Thanks to the Fairs that we were happy to serve this year. See us at the Convention in Chicago, Hotel Sherman, Suite 16, and your Winter Fair Meetings.

GAC-HAMID, INC.
Affiliate of GENERAL ARTISTS CORPORATION
QUALIFIED
MANAGEMENT

SHOWMANSHIP

JUST SOME OF
THE ART B.
IS THE fastest GROWING

OUR THANKS TO ALL OF YOU . . .
Fairmen, Celebration and Special Events Committees, showmen, concessionaires and our own personnel. We gratefully acknowledge your contribution to our success in 1958 . . .

AND ESPECIALLY WE WANT TO THANK
the Secretaries, Managers and Board Members of the following where we had the privilege of showing this year:

Red River Valley State Fair,
Fargo, No. Dak.
Pennington County Fair,
Thief River Falls, Minn.
Kittson County Fair,
Hallock, Minn.
Northern District Fair,
Littlefork, Minn.
Beltrami County Fair,
Bemidji, Minn.
Black Hills Exposition,
Rapid City, So. Dak.

Colorado State Fair,
Pueblo, Colo.
North Central Kansas Free Fair,
Belleville, Kans.
South Dakota State Fair,
Huron, So. Dak.
Clay County Fair,
Spencer, Iowa
Corn Palace,
Mitchell, So. Dak.

ART B. THOMAS

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ART B.

CONTACT: ART B. THOMAS • BERNARD THOMAS
IMAGINATION

THE REASONS WHY
THOMAS SHOWS
SHOW IN AMERICA

FAIRMEN—MIDWAY BUYERS
We would appreciate the opportunity of presenting our 1959 program for your consideration. We sincerely believe you will like what you see.

ATTRactions with a wALlop:
- 20 Major Rides, Brand-New Dodgem, Round-Up, etc.
- 10 Kiddie Rides in separate Kiddieland
- 50 Clean, Merchandise Concessions
- 12 Shows
- Caterpillar Light Plants
- Giant Searchlights
- Beautiful Downey Light Towers
- Fluorescent Lighting on All Rides
- Neon Front Entrance
- Fleet of 50 Late Model Chevrolet Trucks

WANTED FOR 1959 . . .
Top Quality Shows and Concessions only. Finest spring dates plus our class A fair route assure you a winner. Contact us now.

THANKS, Western Canada "B" Circuit officials for awarding us the contract to furnish all Midway attractions at your 12 Exhibitions in 1959.
Rest assured your confidence in us will be well rewarded and we will bring you an outstanding show for your events.

BERNARD THOMAS

WINTERQUARTERS: Lennox, South Dakota

PHONE Midway 7-2407
"Your market sir!"

AT THE 1959
TULSA STATE FAIR
Oct. 3-9 Inclusive, Tulsa, Oklahoma

In the Heart of the Billion-Dollar Magic Empire... where cattle and oil have made this the hub of the most fabulous marketing area in the country.

REACH THIS PROSPEROUS, EASY-SPENDING 4-STATE SOUTHWEST MARKET EASIER, FASTER AND MORE ECONOMICALLY THROUGH AN EXHIBIT IN THE 1959 TULSA STATE FAIR.

- OVER 600,000 ATTENDANCE IN 1958
- NATION'S HIGHEST FAMILY INCOME GROUPS
- HEART OF THE MAGIC EMPIRE
- PERFECT CROSS-SECTION OF MARKET
- FAST, EASY ECONOMICAL PROMOTION
- YOU PRESENT YOUR PRODUCT PERSONALLY
- THE ONLY MEDIA USING SIGHT, SOUND TEST, TOUCH
- 1959 FAIR—OCTOBER 3 THROUGH OCTOBER 9

TULSA STATE FAIR
P.O. BOX 5175 • TULSA, OKLAHOMA
Build a STRONG Market through Forceful Promotion of Your Product In an Exhibit HERE in 1959

NEBRASKA STATE FAIR
LINCOLN, NEBRASKA

Located in the Heart of the Big Nebraska Market

Your product or service will achieve a prominence in a market impossible to reach in so short a time by any other media... located in the center of an agricultural and retail sales hub of the area... where desire can readily be turned into sales. Here industry is booming, right along with a healthy farm growth.

The Nebraska State Fair has kept pace with its surroundings by pursuing a course of progressiveness and aggressiveness to make this event the #1 outdoor event in the lives of more than 300,000 Nebraskans... with "The Nation's #1 Irrigation Show." So be sure you include yourself in on a share of this vital market. Write today for the facts on the Nebraska State Fair.

1959 DATES
Sept. 5 thru 10

EDWIN SCHULTZ, Secretary
MAIN P. O. BOX 1966
LINCOLN, NEBRASKA

FOR COMPLETE DETAILS WRITE

YEAR 'ROUND MODERN COLISEUM
The New State Fair Coliseum is now available for your use for special events, such as Circuses, Sports Shows, Trade Shows, Rodeos, etc.

The Billboard Cavalcade of Fairs Edition
Your exhibit at the Du Quoin State Fair puts your company and your products in the midwestern showcase. Here, folks from Missouri, Illinois, Kentucky and Indiana will display an interest in the products and services shown here... just as they do every year.

Because the Du Quoin State Fair believes in presenting only the finest in entertainment with such name attractions as Bob Hope in 1958, exhibitors have made this event a 'must' on their exhibition lists. How about you?

WEDNESDAY, SEPT. 2—HAMBLETONIAN DAY

For details on exhibit space contact:
Area of more than 3,000,000 people

The permanent home of

The Hambletonian

To be raced on Sept. 2, 1959

Another main event attraction of the DuQuoin State Fair

1959 dates—Aug. 30—Sept. 7

For details on exhibit space contact:

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

DuQuoin State Fair
DuQuoin, Illinois
All Sewed up!

That's how exhibitors feel about the ever-increasing New Mexican market when they show their wares at the New Mexico State Fair in its 2nd year of operation, and its seating capacity of 16,000, NOW AVAILABLE FOR YEAR-ROUND USE! In order to better serve the people of this area, this modern, up-to-date Coliseum is being made available for Special Events of all types. Your inquiries are invited.

EXHIBITORS

The new Coliseum has allowed us to show better attractions, thus drawing ever larger gates!

YOUR BEST BET... AN EXHIBIT HERE IN '59!

1959 DATES—SEPT. 26- OCT. 4

For Details, Contact: LEON H. HARMS Secretary-Manager

NEW MEXICO STATE FAIR Albuquerque, New Mexico

Look at this

Here, where population AND income are increasing at an above-average rate, you can keep up with this growth through a commercial exhibit here. You will reach more than 50% of the population in New Mexico... because the folks here make it their business to visit their fair.

SPEND NINE DAYS HERE... and you'll meet more customers in less time, and thru one medium, at a far lower cost than you'd expect.

Our new Coliseum, in its 2nd year of operation, and its seating capacity of 16,000, NOW AVAILABLE FOR YEAR-ROUND USE! In order to better serve the people of this area, this modern, up-to-date Coliseum is being made available for Special Events of all types. Your inquiries are invited.

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For Details, Contact: LEON H. HARMS Secretary-Manager

NEW MEXICO STATE FAIR Albuquerque, New Mexico
Fairest of the Fair

Billboard
CAVALCADE OF FAIRS

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Above is a trio of entrants in the "Fairest of the Fair" queen contest to be held at the Chicago outdoor convention this year under auspices of the International Association of Fairs and Expositions. Out of entries from various States one queen will be selected. Top photo is Carol Aucera, who hails from Clarkson, Neb., and represents the Cornhusker State. Center candidate is Kay Burns, Fayette, Mo., and representative of the Show-Me State, while the bottom beauty is Judy Barger, Tennessee's entry.

The Billboard Cavalcade of Fairs Edition
1,193,661 admissions in 10 days at the great 1958 Minnesota State Fair.

1959 dates — Aug. 29 thru Sept. 7

Biggest Exposition Ever in 1959

- World’s Greatest Machinery Show
- Outstanding Livestock Shows
- Constantly Expanding Parking Facilities
- Unsurpassed Entertainment Program
- Educational Features Galore
- Unexampled 4-H, FFA and Youth Programs

Plan your 1959 exhibit now. Address inquiries to State Fair Grounds, St. Paul 13, Minnesota

C. A. Moore, President

Douglas K. Baldwin, Secretary

The Billboard Cavalcade of Fairs Edition
Civic Responsibility: Year-Round Program

By

JOSEPH T. MONSOUR

President, International Association of Fairs & Expositions
and
Manager, Louisiana State Fair, Shreveport

In the operation of a fair, the primary objective is to improve the agricultural and industrial resources served by it. In order to do this, a fair has to provide facilities that are adequate for showing ideas that are new or recently developed. A fair must also keep abreast of the constant changes in the agricultural improvement program that is carried on by the agricultural extension services and the other services that are involved in improving agriculture and industry.

Furthermore, a fair must necessarily provide an entertainment program that is fitting for all ages and classes of people and at the same time measure up to a standard that is not objectionable to the masses.

There are obligations in the operation of a State fair that can mean success or failure. Included in these operations is the treatment that is accorded the patrons who attend the fair and the services that are rendered them. In many cases, customers such as patrons to a fair—or any enterprise—are ignored to a great extent after they have bought their admissions, and rude treatment can do more to destroy the good will that we are trying to create than the worst possible presentation of a show or exhibition.

At the Louisiana State Fair we have tried over a period of years to develop a sound public relations program thru sanitary facilities that we offer, thru courteous treatment, and many other little things that mean so much to a patron. Thru these media, our people have developed a pride in taking part in the Louisiana State Fair. This could also be attributed to the improvement program that began some 10 years ago. Comments that we get with regard to the fair plant now indicate that those taking their friends on a tour of the city are not ashamed to point with pride to the Louisiana State Fairgrounds as they were some eight or 10 years ago.

This pride has been further developed by the fact that we have inaugurated an attractive year-round program for our fair plant. We feel that every fair has a civic responsibility to its community to develop a year-round program for its facilities as far as is practicable. Some fairgrounds, of course, may lack facilities that are adaptable for year-round use. However, almost every fair—to a greater or lesser degree—can offer some building or facility that can be utilized for a year-round program.

For example, at the Louisiana State Fair, we have a 32,000-seat football stadium and a 14,000-seat Youth Center, both of which are used frequently throughout the year. The stadium is the scene of some 25 to 30 football games each year, both high school and college.

The inestimable saving to the community, in a financial sense, cannot be overlooked. As a neutral site, to speak, for our city's high school football games, we have effected a saving of possibly a half-million dollars to the school board and the taxpayers. The nominal fee we charge for rental of the stadium would not in many, many years, ever reach the proportions of the cost of a new stadium.

Further, it gives every high school in the city excellent facilities.

Our Youth Center, thru the purchase of a portable basketball court, provides Centenary College in our city with home court facilities that are unmatched in this part of the country. That it ranks as one of the finest is attested to by the fact that the play-off game between Southern Methodist and Arkansas to determine the NCAA tournament representative was played in our building.

Neither Centenary College, the school board, nor the various high schools could wisely expend the money that it would take to provide facilities that would be the equal of those that are already available.

There are many other facilities that a fairgrounds can offer the community and area it serves on a year-round basis. Where else in a given city are adequate parking facilities available equal to those found on most fairgrounds?

Other buildings on a fairgrounds are adaptable to a wide variety of uses. Exhibit buildings and other facilities should not lie idle just because the fair is over. They are ideal for trade shows, conventions, company gatherings, religious meetings, dances, home shows, warehouses, livestock sales, racing of all kinds, etc.

There is one other very important fact about this whole business and one that is extremely valuable to the fair itself. The creation of a year-round program on the fairgrounds enables the fair to develop and sustain a progressive-minded, able staff, and helps spread maintenance costs of a fair plant over a 12-month period.

Last, but certainly not least, the use of the fair plant on a year-round basis builds public respect for a fair as an institution and focuses attention upon the fair itself.

Actually, the uses of a fair plant are limitless, if we will just devote a little time and effort to developing them. We can borrow splendid ideas from other fairs and the easiest way to do this is by actively participating as a member of the International Association of Fairs and Expositions, a group whose one purpose is the betterment of fairs and expositions.
For a Sales 'Pitch' that'll give you a 'Ringer' every time... try an exhibit at

ILLINOIS STATE FAIR

Pitch your wares at the more than 1,000,000 customers who annually attend this event. You'll come up a winner every time.

Here, farmers, businessmen, teachers, industrialists come to have a leisure look at what's new for them. They take time to study the products or services of interest to their business. Give your product the opportunity to be scrutinized slowly and carefully... plan your 1959 Illinois State Fair exhibit right now!

ACTS and ATTRACTIONS, ATTENTION!

The Illinois State Fair desires to place the finest possible talent before its appreciative patrons. Therefore, if you feel you have something noteworthy and unusual to present, we would like to hear from you.

SPECIAL EVENTS SPONSORS

The beautiful, large permanent facilities of this event is available on lease for your special event in this area. Contact us now for available dates and details.

1959 DATES

AUG.
14-23 inclusive

CONCESSIONAIRES

The concession locations on the Illinois State Fairgrounds are strategically located for maximum traffic. There are, of course, a few that are better than the others. For your opportunity to have one of these, may we suggest you contact us early.

ADDRESS ALL SPACE INQUIRIES TO LOUIS LONDON, ASSISTANT GENERAL MANAGER

ILLINOIS STATE FAIR
Springfield, Illinois

12
Box-Office Magic

By JERNE ASBELL

WHEN he returned from the Wisconsin State Fair last August, Herb Dotten, the outdoor editor of The Billboard, asked if I would go down to the Kentucky State Fair to meet Roy Rogers, watch him work and do a story about him.

"Who, me?," was the only reaction I could come up with. Even as a kid, cowboys bored me. They just weren't my dish. He wanted a story for experienced men in the trade to read, and I wasn't equipped to do a Roy Rogers story for insiders.

Then Herb told me that this past summer experienced men in the trade had signed Roy for numerous State fairs. All of them were optimistic, but when they counted up the bucks at the end of each run, these men were flat-footed. Even their long years of experience couldn't help them explain a special magic Roy Rogers has for pulling crowds thru a box office. Instead of a dollars-and-cents story, he wanted something about that magic, seen thru the cold eyes of an outsider, a chump. That's me.

His End at Ohio: $94,000 in Five Days

The next morning I was on a plane to Louisville.

On the way, I looked over some notes from The Billboard's files. Here, roughly, is the picture I shaped up:

For years Roy Rogers had been pyramiding on his motion picture popularity by appearing as guest star at rodeos. For about 10 years he was top-liner at the Madison Square Garden rodeo and another regular stop was the Houston Fat Stock Show. In 1956 Cashman, then manager of the Ohio State Fair, cornered Roy at the Houston show and suggested that Roy ought to draw pretty good at fairs. In fact, he asked Roy to come to Ohio that very year.

"How about a guarantee?" asked Roy.

Cashman came up with an immediate and readyly acceptable proposition: If the fair could take the first $10,000 to get off the net, Roy could keep the next $40,000.

"And how about over that?" Roy asked.

Cashman smiled at Roy's exuberance. In 101 years, he said, no show at the Ohio fair had ever topped $47,000. But for the record, he suggested, Roy could take 75 per cent of any overage.

In five days at Ohio, eight shows in all, Rogers grossed $135,000. His take was $94,000. He earned as much in any two of those five days, unless I miss my guess, as the governor of Ohio is paid in a whole year.

Stands 'Em Up at Albuquerque

That December the outdoor convention at the Shermar Hotel in Chicago was buzzing with the name of Roy Rogers. Everybody suddenly wanted him. But for the following summer he was already so committed to a schedule of shooting TV shows, he couldn't make any fairs. Except there was one hole in his schedule, the last week of September. The only thing going that late was the New Mexico State Fair. Roy's first reaction: "There's no people in New Mexico." But he was persuaded to take the date and he soon found out otherwise.

A pre-show parade in downtown Albuquerque brought out more people to wave at Roy Rogers and Dale Evans than the city had even seen in one place in its history. Police were called out to the box office to control the lines of ticket buyers. On opening night the brand-new Coliseum was packed with 12,000 seat holders and 1,400 standees. Nine performances in five days pulled in $160,000, and Rogers rode off with 100 grand.

Leon Harms, the fair manager, happy when he first signed Roy, was astonished. He said he had sought Rogers because he wanted to open his new Coliseum with a big blast. He figured the blast would cost him a deficit of $30,000, but instead he netted that amount at the box office alone, not figuring big increases at the outside gate and the biggest midway grosses in the fair's history. These he all attributed to the newly discovered Roy Rogers magic.

If any skeptics doubted the Rogers magic, they must have become converts in 1958. That year Rogers booked four major fair dates—Wisconsin, Nebraska, Kentucky and Eastern States—and his triumphs continued with (if you will excuse the phrase) monotonous regularity.

In Milwaukee, where the previous grandstand record was $84,511, set in 1957, Manager Bill Mastrod hypothesized fondly that with a name like Rogers he might crack the $100,000 mark for the first time. But when the people started to pour in, somebody forgot to shut off the spigot. After the 10-show run, $20,000 was in the till. The fair's share alone, something like $70,000, was more than the total gross for the previous year's showing of "West-O-Rama." Rogers hauled off with better than 100C for his end.

Perhaps the most impressive accomplishment of the Wisconsin run was the show of Wednesday, August 20. All afternoon it had rained, but at starting time when it was still sprinkling, 14,000 people filled the stands and overflowed into chairs set along a terrazim on the racetrack. For an hour and 10 minutes, it alternately rained and drizzled until it finally poured. But the drenched performers continued and the crowd stayed.

The following week at the Nebraska State Fair, Lincoln, another whopper: $93,000 grossed in six shows. From there the Rogers company moved on to Louisville.

And that's where I was headed.

An hour later I was having lunch with Roy Rogers at the Brown Sugarbarn Hotel. Roy was all friendliness and smiles. Writers for show business trade papers get to a certain kind of smile they find on the faces of performers. These are profes-

(Continued on page 720)
ANADIAN

156,000
MORE VISITORS
IN 1958
SET ALL-TIME
RECORD OF
2,960,000

World's Largest Annual

PRINCESS MARGARET FOUNTAIN
Beautiful new fountain opened by Her Royal Highness Princess Margaret this summer. Situated in the heart of the CNE this is just one of a number of new fountains added to Exhibition Park this year as part of a multi-million dollar landscaping project. At night sixteen different changes of light provide a dramatic blending of colourful pastel patterns.
The biggest magnet in showbusiness

During the 16 days of the spectacular 1958 Canadian National Exhibition, the largest of its kind in the world, nearly three million people poured through the gates. Here on 350 acres of magnificently landscaped grounds they visited 54 permanent buildings which house some of the most provocative commercial exhibits to be seen on this continent.

Here's proof that you can please everybody! There are exhibits of foods, fashions, furnishings, and flowers to delight the women... cars, science, sports, and agriculture to interest the men... and the biggest midway of them all to thrill the kids.

On the 25,000 seat Grandstand, crowds applaud the thrilling afternoon show and in the evening enjoy a tremendous spectacular on the world's largest outdoor stage. Every day provides special attractions with such features as the gigantic Warriors' Day Parade, Lake Fair Day, and the breathtaking International Air Show... to mention just a few.

What it boils down to is this: people love the "EX" and prove it millions of times over. There's nothing like it anywhere... in any way... at any time.

This new multi-million-dollar building, with thousands of feet of exhibit space, is the centre of women's activities at the CNE. It contains a modern 1,350 seat theatre, the CNE Executive offices, a bank, and a large banquet hall. Complete facilities make it an ideal centre for banquets and special events throughout the year.
Planning a Show in OHIO?

... the nation's finest facilities for every kind of event, public or private, available at OHIO STATE FAIRGROUNDS in the Heart of Ohio ... at Columbus

Check this array of top-flight Facilities:

A quick run-down of the facilities listed below will show you how the Fairgrounds can serve you best. Fairgrounds facilities are scaled for all events—large, medium and small.

ALL-OHIO YOUTH CENTER
Adaptable to every type of convention, meeting, exhibit, dramatic presentation, private showing, party and social event. Banquet facilities accommodate up to 2,000 guests in a spacious auditorium. Folding partitions divide this area for serving smaller groups. Shows are performed upon a modern, well-lighted, professionally equipped stage with comfortable dressing rooms. Dormitory facilities available for approximately 1,200 boys and girls in separate wings.

BUCKEYE BUILDING
With 75,000 feet of floor space, the Buckeye Building is particularly suited for trade shows, industrial and commercial exhibitions and equipment demonstrations. Easily divided, you rent only the space you require.

NEW ARTS & CRAFTS BUILDING
Soon to be completed, this handsome building will contain a wide variety of up-to-date facilities, including a large auditorium with detachable runway for style shows, gallery for displaying paintings, pictures and sculptures, large demonstration area that can be partitioned into three sections. Two kitchens. Lounge offices. Maintenance facilities.

NEW FOOTBALL FIELD AND STADIUM
New 25,000-seat stadium surrounds field on which Chicago Bears defeated Philadelphia Eagles 0-0 in dedication game at 1958 Ohio State Fair.

COLISEUM
Permanent seating for 5,500 persons. Can be used year around for staging special shows, wrestling and boxing matches, basketball games, livestock shows. Public address system. Free parking.

RACE TRACK AND GRANDSTAND
Half-mile track for harness racing, steeplechase events and outdoor exhibitions. Track can be lighted for evening events. Grandstand seats 10,000 persons.

STATE FAIR LITTLE THEATER
 Seats 300 persons. Stage is 40'x31' with complete lighting facilities. All production properties available.

FOUR LIVESTOCK ARENAS
Plentiful housing for the largest livestock shows.

PLUS
Three additional spacious exhibition buildings.

... And Note These Special Advantages:

UNLIMITED FREE PARKING
Location of Fairgrounds avoids downtown traffic and high-cost parking problems. Area of parking space.

HOTEL ACCOMMODATIONS
More than 2,000 rooms in top-rated hotels both in and around downtown area. Excellent motels nearby Fairgrounds.

PUBLIC TRANSPORTATION
Columbus Transit Company operates buses to Fairgrounds on daily schedule.

EXPERIENCED PERSONNEL
Experienced fairgrounds operating personnel always available. No gratuities for service.

ACCESSIBILITY
Columbus is easily reached by plane, train, bus and automobile.

For Available Dates and Full Information on Your Specific Needs, Contact D. ROBERT JONES, Manager Ohio State Fairgrounds Columbus 3, Ohio

The Billboard Cavalcade of Fairs Edition

16
Sponsors Pay Tab

COMMERCIAL SPONSORED shows and attractions are three-way winners at the Mid-South Fair, Memphis. They give commercial firms a good run for their advertising dollar, fairgoers extra value for their front gate admission fee, and enliven commercial exhibit buildings and outdoor areas of the fair.

Coca-Cola in 1958 presented a free 30-minute circus twice daily in one building and it played to 400 capacity at each of 18 performances. The fair provided the physical facilities, including the show front, canopy, and a menagerie of domesticated animals. The bottling company paid for the acts, which included Torelli's Dog and Pony Circus and Ebo, the clown, and spent a considerable amount on promotion via radio and TV and for banners on its delivery trucks.

Pepsi-Cola sponsored a Square Dance Party eight nights on a 30 by 60-foot floor under a gaily colored top, 80 by 90 feet. Bleachers seated 800 people and additional seating could have been used most nights. Two hours of square dancing were held each night, with out-of-town dance clubs, hosted by Pepsi-Cola, in three nights. The fair provided the caller. Music was by a local string band.

The Kroger grocery chain in 1955 for the third successive year paid for three night club-type acts which were rotated in three of the fair's exhibit buildings. This program, conceived by Glenn Pinkston, the fair's director of exhibits, stimulated attendance in the buildings. The fair provided the physical facilities. Acts were contracted by the fair, with reimbursement by the Kroger chain, which promoted the activity in its newspaper advertising.

Free Circus, presented twice daily by Coca-Cola for nine days, played to capacity crowds of 400 persons at each performance. Presentation was colorful. Front, which simulated circus big top (bottom) was a crowd-stopper. Interior (right) featured striped canopy over the ring.

Kroger grocery chain rotated night club-type acts on a two-a-day basis in three of the fair's exhibit buildings and promoted this in its newspaper advertising.
PROSPECTING FOR BIG SALES?

You'll strike it rich at the

NEW YORK STATE FAIR

SYRACUSE, N. Y.

Plan on including your exhibit in the Empire State's annual event.

CONTACT: MR. WILLIAM F. BAKER, DIRECTOR
NEW YORK STATE FAIR, SYRACUSE, N. Y.

DURING the last two years the New York State Fair has played to the largest crowds in its 112-year history. This magnificent showcase of New York State offers:

- Finest entertainment of any exposition in the U.S.A.
- Finest exhibiting facilities.
- Finest agricultural and industrial markets.

More than one million people viewed this nine-day spectacle in 1957 and 1958.

New improvements for 1959 promise another record-breaking turnout.

SEPT. 4 thru SEPT. 12 1959

www.americanradiohistory.com
Master Show-Builder

LAST year at the outdoor convention in Chicago a small, spry man with lively eyes slipped into the panel meeting on grandstand shows, nodded quickly at a couple of acquaintances, then sat down in the back and listened.

What he heard dismayed him. Business, he heard, was terrible. Crowds were losing interest. Box offices were sagging. As each speaker spoke, the evidence of doom piled up and nobody rose to offer a constructive solution. The visitor had had no idea things were looking so black.

The visitor, Jack Arthur by name, keeps so busy putting on the most successful outdoor show in the world (in fact, the largest annual show of any kind in the world) that tales of woe seldom reach his ears. Arthur is the producer of the grandstand show at the Canadian National Exhibition, Toronto. In the 11 years he has held the job, Arthur's shows have grossed an average of $450,000 a year in runs of 14 days to 16 days. They always turn a profit.

His shows, legendarily in their lavishness and zip, are produced under the most challenging technical difficulties. Any experienced showman can easily imagine the problems of lighting, sound and staging before a grandstand seating 24,000, heard by a daily hit, noisy midway.

Gets Stars to Stake Reputations

Some showmen even scratch their heads wondering how Arthur entices top-line performers to stake their reputations under these threatening conditions. But the facts are that such blue-chip stars as Danny Kaye, Bob Hope, Victor Borge and Tony Martin have scored memorable triumphs at the CNE. Jack Arthur's story is one of mastery in the craft of large-scale showmanship.

"When I heard all that was said at the convention," Arthur recalled, "I had a mind to get up and say that where I come from business is good. I wanted to say that business will stay good as long as we put out everything we have for a good show. But then I figured that was hopeless. If a man is a showman, he doesn't need to hear what I've got to say. If he isn't one, one speech can't make a showman out of him."

"A lot of these men buy a package deal from an agent. Because they don't take a hand in producing the show themselves, they forget they still have the responsibility of seeing that their customers are happy. No matter how good the show, it can be ruined by improper lighting or a bad sound system, or even a bad crew of ushers. A grandstand show has to be run with the same care and the same artistry as a Broadway show. The producer has always got to be a little bit scared.

Arthur must have been plenty scared when he surveyed the plant he inherited in 1950, his first year at the CNE. The grandstand seating 21,500—24,000 with chairs in front of it—was enough to humble the most hardened vet. In a 14-day run, its capacity was close to 350,000 for evening shows alone, enough to sizo a smash Broadway musical for six months. As if filling the stands were not an insuperable problem in itself, filling the stage seemed even less feasible. The stage opening was 280 feet wide, about the length of a city block, built on two levels. An infill of about 250 feet separated the stage from the front row of seats. Arthur once paced off the distance from center stage to the furthest corner of the grandstand. The distance was a quarter of a mile.

He reduced the stage opening to 180 feet and built a ramp in front of the orchestra pit running the length of the stage, so a solo star might work perhaps 50 feet closer to his audience. But from there on, Arthur had to conquer the technical difficulties by employing an overwhelming sense of showmanship.

(Continued on page 60)

The Billboard Cavalcade of Fairs Edition
This Bird Repeats Only What He Hears...

P.N.E. . . . P.N.E. . . .
P.N.E. . . . It's Big . . .
IT'S BIG . . . IT'S BIG

PACIFIC
NATIONAL
EXHIBITION

VANCOUVER, B. C., CANADA

Since 1951 the PNE story has been one of unparalleled growth—from an attendance of 650,000 to 1958's record-breaking figure of 924,817. That's an increase of over 40 per cent in seven short years!

Yes, by every yardstick the PNE is BIG. The second biggest fair in Canada. After Los Angeles THE SECOND BIGGEST FAIR IN THE ENTIRE NORTH AMERICAN WEST. Show window on the Pacific for that whole exciting corner of our Continent that stretches from Washington State to the Yukon—with its rapidly developing industries and immeasurable natural wealth.

That's why each year there is MORE OF EVERYTHING for you at the PNE—in terms of both actual and potential markets. Close to one million Canadians view your wares, together with many hundreds of international prospects who make a special point of passing through Vancouver while the Exhibition is in progress.

If you have not yet explored the possibilities of British Columbia and the Pacific National Exhibition, you're missing out on something really big! Get into contact right away with—

Pacific National Exhibition

J. F. BROWN, President
A. P. MORROW, General Manager

1959 DATES: AUGUST 22, SEPTEMBER 7
congratulations
To the Officials and Board Members at the . . .

PACIFIC
NATIONAL EXHIBITION
VANCOUVER, B.C., CAN.
on the tremendous success of their Centennial Celebration in 1958 . . .
We are indeed grateful and proud of the part we had in furnishing all of the attractions, rides, and concessions on this mighty midway for the first time.

Burrard Amusement Co., Ltd.
G. P. (Jerry) Mackey, Pres.; Bob Bollinger, Vice-Pres.; Denver Burtenshaw, Secretary; Dave Dauphinee, Gen. Mgr.

Also the Operators of Canada's Newest Amusement Park, PLAYLAND AMUSEMENT PARK, on the grounds of the Pacific National Exhibition.

Our sincerest thanks to all for their great assistance in helping us to complete this most successful and eventful year.

Now Booking SHOWS — RIDES — CONCESSIONS for the PACIFIC NATIONAL EXHIBITION AUG. 22-SEPT. 7, 1959. Can Place High Class Shows, Unusual and Outstanding Rides and Concessions.

CONTACT US EARLY

OregOn Centennial Celebration
PORTLAND, OREGON
100 — BIG DAYS AND NIGHTS — 100
JUNE 10 to SEPT. 17, 1959
Positively the Greatest Celebration in the Far West for 1959. Advertised over the entire State and through the Far West.

Burrard Amusement Co., Ltd.
Exhibition Grounds
VANCOUVER 6, B.C., CANADA
Dividends to Exhibitors*
Who annually choose to exhibit and display their wares at the

KANSAS
STATE FAIR
HUTCHINSON

*More than 300 National and Regional Advertisers use the Kansas State Fair to bridge the gap between the written word and the personal review of their products or services.
412,000 passed thru the gates of this event in 1958. Where else can you personally contact so many potential buyers in such a short period of time.

FEATURE
ATTRACTIONS:

- Farm Machinery
- 4-H Club Activities
- High School Bonds
- Livestock & Agricultural Products
- Mile Long Midway
- Sunday Worship

1959 DATES: SEPT. 19-24
Mark your calendar now!

For exhibit and concession space details
KANSAS STATE FAIR—Hutchinson, Kansas

EVERETT ERHART, President
VIRGIL C. MILLER, Secretary
HOD HUMISTON, Exhibit and Concession Space Manager

A rocket and missile display from Redstone Arsenal, Huntsville, Ala., at the '58 Alabama State Fair, Birmingham, built strong interest and gave the fair widespread publicity. Three guided missiles, the Corporal, the Jupiter "C," and Redstone are shown in the foreground, with smaller rockets and missiles in the background.

World of Tomorrow

The Army and the Alabama State Fair teamed up in '58 to give patrons of the Birmingham fair the most outstanding single display they had ever seen, and, at the same time, put the Army and the fair on the receiving end of a world of favorable publicity.

The Army and the fair joined forces to stage a display of rockets and guided missiles—the largest presented anywhere. Drawn from the Redstone Arsenal in Huntsville, Ala., the rockets included Jupiter "C," which sent the free world's first satellite into outer space.

Tied in with the Army displays were high-school exhibits which showed what is being achieved in the high school science classes of Alabama.

The Army display was of such magnitude and timeliness that it not only drew and held large crowds but also brought to the fair many top Army dignitaries and both Alabama’s U. S. senators.

The fair advertised the show as a look into the "World of Tomorrow" and emphasize Alabama’s role in it.

A running commentary and demonstration added greatly to the effectiveness of the Army’s rocket and guided missile display at the Alabama State Fair. An Army observer is raised skyward to get a bird’s-eye view of the demonstration area.
The word fairgrounds and most people think of the big once-a-year fair event at a place where buildings and grounds are deserted 11½ months of the year.

But deserted is a nasty word to officials and trustees of the Tulsa Exposition and Fair Corporation, Tulsa, Okla.

As a result of this attitude on the part of the Tulsa Exposition and Fair Corporation officials, the fairgrounds in Tulsa is one of the busiest spots in the nation throughout the year.

Tulsa’s Fairgrounds didn’t become busy overnight. It took a lot of time and effort on the part of the fair officials and the 41-member board of trustees before the Tulsa State Fairgrounds came to its present position as a year-round operation and a focal point for religious, educational, recreational and entertainment activities for the entire community and surrounding areas.

The story of the rise of the Tulsa State Fairgrounds started in 1949 when a special law was passed making it possible for the county fairgrounds, on which the Tulsa State Fair is staged each year, to be leased to a non-profit corporation.

This special legislation was enacted because the fair plant was fast deteriorating and leaders of the community felt that something should be done to help raise the fair program and improve the fair plant.

The fair plant was then leased to the Tulsa Exposition and Fair Corporation. The lease agreement provided that all earnings above maintenance and operation cost would be placed back into permanent improvements for the fair plant and for expanding the educational program of the fair.

When the new group took over the fairgrounds, they had little to work with. They took over a group of facilities on a 340-acre plot, with a three-strand barbed wire fence around it, with a number of private individuals leasing the facilities for various purposes. But worse of all, no improvements whatever had been made on the facilities.

The spirit of the Tulsa State Fair showed itself.

The board of trustees set out with determination to improve the fair plant, expand the fair’s educational program, and make the fairgrounds a year-round focal point for all types of community activities.

Two goals were formed to secure a year-round operation: One, to use the fairground facilities to better serve the people in the community, and two, the staging and scheduling of events to provide sources of revenue to help improve the fair plant for the use of the people in the community and surrounding areas as well as those exhibiting and attending the annual Tulsa State Fair.

A firm foundation for operation of the fairgrounds began at once. As lease agreements on the various facilities on the fairgrounds expired, the non-profit corporation took over the facilities and improved them so that they might be used for various activities.

A new livestock exhibit building, covering 7.6 acres to be known as the Tulsa State Fair as well as the fair itself.

(Continued on page 117)
... and examine your sales program in Michigan.

... don't overlook the Agricultural and Industrial Showplace of the Mighty Michigan Market.

... and meet your Michigan market in person with a well-planned commercial exhibit at the

MICHIGAN STATE FAIR DETROIT

The Nation's Oldest State Fair

Where annually more than 820,000 Michiganders ... and other Midwesterners come every year for amusement and education.

PINPOINT YOUR MICHIGAN MARKET... MICHIGAN MEANS BUSINESS... MEET YOUR CUSTOMERS! NO OTHER MEDIA OFFERS YOU SUCH A PROVING GROUNDS AS DOES AN EXHIBIT HERE.

1959 DATES — SEPT. 4 thru 13

For Complete Exhibit Data and Market Facts Contact GERARD C. LACEY, Space Allocations Director, DONALD L. SWANSON, General Manager HAROLD ZORLEN, Commission Chairman

MICHIGAN STATE FAIR—DETROIT 3, MICH.

110 YEARS
Electronics Show

AN INTRIGUING, bewildering array of the latest in electronic gadgets, presented at the 1958 Michigan State Fair, Detroit, pulled a constant stream of fair patrons, elicited much favorable comment and suggested how a fair can focus attention on highly specialized products manufactured in its area.

An audio-visual presentation geared to appeal to the casual visitor was balanced by more technical aspects for those so-minded to make the exhibit extremely effective.

The idea behind the exhibit was to show that Michigan manufactures some very interesting electronic products," said W. J. Sullivan, of Shalco (otherwise Haggerty-Ludwig-Sullivan Company), of Ferndale, Mich., manufacturers' representatives who presented the display in a 40 by 16-foot space.

Shalco represents manufacturers of electronic components and parts, some of them world-famous companies, and others so specialized their names may be unknown outside their own field. Shalco contacted their clients and urges them to present their own products, not Shalco's, and 13 were able to participate.

Each of the 13 companies sent one or more men and Shalco provided three men. Thus, there were usually four or five men to talk to the visitors at all times.

Multi-Color Company showed a large display of printed circuits under glass. A "Curtain of Light" was displayed by Multi Products Company. This uses a fast revolving disc, comparable to any component of moving production equipment in industry. If the operator advances his hand or anything close into a position of danger, the electric eye stops the machine instantly, as the beam of light is broken in the "cabinet" and the circuit is cut.

Allen Electric and Equipment Company, of Kalamazoo, presented a heart monitor, which shows the heart beat visually in a flashing red light and audibly as a sound beat. Bendix Aviation Research Laboratories offered a model of the temperature control unit of an atomic reactor, together with a cutaway model of a tank-type research reactor.

Heath Company, of Benton Harbor, Mich., exhibited electronic instruments in kit form, an item popular with do-it-yourself fans. Robotron Corporation showed the operation of the proximity switch. Burroughs Corporation used three large shadow-box type displays to show a Middor Deck Landing System for airplane carriers. SAGE, a flashing display which demonstrates how radar picks up information, which is funneled to a radar center from several stations, then how a computer takes over and processes the information and transmits the results, and a skeleton outline of the U. S. A. F. Ballistic Missiles program.

A Burroughs Mirror Deck Landing System for airplane carriers was one of the most popular features of the made-in-Michigan electronics equipment show at the '58 Michigan State Fair. Fairgoers, such as the youngster above, were invited to manipulate a model plane. A light spot on the mirror at one corner indicates the plane's position in relationship to the landing strip on the carrier.
Where Wisconsinites (and Illinoisians and Iowans and Minnesotans and Michigani-tes ...and many others) always

To discover what's new in Industrial, agricultural, educational and home products for their business and personal use before they go home to decide what they'll buy .............

the

Wisconsin State Fair

MILWAUKEE

ONE OF AMERICA'S FOREMOST FAIRS ... AND THE MIDWEST'S MOST POWERFUL SALES MEDIUM WITH AN ANNUAL AVERAGE ATTENDANCE OF 763,422 REGISTERING FROM ALL OVER THE MIDWEST . . .

You can help these ready-to-spend consumers decide which products or services are best suited for them by exhibiting your wares here. You can present your facts in person . . . It makes sense to sell through the senses . . . one of the most unique features of this media.

Get in touch with us now for 1959 exhibition data

WISCONSIN STATE FAIR

STATE FAIR PARK

MILWAUKEE 14, WISCONSIN
Top Men Man Gates

A DEDICATED corps of va-
cationing Dallas business-
men handle one of the toughest
and most important jobs at the
State Fair of Texas with profes-
sional efficiency and compe-
tence. They come on vacation
each year from Dallas business
houses, public utilities and gov-
ernmental bodies to work for the
fair's gate department.

This department has responsi-
bilities for the operation of the
pedestrian and vehicle entrance
gates, the auxiliary parking lot
entrance gates, the Cotton Bowl
stadium during the entire foot-
ball season and the collection of
tickets for all midway shows dur-
ing the fair.

The department is responsible
for all ticket taking at the fair
and the stadium except for Mu-
sic Hall and Ice Arena tickets.

Staff Tops 250

The staff, including super-
visors, numbers more than 250,
of whom some 60 per cent work
full time all 16 days of the fair,
the remainder being temporary
help that fills in on peak periods.

The enormity of their job is
underscored by the fact that a
day with an attendance of more
than a quarter of a million peo-
ple is by no means unusual at the
State Fair of Texas.

In addition to handling these
great masses of people with the
accompanying huge numbers of
vehicles with the utmost effi-
ciency and dispatch, the men are
regarded as important public re-
lations representatives for the
fair since they are generally the
first contact with the fair that
the patrons have.

Long Service Record

All full-time personnel of the
department are men who take
vacations from their regular jobs
to work at the fair. Most of them
have worked fair after fair on
their vacations. Using vaca-
tioners is a policy of the depart-
ment.

Dave Robb is manager of the
department and has been ever
since it was first established.
Robb has worked for the fair a
total of 21 years. His regular job
is director of employment and
placement for Southern Metho-
dist University.

Working under him is a highly
competent core of top adminis-
trative officials whose aggregate
amount of service with the fair
totals more than 100 years.

Hold Good Positions

All are men with permanent,
responsible, executive-level jobs
with Dallas firms and institu-
tions.

Charles Watson, gate superin-
tendent, is a top executive of
Dallas Power & Light Company.
He has worked at the fair for 13
years. The two assistant superin-
tendents are Kenneth Palmer,
with the fair for 14 years, and
Raymond Snyder, who has
worked there for 13 years. Both
are employees of Dallas Power &
Light Company, Palmer as em-
ployment services co-ordinator
and Snyder as head of customer
services.

Other members of the execu-
tive staff of the department, with
number of years they have
served at the fair, include John
Rowland, supervisor of District
3, County of Dallas, 11, Norman
Sutherland, purchasing agent
for Republic National Life Insur-
ance Company, 11, John Crow-
son, supervisor, Dallas Post Of-
fice, 9, Roy Frederick, chief per-
sonnel officer, Dallas Post Office,
12, W. T. Kimery, lighting engi-
nier for Dallas Power & Light
Company, 13, and Bill Wright,
auditor for Southern Methodist
University, 12.

College Degree Holder

The same top caliber of per-
sonnel exists right on down thru
the departmental chain of com-
mand.

A couple of examples:

Art Levy, supervisor of a com-
bination vehicle and pedestrian
gate, has worked at the fair for
seven straight vacations. He has
a master's degree in business ad-
ministration from SMU, and his
year-round job is assistant per-
sonnel director of the Texas Bank
& Trust Company.

O. C. Carter, supervisor of a
pedestrian gate, works during
the year as division head of
Dallas Power & Light Company
and is in charge of IBM machine ac-
counting in the accounting de-
partment.

Gate department employees
come to work for the fair while
on vacation from the Dallas Post
Office, Southern Methodist Uni-
versity, Dallas Power & Light
Company, Republic National
Bank, Mercantile National Bank,
Texas Bank & Trust Company,
Dallas Transit Company, Mer-
chants State Bank, Magnolia
Petroleum Company, Atlantic
Refining Company, the city of
Dallas and the Republic National
Life Insurance Company, to men-
tion only a few.

Check References

Every effort is made to fill va-
cancies in the department with
young men of the same high
standing. One of the young men
just starting out this year as a
ticket taker on the Monorail is
Don Hlmer, a former student of
Robb's at Southern Methodist.

A graduate of SMU in personnel
administration, he is personnel
assistant at Republic National
Bank.

Every new employee must
measure up to the department's
standards.

The first time a man works
for the gate department his
references are thoroughly checked
by letters, and he is not em-
ployed unless they check out
satisfactorily.

The present gate manpower
system has been in effect for 14
years. It was established at the
1941 fair, then installed again in
1948 after the war years when no
fairs were held.

When a gate employee reports
for work he is handed an elabo-
rate 28-page brochure that ex-
plains his job and spells out just
what is expected of him as a
member of the department.

The brochure details general
information and instructions, ex-
plains the complex system of
tickets, stickers and permits, and
contains instructions and infor-
mation for concession ticket
takers, Cotton Bowl attendants
and gate cashiers.

Courtesy Emphasized

The booklet quickly gets down
to brass tacks.

"In accepting employment with
the State Fair," the bro-
chure explains, "you are really
performing a civic duty.

"You have been selected be-
cause of your possession of a
good reputation for honesty and
fair dealing. In this work you
will be associated with success-
ful, high-ranking men from all
walks of life.

