days, 9 nights.
TOTAL PREMIUMS: $122,600.
STAFF: General manager, Donald R.
Swanson, assistant manager —
manager, C. J. Waring; concession superintendent,
Robert Cooper; publicity director, Dick Friedman.
DOWIS: 1957 DATES: August 30-September 8, official.

Monticello County Fair, Grenville
TOTAL ATTENDANCE: 12,000.
OPERATED: 4 days, 4 nights.
CARNIVAL: Law Unit Show.
ATTRACTIONS: Grandview Portable Tent
show, 4 days, 4 nights; special rides, 4 days.
AID, PREMIUMS: Total premiums, $4,100.
STAFF: President, Chester Johnson; secre-
tary, M. Ayers; concession superintendent,
W. J. Backer.

Oswego County Fair, Gaylord
TOTAL ATTENDANCE: Paid and free,
52,000. Operations 4 days, 4 nights.
RECEIPTS: Gate, $4,519; dog racing
grandstand, $1,213.60.
CARNIVAL: Walter Worlton Shows.
ATTRACTIONS: Grandstand — Talent
Aud, 4 days, 4 nights; commercial contract, 4 days,
night; midways, 1 day, 1 night.
AID, PREMIUMS: State aid, 1,950.

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PORTABLE ALUMINUM
SKY WHEELS

Grossing More Money . . . and still the Top
Money-Making Ride . . . than ever before . . .
After 5 years under the present ownership,
this sensational ride is packing 'em in more
than ever before

Our Sincere Thanks to:
James C. Burge, Oklahoma Semi-Centennial Exposition,
Oklahoma City; Paul Olson, Olson Shows; Doug
and W. G. Wade Jr., W. G. Wade Shows; James E.
Strates, James E. Strates Shows; Frank Bener, James E.
Strates Shows; Bernard (Bucky) Allen, World of Mirth Shows,
for allowing us to bring this World's Greatest Ride to
the Fairgrounds in 1956. We will see many of you
again next year.

SOME OPEN DATES . . .
CONTACT US AT THE HOTEL SHERMAN
A Real Money-Maker at Parks, Beaches, Fairs,
Exhibitions and Large Special Events.

Contact DON DOWIS SKY WHEELS, INC.
801 North 4th St., Sterling, Colo.
November 24, 1956

The Billboard Cavalcade of Fairs

MINNESOTA

Beltrami County Fair, Bemidji
TOTAL ATTENDANCE: Paid and free, 28,238. Operated 3 days, 3 nights.
RECEIPTS: Gate, $234,646; day and night grandstand total, $647,715.
CARNIVAL: B. R. Smith Shows.
ATTIRECTIONS: Grandstand — Sunset Valley Rodeo Dance, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: PREMIUMS: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, H. A. Miller; secretary, W. O. Borgen; director, M. Hunsaker.

Benton County Fair, Sauk Rapids
TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights.
CARNIVAL: Roger United Shows; ride and show gross, $5,000.
ATTIRECTIONS: Grandstand — Sunset Valley Rodeo Dance, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: PREMIUMS: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.

Brown County Fair, New Ulm
TOTAL ATTENDANCE: Paid and free, 25,000. Operated 3 days, 1 night.
CARNIVAL: Don Franklin Shows.
ATTIRECTIONS: Grandstand — Starlight Rodeo, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: PREMIUMS: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, W. O. Borgen; director, M. Hunsaker.

Crow Wing County Fair, Brainerd
TOTAL ATTENDANCE: Paid and free, 3,683. Operated 3 days, 3 nights.
RECEIPTS: Gate, $87,326,79; day grandstand total, $647,715.
CARNIVAL: Bob Smith Shows; ride and show gross, $5,850.
ATTIRECTIONS: Grandstand — Sunset Valley Rodeo Dance, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: PREMIUMS: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, W. O. Borgen; director, M. Hunsaker.

Goodhue County Fair, Zumbrota
TOTAL ATTENDANCE: Paid and free, 20,300. Operated 3 days, 3 nights.
CARNIVAL: North Star Shows.
ATTIRECTIONS: Grandstand — Starlight Rodeo, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: PREMIUMS: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, George Foreman; secretary, A. E. Collinge.

Houston County Fair, Caledonia
TOTAL ATTENDANCE: Paid and free, 28,000. Operated 3 days, 3 nights.
RECEIPTS: Gate, $7,373,877; day grandstand total, $647,715.
CARNIVAL: The Top Shows; ride and show gross, $5,850.
ATTIRECTIONS: Grandstand — Sunset Valley Rodeo Dance, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, W. E. Miller; secretary, W. O. Borgen; director, M. Hunsaker.

Itasca County Fair, Grand Rapids
TOTAL ATTENDANCE: Paid and free, 15,000. Operated 3 days, 3 nights.
RECEIPTS: Gate, $5,732,877; day grandstand total, $647,715.
CARNIVAL: Top Shows; ride and show gross, $5,850.
ATTIRECTIONS: Grandstand — Sunset Valley Rodeo Dance, 1 night; W. H. S. show, 1 night; Canadian Carnival steel show, 1 night.
AID: Prize ald, $2,600; county ald, $2,979; total premiums, including races, $5,599.
STAFF: President, W. O. Borgen; director, M. Hunsaker.

THE QUALITY SHOW FOR QUALITY EVENTS!
PERFORMANCE BASED ON EXPERIENCE

JACK RUBACK'S FAMOUS
ALAMO EXPOSITION SHOWS

THANKS to all who contributed to our wonderful 1956 season.

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A Freedman Novelty Stand at the California State Fair & Exposition

MODERN STANDS ★ GAY COLORS ★ COURTEOUS AGENTS

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TOP CELEBRATIONS, FAIRS AND RODEOS

Thanks, Fair Managers in California and Arizona, for a Successful Season

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To My Many Valued Clients

I will continue to give personal service and complete coverage.
America's Greatest 2-UNIT Show...

BUFF HOTTLE SHOWS

Each unit completely self-contained and able to play any size event...or combine both into 1 gigantic Mid-way for the biggest Fairs and Celebrations in America.

Check these items:

UNIT 1
- 21 RIDES
- 14 SHOWS
- 75 CONCESSIONS

UNIT 2
- 15 RIDES
- 10 SHOWS
- 60 CONCESSIONS

ATTENTION, FAIRMEN

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 1957 contact us. The success of 2 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, Indiana, Illinois, Missouri, Tennessee, Kentucky and Louisiana meetings.

Contact: Buff Hottle, Manager
Hal (Romeo) Dunn, Assistant Manager

BUFF HOTTLE SHOWS
Winterquarters: Box 833, Covington, Louisiana
CARNIVAL: Redge State Shows; ride and show gross, $1,900.
ATTR ctions: Grandstand—Rojas Caravanners tour, 5 nights; Williams John and crew there, 5 nights.
AID, PREMIUMS: State aid, $1,900; county aid, $1,000; total premiums, $2,900; total premiums for 2 shows, $2,900.

Steele County Free Fair, TOTAL ATTENDANCE: 16,141; 17 days; receipt, $3,915.60; 1,200,000 tickets sold.
RECEIPTS: Gate, gross; 4 grandstand total, $472.60; shows, $400; total gross, $872.60.
AID, PREMIUMS: State aid, $2,400; county aid, $1,000; total premiums, $3,400.

Tampa, Jan. 27, 1957

Floridians Greatest Annual Attractions
Spectacular Pirate Invasion and Parade
Auto Races, Parades, Thrill Shows
Royal American Shows Midway
Agricultural, Industrial & Commercial Displays
Dairy & Beef Cattle Shows & Sales
Poultry & Swine Florida Electrical Exposition
Latin-American Events Homemaking Exhibits
State and County Exhibits
4-H Club & Future Farmers of America Activities

MEMO:
FROM THE DESK OF:
Sensational Ortons
TO: Whom it may concern
We're off to Europe for 1957—but be back for the 1958 season—but before we go, a note of thanks to those responsible for an unbelievable season of 37 WEEKS. Realize we are bragging, but wouldn't you? Therefore, a hearty thank you to:

CYNIL MILLIS
Olympia—London
7 weeks

LEO GRUND
Bigtop
2 TV appearances

ORRIN DAVENPORT
Shrine Circuses
10 weeks

...and Last.
not least!

AL MARTIN
Outdoor dates
18 weeks

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MISSISSIPPI
Mississippi-Alabama Fair & Dairy Show, Tupelo
TOTAL ATTENDANCE: Paid and free, 12,000; operated 6 days; total gross, $2,200.
AID, PREMIUMS: State aid, $1,900; county aid, $1,000; total premiums, $2,900.

STAFF: Herman Heimann, secretary, Robert Mann.

MISSOURI
Lamar's Farm & Industrial Exposition, Lamar
TOTAL ATTENDANCE: 25,000; operated 6 days; total gross, $1,000.
AID, PREMIUMS: State aid, $1,200; county aid, $1,000; total premiums, $2,200.

STAFF: President, Dudley Cotton; secretary, C. A. Trigg.

NOW BOOKING FOR 1957
SMASH SEASON
JOHN A. STRONG CIRCUS
Thousand Oaks, California
"California's Circus City"

GOOD CLEAN FUN
for young and old
BIG 10 ACTS
FREE ATTRACTION
AT 20 CALIFORNIA FAIRS
IN 1956

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Florida State Fair and Gasparilla Pirate Festival
TAMPA
JAN: 29
FEB. 9
Big! Spectacular! Held in the heart of Florida's richest, most heavily populated trade area during peak of winter season... Features Florida agriculture, industry, commerce and culture... Plus—world famous Gasparilla Pirate Invasion, parades, auto races, midway, thrill shows and grandstand attractions.

Last year the Fair played to people from all of the 48 states, Canada and several foreign countries. You can sample it, test it and sell it to a broad cross-section of America at the Florida State Fair!

Florida State Fair and Gasparilla Pirate Festival
J. C. HUSKISSON Manager-Secretary
Tampa, Florida
Marines County Fair.

Vienna

TOTAL ATTENDANCE: Paid and free, 1,050. Operated 3 days, 2 nights.
RECEIPTS: Gate, $535.

ATTRATIONS: Grandstand—Fairs and U.S., 2 nights; Saddle races, 1 night; horse show, 1 night; dollar bark bali, 1 day.

STAFF: President, John Bischenschrey secretary. Roy L. Hager.

Missouri State Fair. Sedalia

TOTAL ATTENDANCE: Paid and free, $271,600. Operated 9 days, 9 nights.
RECEIPTS: Gate, $303,000, 30 day grandstand stock, $41,145.30, state grandstand stock, $41,145.30, total, $417,540.80.

CARNIVAL: Curtiss & Wilson Shows.

ATTRATIONS: Grandstand—Automobile races, 4 days, 1 night; motorcycle races, 1 day; horse races and racing from horse race, 4 days; ice show, "Furious on Ice," 1 night, 3 shows, 2 nights; "Grand Ole Opry," 1 night; Coliseum—Train pulling contest, 1 day; horse show, 6 nights.

ADD. PREMIUMS: State aid, $26,000; total premiums (excluding races), $67,367.35.

STAFF: Secretary, W. H. Reinhart; public relations director, R. E. Kibbey; bookkeeper, Whoa Rollins; Superintendend, F. C. Haggard; maintenance, W. H. Eklund; secretary, Helen Kindal.

Moniteau County Fair.

Monteagle

CARNIVAL: Parade Shows.

ATTRACTIONS: Grandstand—Horse show, 2 nights; steer riding rodeo, 1 night; steer riding, 1 day; cattle show, 1 day, saddle club ride, 1 night.

STAFF: President, Luther Allen; secretary, Harold Knebel.

North Central Missouri Fair.

Trenton

TOTAL ATTENDANCE: Paid and free, 5,925. Operated 4 days, 7 nights.
CARNIVAL: Fouts Shows.

ATTRACTIONS: Grandstand—Stock car racing, 2 nights; wrestling, 1 night; Cen- tral City Stock Show, 1 day, 1 night; Kilgore's Restaurant, 2 nights; "Grand Ole Opry," 1 night; polo grounds, 2 nights, riding center, 1 day; pony races, 1 day.

ADD. PREMIUMS: State aid, $5,672.13; enter aid, $5,000; total premiums (excluding races), $10,659.25.

STAFF: Manager, Lloyd McMillan;

Northeast Missouri Fair.

Kirksville

OPERATED 4 days, 4 nights.

CARNIVAL: Fouts Shows.

ATTRACTIONS: Grandstand—Horse show, 2 nights; threshing team show, 1 day; forty towns, 1 day; pony races, 1 day.

ADD. PREMIUMS: State aid, $3,672.08; enter aid, $5,000; total premiums (excluding races), $8,744.08.

STAFF: Manager, Leland McMillan;

November 24, 1956
The Billboard Cavalcade of Fairs 147

A PERFECT HEADLINE ATTRACTION

Carnival Shows
Spectacular
SONS
THRAKAT
CHILD OF WONGDERS

Presented for your patrons' enjoyment by
ARCH and MAE McASKILL...

We wish to thank-Frank Bobback, National Orange Show, San Bernardino, Cal.; Rex Billings, Belmont Park, Montreal, Que.; J. W. (Potty) and Frank Conklin, Canadian National Exhibition, Toronto, the Western Fair of London, Ont., and the exhibitions at Peterboro, Ont., and Belleville, Ont.; Archie Geyer and Ralph Amman, Wisconsin State Fair, Milwaukee; Doug and W. G. Wade, Jr., Michigan State Fair, Detroit; Cliff Wilson, Mid-South Fair, Memphis, and the Big State Fair of Texas, Dallas, for an Outstanding Route and a very pleasant and successful season.

NOW BOOKING FOR 1957
We will have 2 Beautiful Top-money Shows
available for Fairs, Parks and Celebrations.

Will be at the Sherman Hotel, Chicago, during the Convention

MCKILL'S MIDWAY ATTRACTIONS.
7 Roosevelt Ave., San Antonio, Texas
MONTANA

South Dakota Fair, Scooby
TOTAL ATTENDANCE: Paid and free, 4,000. Operated 3 days, 4 nights.
RECEIPTS: Gate, $7,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
CARNIVAL: Northwest Exposition, ride and show prizes, $4,000.00.
ATTRACTIONS: Grabstead = Helen Hittle, 2 days; Clarence Smith show, 3 nights.
AID: County aid, $500.00.
STAFF: President, Roy Kibbey; secretary, John H. Harmon.
1957 DATES: First week of August, test drive.

Martha Fair, Shelby
TOTAL ATTENDANCE: Paid and free, 20,000. Operated 3 days, 4 nights.
RECEIPTS: Gate, $7,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
CARNIVAL: Montana, Exposition, ride and show prizes, $2,500.00.
ATTRACTIONS: Grabstead = Rodeo, 4 days; race, 4 days; gate, 4 days; parades, 4 days; square dances, 1 day.
AID: PREMIUMS: County aid, $2,000.00 total premiums, including races, $1,000.00.
STAFF: President, Joe P. Giotto; secretary, Clifford C. Cowser.
1957 DATES: July 26-28, test drive.

Northwest Montana Fair, Kalispell
TOTAL ATTENDANCE: Paid and free, 22,000. Operated 3 days, 3 nights.
RECEIPTS: Gate, $9,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
CARNIVAL: Silver Swage, Gate prize, 1 night; fireworks display (Coca-Cola), 1 day.
AID: PREMIUMS: Total premiums, including races, $1,000.00.
STAFF: Chairman, J. J. Gustke; secretary, Russel E. Moreh.

Sanders County Fair & Rodeo, Plains
TOTAL ATTENDANCE: Paid and free, 3,500. Operated 3 days, 3 nights.
RECEIPTS: Gate, $6,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
AID: PREMIUMS: County aid, $2,000.00; livestock premiums, total, $1,000.00.
STAFF: President, John Jacobson; secretary, K. P. Baron.

Jefferson County Fair, Fairbury
TOTAL ATTENDANCE: Paid and free, 4,000. Operated 4 days, 4 nights.
RECEIPTS: Gate, $8,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
CARNIVAL: Silver Swage, Gate prize, 1 night, fireworks display (Coca-Cola), 1 day.
AID: PREMIUMS: Gate premium, $1,000.00; livestock premium, total, $1,000.00; gate show prize, $1,000.00; fireworks display, $1,000.00.
STAFF: President, Albert Hartland; secretary, Dave Biddle.
1957 DATES: Third week in August, test drive.

Knox County Fair, Bloomfield
TOTAL ATTENDANCE: Paid and free, 18,000. Operated 3 days, 3 nights.
RECEIPTS: Gate, $13,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
AID: PREMIUMS: County aid, $2,000.00; livestock premiums, total, $1,000.00.
STAFF: President, John Jacobson; secretary, K. P. Baron.