"We are anxious for you to
help maintain the high standard
established by the department in
earlier years.

A premium is placed on cour-
tesy."

"We want patrons we serve to
feel that it is a pleasure to serve
them," the brochure states. "By
all means, never lose your tem-
per or speak sharply to patrons
of the fair. Many out-of-town
people from the entire Southwest
attend the fair and they are con-
fused trying to get around in a
city the size of Dallas. Give them
all the courteous assistance you
can.

"Remember you were once a
stranger here yourself."

The brochure explains that

(Continued on page 59)
FOLLOW THE TRAIL OF THE...

Western Canada Association of Exhibitions

EDMONTON

SASKATOON

REGINA

BRANDON

CALGARY

5 IMPORTANT FAIRS

... and reach the important Western Canadian market of more than 1,500,000 Canadians...

NO OTHER MEDIA IN THIS PROSPEROUS AREA CAN COVER AS VAST AN AUDIENCE FOR YOU!

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

FOR COMPLETE DETAILS WRITE TO

The Provincial Exhibition of Manitoba
Brandon, Manitoba
1959—June 29—July 3

Calgary Exhibition and Stampede
Calgary, Alberta
1959—July 6-11

The Edmonton Exhibition
Edmonton, Alberta
1959—July 13-18

Saskatoon Industrial Exhibition
Saskatoon, Saskatchewan
1959—July 20-25

The Regina Exhibition
Regina, Saskatchewan
1959—July 21—Aug., 1

WESTERN CANADA ASSOCIATION OF EXHIBITIONS "A" CIRCUIT

ANNUAL MEETING: JANUARY 16-17-18, 1959, MACDONALD HOTEL, EDMONTON, ALTA.
The 1,065-acre area of the California Exposition and New State Fair, which will open in 1961, was condensed to 16 by 20 feet in this model shown at the '58 fair.

Shoot for 1961

The GREATEST event in California since the Gold Rush Days is scheduled for 1961. That is the year the California Exposition and New State Fair will open its new plant on the north bank of the American River in Sacramento. It will cover 1,065 acres, five times the size of the present fairgrounds.

The California Legislature has authorized expenditures of nearly $25,500,000. Estimated value of the new site (purchased in 1948 for $850,000) is $5,000,000, making the new exposition a $30,500,000 project before private capital begins to come in. The project may mean an eventual $75,000,000 for the State and county.

Theodore Rosequist, who was assistant State fair manager for years, has been named Co-Ordinator, New Fair Planning. He works on the project exclusively along with Dudley T. Fortin, the fair's manager, and President Earl Lee Kelly and his fair board of directors.

Rosequist, on the basis of surveys, sees a 30 to 45-day celebration to open the new fair. He recommends that the fair run 14 instead of 12 days, there be no passes with the fairgoers receiving general admission tickets to all special attractions, including the night grandstand shows and horse shows. This, he adds, would give the fair an estimated $230,000 more in revenue.

Theodore (Ted) Rosequist, formerly California State Fair assistant manager, now Co-Ordinator of New Fair Planning, devotes his full time to mapping plans for the 1961 debut of the new fair plant.

Dudley T. Fortin (left), California State Fair and Exposition manager, and Art Linkletter, TV star and member of Vandenberg, Linkletter Associates, Inc., which is assisting in the master planning, check over layout which will feature advanced "Space Age" styling in architecture and design.

A recent artist's sketch of the State Exhibits building is shown above. The structure rides on ground-free columns, forming the backdrop and forecourt for the theater. Allo the building is raised one level from the ground, it is typical of the construction of the exhibit buildings--light, open, simple, informal and unpretentious.

The Billboard Cavalcade of Fairs Edition

29
THE CALGARY
EXHIBITION
& STAMPEDE
PACKS 'EM IN!

JULY
6-11
1959

AND STAR
ATTRACTION ★ WORLD FAMOUS CHUCKWAGON RACES
EVENINGS & SATURDAY MORNING

CALGARY EXHIBITION & STAMPEDE LTD.
F. C. MANNING—President
M. E. HARTNETT—General Manager
CALGARY — ALBERTA — CANADA

THE GREATEST OUTDOOR
SHOW ON EARTH!

They're here the second week of every July... 549,336 of them last year in six days and nights... tycoons, tycoons and tenderfeet... ranchers, wranglers and royalty... square dancing in the streets... dancing chuck-wagon fare at open-air breakfasts... and thrilling to the color and excitement of the authentic Old West come alive again! This year, won't YOU join them, here at the Calgary Exhibition and Stampede, a glorious round-up of everything Western that spills over into the whole city and makes your Calgary visit an unforgettable adventure?

ONE GIANTIC SHOW COMPLETE WITH EVERYTHING TO PLEASE THE WHOLE FAMILY!

★ WORLD CHAMPIONSHIP COWBOY CONTEST... featuring Top Riders and Ropers in RODEO today!
★ HORSE RACING—Pari-Mutuel Betting
★ THE FINEST VAUDEVILLE ACTS TO BE SEEN ANYWHERE
★ INDIAN VILLAGE
★ INDUSTRIAL, AGRICULTURAL AND COMMERCIAL EXHIBITS
★ LARGEST LIVESTOCK SHOW
★ GIANT MIDWAY
★ SUPER COLOSSAL ATTRACTION TO BE HELD IN STAMPEDE CORRAL
(To be announced at later date)
★ SCORES OF OTHER EXCITING EVENTS!
★ FIREWORKS EVERY NIGHT
★ 4 MILE LONG STAMPEDE PARADE... Watched by 123,000 people annually
★ CHILDREN'S SHOW AND LIVESTOCK REVIEW

GATEWAY TO MID-AMERICA

IOWA STATE FAIR
DES MOINES

1959 Dates
AUG. 28-
SEPT. 6

IOWA STATE FAIR

To show your products to people by the hundreds of thousands in the "heart-empire" of the midwest... there's nothing to equal an exhibit at the Iowa State Fair.

Most famous state fair in America. Chosen as THE state fair by Hollywood, on TV, radio, and in major magazines, it's the greatest of them all. For exhibit information write L. B. Cunningham, Secretary.

W. J. Campbell, President

The Billboard Cavalcade of Fairs Edition
GOODING AMUSEMENT COMPANY

An Institution of Stability
in the Outdoor Amusement Industry

10 Traveling Units
Plus
New Zoo Amusement Park

125 Rides

Always the newest and most thrilling rides built,
featuring the Wild Mouse, Hurricane, Monorails,
Merry-Go-Round, Flying Carussel, other authentic
manufacturers, 14 Number 12 Big El Wheels.

50 Shows

Of Outstanding Mardi and Distinction, including
The Tea Zucchini's Famous Buck Rides and Fun
Houses, The Merry Widow Super Crystal Maze,
Giant Houses, Jay Parrots Supvr. Girl Show,
productions Johnny Mack Brown, also many other
Great names and Sensations.

COMPLETE MIDWAY

The Broadway of Outdoor Show Business, brilliantly
lighted with Searchlights, Towers, Neon and Fluorescent.

CONCESSIONS

Legitimate Drink Concessions booked or furnished
as needed to complete your midway.
In 1958

We furnished the Midways for 110 Fairs and Celebrations plus over 100 Bazaar and Carnival Dates. 99% Repeat Dates, year after year, is proof that GOODING MIDWAYS are preferred by Fair Managers, City Officials and the Paying Customers.

ATTENTION, SHOWMEN

We are always interested in booking new, novel and meritorious shows. Join an organization where competition is limited, no pay gates, 100% legitimate concessions, well-advertised midways, big children's day promotions and proven territory, backed by years of successful experience.
For 1959

We have renewed contracts at over 93% of our Fairs and Celebrations, have a few open dates in our schedules and can offer you a precision-built unit to fit your individual needs.

A choice of Top-quality Rides, Star-studded Shows, Legitimate Merchandise Concessions.

LARGE or SMALL . . . We Play Them All!
No. 342-45 (Bull Fight Room)

Visit us in our suite at the Sherman Hotel during the IAFE Convention and at the various State Fair Meetings. You are also invited to visit our office, factory and winter quarters in Columbus, Ohio.

GOODING AMUSEMENT CO.
1300 Norton Ave.  Phone: AXminster 4-3717
COLUMBUS 8, OHIO
COURTESY, NEATNESS, FRIENDLINESS AND A KNOWLEDGE OF THEIR JOBS ARE ATTRIBUTES OF GOODING PERSONNEL . . .

our thanks to everyone...

for a most successful year in 1958 . . .

to Fair Managers, Board Members, and all sponsorships; to our many loyal employees; to our friends throughout Show Business, to millions of fine patrons, to everyone whose help and cooperation we have had, we extend our sincere appreciation and everlasting thanks.

F. E. Gooding
President.
A highlight of the beautification program at the Canadian National Exhibition is the new look of the formal gardens. A Peace Monument forms a centerpiece, as shown above. Three new fountains add greatly to the appeal of the area. The resultant look for Toronto's big annual show is that of "a garden by the lake."

### Garden Spot

A "GARDEN by the lake" fittingly describes the Canadian National Exhibition, particularly after a stepped-up plant beautification program in 1958.

A new rock garden in a filled-in area, several new and spectacular fountains, were added, new landscaping, and floral designs were achieved to add to the already acknowledged beauty of the Toronto grounds.

A face-lifting of the CNE's famous front gates, virtually the exhibition's trade-mark, was another phase of the program.

To come this year: A new set of gates on the north side, a $250,000 structural steel archway to house ticket booths and rest rooms.

New construction this year: Erection of 15,000-capacity bleachers as an extension of the already huge grandstand.

Future building projects planned: A new aeronautical building, a new home furnishings building, a new building to house the Sports Hall of Fame and Hockey Hall of Fame, a replacement for the present electrical building, refurbishing of the manufacturers' building, and, eventually, two-tiering of the grandstand.

An attractive rock garden developed last year in an area that was filled in, now flourishes at the Canadian National Exhibition. This green spot with its irregular lines contrasts with the formal layouts of other gardens on the CNE grounds.

Princess Margaret Fountain, added in '58, is situated in the center of the Canadian Exhibition and is surrounded by formal flower beds. Sixteen color changes play automatically at night on the two curtains of water that fall from the gurgling fountain top. Princess Margaret started the fountain on her '58 summer tour of Canada.
Sparkling Freshness and Appeal
Make The
BIG DIFFERENCE

CHUCK MOSS
IS PROUD OF THE FACT THAT HE WAS AGAIN
PRIVILEGED TO PRESENT ALL OF THE MIDWAY
CONCESSIONS FOR THE SIXTH SUCCESSFUL YEAR
AT THE
MID-SOUTH FAIR
MEMPHIS, TENN.

It has been our pleasure to help attract larger crowds from
year to year to this great outdoor event—One of America's
Outstanding Fairs.

OUR SINCERE THANKS
TO ALL THE OFFICIALS OF THE MID-SOUTH FAIR,
ESPECIALLY HOWARD TAYLOE, Pres., and G. W. (BILL)
WYNNE, Manager. We are proud to be associated with
this great annual.

Our thanks, too, to our own capable staff and employees
for their fullest co-operation again during this past season.

MARTHA and CHARLES (Chuck) MOSS
5210 Longview Street
Dallas, Texas

Showplace for Ohio

A $455,000 showplace—a new Arts and Crafts Building—will
pop up on the Ohio State Fairgrounds before the big 1959
exposition opens.

The one-story, 220 by 145-foot brick building will provide
additional off-season facilities that can be used by various women's
organizations to stage concerts, style shows, business meetings and
demonstrations, according to D. Robert Jones, fair manager.

The contemporary building will include a large auditorium
that will have a detachable runway for style shows; a gallery for
the display of paintings, pictures and sculpture; a large projects
and demonstration area that can be partitioned into three sec-
tions; two kitchens, a lounge, rest rooms, a cloak room, office and
maintenance facilities. These demonstration areas are to be
equipped with all types of utility outlets and drain connections.

Designed for Maximum Use

Designed by the architectural firm of Sims, Cornelius &
Schooley, of Columbus, the building will be completely air cooled
and constructed for maximum use, particularly at fair time.

The main entrance, which will be faced with Indiana lime-
stone, will have a motif featuring porcelain enamel, in color,
including an attractive canopy over the six-door entry way. There
will be two other entrances, one on the west facing the Youth
Center and proposed mall near the front of the building, and
the other at the east end off the gallery.

Two service outlets will be available near the rear of the
building, one off the west rear to facilitate the movement of props
and bulky material directly on and off the stage area. A larger
service door will be located in the north end of the building.

Off the lobby are two large rest rooms, an office, cloak room
and small kitchen, which will contain facilities for the preparation
of food for small teas that can be staged in the project areas.

A larger—22-by-28-foot—kitchen, with all modern facilities,
will be located off the auditorium and will be used for larger
luncheon and dinner groups.

Auditorium, Dining Area

The main auditorium will be in the rear two-thirds of
the west half of the building. The 55-by-62-foot auditorium will
include a sloping area in the rear third, which will contain
approximately 175 permanent seats. The remaining area, which
will be level, will be available for temporary seats and for table-
and-chair arrangements for luncheons and dinners. About 200 per-
sons can be accommodated for meals.

The 30-foot-long runway, which is 32 inches high like the
platform stage, will be removable. The stage area is to cover a
34-by-51-foot area and will have large demonstration areas in the
rear, which will be partitioned with movable dividers, into 60-by-60-foot demonstration areas; 50-by-50-foot and 40-by-40-
foot demonstration areas.

The display gallery runs off the right of the lobby and covers
an area 32 by 135 feet. It will have both overhead natural light-
ing from wooden canopies and from a strip of windows along the
building.

The stage lights will be on the rear side of the building.

The lights will be controlled from the control panel at the
front end of the gallery.

The gallery is the 70-by-120-foot project and demonstra-
tion areas. These can be partitioned, via movable dividers
into 10-by-10-foot demonstration areas; 40-by-40-foot and 40-by-40-
foot project areas.

Heat for the building will be provided thru a forced-air gas-
fi red central ventilating system. The larger areas will be heated
from ceiling-type units which will be attached to rigid steel.

Ample storage and receiving areas are provided as well as
mechanical equipment rooms to help in the proper maintenance
of the building.
...MEET YOUR PROSPEROUS MID-SOUTH MARKET AT...

THE SOUTH'S GREATEST EXPOSITION!

MID-SOUTH FAIR Memphis

Exhibitors and Showmen over the years have described the growth of this event as FABULOUS...keeping up with the rapid growth of population and income in THIS GIGANTIC SEVEN-STATE MID-SOUTH MARKET...bringing to this vast audience a colorful showcase of new products and services in every field.

Don't pass up your share of this GROWING MARKET...plan now to exhibit here to the MORE THAN 400,000 PROSPECTS WHO WILL VIEW YOUR WARES IN 1959.

1958....OUR 102nd YEAR....AN ALL-TIME HIGH IN SPACE SALES!

1959 DATES SEPT. 25 - OCT. 3

(BILL) WYNNE MANAGER FOR COMPLETE DETAILS CONTACT MID-SOUTH FAIR MEMPHIS 14, TENNESSEE GLENN PINKSTON DIRECTOR OF EXHIBITS
We're 'CRYIN' Out Loud

To tell the whole world that we have again been privileged to furnish all of the Midway Attractions for the TWO GREATEST FAIRS IN THE WORLD...

The Fabulous State Fair OF TEXAS DALLAS

AND

The Sensational Mid-South Fair MEMPHIS

Run By AMERICA'S GREATEST GROUP OF FAIRMEN . . .

Messrs. STEWART, TAYLOR, WYNNE, DILLE, HALE and TENNANT

Now Booking SHOWS AND RIDES FOR MEMPHIS. RIDE OWNERS, SEE ME AT SHERMAN HOUSE DURING CONVENTION REGARDING THE BEST RIDE SPOT IN THE SOUTH IN LATE SEPTEMBER.

MEMPHIS
SEPT. 25
THRU OCT. 3
1959

DALLAS
OCT. 10
THRU OCT. 25
1959

OUR HATS OFF TO THE FORTY-FIVE BEST OPERATORS IN THE BIZINESS WHO GREATLY AIDED OUR 1958 SUCCESS.

CLIF WILSON

Permanent Address: 190 N.W. 93rd Street, Miami 50, Florida

PLaza 9-6536

BIG FAIRS: We can furnish any size Midway with or without games.

THE BIGGER THE BETTER.

Pool: New Lure

ONE of the few AAU-sanctioned diving pools at a fairgrounds was erected for the 1958 Erie County Fair in Hamburg, N.Y., and a doubly rewarding aspect is that its cost to the fair was almost zero. The round area was encircled by nearly 1,000 persons through the fair, for exhibitions of championship diving and skin diving, and plans are for further enhancing the area with landscaping and seating for next season.

Measuring 40 feet in diameter and 11 feet deep, the pool was donated by the Lancaster, N. Y., Silo and Block Company, which numbers swimming pool installations among its services. The Metz brothers, proprietors of the firm, were joined in their civic mindedness by Anchor Fence Company, which chipped in with cyclone fencing for an enclosure 100 feet by 100. Gravel was applied between the pool and fence. While the fair paid for diving boards, they had not arrived by fair time and these were provided by Hamburg High School.

The project was due to efforts of the fair's conservation committee, of which Arthur Fries is chairman. First accomplishment was winning support of the Erie County sheriff's department, which maintains a skin-diving team. Other committee men, notably Sun Spitsak, interested other groups in participating. The fair applied for, and received, AAU recognition and approval for high school and college divers to take part without sacrificing their amateur status. The final result was a week-long program of water sports in a heavily attended area.

For next year there will be permanent seating erected and landscaping, since the reception by the public was overwhelming in the pool's initial presentation. Every hour on the hour, last August, the sheriff's department offered skin diving by its underwater division. Synchronized swimming and fancy diving was held at 3 and 8 p.m., with a water ballet at the last performance. There was no admission charge, nor is it likely there will be one imposed in the future, fair officials say.

Nearly 1,000 persons encircled the new diving pool of the Hamburg, N. Y., fair to watch free exhibitions of championship diving and fancy diving twice each day, with a water ballet added in the night show.

An AAU-sanctioned diving pool, believed to be the first on a fairgrounds, was built at virtually no cost to the Erie County Fair, Hamburg, N. Y., and enabled a highly successful program of water sports.
the winner & still champ!

1958

STATE FAIR OF TEXAS

OCT. 10-25, 1959 · DALLAS

1958 attendance for 16 days - 2,757,734
SALES-A-POPPIN’!

GREATER ALLENTOWN FAIR
ALLENTOWN, PENNSYLVANIA

BIGGER THAN EVER

New all-purpose agricultural building now available for rental.
- Ice Shows
- Expositions
- Trade Shows
- Conventions

FOR COMPLETE DETAILS AND 1959 SPACE, CONTACT
ED LEIDIG, General Manager, Greater Allentown Fair, 17th & Chew Sta., Allentown, Pa.

Lock up YOUR...

...WESTERN CANADIAN MARKET

Showcase your Products or Services at The

EDMONTON EXHIBITION

"Home of the Canadian Derby"
EDMONTON, ALBERTA, CANADA

Here's where you'll find the perfect testing ground for a new product or service for Canadians... and the place to find out how big your sales will be on your present line. In Western Canada, folks attend this annual exhibition because they want to.

The importance of Western Canada is emphasized by the truly remarkable growth of population and income in the past several years. The EDMONTON EXHIBITION has kept pace with this growth.

FAIRMEN, CONCESSIONAIRES and SHOWMEN...
You are all cordially invited to attend our annual meeting at Edmonton at the MacDonald Hotel, January 16-17-18, 1959.

THE EDMONTON EXHIBITION
EDMONTON, ALBERTA, CANADA

1959 EXHIBITION DATES
JULY 13 - 18

A. J. ANDERSON, General Manager
For further data contact us direct or thru your ad agency.
HOSPITALITY: Southern Illinois Style

NAME entertainment, major league auto races and harness racing’s Hambletonian all combine to make the Du Quoin (Ill.) State Fair one of the strongest annual outdoor events in the Middle West. This strength, which results in annually drawing over 300,000 people to the 19-day run, also creates a problem in the Southern Illinois city that doesn’t have much over 8,000 population during the normal course of the year.

How does the city and the fair solve this problem?

First, the fair’s Lodging Bureau, under Secretary Don Hayes, handles approximately 2,000 out-of-towners, placing them in various hotels and motels and in the modern dormitories at Southern Illinois University, 10 miles from Du Quoin.

Crab Orchard Lake, a State park some 25 miles away, offers additional facilities when the accommodations near Du Quoin have all been occupied. When all public housing within a reasonable area has been exhausted the Lodging Bureau then turns to private homes with the co-operation of many in the greater Du Quoin neighborhood. An extra bedroom is listed with the fair and Jones’ family may, for instance, have a guest who normally wouldn’t visit them except thru the media of television.

Some additional 3,000 fairgoers, many harness race fans, other performers, are housed in this manner. When these, too, are exhausted some acts have resorted to living in St. Louis and commuting back and forth between the Mound City and the fair, a distance of around 75 miles.

One of the first fairs to use name attractions in its night show, the Du Quoin event started well over 20 years ago. Today the stars on TV, motion pictures and phonograph records are an accepted part of the fair. And housing these performers as well as thousands of patrons has also become an accepted part of fair week.

During the 20 years that stars have appeared at the Du Quoin annual, almost every name has participated. Just a partial list includes Bob Hope, Vivian Blaine, Chico Marx, Dennis Day, Penny Singleton, Ben Blue, Ish Kabibble, Milton Berle, Margaret Whiting, Joe (Fingers) Carr, Guy Lombardo, Harry Belafonte, Jack Carter, Bob Crosby, Ilona Massey, Eddie Fisher, George Gobel, McGuire Sisters, Eddy Peabody, Buddy Lester, Mills Brothers, Sammy Davis Jr., Dorothy Collins, Pat Boone, Tennessee Ernie Ford, Fontane Sisters, Joni James, Guy Mitchell, Everly Brothers, Rowan and Martin, Kirby Stone Four, Nick Todd and Jaye P. Morgan.
AUGUST 22-30, 1959  BEST IN THE WEST

Missouri State Fair

Grand Circuit Harness Racing
Big Nite shows
6 nights Class "A" Horse Show
Auto Races day and night
Permanent Exhibit Buildings
Gigantic Farm Machinery Display

9 Big Days & Nights

Make plans now to exhibit at the Missouri State Fair where over one half million persons go on a fun-packed holiday spending spree.

1959 Missouri State County Fair
CONVENTION
Jan. 15 and 16, Governor Hotel
Jefferson City, Missouri

James T. Blair, Jr., Governor  J. S. Williamson, Commissioner of Agriculture  Collie Ervin, Secretary Missouri State Fair

Missouri State Fair

POST OFFICE BOX 111
SEDALIA, MISSOURI

PROGRESS...Our Policy...Your Guarantee!

YOUR SALES WILL CLIMB
IN 1959 WHEN YOU EXHIBIT
AT

NORTHERN WISCONSIN
District Fair

1959 DATES
Aug. 4 thru 9

For complete exhibit data and rentals, contact W. H. (BILL) KITTLE, Manager

NORTHERN WISCONSIN DISTRICT FAIR
CHIPPEWA FALLS, WISCONSIN

Downtown Office: 114½ Bridge St.

WE ARE PROUD TO ANNOUNCE
the appointment of W. H. (BILL) KITTLE as Manager of this great event. Bill brings with him many years of outstanding achievement in the Fair field and we know that he will bring even greater fame to this annual event.

BILL KITTLE

Northern Wisconsin District Fair is the FIRST of the Midwest BIG FAIRS. Strategically located in this rich area, and drawing crowds from the prosperous surrounding regions of Minnesota and Iowa, here is an ideal testing ground for your new product or service...and the perfect "reminder" spot for your standard line.

The Billboard Cavalcade of Fairs Edition
Winning Formula

**How can** a fair tie in with a year-long, Statewide centennial observance, maintain its own strong distinctive appeal and at the same time cash in on the centennial celebration? The Minnesota State Fair at St. Paul was confronted with this problem in 1955—the 100th year of Minnesota's Statehood. And the formula worked out by fair manager Douglas K. Baldwin was eminently successful, as indicated by a new all-time attendance high of 1,102,000.

The fair retained all of its many, usual strong features. It tied many of these in with the centennial, either in theme or in name. It reworked some old features nostalgic of yesteryear. And it added some features directly tied to the centennial.

Chief symbol of the State's 100th birthday was a 26-foot tall statue of the Pioneer Woman. Constructed of Fiberglas and then bronzed, it was placed in a triangular park. It was reproduced in color in both Minneapolis and St. Paul newspapers and was used as the fair's symbol in 24-sheet posters, display ads, and other advertising art. An imposing structure, it was flanked by flags and many fair visitors used it as the background for photographs.

The Minnesota Implement Dealers' Association joined with the fair in presenting an impressive display of historic farm machinery, some of it more than 30 years old. Thousands of visitors attended an exhibit of a horsepower thrasher placed in operation three times daily at the top of Machinery Hill.

The Minnesota Centennial train, a six-car traveling showcase of Minnesota history, was parked alongside the fair's Como Avenue fence for 10 days as the windup of a 100-day tour of the State. Holes were cut in the fence to form entrance and exit aisles, so persons wishing to see the train had to enter the fair.

The Centennial's Women's Committee supervised construction of two kitchens, one an authentic recreation of grandmother's workroom, with furnishings and utensils dating back to the 1890's. Popular centennial feature was a horse-powered threshing rig (right) operated by five teams of draft horses three times daily. New Territorial Pioneers Log Cabin (lower left) and new Pioneer Portrait Hall (lower right) were constructed for the centennial.
1958 ATTENDANCE 359,804

Southeastern FAIR
ATLANTA

1959 DATES—OCTOBER 1-10

E. LEE CARTERON - General Manager

WANTED!

MONEY-MAKING PROPOSITIONS

PROMOTERS • CONVENTION MANAGERS • IMPRESSIONISTS • AND ALL WHO HAVE SPECIAL ATTRACTIONS, ENTERTAINMENTS, TRADE SHOWS, NEW IDEAS, GIMMICKS OR UNUSUAL FEATURE EVENTS!

Come to us! We have space indoors and out—from a few feet to many acres! And we can work out a deal that can bring a reward to you!

BIG TIME • National and International

Come to us and be part of the BIG TIME! We have indoor and outdoor space available for your event.

Choice dates open now! For further information, write:
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Exhibitors Display Service Company
Kentucky Exposition Center
Louisville 17, Kentucky
Phone: Emerson 6-9582

KENTUCKY Exposition CENTER
LOUISVILLE

36-page book available on request.
Senior Citizens were delighted at the 1958 New York State Fair by such features as old-time silent films in the Senior City Cinema (above); a specially designed apartment for the elderly (below), and a gypsy fortune teller (right), who gave information on mental health.

Senior Citizens

"THE Years Ahead," a salute to senior citizens of New York State, was the well-illustrated theme of the State Fair in Syracuse. Besides utilizing the theme on its premium book cover and in advertising, the fair devoted a major exhibit building's wing to displays bearing on aid to elderly persons.

Many aspects of life were touched upon. Besides the agencies whose services help the elderly, there were exhibits by State branches affecting family life. Thus a free scale produced coupons showing not only weight but a message from the Consumer Council in the State Capitol, warning consumers on aspects of correct weight and change.

Among other displays of interest was the Senior Cinema, interpersing pertinent films with old-time silent comedies. A gypsy fortune-teller tent contained information about mental health. A specially designed apartment for the elderly was erected in the center of the hall.

Free glaucoma tests were offered regularly at another exhibit, and still another showed examples of artwork and crafts by the elderly. The Department of Civil Service showed a glass-cased collection of replicas of valuable jewels, loaned by Harry Winston. Winston had offered to provide the originals, worth millions of dollars, but the fair figured the risk was just too great.
Two tugboats churn Lake Ontario in one of the many spectacular waterfront shows staged by the Canadian National Exhibition. Five tugboats competed, with The Toronto Telegram as sponsor.

**Aqua Spectacular**

Each year the Canadian National Exhibition cashes in on its fortuitous location beside Lake Ontario by staging a major waterfront show unequalled anywhere along the Great Lakes.

The Lakefair Day, as the show is called, was held for the third year in 1958, again under the direction of the CNE's promotion manager, Bert Powell, and his aid, Charles Grieco. More than 400 boats were attracted.

Major highlight was the tugboat races, with five participants sponsored by a Toronto daily newspaper, The Telegram.

Climax of the evening was what was advertised as a $15,000 Japanese fireworks display, set off by an expert flown from Japan for the occasion. The display was a gift of the Japanese government.

Part of the spectacle was the conversion of a ferryboat into a showboat. It cruised back and forth across the lakefront with 25 entertainers aboard to amuse more than 300 invited guests aboard.

The showboat, named The Princess for the occasion, was a ferryboat converted with flags, bunting and even framework to give it the appearance of a paddlewheeler. There was entertainment aboard along the lines of the Mississippi showboats.

The day began with a sail-past of ships from both the Canadian and U. S. navies, with the ships providing fireworks.

There were sailing races, rowboat races, canoeing races, water skiing, a fire dive, jumping boats, a race of hydroplanes and a sail-past of the showboat.

A sail-past of the boats demonstrated the magnitude of the event, with more than 75,000 persons lining the lakefront.

A ferryboat-turned-showboat for the duration of the CNE is shown moored at night, with lights ablaze. More than 25 entertainers were aboard to entertain as the boat cruised the lakefront.
THE SHOW WINDOW NEAREST TO NEW YORK CITY

Everybody's going to
DUTCHESS COUNTY FAIR
RHINEBECK, N. Y.

Established a new attendance record of 102,000 this year. Only 1½-hr. drive from N. Y. C. -Thruways & Parkway

EXHIBITORS
PLAN NOW TO BE HERE IN 1959
DAYS (6) NIGHTS
AUG. 28-SEPT. 2

Contact: R. C. (DICK) MURRY
DUTCHESS COUNTY FAIR, RHINEBECK, N. Y.
"New York City's Show Window in the Country"

A Sales Exhibit in this highly concentrated area will strengthen your public relations here as well as your actual sales.

THE Dallas Polio Chapter gave 836 Salk vaccine shots and dispensed an undetermined amount of information about polio at a clinic set up in the Women's Building during the '58 State Fair of Texas. Ninety per cent of those who availed themselves of the opportunity were adults. Shots were $2 each, the standard fee.

The attending physician reported many people expressed the mistaken belief that there is no more polio in Texas. Others advanced the erroneous opinion they could not catch the disease because they had taken out polio insurance.

The clinic had the approval of the Dallas County Medical Society.

Located in the Richest Area in the South . . . Here is where industry and agriculture combine their full talents every year to bring the people of this great state . . . and the surrounding area . . . the full story of growth and prosperity that has been leaping throughout Tennessee for the past years.

The Top Annual Event in the Progressive South . . . Here you will give your sales story best to the more than 1,000,000 people in this area alone. Here you'll meet the farmers and businessmen who want the improvements your product or service can bring to their farms, businesses or homes.

FOR COMPLETE DETAILS CONTACT
L. E. GRIFFIN Secretary-Manager
TENNESSEE STATE FAIR P. O. Box 9008, Melrose Branch, Nashville 4, Tennessee
A 50-CAR RAILROAD SHOW...

JAMES E. STRATES
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JAMES E. STRATES SHOWS INC.

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ALLAN TRAVERS
GENERAL AGENT

HARRY I. TONG
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JAMES E. STRATES
Again in 1958 the James E. Strates Shows provided the best in family entertainment to millions of patrons who attended the best fairs and celebrations. THANKS to the many Fair Officials for their wonderful co-operation and thanks to all our help whose loyalty and hard work made it possible for us to achieve our goal.

JAMES E. STRATES

NOW BOOKING FOR 1959
TOP NAMES AND FEATURES
Can place non-conflicting Shows and Rides for our Florida Fairs.

Florida Citrus Exposition
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FISCAL OFFICES
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"The City Beautiful"
AL KUNZ Presents

HETH SHOWS

30 CAR RAILROAD SHOW MOTORIZED

WE PROUDLY SALUTE THESE FAIRS—

OUR REFERENCES

OZARK EMPIRE FAIR SPRINGFIELD, MO.

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SOUTH MISSISSIPPI FAIR LAUREL, MISS.

WEST TENN. DISTRICT FAIR JACKSON, TENN.

MISS.-ALABAMA STATE FAIR MERIDIAN, MISS.

MT. VERNON STATE FAIR MT. VERNON, ILL.

UNION COUNTY FAIR STURGIS, S.

PURCHASE COUNTY FAIR MAYFIELD, KY.

RICHLAND COUNTY FAIR COLUMBUS, GA.

DICKSON COUNTY FAIR DICKSON, TENN.

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SALINE COUNTY FAIR HARRISBURG, ILL.

WEST GEORGIA FAIR CARROLLTON, GA.

EFFINGHAM COUNTY FAIR ALTAMONT, ILL.

CENTRAL GEORGIA FAIR CORDELE, GA.

HERE IS WHAT ONE OF AMERICA'S TOP FAIR-MEN SAID PUBLICLY IN THE SUNDAY NEWS LEADER, SPRINGFIELD, MO., AUGUST 14, 1958.

Analyzing the near-record attendance for the week, Sec.-Mgr. G. B. Boyd of the 22nd Annual Ozark Empire Fair gave credit to (1) the perfect weather, (2) the popularity of the Heth Shows on the midway. "That's one reason we were quick to sign the Heth Shows for 1959." It will be the third year in a raw for the Heth Shows to appear at the fair. "Not only do they have a good midway, but Owner-Mgr. Al Kunz and his people are among the finest in show business to deal with," Boyd said.

MR. FAIR SECRETARY ... THE NATION'S MOST FUN PACKED MIDWAY WITH THE TOP MONEY MAKING ATTRACTIONS

- 20 Major Rides including a new Dodgem, Round-Up, Scrambler
- 10 to 12 Shows including a top notch Sit Down Production Show
- 50 to 100 attractive Merchandise Concessions
- 8 to 10 Kiddie Rides in two separate Kiddielands
- 6 of the most beautiful Slimline Light Towers in the Business
- Twin Giant Searchlights for a truly Hollywood atmosphere
- Slimline Front Entrance to Carnival Midway
- Fleet of 47 Tractor-Trailer Units that really move.

OUR CREED

Management of the HETH SHOWS believes the patrons of the cities and fairs that we play have a right to enjoy only the best in modern, clean and wholesome entertainment.

... To achieve this goal and the highest standard of courtesy and good will for your community and fair, the management is pledged.

We'll be in Chicago during the convention, and at your State Fair meetings.

Or contact us at our permanent winter quarters address:

HETH SHOWS
P. O. BOX 5515,
NORTH BIRMINGHAM, ALABAMA

AL KUNZ, Owner-Manager—EP GLOSSER, Business Mgr.

AL KUNZ
The most popular show in the east

WE'VE GOT A MILLION OF THEM

Area buyers, that is... and they're all yours when you exhibit at the

IONIA FREE FAIR
IONIA, MICHIGAN

Located in the heart of marketing areas totaling more than 1,000,000 population... including such prime buying areas as Grand Rapids, Flint, St. Johns, Grand Haven, Jackson, St. Louis, Muskegon, Alma, Lansing, Ithaca, Owosso, Battle Creek, Kalamazoo... and many others.

You'll cover the entire Central Michigan marketing area with a sales exhibit here. Join the crowd... be one of the 1,100 commercial exhibitors who annually reap the benefits of this vast audience.

1959 DATES AUGUST 10-15

ALLEN WILLIAMS, President
IONIA FREE FAIR - IONIA, MICHIGAN

"Carrying On the Fine Tradition Set by Our Beloved...
FRED GERMAIN JR."

Once Again Topped the 100,000 mark in Attendance

FEATURED:
* New! Unlimited Parking!
* Auto Thrill Show
* Colorful Midway
* Stock Car Racing
* Rodeo Show
* Exhibits That Pull Interest and Sales
* Polka Dance Festival
* Contests

1959 FAIR DATES AUG. 8 to AUG. 16

For full details, contact:

BEN STRONG
President & Gen. Manager

AL HOWARD
Asst. to Gen. Manager

IONIA FREE FAIR - IONIA, MICHIGAN

ORANGE COUNTY AGRICULTURAL FAIR
MIDDLETOWN, NEW YORK

The Billboard Cavalcade of Fairs Edition
Thanks

to the Grenadier Guards Band and the massed pipers and dancers of the Scots Guards
whose brilliant pageant of music and marching thrilled capacity audiences during their American debut here.

to Roy Rogers
Dale Evans, Pat Brady, Sons of the Pioneers and the other talented members of the Roy Rogers troupe
whose friendly and fast-moving show delighted the more than 50,000 youngsters and oldsters who packed the Coliseum during the seven days of performances.

to Arthur Godfrey
who, with his fabulous high-school horse "Goldie", helped boost our Horse Show attendance to a new high.

and to the other Performers and Exhibitors who helped us achieve an almost impossible record —

SECOND-HIGHEST ATTENDANCE
in our history
IN SPITE OF RAIN on 5 out of 9 DAYS
502,674
AUDITED 1958 ATTENDANCE

"The SHOW WINDOW of the EAST"
★ 175 acres of outstanding commercial, agricultural, educational, and recreational exhibits and events.
★ New England's greatest merchandising center — 123,000-square-foot Industrial Arts Building.
★ Largest livestock show in the East.
★ 8 acres of farm and heavy machinery exhibits.
★ Top entertainment stars in glittering shows.
★ East's largest amateur horse show.

NINE BIG DAYS AND NIGHTS
1959 dates: September 19 to 27
Write today for information about exhibit opportunities in the Most heavily promoted show of its kind in the East

EASTERN STATES EXPOSITION
WEST SPRINGFIELD, MASSACHUSETTS

February
3-14, 1959 TAMPA
Florida's Greatest Annual Attraction!

BIG! SPECTACULAR! The first major Fair of 1959! ... Held in the heart of Florida's richest, most heavily populated agricultural and trade area — at the peak of Florida's busy winter season!

This Great Show Window of the Sunshine State presents a panorama of Florida agriculture, industry, commerce and culture against the spectacular background of colorful, world famous Gasparilla Pirate Invasion ... PLUS parades, auto races, midway, thrill shows and exciting grandstand attractions.

Every year, the Fair plays to nearly a million Floridians, plus visitors from all 48 states, Canada and many foreign countries!

PROMOTERS! CONCESSIONAIRES! EXHIBITORS!
Show, test and sell your product to a great cross-section of America in the excitement-charged atmosphere of the Florida State Fair! Eleven big days and nights!

SPECIAL EVENTS
SPECTACULAR GASPARILLA PIRATE INVASION AND PARADE
WORLD'S LARGEST MIDWAY — ROYAL AMERICAN SHOWS CHAMPIONSHIP AUTO RACES — THRILL SHOWS STATE AND COUNTY EXHIBITS PARADES — GRANDSTAND ATTRACTIONS

For exhibit information — Write:
J. C. HUSKISSON, Manager-Secretary
P. O. BOX 1231, TAMPA, FLORIDA

FLORIDA STATE FAIR
and Gasparilla Association, Inc.

The Billboard Cavalcade of Fairs Edition
International Trade

The Texas International Trade Fair, designed to be an annual exhibition of major proportions in its field, made its bow this year at the State Fair of Texas. The trade fair was blueprinted by the sales department of the Dallas Fair to run concurrently with the State Fair each year and to serve both as a logical extension and enlargement of the popular foreign government exhibits at the fair and, in addition, as a trade fair in the strictest commercial sense of the word.

For the past three years one of the most popular exhibit areas at the State Fair has been the International Center which occupied one bay in the general exhibits building. The International Center was an outgrowth of foreign exhibit activity at the fair which extends back as far as 1948, when the first international displays were sold for the exposition.

For the 1958 State Fair of Texas, the international exhibit area was expanded to take in an additional bay or about one-half of the entire building which covers some 94,000 square feet of space.

In addition, an international bazaar was added as a feature of the trade fair to add an exotic flavor to the whole operation and to offer an outlet for importers to survey their wares to fairgoers who in previous years have been good customers for foreign goods.

Countries which exhibited in the International Trade Fair included Sweden, Italy, Great Britain, Germany, Japan, Korea, Belgium, France, India, Formosa and Switzerland. These were all official representatives of each government, and the exhibits were sponsored either by the commercial section or tourist section of the various embassies and in some cases by both.

Personal Contacts Sell

The governmental exhibits are secured by personal contact with various consular officials and commercial sections of the embassies. The initial contact in almost every case is made with consular officials responsible for the Texas or Southwestern states since their recommendation is necessary before a government can allocate funds for participation. Additional contacts are made on the embassy level on a promotional basis so that these high echelon officials will be familiar with the State Fair of Texas and the Texas International Trade Fair when requests reach them from the consuls for budgetary allocations.

Additional contact work is done by various government agencies such as chambers of commerce of foreign governments, trade promotion agencies that work in close co-operation with embassy and consular commercial representatives and with private corporations who have offices in this country.

Because various governments each have their own system of dividing up the United States for consular jurisdiction, widespread travel is necessary to contact the proper officials. In this connection, Kenneth W. Erickson, assistant sales manager of the State Fair of Texas, who has been designated as manager of the Texas International Trade Fair, made trips to New Orleans, Houston, New York, Washington, Chicago and San Francisco.

Name Held Important

Erickson explains that one reason the trade fair aspect was applied to the international exhibits this year was in order to be more appealing to foreign governments as an exhibiting medium. The trade fair designation has proved to be much more acceptable to budgetary offices of the various governments than the terms "state fair" or "international center.

In conjunction with the change of name and to implement the new trade fair concept, a mailing was sent to a list of some 4,000 potential buyers in the Southwestern area. All major cities in Texas, Louisiana, Oklahoma, New Mexico and Colorado were covered. Invitations were sent only to those buyers who it was felt would be interested in items to be exhibited at the trade fair. Of the businesses contacted, requests for passes to the trade fair were received from 1,309 buyers. This was regarded as a highly gratifying response for a first-time operation.

The trade fair in its first year proved to be a conspicuous success. The Texas International Trade Fair, explains Erickson, was inaugurated to enable the commercial sections of consulates and embassies as well as foreign manufacturers to have a centralized showcase for their products in the Southwest. It has been felt by all the participants that this particular region offers one of the largest undeveloped potentials for foreign goods available in the United States today.

The public acceptance of the Texas International Trade Fair, according to Erickson, was tremendous, and many of the products shown by various governments and concerns have found new outlets in this region both on a wholesale and retail basis.

Success of the international bazaar was also spectacular.

Participation in the bazaar was by bona fide importers from various sections of the nation.

Vendors came from the Dallas and Houston area, from Chicago, Connecticut, New Jersey, New York, as well as Formosa and Hong Kong.

Among the items on sale were Indian brassware, Japanese toys and sporting goods, Italian, French and German fashions, Christmas tree ornaments, bags and belts, German hand-carved cuckoo clocks and other items, Chinese handicrafts, Dutch, Finnish and Swedish candles, African, German, Italian and Greek knickknacks, Japanese lacquer ware, Egyptian, French and Italian objects of art, hard candies from Denmark and Holland, and Chinese brocaded silks, pongees, evening wraps and robes and raw silk materials.

Items for sale ranged in price from 10 cents to $500. Most of the volume of business was done on items up to $2. However, a surprising amount of expensive items were sold, indicating that fairgoers recognized the quality of the products and realized they were getting value for money.
YOU'LL GET REAL SALE ACTION

IN THE ENTIRE INTER-MOUNTAIN AREA WITH A SALES EXHIBIT AT THE

UTAH STATE FAIR AND INDUSTRIAL EXHIBITION
SALT LAKE CITY

Every year thousands of families gather for their annual "outing" at this great event. These folks, most of them with above-average incomes, represent a cross-section of the market you will reach in this whole area. An exhibit here is your gateway to increased sales and a better known product.

The management of the UTAH STATE FAIR by offering its patrons the finest in entertainment makes it easier for you to see more people every year.