NEBRASKA

Burt County Fair, Oakland
TOTAL ATTENDANCE: Paid and free, 3,500. Operated 3 days, 4 nights.
RECEIPTS: Gate, $6,000.00; livestock premiums, total, $2,500.00; gate show gates, $4,000.00.
CARNIVAL: Silver Swage, Gate prize, 1 night; fireworks display (Coca-Cola), 1 day.
ATTRACTIONS: Grabstead = Rodeo, 4 days; race, 4 days; gate, 4 days; square dances, 1 day.
AID: PREMIUMS: County aid, $2,000.00; total premiums, including races, $1,000.00.
STAFF: President, Joe P. Giotto; secretary, Clifford C. Cowser.

Lincoln County Fair, North Platte
TOTAL ATTENDANCE: Paid and free, 10,000. Operated 5 days, 4 nights.
RECEIPTS: Gate, $12,000.00; livestock premiums, total, $3,500.00; gate show gates, $4,000.00.
ATTRACTIONS: Grabstead = Grand Ole Opry, 1 night; Defilmore Attractions, 1 night; Grand Ole Opry, 1 night; 4 gate, 1 night.
AID: PREMIUMS: County aid, $2,000.00; total premiums, including races; $1,000.00.
STAFF: President, W. H. Olson; secretary, Jim Kiser.
1957 DATES: Third week in August, official.

Nebraska State Fair, Lincoln
TOTAL ATTENDANCE: Paid and free, 25,000 Operated 1 day, 3 nights.
CARNIVAL: William T. Collins Shows. Attraction, Grabstead = Grand Ole Opry, 1 night; 7 gates; big car racing, 3 days; motor cycle racing, 1 day; Hendrickson Amuse Show, 1 day; dirt track, 1 day.
STAFF: President, R. E. Ramsey; secretary, Edison Schuler, commission expository, Jack Fleischman.
1957 DATES: August 31-September 6, official.

Nemaha County Fair, Auburn
TOTAL ATTENDANCE: Paid and free, 4,000. Operated 4 days, 4 nights.
CARNIVAL: Silver Swage, Gate prize, 1 night; 4 days; thrill rides, 4 days; rides and parade gates, 1 night; fireworks display, 1 night.
ATTRACTIONS: Grabstead = Grand Ole Opry, 1 night; 4 gate, 1 night; Grand Ole Opry, 1 night; Defilmore Attractions, 1 night.
AID: PREMIUMS: State aid, $1,000.00; total premiums, including races, $1,000.00.
STAFF: President, Albert Hartland; secretary, Dave Biddle.
1957 DATES: Last week in August, test drive.

Nuckolls County Fair, Nelson
OPERATED: 3 days, 3 nights.
CARNIVAL: Silver Swage, Gate prize, 1 night; 4 days; rides and parade gates, 1 night; fireworks display, 1 night.
AID: PREMIUMS: State aid, $2,000.00.
STAFF: President, Floyd W. Peterson; secretary, Tom Accemecz,
1957 DATES: August 27-29, official.

SANTA CLARA COUNTY FAIR
San Jose, Calif.*

WRITE NOW—For All Details
William A. Straub, Secy.-Mgr.
SANTA CLARA COUNTY FAIR
2530 South First Street. San Jose Calif.

"... They're having a Fireworks Display by ILLINOIS FIREWORKS tonight!"

"... Have your patrons don't know our name... but they do know what they want to see. We only produce the best in fireworks displays... particularly when it's produced by ILLINOIS FIREWORKS CO.

The Mother's Finest!"

In giving your audience the type of entertainment they must want a spectacular, eye appealing, fireworks display... produced by ILLINOIS FIREWORKS CO.

WE ARE KNOWN EVERYWHERE for our SERVICE + PRICES + QUALITY

Use Illinois Fireworks our name, get profit! Yes, Send for our FREE CATALOG and information on special displays for your event.

Pattishall of Fireworks Displays Service of Any Type, Leading Fairs and Celebrations.
Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: Paid and free, 85,000. Operated 7 days, 3 nights.
RECEIPTS: Gate, free; grandstand, free.

ARMS: Grandstand: Gate, $5,000; 3,000.00. Staff: President, W. H. Richard; secretary, Mrs. H. W. Richard; superintendent, Mr. H. C. McCullar.

1957 DATES: August 21-23, inclusive.

NEW HAMPSHIRE

Northwood Fair & Horse Show, Meredith

TOTAL ATTENDANCE: Paid and free, 30,000. Operated 6 days, 3 nights.
RECEIPTS: Gate, $10,000; grandstand, $3,000.

ARMS: Grandstand: Gate, $5,000; $2,000. Staff: President, W. H. Richard; secretary, Mrs. W. H. Richard; superintendent, Mr. H. C. McCullar.

1957 DATES: September 8-10, inclusive.

NEW JERSEY

Atlantic County 4-H Fair, Pomona

TOTAL ATTENDANCE: Paid and free, 15,000. Operated 7 days, 3 nights.
RECEIPTS: Gate, $12,000; grandstand $5,000.

ARMS: Grandstand: Gate, $5,000; $2,000. Staff: President, Raymond E. Kimberly; secretary, Miss Anderson.

1957 DATES: August 25-17, inclusive.

Cumberland County Fair, Bridgeton

TOTAL ATTENDANCE: Paid and free, 35,000. Operated 6 days, 3 nights.
RECEIPTS: Gate, $15,000; $2,000. Staff: President, John M. Wilson; secretary, Mr. J. M. Wilson; superintendent, Mr. J. M. Wilson.

1957 DATES: September 2-7, inclusive.

Morris County Fair, Parsippany

TOTAL ATTENDANCE: Paid and free, 25,000. Operated 6 days, 3 nights.
RECEIPTS: Gate, $15,000; $2,000. Staff: President, James D. Hubbell; secretary, Mrs. J. D. Hubbell; superintendent, Mr. J. D. Hubbell.


Chenango County Fair, Norwich

TOTAL ATTENDANCE: Paid and free, 50,000. Operated 6 days, 3 nights.
RECEIPTS: Gate, $10,000; $2,000. Staff: President, E. Herstad; secretary, Mrs. E. Herstad.

1957 DATES: August 14-18, inclusive.

NOW BOOKING FOR 1957

78th ANNUAL FAIR
AUGUST 14 THRU 18

NELSON BREEZE RIDES and CONCESSIONS on the Midway
(No Griff—No Gypsies)

NOW BOOKING FOR 1957

OREGON FARM SHOWS
Growing Rapidly with the Times!

In Western Canada a performance record that spells success for any event...

FAIRMEN—RODEOS
SPECIAL EVENTS
SPONSORS

Top performance guaranteed. Top profits and entertainment proven by past performances. Will contact us at either address below.

Top Shows
Major and Kiddie Rides
Outstanding Concessions

OUR THANKS TO:
The Managers and Committees of the Exhibitions, Fairs, Rodeos and Celebrations, where we had the privilege of furnishing the midway attractions this past season. Their dates made it possible for us to have the most successful year in our history.

NOW BOOKING FOR 1957
RIDES AND SHOWS
We will book a few non-conflicting Rides and Shows. Tell us what you want! Crescent people contact: E. HERSTAD, Cos. Mgr.

GAYLAND SHOWS
Canada's Largest Motorized Midway

"Ab" Greenway and "Tiny" Nichols Owners-Operators
Box 416, Kelowna, B. C.
Box 416, Calgary, Alta.
Set Your Sales Sights on Your Share of the Intermountain West Market

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EASTERN IDAHO STATE FAIR
BLACKFOOT, IDAHO

1957 PROGRAM
Agricultural, Livestock, Junior and Women's Exhibits
Grandstand Night Revue-Horse Racing - Horse Show - Horseracing - Thistle Show - Talent Competitions — Carnival on Midway

For Exhibit Details Contact

EASTERN IDAHO STATE FAIR
MRS. RUTH C. KARPFOFF, Mgr.
P. O. BOX 228, BLACKFOOT, IDAHO

New is the time to lock up your present sales program ... or kick off your new program with a hard-hitting sales exhibit here in 1957. The impact of personal contact with the thousands of fans attending the Eastern Idaho State Fair will leave a lasting impression on them.

1957 DATES
SEPT. 10-14

For More Information
JOHN F. REID, Mgr.
1426 Iroquois Ave., Detroit 14, Michigan
Phone: Walnut 1-1924

Our sincerest thanks
To the many fine Fairmen and Committee members with whom we had the pleasure of doing business this year.

Monday Way
Get With a Winner! Contact us now for open time in 1957.