FEATURES OF THE UTAH STATE FAIR
- Holiday on Ice of 1958
- 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

1959 DATES—SEPT. 11-20
For choice exhibit space, contact us early.
DONALD P. WYATT, Manager
UTAH STATE FAIR
Box FG-6
Salt Lake City, Utah
Youngsters' Delight

Big-Time automobile racing has long been a mainstay of the New York State Fair's attraction schedule, but in recent years a different kind of auto competition has been building strong patronage. This is the flourishing "microd" activity held on a 30x60 foot (1/2th mile) oval back in what used to be the fair's boondocks. Several kinds of kids' automobile racing are popular throughout the country, but the microds are unique in that they must be home-built, among other things. What results is a collection of Soap Box Derby-looking vehicles, chugging along under the push of lawnmower motors.

Crowds of 1,000-2,000 are not uncommon at the Syracuse events, held daily during the fair. The track was originally built and has been maintained by the local Microd Club of Syracuse-Geddes, outside the fairgrounds. But the fair has since spread out and engulfed the location. Pole barns have been erected nearby and the relocated cyclone fencing now encloses the track, which is run under professional racing conditions.

The oval is blacktopped and equipped with guard rail, grandstand, official's booth, concession stand and pit area. The whole program is run like modified midget auto racing, director Bob Robinson, of Skaneateles, points out, except that starting positions are determined by time trials, are in reverse order. With fast cars in back, there is less chance of a race being a runaway since more passing situations are created.

As to the cars themselves: The concept started in Robinson's garage when he built a car for vacationing kids from New York's Fresh Air Fund charity. His dad, he says, had been turning them out for him since he had been a kid. Neighborhood youngsters packed into on the action, Robinson drew up plans, and 38 cars were built by kids and parents in Skaneateles that year, 1955. His plan book is basic to microdracing now. There are two models, M1 for boys and girls aged 9-14, and M2 for those 14 and older. Each model has a fixed displacement and gear ratio. Second has a bigger engine. On the 10th-mile track, speeds of about 20 m.p.h. are attained.

Syracuse fans saw almost all the thrills of big-time racing. There were pit stops, jam-ups, changing heads, close shaves, everything but accidents, for the low, wide vehicles are extremely tough to tip over. Kids must (and like to) wear crash helmets and goggles. Their racers have only throttle and brake controls with automatic clutch, so they are not complicated to operate.

The track was rimmed with viewers all week long. Microdracing not only involves a whole family, what with the mechanical work and transportation to and from the track, but it also has a magnetic effect on casual passers-by, who cannot tear themselves away from the races. Free programs are handed out, but concession revenue and any donations are split up by the seven microd clubs participating during the fair. The Syracuse group races at the oval weekly during the summer and fall. The fair provides the necessary insurance during its week, and no admission is charged, thus preserving the "free" status of the fair. The fair also puts up suitable trophies plus $50 to each club to defray transportation and other expenses.

The whole family gets in on the microd craze, as the scene at the New York State Fair, Syracuse, shows. Concealed driver, left, and his mother wear similar mechanics' garb with home club monogram on the back. Cars arrive in station wagon, pick-up trucks and on tiny trailers, as participants converge on the fairgrounds track.

Scene in the pits has big-time racing flavor and shows some of the microd construction details. Motors are kicked over by cord, like outboard motors. Youngsters gain mechanical knowledge ahead of their years from this craze.
SHOW YOUR PRODUCTS TO 135,000 SPECTATORS!
AT THE
SOUTH ALABAMA FAIR!
MONTGOMERY
Strategically located to attract the perfect cross-section of Alabama . . . to give you a true picture of your sales potential in this fastest growing event.

ALABAMA'S $3,000,000 COLISEUM—HOME OF THE SOUTH ALABAMA FAIR!
Don't Miss the 6th Annual South Alabama Fair in 1959, DATES TO BE ANNOUNCED!
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SOUTH ALABAMA FAIR
P. O. Box 811—Montgomery, Ala.

THE GREATEST ANNUAL OUTDOOR EVENT IN THE MIAMI VALLEY

Montgomery County Fair
Dayton, Ohio

OHIO'S MOST OUTSTANDING COUNTY FAIR
Add up your sales potential in Ohio . . .
You'll find an exhibit here will pay off BIG!

PAID GATE
87,397
Estimated Attendance
135,000
(in 1958)

FEATURES:
• Name Attractions
• TV Entertainment
• Thrill Shows
• Farming
• Machinery Shows
• Livestock Exhibits
• Music Festivals

OUTSTANDING PERMANENT FACILITIES
• Brick Coliseum
• Stock Pavilion
• Agricultural Building
• Grandstand
• Livestock Arenas
• Many Horse Barns
• Illuminated Race Track
• Fairgrounds Tennis Dining Room

Concessions, Exhibitors, Patrons:
"Welcome to Our Fair!"

GOLDIE V. SCHEIBLE
Secretary-Manager
Fairgrounds
1040 South Main Street
Dayton 9, Ohio

1959
DATES
Sept. 5 thru 9
5 Days and Hiles
Pulls and Pleases

OTTAWA'S new H. H. McElroy Building was used to its best advantage during the 1958 Central Canada Exhibition, with heavily attended displays during most of the record-breaking eight-day run. The event drew 533,763 patrons in its second straight appearance in the half-million category.

The McElroy Building contained numerous examples of ultra-sleek design. Within, it was largely devoted to women's exhibits and activities, "Dancing Waters," plus a full, glass-walled television studio with large projection screen. Visitors not only saw themselves on TV but could view the coverage of the fair carried by the Canadian Broadcasting Company.

In the theater area were radio, television and fashion shows, and stage demonstrations. The Joan Baxter Show was carried daily except Friday. Rita Mansfield’s fashion shows were held nightly, with exhibits from the M. Caplan store (furs), Middleman’s (dresses), Morgan’s (coats), Nettleton’s (jewelry) and Saxes (shoes).

"Dancing Waters" was sponsored by O'Keefe Brewing Company, Ltd., with 15-minute shows on the hour daily. Beaver Lumber Company, Ltd., put on demonstrations on building coffee tables, recreation room bars, and other furniture pieces, as well as farm panel discussions on hog, poultry and cattle buildings.

The fashion shows were among the annual's best-drawing events and will be expanded in future years. Expert commentary and staging conditions pulled crowds which exceeded 1,000.

Educational exhibits, attractively presented, were mixed with commercial exhibits in Ottawa's new H. H. McElroy Building with winning effect.
THE STATE FAIR ARENA

This thrillingly new entertainment center... hailed in architectural and design circles as the "most significant new building in the country"... has become the focal point for entertainment in this area. Folks have come to look forward with eagerness to our next event because the very atmosphere of this structure makes them want to come here.

Check Out These Facts:

- **DESIGN**
  - Every seat on the "35-yard line," unobstructed view of the entire floor; adequate light and ventilation; maximum efficient use of construction materials, perfect acoustics.

- **DIMENSIONS**
  - 300 feet in diameter, elliptical in shape with a central track or concrete arena floor 291 feet long and 132 feet at the widest point. PLUS the finest hardwood floor just recently added.

- **EXHIBIT AND SERVICE AREAS**
  - The two lobbies, or rotundas, are reached from the ground level. In these and two lower level concourses are approximately 20,000 square feet of exhibit space in addition to the arena floor. Also on the concourse level are eight spacious rest rooms, dressing rooms for performers, storage spaces and equipment with which the entire building is heated (heat air) and ventilated.

The STATE FAIR ARENA, plus many other topnotch features, has made the NORTH CAROLINA STATE FAIR the biggest event of all... 1959 DATES—OCT. 13-17

For more information about the State Fair Arena and the 1959 North Carolina State Fair, contact:

**DR. J. S. DORTON**
Manager
North Carolina State Fair
P. O. Box 5565, Raleigh, N. C.

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**IOWA'S FASTEST GROWING FAIR**

**ALL-IOWA FAIR**

CEDAR RAPIDS, IOWA
1959 DATES
Aug. 16-23 Inclusive

Where annually thousands upon thousands of Midwestern folks gather for a close-up look at what's new for them and their businesses. Here you can reach one of America's highest earning areas, and let them see your wares.

WRITE TODAY FOR COMPLETE DATA ON WHY IT WILL PAY YOU TO EXHIBIT HERE IN 1959...

Contact: **ANDY HANSON**
Manager
ALL-IOWA FAIR
Hawkeye Downs, Cedar Rapids, Iowa

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**GREETINGS TO ALL SHOWMEN & FAIRMEN**

**WISHING YOU ALL A VERY SUCCESSFUL 1959**

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**Rocky Mount Agricultural Fair**

ROCKY MOUNT, N. C., SEPT. 21 TO 26
Norman Y. Chambliss, Owner & Mgr.

---

**Pitt County AMERICAN LEGION Agricultural Fair**

GREENVILLE, N. C., OCT. 5 TO 10
Eastern Carolina's Greatest Event
Ed Harris, President
Norman Y. Chambliss, Mgr.
setting
the pace
in the West...
E-SHows

O-rated

800 Statler Center • 900 Wilshire Blvd.
Los Angeles 17, Calif.
It is our wish that we may be able to bring to your fairgrounds only the finest in entertainment for the whole family. Towards this end, we are constantly striving to raise our standards of showmanship. We are indeed gratified to note that our efforts have been rewarded. Every year our percentage of ‘replays’ has been increasing . . . and last season saw the greatest number of return engagements in our history . . . plus an increase in the number of new events.

MIDWAY BUYERS, ATTENTION!

It will be our pleasure to discuss your Midway with you. Contact us at the convention in Chicago . . . look for us at your state fair meets . . . OR BETTER YET . . .

VISIT US AT OUR WINTER QUARTERS . . . ANYTIME!

OUR SINCEREST THANKS to all who have aided in this progress . . . Fair Officials, Celebration Committees, Concessionaires, Ride Owners and our own personnel.

SHOWMEN—CONCESSIONAIRES

For one of the longest routes in the industry, join with us . . . your show or concession must meet our qualifications. Contact us right away.

FOR COMPLETE DETAILS CONTACT

JAMES H. DREW, Manager

Permanent Winterquarters address: P.O. Box 899, Augusta, Georgia
Phone: 3-3190
EXPOSITION PROVINCIALE de QUEBEC

The low cost-per-person in this fabulous growth market makes an exhibit here a "must" for almost 90% of our exhibitors year after year. Here is your Market Headquarters for French Canada! You can place your products before them and establish them in this market.

EXHIBITORS
Trenton gets the people!

NEW JERSEY STATE FAIR
TRENTON, NEW JERSEY

The finest attractions, the most modern facilities and proper location assures you of reaching one-half million consumers who come to the New Jersey State Fair in a buying mood. Plan on exhibiting your wares here in 1959, build your prestige here, as well as your actual sales.

AMERICA'S OLDEST FAIR
8 BIG DAYS - 7 BIG NIGHTS
CLOSING WITH INDIANAPOLIS-TYPE 100-MILE CHAMPIONSHIP

For further information contact:
GEORGE A. HAMID, PRESIDENT
NEW JERSEY STATE FAIR
Trenton, New Jersey

Food Fair Gives Million Tickets

Chain Ties-In 51 Supermarkets
With Free Admission at Trenton

TRENTON — A tie-in thru which a major food chain will distribute 1,000,000 kids' tickets for the New Jersey State Fair was worked out last week between fair officials and Food Fair Stores. It is a development of Food Fair's regular Friday promotion at the steel Pier at Atlantic City, according to George Hamid, fair president.

During the beach season Food Fair has been distributing tickets in its Southern New Jersey markets, for "Cowboy Day" at the pier. Good until noon on Fridays, the tickets give the kids half-price (.50 cents) admission and Western pier entertainment. Adults pay the regular 93 cents.

For the fair, Food Fair is contributing its 51 supermarkets in New Jersey and Eastern Pennsylvania. It will devote store displays and its supermarket advertising to the ticket promotion, distributing tickets in the stores for Monday, August 25, which will be Merrick County kids' day; Friday, statewide kids' day, and Thursday, called Governor's day and Food Fair day.

Good for Grandstand
There will be 250,000 tickets given out for each of the kids' days and 300,000 for Governor's day. They will be good for free admission: until 7 p.m. on kids' days a 25-cent general admission entry to the grandstand. They will also be good for half-priced reserves in the grandstand. On Thursday there will be $12,000 worth of prizes awarded after the Gene Autry grandstand show, for which the special ticket holders will be eligible. Included will be grocery supplies for a family for six months; three months, etc., plus color TV and other appliances. All kids will get autographed pictures of Autry.

High hopes are held for the ticket deal. It brought in 300,400 kids when it started at Atlantic City, and grew to where more than 2,400 turned up with the tickets on Friday (1).
THIS Is Worth Working For...

The Birmingham News
Editorials
Victor H. Hanson, Publisher, 1910-1945
Charles A. Foll, Editor-In-Chief
McClernon Von der Yeer, Editor
Saturday, October 4, 1958

It Has Been A Grand Fair

Tonight the talkers before the midway shows will chant out their come-ons for the last time and then the great truck will haul the show on to another fair. The sawdust will lay crumpled into the ground, the expansive of the area will seem barren, the gayety will be only an echo at best.

But that is only one part, and in fact a rather small part, of this fine Alabama State Fair. For remaining will be the excellent grandstand and the Agriculture and Industrial Arts buildings, the great cattle barn, and numerous other smaller structures.

The quality of this fairgrounds plant is truly impressive. It is a delightful place as large as its principal supporters would like it to be, but it is already quite sizable and, what is most impressive, new, modern and a delight to the eyes when accoutred with exhibits.

These exhibits this year were truly remarkable—from the fine pastries, the beautiful flowers, the needlework, the jams, the jellies and the countless other evidences of the handicraft of our state's people. That is at the core of any state fair—it is the core of a district or a county fair—the display of what people can do. The rest is just for fun.

The industrial exhibits in the gleaming Industrial Arts Building similarly were of the highest quality. This was no Gouldy display and cry of isolated small businesses—it was an exhibition in excellent taste, the booths generally being highly skillfully designed. In brief—to put it in a way everybody can promptly understand—what was shown this year in the industrial displays cost money.

The livestock—the sheep, the hogs, the cattle—were superb—looking animals from stall to stall. Hundreds of fine animals were shown—and even to the unknowing it was obvious that they could stand up well with stock in any state. And the number, the great number, shown:

We know, of course, that by fair week's end, everyone feels he has heard quite enough about such an event. Do not let familiarity blind us to the genuine values of what has been wrought here in Birmingham. This state fair has been, and is, the shining point of a rich year, the shining point of a rich year, the shining point of a rich year.

ALABAMA STATE FAIR
Birmingham
Oct. 5-10
1959

R. H. McIntosh, General Manager
Research Clicks

INDUSTRIAL biggies exhibiting at the 1958 edition of the Wisconsin State Fair in Milwaukee, stressed the value research plays in developing products for the home, farm and industry and the exhibits proved one of the most popular in the Wisconsin-at-Work Building.

Prominent displays included the one brought in by Johnson’s Wax, which outlined the important role its chemists and engineers are filling in developing new products to supplement the lines which have made the concern a household word.

Parker Pens gave fairgoers a peek into the future, showing how its vast research program, it was continually developing new types of writing equipment and indicated what pens of the future would be like.

The beer industry, an important one not only in Milwaukee but throughout the State, was represented by a series of displays that outlined the vast strides made, thru research, in improving the brewer’s art from colonial days to modern times. Petroleum firms, including Cities Service, also stressed how research was making a fuller and better life for today’s motorists and housewives.
Total Coverage in 3 GREAT MARKETS

CHATTANOOGA-HAMILTON COUNTY

INTERSTATE FAIR

CHATTANOOGA, TENN.

The famous Tri-State Area of Tennessee, Alabama and Georgia are the basis of your market when you exhibit here. Meet the farmers, businessmen and homeowners that will buy your product or service in this marketing area.

EXHIBITORS

Write today for your Package-Program Data telling you WHY, WHEN and HOW to make your sales grow here.

FEATURES:

- FREE GRANDSTAND SHOW—By Geo. A. Hamid & Son
- AMERICA'S FINEST MIDWAY—OLSON SHOWS
- TOP COMMERCIAL AND INDUSTRIAL EXHIBITS—The Merchants and Manufacturers Building

1959 DATES

SEPT. 21 THRU 26 (Tentative)

Contact MAUDE H. ATWOOD, Secretary

CHATTANOOGA-HAMILTON COUNTY

INTERSTATE FAIR

Room 305, Volunteer Building Chattanooga, Tennessee

Master Show-Builder

Continued from page 19

As an example of how well he has succeeded, last year Danny Kaye did not hesitate to pull a gimmick such as he recently became a standard part of his show. Midway in his routine, he announces that he is tired, hauls a chair before the microphone, then sits down for an intimate (and hilarious) chat with his audience. The gigantic grandstand, blown by chilly Canadian winds, set beside a midway and below an airplane route, had been reduced to a cozy, quiet room. A single performer dominated the place for an hour and 15 minutes.

Part of the secret to Arthur's success in commanding focus of attention is his unflinching concern for lighting and sound. Over the stands, 27 arc lamps are installed, a man controlling each. On the sides of the stage, four super-troupers and four troupers are each manned by an electrician. These are supplemented by 24 1,000-watt spots in the wings and banks of 500-watt lamps in amber, blue and pink for a general soft glow.

The speaker system, too, which enables Kaye or a quieter like Bob Hope to chat intimately with 34,000 customers, is a product of going all out. Twenty-seven sound channels feed 15 hi-fi speakers, six along each side and three along the top of the stage. A sound engineer, mixing these channels backstage, takes instructions by phone line from another engineer planted in the middle of the audience.

Sound is balanced not only to compensate for the distribution of customers throughout the stands, but even for moment-by-moment shifts in direction and velocity of the wind. In Arthur's view, when a performer is a tiny lighted speck two or three or four blocks away, he can't get laughs by moving his eyebrows. His only effective tool is sound—perfect sound to capture every syllable and every inflection of the voice.

"A couple of years ago," says Arthur, "I guaranteed Bob Hope $100,000 and he went into percentage for another $7,000. With that kind of talent, do you expect me to try to save one of hundreds of dollars on sound and maybe destroy the very thing my customers are paying for?"

But technical facilities are only the means. They are not the product itself, and to Arthur the show's the thing. "When a Canadian," the official name of Arthur's production, is called the largest annual show in the world, the term does not only apply to the size of the grandstand or the stage. It refers also to his budget of about $400,000, the scope of its conception and to its immense production. Last year, for example, this cast included 24 principals, 12 male dancers, 32 singers, 9 show girls, an orchestra of 60 and a Canadian Army-Navy-Air Force contingent of 150 drummers. To top it all are the Canadiettes, 50 dancers who comprise the longest line of precision chorus girls in the world. (The Rockettes at Radio City Music Hall number 32.)

Holds Theme Vital to Success

To fuse this enormous cast into one unified show, Arthur believes that every production must have a theme. Every act he buys must be fitted into that theme or it has no reason for being in the show. The theme can be a loose one—recent themes have been "Canada on the March," Indians, minstrels, the 50th birthday of the CNE—but it must be definable enough to give the show a clear character.

Music is Arthur's chief tool for tying his acts into the theme. During the 1957 production—the CNE's 80th birthday—music in the style of 1878 was the running device. One of his acts was his trained black beauty, "Top Hat." Miss Randall's act is set to the music of "Poor People of Paris," a recent hit. The horse, obviously, could not be replaced for the CNE production, so musical director Howard Cable arranged tunes of 1878 in such a way as to conform beat-by-beat with Miss Randall's original music. Thus to an entirely new set of music, "Top Hat" could move through his familiar routine without changing so much as a step.

Music requires longer introductions and longer bridges between numbers to give performers time for the long sprint between the wings and the center of the stage. Attention to such details help provide smooth flow to Arthur's shows, overcoming the awkwardness constantly threatened by so huge a plant.

Sometimes starts from New York and Hollywood show up expecting an orchestra of tank town quality and are surprised at what they find. When Danny Kaye arrived and learned that four hours had been allotted for rehearsal of his music, he insisted on six. Arthur consented to call the extra two if they turned out to be necessary. After 30 minutes, the orchestra had gone thru Kaye's book to his complete satisfaction. Kaye was astonished and later told the Billboard this was one of the finest orchestras that had ever backed him in his life.

Again this is an example of Arthur's sense for providing the best in advance of the problem—then having no problem. It's cheaper in the long run, he points out, to hire Arthur's Cable as the best conductor-arranger in Canada. "He costs me plenty, but he can rehearse a 60-piece orchestra faster and better than anybody, so he saves me plenty."

Not stopping there, Arthur, a former musician himself, doesn't hesitate or provide Cable with the best men to be had. Of 60 men in the orchestra, 40 are members of the Toronto Symphony or the CBS Symphony, including eight first chair men.
Rx: For Careers

A OLD-TIME drugstore, set up at the 1958 Michigan State Fair, directed young people's attention to the age-old profession of the apothecary as a possible career.

The presentation of old-time drugstore items dating back generally to about 1850 included items valued at about $20,000, supplied by Howard W. Mordue Jr., president of the Medical Arts Pharmacy, Inc., of suburban Highland Park, Mich.

Thee antiques were presented in a space 17 by 18 feet. Most were displayed in four old wall cabinets about nine feet high, with the original imperfections still in the glass. One cabinet showed mortars and pestles from about 1600 to 1860. Others housed pharmacy equipment such as cork presses and suppository molds, salt mouth bottles and liquid bottles.

In the middle background was a special fixture created by Parke, Davis & Company for this display, with five shelves above and 24 drawers below, containing nothing but herbs in this firm's old-fashioned square canisters.

The display was presented by the Michigan State Pharmaceutical Association thru its Committee for Careers in Pharmacy, with the objective of interesting possible future pharmacists. Dr. Stephen Wilson, dean of the Wayne State University College of Pharmacy, was in frequent attendance, and pharmacists were constantly on duty to talk about their work, distribute pamphlets, or take prospective recruit's names on cards.

About 100 names of those actively interested were secured in six days, along with 200 other names of those believed mildly interested.

Pharmacist Mordue suggests, on the basis of his experience, some pointers in planning a fair exhibit of this type. These are:

1. Basic knowledge of pharmacy with resources for research is a first requisite. Mordue himself bought the library of the Frederick P. Stearns Company, former large national drug manufacturers—some 80 volumes dating back as far as the 1840's. An available library is necessary to allow authentic classification of items in preparing the collection for display.

2. Auxiliary research sources are important. Among these of prime importance in the Detroit exhibit were the membership of the American Institute of the History of Pharmacy, Smithsonian Institute, Washington, George Grifenhagen, curator. Absolute rather than merely presumed authenticity of specific items is to be sought by research whenever possible.

3. A display of this type should be sponsored thru the appropriate pharmaceutical organization, the county or State association, according to the rank of the fair. It should not be done by a single druggist, as the exhibit should be educational rather than a commercial type exhibit.

4. Use of original fixtures whenever possible is most effective in attracting maximum attention, rather than having displays made for the occasion. The old ornate fixtures in their original state attract much interest.

5. Contracts should be made with drug manufacturers, such as Parke, Davis: Unijohn, and Lilly, who will supply appropriate literature for distribution.

6. Care must be taken to avoid conflict with medical ethics. People will come up and ask, "What is such and such a drug used for?" To answer the visitor's question in full detail would be contrary to ethics, and the proper answer is usually to say, "Ask your doctor."

7. Qualified and earnest pharmacists and leaders of the profession, especially from the colleges, should be in attendance to talk with young people at every opportunity.

A collection of old drug bottles and paraphernalia may not sound too interesting; but it drew such attention at Detroit that Fair Manager Donald L. Swanson suggested it as perhaps the outstanding new exhibit feature of the fair.
CHEMUNG COUNTY FAIR
ELMIRA, N.Y.

You, too, will find your sales climbing when you exhibit your wares here.

That's why, year after year, so many exhibitors came back to show their products or services to the people of New York State at the Chemung County Fair. Contact us now for 1959.

ROBERT S. TURNER
SEY-MGR.

CHEMUNG COUNTY FAIR
ELMIRA, NEW YORK

EDWARD L. HARDEMAN
TRES.

125th Anniversary

BANGOR, MAINE

Exciting Events All Year

WANTED

GRANDSTAND ATTRACTIONS

May 28, 29 and 30 (Memorial Day Weekend)
Midget Car Racing on the 30th
June 27th through July 4th
MUST BE OUTSTANDING
September 5, 6 and 7 (Labor Day Weekend)
Seating Capacity — 2,000 Expansion possible with portable seats — Refillable track — Other facilities Adequate — City Population — 37,000 — Patronage Area — 300,000 plus thousands of tourists in season — Good possibilities for circuit.

AUDITORIUM ATTRACTIONS

October 22, 23 and 24 — Seating Capacity — 7,500

EXHIBITION BUILDING ATTRACTIONS

Open June 1st through Sept. 12th — Exhibits must be of an educational or industrial nature — Special season rate for 11 by 8 booth space, $125 — No rental sales — Written orders permitted.

KIDDLAND OPERATOR AND EQUIPMENT

June 1 through September 12 — Ferris Wheel, Merry-Go-Round and four or five other suitable rides.

FOR INFORMATION, CONTACT:
J. DAN BALDWIN
City Hall, Banger, Maine
Phone Bangor 24361

One of the most complete miniature railroad layouts in the East, the exhibit continues to grow in popularity. Operated on a donation basis, the fair shares in the receipts, usually gets $500 a year.

Top Hobby Show

ONE of the most unassuming fairgrounds structures houses the most intriguing display at the Hagerstown (Md.) Fair. Straddling the main entrance in the upper portion of a frame building is a lavish miniature railroad exhibit which has been painstakingly assembled by local clubmen. It is their permanent headquarters, which accounts for the great effort which goes into their hobby. Laid out in a room 72 feet long and 38 feet wide is a surprisingly complete collection of equipment in two gauges of trackage, HO and OO.

Elevated control towers, with microphones, stand out at two sides of the room. Beneath one is a soundproofed, glassed-in room from which authentic rail traffic noises are broadcast.

The Hagerstown Model Rail Road Club moved into the building five years ago under an arrangement which gives them free rental for their meeting and work room. During the fair, the club holds one of its two public showings, the other being held during the Christmas holiday season. Operated on a donation basis, the display has clocked as many as 15,000 visitors. A percentage of receipts given to the fair usually runs around $500 for the week, the club having grossed as much as $1,500 during the run of the fair.

The layout is one of the most complete in the East, as is shown by the photographs. Other hobbyists visit Hagerstown from far and wide, and the 1958 fair was taken in by model railroad fans from Hanover and York, Pa.; Baltimore; Winchester, Va.; and elsewhere.

A huge miniature railroad exhibit, maintained by a model railroad club, annually intrigues Hagerstown (Md.) Fair intruders. The exhibit, a section of which is shown above, fills a room 72 by 38 feet.
Teen-agers’ Big Day

It WASN'T planned that way, but the last day of the ’58 South-eastern Fair turned out to be teen-age day in Atlanta.

It all started this way: WLWA-TV asked to present the Dick Clark ABC Television Show direct from the fairgrounds in a coast-to-coast broadcast. E. Lee Carteron, the fair's general manager, who has a daughter of his own—age six, and never heard of Dick Clark or the American Bandstand. It seemed like a good idea, however, in view of the huge crop of teen-agers in Georgia. The show was set for Crackertown Square, an open area that would take care of up to 1,000 people.

After scheduling the show, WLWA-TV canceled part of the regular Saturday night Dick Clark Show in favor of a local beauty contest. Letters of protest poured into the television station, all of which caused the fair to take another look at the popularity of Dick Clark. After consultation with the station officials, the show was moved to the grandstand where 6,000 youngsters could be accommodated.

Now the problem of accommodating a limited number of young people became a reality. Telephone calls came from all over the State and even Miami to the fair office and television station. Special operators were required to handle the calls.

Two shows were arranged, a rehearsal at 4:30 and a live show at 6:30. In this way 12,000 teen-agers could be accommodated.

Mad Scramble for Tickets

Now came the problem of ticket distribution. The show was free, but there was to be the regular gate charge of 75 cents to all but the 4-H kids; Saturday, October 11, was to be their day at the fair.

In the meantime 4-H officials sent notices to all their people that Dick Clark and his Saturday night show were to be at the fair. Their membership card was to admit them to the fair; one county wrote in for 500 new membership cards—and the madhouse was on.

Conference after conference was held on how to distribute the 12,000 tickets. Finally it was decided that 1,000 tickets were to be given the 4-H kids, 500 to the FFA and FHA and the rest were to be given out by the school authorities on the basis of their high school enrollment in the metropolitan area.

This seemed like a good idea until at the last moment the city of Atlanta schools, realizing the problem, did not want to assume the responsibility of whom was to get the tickets. The fair announced that it would distribute the tickets on a first-come first-served basis, one-third each day—Monday, Tuesday and Wednesday, just outside the gates.

By 3:30 p.m. the first day the line of teens reached from a special ticket tent for a distance of several blocks. Only one ticket was given to a student and they signed their name and school. Soon it was apparent that the distribution time was after school, many of the students came from all over Georgia. Moans went up when the last ticket had been given out long before the end of the line was reached, but the youths were orderly and came back earlier the next day.

Scalers Go to Work

By Wednesday night when all the tickets were distributed the scalpers were at work. Police reported that tickets were being sold for as much as $20 and tickets for the popular Georgia Tech-Tennessee football game were being exchanged for Dick Clark tickets.

Dick Clark's Saturday night show included Joni James, Danny and the Juniors, Sam Cooke, Conway Twitty, the Applejacks and Paul Peck.

It was chilly at the fair grandstand where the show was staged, but the teen-agers didn’t know it, not even those in Bernards shorts. They thought things were "cool" in another way. They were completely "out of it" or when translated from the teen-age jargon, they were spellbound. The crowd was orderly and when a difficult situation developed when the sponsor gave out gum and a TV magazine handed out free books with Dick Clark's picture on the cover, a team of national guardsmen formed a wedge, splitting the human steam roller and the crowd was soon dispersed. Even the guardsmen might not have succeeded if the fair officials had not stopped them giving out the magazines.

All day long during the program the television studio broadcast telling the youngsters not to come to the fair if they did not have tickets. In spite of this it turned out to be one of the biggest days of the fair. Over 65,000 people came and the fair received national publicity.

There is no doubt that fair ought to give a great deal more consideration to teen-age attraction programs, concludes Carteron. The Atlanta fair, he adds, is giving thought to working with three Atlanta TV stations with the view of having them bring attractions to the fair's grandstand on a free attraction basis.
Clay County Fair
SPENCER, IOWA

The County Fair that gives you the sales power of a State Fair!

Located strategically in the tri-corner area of Iowa, Minnesota and South Dakota, you benefit from this sampling of three states population. More than 200,000 people attend this event annually. Your product will receive their enthusiastic attention for five full days. Make sure you get your share of this market now. Plan an exhibit here in '59.

YEAR 'ROUND FACILITIES AVAILABLE
Promoters and Sponsors of Special Events. Modern, attractive facilities plus a highly responsive audience assure you of top box office for your event in this area.

For Data on Exhibits or Facility Rentals, Contact:
BILL WOODS, Secretary
CLAY COUNTY FAIR, SPENCER, IOWA

All Eyes Are On...
THE NEW
HEART O' TEXAS FAIR

1959 DATES
Sept. 8-12 (Tentative)

Announcing the NEW fair with NEW ideas, featuring Rodeo, Livestock and Commercial Exhibits, Armed Forces Display and other outstanding attractions. Located in a population area of 700,000, a market that will bring you true Texas size returns on your exhibit investment. For thorough, fast, profitable coverage of the 'heart' of Texas, plan a 1959 exhibit here.

PERMANENT FACILITIES AVAILABLE FOR YEAR-ROUND USE ON OUR GROUNDS
The coliseum with a seating capacity of 7,600 people... air cooled for summer and heated for winter. Also our 300 ft. by 300 ft. livestock building available for livestock shows the year round.

For complete details on exhibit space and permanent facilities rental Contact: LEON B. DOLLENS JR., General Manager
P. O. Box 1220 Phone: Plaza 2-6551 Waco, Texas

Box Office Magic

-Continued from page 13-

In 1959 sports trading cards, 1959 sports trading cards, box office manager, and -Continued from page 97-

The Billboard Cavalcade of Fairs Edition

70

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The midway known from one end of Canada to the other for its fine quality of operation and presentations... a reputation earned through the years by aggressive showmanship mixed with modern ideas.

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☆ 8 GIANT DIESELS
☆ 15 THRILLING MAJOR RIDES
☆ 8 TOP SHOWS—Featuring: "NORTH AMERICA'S LARGEST KIDDIELAND" with more than 15 of the Newest, Modern Kiddie Attractions.

WE WANT YOU!

Showmen, Ride Owners, Concessionaires with top-notch quality attractions and new and unusual ideas. We'll be at the Chicago Convention... otherwise, contact us at our address below.

"The Show Beautiful... for Beautiful Midways"

WE OFFER OUR THANKS

To all of the Exhibition officials of the Western Canadian "B" Circuit of Fairs for our many years of pleasant associations. To Patty and Frank Conklin for the Quebec and Ontario Fairs and Exhibitions. And to the officials of the Norfolk County Fair, Simcoe, Ontario, with whom we have been associated for the past 30 years.

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General Manager

M. F. SULLIVAN
Concession Secretary

HANK BLADE
Assistant Manager

CHARLES O'BRIEN
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PHILIP CRONIN
"Kiddieland"

PAT MARCO
Concession Manager

TIM JORDAN
Office Manager

For further information contact J. P. (Jimmy) Sullivan

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Our Success proven by our average renewal rate of 99.37% over the years!

THANKS TO ALL

To you who co-operated so wonderfully with us during this past season, our sincerest thanks.

H. P. HILL
Owner-General Manager

FAIRS AND SPECIAL EVENTS IN THE NORTHWEST AND SOUTHWEST

Our route in 1959 will take us thru New Mexico, Colorado, North and South Dakota, Montana and Texas.

LET US PROVE TO YOU THAT WE CAN DELIVER A WINNER

Positive proof that we deliver what we promise and that we furnish a Top Midway is the fact that after playing the Eastern New Mexico State Fair at Roswell we hold contract to furnish all Midway Attractions for the next five years, starting in 1959.

You are invited to visit our suite at the Sherman Hotel in Chicago during the Convention . . . contact us at your State fair meeting . . . write to our permanent address below . . . or phone us anytime . . .

HAVE FOR SALE:

14-CAR DODGEM

A+ condition. New Canvas. Fine Building. Fluorescent Lighting. With or Without Transportation. (2 Tractors and 2 Trailers for Transportation.)

$15,000

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Always In Your Corner

with the right attraction, profitable attraction, dependable attraction from the company with over 30 years experience.

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Delaware 7-1100

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your pea-pickin' pal...

Thanks -
Indiana State Fair
Michigan State Fair
State Fair of Texas

Every Thursday
THE FORD SHOW
NBC-TV

Every Day

Personal Management
CLIFFIE STONE

Publicity
FREEMAN AND WICK

SPECIAL EVENTS DEPT.
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CHICAGO, ILLINOIS
This HONEY draws fairgoers...

MOLLY BEE

A Proven Success...

LOGAN COUNTY FAIR, Lincoln, Ill.
MESKER MEMORIAL AMPHITHEATER, Evansville, Ind.
OHIO STATE FAIR, Columbus
INDIANA STATE FAIR, Indianapolis
MICHIGAN STATE FAIR, Detroit
SPRING LAKE PARK, Oklahoma City
WEST TEXAS FAIR, Abilene
ARKANSAS LIVESTOCK EXPOSITION, Little Rock
MID-SOUTH FAIR, Memphis
STATE FAIR OF TEXAS, Dallas
PETROLEUM EXPOSITION, Odessa, Texas
SOUTHERN CALIFORNIA EXPOSITION, Del Mar
SANTA CLARA COUNTY FAIR, San Jose, Calif.
GREAT JONES COUNTY FAIR, Monticello, la.
TENNESSEE VALLEY A. & I. FAIR, Knoxville
RODEO AND EXPOSITION, Liberty, Texas

TV GUEST APPEARANCES—
Tennessee Ernie Ford Show
Bob Hope Spectacular

Universal International Pictures

Publicity
FREEMAN & WICK

SPECIAL EVENTS DEPT.
430 N. MICHIGAN AVE.
CHICAGO, ILLINOIS
DALE ROBERTSON
NBC - TV
"TALES OF WELLS FARGO"

Thanks to Tommy Steiner
for the following Rodeo dates played in 1958:

Winston-Salem, N. C.  Indianapolis, Ind.
Charlotte, N. C.  Evansville, Ind.
Jasper, Tex.  St. Louis, Mo.

... and a special "THANKS"
to the Texas Prison Rodeo,
Huntsville, Texas

Already booked for 1959 at:

Southwestern Exposition and Fat Stock Show,
Fort Worth, Texas—January 31 thru February 8.
San Antonio Livestock Exposition, San Antonio,
Texas—February 12-22.

27th Annual Texas Prison Rodeo

In Huntsville - October 5-12-19-26, 1958

Mr. Dale Robertson

Mr. Robertson has taken many of the top riders from across the country and
combined them into one of the finest rodeos in the world. He has

Maxine Robertson

Maxine Robertson has been a major figure in the world of rodeo for many
years. She has been a judge and has been involved in countless rodeo

TPI produced and distributed by

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CHICAGO, ILLINOIS
Phone: DELaware 7-1100

The Billboard Cavalcade of Fairs Edition
EDGAR BERGEN
and CHARLIE McCARTHY

featuring Mortimer Snerd & Effie Klinker

Laughter is our Business...
...Your Fair is our Business
Top Hat is a magnificent black horse with a white star marking on his forehead. He was trained by Glenn Randall and is shown by Miss Randall, his wife.

His performance under the guidance of this skilled equestrian is one of the most brilliant to be seen in the country today, beautiful and colorful. Top Hat has been shown at many of the great fairs, rodeos and horse shows from coast to coast, winning acclaim for the Randalls for showmanship. His faultless gaits include the Spanish March, the Hesitation Waltz, a Rock and Roll, low passage, high passage and a high rear for a salute. The finale, the famed "Fantasy in Feathers," finds multi-hued doves clustered atop the horse after a colorful release.

Miss Randall commands the performance of Top Hat from a high-wheeled buggy reminiscent of the Old West. This is a fast-paced performance in high style.
“America’s Most Versatile Singer”

Dear Bob:

It is a pleasure to take this opportunity to thank MCA and you personally for your assistance and cooperation in making Jimmy Wakely available for our Fair’s Grandstand Show this year.

Mr. Wakely is an outstanding talent. As you may have heard, adverse weather played havoc with our outdoor Grandstand Show; however, you were both very helpful and we cannot speak too highly of your complete cooperation and assistance in publicizing our mosquito Fair through your own personal activities. Local radio, television, newspaper personalities were pleased with us in complimenting him for the wonderful job he did for the Fair.

Thanks again, Bob, for your assistance and we will be looking forward to your contacts regarding MCA talents in future years.

Very truly yours,

[Signature]

[Dealers]

Thanks, Albuquerque

T-V

Guest Appearances

LAWRENCE WELK SHOW

STEVE ALLEN SHOW

OZARK JUBILEE

BOB HOPE SHOW

ED SULLIVAN SHOW

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"COUNTRY MILLION SELLERS"

Shasta LP 301

"SANTA FE TRAIL"

Decca 8409

"ENTER, REST AND PRAY"

Decca 8680

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430 N. Michigan

Chicago, Illinois • DElaware 7-1100

The Billboard Cavalcade of Fairs Edition
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**WRITE - WIRE - PHONE for Available Dates**

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---

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Better'n Lollipops for drawing kids....
and they all love 'em

Kirby Grant as "SKY KING"
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Stars of
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TV SERIES
Nationally Sponsored by NABISCO

Kirby Grant can arrange to arrive at your fair in the famous "Songbird" that he pilots in "The Sky King."

A natural for Publicity Tie-Ups, Film Clips, Radio Tapes, Glossy Photos, Mats, Window Cards. NABISCO and Cola Parties.

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America's Most Popular Teen-Age Attraction

Your fans everywhere would have been proud of you Sunday afternoon when you were able to hold 28,500 people in the stands when it started to rain. I doubt if there are many entertainers alive today who could have held that crowd in the rain as you did.

James R. LeBlond
Texas Prison Rodeo
Huntsville

Minnesota State Fair
Iowa State Fair
Scofield Bowl—Honolulu

23,000 (One Performance)
15,000 (One Performance)
Broke Elvis Presley’s Attendance Record

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Playhouse 90
Studio One
Perry Como Show
Garry Moore Show

Tennessee Ernie Show
Dinah Shore Show
Steve Allen Show
Jack Benny Show

20th Century-Fox
“Mardi Gras”
Current Release

Chad Records
“The Worryin’ Kind”
“Bigger ’N Texas”

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Freeman and Wick

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MCR
Fair Productions

SPECIAL EVENTS DEPARTMENT
430 N. Michigan Ave.
Chicago, Illinois

The Billboard Cavalcade of Fairs Edition
THE FOUR PREPS

in HARMONY With the Crowds...

1958 FAIR DATES

INDIANA STATE FAIR, Indianapolis
MICHIGAN STATE FAIR, Detroit
McKEAN COUNTY FAIR, Smethport, Pa.
GREAT JONES COUNTY FAIR, Monticello, la.
FAYETTE COUNTY FAIR, West Union, la.
WEST LIBERTY FAIR, West Liberty, la.
IROQUOIS AMPHITHEATER, Louisville
SPRING LAKE PARK, Oklahoma City

HIT AFTER HIT

"26 Miles"
"Big Man"
"Lazy Summer Night"

CURRENT ALBUM

"Things We Did Last Summer"

COLUMBIA PICTURES

"Gidget"

CURRENT RELEASE

"Cinderella"
b/w "Gidget"
F-4078

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1. Estimating how many million people watch you each week when you have 100 Westerns on TV . . .

2. Being modest when inside you're thrilled to the core at the attendance records that were racked to your credit in 1958 (Oklahoma City a 32 year record was beaten) . . .

3. Not showing your emotion when you empty your pockets of all the gum drops and sticky lollipops that America's youngsters use to show their love for Ole Frog . . .

4. Letting MCA know that in 1959 Ole Frog would like nothing better than being the ambassador of good will at some more state fairs, because the things they said at the Ohio state fair were wonderful . . .

5. Thanking all the folks from Florida to Regina for thinking of me in '58 when you wanted the kids entertained.

Smiley Burnette

Radio • TV • Motion Pictures • Personal Appearances • Recordings

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Watch your grosses soar in 1959 with the

CHORDETTES

1958 DATES
IONIA FREE FAIR
IONIA, MICH.
KANSAS FREE FAIR
TOPEKA, KANSAS
MIAMI COUNTY FAIR
TROY, OHIO
LORAIN COUNTY FAIR
WELLINGTON, OHIO
HILLSDALE FAIR
HILLSDALE, MICHIGAN
DECATUR-MACON
COUNTY FAIR
DECATUR, ILLINOIS
SPRING LAKE AMUSEMENT
PARK
OKLAHOMA CITY, OKLA.
ELECTRIC PARK
WATERLOO, IOWA

NOW BOOKING
FOR 1959
FAIR
SEASON

SPECIAL EVENTS DEPARTMENT
FAIR PRODUCTIONS
430 N. MICHIGAN, CHICAGO, ILLINOIS
Phone: Delaware 7-1100
America’s No. 1 FUN SHOW...

TRUTH or CONSEQUENCES

starring

In Person BOB PARKER

ED BAILEY, Producer

West Texas Fair Association

Arlington, Texas

October 30, 1950

Mr. E. D. Bailey,
West Texas Fair Association,

Dear Mr. Bailey:

We were extremely pleased with the reception and response at the various cities throughout the country we were in last week. Our show was one of the most talked about at the fair, and we feel that it was a tremendous success.

We want to express our appreciation for the efforts you made in promoting our show. We are sure that it will be a great success for you and the fair.

Sincerely,

[Signature]

EAST TEXAS FAIR ASSOCIATION

EAST TEXAS FAIR

Tyler, Texas

Mr. E. D. Bailey,
West Texas Fair Association,

Dear Mr. Bailey:

We want to thank you for the great job you did in promoting our show.

Sincerely,

[Signature]

MASS AUDIENCE APPEAL

EXTRAORDINARY PUBLICITY CAMPAIGN

A PROVEN BOX OFFICE ATTRACTION

Truth or Consequences

Daily—NBC-TV

a RALPH EDWARDS Production.