For More Information
JOHN F. REID, Mgr.
1426 Iroquois Ave., Detroit 14, Michigan
Phone: Walnut 1-1924

There's a good reason why more and more Fairmen, Committee members, and Showmen are putting their "Stamp of Approval" on

NORTH DAKOTA

Divide County Fair, Crosby
TOTAL ATTENDANCE: Paid and free, 4,000. Operated 7 days, 3 nights; receipts, $3,000; total gross, $3,000. Beams premiums, $10,000; (excludes carnivals). PREMIUMS: State aid, $700; county aid, $1,000; total premiums, $1,700. PREMIUMS: State aid, $700; county aid, $1,000; total premiums, $1,700. STAFF: President, J. S. Dorson; general manager, J. Ball Dornak. 1957 DATES: August 21-25, inclusive.

Greater Grand Forks State Fair, Grand Forks
TOTAL ATTENDANCE: Paid and free, 14,000. Operated 7 days, 4 nights; receipts, $2,000; total gross, $3,000. PREMIUMS: State aid, $3,000; county aid, $3,000; total premiums, $6,000. PREMIUMS: County aid, $5,000; county aid, $5,000; total premiums, $10,000. STAFF: President, E. H. Herrick; secretary, W. E. Linsky. 1957 DATES: Last week in July, tentative.

North Dakota State Fair, Minot
TOTAL ATTENDANCE: Paid and free, 14,000. Operated 7 days, 3 nights; receipts, $2,000; total gross, $2,000. PREMIUMS: State aid, $2,000; county aid, $2,000; total premiums, $4,000. PREMIUMS: State aid, $2,000; county aid, $2,000; total premiums, $4,000. STAFF: President, E. J. Leith; secretary, M. J. Delker; concessions superintendent, L. W. Johnson. 1957 DATES: July 29-August 3, inclusive.

Pembina County Fair, Pembina
TOTAL ATTENDANCE: Paid and free, 4,000. Operated 4 days, 2 nights; receipts, $3,000; total gross, $3,000. PREMIUMS: County aid, $2,000; total premiums, (excluding races), $1,000. 1957 DATES: July 29-August 3, inclusive.

For More Information
JOHN F. REID, Mgr.
1426 Iroquois Ave., Detroit 14, Michigan
Phone: Walnut 1-1924
Illinois State Fair
Indiana State Fair
Kentucky State Fair
Mid-South Fair
Arkansas Livestock Show
Mississippi State Fair
Louisiana State Fair

...and all the others who aided us in our very successful 1957 season.

MR. & MRS. DALE PASLEY

Contact
DALE PASLEY
- Permanent Address: Lawrenceville, Ill. Phone: 228

THANKS TO THE!

HIGH CLASS, QUALITY, CLEAN RESTAURANTS AND
FOOD & DRINK STANDS

FOR YOUR PATRONS' SATISFACTION, YOU'LL WANT A PASLEY FOOD CONCESSION UNIT IN 1957.

A Combination of Experience, Reliability and Service

SHOWMEN'S INSURANCE

Two Centrally Located Offices for Your Convenience

HAAS—WILKERSON—WOHLBERG

OUR SINCEREST THANKS TO ALL OUR OLD FRIENDS—AND
THE MANY NEW ONES WE MADE THIS PAST YEAR—WE APPRECIATE
YOUR CONFIDENCE AND THE OPPORTUNITY TO SERVE YOU.

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 1-1100
Act, 660,000. Thrill tractor stand.


Carnival and Strawberry Festival, Lebanon.

Carnival, 14,500. 1957 DATES: August 21-22, tentative.

Wood County Fair, Wheeling.

Boozer County Free Fair, Beaver.

Operated 2 days, 2 nights. AID: Premiums: State aid, $1,000. TOTAL PREMIUMS: $25. DATES: September 7-8, 1957. STAFF: President, W. H. Bulkley; secretary, Phil Nettie.

State Fair of Oklahoma, Oklahoma City.


Sequoyah County Free Fair, St. Johns.

Operated 5 days, 5 nights. AID: Premiums: State aid, $1,000. TOTAL PREMIUMS: $25; 25¢; 15¢; 10¢; 5¢. DATES: September 7-11, 1957. STAFF: President, Marion G. Thompson; secretary, Phil Nettie.

Carnival and Strawberry Festival, Lebanon.

Carnival, 14,500. 1957 DATES: August 21-22, tentative.

Woodward County Fair, Woodward.


Stepan County Free Fair, Danville.

TOTAL ATTENDANCE: Farm, 10,000. Operated 4 days, 4 nights. AID: Premiums: State aid, $1,000. 1957 DATES: September 19-22, official.

Ottawa County Free Fair, Miami.


Carnival operated 10 days, 10 nights. AID: Premiums: State aid, $1,000. 1957 DATES: Second week in September, tentative.

Tierra State Fair, Collinsville.

Operated 4 days, 4 nights. AID: Premiums: State aid, $1,000. DATES: September 6-9, 1957. STAFF: President, J. A. Johnson; secretary, G. W. Illinois.

Washita County Free Fair, Cordell.


Clemakawas County Fair, Glassboro.

Operated 5 days, 5 nights. AID: Premiums: State aid, $1,000. 1957 DATES: September 24-28, official.

Graaf County Fair, Murray.

Operated 5 days, 5 nights. AID: Premiums: State aid, $1,000. 1957 DATES: August 24-28, official.

Mulnomah County Fair, Gresham.

Operated 5 days, 5 nights. AID: Premiums: State aid, $1,000. 1957 DATES: August 1-5, tentative.
The Original...

WILDER ANIMAL SHOW

20 BIG ACTS

featuring the

Racing Ostriches

Racing Camels

* Just completed a record-breaking season through the nation as the main grandstand attraction at 108 County and State Fairs and at Sportmen's Shows.

Again

PROUDLY PRESENTS

THESEENTIRELY NEW

AND SENSATIONAL

ATTRACTIONS

TIMED TO

FIT YOUR NEEDS

Featuring

RACING OSTRICHES

RACING CAMELS

LIBERTY HORSES

MOTION PICTURE STUMMEN

OSTRICH VS. HORSE RACE

HARRY THE APE & BUDDIES

TRAINED WATER BUFFALO

LIONS - LLAMAS - CLOWNS

BOOK NOW FOR 1957—See me at the Convention at the Hotel Sherman, Chicago.

Press Book / Heralds / Photo & Maps

Available for Promotion

GENE HOLTER

8901 Kathryn Dr., Anaheim, Calif. • Phone Keystone 3-0885

The Billboard Cavalcade of Fairs

November 24, 1956

153

Pennsylvania

Fulton County Fair, McConnellsburg

TOTAL ATTENDANCE: Paid and free, 100,000. Operators 4 days, 6 nights.

RECEIPTS: Gate, $1,800.00; Carnival, $1,500.00; gate and grandstand, $2,245.00; total gate and grandstand, $3,545.00.

CARNIVAL:


- Sioux Empire Fair, Sioux Falls

TOTAL ATTENDANCE: Paid and free, 108,000. Operators 4 days, 6 nights.

RECEIPTS: Gate, $2,540.00; Carnival, $2,245.00; total gate and grandstand, $4,785.00.

CARNIVAL:

- 1957 Dates: August 6-6, inclusive.

South Dakota State Fair, Huron

TOTAL ATTENDANCE: Paid and free, 110,000. Operators 4 days, 6 nights.

RECEIPTS: Gate, $3,150.00; day grandstand, $2,557.00; total grandstand, $5,707.00.

CARNIVAL: An R. Thomas Show.

ATTRACTIONS: Grundy — Big car races, 1 day; motorcycle races, 1 day; show, 5 nights; auto races, 1 day; horse shows, 1 day, 4 public horse races, 1 day; semi-truck races, 1 day; tent, 4 nights; State Fair races, 6 nights.

AID, PREMIUMS: State aid, $19,000.00; county aid, $2,500.00; other total premiums, $10,000.00.

CARNIVAL: Headquarters:

- 1957 Dates: September 5-7, official.

Tennessee

Blount County Fair, Maryville

TOTAL ATTENDANCE: Paid and free, 10,000. Operators 6 days, 6 nights.

RECEIPTS: Gate, $7,200.00.

CARNIVAL: House show, 2 nights; tent show, 4 nights; circus show, 5 nights; state fair, 1 day; State Fair races, 6 nights.

STAFF: President, Ernest A. Smith; secretary, K. A. Smith.

1957 Dates: Last week in August.

Clay County Fair, Moss

TOTAL ATTENDANCE: Paid and free, 8,000. Operators 3 days, 3 nights.

RECEIPTS: Gate, $2,600.00.

CARNIVAL: None.

ATTRACTIONS: Stock show, 1 day; auto rally, 1 day; horse show, 1 day, 6 nights.

AID, PREMIUMS: State aid, $120.00; total premiums, $475.00.