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Chicago, Ill.

FAIR MCA PRODUCTIONS
Tex Ritter
America's Most Beloved Cowboy

* Television
* Motion Pictures

Available for Fairs, Rodeos & Special Events in 1959

Capitol Record
Current Releases

- ALBUM -
  Songs of a Western Screen - T 971 and Psalms - T 1100

- SINGLES -
  Jealous Heart b/w Burning Sands - No. 4006
  History Song b/w I Look for Love - No. 4043

Ritter is famous for his singing of "High Noon" in the Academy Award winning picture of the same name. Has many, many other recordings of merit to his credit, however, among them "Rye Whiskey," "Boll Weevil," "Jealous Heart," "San Antonio Rose," "Green Grow the Lilacs," "Wayward Wind."

Fair Productions

SPECIAL EVENTS DEPT.
430 N. MICHIGAN AVE.
CHICAGO, ILL.

The Billboard Cavalcade of Fairs Edition
Thanks, everyone, for a big '58 outdoor season

NOW BOOKING THE
NEW 1959
HERB SHRINER SHOW
FOR FAIRS & SPECIAL EVENTS

Contact your nearest MCA office or see our representative at the Sherman Hotel during the Outdoor Convention
Top Men Man Gates

Ticket takers and gatemen are employed for only one purpose which is: To admit only those persons to the fairgrounds, concessions or Cotton Bowl who hold proper tickets or credentials. The most serious mistake a gateman can make, other than to be guilty of other forms of outright dishonesty, is to admit friends or relatives or others who do not hold tickets to the grounds, concessions or Cotton Bowl.

On request, gatemen are furnished with a pass to the fairgrounds for wives, fiancées or close relatives.

Gatemen are responsible for recognizing and knowing the purpose of some 61 different types of admission passes and tickets, vehicle admission stickers and parking permits, badges and so forth.

On the midway the functions of ticket selling and ticket taking are regarded as being unrelated and are under supervision of two separate departments.

Rotate Ticket Takers

A midway ticket taker receives, punches and deposits tickets in a locked can of which he is the custodian. He records the opening and closing numbers of each denomination ticket on the rolls being sold by the ticket seller of the show to which he is assigned and delivers the locked ticket can to the ticket takers' headquarters at the close of his shift.

Ticket takers are instructed that under no conditions are they to take instructions from concession operators or ticket sellers. Concession ticket takers are rotated from concession to concession daily through the fair.

Distinctive Uniforms

Distinctive uniforms consisting of cap, tie, shirt and trousers are furnished each man who agrees when employed to pay half the cost of each shirt and pair of trousers furnished, and the full cost of any matching sports shirt which he has the option to wear instead of shirt and tie.

Gatemen and ticket takers are required to wear the uniform while on duty. The State Fair launders uniforms at no cost to the employee as often as needed, and all employees have instructions that no uniform should be worn more than two days without cleaning, especially in hot weather.

With the 1958 State Fair, all supervisors switched to a Western "ranger" type of uniform which included a broad-brimmed Texas hat, Western-style shirt and string tie. Other gatemen continued to wear the old type of uniform.

Starting with the 1959 fair, it is anticipated that all gate department employees will wear the "State Fair Ranger" uniform, a garb which officials believe will add to the "Welcome, Howdy Podner" attitude which the fair seeks to instill into its gate personnel.
THE MASTER OF CEREMONIES WHO WILL KEEP THINGS HUMMING AT YOUR FAIR OR CELEBRATION IN 1959

Appeared with Tennessee Ernie Ford at:
Indiana State Fair, Indianapolis
Michigan State Fair, Detroit
State Fair of Texas, Dallas
... and at these dates in 1958...
Arkansas Livestock Exposition, Little Rock
Great Jones County Fair, Monticello, Iowa (2nd year)
Canfield Fair, Canfield, Ohio
Ashland Fair, Ashland, Ohio
Miami County Fair, Troy, Ohio
Decatur-Macon County Fair, Decatur, Ill.

Kankakee Fair, Kankakee, Ill.
Great Western Fair, London, Ontario, Canada
Trade Fair, Sault Ste Marie
St. Louis Auto Show, St. Louis, Mo.
Auto Show, Sioux Falls, S. D.
Rice County Fair, Faribault, Minn.
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- STATE FAIR OF TEXAS, Dallas
  (With Ernie Ford)
- CORN PALACE, MITCHELL, S. D.
  (With Guy Lombardo)
- ARKANSAS LIVESTOCK EXPOSITION,
  Little Rock
- CANFIELD FAIR, Canfield, Ohio

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"... an excellent line, Miriam Sage's"
The Billboard Oct. 6, issue.

MIRIAM SAGE DANCERS

OTHER FAIRS PLAYED IN 1958

- Mid-South Fair, Memphis
  - 3rd Consecutive year.
- Oklahoma Free State Fair
  - 4th Consecutive year.
- Michigan State Fair, Detroit
  - With Tennessee Emile Ford.
- Arkansas Livestock Exposition
  - Little Rock, Ark.
- Kentucky State Fair
  - Louisville, Ky.
- Great Jones County Fair
  - Monticello, Iowa
  - 2nd year.
- Wabash Valley Fair
  - Terre Haute, Indiana
- Brown County Fair
  - New Ulm, Minn.
- McLean County Fair
  - Smithport, Pa.
- Carroll County Fair
  - Berryville, Ark.

AVAILABLE FOR FAIRS FOR COMPLETE SEASON OF 1959

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FEATURED: COLLEEN LOVETT and her School Mates

- CORAL Recording Artist on "Mairzy Doats" b/w "My Heart Is on a Merry-Go-Round"
  - Coral 62024

- New release soon... "If I Knew You Were Coming I'd Have Baked a Cake" and "Meet Me at My Locker"

FEATURED: The TEDD SIMMS QUINTET

- Brunswick Recording Artists

- CURRENT HIT GOING BIG, "OUT FOR THE DAY" b/w "BLUE MOON"
  - Brunswick 55099

TEDDY PHILLIPS BAND ALBUMS

- "Concert In The Sky"—Decca 8550
- "VARIETY SHOW"—Decca DL 8561
- "A Night At The Aragon"—Decca 8301

MY PERSONAL THANKS TO THE

- OHIO STATE FAIR, Columbus [Second Year]
- MID SOUTH FAIR, Memphis, Tenn.
- ARKANSAS LIVESTOCK EXPOSITION,
  - Little Rock, Ark.
- INDIANA STATE FAIR, Indianapolis, Ind.
- ILLINOIS STATE FAIR, Springfield, Ill.

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The Billboard Cavalcade of Fairs Edition
"Check your parcels, check your wraps."
Check your phobias; Let us hold
Your dreads, dastards.

"To really enjoy the Fair, check your belongings here."
To really enjoy the Fair
Leave all your private woes
On the other side of the turnstile.
Have faith in the boxers
And sheet writers, and mitt readers;
Suspend all disbelief.

Take a walk through tanbark,
Through stables wonderfully rank,
Where Percheron awes,
A satin hill of flesh, huge eye and hoof.
Warned not to touch, secretly you stroke,
Say Ah! or Oh!
People, behold him—Champion,
Nexus by Jus de Raison
Out of Talouche. He stands indifferent, but with
Wary rolling eye.
The horse show riders, nervous in jodhpurs,
Hold out their delicate whips
And prance their beasts.

"See, dear, this is where we get our milk."
This is where gentle creatures
Chew and pant. The calf, butting the pale udder,
Sucks: And the newly born sleeps
Crumpled in straw, still rough from warm, dark waters
And mother tongue.

"What's it supposed to be? Say, I could do that
With my—big toe!"
Now stroll through the fine arts galleries
Where everyone could have painted better than
The artists,
Where the initiates know what is good
But not what they like.

"Now, I'll tell you what I'm gonna do!
I'm gonna throw away the fifty-cent tickets and I'm gonna
Take out a roll of twenty-five-cent tickets and
For the next two minutes I'm gonna let you see this
Amazing show on a school child's ticket!"
Now, this is the little shoe he wears and
This is the size of his little shirt;
And if you only see this tiny man, you're gonna say
It was worth ten times the price.

"All right, the show is starting right away! Hey, there
They go! Hey, there they go!"
Stop here! Let curiosity
Flay you into the barber's hand,
He ascends the temporary stair
And you stand
Pressed against the back of one stranger
And the rib of another
Feeling secure, safe in the collective pleasure
Of being hoodwinked,
And amazed.

Walk on. The sea elephant, poor torpid monster,
Drowses among the games of skill,
Of strength, of chance.
Here the thrill rides
Begin with a giggle
And end with a marvelous scream.
Allow all prosaic situations to please—the child
Chased to his mother's breast in sleep, or riding
His father's shoulders to see better—Lovers who
Embrace, believing they are invisible.

Appetite is master now. Acquisitive instinct soars—
From advertising pamphlets to teddy bears,
From food to a monkey on a stick.
And what cannot be eaten is devoured by the eyes.

"Oh, here they are! Seventeen hundred pounds of them;
Fat and sassy, fat and jolly, fat and funny. All that
Meat and no potatoes, for thirty-five cents! Oh, come in,
All you skinny little rascals out there! And hurry just
A little bit! Hurry, hurry, hurry!"

The great banners blow in the wind. The freak shows
Call. And half ashamed, you pay to view the pathetic,
The terrible. You pay for a shudder
And to hug close your own good luck
And normalcy.

State Fair! An endless crowd
Caught in an endless thrill
Of exhibits, auto races, concession lures,
And Midway juve.

State Fair! Where everybody in general
Is nobody in particular,
And the hand plays on.

Come to the Fair! The whole world
Is eating and looking, achich and laughing,
Crying and scolding, resting and listening,
And talking, and talking, and talking.

From Machinery Hill to the animal barns,
From grandstand to Midway shows,
The word is Plenty? There's enough to go round
And more where that came from.

"Everyone is so long at the Fair."
The Fair is the judge's eye, the awarding of ribbons,
The winning, the pride—the losing and
Heartache in five flavors.
The Fair is a picnic in a fun house,
A clambake in a house of mirrors,
Jazz in a jerry-built tent show,
A trip to the moon on a candy floss cloud.
The Fair
Is grains and fruits and poultry and patchwork quilts
And carnival extraordinaire.

Hey, they go! The thousands
And their children, in a ten-day paradise.
Hey, they go! Hey, they go!

State Fair Rigmarole
By M. H. ALEXANDER

This poem by M. H. Alexander, of St. Paul, is
the result of many years' observation of the Minnesota
State Fair as a spectator and employee. For the past
six years, Alexander has held a part-time job as night
watchman of the fair's Fine Arts Gallery. He put
together a composite picture in verse of his impres-
sions of the fair.

Alexander, 64, operates an antique and curio shop
near St. Paul's Cathedral. He has lived in Minnesota
most of the time since 1904, although he has held several
jobs in other cities, including a stint as reporter on
The Chicago Evening Post (since consolidated with
The Chicago Daily News). He contributed poems to
that newspaper's "Pillar to Post" column. He has
been a pioneer in speech pathology and was a speech
correction teacher at private academies for 19 years.
He also wrote art reviews for The St. Paul Daily News
at one time.

His is a talented family. Mrs. Alexander is writing
her third novel and was winner of a Saxon writing
fellowship a few years ago. Son, Brian, has studied
art in Paris. He is an abstractionist and has entered
paintings in the State fair Fine Arts show. Daughter,
Sylvia, won a scholarship to the University of Minnes-
ota where she is studying drama.
Meet Mr. "Thrill Show"! He's Nationwide in '59

Buddy Wagner

6th BIG SEASON

Proudly Announces His New Super-Charged 1959 production of Automotive Thrills! The East's foremost Thrill Show producer presents a Daringly Different Show with new spectacular features—This Great Show will be Available in the Midwest for the first time!

AUTO CAPADES

FEATURING THE ORIGINAL WORLD'S CHAMPION

HELL DRIVERS

Here is the new show your patrons have been waiting for. Buddy Wagner, who has presented more than 1,000 successful shows in the Eastern states since 1953 before record crowds, is one of the most successful of all thrill show producers. His shows have always had that something "extra" to assure you of a profitable day at the box-office. He was the first to introduce the "Rocket Car loop-the-loop" in the East as well as girl stunt drivers, who return again in 1959, plus a tremendous new feature attraction. Buddy Wagner produced shows have played the largest stadiums in the East—Municipal Stadium, Phil., Pa.; New York Polo Grounds and the Canadian National Exhibition speedway in Toronto. We thank the Fair Secretaries who have booked us repeatedly and a special thanks to Ed Otto, vice-president of NASCAR, and the Al Martin Agency. See our representatives at the Ohio, Illinois, Indiana, Michigan, New York, Penna., Massachusetts, Maine, Iowa and Wisconsin meetings.

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AL MARTIN AGENCY—BRADFORD HOTEL, BOSTON, MASS.

NEW CARS • SPORTS CARS • GIRL DRIVERS AGAIN IN '59
Mexican Village

The appeal of the Mexican Village at the Los Angeles County Fair in Pomona, Calif., has grown with the years and promises still greater growth.

The village itself has grown. Started eight years ago in a small area under a canvas spread and with rented booth partitions, the Village is now housed in a permanent building costing more than $100,000.

The building—a replica of an old hacienda—covers 35,000 square feet. The al fresco structure with a roof over the stage attracts many exhibitors and concessionaires who book early for the 83 booths and two restaurants. Their customers are drawn from the more than 3,000,000 Americans and 525,000 Latinos in the county. With Baja California (Lower California) only 130 miles from Los Angeles, nearly every county resident is familiar with both food and merchandise from south of the border.

An estimated $300,000 worth of merchandise is sold in the Village during a 17-day run of the fair. Practically all of the merchandise is imported from Mexico and includes leather hand-tooled purses, candy, hats, zarapes, shawls, and this year highly polished furniture of unique designs from the State of Guerrero, better known for its resort city, Acapulco.

Altho there is no admission charge, professional and amateur talent are presented daily from 11 a.m. to 9 p.m. In the course of a fair from 2,500 to 3,000 people will participate in events including the queen contest that crowned Carmen Vidaure in ’58. Also on the program are strolling musicians and such names as Jose Gonzalez-Gonzalez, of film fame, and Milt Nava, emcee and radio announcer on KWKW, which broadcasts from the grounds.

The Village made its initial appearance in 1951 when Amando Torres, a retired food market chain executive, and Alphonso Labrador, a native of Mexico, graduate accountant and former Mexican Chamber of Commerce manager, offered authentic Mexican food and merchandise. Scoring a success from the start, the permanent building was constructed in 1955 under the personal supervision of C. B. (Jack) Affiebaugh, the fair’s president and general manager.

Labrador, who makes spasmodic trips to Mexico for merchandise, in association with M. (Whitey) Monette, expanded the Mexican Village idea to other areas, including Vancouver, Calgary and Edmonton in Canada and Indio, Calif.

Carmen Vidaure, queen of the Mexican Village in 1958, poses with hand-polished furniture from the State of Guerrero shown for the first time in ’58.

Film player Jose Gonzalez-Sosa (left) and radio announcer-ensues at an interview over KWKW, which features Mexican programs and broadcasts daily from the Mexican Village.

The Billboard Cavalcade of Fairs Edition
An unusual "Any Two for Matrimony?" proposition was posed prior to the Reading (Pa.) Fair's eight-day exposition and it proved a boon not only for a financially embarrassed engaged couple but also for the fair's publicity department. As a means of focusing the spotlight on a new floral building which opened for the 1958 fair, officials conceived the idea of staging a free wedding ceremony, provided they could find a suitable bride and groom.

The Reading Times, morning daily, co-operated with the fair by carrying a story asking for volunteers, and the die was cast. Less than 12 hours following publication, 17-year-old Joan Dietrich, a waitress, and 16-year-old Larry Eppenstein, filling station attendant, accepted the offer of free nuptials in the floral building. And with John S. Giles, fair president and one of the State's leading florists, supervising, the setting lacked nothing in the way of decorative appeal.

The ceremony took place in a floral exhibit which featured the wedding theme. Hundreds of spectators followed their way into the building. Local firms pitched in with the fair management to provide the bride and groom and their attendants with formal attire. A music firm provided an electric organ for background music, and a downtown restaurant threw a wedding reception for the couple's family. Refreshments were contributed by wholesale suppliers for the wedding party and friends in a stock-judging tent on the fairgrounds immediately after the ceremony.

Needless to say, the public relations angle was well exploited by Russ Moyer, as one of the largest crowds of fair week turned out for the event, held on Saturday at 2 p.m. The bride's mother, a patient in a Philadelphia hospital, was brought the 58 miles to the fair and returned to the hospital after the wedding.
TOP EVENT OF THE YEAR—DRAWING OVER 180,000 PEOPLE WITH THIS RICH FARM & DAIRY MARKET

MISSISSIPPI—ALABAMA FAIR AND DAIRY SHOW
TUPELO, MISSISSIPPI

1959 DATES: SEPT. 29-30—OCT. 1-2-3

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YOUR PRODUCT EXHIBITED HERE WILL BUILD YOUR SALES POTENTIAL TO AN ALL-TIME HIGH IN THIS AREA

CONCESSIONAIRES
Can book for Independent Midway, Concessions of all kinds, Eat and Drink Stands, Demonstrators, Pitchmen, etc.

SHOWMEN
We'll see you in Chicago at the Convention, where we will contract for the Carnival for our Midway Attractions and Booking Agencies for our Grandstand Show.

PROMOTERS
Our 8,000-seat grandstand is available for year-round use for your special outdoor promotion in this area. Contact us today.

For More Details Contact
JAMES M. SAVERY, Pres.-Mgr.
P. O. Box 717, Tupeol, Mississippi

Box-Office Magic

Continued from page 70

At the close, Roy asked all the kids, wherever they were, to come down to the front railing so he could meet them all. They all came, and parents came with them. Then Firing Trigger Jr., slowly circled the rail, his hand extended toward the thousands of little hands hissing and waving. You can't fake thousands of hands that way but you can touch them. I think Roy must have touched them all, just riding by slowly to say hello.

You can call it a gimmick if you like, but an honest, sincere gimmick has to be invented by an honest, sincere guy. You can't lies for long under a circus spotlight.

I remarked about this to Dorothy O'Brien, Mike North's secretary. Like me, she is new to the outdoor show world, this being her first tour.

"You think you've seen this man?" she asked. "Tomorrow, after lunch, he's visiting an armory full of mentally retarded children. You go with him. Then you'll see."

At 12:30 next day we drove off. Three American Legionnaires in the front seat, the organizers of the event, and Roy, Dale and me in the back. All during the five-minute ride, Roy kept apologizing in advance because he'll have to leave so quickly with an afternoon show coming up he could only stay 15 minutes.

"What'll we do there?" he asked Dale.

"You always think of something," she said. "Maybe there's a piano."

"There's a piano," a Legionnaire said. "Don't know if it's ever been tuned, but it's there."

A Rare Audience; Beautiful Chaos

When Roy and Dale entered the gymnasium, a bigger roar went up as they had got up to the Coliseum. Instead of heading for the stage, Roy and Dale each stepped for separate corners of the audience. They worked their way up the rows, picking up kids. Taking the hands of others, kissing them, chatting, muttering the hair of a few. Mothers stood back, their eyes glued to the glowing faces of their kids as they had never seen them like that before.

These kids weren't pretty. Their eyes didn't focus right. Their arms were either too skinny or too fat and they flapped awkwardly. Some were in wheelchairs. A few were not kids at all, but teen-agers with baby faces and baby sounds. They were easy to pity but not easy to love. But there was love all over the faces of their surprised mothers—and all over Roy Rogers and Dale Evans.

Roy and Dale leaped up on the stage and, asking no help of the Legionnaires, they began to roll forward the piano. Dale began to play and Roy began to sing. More cheers went up and it settled into the most peculiar applause I had ever heard. Hand-claps and shrills popped out all over the hall like firecrackers. These kids didn't know they supposed to wait till the end of a song. The musical sounds made them happy and when one of them couldn't contain himself he just shrieked or stood up and clapped. It was the most beautiful chaos I had ever seen.

A kid would roll his eye toward his mother, hunch his shoulders in delight, then let out a whoop.

After half a dozen songs, Roy and Dale came down from the platform. They didn't dart for the door, as I had seen too many heroes do for years, but they waited a couple of minutes and then room again. Kids reached out just to touch. And all of them got a touch.

"Something New in Show Business"

Back in the quiet of the car, it was time for somebody to say something profound. But nobody did. Roy just said:

"These are the kids nobody cared about till a couple of years ago. People used to hide them. Nobody can really know what it is until it happens in his own family, and then you know what it's all about."

One of the Legionnaires, reaching for the right thing to say, settled for: "Roy, you and Dale were just great."

Roy shrugged. "Dale and I just believe in trying to be ourselves. People seem to take it."

I realized that after a lot of years of trade reporting, I had not seen something in show business.

Later in the Coliseum, I looked at the near-empty seats as people slowly trickled in. Roy and Dale were in the dressing room. The trickles kept going on and on and on. Suddenly I turned to Willis Freitag, who was watching too. It was show time and the trickles kept going. The Coliseum had filled to three-quarters and they kept coming. It was an evening running back and told Mike North their was a bottleneck at the box office. People were lined up to get tickets. Could the show be held up 15 minutes?

Ten minutes later the hall was jammed. As a visiting fireman, I thought I might take upon myself a certain little pleasure of breaking the news. I listened at the door of Roy and Dale's dressing room. Roy popped his head out.

"What's holding things up?" he asked. "They waiting for a cash customer out there?"

"Roy, that house out there is full. Every last seat."

Roy's eyebrows arched upward thoughtfully.

"That so?" he said quietly. "I guess our little prayers have been answered."

That was one I had never heard before.
HIGHER EDUCATION

Spotlight Colleges,
Universities in Tex.

COLLEGES and universities throughout Texas sent their best talent to the 95 State Fair of Texas as part of a co-ordinated "Higher Education Project" aimed at showing Texas the kind of job the State's institutions of higher learning are doing.

The special events staged in four locations on the fairgrounds and the special exhibits provided fairgoers with a broad cross-section picture of higher education in the State. In addition, heightened interest in the fair in dozens of college communities throughout the State was a natural result.

Of the 101 accredited colleges and universities in the State, private and State supported, a total of 72 colleges actively participated in the "Higher Education in Texas" project.

Forty-four different colleges and universities were represented at the fair with performance groups, and 127 performances were presented during the 16-day fair. A total of 7,008 students and faculty members took an active part. One institution, the University of Texas, sent seven different groups at various times during the exposition.

The type of entertainment programs presented included drama and opera groups, madrigal singers, jazz ensembles, symphony orchestras, solo musicians, dance groups, public discussion groups, lecturers, concert bands, string and woodwind quartets, choirs, musical ensembles of various types and a number of drill teams and marching bands.

The "Higher Education Project" the arena theater on the fairgrounds, seating about 200, was transformed into a Higher Education Center and the majority of performances, about 75 were presented here in the round. In addition, there were 33 performances in the new Garden Center Building and 19 different special events on the Magnolia Midway Stage and the Hall of State Plaza.

Business Support

It was estimated that more than 50,000 people viewed the "Higher Education Project" activities in these locations. In addition, many hundreds of thousands more saw the medical, industrial, scientific, architectural, and art exhibits representing the project in various museums and exhibit buildings and throughout the State.

Approximately $18,000 was spent for design and execution of the Higher Education Center itself and related exhibits, operations and administration of the project. Approximately two-thirds of this amount was contributed by 42 leading Texas firms and individuals—businessmen, industrialists, and financiers. The remaining one-third was underwritten by the majority of colleges and universities. The $18,000 including the amount spent by the schools for transportation and maintenance of groups.

Most popular events proved to be the plays, of which 14 were staged. These ranged from Greek tragedy, "Antigone," to Moliere's "The High-Brow Ladies" to a version of Shakespeare's "Midsummer Night's Dream" in cowboy costume. One play, "The Rose of Sharon," presented by Texas Western College, was given four performances in one day to good crowds, one performance being an extra, un-scheduled one to take care of the crowds on the fair's biggest day.

Most events in the Higher Education Center were well patronized. Even lecturers drew. One, a lecture on parapsychology, held 91 listeners during the height of the Texas-Oklahoma football game.

The Higher Education Center housed an information center where prospective students could secure information on the State's colleges and universities. Members of faculties and student bodies of the participating institutions formed the information center staff. They provided information on teaching facilities and special course of study. Forms for securing a wide variety of information direct from the schools were also supplied.

On Closed Circuit TV

In the Museum of Health and Science a body bank displaying replacable parts of the human body was exhibited as part of the "Higher Education Project." This exhibit was developed in cooperation with the Texas Academy of Science.

Performances in the Higher Education Center were beamed over closed circuit television to four receivers mounted outside the building so that passers-by could see what was going on inside.

Roy J. Cates, of the University of Texas, was named as executive director of the project, working with a steering committee composed of representatives from the University of Texas, the State College of Science and Technology, the State College of Education, the State Agricultural College, and the State College of Agriculture, Industry, and Science.

The "Higher Education Project" functioned with an eight-member staff working under Cates' direct supervision. The staff included production, technical, special events and press contact personnel.

The project was inaugurated by the colleges and universities with the thought that nowhere else in the State could the story of higher education be told as directly and interestingly and to as many people at one time.

The project attempted to get across the realization that each Texan's standard of living is in great measure dependent on the progress of higher education that each Texan benefits according to how well the State's institutions of higher learning do their job and, importantly, that just as higher education serves every Texan it deserves and needs the support of every citizen.

Summing up, Cates declared: "The over-all project was successful, but from the impact data, the future looks bright."

(Continued on page 203)
BIGGEST ANNUAL EVENT IN THE MOUNTAIN STATE...

Located in the heart of the richest mining and agricultural district in the United States...

THE STATE FAIR
OF WEST VIRGINIA

Lewisburg-Ronceverte, W. Va.

1959 DATES
AUGUST
24 through 29

For full details, contact
C. T. SYDENSTRICKER—STATE FAIR OF WEST VIRGINIA
Box 829
Lewisburg, W. Va.

Master Show-Builder
Continued from page 66

Having mastered the problems of space, lighting, sound and music, it's little wonder that Arthur seems to have mastered even the problem of rain. When the grandstand is packed, to cancel or not to cancel is a $38,500 question. In seven years of Arthur's regime, he has never yet canceled a show. Arthur has devised an enormous sheet of plastic to cover the orchestra, but the sheet that keeps the customers in their seats is the umbrella tent. This is in the form of a canopy placed over the head of the star who looks down through the second half of the show.

On a rainy night during his run, Victor Borge walked out on the stage with an umbrella. He stuck out his hand and declared, "It's not raining much." Then he closed the umbrella and stepped under the canopy. The customers (who can't see the canopy very well from this distance) were shamed into returning to their seats. Some variation of this persuasion, says Arthur, seems to have worked every time.

Jack Arthur took over production of the CNE show in 1952 as a result of rising feelings of Canadian nationalism. From 1949 to 1951, the show had been produced by Leon Leonidoff, who stages the Radio City Music Hall extravaganzas, as part of a package deal which the CNE turned over to the William Morris Agency in New York.

Growing demand for an all-Canadian show instead of an all-New York show led to Arthur as a natural choice. He had already earned a Canadian reputation as "Mr. Show Business." In 1951 he had been appointed musical director of Famous Players, a Canadian subsidiary of Paramount Theaters, and later traveled across Canada and the United States producing stage shows for the key locations in the chain. This led to his appointment as business executive of Famous Players, placing him in charge of more than 90 theaters. In 1952 he was working in production planning wartime shows for troops and civilians before Arthur received the revered title of Member of the British Empire M.B.E., roughly corresponding with the status of knighthood in Great Britain.

Arthur proceeded to assemble a top-flight Canadian staff and cast. His key lieutenant now are Alan and Blanche Lund, choreographers; his wife, Midge Arthur, the choreographer and director of the Canadiettes; Howard Cable, musical director; Stuart MacKay, scenic and costume designer, and Drew Crossan, a veteran TV producer-director, as stage manager.

But Arthur insisted on crowning each show with a State-side star for box-office draw. The star, he says, is going to guarantee his usual advance sale of $100,000. That, he adds, is "our best kind of rain insurance.

Surprise IS Vital Element

"A star at the CNE," Arthur told The Billboard, "is the time as a strong picture in a theater. He brings the crowd. But then you need a strong show to back him up. In a theater a stage show is always happy when he has to battle to top a strong picture. Here the star likes a strong first half before he comes on. He has to work harder to top it, then both the audience and the star wind up happier." The key to a strong supporting show, Arthur believes, is surprise. If the audience's eyes are focused downward, jerk them upward. If one act ends quietly, start the next with big bang. Replacing and in general level of taste, Arthur always tries to stay a step ahead of his audience. He believes in avoiding a format, so the audience will never know quite what to expect in a CNE show—except that they can rely on getting in good one.

Large as the CNE grandstand operation is, Arthur keeps his eye on the smallest unit of detail particularly the usher, box office and other grandstand personnel who make direct public contact. When he became business executive for Famous Players, the first wage raise he granted were not to his managers but to the cleaning women. Next came the cashiers, doorman and usher. "Jack's father was a famous chef," Midge Arthur has observed, "and Jack thinks of a good show as a great meal. There has to be good meat and the right kind of garnishing. But it's not only the food that counts; there's the service, too. A fine waiter always picks up the right dish at the right time. A bad one can ruin a good meal. Jack knows that a bad usher can upset all the care that goes into a show merely by one bad contact with a customer. The care that goes into Arthur's show begin in about January, eight months before opening night. It's then that Arthur begins waking up in the middle of the night with production ideas. That is he tours at Midde at breakfast or over the phone at Howard Cable, his musical director.

Sometime during January, Arthur decides on the star he wants and negotiations begin. It is fast, because much of his production hangs on the kind of star he gets. With a singer, Arthur doesn't want too much singing in the production. With a comedian, he can go harder.

Then Stuart MacKay begins designing costumes and sets. By the middle of April a complete model of the set is presented to the Lords so choreography can begin. Soon after, the design of the actual set begins.

Three weeks before opening, or about August 1, rehearsals begin for dancers. Singers start work one week before opening, and principally three days before.

By opening day, one of the oldest men around the CNE is Jack Arthur, the man who solves most of his problems before they happen.—BERNIE ASBELL.
The FABULOUS and AMAZING...

DANCING WATERS

(The Magic Waters That Actually Dance)

EXCITING—DAZZLING—GREATER THAN EVER

The "Original" internationally famous attraction which continues to prove its tremendous drawing power in NEW and countless REPEAT dates. NOW in its 6th successful year. The only attraction to play 5 times in 5 years at Radio City Music Hall.

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COAST-TO-COAST, SECOND YEAR

OVER 15 MILLION DECCA RECORDS
IN 7 YEARS

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NOW BOOKING
MAJOR
FAIRS and
RODEOS
for 1959

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Colorado State Fair ............... 6 days
Edmonton, Canada, Exposition .... 7 days
South Dakota State Fair ........... 5 days
Denver & Salt Lake City ........... 6 days
Sheriff's Rodeo, Los Angeles ...... 1 day
JF Rodeo, Cameron, Mo. .......... 6 days
American Royal Livestock Show
Kansas City, Mo. .................. 6 days
Phoenix Peak Rodeo, Colorado Springs ... 7 days
Redwood Empire Fair & Rodeo .... 4 days
Snake River Stampede, Nampa, Idaho ... 6 days
Arkansas Livestock Exposition .... 7 days
San Joaquin Co. Fair & Rodeo ...... 4 days
Lewiston, Idaho, Roundup .......... 5 days
Phoenix J. C. Rodeo, Phoenix, Arizona .... 6 days

Personal Management
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357 North Canon Drive, Beverly Hills, Calif.
Phone Crestview 4-6841

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400 N. Camden Drive, Beverly Hills, Calif.
Phone Crestview 1-5611
ROY ROGERS • BIGGEST
THE ENTERTAINMENT

ACTUAL PHOTO: 15,000 people turned away at Lincoln, Nebraska State Fair, August 31, 1958. Grandstand capacity, 14,000, with 6,000 admitted to temporary seating on the race track. These huge crowds are the rule, not the exception when Roy Rogers comes to town.
BOX OFFICE DRAW IN WORLD TODAY!!!

CHECK THIS SENSATIONAL RECORD!

- All box office records smashed. New all time records established at state fairs. Wisconsin: $225,000 in ten performances ($143,000 more than any previous grandstand total in 107 year history of fair). Nebraska: $93,000 in 4 days. Eastern States: $107,000 in 7 days. Louisville: $82,000 in 4 days.

- 8th great record-breaking appearance at Madison Square Garden Rodeo (Rogers holds all time records).

- Grand total for 45 day tour: gross gate receipts, $1,103,000, unmatched by any other outdoor attraction in 1958.

- 12 consecutive years Western Motion Picture Box Office Champion.

- 6 years of top ratings on television.

- Roy's half hour films now sponsored by The Nestle Company, coast-to-coast.

- Three full hour live TV spectacles sponsored by Chevrolet on NBC during 1958-59.

The ROY ROGERS SHOW Starring ROY ROGERS and DALE EVANS

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Swept-Wing Dodge to bring fast-moving entertainment to millions at fairs throughout the country.

JACK KOCHMAN proudly announces that once again his sparkling and spectacular program will feature stock model Dodge automobiles and trucks at the hundreds of performances he and his Auto Daredevils and World Champion Helldrivers will give during the coming season at fairs, shows and exhibitions throughout the country. The proven, crowd-pleasing auto-batics for the coming year will bring the greatest of the new in automobiles and the newest of the great in showmanship to audiences throughout the country.

FOR FURTHER INFORMATION ABOUT 1959 SEASON BOOKINGS OF JACK KOCHMAN AND HIS AUTO DAREDEVILS OR WORLD CHAMPION HELL DRIVERS, CONTACT HIM AT ARMORY 1-3131 OR WRITE 262 MAIN ST., PATerson, N. J., OR SEE US AT THE OUTDOOR CONVENTION IN CHICAGO.
NOW! GREATER THAN EVER
EDMONDO ZACCHINI'S
Repeating
CANNON
SENSATION
Featuring...

..."THE
SPACEGIRLS"
VICTORIA & DUINA
ZACCHINI

America's Foremost Talent
Buyers have classed this act as
the greatest Thrill of all time...

SEE . . . the World-Famous
Zacchini Sisters Shot One After
the Other More than 150 feet into
the air!

THIS HAIR-RAISING, DEATH-
DEFYING ACT CAN BRING
NEW ATTENDANCE RECORDS
FOR YOU IN 1959 . . . FIND
OUT ALL ABOUT IT.

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To these Fair Managers whose untiring efforts on behalf of all of outdoor show business have made it one of America's most loved, most enjoyed forms of entertainment . . . we offer our sincerest thanks. We cannot heap enough praise on these gentlemen . . . today's pioneers for tomorrow's improvements in the amusement and entertainment world.

Sincerely,

[Signatures]

General Manager

Assistant Manager
ELING MORE THAN 25,000 MILES

The Billboard Cavalcade of Fairs Edition
THE WORLD'S LARGEST ENTERTAINING MORE PEOPLE EVERY YEAR.

More than all the people who saw these two all-time record attendance plays at all performances on Broadway ... a combined total of 4,171 performances!

Yes ... the Royal American Shows Mighty Midway is truly the WORLD'S BIGGEST OUTDOOR ATTRACTION ... popularized in Movies, on the Radio and TV, in magazines and newspapers all over the country ... NO OTHER SINGLE EVENT ENTERTAINS SO MANY PEOPLE OUTDOORS ...
ST RAILROAD SHOW
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Football Bowl Games since
the first one ever played!

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LIGHTWEIGHT
CHAMPIONSHIP

RINGSIDE
HEAVYWEIGHT
CHAMPIONSHIP

All Matches Since 1889
More than the total attendance at all the World's
Heavyweight Championship Boxing Bouts since the
days of John L. Sullivan...

ball games including
the World Series!

7,470,000
Lifetime
Ticket

2,304,000
Lifetime
Ticket

4,950,000
Lifetime
Ticket

More than the Total Attendance at all of these Classic
Racing Events since their beginning...

The Billboard Cavalcade of Fairs Edition
The Largest Railroad Show in the World...

At this time we take pause in our daily activities to express our appreciation, thanks and deep satisfaction to the FAIRS AND EXHIBITIONS for their continuing interest and their appreciation for the efforts of the ROYAL AMERICAN FAMILY to bring the highest forms of entertainment to their public. TO OUR PERSONNEL... your unfailing cooperation and ability can only make these accomplishments possible. Thank You All!

General Manager

Assistant General Manager

GENERAL OFFICES AND WINTER QUARTERS: TAMPA, FLORIDA
America's Favorite Sepia Revue
Presented by
LEON and GWENDOLYN CLAXTON
on the
ROYAL AMERICAN SHOWS
HARLEM IN HAVANA

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

THE ROYAL AMERICAN SHOWS
GOING INTO OUR 25th YEAR . . . A FULL QUARTER OF A CENTURY . . . WITH THE FINEST SHOWMAN IN THE ENTIRE WORLD . . . CARL J. SEDLMAYR and his equally wonderful son, Carl, Jr.

We are indeed proud to say that we've been associated with the greatest group of men and women in all the world . . . the entire staff and personnel of this great show . . . and all the boys and girls in our own revue.

We wouldn't have missed a minute of it for anything.

Our thanks, too, to all the officials of all the fairs in the U.S.A. and the exhibitions in Canada for your splendid co-operation during all these years.

LEON AND GWENDOLYN CLAXTON
1901 GRACE STREET
NOW CASTING FOR OUR QUARTER-CENTURY REVUE IN 1959

TAMPA, FLORIDA

The Billboard Cavalcade of Fairs Edition
We’re Sitting Way Up on Top of the World.....

With the CONCESSIONS ON THE WORLD’S LARGEST MIDWAY...

THE ROYAL AMERICAN SHOWS

Last year we thought we’d gone as far as we could go... when we HIT THE TOP with the ROYAL AMERICAN SHOWS CONCESSIONS...

NOW WE KNOW WHAT IT MEANS TO GO ‘OVER THE TOP’... and for this privilege, we and all the men and women in our concession departments extend our sincerest thanks and deepest appreciation to the SEDLMAYRS and to the personnel of the ROYAL AMERICAN SHOWS for helping to establish a NEW CONCESSION RECORD...

WE WISH TO TAKE THIS OPPORTUNITY ALSO TO THANK THE OFFICIALS of the Fairs and Exhibitions in the United States and Canada for their wonderful co-operation, as without your help we could not have established this outstanding record two years in a row.

O. J. “Whitey” Weiss, Concession Manager
ROYAL AMERICAN SHOWS CONCESSIONS
"Topped by None"
WE'RE ALL MIGHTY PROUD...
To Be Under the
Concession Banner of
THE WORLD'S
LARGEST MIDWAY...

ROYAL AMERICAN SHOWS

CONcessIONS

BECAUSE... for the 2nd straight year, we've smashed all records on the front end of this greatest show in the entire world
... THE ROYAL AMERICAN SHOWS!

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R. E. (Dick) BEST

Presents the Finest in
CIRCUS SIDE SHOWS

Bringing exhibits and attractions of natural phenomena for the entertainment and information of hundreds of thousands of Americans every year for the past 40 years.

KEEPING PACE WITH THE PROGRESS OF AMERICAN ENTERTAINMENT

OUR SINCERE THANKS
To the Royal American Shows and the Sedlmayrs, and the Schmidt's... George and Bill... of Riverview Park, Chicago... and to the many, many folks who viewed our shows during 1958.

UNUSUAL ATTRACTIONS
ODDITIES
CURiosITIES

We can use some outstanding attractions for our coming 1959 season with the Royal American Shows and Riverview Park in Chicago.

R. E. (Dick) BEST
6319 WESTWOOD DRIVE
SARASOTA, FLORIDA

America's Most Lovable Attraction

The Galyon Siamese Twins

FEATURED
On The World's Largest Midway
THE ROYAL AMERICAN SHOWS

THANKS TO THE SEDLMAYRS
For a wonderfully pleasant and successful season... and to the entire personnel of this great show for their thoughtfulness and interest in us.

AVAILABLE FOR WINTER DATES NOW, HAVE SOME OPEN TIME FOR PARADES, FAIRS AND CELEBRATIONS.

PARENTS
Mr. and Mrs. Wesley Galyon
1953 Kelmar, Dayton, Ohio

RONNIE and DONNIE
Seven Years Old This Year

PIRANHA FISH

THE TROPICAL TERROR OF
THE AMAZON ALIVE
Deadly Man-Eating Fish

GIANT STEERS

WORLD'S LARGEST STEERS
2 MASSIVE BEASTS
Average Weight... 2 Tons Each

TWO OUTSTANDING ATTRACTIONS
ON THE ROYAL AMERICAN MIDWAY SEASON 1958

THANKS TO THE SEDLMAYRS and the Royal American Shows Personnel for a Successful and Pleasant Season

ARNOLD RAYBUCK
807 Third Ave. East, Bradenton, Fla.

THE BLACKWELLS
"Jean and Tom"

OPERATORS OF

THE WORLD'S FINEST
ON THE WORLD'S LARGEST
THE ROYAL AMERICAN SHOWS

Our Hearty Thanks and Best Wishes to all the folks on this great and wonderful show... and to the Sedlmayrs for another terrific year.


It has been—and will be—our distinct pleasure to continue to serve the finest food.

See You Next Year!
JEAN and TOM BLACKWELL
Operating The World's Finest Cookhouse

SPORTLAND ARCADE
FOR 14 SUCCESSIVE YEARS
A FRONT LINE ATTRACTION
ON THE WORLD'S LARGEST MIDWAY

ROYAL AMERICAN SHOWS

THANKS, CARL, FOR ANOTHER MARVELOUS SEASON.
IT IS A REAL PLEASES TO BE A PART OF THE ROYAL AMERICAN FAMILY.

HARRY B. JULIUS
America's Most Popular Money-Earning Rides

MILER’S SENSATIONAL WILD MOUSE AND THE WORLD'S LARGEST PORTABLE ROLLER COASTER

Proved to be

THE TOP MONEY-MAKING RIDES ON THE WORLD'S LARGEST MIDWAY . . .

THE ROYAL AMERICAN SHOWS

Our sincerest thanks to the Sedlmays for their confidence in our ability to design and manufacture these biggest money-earning rides for their midway.

"You’re Bound to Make Money With a Miller-Built Ride" TOPS IN QUALITY, SAFETY AND ENGINEERING

MILER MANUFACTURING COMPANY

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9630 East Burnside

Portland, Oregon
PUT THIS B.O.P.P. TO WORK FOR YOU

THE HETZER NA
MORE FABULOUS THAN EVER! DAZZLING . . . BRILLIANT IN SPLENDOR AND GLAMOUR!

The Gay, Colorful, Lavish
ALL NEW INTERNATIONAL
Spectacular
OF 1959

INDOORS OR OUTDOORS IT'S THE WORLD'S GREATEST!
HERE'S PROOF

"The Production is good, the line is of Top Calibre and the costumes are excellent." CALGARY STAMPEDE—BILLBOARD.

"The Hetzer production opened last night to standing room only . . . it has been many a year since the Grandstand evening show has been sold out." Connie Lien, in the INDIANAPOLIS TIMES.

"We've seen about 20 Grandstand shows at Provincial Exhibitions. Jim Hetzer's 'INTERNATIONAL SPECTACULAR' out-paces them all." Kaye Rowe, in the BRANDON DAILY SUN.

"... polishes production that moves fast and puts on a performance not often seen in Canada. . . ." Ron Kinney in the WINNIPEG TRIBUNE.

". . . the most elaborate and novel night show the All Iowa Fair has presented." "... the girls had the audience eating out of their hands and clapping for more. This hasn't happened at the All Iowa Fair in a decade." "It smacks throughout of big-time, top-rated production." THE CEDAR RAPIDS GAZETTE.

"Another tremendous crowd returned to the Grandstand for the third performance of the 'International Spectacular.' The recorded attendance total was up 4,191 from 1957." THE EDMONTON JOURNAL.

"Everything about 'Spectacular' IS Spectacular." Sol Padlibsky in the CHARLESTON DAILY MAIL.

"The Grandstand show, International Spectacular, was one of the smartest Saskatoon has seen . . . colorfully costumed . . . an air of elegance . . . the chorus beauties, acknowledged to be the best ever to appear here." THE SASKATOON STAR-PH OENIX.

"The whole show had the appearance of an indoor musical comedy. . . ." Carol Ingham in the REGINA LEADER-POST.

"A giant cast of performers in a Fabulous musical production." THE NASHVILLE TENNESSEAN.

HETZER'S Theatrical Agency—
ME IS YOUR MoneyTree!

WALKER DICK'S
All American
CHAMPIONS
SUPER SENSATIONAL
"SPORTS SHOW"
with
RAUL GRACIA
ACAPULCO CLIFF DIVER

GREATER THAN EVER

THANKS
TO THESE MAJOR FAIRS & EXHIBITIONS OF THE
U.S.A. AND CANADA FOR THE PRIVILEGE OF
FURNISHING THEIR 1958 GRANDSTAND SHOW:
THE PROVINCIAL EXHIBITION OF MANITOBA, Brandon,
Manitoba
CALGARY EXHIBITION AND STAMPEDE, Calgary,
Alberta
THE EDMONTON EXHIBITION, Edmonton, Alberta
SASKATOON INDUSTRIAL EXHIBITION, Saskatoon,
Saskatchewan
THE REGINA EXHIBITION, Regina, Saskatchewan
THE ALL IOWA FAIR, Cedar Rapids, Iowa
THE MISSOURI STATE FAIR, Sedalia, Missouri
THE SOUTHERN WEST VIRGINIA FAIR, Charleston,
West Virginia
THE INDIANA STATE FAIR, Indianapolis, Indiana
THE TENNESSEE STATE FAIR, Nashville, Tennessee

PLUS
31 WEEKS OF COUNTY
AND DISTRICT FAIRS

"The Original Wonder Act of The World"
LARRY RUHL AND SANDY WINTERS
HELICOPTER ACT

WARREN RICHARD'S
"MUSICAL CAMEOS"
A "New Show" For Your
Grandstand

JOHN D. O'KEEFE'S
World Famous
"AQUA REVUE"
Chock-Full of Rip Roaring
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The Billboard Cavalcade of Fairs Edition
Doc Dorton’s Touch

A FEATURE of the ’59 North Carolina State Fair was a building which most fairgoers thought they had seen before. They had, but not as a new combined lounge and first aid structure. A former storage building, it was remodeled at a cost of more than $35,000 and stands as another ultra-modern structure on the grounds.

The sleek design campaign started several seasons back with the new-famous State Fair Arena. Then came a string of futuristic pitched-roof dining stands. Now the lounge building. Dr. J. S. (Doc) Dorton, fair manager, is still looking to the future in the matter of design, as will be seen further on in this account.

Lost Kiddie Colony

The lounge-first aid building also combines storage space and lost children’s facilities. Located just west of the arena and right off the midway area, it is topped by a tall column bearing a large red cross, which is visible from most of the vast fairgrounds. The column is 40 feet high.

This was originally a brick building built by the Works Progress Administration to house records. Later it was taken over by the fair and used as a warehouse and storage area. Renovation has created almost an entirely new building. Its front is of glass with wood trimming, painted green and placed between the pines. Top is bordered with red-painted trim. A special portico extends from the entrance to a triple-spray fountain at its steps. Plans call for adding lights to the fountain.

A large and airy glass walled room looks out onto the portico and contains comfortable seating for many visitors. Off this lounge are the rest rooms and first aid station. Another side of the building contains the “lost kiddies colony” and a playground area improvement is planned here, plus an ambulance ramp.

There is still ample storage space in the building, which is to be fitted out with dormitory facilities for livestock herdsman. The tan-painted building will get a second floor for this purpose, by reducing the height of rooms located behind the front lounge area.

Year-Round Use Foreseen

Year-round use of the structure is foreseen by fair officials. It will be one of the few buildings on the 225-acre grounds to be heated. Front area can be used for small business meetings and conferences. The building occupies a space 56 feet wide by 150 feet long. Its portico and walk areas increase the total space occupied to more than 9,000 feet. Out front, the lounge sign is made of plywood placed over 40-foot-high light poles. Its letters are 30 inches high and appear aloft with the big first aid symbol. Lights are placed beneath the cutout areas to help identify the building at night.

Another futuristic bit of construction for the fairgrounds is in use in miniature, Dorton points out. This is the new roof on the grandstand judges platform, cantilevered and suspended from cables. The open-air grandstand will be fitted out with such a permanent covering before many seasons go by. Throut the grounds there has been constant annual improvement and all of the construction has had this ultra-modern theme. In the case of the lounge building it was more a changeover than new construction, but no comments short of superlative resulted.

The large and airy glassed walled lounge faces into the fair’s column which is widely famed for its unusual design. Besides the lounge, the new building houses a first aid center and “lost kids’ colony.”

Rest rooms for men and women with outside entrances add to the utility of the new combined lounge-first aid building.

A typical Doc Dorton touch, a large, attractive and inexpensive sign identifies the combined lounge and first aid building at the North Carolina State Fair, Raleigh. The sign is made of plywood placed over 40-foot high light poles.
Rides to New Highs!
in 1958

*records smashed in over 90% of the 20 State & County Fairs played by Gene Autry and Champion

Gene Autry

EXCLUSIVE MANAGEMENT
Melody Ranch Enterprises, Inc.

6920 SUNSET BLVD.
HOLLYWOOD 28
CALIFORNIA

The Billboard Cavalcade of Fairs Edition
The Pride of the Hawaiian Islands...

50th STATE FAIR
HONOLULU, June 27—July 5, 1959

MAUI FAIR, Oct. 9-12, 1959
Shows Produced by E. K. Fernandez for 37 Years.
KAUAI COUNTY FAIR, May 14-15, 1959
HILO COUNTY FAIR, Nov. 5-9, 1959
Shows Produced by E. K. Fernandez for 10 Years.
WAIALUA COUNTY FAIR, Sept. 12-13, 1959
Shows Produced by E. K. Fernandez for 9 Years.

EWA PLANTATION FAIR, Aug. 29-30, 1959
Shows Produced by E. K. Fernandez for 5 Years.

E. K. FERNANDEZ Attraction

LOAF ON THE JOB—
Playing dates in the Hawaiian Islands is not work— but a vacation with pay. If you have anything unusual to offer, send photos and resume to E. K. Fernandez today.

SOUTH PACIFIC EXTRAVAGANZA
Available for 1959 Fairs
E. K. Fernandez has assembled the greatest array of Hawaiian-Polynesian-Tahitian Singers and Dancers and Samoan Knife Dancers, a sparkling revue.
New. Different. 20 or 30 People, as you want. Full 2 Hours of live and lively entertainment.

See Me at the Convention in Chicago.

E. K. FERNANDEZ Attractions
P.O. Box 175, Honolulu
Cable: Edfern
FAST ON THE DRAW...
at fairs, rodeos and celebrations!
Your Infallible Box Office Insurance—

DUNCAN RENALDO

The CISCO KID

Emsee, Grand Marshal,
and Headline Attraction
The Show That Appeals to Every
American Family

STAR ATTRACTION AT

* 43 FAIRS *

and at other events including

Calgary Stampede
Snake River Stampede
Nampa, Idaho, Rodeo
Alabama State Fair
Mid-South State Fair
Ogden, Utah, Rodeo
Crown Point, Ind.
Terre Haute, Ind.
Leamington, Ont., Can.
Keene, N. H.
Medina, Ohio

Producer of "The Amigo Days,"
the Most Successful Community Promotion

More Than 8,000,000 Photos Personally Presented Free
to Children After Performances

FOR AVAILABLE TIME IN 1959

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AS THEY SEE IT
ON TELEVISION!
Velare Bros.

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* Proven
CAPACITY
More Than
20,000
RIDERS
PER DAY

* Unequaled Public Appeal
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GREATEST of all
PORTABLE RIDES

* 92 FEET HIGH

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Press and Public Acclaim

BARNES-CARRUTHERS SHOWS EVERYWHERE!

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Ice Show Pushes Chippewa Over '57

Barnes-Carruthers Pro Real Fair Attraction

B-C REVUE UP AT IONIA FAIR

Surpasses Last Year's Western Attendance, Midway Takes 2-Carruthers' Revue

Barnes-Carruthers Pro Real Fair Attraction

P-247 REVUE UP AT IONIA FAIR

Surpasses Last Year's Western Attendance, Midway Takes 2-Carruthers' Revue

ICE SHOW PUSHES CHIPPewA Over '57

Barnes-Carruthers Pro Real Fair Attraction

B-C REVUE UP AT IONIA FAIR

Surpasses Last Year's Western Attendance, Midway Takes 2-Carruthers' Revue

FAIR'S 596,341 Sets New Record

Louisiana State Fair's 596,341 Sets New Record

B-C Revue, Races Surpass '57; Royal American Grosses Up 32

RECORDS TOPPLE AT KAN. FREE FAIR

Attendance Totals 407,000; RAS Up 30%; B-C Revue Does Big

We cordially invite all Fairmen to visit our Suite at all coming conventions

For the finest in entertainment it's

BARNES-CARRUTHERS THEATRICAL ENTERPRISES, INC.

159 North Dearborn Street Phone: Franklin 2-1561

Chicago 1, Illinois
**Since 1912 operating continuously as one of the Largest Amusement Operators in America**

Let us furnish Your Midway Needs . . . Large or Small. For Midways that need the 'different' . . . the 'unusual' . . . the 'outstanding' . . . contact us. We specialize in furnishing the best there is to suit your requirements.

Whatever Your Needs: A Complete Midway including Top Rides, Outstanding Shows, Unusual Concessions in any quantity . . . or Ride units only.

Our equipment is new and modern. All rides completely refurbished and attractive. You'll find our personnel to be polite, efficient and well trained for their work.

**THANKS TO ALL**

Who contributed to our 1958 Success. Particularly to you Fairmen and Committees where we had the privilege of playing.

**SHOWMEN—RIDE OWNERS—CONCESSIONAIRES**

We want New and Unusual Attractions . . . plus the proven and reliable ones.

Rides that do not conflict and Concessions that are different.

**WE ARE NOW BOOKING FOR OUR FULL 1959 SEASON.**

See us at Chicago during the Convention, at your State Fair meetings, or contact us at the address below.

**W. G. WADE SHOWS**

"Michigan's Largest and One of the Midwest's Finest"

WINTERQUARTERS ADDRESS: G.P.O. BOX 1488, DETROIT 31, MICH.
W. G. WADE, JR., 18110 Melrose, Detroit 41, Mich. (Phone: ELgin 6-3566)
AMERICA'S FINEST ACTS AND ATTRACTIONS FOR OUTDOOR AND INDOOR ENTERTAINMENT

BOYLE WOOLFOLK AGENCY, INC.

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For Your Event... Indoor or Outdoor... TV and Recording Personalities... Stage... Aerial... Track Performers.

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2535 Taft Ave., S. W.
Grand Rapids, Mich.

LEE SLADE
Poplarville, Mississippi

The Billboard Cavalcade of Fairs Edition
ARE WE SPACE TRAVELLERS—
REACHING FOR THE MOON—
SOARING INTO UNKNOWN SPACE?

NO... WE DON'T THINK SO!!!

It's true—We have accomplished that which was considered almost impossible—but—we look upon our achievements as the just reward for sincere endeavors.

Clear and concise planning—coupled with direct and deliberate direction—has created a new sense of “show business” in Canada. Public demand necessitated the purchase and our presentation of new riding devices from Europe. Five original Wild Mouse Rides—a Gheister Express—Double Deck Hot Rods and many others were first presented in North America by our firm.

WHAT WAS THE RESULT?

FOR OUR PATRONS—
The actual count of individual riders was almost unbelievable. The “repeaters” displayed their enjoyment, so we knew we had a “hit.” Time spent in line-ups meant nothing—

It was worth while waiting for . . .

FOR OUR FAIRS—
It has been our pleasure to provide the Midway Attractions at most of our Fairs for many years. They realize we will do our utmost to please their patrons. Our diversified attractions have produced increased revenue to these Fairs.

FOR OUR ASSOCIATES—
A “Coach” is of no value without a team. Our team consists of faithful employees—The Concessionaires and Our Show and Ride Operators. To achieve the results manifested—meant long hours of hard work on the part of many individuals. The score sheets of unparalleled gross receipts are products of their efforts—in which they have a share.

THE FUTURE?

DAY BY DAY advances bring about so many changes—we hesitate making definite promises—but you may be sure we will do everything possible to continue with that which has proven successful and to venture into new-spheres—with the hope and expectations of making the “Future” into “To-Day.”

Inquiries invited from Concessionaires and Show and Ride Operators for our 1959 Season.

THE CONKLIN SHOWS

"The World's Finest"

J. W. "PATTY" CONKLIN

P.O. Box 31, Brantford, Canada

Frank R. Conklin

The Billboard Cavalcade of Fairs Edition
Practical Building

ALTHOUGH the new Women's Building at the South Dakota State Fair, Huron, is designated as a fem headquarters, the structure not only served a dual purpose during the '58 fair, but will be used for many activities throughout the year.

The 100 by 200-foot brick building, erected at a cost of $200,000, was used in part during the fair as a showplace for women's art objects and needlework exhibited behind store-type show windows with culinary products displayed in refrigerated show cases.

The other end of the building, which includes a 590-seat auditorium, was the scene of daily radio broadcasts and other entertainment features. The theater is fully equipped with a stage, lights and p-a. system.

The attractive, modern-style structure is heated, equipped with ticket offices, catering facilities, rest rooms, modern lighting, a sound system and a handy auto parking area. It is entirely windowless but adequate daylight is beamed into the interior thru plastic skylights.

Not only does the building serve a need during fair week, but a number of conventions and trade shows are scheduled to use its facilities this winter. And this double-use will undoubtedly grow as knowledge of its facilities gets better circulation.
SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

Presents

RIN-TIN-TIN

and his

TV TROUPE

for

PERSONAL APPEARANCES!

"Rusty," Lt. Rip Masters and Rinty, the world's most famous canine, are jamming them in at Fairs and Rodeos across the nation. If you're looking for a star attraction... this is it!

For Information Call ED JUSTIN

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You get the Full Benefit of

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Full INSURANCE COVERAGE

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HASS-WILKЕRSON-WОHLBERG

Specialists in Insurance for Showmen

Our Sincere thanks to all of our clients for your confidence in our ability to serve you well.

Two Centrally Located Offices for Your Convenience

ST. LOUIS:
214 N. Fourth St.
MAin 1-5000

KANSAS CITY:
3101 Broadway
JEfferson 1-1100

CHICAGO OFFICE: During The Outdoor Convention...

Our Rooms in the Sherman Hotel

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The Billboard Cavalcade of Fairs Edition
Our reputation is your guarantee of satisfaction!

O.C. BUCK SHOWS

We Will Again Present the Finest Midway in the East

★ 16 MAJOR RIDES
★ 10 OUTSTANDING SHOWS
★ EXCELLENT LIGHTING
★ TOP PERSONNEL
★ 6 KIDDIE RIDES

FAIRMEN • COMMITTEES
We are now Booking for 1959... Playing throughout the East and Southeast. See us in Chicago or at your Fair Meetings.

SHOWMEN: for 1959 can place worthwhile attractions and legitimate concessions of all kinds.

thanks to everybody
Fair Secretaries, Committees and our Personnel for making 1958 a wonderful and successful season.

O.C. BUCK SHOWS
OSCAR C. BUCK
OWNER-MANAGER
TROY, N.Y.

The Billboard Cavalcade of Fairs Edition
The 1956 Calgary Exhibition and Stampede will have a new $1,775,000 multi-purpose exhibition building, the first split-level exhibit building to be erected in Canada. The 400 by 240-foot structure will have 24 sheets of curling ice, dormitories for 4-H'ers and will be used for various shows through the year.

SPORT'S BIGGEST YEAR
Rodeo Cowboy Org. Events in Top Pull

The cowboy sport of rodeo—

with nearly three-fifths of the

caters staged as grandstand attrac-
tions at fairs—enjoyed its big-
ggest box-office boom in years
during the 1958 season.

The Rodeo Cowboys’ Associa-
tion estimates 58 attendance at
the 430 associations—approved ro-
dos in 34 States will top 14.5
million, almost a million and a
half more than in 1957.

Rodeos are going both East
and West, indoors or out, at fair
dates or still dates, and with or
without name stars.

Gains in Recession
 ‘Despite the recession, which
frankly had us worried in the
preceding winter months, pro-
lfessional rodeos have racked up its
biggest gains in several years,
both in over-all attendance and in
new rodeos established,” Lee
Connelly, the association’s sec-
tary-treasurer, reports.

“The association approved 72
brand-new rodeos this year, our
biggest increase since World
War II,” he adds.

The ancient Western sport
continues to make inroads in the
East. Of the new rodeos, 29 of
them were east of the Missis-
pippi. New rodeos were featured
at State fairs and exhibitions this
year in New York, Mississippi
and Pennsylvania.

Rodeos on still dates scored
successes for the first time this
year in North Carolina, Con-
necticut, West Virginia and On-
tario.

Back at Syracuse

At Syracuse the New York
State Fair rodeo was hit hard by
rain, which canceled one per-
formance and made it barely
possible to carry on a second.
The cold, rainy weather kept
grandstand crowds below 1957,
when there was no rodeo, but
officials plan to bring the rodeo
back next year and put it in

The newly established Penn-
yvania Livestock Exposition in
Harrisburg last winter relied on
rodeo to fill its stands. Attend-
ance hit 48,000 for the six per-
formances and more than 5,000
were turned away in the last	hree performances. Starred
were Gene Autry and Annie
Oakley.

Out West, rodeo scored new
highs at old fair dates in Al-
berta, Wyoming and Oregon,
and picked up one new State
fair date in South Dakota.

At the Central Wyoming Fair
Casper, the 18th annual rodeo
pulled a 75 per cent capacity
grandstand crowd on the first
day, when it rained, and had
sellout crowds all of the remain-
ing three days. The rodeo does
not feature a name star.

New at Huron

Farther north, the Edmonton
Exhibition staged its Stampede
for the second year without a
name star on the marquee, re-
versing a policy several seasons
ago. In 1957, the first year with-
out a star, attendance was up
16 per cent over the year before.
In 1958 the box office jumped
another 20 per cent over 1957.

At the Oregon State Fair the
rodeo and horse show, with no
star, grossed $29,200 in the
grandstand, up $5,000 over last
year and a near record.

A new rodeo at the South Da-
kota State Fair at Huron tripled
grandstand attendance over the
same three nights of the 1957
Fair, which had no rodeos. Thurs-
day, Friday and Saturday nights
last year grossed $7,100; the
rodeo this year grossed $21,500.

Of the 480 rodeos approved by
the R.C.A. in 1957, 130 or 27
per cent were grandstand at-
tractions at fairs or expositions.
The cowboys’ association esti-
mates their share of total rodeo
attendance was 3.5 million, up
about 500,000 from a year ago.

Cash In On The Booming
Interest In The Wild West . . . .

GRANDSTAND ATTRACTION BUYERS,
TAKE NOTE . . .

THE GENE MADISON RODEO
Featuring 5 Major Events, including

SADDLE BRONC RIDING ★ BAREBACK BRONC RIDING

BRAHMA BULL RIDING ★ BULLDOGGIN'
CALF ROPING

ATTENDANCE UP 50% over 1957 Grandstand at
MISSISSIPPI-ALABAMA FAIR, Tupelo, Miss.

. . . . and that isn’t all . . .

Every Event we produced during this past season
attendance was up over the previous year’s grand-
stand attraction, regardless of type of attraction.

LET US SHOW YOU HOW YOU CAN INCREASE
YOUR GRANDSTAND ATTENDANCE WITH THIS . . .

WORLD’S CHAMPIONSHIP RODEO APPROVED BY
THE RODEO COWBOYS’ ASSOCIATION, INC.

Produced by Gene Madison

THE GENE MADISON RODEO
HAVING
Complete Stock and Equipment to Produce
Rodeos at Fairs.
Outstanding Show . . . Colorful Rodeo Talent
Acts.
NO RODEO IS TOO LARGE OR TOO SMALL.
WE PRODUCE THEM ALL . . . INDOOR AND OUTDOOR.

For Complete Details Contact
GENE MADISON RODEO
Route 1, Rapid City, South Dakota
Phone: Fillmore 2-6997

The Billboard Cavalcade of Fairs Edition
HOLMES RODEO PRESENTS THE WORLD Championship CONTEST RODEO

THE FAVORITE OF AMERICANS

Playing to the Midwest & Eastern Cities

New York, N. Y. Madison, Wis.
Atlanta, Ga. Chicago, Ill.
Columbus, Ohio Peoria, Ill.
Minneapolis, Minn. Green Bay, Wis.
Milwaukee, Wis. Evansville, Ind.

THANKS TO ALL
Fairmen and Aud-Arena Men who helped us achieve another successful season. We'll be back with you again in 1959 for another winner.

We will be in Chicago during the Convention and at your State Fair Meeting.

FAIRMEN—AUD-ARENA MANAGERS SPECIAL EVENTS SPONSORS

The never-to-be-forgotten thrill of a rodeo will make your event the most-talked-about event in your area . . . Put America's finest to work for you. We will match our earning power with any other show . . . and prove to you that you'll do better with a Holmes-produced Rodeo.

FEATURING

- BIG NAME STARS
- THE BEST IN PERSONNEL
- TOP-GRADE BUCKING STOCK
- CHAMPION COWBOYS
- THRILLING, COLORFUL ACTS
- ALL NEW EQUIPMENT

HOLMES RODEO COMPANY

See Stars of Screen & Television

ROBERT CULP—Texas Ranger
"Texas" CBS-TV

SCOTT FORBES
"Jim Bowie" ABC-TV

DENNIS WEAVER
"Chester" of "Gunsmoke" CBS-TV

JOHN LUPTON
Tom Jeffords of "Broken Arrow" ABC-TV

JIM ARNESS
"Matt Dillon" of "Gunsmoke" CBS-TV

The Billboard Cavalcade of Fairs Edition
...of Sellout Crowds
with world's championship RODEO

Fill your grandstands with the one spectator attraction that is still booming to new attendance records, both east and west, in big cities and at country fairs. In 1958, 480 rodeos approved by the Rodeo Cowboys' Association, 30% of them sponsored by fairs, pulled a record attendance of 14.5 million—more than all of the nation's college football games.

Be sure your rodeo is in the sport's major league—approved by the non-profit service organization that works for all of the major rodeos in the U. S. and Canada.

CHECK THESE ADVANTAGES that you get only with R.C.A. approved rodeos:
1.) BETTER CONTESTANTS: 3,200 members, including all world's champions still active, are eligible to enter your rodeo.
2.) BETTER STOCK: over 70 livestock contractors and rodeo producers to choose from.
3.) BETTER PUBLICITY: pre-planned campaigns and full benefits of a national publicity program through the Rodeo Information Commission.
4.) NO LIABILITY: all contestants and labor covered by the Association's insurance.

SEE FOR YOURSELF what R. C. A. rodeo can do for your fair grandstand. Write the managers of these fairs for details of the success of their first-time rodeos in 1958: Mr. Ken Balgeman, South Dakota State Fair, Huron, S. D.; Mr. Bill Baker, New York State Fair, Syracuse; Mr. N. S. Hand, Mississippi State Fair, Jackson; Mr. J. M. Soverv, Jr., Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.

For full information write for the free booklet, "What is Rodeo?"

Just a few of the 140 fairs and exhibitions with R.C.A. rodeos in 1958:

New Mexico State Fair
Albuquerque, N. M.
Calgary, Alberta
South Dakota State Fair
Huron, S. D.
Mississippi State Fair
Jackson, Miss.
Arkansas Livestock Expo.
Little Rock, Ark.
Mid South Fair
Memphis, Tenn.
Ab Se-Ben Livestock Show
Omaha, Neb.

Pennsylvania Livestock Exhib.
Harrisburg, Pa.
North Dakota State Fair
Fargo, N. D.
Little Rock, Ark.
Oklahoma State Fair
Oklahoma city
Mississippi State Fair
Hattiesburg, Miss.
Missouri State Fair
Jefferson City, Mo.

Colorado State Fair
Pueblo, Colo.
Western Washington Fair
Puyallup, Wash.
Oregon State Fair
Salem, Ore.
Grand National Livestock Expo.
Lubbock, Texas

San Francisco, Calif.
New York State Fair
Syracuse, N. Y.
Mississippi-Alabama Fair
Tupelo, Miss.

RODEO COWBOYS' ASSOCIATION, INC.
1744 CHAMPA STREET
DENVER 2, COLORADO

In Chicago: See Lex Connelly, Hotel Sherman

Planning Pays

WHEN the Regina (Sask.) Provincial Exhibition drew up plans for its new $500,000 Saskatchewan Building, year-round utilization of its facilities was stressed.

The result is good. It is a welcome addition to the fairgrounds during annual fair week. Throuth six winter months it is being used by curling enthusiasts, while from April to October it will house trade shows and convention.

Ninety-four feet wide and 412 feet long, the fireproof structure includes a women's theater with seating for 1,000 and a modern, fully equipped 62-foot stage.

The building's construction is of lightweight concrete blocks with a steel-clad roof supported by steel frames. There are no floor-to-ceiling pillars and wide aisles between exhibit areas go straight thru from the front doors to the rear exits to make for easier movement of patrons. The front is entirely of case wire glass in steel sash as shown in the above photograph.

Altho it has only one floor, it has a mezzanine, and during the curling season the center part, with its full basement, is heated and ventilated. The basement contains the most modern refrigeration and heating plants available, locker facilities, and large washrooms.

The refrigeration, heating and plumbing services have been set up as a permanent public display. All pipes, ducts and equipment are color-coded to make tracing of lines easier and, as the architect explains, "to provide color to otherwise utilitarian services."

COMPLETE
RODEO
INSURANCE

Be sure to visit our suite at the Sherman Hotel
during the Outdoor Convention

NOV. 30-DEC. 3

N. PERRY LUSTER
5555 South Everett Avenue Chicago 37, Illinois
Phone: Midway 3-1900
WORLD CHAMPIONSHIP

RODEOS

Produced by HARRY KNIGHT:
Staging Rodeos before MORE people than any other producer . . .

Featuring Outstanding contests everytime
RODEO COWBOYS ASSOCIATION SANCTIONED.

★ The top Cowboys and Cowgirls
contesting in All Events.
★ Our own unequalled Bucking Stock
toughest in America.
★ Featuring the greatest array of
talent in the nation.
★ Outstanding Acts and Personalities
Movie and TV Stars as added
attractions if desired.

FAIR SECRETARIES . . .
If you have not yet investigated the pos-
sibilities of a RODEO for your event, may
we suggest you contact us. Find out how
much you can benefit by America's most
colorful, exciting dare-devil sport. Your
inquiry will bring an immediate answer.

SOME OF OUR TOP ENGAGEMENTS IN 1958 . . . AT MANY OF
WHICH WE BROKE ALL PREVIOUS ATTENDANCE RECORDS

CENTRAL WYOMING FAIR, Casper
NORTH MONTANA STATE FAIR, Great Falls
COLORADO STATE FAIR, Pueblo
NEW YORK STATE FAIR, Syracuse

KENTUCKY STATE FAIR, Louisville
ARKANSAS LIVESTOCK SHOW, Little Rock
AK-SAR-BEN, Omaha, Nebr.
INTERNATIONAL AMPHITHEATRE, Chicago

World Championship
RODEOS

FAIR SECRETARIES . . .
If you have not yet investigated the pos-
sibilities of a RODEO for your event, may
we suggest you contact us. Find out how
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NEW YORK STATE FAIR, Syracuse

KENTUCKY STATE FAIR, Louisville
ARKANSAS LIVESTOCK SHOW, Little Rock
AK-SAR-BEN, Omaha, Nebr.
INTERNATIONAL AMPHITHEATRE, Chicago

Our thanks to:
The Officials of the above Great Events . . .
and to all the other fair officials and our
own personnel for a wonderful season.

For complete details and available
time, contact:
HARRY KNIGHT & COMPANY
Flying-A-Ranch,
Box 332 (Phone 058R1)
Fowler, Colorado

World Championship
RODEOS

The Billboard Cavalcade of Fairs Edition
Here's a show ALL WRAPPED UP for FAIRS...

**RUDY BROS. CIRCUS**

Appeared under sponsorship of Shrine, Elks, Police and service organizations in 8 Western states this year.

**NOW BOOKING FOR 1959**

See us at the Western Fair Convention or contact RUDY JACOBI 2725 Prospect South San Gabriel, California

Contact: RUDY JACOBI 2725 Prospect South San Gabriel, California

**ANOTHER SMASH SEASON!**

**IT'S TERRIFIC! IT'S MODERN! IT'S 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 many fair secretaries and celebration committees who gave us the opportunity to play another season as a huge success.

- 17 Top-Notch Rides
- 40 Quality Concessions
- 8 Winning Shows
- All Modern Equipment and Lighting
- Through the Middle West, they're still talking about the outstanding, modern midway of Monarch Exposition Shows

**FAIRMEN-COMMITTEES**

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 1959 expanded plans, and at your state fair meeting.

Contact: E. L. WINROD, Owner, P. O. Box 298, LARGO, FLORIDA. (Phone: JUniper 4-3049)

The Billboard Cavalcade of Fairs Edition
**STATISTICAL DIRECTORY OF FAIRS**

**Results Count**

**ARIZONA**

**Arizona State Fair, Phoenix**

Total Attendance: Paid and free, 240,000. Operated 12 days, 12 nights.

Carnival: Siebrand Bros. Shows. Attractions: Horse racing, 9 days; horse show, 1 day; 5 nights; plaza show, 12 days; 12 nights; Miss Arizona Pageant, 4 nights.

Aid, Premiums: Total premiums (excluding races), $85,000.

Staff: Kemper Marley; secretary, C. N. Goodman; publicity director, John S. Turner & Associates.


**North Alabama State Fair, Florence**

Total Attendance: Paid and free, 65,000. Operated 6 days, 8 nights.

Carnival: World of Pleasure Shows.

Attractions: Circus and vaudeville acts, 6 days, 6 nights; Jim Bowie, 6 days, 6 nights.

Aid, Premiums: State aid, $1,000; total premiums (excluding races), $7,000.

Staff: President, B. F. O'Steen; secretary, C. H. Jackson; concession superintendent, B. L. Nabors.

1959 Dates: September 14-19, tentative.

**Mohave County Fair, Kingman**

Total Attendance: Paid and free, 4,000. Operated 2 days, 3 nights.

Attractions: Local amateur talent show, 2 nights; pet parade, 1 night.

Aid, Premiums: State aid, $2,000.

Staff: President, Mildred E. Phillips; secretary, Mrs. M. Terrina; concession superintendent, Glenn Webb; publicity director, H. D. Krefit.

1959 Dates: September 5-7, tentative.

**ARKANSAS**

**Arkansas Livestock Exposition, Little Rock**

Operated 6 days, 6 nights.

Carnival: Royal American Shows.

Attractions: Edgar Bergen and M.W. Doose, 2 nights; Tommy Sands, 3 days, 4 nights.

Coliseum: RCA Records, 4 days, 6 nights; Harry Knight stock.

Royal Canadian Police, Musical Ride.

Aid, Premiums: Total premiums (excluding races), $50,000.

Staff: President, T. H. Barton; secretary, Clyde E. Byrd.

1959 Dates: October 5-10, tentative.

**Benton County Fair, Bentonville**

Total Attendance: Paid and free, 40,000. Operated 3 days, 3 nights.

Receipts: Gate, $3,300.

Carnival: Holiday Amusement Company; ride and show gross, $5,000.

Aid, Premiums: State aid, $1,400; total premiums (excluding races), $3,000.

Staff: President, John Wright; secretary, Franklin Miller; manager, C. M. Burge.

1959 Dates: September 22-25, tentative.

King-sized balloons such as shown above make the annual downtown Pacific National Exhibition parade a long-awaited event for Vancouver, B. C., residents. The colorful parade serves a two-fold purpose: it puts Vancouver in a holiday mood and focuses attention on the PNE, British Columbia's biggest annual show.
tative.

Carnival: Stumbo’s Tri-State Shows.

Attractions: Youth Rodeo, 1 night.

Aid, Premiums: State aid, $500; county aid, $300; other aid, $150; total premiums (excluding races), $950.

Staff: President, Leon Jenning; secretary, James Davenport.

1950 Dates: September 4-6, tentative.

South Arkansas Livestock Show & Rodeo, Pine Bluff

Total Attendance: Paid and free, 65,000. Operated 5 days, 5 nights. Receipts: Night grandstand total $3,800. Carnival: Parade Shows; ride and show gross $1,255.

Attractions: Rodeo, 5 nights.

Aid, Premiums: State aid, $5,000; county aid, $3,500; total premiums (excluding races), $8,500.

Staff: Secretary, Harvey Hewitt.

1959 Dates: September 22-29, tentative.

Washington County Fair, Fayetteville

Carnival: Gladstone Exposition Shows.

Attentions: Parachute jump, 1 day; water talent, 1 night; square and round dancing, 4 days, 4 nights.

Aid, Premiums: State aid, $4,800; county aid, $3,500.

Staff: President, Norval Ingels; secretary, Bob Medley; publicity director, Robert Phillips.

White County Fair, Searcy

Total Attendance: Paid and free, 27,500. Operated 4 days, 4 nights. Receipts: Gate, $5,600.

Attractions: Horse racing, 2 days, talent contest, 1 night; queen’s contest, 1 night.

Aid, Premiums: State aid, $1,400; other aid, $1,000; total premiums (excluding races), $3,000.

Staff: President, Floyd Bradbourn; secretary, J. H. Jannas; concession superintendent, Cecil Murrell; publicity director, Herman West.

California

Alameda County Fair, Pleasanton

Total Attendance: Paid and free, 10,000. Operated 4 days, 4 nights. Receipts: Gate, $4,000.

Carnival: Gladstone Exposition Shows.

California Mid-Winter Fair, Imperial

Total Attendance: Paid and free, 94,365. Operated 9 nights, 9 nights. Carnival: Pan-American Amuse-

ment Corporation.

Attractions: Rodeo, 2 days; horse show, 5 days; auto racing (spring cars) (C.R.A.), 2 days; Hollywood stage show, 9 nights; Palomino polo 2 days; $650,000 junior livestock auction, 1 day.

Coliseum: Pacific Telephone Company, 9 days; free movies, 9 days.

Aid, Premiums: State aid, $65,000.

Staff: President, J. R. Snyder; secretary-mgr., D. V. Stewart; concession superintendent, Kenneth Hofman; publicity director, Dick Washburn.

1959 Dates: February 28-March 5, official.

California State Fair, Sacramento

Total Attendance: Paid and free, 817,002. Operated 12 days, 12 nights.

Carnival: Combine of West Coast, Crafts and Foley & Burke shows.

Attractions: Grandstand, Bill McGaw thrill show, NASCAR auto races, Coliseum variety show, United States porkers, Robert M. King, concession superintendent, Don M. Irigsel.

1959 Dates: September 28-Octo-

ber 4, official.

Los Angeles County Fair, Pomona

Total Attendance: Paid and free, 1,083,027. Operated 17 days, 17 nights.

Carnival: Harry Illions, Fair Time Shows combined.

Attractions: Ringling circus.

Staff: President-General Manager, C. B. (Jack) Afflerbaugh.

Merced County Fair, Merced

Total Attendance: Paid and free, 67,320. Operated 3 days, 5 nights.

Carnival: Gold Coast Shows; ride and show gross, $47,000.

Attractions: Rodeo, 2 nights; circus, 1 night; Lee Grable Show, 1 night; vaudeville and fireworks, 1 night; vaudeville free bandshell, 4 days.

Aid, Premiums: State aid, $26,000.

Staff: President, J. F. Collins; secretary, W. C. Waskberg; publicity director, Abe Nelson.

1959 Dates: August 11-16 in-

cclusive, official.

Mother Lode Fair, Sonora

Total Attendance: Paid and free, 17,059. Operated 4 days, 4 nights.

Receipts: Gate, $5,000.

Carnival: Gold Coast Shows; ride and show gross, $6,000.

Attractions: Rodeo show, 1 night; queen contest and show, 1 night; variety show, 1 night; rodeo, 1 day; jeep show, 1 day.

Coliseum: Exhibits, 4 days, 4 nights; free attractions, 4 days.

Aid, Premiums: State aid, $45,000; total premiums (excluding races), $21,989.18.

Staff: President, C. C. Hender; secretary, C. B. Mathews; publicity director, Hugh Martin.

1959 Dates: August 6-8, official.

Nebraska County District Fair, Grass Valley

Total Attendance: Paid and free, 28,077. Operated 4 days, 4 nights.

Carnival: Stumbo’s Tri-State Shows.

Attentions: Youth Rodeo, 1 night.

Aid, Premiums: State aid, $10,000; total premiums (excluding races), $23,902.53.

Staff: President, V. Leroy Wister; secretary, J. E. Whitaker, publicity director.

1959 Dates: September 7-9, official.

Humboldt County Fair, Ferndale

Total Attendance: Paid and free, 12,891. Operated 9 days, 9 nights.

Receipts: Gate, $11,278; day grandstand total, $8,000; night gross $17,000.

Carnival: Gold Coast Shows; ride and show gross, $15,547.40.

Attractions: Grandstand, Bill McGaw thriller racing with pari-mutuels, KIEM circuses, Las Vegas Dance Revue, legions of vaudeville, talent show, 11959 Dates: June 29-July 12, official.

Alentejo Valley Fair and Alilafa Festival, Lancaster

Total Attendance: Paid and free, 5,520. Operated 4 days, 4 nights.

Receipts: Gate, $17,000; day grandstand total, $6,000; night gross total, $15,000.

Carnival: 20 Big Shows; racing.

Attractions: RCA Rodeo, 1 day; Desert Horse Show, 1 night; Rural Exposition, 1 night; manadal band concert, 1 night.

Coliseum: Paid, State aid, $65,000; total premiums (excluding races), $20,000.

Staff: President, A. C. Ohnec; secretary, A. C. Mansveldt; publicity director, Doug Hairgrove.


Kern County Fair, Bakersfield

Total Attendance: Paid and free, 189,975. Operated 7 days.

Receipts: Gate, $39,599.

Carnival: West Coast Shows; ride and show gross, $47,000.

Attractions: Rodeo, 2 nights; horse show, 1 day; 5 nights; stage show, 1 night; parade and grand entries, $1,800.

Coliseum: (Outdoor Stage): Professional stage, 3 nights; amateur performers, 6 nights; hair-styling contest, 1 day; hula-loop contest, 1 day.

Aid, Premiums: State aid, $65,000; total premiums (excluding races), $42,540.

Staff: President, Albert S. Goode; secretary-manager, Robert M. King, concession superintendent, Don M. Irigsel.

1959 Dates: September 28-Octo-

ber 4, official.

The Billboard Cavalcade of Fairs Edition
Silver Dollar Fair. Chico
Total Attendance: Paid and free, 55,732. Operated 4 days, 4 nights. Carnival: West Coast Shows. Attraction: Wrestling, 1 day; rodeo, 1 night; Chilwotl thrill show, 1 day, 1 night; variety show and fireworks, 1 night.

Solano County Fair, Vallejo
Total Attendance: Paid and free, 173,000. Operated 10 days, 9 nights.
Receipts: Gate, $38,166.30; day grandstand total, $12,342, night grandstand total, $2,088.15.
Carnival: Foley & Burke West Coast Shows. Attraction: Rodeo, 8 days; nights. Carnival: Foley & Burke West Coast Shows. Attraction: Horse show, 2 nights, horse races (not pari-mutuel), 3 days, 2 nights; midget auto races, 1 day; motorcycle races, 1 night; destruction derby, 1 day, fireworks, 1 night.
Aid: Premiums: State aid, $47,747.91.
Staff: President, C. L. Fraser; secretary, A. J. Elliott.

COLORADO
Colorado State Fair, Pueblo
Total Attendance: Paid and free, 283,110. Operated 6 days, 6 nights. Attraction: Rodeo with Guy Mitchell, 3 days, 3 nights; reserve with Nat King Cole, 3 nights; racing, 3 days.
Aid: Chairman, Clyde Fuget; President, Malcolm A. Ackerman; secretary, C. A. Bingham. 1959 Dates: August 25-30, official.

Cheyenne County Fair and Rodeo, Cheyenne Wells
Total Attendance: Paid and free, 10,450. Operated 6 days, 6 nights.
Receipts: Gate, $1,665.50. Attraction: R. C. A. Rodeo, 2 days; County Rodeo, 1 day.

Carnival: Great Western Shows. Attraction: Vaudeville, 1 night; rodeo, 1 night; horse show and rodeo with R. E. Babcock, 2 nights, jai alai games, 1 night; Jr. horse show, 1 night.
Aid: Premiums: State aid, $10,400.

Napa Town and Country Fair, Napa
Total Attendance: Paid and free, 51,877. Operated 12 days, 4 nights.
Carnival: West Coast Shows. Attraction: Rodeo, 1 day, 2 nights; vaudeville, 1 night.
Aid: Premiums: State aid, $12,000; total premiums (excluding races), $20,000.
Staff: President, Geo. Moskow, secretary, Alice M. Miller. 1959 Dates: August 6-9, tentative.

Riverisds County Fair and National Dance Festival, Indio
Total Attendance: Paid and free, 16,172. Operated 10 days, 10 nights.
Receipts: Gate, $61,879; day grandstand total, $35,015; night grandstand total, $8,000.
Carnival: Babcock Shows; ride and show, 8 days; vaudeville, 1 night.
Aid: Premiums: State aid, $65,000; total premiums (excluding races), $41,600.
Presidents: Manager, R. M. C. Fullenwider; concession superintendent, L. T. Porterfield; publicity director, Robert Bonson. 1959 Dates: July 22-29, official.

Stinhslaus County Fair, Turlock
Total Attendance: Paid and free, 85,000. Operated 6 days, 6 nights. Carnival: Foley & Burke Shows. Attraction: Variety show, horse shows, amateur rodeo, horse-pulling, cattle penning, FPA and 4-H call scrambles.
Aid: Premiums: State aid, $63,000.
Staff: President, E. B. Ledoc; secretary-manager, C. A. Bingham. 1959 Dates: August 3-8, official.

Tulare County Fair, Tulare
Total Attendance: Paid and free, 178,000. Operated 12 days, 10 nights.
Receipts: Gate, $24,569; night and day grandstands total, $5,377.75.
Carnival: Babcock's United Shows; ride and show gross, $15,040.
Attractions: Horse show, 2 nights, horse races (not pari-mutuel), 3 days, 2 nights; midget auto races, 1 day; motorcycle races, 1 night; destruction derby, 1 day, fireworks, 1 night.
Aid: Premiums: State aid, $2,817.91.
Staff: President, C. L. Fraser; secretary, A. J. Elliott.

Kiekwa County Free Fair, Eads
Total Attendance: Paid and free, 5,000. Operated 3 days.
Receipts: Day grandstand total, $2,800.
Carnival: King Bros. Shows. Attraction: Rodeo and races, 2 days.
Aid: Premiums: County aid, $9,000.
Staff: President, Howard H. Hooker; secretary, Jimmy Bendorf. 1959 Dates: September 10-12, official.

Morgan County Junior Fair, Brush
Total Attendance: Operated 2 days, 1 night.
Attractions: 4-H Exhibits, 2 days; 4-H Talent Program, 1 night.
Aid: Premiums: County aid, $1,500.
Staff: President, Al Roniker; secretary, Chuck Miller.

Trinidad Round-Up, Trinidad
Total Attendance: Paid and free, 5,000. Operated 3 days.
Receipts: Grandstand total, $3,800.

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Aid: Premiums: County aid, $3,000; total premiums (excluding races), $3,000.
Staff: Manager, Byron Hudson; secretary, Jim Read.
1959 Dates: September 3-5, tentative.