1957 Dates: August 31-31, inclusive.

Johnson County 4-H Club Fair, Mountains City

TOTAL ATTENDANCE: Paid and free, 1,000. Operators 1 day.

AID, PREMIUMS: State aid, $100; other aid, $150; total premiums, $300.

1957 Dates: September 7, inclusive.

Maury County Fair, Columbia

TOTAL ATTENDANCE: Paid and free, 33,500. Operators 6 days, 6 nights.

CARNIVAL: Grand City Shows.


South Carolina

Greenwood Fair, Greenwood

TOTAL ATTENDANCE: Paid and free, 35,000. Operators 4 days, 4 nights.

CARNIVAL: Geltta & Wilma Shows.

1957 Dates: Various.

South Dakota

Brown County Fair & 4-H Show, Aberdeen

TOTAL ATTENDANCE: Paid and free, 13,000. Operators 4 days, 4 nights.
Thank you for your耐心 and cooperation. We have received your feedback and will strive to improve our service.

If you have any further questions or concerns, please don't hesitate to contact us.

Best regards,

[Your Name]
WEST VIRGINIA

Green Sulphur District Fair. Green Sulphur

TOTAL ATTENDANCE: Paid and free.

1957 DATES: September 17-19, temporary.

SOUTH CAROLINA

State Fair of West Virginia. Lewisburg-Repose

TOTAL ATTENDANCE: Paid and free.

1957 DATES: August 19-24, temporary.

SOUTHDAKOTA

Taylor County Fair, Grifton

OPERATED: 5 days, 5 nights.

1957 DATES: August 19-24, official.

TENNESSEE

STAFF: President, Chester R. Clumpkin; State Agricultural Commissioner, Lloyd Norris; Secretary, C. R. Gottsch. 

WASHINGTON

WASHINGTON

Asotin County Fair. Asotin

TOTAL ATTENDANCE: Paid and free.

1957 DATES: August 30-September 1, official.

WISCONSIN

Burnett County Fair. Grantsburg

TOTAL ATTENDANCE: Paid and free.

1957 DATES: August 21-27, tentative.

WYOMING

Cheyenne Frontier Days Fair

TOTAL ATTENDANCE: Paid and free.

1957 DATES: July 19-24, temporary.

The Red Carpet for Your Next Show

FROM DENMARK COMES

The greatest array of hand-carved scenes and characters ever assembled into a MECHANICAL WORKING WORLD

The Results of 8 Years of Hard Labor

MADE WITH A POCKET KNIFE

SPECIAL MOBILE EQUIPMENT VALUED AT $150,000.00 TRANSPORTS THE "WORLD"

ASK ANYONE WHO HAS SEEN IT

SPORT SHOWS, HOME SHOWS, "DO-IT-YOURSELF" SHOWS, BUILDERS SHOWS OR ANY INDOOR SHOW. THIS ATTRACTION IS AVAILABLE
Certainly looks big, doesn’t it... but you ain’t seen nothin’ until you’ve exhibited at the

HEART O’ TEXAS FAIR

Waco, Texas

Our fourth year of operation finds this event the new "Shaker" in thelld BIG RICH area where you’ll find more than 600,000 fascinating folks. 1957 dates will surpass all others more than willing to meet you halfway. What’s more, they are eager to see and buy anything that will help them grow and prosper in agriculture, industry, education and in the home.

Plan your 1957 sales campaign to include a commercial exhibit here... for sure.

1957 DATES
SEPT. 28-20-4

(Tentative)

For complete exhibit data contact
OTHEL M. NEELY
Executive Vice-President & Gen. Mgr.
P. O. Box 3056—Waco, Texas
Phone: 6-1821

**HEART O’ TEXAS FAIR**

72263 Newton St. MOTOR STATE SHOWS Detroit 11, Michigan

Dear, 1 day; Stars on Ex, 1 day, 4 nights; AID, PREMIUMS: State aid, $6,000.

STATE: President, Louis R. Wollot, Wollot’s Royal Stables, Detroit, director.Ordinary grant paid, 3 days; Light horse shows, $2,000; Grand total, $8,024.

Iron County Fair, Wixom

RECEIPTS: $2,444.37.

CARNIVAL: Fairway Shows, rides and shows gross, $4,000.

ATTRACTIONS: Grandstand—Rodeo and horse shows, $2,000; horse shows, $2,000; Grand total, $6,000.

Kenosha County Fair, Wilmot

TOTAL ATTENDANCE: Paid and free, 13,000. Operated 6 days, 8 nights.

CARNIVAL: Double Decker Shows, rides and shows gross, $4,000.

ATTRACTIONS: Grandstand—Rodeo and horse shows, $2,000; horse shows, $2,000; Grand total, $6,000.

Northern Wisconsin District Fair, Chippewa Falls

TOTAL ATTENDANCE: Paid and free, 65,000. Operated 6 days, 8 nights.

CARNIVAL: Dome Shows, rides and shows gross, $6,000.

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CARNIVAL: Dome Shows, rides and shows gross, $6,000.
EXPOSITION PROVINCIALE DE QUEBEC

1957 DATES—AUG. 30-SEPT. 8

EXPOSITION PROVINCIALE DE QUEBEC

Contact

EXPOSIOTION PROVINCIALE DE QUEBEC

Exhibition Park, Quebec, Canada
EMERY BOUCHER—Managing Director

Your Medium to reach the French Canadian Market centered in Quebec Province.

That's why exhibitors space reservations average 87% low! You can build a strong market through promotion of your product by planning an exhibit here in 1957. The great potential of this important Canadian market can be yours at a cost-per-person-reached for lower than you've imagined.

THE FAMOUS COLISEE

With seating capacity of 10,000 is available for year-round use for special events and exhibitions.

MULLINS' ROYAL PINE SHOWS

THE EASTERN SHOW OF QUALITY

IN 1957

We will provide the finest and latest in Rides and top Shows in keeping with our idea of progress and showmanship.

SHOWMEN

Tell us what you have that is worthwhile and has merit. We will need more shows and rides for 1957. Hanky panks always welcome.

PLAYING TOP FAIRS AND CELEBRATIONS THROUGHOUT NEW ENGLAND

THANKS

For giving us the opportunity to serve you in 1956. We hope that we will be able to play to your event again in 1957.

FEATURING

★ 8 RIDES
★ 25 CONCESSIONS
★ 5 SHOWS
★ FREE ACT
★ 5 LIGHT TOWERS

See us at the Outdoor Convention, Chicago.

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MULLINS' ROYAL PINE SHOWS

197 State St. Bangor, Me.

DOBSON'S UNITED SHOWS

Don't take a chance in '57... Get a SURE WINNER with one of America's Better Shows!!

We can offer you a combination of showmanship and quality that's hard to beat... let us submit our 1957 plan to you for approval.

THANK YOU

To the many events where we had the privilege of playing in 1956, and to those who have already signed with us for 1957, we promise you an equally successful season.

SHOWMAN—CONCESSIONAIRES

We offer you a route that has always made money. We need a few more top shows and concessions. Please contact us early.

CHECK THESE QUALITY FEATURES:

★ 10 New Rides
★ 5 Shows of Merit
★ 30 Outstanding Concessions
★ Late Model Trucks

DOBSON'S UNITED SHOWS

Winterquarters: Willmar, Minnesota
Phone: Mahtomedi, Garden 6-3888
MECKLENBURG COUNTY FAIR
CHASE CITY, VA.

The Fastest Growing and GREATEST COUNTY FAIR
IN THE SOUTH—
PLAN NOW TO BE HERE IN 1957

1957 marks the 46th year of this great annual event for thousands of Virginians in this Agriculture, Commercial and Industrial center. A sales exhibit in this highly diversified John Kerr Dam area will strengthen your public relations here as well as your actual sales.

MECKLENBURG COUNTY FAIR
CHASE CITY, VA.

THOMAS Joyland Shows

MODERN SHOWS AND RIDES—MODERN EQUIPMENT
* 12 Major Rides * 12 Shows
* 8 Kiddie Rides * 30 Concessions
* 6 Light Towers
* Diesel Power Plants

Showmen—Concessionaires
Contact us for 1957—
We need Minstrel Show, Monkey Show, Midget Show, Fat Show.
* * * * *
Photos, Penny Arcade, Short and Long Range Shooting Galleries, High Striker, legitimate Concessions of all kinds.

L. I. THOMAS Mgr.
1701 N.W. 83RD ST. (Phone: PLaza 1-2841) MIAMI 47, FLORIDA

Giveaways in Canada

A NOVEL and major giveaway attraction, Dream Home, staged at many of Canada's principal fairs by Exhibition Advertising, Ltd., Edmonton, Alta., proved both exciting and fruitful. Attractive homes, as pictured, completely furnished, drew a continuous stream of visitors, most of whom bought chances.