The Billboard Cavalcade of Fairs Edition
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THE BILLBOARD CAVALCADE OF FAIRS EDITION  
140
Rockdale County Legion Fair, Conyers
Total Attendance: Paid and free, 8,033. Operated 3 days, 6 nights.
Receipts: Gate, $2,000.
Carnival: Georgia Amusement Company
Staff: Secretary, W. U. Bowen Jr.

Southeastern Fair, Atlanta
Total Attendance: Paid and free, 359,000. Operated 10 days, 10 nights.
Receipts: Night grandstand total, $12,996.79
Carnival: Gooding Amusement Company
Staff: Secretary, E. S. Papy; secretary, E. Lee Carteron; concession superintendent, M. Riley; publicity director, Maurice Coleman.
1959 Dates: October 1-18, official.

Tri-County Fair, Manchester
Total Attendance: Paid and free, 10,000. Operated 6 days, 5 nights.
Carnival: Capitol City Shows
Staff: President, Welby Griffeth.
1959 Dates: September 25-October 3.

IDAHO

Eastern Idaho State Fair, Blackfoot
Total Attendance: Paid and free, 149,008. Operated 5 days, 5 nights.
Carnival: Siebrand Bros. Shows
Staff: President, Wally C. Hargrove.
1959 Dates: September 23-October 3.

ILLINOIS

Anna Fair, Anna
Total Attendance: Paid and free, 5,000. Operated 5 days, 5 nights.
Receipts: Gate, $17,000.
Carnival: Minick Shows; ride and show gross, $8,000.
1959 Dates: August 24-29, tentative.

Carroll County Fair, Milledgeville
Total Attendance: Paid and free, 30,000. Operated 5 days, 5 nights.
Receipts: Gate, $17,000.
Carnival: Minick Shows; ride and show gross, $8,000.
Staff: President, Malcom B. Hargrove.
1959 Dates: August 28-September 2, official.

Lewis County Fair, Nezperce
Total Attendance: Paid and free, 2,000. Operated 3 days, 3 nights.
Carnival: Island Empire Shows; ride and show gross, $1,500.
Staff: President, John Parks; secretary, Gene Lutwiler.
1959 Dates: September 24-29, tentative.

Owyhee County Fair, Homedale
Total Attendance: Paid and free, 5,000. Operated 3 days, 3 nights.
Receipts: Night grandstand total, $4,000.
Carnival: ARC-WHY Shows; ride and show gross, $3,000.
Attractions: Rodeo; 2 nights; fair; 3 days; Home Talent Night Show, 1 night.
Staff: President, Ralph Magneson; secretary, Gordon Dalley; publicity director, Earnest Conger.
1959 Dates: October 22-26, tentative.

Western Idaho State Fair, Boise
Total Attendance: Paid and free, 125,000. Operated 5 days, 5 nights.
Receipts: Gate, $25,000; night grandstand total, $17,000.
Carnival: Siebrand Bros. Circus & Carnival
Attractions: Sam Snyder's Water Follies, 5 nights; Jack Kelley's Ice Follies, 5 nights; Coliseum: 4-H Club, 5 days.
Staff: President, Steve T. Colins; secretary, Ambrose W. Johnson; concession superintendent, Mrs. Marion Golden.

Cherokee County Fair Association, Canton
Total Attendance: Paid and free, 7,000. Operated 5 days, 5 nights.
Receipts: Gate, $1,200.
Staff: President, W. F. Garrett; secretary, Ernest Stone Jr.

Effingham County Fair, Altamont
Total Attendance: Paid and free, 40,000. Operated 5 days, 6 nights.
Receipts: Gate, $5,646.49; night grandstand total, $4,900.75.
Carnival: Herth Shows; ride and show gross, $3,200.
Attractions: 4-H rural variety show, 1 night; Air Swimmers Thrillcade, 1 day; harness racing, 4 days; WLS Barn Dance, 1 night; the Marines, 1 night; Sam Howard Water Frolics, 2 nights.
Staff: President, Ben Reiss; secretary, Marvin L. Cohlmeyer, concession superintendent, Royce Matays.
1959 Dates: August 1-6, tentative.

Fairbury Fair, Fairbury
Total Attendance: Paid and free, 24,000. Operated 5 days, 5 nights.
Receipts: Gate, $12,500; day grandstand total, $1,500; night, $10,000; grandstand total, $7,500.
Carnival: Imperial Shows; ride and show gross, $5,000.
Attractions: Tractor pull and tractor rodeo, 1 day; harness racing, 4 days; barbershop music—chorus & quartettes, 1 night; Trans World Auto Dare Devils, 1 night; musical revue, 1 night; stock car racing, 2 nights.
Staff: President, Steve Bownds; secretary, State aid, $12,000; total premiums (excluding races), $21,000.
1959 Dates: September 6-10, official.

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The Billboard Cavalcade of Fairs Edition 141

Cover Page Image
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SOUTHSIDE VIRGINIA FAIR—PETERSBURG
RALPH G. LOCKETT, MANAGER
P.O. BOX 708, PETERSBURG, VA.


Fulton County Fair, Lewistown
Total Attendance: Paid and free, 24,000. Operated 4 days, 5 nights. Receipts: Gate, $7,815; day grandstand total, $9,781; night grandstand total, $1,887.

Carnival: Imperial Shows; Attractions: Duke of Paducah, 1 day; night; Frankie Masters & Orchestra, 3 days, 3 nights.

Aid: Premiums: State aid, $9,705; total premiums (excluding races), $21,000.

Staff: President, Edward Henry; secretary, Chester Boone; concession superintendent, Earl Coleman.

Hamilton County Fair, McLeansboro
Total Attendance: Operated 5 days.

Carnival: Drago Shows. Aid: Premiums: Total premiums (excluding races), $21,000.

Staff: President, J. B. Lockwood; secretary, A. G. Fliess; concession superintendent, H. E. Reeder.

Heart of Illinois Peoria
Total Attendance: Paid and free, 60,970.

Receipts: Gate, $30,000.

Carnival: Don Franklin Shows. Attractions: Variety show, 2 nights; horse show, 1 day; Micro-midget races, 1 day, 1 night; local talent, 2 nights.

Staff: President, J. E. Setton; secretary, Robert W. Park; concession superintendent, R. W. Weise. 1959 Dates: July 15, official.

Illinois State Fair, Springfield
Operated: 10 days, 10 nights.

Carnival: Oleo Shows. Attractions: Veterans' Day Program, 1 day, 1 night; harness races, 7 days; Illinois State Fair Revue, 5 nights; special movie, radio & TV attractions, 2 nights; automobile races, 1 day; motorcycle races, 1 day, WLS Barn Dance.

Colliseum: Society Horse Show, 7 nights; Western horse show, 2 nights; Shep Fields Orchestra during horse show, 1 night.

Staff: General manager, J. Ralph Peak; concession superintendent, assistant general manager, Jack London; publicity director, Carl Higators. 1959 Dates: August 14-23, tentative.

Jersey County Fair, Jerseyville
Total Attendance: Paid and free, 20,000. Operated 5 days, 6 nights.

Receipts: Gate, $6,342; day grandstand total, $1,369; night grandstand total, $3,153.

Carnival: Adams County Exposition Shows; ride and show gross, $1,600.

Attractions: Harness racing, 3 days; tractor pulling, 1 day; horse pulling, 3 days; McClary Bros. 2 nights; drum and bugle contests, 1 night; The Marineris, Brenda Lee Show, Jack Koch's Dancers.

Aid: Premiums: Total premiums (excluding races), $25,000.

Staff: President, J. L. Coombes; concession superintendent, E. Wood. 1959 Dates: July 13-18, tentative.

Knock County Fair, Knoxville
Total Attendance: Paid and free, 44,000. Operated 6 days, 7 nights.

Receipts: Gate, $15,000; day grandstand total, $2,000; night grandstand total, $7,200.

Carnival: Imperial Show; ride and show gross, $13,000.

Attractions: Harness races, 1 day; 3 nights; variety show, 1 night; auto race, 1 day; drill show, 1 night.

Aid: Premiums: State aid, $17,000; county aid, $200; total premiums (excluding races), $21,000.

Staff: President, Ray Swanson; secretary, W. L. Farris; concession superintendent, Jim O'Brien. 1959 Dates: August 3-8, tentative.

Livingston County Agricultural Fair and 4-H Show, Pontalba
Total Attendance: Paid and free, 10,000. Operated 3 days, 3 nights. Receipts: Gate, $3,500.

Carnival: Henry Thies; rides and show gross, $1,800.

Aid: Premiums: State aid, $2,500; other aid, $2,500; total premiums (excluding races), $5,000.

Staff: President, Patrick J. Mesching; secretary, Guy K. Greer; concession superintendent, Howard J. Roth; publicity director, Paul L. Wilson. 1959 Dates: August 4-16, tentative.

Logan County Fair, Lincoln
Total Attendance: Paid and free, 65,000. Operated 6 days, 6 nights.

Carnival: Buff Hotline Shows. Attractions: Horse shows, 5 days; society horse show, 4 nights; Wildwood, 4 days; 1 night; Molly Bee and Variety Show, 1 night; the Marineris; 2 nights, 2 nights.

Aid: Premiums: State aid, $50,000; county aid, $300; rehabilitation, $4,000; total premiums (excluding races), $55,000.

Staff: President, W. G. Colburn; secretary, E. Layman; concession superintendent, Jack Bushell. 1959 Dates: August 5-13, tentative.

Madison County Fair, Highland
Carnival: Rohl's Show. Aid: Premiums: Total premiums (excluding races), $35,000.

Staff: President, Wilbur Feder; secretary, Tiny Schumacher. 1959 Dates: August 6-9, tentative.

Martinsville Fair, Martinsville
Total Attendance: Paid and free, 49,000. Operated 6 days, 6 nights.

Receipts: Gate, $10,000; night grandstand total, $10,000.

Carnival: World of Pleasure Shows; ride and show gross, $2,000.

Aid: Premiums: State aid, $2,000; county aid, $100; total premiums (excluding races), $2,000.


McLean County Fair, Bloomington
Total Attendance: Paid and free, 30,000. Operated 4 days, 4 nights.

Receipts: Gate, $11,000.

Carnival: Tatham Bros. Shows; Attractions: I-500 Show, 1 night; vaudeville, 3 nights.

Aid: Premiums: State aid, $3,500; other aid; $3,500; total premiums (excluding races), $7,000.

Staff: President, Dwight Stephens; secretary, George Sotler; concession superintendent, William C. Sorensen; publicity director, R. C. Rayburn. 1959 Dates: August 3-8, tentative.

(Continued on page 147)

The Billboard Cavalcade of Fairs Edition

142
Follow the fairs of '58...

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FORM SHEET
WINNERS IN 1958

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- CONNIE BOSWELL
- NAT COLE
- BOB CROSBY
- DAGMAR
- JIMMY DEAN
- EVERLY BROTHERS
- SHEP FIELDS & HIS ORCH.
- FONTANE SISTERS
- FOUR FRESHMEN
- FOUR KNIGHTS
- FOUR LADS
- GEORGE HAMILTON IV
- BOB HOPE
- BETTY JOHNSON
- LOUIS JORDAN & HIS TYPANY FIVE
- EMMETT KELLY
- PEE WEE KING
- KIRBY STONE FOUR
- SNOOKY LANSON
- LASSIE
- HAL MCINTYRE & HIS ORCH.
- HAL MARCH
- GUY MADISON
- MARINERS
- TONY MARVIN
- JOHNNY MARVIN
- MILLS BROTHERS
- GUY MITCHELL
- VAUGHN MONROE
- BUDDY MORROW & HIS ORCH.
- TONY PASTOR & HIS ORCH.
- PONI TAILS
- POPEYE
- JOHNNIE RAY
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G. E. LEDEL
Manager
R. V. RAY
Asst. Manager
Menard County Fair

Madison, Peterburg

Total Attendance: Paid and free, 10,000. Operated 4 days, 4 nights.

Guest: John K. Mahler; secretary, John N. Baliea; concession superintendent, Harold Redd.

1959 Dates: August 24-28, tentative.

Monroe County Fair

Association, Waterloo

Total Attendance: Paid, Free, 3,000. Operated 3 days, 2 nights.

Aid: Premiums; State aid, $2,000.

Staff: President, George C. Zebell; secretary, Ira E. Hude; concession superintendent, Harold Redd.

1959 Dates: August 24-26, tentative.

Moultrie-Douglas County Fair

Quincy, Ga.

Operated 4 days, 4 nights.

Receipts: Gate, $4,144. Carnival: Buff Hottle Shows; ride and show gross, $2,900.10.

Attractions: Carnival: Monaco Exposition Shows; ride and show gross, $1,440.

Premiums: State aid, $425; total premiums (excluding races), $2,443.

Staff: President, David Lamberti; secretary, Reverend C. Stoltz; assistant secretary, Howard Hacking; publicity director, Robert Cunningham.

1959 Dates: July 20-22, tentative.

New Wabash County

Agricultural Fair

Bellmont

Total Attendance: Paid and free, 8,000. Operated 1 day, 5 nights.

Receipts: Gate, $3,000; day grandstand total, $1,500; night grandstand total, $2,500.

Carnival: Monaco Exposition Shows; ride and show gross, $1,400.

Attractions: National Dare Devil Shows; horse racing; McKane's Rodeo.

Premiums: State aid, $525; total premiums (excluding races), $2,443.

Staff: President, Fred S. Russell; secretary, E. H. Fiedler; concession superintendent, H. J. Meyer.

1959 Dates: September 19-20, tentative.

Ozaukee Agricultural Products Fair, Ozaukee

Total Attendance: Paid and free, 10,000. Operated 2 days, 2 nights.

Carnival: John K. Mahler; ride gross, $1,000.

Attractions: Local bands.

Premiums: State aid, $750; county aid, $50; total premiums (excluding races), $800.

Staff: President, Fred S. Russell; secretary, E. H. Fiedler; concession superintendent, H. J. Meyer.

1959 Dates: September 20-21, tentative.

Schuyler County Fair

Rushville

Total Attendance: Paid and free, 12,000. Operated 4 days, 5 nights.

Receipts: Gate, $8,000; day grandstand total, $1,200; night grandstand total, $1,100.

Carnival: Lindle Shows; ride and show gross, $6,000.

Attractions: Barns & Carruthers Shows; 4 days, 4 nights.

Premiums: State aid, $12,000; total premiums (excluding races), $13,000.

Staff: President, Les Reddish; concession superintendent, H. J. Meyer; publicity and sponsorship director, Karl Strong.

1959 Dates: July 2-5, official.

Tri-County Fair

Pana

Operated 4 days, 5 nights.

Receipts: Gate, $4,900; grandstand total, $4,500.

Carnival: Drago Amusements; show, 1 day; horse racing, 4 days; stage show.

Attractions: Pony show, 1 day; horse racing, 4 days; stage show.

INFORMATION

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Gen'l Mgr.

The Billboard Cavalcade of Fairs Edition

147
CARNIVAL OWNERS, FAIR OFFICIALS, PARK MANAGERS AND OTHERS WHO MADE OUR 1958 SEASON MOST SUCCESSFUL
**Winnebago Junior Show, Thompson**

Total Attendance: Paid and free, 2,000. Operated 4 days, 4 nights. Receipts: Night grandstand total, $1,000.

Carnival: Royal United Shows. Attractions: Royal United Shows, 3 nights.

Aid: Premiums: State aid, $2,100.

Staff: President, Norman Melz; secretary, Richard Anderson. 1955 Dates: July 31-August 3, official.

**Woodbury County Fair, Moville**

Total Attendance: Paid and free, 9,035. Operated 3 days, 3 nights. Receipts: Gate, $3,012.55; night grandstand total, $2,831.48; night fair total, $1,035.65.

Carnival: Sunny Mays Shows; ride gross, $2,500.

Attractions: Gene Holter Wild Animal Show, 1 day, 1 night; Newberry Thrill Enterprise, 1 night; Smokey Smith—Musical, 1 night.

Aid: Premiums: State aid, $1,954; county aid, $4,985; total premiums (excluding races), $4,980.

Staff: President, I. V. Kohm; secretary, William McLaurt. 1955 Dates: August 19-23, official.

**KANSAS**

**Barber County Fair, Hardin**

Total Attendance: Paid and free, 4,000. Operated 3 days, 3 nights. Receipts: Night grandstand total, $2,000.

Carnival: American Midway Shows; ride and show gross, $2,855.

Attractions: Jack Long Amateur Rodeo, 3 nights; Marilyn Clark Trick Riding, 3 nights.

Aid: County aid, $3,000; state aid, $2,000; other aid, $1,000.

Staff: President, Preston McNally; secretary, David Hada; concession superintendent, W. E. Molz; publicity director, J. M. Schad.

**Coffey County Fair, Burlington**

Total Attendance: Paid and free, 5,000. Operated 1 day, 3 nights. Receipts: Day grandstand total, $225; night grandstand total, $750.

Carnival: Don Broshar Shows. Attractions: Horse shows, 1 day.

Aid: Premiums: Total premiums (excluding races), $2,500.

Staff: President, Lee Ingwersen; secretary, John Shively; concession superintendent, E. H. Humer; publicity director, Bill Batdorf. 1959 officers not elected until November.

**Eastern Cowley County Fair, Burden**

Operated 3 days, 3 nights. Carnival: Holiday Carnival.

Staff: President, Ed Hudson; secretary, H. M. Miles. 1959 Dates: August 12-14, official.

**Finney County Fair, Garden City**

Total Attendance: Paid and free, 10,000. Operated 3 days, 4 nights.

Receipts: Grandstand total, $3,150.

Carnival: Brodeck—Schreder; ride and show gross, $5,032.

Attractions: RCA Rodeo, 3 nights.

Aid: County aid, $3,000.


**Five State Fair and Race Meet, Liberal**

Total Attendance: Paid and free, 41,000. Operated 6 days, 7 nights.

Attractions: Grandstand, Barnstorming Carnival; horse races, auto races.

Staff: President, Everett Ehrhart; secretary, Virgil Miller.

**Kingman County Fair, Kingman**

Operated 3 days, 2 nights.

Carnival: Dudley Shows; ride gross, $5,000.

Attractions: Horse racing, 3 days; tender car racing, 2 nights; Roy Acuff and Grand Ole Opry, 1 night; 4-H talent and auction of farm stock, 1 night; ice Fallows of 58, 3 nights.

Aid: Premiums: County aid, $2,000; other aid, $1,360; total premiums (excluding races), $3,360.

Staff: Chairman, Lloyd Chance; secretary, Charles Kellner; concession superintendent, Jack Cox. 1959 Dates: September 7-13 inclusive.

**Kansas Free Fair, Topka**

Total Attendance: Free, 407,000. Operated 6 days, 6 nights.

Carnival: Royal American Shows.

Attractions: Grandstand, National Speedway auto races, 2 days; harness races, 3 days; Barney-Carruthers No. 1 Revere.

Staff: Secretary, Maurice Fager.

**Harper County Agricultural Fair, Harper**

Operated 3 days, 3 nights.

Aid: Premiums: Total premiums (excluding races), $3,000.

Staff: President, R. Douglas Gill; secretary, R. H. Zimmerman; concession superintendent, George Jones; publicity director, Vernon Rodgers.

**Kansas State Fair, Hutchinson**

Total Attendance: Paid and free, 412,000. Operated 6 days, 7 nights.

Attractions: Grandstand, Barnstorming Carnival; horse races, auto races.

Staff: President, Everett Ehrhart; secretary, Virgil Miller.

Aid: Premiums: County aid, $5,500.

Staff: President, Lyndon Bivens; secretary, Glenn V. Reining. 1955 Dates: August 27-29, tentative.

**Clay County Fair Association, Clay Center**

Total Attendance: Paid and free, 9,000. Operated 3 days, 3 nights. Receipts: Night grandstand total, $1,500.

Ride and show gross, $700.

Attractions: Roy Acuff, Grand Ole Opry, 1 night; Benbow Circus, 1 night.

Aid: Premiums: County aid, $3,000.


**Lane County Free Fair, Dighton**

Total Attendance: Paid and free, 4,000. Operated 3 days, 2 nights. Attractions: Rodos. 2 days; Benbow Circus. 1 night, Kilgore. 1 night, Rodos and Grand Ole Opry, 1 night.

Aid: County aid, $450.

Staff: President, Raymond Ely; secretary, E. A. Bryant. 1955 Dates: August 5-7, official.

**Inter-State Fair, Coffeyville**

Total Attendance: Paid and free, 33,000. Operated 6 days; 6 nights. Receipts: Grandstand total, $30,000.

Carnival: Bob Hammond Shows. Attractions: Auto races, 1 night; talent revue, 1 night; RCA Rodeo, 4 nights.

Aid: Premiums: County aid, $3,000; total premiums (excluding races), $3,960.57.

Staff: President, Floyd Rinkenbaugh; secretary, Lawrence M. Smith; concession superintendent, Albert Reiner; publicity director, Warren Mowry. 1955 Dates: August 23-26, tentative.

**Johnson County Free Fair, Gardner**

Total Attendance: Paid and free, 11,000. Operated 3 days, 3 nights. Receipts: Grandstand total, $2,500.

Carnival: Holiday Shows; ride and show gross, $3,500.

Attractions: Variety, 1 night; horse pulling, 1 night; horse show, 1 night.

Aid: Premiums: County aid, $2,900; total premiums (excluding races), $3,500.

Staff: President, George Russell; secretary, Shelby Jones. 1955 Dates: 27-29, tentative.

**Thanks...FAIR MANAGERS and AGENTS**

and...SPECIAL THANKS TO:

**Hugh O'Brian** ("Wyatt Earp")

**Dennis Weaver** ("Chester"—Gunsmoke)

**Duncan Renaldo** ("Cisco Kid")

**Scott Forbes** ("Jim Bowie")

**Tris Coffin** (Capt. Ryunning)—26 Men)

**Kebo Henderson** ("Clint Travis")—26 Men)

**Bobby Diamond** ("Joeve"—Fury)

**Doug Kennedy** ("Steve Donovan")—Western Marshal

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Our sincere thanks, also, to Ralph Ammon, Archie Gayer and the Wisconsin State Fair, Milwaukee; Doug and Glen Wade and the Michigan State Fair, Detroit; Bill Hames and the Fair Associations of Abilene, Amarillo and Lubbock, Texas; H. V. Petersen and the Eunice, La., Fair; Jack Ruback and the Sulphur, La., Fair for a wonderful route and the pleasant and profitable season which we had with the "Palace of Wonders" unit.

Many thanks to our capable and loyal employees who have been "with it" through this and other busy seasons.

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Will consider location for entire season for one unit in an outstanding Amusement Park

See us at the Sherman Hotel, Chicago, during the Convention or contact us at our permanent address: 535 Hillwood Drive, San Antonio 1, Tex.

• McASKILL'S MIDWAY ATTRACTIONS.
Louisiana State Fair.
Shreveport
Total Attendance: Paid and free, 396,341. Operated 9 days, 9 nights. Carnival: Royal American Shows. Attractions: Coliseum, Barnes-Carrington, No. 1, 5 nights; Frank Winkley and motorcycle races, 8 nights; Newberry thrill show, 2 performances. Staff: Secretary, Joe T. Menour; publicity director, Barney Ghi.

Tangipahoa Parish Fair.
Amite

Oxford County Fair.
South Paris
Operated: 5 days, 5 nights. Carnival: Victor Amusement Company. Attractions: Harness racing, 3 days; fireworks, 4 nights; Howdy Doody TV unit, horse racing, 2 days; horse pulling, 3 days; cattle show, goat show, fat lamb show. Staff: President, Ellis Slaven; secretary, Phil O'Brien; concession superintendent, John Clough.

Cochine Wagons Fair Association.
Monmouth
Carnival: King Reed Shows. Attractions: Joe Chitwood Thrill Show, 2 days, 1 night; CAC-Hamilton vaudeville and vaudeville, 6 days, 8 nights. Paid: Premiums State aid, $12,000; total premiums offered, $25,300; total premiums (excluding races), $18,500 paid. Staff: President, Clayton E. Eames; treasurer-general manager, Roy E. Symons. 1959 Dates: August 15-22, official.

MARYLAND
Cumberland Fair.
Cumberland
Total Attendance: Paid and free, 1,050. Operated 8 days, 4 nights. Staff: Secretary, Richard Wood; secretary, Eleanor Feurer.

Barnstable County Fair.
Marstons Mills
Total Attendance: Paid and free, 15,000. Operated 6 days, 7 nights. Staff: President, Hollis weeds; manager, John H. Marstons.

Maryland State Fair and Agricultural Society.
Timonium
Total Attendance: Paid and free, 167,301. Operated 8 days, 8 nights. Carnival: David E. Ensley Show. Attractions: The Dell Racer, 7 nights; the Kavan, 7 nights; Allen Keath, 7 nights; Ross and Ross, 7 nights; the Two Lunes, 7 nights; the Boboettes, 7 nights. Aid: Premiums State aid, $80,000; total premiums (excluding races), $97,000. Staff: President, John H. Zimber; vice-president and general manager, John M. Heil; concession superintendent, David E. Ensley; publicity director, Virginia W. Grogan.

MASSACHUSETTS
Atkinson Fair.
Atkinson
Total Attendance: Paid and free, 4,000. Operated 3 days, 4 nights. Carnival: Webster Shows. Attractions: Hal Williams tent show, 1 night; Western band, 1 night; firework, 1 night. Staff: President, Richard Wood; secretary, Eleanor Feurer.

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Star of EURY"

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At the Chicago Convention Hotel Sherman
Nov. 30 thru Dec. 4

The Billboard Cavalcade of Fairs Edition
Backus; secretary-manager, Charles J. Meyer. 1959 Dates: July 3–26, tentative.

Eastern States Exposition. West Springfield
Total Attendance: Paid and free, 502,574. Operated 9 days, 9 nights. Receipts: Gate, $86,247.93; day grandstand total, $87,387; coliseum total, $151,345. Attractions: Jack Kochan Helm Drivers, 6 days; auto racing, 3 days.
Coliseum: Grenadier Guards, 4 nights; Roy Rogers Show, 7 nights; horse show (Arthur Godfrey), 3 days, 1 night.
Field: Premiums: Total premiums (excluding races), $83,000.
Staff: Secretary, Jack Reynolds. 1959 Dates: September 19–27, official.

Franklin County Fair, Greenfield
Total Attendance: Paid and free, 30,580. Operated 4 days, 4 nights. Receipts: Gate, $20,948; night grandstand total, $1,400.
Aid, Premiums, county aid, $153.
Staff: President, Richard Campbell; secretary, O. L. Wyman. 1959 Dates: September 12–16, tentative.

Spencer Fair, Spencer
Total Attendance: Paid and free, 20,000. Operated 4 days, 4 nights. Receipts: Gate, $12,000; day grandstand total, $1,200; night grandstand total, $1,400.
Carnival: Jules Collette Shows; ride and show gross, $5,585.
Attractions: Ward Bean's Black Diamond; Rud's; Huc; Broadway Bros.' Movieland Animals; 2 days, 2 nights.
Aid, Premiums, State aid, $3,500; total premiums (excluding races), $3,600.
Staff: President, Richard Sagen; secretary, Philip A. Quinn; concession superintendent, Paul J. Bowles; publicity director, Howard S. Beebe. 1959 Dates: September 4–7, official.

Topfield Fair, Topfield
Total Attendance: Paid and free, 172,000. Operated 7 days, 7 nights. Receipts: Gate, $70,000; night grandstand total, $6,000.
Carnival: Dean & Flynn Show. Attractions: Water show, 7 days, 7 nights; WEIL Beantown matinee show, 5 days.
Aid, Premiums: State aid, $7,000; total premiums (excluding races), $10,000.
Staff: President, Hon. A. C. Means; secretary, Paul Correia; concession superintendent, Eugene Dean; publicity director, W. Rockwell. 1959 Dates: September 6–12, official.

Union Agricultural and Horticultural Society, Blandford
Total Attendance: Paid and free, 5,500. Operated 2 days, 2 nights.
Receipts: Gate, $8,000.
Aid, Premiums: President, Sven Anderson; secretary, Lee Wyman; concession superintendent. Kenneth Palmer; publicity director, Sally Hoff. 1959 Dates: September 6–7, official.

MICHIGAN
Alpena County Fair, Alpena
Total Attendance: Paid and free, 27,000. Operated 5 days, 5 nights.
Receipts: Gate, $4,500; night grandstand total, $3,240.

Mackinac County Fair, Alpena
Total Attendance: Paid and free, 1,800. Operated 2 days, 2 nights. Receipts: Gate, $230.
Carnival: John Seld Show. Aid, Premiums: State aid, $320.10; county aid, $600; total premiums (excluding races), $832.74.
Staff: President, Louis Litzner; secretary, John Schmiegadny; concession superintendent, L. E. Redfield; publicity director, Jim Christman. 1959 Dates: September 6–7, official.

Marion Farm Exhibits Association, Inc., Marion
Total Attendance: Paid and free, 1,500. Operated 5 days, 1 night.
Carnival: Merivich Shows. Premiums: Saddle horse show, 1 night; horse pulling, 1 day.
Aid, Premiums: State aid, $1,415; county aid, $3,500; total premiums (excluding races), $4,900.
Staff: President, Victor Soderman; secretary, V. C. Vaughan. 1959 Dates: August 19–21, tentative.

Kalamazoo County Fair, Kalamazoo
Total Attendance: Paid and free, 50,993. Operated 5 days, 6 nights.
Receipts: Gate, $30,000; day grandstand total, $7,700.

Michigan State Fair, Detroit
Total Attendance: Paid and free, 807,318. Operated 10 days, 10 nights.
Receipts: Gate, $304,280; night grandstand total, $1,014; coliseum total, $85,380.
Carnival: W. G. Wade Shows, ride and show gross, $274,783.
Attractions: Variety show, 9 days, 9 nights; 250-mile stock car race, 1 day; Joe Chitwood Thrill Show, 1 night.
Coliseum: The Ernie Ford Show, 3 days, 3 nights; Jack Nelson and others, 2 days, 3 nights.
Aid, Premiums: Total premiums (excluding races), $120,000.
Staff: President, Harold Zoren; general manager, Don L. Swan; assistant manager and concessionaire, C. J. Wasburg; concession superintendent; publicity director, Dick Frederick. 1959 Dates: September 4–13, official.

Monticello County 4-H Fair, Coralville
Total Attendance: Free, 11,000. Operated 4 days, 4 nights.
Receipts: Night grandstand total, $814.
Carnival: Motion State Shows. Attractions: Home talent show, 3 nights.
Aid, Premiums: State aid, $1,200; county aid, $400; other aid, $450; total premiums (excluding races), $3,000.
Staff: President, Howard Fisher; secretary, Mrs. Bruce Lame; concession superintendent, W. J. Buescher; publicity director, Roger Williams. 1959 Dates: August 19–22, official.

Hillsdale County Agricultural Society, Hillsdale
Total Attendance: Paid and free, 135,000. Operated 7 days, 7 nights.
Receipts: Gate, $.19,318.99; night grandstand total, $14,720.

Clair County 4-H Fair, Goodells
Total Attendance: Paid and free, 27,000. Operated 5 days, 3 nights.
Carnival: Individual contracted rides and show gross, $230.
Attractions: Premiums, State aid, $900; county aid, $800; other aid, $400.

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EARL B. WALSH's 38 YEAR CREATIONS

The Fabulous SIX MILLION
MINNESOTA

Brown County Fair, New Ulm
Total Attendance: Paid and free, 30,000. Operated 4 days, 4 nights. Carnival: Don Franklin Shows. Attractions: Bowe Woolfolk revue, 3 nights; wrestling, 1 night; auto races late model and stock cars, 2 days; horse races, 1 day.

Cook County Agricultural Association, Grand Marais
Total Attendance: Free, 2,000. Operated 3 days, 2 nights. Attractions: State aid, $900, county aid, $200, total premiums (excluding races), $1,000.

Crown County Fair, court
Operated: 3 days, 4 nights. Carnivals: Carlson's Greater Shows. Attractions: Chairman's Circuses, 1 day, 1 night; horse racing, 1 day; Marlo Shows, 1 night; Ait Swenson Thrillkade, 1 day, 1 night.

Crow Wing County Fair, Brainerd
Operated: 3 days, 4 nights. Carnivals: Badger State Shows; ride and show gross, $8,576. Attractions: Centennial Pageant, 1 night; Web-Taylor Attractions, 2 days, 2 nights; Venita Rich Talent Contest, 1 night.

Dakota County Fair, Farmington

Dodge County Free Fair, Kasson
Operated: 3 days, 4 nights. Receipts: Grandstand total, $4,305. Carnival: Al Brown, ride and show gross, $4,067.10.

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The STATE FAIR OF TEXAS

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OUR past record speaks for itself—ask any fair man on our established route listed below.

We showed at the North Central Wisconsin State Fair at Marshfield for the first time in 1958... evidence of the management's satisfaction was indicated by their awarding us a contract for both 1959 and 1960.

Here is a list of our established fair route, the number of years we have played at these events and those recontracted for 1959.

BROWNSVILLE, TEX.--2 YEARS--CHARRO DAYS CELEBRATION
1959 Dates—Jan. 30 Thru Feb. 8

- Salem, Ill., Reunion, 4 years
  - Renewed for 1959
- Clinton, Iowa, July 4 Celebration
  - 5 Years, Renewed for 1959
- Steubenville, Ohio, 5 years
  - Renewed for 1959
- Pearis, Ill., 2 years
  - Renewed for 1959
- Faribault, Minn., 7 Years
  - Renewed for 1959
- Austin, Minn., 5 Years
  - Renewed for 1959
- New Ulm, Minn., 6 Years
  - Renewed for 1959

We Welcome the Ramsey County Fair, St. Paul, Minn.
New to Our Route in 1959

ATTENTION, RIDE OPERATORS
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- Super Roll-O-Plane
- Helicopter
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PORTABLE SCOOTER BUILDING
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Anderson Free Fair, Anderson, Ind.
Fort Wayne Free Fair, Fort Wayne, Ind.
Northern Wisconsin District Fair, Chippewa Falls, Wisc.
Illinois State Fair, Springfield, Ill.
Iowa State Fair, Des Moines, Iowa
Kentucky State Fair, Louisville, Ky.
Chattanooga-Hamilton County Fair, Chattanooga, Tenn.
Mississippi-Alabama Fair, Tupelo, Miss.
Alabama State Fair, Birmingham, Ala.
South Alabama Fair, Montgomery, Ala.
South Texas State Fair, Beaumont, Tex.

OUR STAFF:

Thanks for your untiring efforts in keeping the OLSON SHOWS on top to stay. Without your loyalty and help, this show would not be the success that it is today.

PAUL OLSON
General Manager

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Hot Springs, Arkansas

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WEST COAST SHOWS

In the West ... It's the Best

GREAT UNITS OFFERING THE ULTIMATE IN CARNIVAL ATTRACTIONS

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30th YEAR OF CONTINUOUS OPERATION

NOW BOOKING FOR 1959—Capable Manager and Acts to take charge of brand-new Motordrome. Liberal proposition to a good "take charge" man. Can also place any Grind Show of merit. Good route for Snake Show.

CONCESSIONAIRES—Act now if you intend to be with us again in 1959.
All inquiries to HARRY MYERS, General Manager, at our San Francisco office.

OUR SINCERE THANKS and appreciation to our many Committees, Fair Managers and Board of Directors and to our loyal Employees who made some important "circus moves" possible which contributed so greatly to the success of the past season.

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WEST COAST SHOWS

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Madera District Fair Grounds
Madera, Calif.

Winter Quarters

The Billboard Cavalcade of Fairs Edition
Wayne County Fair and Livestock Show.

Waynesboro

Total Attendance: Paid and free, 1,650. Operated 1 day, 1 night. Receipts: Gate, $2,500.

Croquet: 4-H Clubs Square Dance contests, 1 night; rock & roll contest; public square and round dancing.

Aud, Premiums: State aid, $76.75, other aid, $500.

Staff: President, Donald T. Alden; secretary, B. E. Mottaz; publicity director, C. H. Hook.

1959 Dates: July 18, tentative.

Belle Community Fair.

Belle

Total Attendance: Paid and free, 7,000. Operated 3 days, 3 nights. Receipts: Gate $1,750.

Carnival: Mr.-Ark Shows; ride and show gross, $285.

Attractions: Austin Wood show, New Haven dance show, kiddie races, calf, pig, rabbit and chicken scrambles, livestock parade and auction.

Aud, Premiums: State aid, $320; total premiums (excluding races), $875.

Staff: President, Roy T. Hayden; secretary, Florence Riehl; concession superintendent, Earl Taylor; publicity director, Virgil Linkenholt. 1959 Dates: August 6-8, official.

Central Missouri Regional Fair.

Fair, Rolla

Total Attendance: Paid and free, 12,560. Operated 4 days, 4 nights. Receipts: Gate, $2,500.

Carnival: "United Exposition Shows; ride and show gross, $3,500.

Attractions: Junior livestock judging, comic horse race and horse show, square dance contest, local talent show.

Aud, Premiums: State aid, $1,500.

Staff: President, Floyd Haas; Secretary, James R. Smith; concession superintendent, Jim Lemon; publicity director, R. E. Rausman.

Concordia Fall Festival.

Concordia

Total Attendance: Paid and free, 10,050. Operated 3 days, 3 nights.

Carnival: Premiums: State aid, $500. Other aid, $2,000; total premiums (excluding races), $1,000.

Staff: President, Willard Stum; secretary, Donald E. Laehman; concession superintendent, R. M. Kroneske; publicity director, E. J. Walkenholt.

Douglas County Fair, Ava

Total Attendance: Paid and free, 10,000. Operated 3 days, 3 nights.

Receipts: Gate, $1,500; night grandstand total, $400.

Carnival: Miller Show; ride and show gross, $4,000.

Attractions: Wrestling, 1 night; gospel singers, 1 night; square dancing, 1 night.

Aud, Premiums: State aid, $400; total premiums (excluding races), $2,000.

Staff: President, Vance Moore; secretary, Dr. Lee Sutherland.

1959 Dates: September 5-7, tentative.

Lamar's Farm and Industrial Exposition.

Lamar

Total Attendance: Free.

Operated: 4 days, 4 nights.

Carnival: Good Using Amusement Company; ride and show gross, $5,500.

Aud, Premiums: Acts, 1 day, 1 night.

Aud, Premiums: State aid, $1,000; other aid, $2,000; total premiums (excluding races), $3,000.

Staff: President, Rod Moore; publicity director, Stan White.

1959 Dates: September 17-19, tentative.

Moniteau County Fair.

California

Operated: 4 days, 5 nights.

Carnival: Parada Shows; ride and show gross, $3,000.

Attractions: Fairs, county contest and queen contest, 1 night; F.F.A. cattle, hogs, 1 day, horse show, 1 night.

Aud, Premiums: Total premiums (excluding races), $5,000.

Staff: President, Carl A. Tising; secretary, Harold Kindle.

Missouri State Fair.

Sedalia

Total Attendance: Paid and free, 50,000. Operated 9 days, 9 nights.

Carnival: Good Using Amusement Company.

Attractions: Auto races, 4 days, 2 nights; International Spectaculator, 5 nights; horse show, 1 night; Grandstand races, 5 days; thrill show, 1 night.

Aud, Premiums: Horse show, 5 nights.

Staff: Secretary, Colie Evins; concession superintendent, Bill Streel; publicity director, Grant Neda; commissioner, J. S. William.

1959 Dates: August 22-30, tentative.

North Central Missouri Fair.

Trenton

Total Attendance: Paid and free, 10,000. Operated 5 days, 6 nights.

Receipts: Day grandstand total, $2,000; night grandstand total, $8,000.

Carnival: Finland Exposition Shows; ride and show gross, $32,948.71.

Aud, Premiums: State aid, $7,500; county aid, $2,500; total premiums (excluding races), $12,500.

Aud, Premiums: Total premiums (excluding races), $19,000.

Staff, President, W. A. Delznell; secretary, Glen B. Boyd; concession superintendent, Al G. Eckert; publicity director, Eddie Bass.

1959 Dates: August 8-14, tentative.

St. Charles County Fair.

St. Charles

Total Attendance: Paid and free, 12,000. Operated 5 days, 5 nights.

Receipts: Gate, $8,000.

Carnival: Batt-Holtie Shows; ride and show gross, $11,300.

Attractions: Girl Scout pageants, 1 night; Ringling Bros. and Barnum & Bailey Circus, 1 night; call scramble, 1 night; hog scramble, 2 nights; horse show, 1 night.

Aud, Premiums: State aid, $1,600; county aid, $300; total premiums (excluding races), $7,200.

Staff: President, Earl Doerries; secretary, Kurt E. Schneider.

1959 Dates: August 5-12, tentative.

Southeast Missouri District Fair.

Cape Girardeau

Total Attendance: Paid and free, 76,800. Operated 6 days, 6 nights.

Carnival: Blue Grass Shows; ride and show gross, $32,948.71.

Aud, Premiums: State aid, $3,500; total premiums (excluding races), $9,600.

Aud, Premiums: State aid, $4,900; total premiums (excluding races), $11,000.

Staff: President, D. D. Cleeton; secretary, Donald Williams; concession superintendent, Martin Lunn.

1959 Dates: September 14-21, tentative.

Stoddard County Fair.

Dexter

Operated: 6 days, 8 nights.

Carnival: Sunset Amusement Company; ride and show gross, $2,000.

Aud, Premiums: State aid, $350; other aid, $1,100; total premiums (excluding races), $1,450.

Staff: President, Lloyd Williams; secretary, W. L. Arnold.

1959 Dates: September 21-26, official.

Union Jaycee Fair, Union

Total Attendance: Paid and free, 5,000. Operated 3 days, 3 nights.

Receipts: Gate, $1,500.

Carnival: Missouri Shows; ride and show gross, $1,100.

Attractions: Call scramble, tractor rodeo, team pull contest.

Coliseum: Ozark Promenader, Rob-ZHo Trio.

Aud, Premiums: Total premiums (excluding races), $1,300.

Staff: President, Ralph Oltmann; secretary, Herb Schowe.

1959 Dates: July 24-26, tentative.

Washington Fair.

Washington

Total Attendance: Paid and free, 40,000. Operated 4 days.

Receipts: Gate, $7,500. Carnival: Washington Fair; ride and show gross, $5,000.

Attractions: Show-Me Circuit show, 2 nights; tractor pull, 1 night.

Staff: Chairman, Donald Hilleman; secretary, R. A. Bonne; concession superintendent, Norbert Jasper; publicity director, Frank Nuss.

1959 Dates: August 6-9, tentative.

Webster County Fair.

Marshfield

Total Attendance: Paid and free, 6,000. Operated 3 days, 4 nights.

Receipts: Gate, $2,100. Carnival: Missouri Shows; ride and show gross, $2,000.

Attractions: Matchmaking bands, 1 night; KWHD Radio, 1 night.
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MONTANA
Central Montana Fair, Lewistown
Total Attendance: Paid and free,
10,000; operated 3 days, 3 nights;
Receipts: Gate, $2,505.25; day;
grandstand total, $3,755.
Carnival: Northern Exposition Shows;
Attractions: John Trumpich, 3 days;
Thistle and Crown, 3 days; Central Montana horse show, 1 day.

Fallon County Fair, Baker
Total Attendance: Paid and free,
3,000; operated 2 days, 3 nights;
Receipts: Gate, $2,560.
Attractions: Rodeo and races, 2 days;
stage show, 3 days.

MISSOULA COUNTY FAIR, Missoula
Total Attendance: Paid and free,
25,000; operated 4 days, 4 nights;
Receipts: Gate, $11,000.
Carnival: Inland Empire Shows; ride and show gross, $2,800.
Attractions: Clarence Smith's Theatrical Shows, 3 nights; horse racing, 3 days; junior rodeo, 3 days.

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Powell-Deer Lodge
County Fair, Deer Lodge
Total Attendance: Paid and free,
2,500; operated 3 days, 4 nights;
Receipts: Gate, $1,600; day;
grandstand total, $1,600.
Attractions: Centennial pageant, 4 nights; horse racing, 2 days.

Aid, Premiums: State aid, $4,427;
total premiums (excluding races), $1,200.
Staff: President, B. L. Julian; secre-
try, Ellis O. Jackson; concession superintendental Jr.; publicity director, Jack Witters.
1939 Dates: August 29-29, tenta-
tive.