The award of the home and its contents was made on closing day. At the Central Canada Exhibition, Ottawa, the winner was a bachelor.

All 20 final figures are not available, the giveaway, in which the fair participants, was pronounced a success by the Quebec Provincial Exhibition. The owners of the house were those at Edmonton, Saskatchewan, Regina, Manitoba and London.

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ALABAMA

Florence, North Alabama State Fair
GRANDSTAND CAPACITY: 15,000. BLEACHER CAPACITY: None. PLANT IS AVAILABLE FOR: Rodden, carnivals, shows, rodeos, circuses, shows, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

Huntville, Madison County Fair
GRANDSTAND CAPACITY: 1,250. Size of track: Half-mile. PLANT IS AVAILABLE FOR: Auto shows, carnivals, shows, rodeos, circuses, shows, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

LUVERNE, Crenshaw County Fair
GRANDSTAND CAPACITY: None. CRESWICH CARNIVAL (INDOOR ARENA) SEATING CAPACITY: None. 1956 STILL DATES: None. RENTAL AGENT: W. J. Bill, Luverne, Ala.

Moulton, Law County Fair
PLANT IS AVAILABLE FOR: Carnivals. 1956 STILL DATES: None. CRESWICH CARNIVAL (INDOOR ARENA) SEATING CAPACITY: None.

ARKANSAS

Fl. Smith Arkansas-Oklahoma Livestock Exposition
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: None. PLANT IS AVAILABLE FOR: Rodeos, circuses, shows. CRESWICH (INDOOR ARENA) SEATING CAPACITY: None. 1956 STILL DATES: For show, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

McCrory, Woodruff County
GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of race track: None. PLANT IS AVAILABLE FOR: Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

NEW $250,000 ADMINISTRATION BUILDING of the Pacific National Exhibition, Vancouver, B. C., is ultra modern in design. Part of the building is two stories high. Main floor is devoted to general offices, private offices for the executive staff, offices for police, ticket and parking control, and the personnel department. The PNE’s press-radio-TV gallery, which has helipad service for each of the four Vancouver newspapers, also is located on the main floor. The building has a large social lounge room, board room and other facilities for PNE directors. Provision has been made for the addition of a kitchen and a dining room.

CALIFORNIA

Angeles Camp, Calaveras County Fair
GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 1,000. Size of race track: One mile. PLANT IS AVAILABLE FOR: Rodeos, carnivals, shows, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

Fresno, Fresno District Fair
GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 1,000. Size of race track: One mile. PLANT IS AVAILABLE FOR: Auto shows, carnivals, shows, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

Each year more and more fairs are turning to tear-round use of its plant facilities.

To fairs, still dates are beneficial in many ways, increased revenue is one of the most important. They also enable many fairs to maintain their physical plants better because the greater activity and added income permits the maintenance of larger, more efficient staffs and caretakers.

Still dates, moreover, serve to build the fair in the eyes of the public, for the greater the activity at the fairgrounds, the greater is the attention focused upon the fair. Attraction people of all kinds, every alert for new dates, find the compilation of Still-Date facilities of great importance. Nowhere can attraction determine fair facilities. Thus, this listing, together with the large number of facts and figures contained as the Statistical Directory of Fairs, which appears elsewhere in this issue, serves vitally in the contracting and routing of attractions.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: None. 1956 STILL DATES: None.

New $250,000 ADMINISTRATION BUILDING of the Pacific National Exhibition, Vancouver, B. C., is ultra modern in design. Part of the building is two stories high. Main floor is devoted to general offices, private offices for the executive staff, offices for police, ticket and parking control, and the personnel department. The PNE’s press-radio-TV gallery, which has helipad service for each of the four Vancouver newspapers, also is located on the main floor. The building has a large social lounge room, board room and other facilities for PNE directors. Provision has been made for the addition of a kitchen and a dining room.

Mr. Smith Arkansas-Oklahoma Livestock Exposition
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: None. PLANT IS AVAILABLE FOR: Rodeos, circuses, shows. CRESWICH (INDOOR ARENA) SEATING CAPACITY: None. 1956 STILL DATES: For show, rent, Carnivals (INDOOR ARENA) SEATING CAPACITY: None.

McCrory, Woodruff County
GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of race track: None. PLANT IS AVAILABLE FOR: Carnivals (INDOOR ARENA) SEATING CAPACITY: None.
FLORIDA

Homestead, South Florida State Fair
GRANDSTAND CAPACITY: 5,000.
BLEACHER CAPACITY: 2,000.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: Williams, 635 S. Main St., Homestead, Fla.

Quincy, Gadsden County Fair
Tobacco Festival State Fair
GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 1,000.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: C. M. T. Ringers, Live-
stock Pavilion, Quincy, Fla.

Sparta, Randolph County Fair
GRANDSTAND CAPACITY: 5,500.
BLEACHER CAPACITY: 1,500.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: B. E. R. Management, Inc., 401 Main St., Sparta, N. C.

Tampa, Florida State Fair
GRANDSTAND CAPACITY: 5,500.
BLEACHER CAPACITY: 1,500.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: E. C. V. Management, Inc., P. O. Box 2155, Tampa, Fla.

West Palm Beach, Palm Beach County Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: Unlimited.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: R. C. Management, Inc., P. O. Box 1215, West Palm Beach, Fla.

GEORGIA

Macon, Georgia State Fair
GRANDSTAND CAPACITY: 7,000.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: P. E. Gibson, 1803 First St., Macon, Ga.

Manchester, Tri-County Fair
GRANDSTAND CAPACITY: 5,000.
BLEACHER CAPACITY: 1,000.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.
AGENT: C. M. T. Ringers, Live-
stock Pavilion, Quincy, Fla.

Winder, Winder Community Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 500.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: None.

IDAHO

Blackfoot, Eastern Idaho State Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 1,500.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: Available for rental for local races.
AGENT: D. F. Whiting, Whiting, Idaho

Boise, Western Idaho State Fair
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 1,500.
SIZE OF RACE TRACK: Half mile.
RENTAL AREA: Available for rental for local races.
Knoxville, Wabash County Fair

GRANDSTAND CAPACITY: Planned for 750.

Horse shows, horse races, races, rodeos, carnival shows.

RENTAL AGENT: T. C. Roche, Roche, Ill.

Kankakee, Kankakee County Fair

GRANDSTAND CAPACITY: 4,000.

Motorcycle track, races, horse races.

RENTAL AGENT: John P. Lofland, Box 565, Kankakee, Ill.

Knoxville, Knox County Fair

GRANDSTAND CAPACITY: None. Size of track: Half mile and fifth mile. Track & show is equipped for night racing.

Motorcycle track, races.

RENTAL AGENT: None. Size of track: Half mile.

Lewistown, Fulton County Fair & Racing Association

GRANDSTAND CAPACITY: None.

Motorcycle track, races, horse races.

RENTAL AGENT: Ray Swenson, Rush, Ill.

Lincoln, Logan County Fair

GRANDSTAND CAPACITY: 750.

Horse shows.

RENTAL AGENT: W. E. Larron, Senior, Lincoln, Ill.

Marshall, Clark County Fair

GRANDSTAND CAPACITY: 1,500.

Rodeo, horse shows.


Martinsville, Martinsville Fair

GRANDSTAND CAPACITY: 2,000.

Motorcycle track, races.

RENTAL AGENT: H. L. Dossett, Martinsville, Ind.

Mendota, Tri-County Fair

GRANDSTAND CAPACITY: 1,800.

Horse shows.

RENTAL AGENT: E. A. Lebron, Secretary, Mendota, Ill.

Metropolis, Massac County Fair

GRANDSTAND CAPACITY: 1,000.

Horse shows.

RENTAL AGENT: Paul W. Miller, P. O. Box 113, Metropolis, Ill.

Milledgeville, Carroll County Fair

GRANDSTAND CAPACITY: None.

Horse shows.

RENTAL AGENT: John M. Conwell, Newton County Fair, Kentland, Ind.

Rockport, Spencer County Fair

GRANDSTAND CAPACITY: 1,500.

Horse races, motorcycle races.

RENTAL AGENT: M. E. Ford, Newton, Ind.

Pecatonica, Winnebago County Fair

GRANDSTAND CAPACITY: 1,200.

Motorcycle track, races.

RENTAL AGENT: Edward J. Miller, Alton, Ill.

Rushville, Schuyler County Fair

GRANDSTAND CAPACITY: 2,500.