CHARGE AID

NEBRASKA
Burt Fair, Oakland
Total Attendance: Paid and Free,
12,000; operated 3 days, 4 nights;
Receipts: Day grandstand total,
$600; night grandstand total, $750;
total admissions, $340.
Carnival: David M. United Shows;
ride and show gross, $6,500.

Attractions: Ball games, 2 days;
night; stage shows, 2 nights.

COLORADO:
Coliseum: Dances, 2 nights.

Attractions: Baseball, 1 night;
Rodeo, (professional), 3 nights.

Aid, Premiums: State aid, $5,331;
total premiums (excluding races), $4,000.
Staff: President, Percy Roan;
secretary, Harry Johnson.
1939 Dates: August 18-19, tenta-
tive.

Casino County Fair, Weeping Water
Total Attendance: Free,
8,000; operated 4 days, 4 nights;
Carnival: Hale's Shows of To-
nomorrow; ride and show gross,
$3,000.

Attractions: Selected county queen, home talent.

Aid, Premiums: County aid; $4,100;
total premiums (excluding races), $3,000.
Staff: President, Gordon Hess;
secretary, J. C. Foy.
1939 Dates: August 11-14, tenta-
tive.

Chase County Fair, Imperial
Total Attendance: Paid and Free,
4,500; operated 3 days, 2 nights;
Carnival: Mau's Shows;
Attractions: Horse races, 3 days;
Ski Jump, 3 nights.

Aid, Premiums: State aid, $8,000;
county aid, $9,500; total premiums (excluding races), $1,000.
Staff: President, V. Shackelford;
secretary, Ed Rouse.
1939 Dates: August 28-30, of-
cial.
Dawson County Fair, Lexington
Operated 4 days, 4 nights. Receipts: Night grandstand total, $4,311.11.
Carnivals: Art B. Thomas Shows; ride and show gross, $4,700.
Attractions: Baseball; 1 night; thrill show, 1 night; ice show, 1 night;
Monte Carlo racing, 4 nights. Aid: Premiums: County aid, $7,000; other aid, $758.90; total
premiums (excluding races), $7,758.90. Staff: President, Erma Shepherd;
secretary, Dean Hueftle. 1959 Dates: August 26-28, tentative.

Nebaska State Fair. Lincoln
Total Attendance: Paid and free, 326,000. Operated 7 days, 7 nights.
Carnival: W. T. Collins. Attractions: Roy Rogers, 2 days, 4 nights;
big car racing, 4 days; Sam Howard's Water Show, 1 day; Andrews Sisters & Mariners, 2
nights; Aut Swenson Thrillade, 1 night. Coliseums: Quarter horse show and 4-H show.
Aid: Premiums: State aid, $9,000; total premiums (excluding races), $9,000. Staff:
President, R. Clare Clement; secretary, Edwin Schulz. 1959 Dates: September 3-10
inclusive, official.

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OUR THANKS to all the Fair Secretaries and Committees for another huge year. We will be seeing you all again next season.

SUTTER CANDY CO.
R.D. #4, ASHLAND, OHIO

Attractions: Fari-mutuel racing, 6 days. Aid: Premiums: County aid, $4,400.
Staff: President, W. W. Hid de-
man; secretary, G. L. Williams; publicity director, M. C. Cannon.
1959 Dates: September 5-12, tentative.

NEW HAMPSHIRE

Deerfield Fair, Deerfield
Total Attendance: Paid and free, 35,000. Operated 4 days, 4 nights.
Receipts: Gate, $28,000; bleacher total, $1,500.
Carnival: Continental Shows; ride gross, $3,500.
Attractions: Fakty horse show, 4 days, 4 nights; draft horse and cattle pulling, 4 days, 4 nights; 5 acts vaudeville, 4 days, 4 nights; firemen's smoker, 1 day; quarter mile auto racing, 1 day; 2 nights.
Aid: Premiums: State aid, $16,000; total premiums (excluding races), $10,000.
Staff: President, Carl M. Fogg; secretary, W. C. Marshall; concession superintendent, W. E. Sanborn; publicity director, L. Burritt.
1959 Dates: September 24-27, official.

MONMOUTH COUNTY 4-H FAIR, FREEHOLD
Total Attendance: Paid and free, 6,000. Operated 2 days, 2 nights.
Attractions: Livestock Shows; 2 days; fashion show, 1 night; 4-H Queen Contest, 1 night; variety show, 1 night; chicken barbecue, 1 night.
Aid: Premiums: State aid, $600; other aid, $300, total premiums (excluding races), $1,200.
Staff: Secretary, George W. Siver, Jr.
1959 Dates: July 16-18, tentative.

MORRIS COUNTY FAIR ASSOCIATION, INC.
Parsippany
Total Attendance: Paid and free, 127,000. Operated 6 days, 6 nights.
Receipts: Gate, $20,000, night grandstand total, $12,000.
Carnival: Continental Shows; ride and show gross, $5,000.
Attractions: Beauty contest, 2 nights; talent show, 1 night; track driving, 1 day; rodeo, 1 day; 1 night.
Aid: Premiums: State aid, $3,100; total premiums (excluding races), $12,000.
Staff: President, Clifford Hersey; secretary, Ruby Bost; general manager, Swante C. Swenson; publicity director, Merrill Morris.
1959 Dates: August 17-22, tentative.

PASO ALLEGANY COUNTY FAIR, ALLEGANY
Total Attendance: Paid and free, 2,000. Operated 3 days, 3 nights.
Receipts: Gate, $900.
Carnival: Canton Midway Show; ride and show gross, $800.
Attractions: Grandstand, 1 night; horse show, 1 night; walkabout; state aid, $900.

other aid, $800; total premiums (excluding races), $1,900.
Staff: Secretary, E. G. Conklin.
1959 Dates: August 6-8, tentative.

SOMERSET COUNTY 4-H FAIR, PAR HILLS
Total Attendance: Paid and free, 12,000. Operated 3 days, 3 nights.
Attractions: Dairy cattle show, 1 day; queen contest, 1 night; street-puppy show, 1 night; talent show, 1 night; tractor driving contest, 1 day; horse show, 1 day; dairy goat show, 1 day; sheep show, 1 day; boat show, 1 day.
Aid: Premiums: Total premiums (excluding races), $1,300.
Staff: President, E. L. Board-
man; secretary, Mrs. Stanley Voor-
en; concession superintendent, T. H. Blum.

NEW MEXICO

COFFLA COUNTY FAIR, SPRINGER
Total Attendance: Paid and free, 2,500. Operated 3 days, 2 nights.
Receipts: Gate, $1,450; day grandstand total, $1,450.
Aid: Premiums: County aid, $250; other aid, $300, total premiums (excluding races), $1,000.
Staff: President, R. R. Wooten; secretary, Robert Vigil; publicity director, John Mullens.
1959 Dates: September 19-21, tentative.

DONA ANA COUNTY FAIR AND JR. LIVESTOCK SHOW, STATE COLLEGE
Total Attendance: Paid and free, 5,000. Operated 3 days, 1 night.
Receipts: Day grandstand total, $500.
Aid: Premiums: Other aid, $100.
Staff: President, J. L. Augustin; Jr.; secretary, Rupert Masuell; con-
cession superintendent, Don H. Chapelle.
1959 Dates: September 11-13, tentative.

NEW MEXICO STATE FAIR, ALBUQUERQUE
Total Attendance: Paid and free, 425,000. Operated 9 days, 9 nights.
Carnival: Siebrand Bros. Shows; 3 days.
Attractions: Jimmy Wakely with other acts, 9 nights.
Staff: Chairman, Arthur Godfrey-Beut-
er Bros.; Rodes, 9 nights.
1959 Dates: September 28-October 4, tentative.

TRI STATE FAIR, DEMING
Total Attendance: Paid and free, 10,000. Operated 4 days, 4 nights.
Receipts: Gate, $2,700.
Carnival: All American Amusement Company; ride and show gross, $5,000.
Aid: Premiums: County aid, $900; total premiums (excluding races), $1,500.
Staff: President, Seldon Baker; secretary, Lethin Sutren.
1959 Dates: October 8-11, tentative.

NEW YORK

ALLEGANY COUNTY FAIR, ANGELICA
Total Attendance: Paid and free, 37,000. Operated 5 days, 3 nights.
Receipts: Gate, $5,817.60; day grandstand total, $600; night grandstand total, $825.
Carnival: All In Amusement Company; ride and show gross, $8,000.
Aid: Premiums: County aid, $900; total premiums (excluding races), $1,500.
Staff: President, Seldon Baker; secretary, Thelma Sutren.
1959 Dates: September 28-October 4, tentative.

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Bring that "Something Extra" to your Midway . . .

Edward W. Sutter
Alex (Coke) Killcohen
Charles R. Sutter
Essex County Fair, Westport
Total Attendance: Paid and free, 20,000. Operated 5 days, 5 nights.
Receipts: Gate, $20,500; day grandstand total, $1,500; night grandstand total, $4,950.

Carnival: Continental Shows;
Attractions: Jack Kochman Thrill Show, 1 night; Missie Pearl, 1 night; Light Z Brodes, 1 night; Hendrick's Animals, 1 night; Sam's midget racers, 1 day; Fireworks.
Add. Premiums: State aid, $10,000; county aid, $5,000; total premiums (excluding races), $7,200.
Staff: President, Frank Peters; secretary, Mildred Moros; publicity director, Ray Carroll.
1959 Dates: August 11-15, official.

Franklin County Agricultural Society, Malone
Total Attendance: Paid and free, 41,000. Operated 7 days, 6 nights.
Receipts: Gate, $20,500; day grandstand total, $8,500; night grandstand total, $7,445.
Carnival: O. C. Beck Shows; ride and show gross, $11,000.
Attractions: Movieland Animal Show, 2 days, 2 nights; horse judging, 4 days; Ward Bean Ice Revue, 2 days, 2 nights; Ward Bean, regular revue, 3 nights; Jack Kochman's Thrill Show, 2 days.
Add. Premiums: State aid, $10,000, total premiums (excluding races), $12,000.
Staff: President, J. A. Valentine; secretary, R. C. Fish; manager, Charles Bochert.

Carnival: State aid, $12,000; total premiums (excluding races), $12,000.

New York State Fair, Syracuse
Total Attendance: Paid and free, 497,134. Operated 9 days, 9 nights.
Receipts: Gate, $200,000.
Carnival: I. T. Shows, Inc.; ride and show gross, $75,000.
Attractions: Steel's Rodeo, parades, 9 days, 9 nights.
Add. Premiums: State aid, $10,000, total premiums (excluding races), $15,400.
Staff: President, M. R. Valentine; secretary, R. C. Fish; manager, Charles Bochert.

Carnival: State aid, $10,000, total premiums, $75,000.

Osego County Fair, Morris
Total Attendance: Paid and free, 15,000. Operated 5 days, 6 nights.
Receipts: Gate, $7,750; day grandstand total, $550; night grandstand total, $3,300.
Carnival: Reithoffer Shows; ride and show gross, $3,000.
Attractions: Kochman's Thrill Show, 1 night; Animal Show and Circus, 1 night; Dole Ellington and Band, 1 night; Black Diamond Rodeo, 1 day, 2 nights; harness horse racing, 2 days, stock car racing, 1 day.
Coliseum: Livestock judging, 3 days, 1 night.
Add. Premiums: State aid, $10,000, county aid, $2,500, total premiums (excluding races), $9,000.
Staff: President, Gay W. Post; secretary, R. C. Halbert; concession superintendent, Clinton Decker; publicity director, Gay Post.
1959 Dates: July 28-August 2, tentative.

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Other opinions: Ed Clendenning, Manager of the Santa Maria Fair: "The show's success is based on its integrity."

Bill Straub, Manager of the Santa Clara County Fair, San Jose: "You ran up a record attendance."

Robert King, Kern County Fair, Bakersfield: "Your show was a tremendous success. I hope that you will be with us again next year." AND THAT'S ONLY A FEW.

Tomkins County Agricultural and Horticultural Society, Ithaca
Total Attendance: Paid and free, 26,000. Operated 5 days, 6 nights. Carnival: Page Combined Shows. Attractions: 6 nights; join Chetwood Thrill Show, 1 night. Aid: Premiums: State aid, $10,000; total premiums (excluding races), $10,000. Staff: President, M. O. Foster; secretary, E. R. Blatchley; concession superintendent, Mrs. R. Blatchley; publicity director, Donald Carpenter.

NORTH CAROLINA
Cabarrus County Agricultural Fair, Inc., Concord
Total Attendance: Paid and free, 60,000. Operated 5 days, 6 nights. Carnival: Thomas Joyland Shows. Attractions: Carolina Entertainers, 7 days, 6 nights; Drakes, 7 days, 6 nights; Buffalo Bill and Chief Yellow Hand. Aid: Premiums: Total premiums (excluding races), $8,000. Staff: President, J. Lee White; manager, C. L. Proctor Jr.
1959 Dates: October 5-10, tentative.

Center of North Carolina Fair, Asheboro

Drexl Community Fair, Drexl
Total Attendance: Free, 60,000. Operated 5 nights. Receipts: Night grandstand total, $700; coliseum total, $250. Carnival: R. C. Lee Shows; ride and show gross, $9,000. Attractions: Rock 'n' roll show, 6 nights; go cart racing, 2 nights; motorcycle racing, 2 nights; walk on animal show, 6 nights. Coliseum: Beauty contest, 1 night. Aid: Premiums: Total premiums (excluding races), $2,000. Staff: President, Frank Huffman; secretary, Ralph Abernathy. 1959 Dates: August 23-29, official.

Firemen's Agricultural Fair Association, Enfield
1959 Dates: September 28-October 3, tentative.

High Point Fair Association, High Point

FOR FURTHER INFORMATION CONTACT:
TOURNAMENT of THRILLS
WESTERN OFFICE: 18840 Chase Street Northridge, California Telephone: Dickens 2-4430
EASTERN OFFICE: 250 S. 12th Street Philadelphia, Pennsylvania Telephone: Kingsley 5-4960

NORTH DAKOTA
Golden Valley County Fair, Beach
Total Attendance: Paid and free, 2,000. Aid: Premiums: State aid, $200; county aid, $2,000; total premiums (excluding races), $1,000. Staff: President, Carl Davis; secretary, Walter D. Mattson; publicity director, Walt Bratton.

Grand Forks State and County Fair Association, Grand Forks
Total Attendance: Paid and free, 84,680. Operated 7 days, 7 nights. Carnival: Schuttler's 36th Century Shows; ride and show gross, $84,500. Attractions: Ernie Young Revue, 6 nights; Frank Winkley races, 2 days; thrill show. Aid: Premiums: County aid, $5,000; total premiums (excluding races), $1,000. Staff: President, Henry Hays; secretary, Ralph London. 1959 Dates: July 19-25, tentative.

McLean County Fair, Underwood
Total Attendance: Paid and free, 2,500. Operated 3 days, 2 nights. Receipts: Gate, $3,000. Carnival: Northern Exposition Shows; ride and show gross, $1,000. Attractions: Musical show, 1 night. Staff: President, Morris Nelson; secretary, Mabel Ellen Olson; concession superintendent, John Anderson. 1959 Dates: September 3-5, official.

North Dakota State Fair, Minot
Total Attendance: Paid and free, 93,557. Operated 7 days, 7 nights. Receipts: Gate, $23,302.70; day grandstand total, $13,135.60; night grandstand total, $19,380. Carnival: Win T. Collins Shows; ride and show gross, $34,715.05. Attractions: Thrill show, 2 days; Class A and late model stock car races, 3 days; Ernie Young revue, 5 nights; Class A speedway car races, 1 night. Aid: Premiums: County aid, $13,000; total premiums (excluding races), $13,041.59. Staff: President, B. O. Duhl; secretary, M. O. Dahl; concession superintendent, G. Johnson; publicity director, Ted Blatchley. 1959 Dates: July 15-19, tentative.

Pembina County Fair, Hamilton

Tri-County Fair, Wishek
Ohio
Adams County Fair, West Union
Total Attendance: Paid and free, 15,000. Operated 3 days, 3 nights.
Receipts: Gate, $5,000; night grandstand total, $1,200.
Carnival: Gooding Amusement Company; ride and show gross, $3,500.
Attractions: Midwestern Hay-ride, 1 night; Cherokee rodeo, 1 night; horse show, 1 night.
Aid, Premium: State aid, $1,000; county aid, $2,300; total premiums (excluding races), $3,500.
Staff: President, Roy C. Mosier; secretary, Charles S. Kirk.
1959 Dates: August 18-22, tentative.

Attica Fair, Attica
Total Attendance: Paid and free, 4,000. Operated 4 days, 4 nights.
Receipts: Gate, $3,000; day grandstand total, $200; night grandstand total, $1,500.
Carnival: Ride and show gross, $3,500.
Attractions: Minnie Pearl, 1 night; rodeo, 1 night; Hell Drivers, 1 night.
Staff: President, Ronald Cary; secretary, Ruth E. Horrocks.

Auglaize Fair, Wapakoneta
Total Attendance: Paid and free, 150,000. Operated 3 days, 3 nights.
Receipts: Gate, $80,904.50; day grandstand total, $12,271.50; night grandstand total, $21,919.50.
Carnival: Gooding Amusement Company; ride and show gross, $11,150.88.
Attractions: Gabby Hayes, Randy Brown kid show, 1 night; Herb Shiner, acts and orchestra, 1 night; Lennon Sisters—June Taylor Dancers, 1 day, 2 nights; Dennis Day—acts and orchestra, 1 night.
Aid, Premiums: State aid, $400; county aid, $2,600; total premiums (excluding races), $18,000.
Staff: President, Fred H. Kueck; secretary, Harry Kahn.
1959 Dates: August 1-7, tentative.

Canfield Fair, Canfield
Total Attendance: Paid and free, 150,000. Operated 3 days, 3 nights.
Receipts: Gate, $80,904.50; day grandstand total, $12,271.50; night grandstand total, $21,919.50.
Carnival: Gooding Amusement Company; ride and show gross, $11,150.88.
Attractions: Gabby Hayes, Randy Brown kid show, 1 night; Herb Shiner, acts and orchestra, 1 night; Lennon Sisters—June Taylor Dancers, 1 day, 2 nights; Dennis Day—acts and orchestra, 1 night.
Aid, Premiums: State aid, $400; county aid, $2,600; total premiums (excluding races), $18,000.
Staff: President, Fred H. Kueck; secretary, Harry Kahn.
1959 Dates: August 1-7, tentative.

Greene County Agricultural Society, Xenia
Carnival: Gooding Amusement Company; attractions: Queen contest, horse show, racing, livestock parade.
Staff: President, R. K. Haines; secretary, Mrs. J. Robert Bryson; concession superintendent, Gerald Buck.
1959 Dates: July 28-August 2, tentative.

Cincinnati Show, Cincinnati
Operated 4 days, 4 nights.
Carnival: Gooding Amusement Company; ride and show gross, $13,540.60.
Attractions: Atcheyne-Harbock Helicopter Trapeze, Ruby Rodinoff’s Butterina Horses, harness racing; saddle horse show, the Hil-days high wire.
Competition: Exhibits.
Aid, Premiums: State aid, $2,500; county aid, $500; other aid, $2,500; total premiums (excluding races), $9,500.
Staff: President, R. C. Cooper; secretary, C. A. Peters.

Crawford County Fair, Bucyrus
Total Attendance: Paid and free, 40,000. Operated 6 days, 6 nights.
Receipts: Gate, $12,210; night grandstand total, $2,150.
Carnival: Ride, $1,051.96.
Attractions: Jack Kevorkian Thrill Show, 1 night; Bar M Rodeo, 3 night; racing; 4 nights.
Aid, Premiums: State aid, $8,800; county aid, $500; total premiums (excluding races), $10,301.
Staff: President, Geo. Roth; secretary, Richard Shealy.

Defiance County Fair, Hicksville
Total Attendance: Paid and free, 12,000. Operated 5 days, 5 nights.
Receipts: Gate, $7,000; day grandstand total, $4,500; night grandstand total, $4,500.
Carnival: Motor State Shows; ride and show gross, $3,500.
Attractions: Mayneave Valley Horse Show, 1 day; parade of bands, 1 day; races, 3 nights; 4-H Club program, 1 day, 1 night.
Aid, Premiums: State aid, $1,000; county aid, $3,800; total premiums (excluding races), $3,800.
Staff: President, Clyde Killian; secretary, Gerald Mannie; publicity director, Dr. D. L. Wanger.
1959 Dates: August 18-24, tentative.

Fulton County Fair, Wauseon
Total Attendance: Paid and free, 73,000. Operated 6 days, 6 nights.
Attractions: Minnie Pearl, 1 night; Jun Reeves, 1 night; Bar M Rodeo, 1 night; tournament of thills, 1 night; tractor pulling championship, 1 day.
Aid, Premiums: State aid, $1,000; county aid, $3,800; total premiums (excluding races), $3,800.
Staff: President, Carl Smith; secretary, G. W. Connelly; concession superintendent, Otto Roth.
1959 Dates: September 5-10, tentative.

Geauga County Fair, Burton
Total Attendance: Paid and free, 40,000. Operated 4 days, 5 nights.
Receipts: Gate, $18,000; day grandstand total, $1,325; night grandstand total, $5,355.50.
Attractions: Jack Kochman Hell Drivers, 1 night; stock car racing, 2 nights; horse racing, 3 days; Western Horse Show, 1 day, 1 night; Junior Fair and 4-H Clubs, 1 day, 1 night.
Aid, Premiums: State aid, $2,300; county aid, $2,000; total premiums (excluding races), $8,000.
Staff: President, Audrie Rine; secretary, C. H. LaMoreaux; concession superintendent, Donald Riley; publicity director, Glen Bynum.
1959 Dates: September 3-7, official.

Miami County Fair, Troy
Total Attendance: Paid and free, 50,000. Operated 4 days, 4 nights.
Receipts: Gate, $23,808; day grandstand total, $1,097; night grandstand total, $2,562.
Carnival: Jimmie Chans Show; ride and show gross, $7,500.
Attractions: Pony show, 1 day, racing, harness, 1 day, 2 nights; pony racing, 1 day; Ozark Jamboree, 1 night; floor show, 1 day, 1 night.
Aid, Premiums: State aid, $1,000; county aid, $15,000; other aid, $2,500; total premiums (excluding races), $6,500.
Staff: President, Millard Bower; secretary, Clair Fulton; concession superintendent, W. C. Bailey.
1959 Dates: September 9-12, tentative.

Miami County Fair, Troy
Total Attendance: Paid and free, 50,000. Operated 6 days, 7 nights.
Receipts: Gate, $12,912.50; day grandstand total, $2,833.50; night grandstand total, $4,352.50.
Ride and show gross: $21,000.
Attractions: Crosby Kid, 1 day, 1 night; Chordettes and band, 1 night.
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Morgan County Agricultural Society

Muncie, Indiana

Total Attendance: Paid and free, 10,500. Operated 4 days, 4 nights.
Receipts: Gate, $4,544; day grandstand total, $665; night grandstand total, $1,360.75.
Carnival: Happy Attractions; ride and show gross, $1,100.
Attractions: Kennyrode, 2 nights; horse racing, 1 night; Denny Taylor show, 1 night; har-ness racing, 3 days; tractor pull, 1 day.
Staff: President, O. D. Ferguson; secretary, Roy C. Smith.
1959 Dates: September 2-12, tentative.

Muskogee County Fair

Zanesville, Ohio

Total Attendance: Paid and free, 45,000. Operated 6 days, 6 nights.
Receipts: Gate, $32,000; day grandstand total, $2,400; night grandstand total, $8,500.
Carnival: Gooding Amusement Company.
Attractions: Harness racing, 2 days; rides, 2 nights; thrill show, 1 night; horse show, 1 day.
Aid: Premiums: State aid, $7,500; county aid, $10,000; total premiums (excluding races), $6,000.
Staff: President, Wm. Grimm; secretary, P. D. Elliott; publicity director, F. R. McVicker.

Ohio State Fair

Columbus

Total Attendance: Paid, 291,982. Operated 8 days, 8 nights.
Receipts: Gate, $15,414,544; day grandstand total, $59,574.23; coast- eson total, $13,833.50.
Carnival: Gooding Amusement Company.
Attractions: Tomorly Sardis, 2 days; nights; George Gobel, 2 days, 2 nights; Krishna O'Brien, 1 day, 1 night; Lesoone Sisters, 2 nights; Harper's Thrillseekers, 1 night; Ted Lewis, 1 day, 1 night; Duane Cook, 1 day; Moby Bee, Johnny Cash and the Vagabonds, 1 day, 3 nights.
Aid: Premiums: Total premiums (excluding races), $17,864.10.
Staff: Manager, D. Robert Jones; assistant manager, E. J. Kiers; concession superintendent, H. D. Dayton; publicity director, Nicholas Poppa.
1959 Dates: August 5-15, official.

Prelte County Fair

Eaton

Total Attendance: Paid and free, 36,000. Operated 3 days, 3 nights.
Receipts: Gate, $7,400; day grandstand total, $410.75; night grandstand total, $3,268.42.
Carnival: Gooding Shows; ride and show gross, $3,000.
Attractions: School bands, 1 night; auto thrill show, 2 nights; tractor pull, 1 night; animal show, 1 night; harness races, 3 days.
Aid: Premiums: State aid, $5,000; county aid, $5,000; total premiums (excluding races), $8,268.42.
Staff: President, C. Fitzwater; secretary, Glen Cowwell; concession superintendent, H. Toye.
1959 Dates: August 5-9, tentative.

Richland County Fair

Mansfield

Operated 5 days, 5 nights.
Receipts: Gate, $9,715; day grandstand total, $415; night grandstand total, $3,241.
Carnival: Degler Shows; ride and show gross, $9,000.
Attractions: Tractor pull, Minnie Pearl, pony show, thrill show, home show.
Aid: Premiums: State aid, $10,000; county aid, $3,300; other aid, $1,915; total premiums (excluding races), $9,250.
Staff: President, Glenn Guthrie; secretary, James H. Day.
1959 Dates: August 4-8, tentative.

Williams County Fair Association, Montpelier

Total Attendance: Paid and free, 30,000. Operated 7 days, 5 nights.
Receipts: Gate, $18,000; day grandstand total, $1,213; night grandstand total, $8,777.
Carnival: Nolan Shows; ride and show gross, $8,000.
Attractions: Art Smith's Thrill Show; Peg Leg Bates; Grand Ole Opry; harness racing, 2 days, 8 nights.
Aid: Premiums: State aid, $1,000; county aid, $3,300; other aid, $5,864; total premiums (excluding races), $9,360.
Staff: President, E. J. Matters; secretary, Woody Schlegel; concession superintendent, G. V. Look- hartz.
1959 Dates: September 12-19, official.

Wyandot County Fair

Upper Sandusky

Total Attendance: Paid and free, 42,000. Operated 8 days, 5 nights.
Receipts: Gate, $12,886; day grandstand total, $1,251; night grandstand total, $8,777.
Carnival: Nolan Shows; ride and show gross, $8,000.
Attractions: Art Smith's Thrill Show; Peg Leg Bates; Grand Ole Opry; harness racing, 2 days, 8 nights.
Aid: Premiums: State aid, $1,000; county aid, $3,300; other aid, $5,864; total premiums (excluding races), $9,360.
Staff: President, E. J. Matters; secretary, Woody Schlegel; concession superintendent, G. V. Look- hartz.
1959 Dates: September 12-19, official.

Beaver County Fair

Burr Oak

Carnival: D. S. Dolly Shows.
Attractions: Kirk & Sons Circus, 2 nights; Roy Acuff & "Grand Ole Opry," 1 night; Crash Brown Thrill Show, 1 night.
Aid: Premiums: County aid, $4,500.
Staff: President, Everett Longor- cor; secretary, Mrs. Alice Shook; concession superintendent, Otto C. Barby; publicity director, Otto Leg- rt.
1959 Dates: September 9-12, tentative.

Creek County Fair

Bristow

Operated 4 days, 4 nights.
Receipts: Gate, $4,000; other aid, $2,000.
Aid: Premiums: County aid, $4,000.
Staff: Secretary, Claude B. Bates Jr.
1959 Dates: September 15-20, tentative.
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Staff: President, Paul W. Snyder; secretary, Eugene H. Skelly; concession superintendent, Ralph H. Kline; publicity director, G. V. Belfuson.
1959 Dates: August 17-22, tentative.

Jacktown Fair, Wind Ridge
Total Attendance: Paid and free, 10,000. Operated 4 days, 4 nights.
Receipts: Day grandstand total, $2,000; night grandstand total, $1,500.

Carnival: Beam's Attractions; ride and show gross, $15,000.

Staff: President, Rosi Borns; secretary, Thomas M. Thurp; concession superintendent, O. I. Dillon; publicity director, Raymond McCracken.
1959 Dates: August 5-8, tentative.

Juniata County Fair
Port Royal
Total Attendance: Paid and free, 85,000. Operated 6 days, 6 nights.
Receipts: Gate, $19,000; day grandstand total, $4,130; night grandstand total, $9,887.

Carnival: Beam's Attractions; ride and show gross, $15,000.

Staff: President, C. W. Hower; secretary, Dwight B. Hower; concession superintendent, John M. Kobal; publicity director, Dick Wetzel Associates, Lewistown, Pa.
1959 Dates: September 6-12 inclusive, official.

Lycoming County Fair
Hughesville
Total Attendance: Paid and free, 45,000. Operated 6 days, 6 nights.
Carnival: Amusements of America.

Attractions: CAC-Hamid Show days, 6 nights; rides, 5 nights.

Aid: Premiums: Total premiums (excluding races) $12,125.

Staff: President, F. R. Blake; secretary, John C. Christy; publicity director, W. W. Ward.
1959 Dates: September 13-20, official.

Stanton Community Fair
New Stanton
Operated 4 days, 4 nights.

Aid: Premiums: State aid, $1,000; county aid, $400; total premiums (excluding races), $700.

Staff: President, J. J. Campbell; secretary, R. C. Faunt Sr.

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To the fairmen and committees with whom it was our pleasure to work this past season. And also to the many showmen who co-operated so wholeheartedly in making 1959 a good year for all of us.

WE PLAY THE FOLLOWING STATES:
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- Ohio
- Indiana
- Tennessee
- Mississippi
- Alabama
- Louisiana

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General Manager

1958 SUCCESSES

Secretary, George F. Board; concession superintendent, W. P. Weston; publicity director, R. W. Rodolph;
Dates: September 3-7, tentative.

Tig (County) Valley Fair, Tig.
Total Attendances: Paid and free, 9,000. Operated 3 days, 4 nights. Receipts: $37,935; night grandstand total, $37,935.
Carnival: Independent midway. Attractions: Bill Brown, W. W. A., 3 days; W. A. Fishburn, 1 night. Okaloa
Valley cut-up, 2 nights; ball games, 3 days; midget auto racing, 1 day. Paid. Premiums: State aid, $41,575; county aid, $200; total premiums (excluding races), $401.75.

Oklahoma State Fair, Oklahoma City.
Total Attendances: Paid and free, 19,000. Operated 4 days, 4 nights. Receipts: Gate, $5,350; night grandstand total, $3,500; race, $1,850; total attendance, $4,000; daily attendance, 5,000.
Paid. Premiums: State aid, $1,000; county aid, $1,000; total premiums (excluding races), $2,000.

Clay County Fair, Moss
Staff: President, J. D. Hestad; secretary, R. E. Hestad. 1959 Dates: August 29-31, tentative.

Carroll County Fair, Huntingdon

GREENE COUNTY

GREENE COUNTY

Agricultural Fair, Survail
Total Attendances: Paid and free, 10,000. Operated 4 days, 4 nights. Receipts: Gate, $1,800. Carnival: Capital City Shows. Attractions: Olympic Amuse-
ment, 6 days, 6 nights. Paid. Premiums: State aid, $4,000; concession superintendent, W. H. Davis; secretary, J. R. Long; concession superintendent, T. H. Davis. 1959 Dates: August 26-29, official.

Hardin County Fair, Survail
Total Attendances: Paid and free, 30,000. Operated 6 days, 6 nights. Receipts: Gate, $1,800. Carnival: Capital City Shows; ride and show gross, $1,100. Attractions: Beauty show, 1 night; talent show, 1 night; horse show, 1 night; talent show, 1 night; tiny tot show, 1 day, 

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Our Heartiest Thanks to the following events which helped us achieve success in 1958

**Randolph County Fair**
Sparta, Ill.

**Coles County Fair**
Charleston, Ill.

**Clark County Fair**
Martinsville, Ill.

**Warren Fair**
Cedarville, Ind.

**Bay County Fair**
Bay City, Mich.

**Branch County Fair**
Coldwater, Mich.

**Alpena County Fair**
Alpena, Mich.

**Fentress County Fair**
Jamestown, Tenn.

**Lincoln County Fair**
Fayetteville, Tenn.

**Middle Tennessee District Fair**
Lawrenceburg, Tenn.

**North Alabama State Fair**
Florence, Ala.

**Houston County Fair**
Dothan, Ala.

**Lee County Fair**
Opeika, Ala.

**July 4 Celebration**
Sand Lake, Mich.

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In Minneapolis you'll find no other show to match our achievements. We invite you to inquire of any fair where you have played . . . and convince yourself. We have a few open dates for the 1959 season in Minnesota and for some dates late in the Midwest and South. We are anxious to sign contract with Fairs and Celebrations where we have never had the pleasure of showing before to prove that ours is your finest midway buy.

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Can place for our usual top-notch route of profitable events several more shows and concessions. Get in touch with us early.

OUR SINCEREST THANKS

To the Fairmen, to our own personnel, and to all the showmen who contributed so wonderfully to our success. THANKS, TOO . . . to those fairies who have expressed their faith in us by already rebooking us for 1959!

CARLO ROCCO, Owner-Manager

NORTH AMERICAN SHOWS, INC.

Winterquarters and Permanent Address: 2434 Fairview Ave., North, St. Paul, Minn.
Winter Address: 225 Pinewood St., Hot Springs, Ark.
Mannington District Fair, Mannington
Total Attendance: Paid and free, 20,000. Operated 5 days, 6 nights.
Receipts: Gate, $12,000.
Carnival: Howard Bros. Rides; ride gross, $5,000.
Staff: President, Joseph P. Gaughan; secretary, Mrs. H. H. Shum; concession superintendent, Everett Cunningham; publicity director, Larry Atherton.

State Fair of West Virginia, Lewisburg
Total Attendance: Paid and free, 20,000. Operated 5 days, 6 nights.
Carnival: Ceflin & Wilson Shows.
Attractions: Rill-Tin-Tie Show; 2 nights; Hanna's Square, 2 nights; Hana's Square Holiday, with Lanny Ross, 2 nights; harness racing and vaudeville acts, 5 days.
Aid: Premiums: State aid, $22,250; total premiums (excluding races), $35,000.
Staff: President, R. H. Tudwoll; secretary, C. T. Sudermeier; publicity director, E. L. Blake.
1959 Dates: August 24-29, official.

WISCONSIN
Central Burnett County Fair, Webster
Total Attendance: Paid and free, 4,000. Operated 3 days, 2 nights.
Receipts: Gate, $500.
Carnival: Stipes Shows; ride and show gross, $1,200.
Attractions: 4-H home talent, 4-H horse show, 1 day.
Aid: Premiums: State aid, $1,600; county aid, $500; total premiums (excluding races), $2,778.20.
Staff: President, Roger Gravey; secretary, R. E. Krause.
1959 Dates: August 28-30, tentative.
Central Wisconsin State Fair, Marshfield
Total Attendance: Paid and free, 104,000. Operated 6 days, 6 nights.
Receipts: Gate, $21,600; day grandstand total, $4,700.50; night grandstand total, $11,411.50.
Carnival: Don Franklin Shows; ride and show gross, $23,100.
Attractions: Winkley stock car races, 1 night; Gene Antry Show, 1 day, 1 night; Tournament of Thrills, 1 day; Gene Vincent-Sonny James Rock & Roll Show, 1 night; Gene Holter Ostriches, 1 day; mascot car races, 1 night; Hal March-GAC Hamil show, 1 night; WIJL broadcast, 1 night; motorcycle races, 1 day.
Aid: Premiums: State aid, $4,900; county aid, $3,000; total premiums (excluding races), $8,400.
Staff: President, W. J. Knoep; secretary, Bill Uthmeier; concession superintendent, W. J. Uthmeier.
1959 Dates: September 2-7, official.
Green County Agricultural Society, Monroe
Total Attendance: Paid and free, 70,000. Operated 4 days, 5 nights.
Receipts: Gate, $16,622.35; day grandstand total, $2,904.50; night grandstand total, $3,513; coliseum total, $8,417.50.
Carnival: Schofer's 20th Century Shows; ride and show gross, $3,269.38.
Attractions: Homer and Jethro, WLS; Jack Cochran Auto Daredevils; Westward Ho (Barnes Caruthers), 1 day, 2 nights; horse racing.
Aid: Premiums: State aid, $4,000; county aid, $2,000; total premiums (excluding races), $7,000.
Staff: President, Fred T. Burgoyne; secretary, Roland E. Karle; publicity director, W. R. Schubert.
1959 Dates: August 28-30, tentative.

Iron County Fair, Saxon
Operated: 3 days.
Carnival: Golden Valley Shows.
Attractions: KSTP Barn Dance, 1 day, 1 night; Horse pulling contest, 1 day; talent show, 1 night.
Aid: Premiums: County aid, $3,000; total premiums (excluding races), $3,078.25.
Staff: President, V. J. Downey; secretary, Mrs. Florence Hazzle; publicity manager, H. W. Keene.
La Crosse Inter-State Fair, La Crosse
Total Attendance: Paid and free, 43,854. Operated 5 days, 5 nights.
Receipts: Gate, $14,411; grandstand total, $3,887.50.
Carnival: William T. Collins Shows; ride and show gross, $2,269.05.
Attractions: Big car racing, 1 day, 1 night; stock car racing, 1 day, 1 night; trotting horse racing, 1 day, 1 night; Wonder Bros' Circus, 1 day, 1 night; Frankie Masters Shows, 1 day, 1 night.
Aid: Premiums: State aid, $7,000.
Staff: President, H. D. Newberg; secretary, Joseph W. Frischl; publicity director, Alfred Rager.
1959 Dates: August 5-9, official.

Northern Wisconsin District Fair, Chippewa Falls
Total Attendance: Paid and free, 160,000. Operated 6 days, 6 nights.
Carnival: Olson Shows.
Attractions: Jumbo's United Shows; ride and show gross, $4,900.
Aid: Premiums: State aid, $3,000; total premiums (excluding races), $12,000.
Staff: President, Oren Tyndall; secretary, W. H. Kittle; concession superintendent, Earl Walter; publicity director, Holly Meyer.
1959 Dates: August 9-14, official.

Pierce County Fair, Ellsworth
Total Attendance: Paid and free, 12,000. Operated 3 days, 3 nights.
Receipts: Gate, $3,800; day grandstand total, $1,500; night grandstand total, $1,600.
Carnival: Dobson's United Shows; ride and show gross, $6,500.
Attractions: St. Croix Valley Builders, 1 day; Newberry Auto Thrill Show; 1 night; Red River Valley Riders, 1 day, 1 night; Diamond Jubilee Parade and Program, 1 day.
Aid: Premiums: County aid, $1,200; total premiums (excluding races), $3,050.
Staff: President, Ray Crowhurst; secretary, Bernard Drewske; concession superintendent, Otto Pederson; publicity director, H. C. Seyforth.
1959 Dates: August 21-23, official.

Taylor County Youth Fair, Medford
Total Attendance: Paid and free, 8,000. Operated 4 days, 4 nights.
Receipts: Gate, $3,800.
Carnival: Stipes Shows; ride and show gross, $2,700.
Attractions: Youth on Parade, fireworks, 1 day; basketball, tractor tipping, 1 day; horse talent, 1 night.
Aid: Premiums: State aid, $1,300; total premiums (excluding races), $3,050.
Staff: President, Hugo De Jong; secretary, Joe Tus.

Vilas County Free Fair, Eagle River
Total Attendance: Paid and free, 5,000. Operated 3 days, 3 nights.
Carnival: Pederson's Dairy State...
### CANADA

#### ALTA

**Calgary Exhibition & Stampede, Calgary**

- **Total Attendance**: Paid and free, 549,336. Operated 8 days, 6 nights.
- **Receipts**: Gate, $128,952; grandstand total, $403,481; coliseum total, $38,483.
- **Attractions**: Grandstand, International Spectacular of 1958 (Hetzer Theatrical Agency), 6 nights; chuck wagon races; fire-works; 6 nights; horse racing; 7 days; rodeo, 6 days.

- **Coliseum**: Professional wrestling, 2 nights; Pollock Bros. Circus, 4 days, 4 nights; World of Thrills, 1 day, 1 night.

### WYOMING

#### Central Wyoming Fair, Casper

- **Total Attendance**: Paid and free, 53,581. Operated 4 days, 4 nights.
- **Receipts**: Gate, $184,549; day grandstand total, $198,397.50.
- **Staff**: Manager, Willard Masterman.

#### Park County Fair, Powell

- **Total Attendance**: Paid and free, 8,200. Operated 3 days, 3 nights.
- **Receipts**: Gate, $2,739; day grandstand total, $1,950; day grandstand total, $3,950.

#### Wyoming State Fair, Douglas

- **Total Attendance**: Paid and free, 6,000. Operated 4 days, 4 nights.
- **Receipts**: Gate, $4,012; day grandstand total, $5,303.50; day grandstand total, $2,377.50.

### ALBERTA

#### Lethbridge & District Exhibition, Lethbridge

- **Total Attendance**: Paid and free, 62,000. Operated 4 days, 4 nights.
- **Receipts**: Gate, $17,840.95; day grandstand total, $11,538.75; night grandstand total, $1,401.94.
- **Attractions**: Siebhard Bros. Carnival; rodeo and show gross, $8,164.89.
- **Staff**: President, W. L. McCall; secretary, C. E. Parry; publicity director, Sven Erickson.

#### Vegreville Exhibition, Vegreville

- **Total Attendance**: Paid and free, 21,000. Operated 3 days, 3 nights.
- **Receipts**: Gate, $6,000; day grandstand total, $2,000; night grandstand total, $3,000.
- **Staff**: President, W. L. McCall; secretary, C. E. Parry; publicity director, Sven Erickson.

### BRITISH COLUMBIA

#### Pacific National Exhibition, Vancouver, B. C.

- **Total Attendance**: Paid and free, 926,000. Operated 13 days, 13 nights.
- **Receipts**: Burrell Amusements, Ltd., $2,000,000.
- **Attractions**: R.C.M.P. Musical Ride, 1 day, 8 nights; horse racing, 13 days.
- **Stadium and Forum**: Sam Snyder Water Folies (stadium), 6 days, 6 nights; Shrine-PNE Circus (forum), 13 days, 13 nights.
- **Staff**: Manager, Paul McCallum; secretary, E. O. Cypess; assistant, I. Ketton; publicity director, Charles Daubigne.

#### Vancouver Island Exhibition Association, Nanaimo

- **Total Attendance**: Paid and free, 13,000. Operated 4 days, 4 nights.
- **Receipts**: Gate, $13,000.

### SPECIAL EVENTS PLANNERS!

We can always supply extra rides for your event: Picnics—Celebrations—Homecomings—Centennials, etc.

---

**BUFF HOTTE SHOWS**

Winterquarters: Box 833, Covington, Louisiana

**ATTENTION, FAIRMEN**

Repeat bookings of Buff Hotte 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.

**THANKS TO THE FAIRMEN AND COMMITTEES**

where we had the privilege of furnishing the Midway Attractions during the past season. We will be seeing most of you again in 1959.

---

**BUFF HOTTE SHOWS**
RESTAURANTS, FOOD and DRINK STANDS
For The Eating Pleasure of Your Patron...

CLEAN • QUALITY FOOD and SERVICE
HIGH CLASS

Serving the Patrons of the Following Events in 1958:

* LAWRENCEVILLE JUBILEE
* GREAT CHAMPAIGN COUNTY FAIR
* MARTINSVILLE AGRICULTURAL FAIR
* COLES COUNTY FAIR
* ILLINOIS STATE FAIR
* INDIANA STATE FAIR
* KENTUCKY STATE FAIR
* MID-SOUTH FAIR
* ARKANSAS LIVESTOCK SHOW
* LOUISIANA STATE FAIR

Our Thanks to the officials of these great events... and to all of our friends and employees for a most successful 1958 season.