Motorcycle track, races.

RENTAL AGENT: Harry Stobbs, Rush, Ill.

Springfield, Illinois State Fair

GRANDSTAND CAPACITY: 8,842.

Motorcycle track, races.

RENTAL AGENT: Edward J. Miller, Alton, Ill.

INDIANA

Anderson, Anderson Free Fair

GRANDSTAND CAPACITY: 2,000.

Motorcycle track, races.

RENTAL AGENT: Dick Leiter, Flora, Ind.

Greencastle, Putnam County Fair

GRANDSTAND CAPACITY: None.

Motorcycle track, races.

RENTAL AGENT: Thomas E. Hurdlick, Greencastle, Ind.

Indianapolis, Indiana State Fair

GRANDSTAND CAPACITY: 8,392.

Motorcycle track, races.

RENTAL AGENT: William E. Dean, Indianapolis, Ind.

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KENTUCKY
Boonesville, Owlsley County Fair
PLANT IS AVAILABLE FOR: Carnival show.

Brookhead, Brodhead Fair
GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: None. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: A. T. Robinson, Brodhead, Ky.

Burkesville, Cumberland County Fair
GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: George Gregory, Burkesville, Ky.

Carrollton, Carroll County Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: None. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: Geo. G. Gentry, Carrollton, Ky.

Franklin, Simpson County Fair
PLANT IS AVAILABLE FOR: Carnival show.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,600. Coliseum available for rental for fair shows. 1956 STILL DATES: None.

Lebanon, American Legion Fair
GRANDSTAND CAPACITY: 400. BLEACHER CAPACITY: None. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: B. E. Hickmon, Lebanon, Ky.

Owensboro, Daviess County Fair
GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 300. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: Alex Stallings, Owensboro, Ky.

Louisiana
Columbia, Caldwell Parish Fair
GRANDSTAND CAPACITY: 400. BLEACHER CAPACITY: None. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: Alvin Donald, Owingvile, La.

Delcambre, Iberia Parish Shrimp Festival & Fair
GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of track: None. 1956 STILL DATES: None. RENTAL AGENT: George D. McKnight, Delcambre, La.

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Jonesboro, Jackson Parish Fair GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Rodent, carnival show lot, circus show lot, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: W. W. McDonald Jr., Joplin, Mo.

Kentwood, Tri-Parish Fair Food and Dairy Show GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Three shows, carnival show lot, circus show lot, Coliseum (indoor arena). None, 1955 Still Dates: Two shows.
RENTAL AGENT: C. B. Turner, Box 1, Kentwood, La.

West Monroe, Ouachita Valley Fair GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Carnival show lot. Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: John Buttschag, Box 107, West Monroe, La.

MAINE
Acton, Acton Fair GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Pole show, circus show lot, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Florence R. Curtis, Emery Mills, Me.

Blue Hill, Blue Hill Fair GRANDSTAND CAPACITY: 325. BLEACHER CAPACITY: 0. Size of new track: None.
PLANT IS AVAILABLE FOR: Two shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Phil O'Brien, Box 93, Blue Hill, Me.

Cherryfield, West Washington Agricultural Society GRANDSTAND CAPACITY: 50. BLEACHER CAPACITY: 0. Size of new track: None.
PLANT IS AVAILABLE FOR: Morehead show, circus show lot, circus show lot. Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Palmer Hart, Cherryfield, Me.

MARYLAND
Timonium, Maryland State Fair and Agricultural Fair GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 0. Size of new track: None.
PLANT IS AVAILABLE FOR: Horse show, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Paul J. Molloy, general manager, Timonium, Md.

MASSACHUSETTS
Blackstone, East Blackstone Fair GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: None, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: None.

Greenfield, Franklin County Fair GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: None. Size of new track: None.

Marltons Mills, Barnstable County Fair GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Rodent, carnival show lot, circus show lot, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Charles J. Merri, Marltons Mills, Mass.

PLANT IS AVAILABLE FOR: Thrill shows, rides, Equestrian shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Thomas C. Forrest, general manager, P. O. Box 72, So. Weymouth, Mass.

Spencer, Spencer Fair GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: None. Size of new track: Half mile.
PLANT IS AVAILABLE FOR: Half mile track show, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Philip A. Quine, Main Margot, 110 Main Street, Spencer, Mass.


MICHIGAN
Adrian, Lenawee County Fair GRANDSTAND CAPACITY: 3,800. BLEACHER CAPACITY: None. Size of new track: Half mile track and summer show. Track is equipped for: Rodents, Ice shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Joseph A. Keeler, Box 15, Adrian, Mich.

Coldwater, Calhoun County GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Thrill shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Donald L. Swanson, general manager, Michigan State Fair, Detroit, Mich.

Gaylord, Otsego County Fair GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Circus shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: Joseph A. Keeler, Box 15, Adrian, Mich.

Jackson, Jackson County Fair GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: None.

Marshall, Calhoun County GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: None. Size of new track: Half mile track.
Track is equipped for: Rodents, Ice shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
RENTAL AGENT: None.

Mount Pleasant, Isabella County Fair GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: None. Size of new track: None.
PLANT IS AVAILABLE FOR: Thrill shows, Coliseum (indoor arena). None, 1955 Still Dates: None.
Mississippi

Carnival of the States, Greenville, 1,800. All-weather carnival, shows, & dances. Daily, noon-hour to midnight. July 1956.


Missouri

Möhren, Mohrman County Fair GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: None. Size of race track: 1,000. Other details: Small stock show.

New Ulm, Brown County Fair GRANDSTAND CAPACITY: BLEACHER CAPACITY: 2,000. Size of race track: Half-mile. UNAVAILBLE FOR RENTAL. RENTAL AGENT: S. M. Roesch, 3 North Main Street, New Ulm, Minn.

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**Lambs, Lamar's Farm and Industrial Exposition**  
**GRANDSTAND CAPACITY:** None. **BEACHER CAPACITY:** 2,500. Size of race track: None. **SHOW DATE:** None.

**Marshall, Webster County Fair**  
**GRANDSTAND CAPACITY:** None. **BEACHER CAPACITY:** 500. Size of race track: None. **SHOW DATE:** None.

**Prairie Home, Prairie Home Fair**  
**GRANDSTAND CAPACITY:** 12,000. **BEACHER CAPACITY:** 1,200. Size of race track: None. **SHOW DATE:** None.

**St. Charles, St. Charles County Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** 900. Size of race track: None. **SHOW DATE:** None.

**Springfield, Ozark Empire Fair**  
**GRANDSTAND CAPACITY:** 4,000. **BEACHER CAPACITY:** 1,200. Size of race track: None. **SHOW DATE:** None.

**Trenton, North Central Missouri Fair**  
**GRANDSTAND CAPACITY:** 1,500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Vienna, Marion County Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** None. **SHOW DATE:** None.

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**MONTANA**

**Kalispell, Northwest Montana Fair**  
**GRANDSTAND CAPACITY:** 4,000. **BEACHER CAPACITY:** 1,500. Size of race track: None. **SHOW DATE:** None.

**Plains, Sanders County Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Scobey, Daniels County Fair**  
**GRANDSTAND CAPACITY:** 1,000. **BEACHER CAPACITY:** 500. Size of race track: None. **SHOW DATE:** None.

**Shelby, Marias Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

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**NEBRASKA**

**Arborlne, Lincoln County Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Bloomfield, Knox County Fair**  
**GRANDSTAND CAPACITY:** 1,000. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Eustis, Eustis Corn Show & Fair**  
**GRANDSTAND CAPACITY:** 1,500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Fairbury, Jefferson County Fair**  
**GRANDSTAND CAPACITY:** 1,500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Humboldt, Richardson County Fair**  
**GRANDSTAND CAPACITY:** 1,500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Lincoln, Nebraska State Fair**  
**GRANDSTAND CAPACITY:** None. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Mitchell, Scotts Bluff County Fair**  
**GRANDSTAND CAPACITY:** 1,500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**Nelson, Nuckolls County Fair**  
**GRANDSTAND CAPACITY:** 1,000. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.

**North Platte, Lincoln County Fair**  
**GRANDSTAND CAPACITY:** 500. **BEACHER CAPACITY:** None. Size of race track: None. **SHOW DATE:** None.
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UTAH
Salt Lake City, Utah State Fair
GRANDSTAND CAPACITY: 4,500.
Bleacher Capacity: 1,500. Size of race track: Half mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Auto stock cars, motorcycle races, thrill shows, rodeos, carnival show, circus show by COULEE (INDOOR ARENA) SEATING CAPACITY: 1,200. Size of race track: Half mile. Track is equipped for night racing.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show, circus show.
COLUMNS (INDOOR ARENA) SEATING CAPACITY: 1,200.

Stanton, Stanton-Augusta
GRANDSTAND CAPACITY: 1,250.
Bleacher Capacity: None. Size of race track: None.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show, circus show, circus show.
COLUMNS (INDOOR ARENA) SEATING CAPACITY: 1,200.

VERMONT
Bradford, Connecticut Valley Exposition
GRANDSTAND CAPACITY: None.
Bleacher Capacity: 500. Size of race track: None.
PLANT IS AVAILABLE FOR: Rodeos, car lot, circus show, show by COULEE (INDOOR ARENA) None. Size of race track: None.

VIRGINIA
Petersburg, Southside
Virginia Fair
GRANDSTAND CAPACITY: 2,650.
PLANT IS AVAILABLE FOR: Auto stock cars, motorcycle races, thrill shows, rodeos, carnival show, circus show, circus show.
COLUMNS (INDOOR ARENA) None. Size of race track: None.
AGENTS: R. L. Lockett, general manager, Petersburg Virginia Fair. P. O. Box 238, Petersburg, Va.

South Boston, Halifax County
GRANDSTAND CAPACITY: 3,200.
Bleacher Capacity: None. Size of race track: None.
PLANT IS AVAILABLE FOR: Rodeos, auto stock shows, circus show, circus show.
COLUMNS (INDOOR ARENA) None. Size of race track: None.
AGENTS: None.

WASHINGTON
Asotin, Asotin County Fair
GRANDSTAND CAPACITY: None.
Bleacher Capacity: None. Size of race track: None.
PLANT IS AVAILABLE FOR: Rodeos, auto stock shows, thrill shows, circus show.
COLUMNS (INDOOR ARENA) None. Size of race track: None.
AGENTS: T. F. McKee, Asotin, Wash.

Elma, Grays Harbor District Fair
GRANDSTAND CAPACITY: 1,500.
Bleacher Capacity: None. Size of race track: None.
PLANT IS AVAILABLE FOR: Auto stock shows, auto stock shows, auto stock shows, circus show, circus show.
COLUMNS (INDOOR ARENA) None. Size of race track: None.
AGENTS: None.

WEST VIRGINIA
Green Sulphur, Green Sulphur District Fair
GRANDSTAND CAPACITY: None.
Bleacher Capacity: None. Size of race track: None.
AGENTS: None.

Yakima, Central Washington Fair
GRANDSTAND CAPACITY: 5,000.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show, circus show, circus show.
COLUMNS (INDOOR ARENA) None. Size of race track: None.
AGENTS: J. H. King, Box 1191, Yakima, Wash.

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WISCONSIN

Cedarburg, Ozaukee County Free Fair

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 1,500. Size of race track: Half mile and quarter mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: A. E. Crumm, 513 9th St., Cedarburg, Wis., 53012.

Pruntytown, Taylor County Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track: One-fourth mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: Mr. and Mrs. Leo Herman, Rt. 1, Box 127, Sturgeon Bay, Wis., 54235.

Eagle River, Vilas County Fair

GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: 1,000. Size of race track: Half mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: June 18-21. RENTAL AGENT: Mr. and Mrs. Leo Herman, Rt. 1, Box 127, Sturgeon Bay, Wis., 54235.

Elsworth, Pierce County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,500. Size of race track: Half mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: June 12-15. RENTAL AGENT: Mrs. C. J. Hart, Rt. 3, Elsworth, Wis., 53535.

Marshfield, Central Wisconsin Fair

GRANDSTAND CAPACITY: 3,000. SIZE OF RACE TRACK: Half mile. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: June 2-5. RENTAL AGENT: W. A. Pfister, 559 Commercial St., Marshfield, Wis., 54449.

Medford, Taylor County Co-Operative Youth Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track: None. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: Weekly football games. RENTAL AGENT: Hugo De Jonge, Medford, Wis.

Milwaukee, Wisconsin State Fair

GRANDSTAND CAPACITY: 10,500. BLEACHER CAPACITY: 30,000. Size of race tracks: Two mile, one mile, half mile, quarter mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows, baseball, basketball, hockey games. COLISEUM (INDOOR ARENA): SEATING CAPACITY: 3,000. Coliseum equipment includes: rental for rent; Rodeo tea shows. 1956 STILL DATES: July 2-31. RENTAL AGENT: H. De Jonge, Medford, Wis.

Monroe, Green County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track: Half mile. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: W. A. Brown, secretary, Monroe, Wis.

Saxon, Iron County Fair

GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of race track: Half mile. PLANT IS AVAILABLE FOR: Throld shows, rodeo, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: Mrs. Florence Hardie, Saxon, Wis.

Wautoma, Waushara County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track: Half mile. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: W. M. Murovich, 314 5th St., Wautoma, Wis.

Weyauwega, Waupaca County Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: None. Size of race track: Half mile. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: Mrs. M. A. Schwinke, Weyauwega, Wis.

Wilton, Kewaunee County Fair

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 3,000. Size of race track: Quarter mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: Mrs. Nona Johnston, Wiscasset, Wis.

ROWING

Cheney, Cheyenne Frontier Days

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 5,000. Size of race track: Half mile. Track is equipped for night racing. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: "Leo J. Hermanson, Box 750, Cheyenne, Wyo.

Riverton, Fremont County Fair

GRANDSTAND CAPACITY: None. BLEACHER CAPACITY: None. Size of race track: None. PLANT IS AVAILABLE FOR: Arenas, motorcycle races, thrill shows. COLISEUM (INDOOR ARENA): None; 1956 STILL DATES: None. RENTAL AGENT: S. Samuels, Riverton, Wyo.

Also available throughout the year in the case, modern Youth Center, ideally suited for sports shows, athletic events, exhibits, horse shows, circus, conventions, etc. Serving Unity, Fremont, 9,000. Maximum, 15,000.
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Broke records at Knoxville, Nashville, Atlanta, Columbus and other Major Fairs.

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We would like to thank the wonderful people who have helped to make our show career a success. SPECIAL thanks to all western disc jockeys for spinning my hits. Thanks to Bellew family, family of the West; Frank Childs, Jimmy Sullivan, Crowswall family, Ed Casey, Eric Winchester, Andy Holley-vonk, Bill Lynch, Henry Raynella and all show personnel. Season's greetings and a big "57 to all showfolks from Alberta Slim and personnel.

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No Fair Too Large-None Too Small

SEE ME AT THE CHICAGO CIRCUS

WILLIAM CHALKIAS

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Honey, Maple Ridge Fair

GRANDSTAND CAPACITY: None.

BLEACHER CAPACITY: 1,000.

PLANT IS AVAILABLE FOR:

Tent Show, Carnival show, theatricals, etc.

COLUMBUS (INDOOR ARENA):

Angle: 1,000.

PLANT IS AVAILABLE FOR:

Tent Show, Carnival Show, Theater, etc.

1956 STILL DATES: None.

PLANT IS AVAILABLE FOR:

Tent Show, Carnival Show, Theater, etc.

WILLIAM CHALKIAS

BOOKING AGENTS:

Kellowen, International Regis

GRANDSTAND CAPACITY: 1,000.

ANNOUNCING

Charles G. Cox Jr. and Sam Alverden, formerly with Clay Berkeley Circus, will be associated with me this coming year.

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George W. Smith, Lyonnaise, 1020 Grand Ave., Chicago, Ill., and Orville H. Smith, 145 Central Ave., New York, N. Y.

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A Giant Reptile Show featuring the largest Regal Pythons. A new Show with a beautiful front.

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Personal Armored Car

The "Great Mercedes"

This is the big job that made records finally! The management of Cliff Wilson in 1948. Still a good draw now.

Both units motorized. Both attractions work on straight admissions...

No donations.

Now booking 1957 Fairs.

For details contact


Simcoe, Norfolk County Fair GRANDSTAND Capacity: None. BLEACHER Capacity: None. Size of new track: Half mile. 


Woodbridge, Woodbridge Agricultural Fair GRANDSTAND Capacity: None. BLEACHER Capacity: None. Size of new track: Half mile. 

QUEBEC 


Granby, Granby Fair GRANDSTAND Capacity: None. BLEACHER Capacity: None. Size of new track: Half mile. 

Quebec City, Exposition Provinciale de Quebec GRANDSTAND Capacity: None. BLEACHER Capacity: None. Size of new track: Half mile. 

SASKATCHEWAN 

Estevan, Estevan Agricultural Fair GRANDSTAND Capacity: None. BLEACHER Capacity: None. Size of new track: Half mile. 

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