WALTER WANOUS
S. D. S. E. W. A.
SIDE SHOW
GREATEST

ASSEMBLAGE OF HUMAN CURiosITIES AND ODITIES

Our Thanks to Frank Bergen
and the World of Mirth Shows
for 7 Successful Seasons
WALTER WANOUS
Box 441, Milbrooke, Alabama

COLLINS: Commercial exhibits... 700.
Staff: President: Norm Wuttman; concession superintendent: Earl Stafford.

MANITOBA
Red River Exhibition, Winnipeg
Total Attendance: Paid and free, 130,000. Operated 7 days, 7 nights.
Receipts: Gate, $3,000; night grandstand total, $8,047.05.
Carnival: Royal American Shows; ride and show gross, $79,000.
Attractions: King Garam Show (Western), 7 nights.
Carnival: Trade Shows, 7 days, 7 nights.
Aid, Premiums: State aid, $3,812.75; other aid, $4,000; total premiums (excluding races), $11,000.
Staff: President, Claude B. Main; manager, Robert E. Stewart; publicity director, Garth Taylor.
1959 Dates: June 20-27 inclusive, official.

Provincial Exhibition of Manitoba, Brandon
Total Attendance: Paid and free, 86,000. Operated 5 days, 5 nights.
Receipts: Gate, $2,357.75; day grandstand total, $80,357.75.
Carnival: Royal American Shows; ride and show gross, $12,375.02.
Attractions: Grand Theatre Agency, 4 nights; harness racing, 1 day.
Aid, Premiums: Dominion aid, $4,500; provincial aid, $6,000; other aid, $8,000; total premiums (excluding races), $19,100.
Staff: President, F. O. McGilven, Q.C.; secretary, P. A. McPhail; concession superintendent, P. S. Golding; publicity director, J. L. Valenti.
1959 Dates: June 23-July 3, official.

Stanley Fair, Winkler
Total Attendance: Paid and free, 1,200. Operated 1 day, 1 night.
Carnival: Mid-West Shows; ride and show gross, $750.
Staff: President, M. J. Ham; concession superintendent, Mrs. Mary Klassen.
1959 Dates: September 3, official.

Swan River Valley Agricultural Society, Swan River
Total Attendance: Paid and free, 3,000. Operated 2 days, 2 nights.
Carnival: Joyland Shows.
Attractions: Les Andree "Vod-vil Capers," 2 days.
Staff: President, W. I. Stern; secretary, L. M. Wray.
1959 Dates: July 31-August 1, tentative.

NEW BRUNSWICK
Gloucester County Fair, Bathurst
Total Attendance: Paid and free, 9,000. Operated 5 days, 5 nights.
Receipts: Gate, $3,000; Carnival: Elliot Shows.
Attractions: Billy King, 2 days, 5 nights.
Staff: President, William Oliver; secretary, Allen Branch; concession superintendent, Reg Seely.
1959 Dates: August 24-28, tentative.

ONTARIO
Addington, Centreville
Receipts: Gate, $800; day grandstand total, $150.
Attractions: Horse show, 1 day; step dancing, 1 day; wrestling, 1 day; junior livestock shows, 1 day.
Staff: President, Victor Drew; secretary, Othel Drew; concession superintendent: George McGill.
1959 Dates: September 5, tentative.

Ancaster Fair, Ancaster
Total Attendance: Paid and free, 6,000. Operated 2 days, 2 nights.
Receipts: Gate, $500; day grandstand total, $1,000.
Attractions: Rodeo & midnight car racing, 1 night; horse racing, 1 day.
Aid, Premiums: State aid, $1,590; county aid, $1,700; other aid, $2,000; total premiums (excluding races), $5,700.
Staff: President, Allan Stewart; secretary, Gordon Harkness.
1959 Dates: September 18-19, tentative.

Aylmer and East Elgin, Aylmer
Total Attendance: Paid and free, 25,000. Operated 3 days, 3 nights.
Receipts: Gate, $6,000; night grandstand total, $1,575.
Carnival: King Shows.
Attractions: Gas Sun Variety, 1 day, 2 nights; Cliff McKay, 1 night; racing, 1 day.
Aid, Premiums: State aid, $1,000, county aid, $1,000; other aid, $750; total premiums (excluding races), $4,900.
Staff: President, G. Hughson; secretary, H. B. L缺brook.

Barrie Exhibition, Barrie
Total Attendance: Paid and free, 23,000. Operated 2 days, 3 nights.
Carnival: King Midway Shows.
Staff: President, W. A. Owen; secretary, E. F. Hersey.
1959 Dates: September 24-26, tentative.

Blyth Exhibition, Blyth
Total Attendance: Paid and free, 1,200. Operated 1 day, 1 night.
Receipts: Gate, $871.
Carnival: Marc Midway Shows.
Aid, Premiums: State aid, $4,000; county aid, $5,000; other aid, $750; total premiums (excluding races), $12,855.
Staff: President, George Watt; secretary, Jack Tambah.
1959 Dates: September 15-18, tentative.

Durham Fair, Durham
Total Attendance: Paid and free, 7,800. Operated 2 days, 2 nights.
Receipts: Gate, $1,140; day grandstand total, $1,205.
Attractions: Harness races, horse races, steeplechase, jersey Parish and regional sheep show, pony rides, bear, crown and funnel shows, jumping and cen-
tennial old-time concert.
Staff: President, George Cado-

Lincoln Agricultural Society, Beavonville
Total Attendance: Paid and free, 11,000. Operated 3 days, 2 nights.
Carnival: King Shows.
Attractions: Canadian Auto Dadelevs, 2 days.
Aid, Premiums: Total premiums (excluding races), $6,800.
Staff: President, F. Dumesne; secretary, O. B. Annable; concession superintendent, Vic Drake.

Lindsay Central Exhibition, Lindsay
Total Attendance: Paid and free, 7,300. Operated 4 days, 4 nights.
Receipts: Gate, $36,371.
Carnival: Girdle Shows; ride and show net, $6,490.
Attractions: 4-H Club Shows, 1 day; Junior Farm Show-half rodeo, 1 night; "Jewel," 1 day, 1 night; Gas Sales, 3 days, 3 nights.
Staff: President, A. Jewell; manic- tor, N. C. Wilson.

(Continued on page 203)
 ARKANSAS

Fayetteville, Washington

County Fair

Bleacher capacity: 2,000.

Plant is available for: Thrill shows, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

1958 Still Dates: Extension service holds judging, sales. Local electric co-op annual meeting.

Rental Agent: Loyd McConnell, Court House, Fayetteville.

Ft. Smith, Arkansas-Oklahoma

Livestock Exposition and Free Fair

Grandstand: (Outdoor Arena) capacity: 9,000.

Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.


MARSHALL, SEARCY COUNTY FAIR

Grandstand: New building. Plant is available for: Rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agents: Lion Jennings, Leslie.

MARVELL, PHILLIPS COUNTY FAIR

Grandstand capacity: 1,800;

Bleacher capacity: 1,800.

Plant is available for: Motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Ike Van Meter, secretary, Phillips County Fair, Marvell.

MENA, POLK COUNTY FAIR and Livestock Show

Bleacher capacity: 2,500.

Plant is available for: Rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Homer B. Rogers, president, Polk County Fair Association, Men.

Pine Bluffs, South Arkansas

Livestock Show

Grandstand capacity: 7,000.

Plant is available for: Rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.


Rental Agent: Harvey Hewitt, P.O. Box 583, Pine Bluff, Ark.

SEARCY, WHITE COUNTY FAIR

Grandstand capacity: 1,800. Site of race track, one-fourth mile.

Plant is available for: Rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Cecil Morgan, (Continued on page 152)
America's Motorized W.T.C. William Collins

Thank You All
Fairmen... Committeemen... Showmen... our own Personnel... and the thousands upon thousands of Americans who were entertained on a Collins Midway during 1958.

Midway Users
Your positive assurance of satisfaction with a Collins Midway is our record for these many past years. We pride ourselves on having one of the smoothest running, most profitable organizations in the industry. Our efficiency and showmanship mean more profits for you... and more satisfied patrons.

Collins Shows Featuring the "Family-Appeal" Midway
- 17 Major Rides
- 11 Kiddie Rides
- 12 Wagon-Type Shows
- 5 Exclusive Mammoth Slim-Line Light Towers

Winterquarters and Permanent Address: 801 E. 78th St., Minneapolis, Minnesota
Largest SHOW
BIGGER and BETTER...YEAR AFTER YEAR!

We salute the following able and efficient fair men for whom we had the pleasure of furnishing the midway attractions in 1958. Thanks to all of you for choosing the William T. Collins Shows for this honor, and we feel sure that your patrons were well satisfied with your choice.

Art F. Baenen
Stutsman County Fair
Jamestown, N. Dak.

Dick Fornek
Cavalier County Fair
Langdon, N. Dak.

Ben Rogelstad
Wells County Free Fair
Fessenden, N. Dak.

Franklin Page
Pembina County Fair
Hamilton, N. Dak.

Merrol O. Dakin
North Dakota State Fair
Ming, N. Dak.

Joseph W. Frisch
La Crosse Inter-State Fair
La Crosse, Wis.

Andy Hanson
All-Iowa Fair
Cedar Rapids, Iowa

Herman Di. Jones
Freeborn County Fair
Albert, Lee, Minn.

Edwin Schultz
Nebbraska State Fair
Lincoln, Nebr.

Tom Conrad
Oklahoma State Fair
Muskogee, Okla.

Clarence C. Lester
Tulsa State Fair
Tulsa, Okla.

CONCESSIONS...SHOWS...RIDES WANTED FOR 1959...CONTACT US AT ONCE
WE ESPECIALLY ARE INTERESTED IN ANY NEW OR NOVEL RIDES FOR A SOLID ROUTE

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<tr>
<th>Location</th>
<th>Event Type</th>
<th>Details</th>
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<tr>
<td>Imperial, California</td>
<td>Mid-Winter Fair</td>
<td>Grandstand: Seating capacity - 4,500. Bleecher capacity - 2,000.</td>
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<td>Plant is available for: Rodeos, carnival show lot, circus show lot.</td>
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MOTORIZED manager.

circus bile 230.

sands FAIRMEN THANKS,

Merced, Merced County Fair
Grandstand: Seating capacity, 3,330.
Bleacher capacity. 2,000. Size of race track, one-fifth mile. Track (a) equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena) Seating capacity: 2,000.
Coliseum available for rental for: Ice Shows, dances, trade shows.
Rental Agent: Thomas F. Camp, Fairgrounds, Napa.
Pleasanton, Alameda County Fair
Grandstand capacity: 4,500. Size of race track, one mile and one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena) Seating capacity: 4,500.
Coliseum available for rental for: Ice Shows, sports shows, dances, circuses, stageshows, trade shows.
1958 Still Dates: Conventions, rodeo, motorcycle races, Autoramas, revival meeting, trade show, sport and boat show, telecast fights.
Rental Agent: William A. Strub, manager, 2530 S. First St., San Jose.

Santa Maria, Barbara County Fair
Grandstand capacity: 2,400. Size of race track, one mile and one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena) None.
Rental Agent: James W. Trimingham, fairgrounds, Pleasanton.
San Jose, Santa Clara County Fair
Grandstand capacity: 5,300.
Bleacher capacity: 2,000. Size of race track, mile and/or one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena) Seating capacity: 5,300.
Coliseum available for rental for: Ice Shows, sports shows, dances, circuses, stageshows, trade shows.
1958 Still Dates: Conventions, rodeo, motorcycle races, Autoramas, revival meeting, trade show, sport and boat show, telecast fights.
Rental Agent: William A. Strub, manager, 2530 S. First St., San Jose.

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A FAMILY SHOW
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Vallejo, Solano County
Fair
Grandstand capacity: 2,400.
Bleacher capacity: 1,000. Size
of race track: three-quarter mile
Track is not equipped for night
racing.
Plant is available for: Thrill
shows, rodeos, circus, lot.
Coliseum (Indoor Arena): None.
Rental Agent: Fred M. Bridge
lin, secretary-manager, P. O. Box
9, Vallejo.

COLORADO

Brush, Morgan County
Junior Fair
Grandstand capacity: 5,000.
Size of race track: one-quarter mile.
Track is not equipped for night
racing.
Plant is available for: Thrill
shows, rodeos, circus, lot.
Coliseum (Indoor Arena): None.
Rental Agent: J. H. Boyd, Route
1, Box 296, Brighton.

Cheyenne, Cheyenne
County Fair and Rodeo
Grandstand capacity: 1,200.
Bleacher capacity: 300.
Size of race track, one half mile. Track
is not equipped for night racing.
Plant is available for: Rodeo,
carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Howard B. Turner,
Cheyenne Wells.
Eads, Kiowa County Free
Fair
Grandstand capacity: 1,000.
Size of race track, one half mile. Track
is not equipped for night racing.
Plant is available for: Rodeo,
carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: County commis-
sioners, Eads.
Pueblo, Colorado State
Fair
Grandstand: Seating capacity, 3,350.
Bleacher capacity: 1,500.
Size of race track, one half mile. Track
is not equipped for night racing.
Plant is available for: Carnival,
show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: County commis-
sioners, Pueblo.

Trinidad, Trinidad
Round-Up
Grandstand: Seating capacity, 1,400.
Bleacher capacity: 1,200.
Size of race track, one half mile. Track
is not equipped for night racing.
Plant is available for: Carnival,
show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Harry L. Beine,
Box 216, Trinidad.

CONNECTICUT

Columbia, Columbia Fair
Grandstand: None.
Plant is available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Ward Rubebrook,
Columbia, Columbia Fair.

Danbury, Danbury State
Fair
Grandstand capacity: 5,200.
Bleacher capacity: 1,100.
Size of race track, one half mile hard
surface paved track. One-mile half
miles hard surface track. Track equipped
for night racing.
Coliseum (Indoor Arena): None.
Coliseum available for rental for:
Rodeo, ice shows, sports shows, circus,
stageshow, trade shows.
Still Dates: Middle to stock car auto races.
Rental Agent: C. Irving Jarvis,
assistant general manager, Dan-
bury.

FLORIDA

Brooksville, Hernando
County Fair
Grandstand capacity: 1,200.
Size of race track, one-half mile. Track
is not equipped for night racing.
Plant is available for: Carnival,
show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Fred M. Bridges,
secretary-manager, P. O. Box
9, Brooksville.

De Funiak Springs,
Walton County Fair
Plant is available for: Carnival
show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: C. H. Boyd, Route
1, Box 296, Brooksville.

CANTON, OHIO

Canton, Stark County
Fair Association
Grandstand: None.
Plant is available for: Carnival
show lot.
Coliseum (Indoor Arena): None.

SAVANNAH, GA

Savannah, Coastal
Empire Fair
Plant is available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: W. L. Alexander,
608 Savannah Bank Building,
Savannah.

IDAHO

Blackfoot, Eastern Idaho
State Fair
Grandstand capacity: 3,000.
Bleacher capacity: 2,000.
Size of race track, one-half mile. Track
is not equipped for night racing.
Plant is available for: Thrill
shows, rodeos.
Coliseum (Indoor Arena): None.
1958 Still Dates: Rodeo, horse
show, County 4-H Fair.
Rental Agent: Mrs. Ruth C.
Hartkopf, Box 225, Blackfoot.

Boise, Western Idaho
State Fair
Grandstand: Seating capacity 4,000.
Bleacher capacity: 1,000.
Size of race track, one-half mile. Track
is not equipped for night racing.
Plant is available for: Motorcycle
races, thrill shows.
Coliseum (Indoor Arena): Seating
capacity, 1,300.
Coliseum available for rental for:
Sports shows, stageshow, trade
shows.
1954 Still Dates: Horse show
Fourth of July fireworks, cattle and
horse sales, thrill show, boxing,
wrestling, revival, flower shows.
Rental Agents: Ambrose W. John-
son, 511 Irving Street, Boise.

Homedale, Cuyahoga
Country Fair
Grandstand capacity: 1,500.
Size of race track, one-half mile. Track
is not equipped for night racing.
Plant is available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Edward F. Mink,
manager-secretary, Marsing.

Ner popcorn, Lewis County
Fair
Grandstand capacity: 750.
Size of race track, one-half mile
Track is not equipped for night
racing.
Plant is available for: Rodeo,
circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: High school
baseball in spring, football in fall.
Rental Agent: Gordon Dudley,
secretary, Lewis County Fair,
Ner popcorn.

ILLINOIS

Alhambra, Effingham
County Fair
Grandstand: Seating capacity: 2,500.
Bleacher capacity: 1,000.
Size of race track, one-half mile oval.
Track is not equipped for night racing.
Coliseum available for: Automo-
tible races, motorcycle races, thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: At home
Carnival, State Fair, P. O.
Box 1231, Tampa 1.

GEORGIA

Americus, Americus Civic
Fair Association
Grandstand: None.
Plant is available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: Circuits,
Coliseum Rental Agent: John M. Pope,
president, and/or Hubert C. Chris-
sen, manager, Americus Civic
Fair Association, Americus.

Atlanta, Southeastern Fair
Grandstand capacity: 8,000.
Size of race track, one mile. Track
is not equipped for night racing.
Plant is available for: Automo-
tible races, motorcycle races, thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: Automobile
races, motorcycle races, thrill
shows, rodeos, carnival show lot,
circus show lot.
Rental Agent: Col. E. Lee Car-
ton, P. O. 4488, Atlanta.

Canton, Cherokee County
Fair Association
Grandstand: None.
Plant is available for: Carnival
show lot.
Coliseum (Indoor Arena): None.

ARIZONA

Phoenix, Phoenix Symphony
Bowl
Grandstand capacity: 6,000.
Bleacher capacity: 1,200.
Size of race track, one-mile oval.
Track is not equipped for night racing.
Plant is available for: Agriculture,
shows.
Coliseum (Indoor Arena): None.
Rental Agent: Al. L. Alexander,
secretary, Phoenix Symphony
Bowl.

Rental Agent: Ben Reis, Alanta.

Anna, Union County
Fair Association
Grandstand: Seating capacity, 1,200.
Bleacher capacity: 200.
Size of race track, one and one
half mile oval. Track is not equipped
for night racing.
Coliseum available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Anna City Park
Board.

Arthur, Moultrie-Douglas
County Fair
Bleacher capacity: 3,000.
Plant is available for: Thrill
shows, rodeos, carnival show lot,
circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: P. W. Kellch,
president, Arthur Fair Association,
Box 267, Arthur.

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Meetings.

SHOWMEN—CONCESSIONAIRES
We can place some worth-while shows and
legitimate concessions for next year. Contact
us early.
Bellmont, New Wabash County Agricultiral Fair
Grandstand capacity: 3,000. Size of track racetrack, one-half mile. Track is equipped for night racing.
Plant is available for: Auto races, motorcycle races, thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): None. Rental Agent: Thaddeus M. Coleman, Marion.

Martinsville, Martinsville Fair
Grandstand capacity: 2,500. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): None. Rental Agent: Dr. H. L. Downey, Martinsville.

McLeanboro, Hamilton County Fair
Grandstand capacity: 1,100. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Rodeo, carnival show lots, circus show lots.
Coliseum (Indoor Arena): None. Rental Agent: Wallace Belshe, McLeanboro, County Fair, Pecatonica.

Peoria, Heart of Illinois Fair
Grandstand: Seating capacity, 5,500. Size of race track, one-eighth mile (micro-midget). Track is equipped for night racing.
Plant is available for: Carnival show lots, circus show lots.
Coliseum (Indoor Arena): Seating capacity: 2,500.
Coliseum available for: Rodeo, ice shows, circus, stage shows, trade shows.
Circus (Indoor Arena): None.
Rental Agent: Wallace Belshe, McLeanboro, County Fair, Pecatonica.

Springfield, Illinois State Fair
Grandstand capacity: 10,000. Bleacher capacity: 5,000. Size of race track, one mile dirt track. Track is not equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): Rodeo, circus show lots, circus show lots.
Coliseum available for: Rodeos, ice shows, troupes.

Wichita, Monroe County Fair Association
Bleacher capacity: 3,000. Size of race track, one mile dirt track. Track is equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.

Peterborough, Menard County Fair
Bleacher capacity: 3,000. Size of race track, half mile. Track is not equipped for night racing.
Plant is available for: Carnival show lots.

Pontiac, Livingston County Agricultural Fair and 4-H Show
Grandstand capacity: 3,000. Plant is available for: Thrill shows, rodeos.

Greenwood, Howard County 4-H Fair
Grandstand capacity: 2,500. Coliseum (Indoor Arena): None.

Greenfield, Hancock County 4-H Fair
Coliseum (Indoor Arena): None. 1958 Still Dates: Gibson, Ill. Rental Agent: Bill Ehrler, Route 1, Greenfield.

Indianapolis, Indiana State Fair
Grandstand capacity: 10,000. Bleacher capacity: 4,000. Size of race track, one mile and one-half mile. Track is not equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): Rodeo, circus shows.
Coliseum available for: Rodeos, ice shows, troupes.
1956 Still Dates: Kokomo, Indiana State Fair, Indianapolis.

Madison, Jefferson County 4-H Fair
Grandstand, Seating capacity: 2,000. Size of race track, one mile and one-half mile (equipped for night racing)
Plant is available for: Auto races, with horse shows.

INDIANA

Connersville, Fayette County Fair
Grandstand capacity: 2,000. Size of race track, one-half mile. Plant is available for: Thrill shows, rodeos, carnival show lots, circus show lots.

Greentown, Howard County 4-H Fair
Grandstand capacity: 2,500. Coliseum (Indoor Arena): None.

Greenfield, Hancock County 4-H Fair
Coliseum (Indoor Arena): None. 1958 Still Dates: Gibson, Ill. Rental Agent: Keith Ehrler, Route 1, Greenfield.

Indianapolis, Indiana State Fair
Grandstand capacity: 10,000. Bleacher capacity: 4,000. Size of race track, one mile and one-half mile. Track is not equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): Rodeo, circus shows.
Coliseum available for: Rodeos, ice shows, troupes.
1956 Still Dates: Kokomo, Indiana State Fair, Indianapolis.

Wichita, Monroe County Fair Association
Bleacher capacity: 3,000. Size of race track, one mile dirt track. Track is equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.

Peterborough, Menard County Fair
Bleacher capacity: 3,000. Size of race track, half mile. Track is not equipped for night racing.
Plant is available for: Carnival show lots.

Pontiac, Livingston County Agricultural Fair and 4-H Show
Grandstand capacity: 3,000. Plant is available for: Thrill shows, rodeos.

Greenwood, Howard County 4-H Fair
Grandstand capacity: 2,500. Coliseum (Indoor Arena): None.

Greenfield, Hancock County 4-H Fair
Coliseum (Indoor Arena): None. 1958 Still Dates: Gibson, Ill. Rental Agent: Keith Ehrler, Route 1, Greenfield.

Indianapolis, Indiana State Fair
Grandstand capacity: 10,000. Bleacher capacity: 4,000. Size of race track, one mile and one-half mile. Track is not equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.
Coliseum (Indoor Arena): Rodeo, circus shows.
Coliseum available for: Rodeos, ice shows, troupes.
1956 Still Dates: Kokomo, Indiana State Fair, Indianapolis.

Wichita, Monroe County Fair Association
Bleacher capacity: 3,000. Size of race track, one mile dirt track. Track is equipped for night racing.
Plant is available for: Auto races, thrill shows, rodeos, carnival show lots, circus show lots.

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"But They Won’t Last Long"


NOTE TO BOOKERS . . . These Shows Are Commissionable.
bile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: Track, shows. Rental Agent: David Hada, Hardiner
Jola, Allen County Fair Association
Grandstand: Seating capacity, 1,500.
Bleacher capacity: 1,200. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: Track, shows.
Rental Agent: Ben Reid, Kingman
Liberal, Kingman County Fair
Coliseum (Indoor Arena): Seating capacity, 2,300.
Circus County Fair Grandstand capacity: 1,500. The Kingman County Fair.
Circus County Fair Grandstand capacity: 1,500. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: Track, shows.
Rental Agent: Harry A. Burnet
Burden, Easter Cowley County Fair Grandstand capacity: 6,500.
Bleacher capacity: 4,800. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Rental Agent: City of Burden.
Clay Center, Clay County Fair Grandstand: Seating capacity, 4,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot, circus show lot.
Coffeyville, Inter-State Fair Grandstand: Seating capacity, 2,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot, circus show lot.
Dighton, Lane County Fair for Fair Grandstand capacity: 1,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: American Legion, rodeo, carnival show lot, circus show lot.
Rental Agent: A. A. Bryant, Dighton.
Garden City, Finney County Fair Grandstand capacity: 2,500. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: American Legion, rodeo, carnival show lot, circus show lot.
Rental Agent: Hoy B. Elliott, secretary.
Gardner, Johnson County Fair Grandstand capacity: 4,000. Plant is available for: Carnival show lot.
Hardin, Barber County Fair Grandstand capacity: 750. Bleacher capacity: 300.
Plant is available for: Rodeo, carnival show lot.
Winfield, Cowley County Agricultural Fair Association Grandstand: Seating capacity, 5,000. Size of race track, one-half mile.
miles. Track (is not) equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnivale show lot, circus show lot.
Coliseum: (Indoor Arena): None. 1955 Still Dates: Circus, auto races.
Rental Agent: Loyd Hittle, Route 3, Winfield.

KENTUCKY
Bonneville, Owlsley County Fair Plant is available for: Carnival show.
Coliseum (Indoor Arena): Seat- ing capacity: 700.
Coliseum available for rental for: Stage shows, trade shows.
Rental Agent: L. Burch, Bonneville.

Brodhead, Brodhead Little World’s Fair Grandstand capacity: 2,000. Horse show ring. Track is equipped for night racing. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Rodeos, circuses.
Rental Agent: D. A. Robbins, Brodhead.

Campbellsville, Taylor County Fair Grandstand capacity: 2,500, stalls 225. Size of race track: one-half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Rodeos, circuses.
Rental Agent: William M. Munford Jr., Campbellsville, Ky.

Edmonton, Metcalfe County Fair Grandstand capacity: 1,500. Bleacher capacity: 1,000. Size of race track: one-half mile. Track is equipped for night racing. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Rodeos, circuses.
Rental Agent: Virgil M. Gray, Edmonton.

Germantown, Germantown Fair Grandstand capacity: 5,000. Track is equipped for night racing. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Rodeos, circuses.
Rental Agent: T. A. Fian, Germantown.

Hopkinsville, Penny Royal Fair Grandstand capacity: 1,000. Bleacher capacity: 2,000. Size of race track: one-half mile. Track is equipped for night racing. Plant is available for: Rodeos, circus shows, carnival show lot.
Coliseum available for rental for: Rodeos, circuses.
Rental Agent: Robert L. Caze, c/o First City Bank, Hopkinsville.

Lebanon, Marion County Fair Grandstand capacity: 2,500. Size of race track: one-half mile. Track is not equipped for night racing. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Thrill shows, rodeos, circuses.
Rental Agent: Virgil M. Gray, Lebanon.

LAWRENCEBURG, Kentucky Fair

AMERICAN LOUISIANA

Amite, Tangipahoa Parish Fair Grandstand capacity: 2,500. Bleacher capacity: 300. Plant is available for: Rodeo, carnival show lot, circus show lot.

Bossier, Webster Fair and Forest Festival Grandstand capacity: 2,000. Bleacher capacity: 150. Plant is available for: Thrill shows.
Coliseum (Indoor Arena): None. 1955 Still Dates: October 7-12.

Clinton, East Feliciana Parish Grandstand capacity: 150. Bleacher capacity: 100. Size of race track: one-half mile. Track is not equipped for night racing. Plant is available for: Automobile races, motorcycle races, thrill shows.
Coliseum available for rental for: Rodeos, circuses, carnival show lot, circus show lot.
Rental Agent: T. A. Hatcher, Clinton.

Rental Agent: William M. Munford Jr., Campbellsville, Ky.

Plant is available for: Rodeo, automobile races, motorcycle races, thrill shows, rodeos, circus show lot, circus show lot.
Rental Agent: T. A. Fian, Germantown.

Marshall, McLean County Fair Grandstand capacity: 1,000. Rodeo is equipped for night racing. Plant is available for: Thrill shows, rodeos, carnivals.
Coliseum (Indoor Arena): None. 1955 Still Dates: None.
Rental Agent: George J. Meyer, P. O. Box 57, Centerville.

Spencer, Spencer Fair Grandstand capacity: 500. Plant is available for: Rodeo, automobile races, motorcycle races, thrill shows.
Coliseum available for rental for: Rodeos, circuses, carnival show lot, circus show lot.
Rental Agent: T. A. Hatcher, Clinton.

Sidney, Sidney County Fair Association Plant is available for: Carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1955 Still Dates: George Looke’s Kidderdale Carnival, county fair shows.
Rental Agent: Phl O’Brien, Secretary, Blue Hill Fair Show.

Tinton, Tinton Agriculture Society Grandstand capacity: 4,000. Bleacher capacity: 1,000 plus 3,000 extra seats. Size of race track: one-half mile. Track is not equipped for night racing. Plant is available for: Thrill shows, rodeos, circuses.
Rental Agent: John Schippelman, secretary, Marion.

Alpena, Alpena County Fair Grandstand capacity: 1,300. Size of race track, one-half mile. Track is not equipped for night racing. Plant is available for: Automobile races, motorcycle races, thrill shows.
Coliseum available for rental for: Rodeos, shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. Rental Agent: John Schippelman, secretary, Marion.

Detrolt, Michigan State Fair Grandstand capacity: 10,000. Bleacher capacity: 4,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos.
Coliseum (Indoor Arena): Seat- ing capacity: 10,000.

Plant is available for: Rodeos, thrill shows, rodeos, circuses, carnival show lot, circus show lot.
Plant is available for: Automobile races, motorcycle races, thrill shows.
Rental Agent: Sven A. Anderson, Bloomington.

Greenfield, Franklin County Fair Grandstand capacity: 1,000. Plant is equipped for night racing. Plant is available for: Rodeo, automobile races, motorcycle races, thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1955 Still Dates: None.
Rental Agent: John Schippelman, secretary, Marion.
**JEREMY LIPIATT 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 sulky, 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.

DON'T MISS THIS TERRIFIC ATTRACTION! WE GUARANTEE SATISFACTION.

Fairs that we have booked from 2-6 SEASONS:

- **YORK INTERSTATE FAIR, York, Pa.**
- **ALTAHORN, ILL., FAIR**
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- **PRINCETON, IND., FAIR**
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- **FLEMINGTON, N. J., FAIR**
- **FREDERICK, MD., FAIR**
- **HAMBURG, N. Y., FAIR**
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Some of Our Other Bookings Have Included:

- **KENTUCKY STATE FAIR, Louisville**
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- **CEDAR FALLS, Iowa**
- **Dunkirk, N. Y.**
- **Cedar Rapids, Iowa**
- **Middletown, Pa.**
- **Allegan, Mich.**
- **And many others.**

For Open Dates

**JEREMY LIPIATT**

R. D. 5, SALEM, OHIO

PHONE: EDGEWOOD 7-3947

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**ANNOUNCING the opening of the**

**Richmond W. Cox, Jr.**

**AGENCY**

OFFERING THE FOLLOWING SERVICES:

- Tour & Individual bookings
- Press & Public Relations services for fairs, circuses, carnivals, ice shows, and other touring attractions
- Advertising & Promotional services
- Booking of acts for shopping centers and Southern Fairs

DO YOU REALIZE THE IMPORTANCE OF FIRST CLASS PUBLICITY & PROMOTION!

IF THE ANSWER IS YES, then CONTACT US!

**RICHMOND W. COX, Jr.** has had the following experience in the publicity and promotional field—NEWSPAPERMAN, CHIEF OF INFORMATION & Advertising Division WAR ASSETS ADMINISTRATION; PUBLICITY & PROMOTIONAL DIRECTOR, World of Mirth Shows; Publicity Director, Culin & Wilson Shows; Publicity, G.A.C.-Hamid; Publicity, Hamid-Morton Circus; Advance & Publicity for the Lone Ranger, Tonto & Lone Star Tour, Advance, booking, and Publicity for Jack Joyce Jungle Racing show tour, and Publicity Director for the Winston-Salem, N. C., Fair. Promotional Director for Fairyland Park, Queens, Long Island, N. Y.

MY PRESS SCRAP BOOKS SPEAK FOR THEMSELVES. I CAN DO AN OUTSTANDING JOB FOR YOUR ATTRACTION.

Contact me at the Sherman Hotel during the convention or at **P. O. BOX 726, SPARTANBURG, S. C.—PHONE 3-7121**

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The Billboard Cavalcade of Fairs Edition

189
NEEDS IMMEDIATELY:

- High Class Concessionaires
- Long Term Leases Available Now!
- 45 Different Concessions Now Open to Lease!

- It Will Be The Largest Built Since "Disneyland"
- Great Location—Success Assured!

Investors—Concessionaires, write for full details at once to

Robert E. Lee Associates
In the U. S. Grant Hotel (no gag), San Diego, California

Figure available in U. S. Business Week

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FRONTIER 45 RANCH
$20,000,000.00 AMUSEMENT CENTER
TO BE BUILT IN 1959... AT...
SAN DIEGO, CALIF.
nation's fastest growing major city

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CRAFTS 20 BIG SHOWS, Inc.
LARGEST IN THE WEST
Furnishing Carnival Equipment
RIDES, SHOWS and CONCESSIONS FOR LARGE or SMALL FAIRS and CELEBRATIONS
We Furnish Insurance, Electricity and Searchlights

BIG TENTS FOR RENT
With or Without 10x10 Booths. Complete With Floors, Decorations, Lighting & Stage

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1958—WE FEATURED THE NEW AND SENSATIONAL "SCRAMBLER RIDE"

1959—CRAFTS WILL FEATURE THE LATEST RIDE SENSATION, THE "MAID MOUSE"

CONTACT US FIRST
25 years in California

CRAFTS 20 BIG SHOWS, INC.
7281 Bellefair Avenue
North Hollywood, Calif.
Phones: Poplar 5-0915 or Poplar 5-0310; Night: PO 6-2737

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New Ulm, Brown County
Fair
Grandstand capacity: 2,200.
Bleacher capacity: 1,000,000.
Size of race track, one-quarter mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: W. B. Alexander Jr., president, Delta Valley Fair Associations, Cleveland.

Tupelo, Mississippi
Alabama Fair and Dairy Show
Grandstand capacity: 7,500.
Plant is available for: Three shows, rodeos, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: Jan. M. Savery Sr., P. O. Box 777, Tupelo.

Waynesboro, Wayne County Fair and Livestock Show
Grandstand capacity: 750.
Plant is available for: Three shows.

Coliseum (Indoor Arena): None.
Rental Agent: J. R. Spurlock, Mayor.

MISSOURI

Auxvasse, Auxvasse
Lions 4-H Fair
Grandstand capacity: 800.
Bleacher capacity: 1,200.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, circus show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: J. F. Taggart, Auxvasse.

Belle, Belle Community Fair
Grandstand capacity: 800.
Bleacher capacity: 1,000.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, circus show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: J. R. Spurlock, Mayor.

Bethany, Northwest Missouri Fair
Grandstand capacity: 2,000.
Bleacher capacity: 1,200.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, circus show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: C. E. Thomep, Spicer, Milan.

California, Moniteau County Fair
Grandstand capacity: 2,500.
Bleacher capacity: 1,000.
Size of race track, one-quarter mile. Track is not equipped for night racing.

Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: M. J. Cook, Trenton, Homer Bowling, Northwest Missouri Fair, Trenton, Mo.

Union, Union Jaycee Fair
Bleacher capacity: 1,200.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, circus show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: M. J. Cook, Trenton, Homer Bowling, Northwest Missouri Fair, Trenton, Mo.

Washington, Washington County Fair
Bleacher capacity: 1,500.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Rodeos.

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Marshfield, Webster County
Fair
Bleacher capacity: 750.
Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Rodeos.

Rental Agent: Ellis O. Jackson, Marshfield.

Rolla, Central Missouri Regional Fair
Grandstand capacity: 1,900.
Bleacher capacity: 3,500.
Size of race track, one-mile, track is not equipped for night racing.

Rental Agent: Rolla Coliseum, Rolla, Mo.

Sedalia, Missouri State Fair
Grandstand capacity: 7,500.
Bleacher capacity: 3,500.
Size of race track, one and one-half mile. Track is not equipped for night racing.

Rental Agent: Col. Ben Odell, U. S. Navy, Sedalia, Missouri State Fair.

Springfield, Ozark Empire Fair
Grandstand capacity: 4,500.
Bleacher capacity: 1,000.
Size of race track, one-half mile. One-fifth mile track lighted.

Rental Agent: Glen B. Boyd, manager, P. O. Box 630, Springfield.

St. Charles, St. Charles County Fair
Grandstand capacity: 5,000.
Bleacher capacity: 3,000.
Size of race track, one mile. Track is equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: R. E. Mottaz, Springfield.

Trenton, North Central Missouri Fair
Grandstand capacity: 1,500.
Bleacher capacity: 2,000.
Size of race track, one-quarter mile. Track is equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.
Rental Agent: M. J. Cook, Trenton, Homer Bowling, Northwest Missouri Fair, Trenton, Mo.

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The Billboard Cascade of Fairs Edition

190
Furnishing MORE Novelty Stands for MORE Events

**NOVELTY ENTERPRISES**

**Fairs & Exhibitions Attention:**
CONTACT US FOR DETAILS ON OUR EXCLUSIVE NOVELTY DEAL FOR YOUR EVENTS IN 1959

Our Sincere Thanks to the Following for Another Highly Successful Season in 1958

**FAIRS**

- Alabama State Fair—Birmingham
- All-Iowa Fair—Cedar Rapids
- Connecticut State Fair—New London
- 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
- Michigan State Fair—Detroit
- Missouri State Fair—St. Louis
- Missouri State Fair—Kansas City
- Mississippi State Fair—Jackson
- 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

**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

You're invited to our suite at the Sherman Hotel during the Chicago Convention.

**★ NOVELTY ENTERPRISES★**

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LEN LUXENBERG, Mgr.
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**AL MARTIN AGENCY**

The Agency of Outdoor Show Business

Fairs—Parks—Celebrations

We can supply on array of talent for any event, large or small, and you can be sure that each and every act will be personally supervised.

**Aerial Ballet • High Dive • Thrill Shows**
**High Wire • Teeterboard • Bicycles • Comedy**
**High Aerial • Rodeos • Revues • Trained**
**Animals • Jugglers • Name Attractions**

and many others

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**CONTACT US NOW FOR 1959**

**AL MARTIN AGENCY**

HOTEL BRADFORD
BOSTON 16, MASS.
Hobbs 2-0688
1955 Still Dates: Paris-mutuel racing, Shrine Ceremonial and Shrine Circus, horse show, Boy Scout circus, wrestling, boxing, livestock sales, Campfire Girlie circuses, sports and vacation show, conventions.

Rental Agent: Edwin Schultz, secretary, P. O. Box 1960, Lincoln.

Mitchell, Scotts Bluff County Fair
Grandstand capacity: 5,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.

Coliseum (Indoor Arena): None. Rental Agent: W. W. Hickman, Mitchell.

Nelson, Nuckolls County Fair
Grandstand capacity: 1,200. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None. Rental Agent: Loe Clabaugh, Nelson.

Oakland, Burt County Fair
Grandstand capacity: 2,000. Plant is available for: Thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): Capacity: 1,000. Coliseum available for rental for: Stage shows, trade shows.
Rental Agent: Orvin Kohlmeier, secretary, Burt County Fair.

Spencer, Boyd County Fair
Grandstand capacity: 2,500. Plant is available for: Thrill shows, carnival show lot.
Coliseum (Indoor Arena): Coliseum available for rental for: Stageshows, trade shows.
Rental Agent: W. C. Bentz, Fair Secretary, Spencer.

Stapleton, Logan County Fair
Grandstand capacity: 1,200. Bleacher capacity: 400. Size of race track, one-quarter mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.

Still Dates: Minneapolis, Minnesota.

Thank you for your business.

FRANK ROBINSON'S
Western SHOWS

The Finest Reputation in the Business

WE HAVE MOBILE ICE RINK
WILL TRAVEL
ICE SKATING SHOW FOR FAIR GRANDSTAND
ATTENTION.

Just COMPLETED 21 one-nights.
Jumped 200-500 miles avenite.
NEVER MISSED a date.
Traveled over 16,000 miles with the same REAL ice.
COMPLETELY DEPENDABLE.
One and one-half-hour show of STARS.

Now booking for 1959 season. Two units available PLUS non-mobile rink available for night clubs.
Show is also adaptable for AUDITORIUMS—ARENAS—TRADE SHOWS—SPORTSMEN SHOWS. 30 minutes to 1½-hour show.

for complete information contact
Frank Robinson, Owner-Manager
P. O. Box 20, Everett, Washington

317 Penn Ave., Rm. 105, County Service Building, Paterson,

NEW MEXICO
Albuquerque, New Mexico State Fair
Grandstand capacity: 5,000. Size of race track, one mile. Track is not equipped for night racing.
Coliseum (Indoor Arena): Seating capacity: 12,000. Coliseum available for rental for: Rodeos, ice shows, sports shows, dances, circuses, stage shows, trade shows.
Rental Agent: Tom Salazar, Colfax Mills, Inc., Springers.

State College, Dona Ana County, Jr. Livestock Show and Fair
Grandstand capacity: 1,200. Plant is available for: Rodeos, stage shows, trade shows.
Rental Agent: Don H. ChapPELL, County Extension Agent, Las Cruces.

New York
Albany, Albany Regional Fair
Grandstand capacity: 2,000. Bleacher capacity: 1,000. Size of race track, half mile. Track is equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.
Coliseum (Indoor Arena): None. Still Dates: 1954 Still Dates: Local baseball, etc.

Angola, Allegany County Fair
Grandstand: Seating capacity 1,500.

Bleecker capacity: 800. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.

Chatham, Columbia County Agricultural Society
Grandstand: Seating capacity 2,500. Size of race track, half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. Rental Agent: Victor Storpes, secretary, or William Comey, presi dent, Columbia Fair, Chatham.

Little Valley, Cattaraugus County Agricultural Society
Grandstand capacity: 2,544. Size of race track: half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot.
Coliseum (Indoor Arena): None. Still Dates: 1955 Still Dates: Cattle shows,
Woodman Show, picnics.
Rental Agent: Mrs. Mildred Morgan, secretary, Little Valley.

Malone. Franklin County Agricultural Society
Grandstand capacity: 4,000.
Bleacher capacity: 2,000. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.

Morrison. Osteo County Fair
Grandstand capacity: 1,800.
Bleacher capacity: 1,000. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.

Norwich. Chenango County Fair
Grandstand capacity: 3,000.
Bleacher capacity: 1,500. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Len Tyler, secretary-manager, Chenango County Fair, Norwich.

Rinebeck. Dutchess County Fair
Grandstand capacity: 1,500.
Bleacher capacity: 1,200. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, circus show lot, stock car races.
Coliseum (Indoor Arena): None.
Rental Agent: R. C. Murray, Box 359, Rinebeck.

Roosevelt Raceway, Westbury, L. L: Mineola Fair
Plant is available for: Exposition.

Westport. Essex County Fair
Grandstand capacity: 1,300.
Bleacher capacity: 1,000. Size of race track: half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Warren Cross, Essex.

NORTH CAROLINA
Asheboro. Center of North Carolina Fair
Plant is available for: Rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: W. C. Yorke, Asheboro.

Beaufort. Carteret Fair
Grandstand: None.
Plant is available for: Rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: T. E. Kelly, Beaufort.

Drexel. Drexel Fair
Grandstand: None.
Bleacher capacity: 750. Size of race track: one-eighth mile. Track is equipped for night racing.
Plant is available for: Motorcycle races, rodeos, carnival show lot, circus show lot.

Coliseum available for rental for: Sports shows, circuses, carnivals.
1958 Still Dates: Circus, auction sales, country shows.
Rental Agent: Ralph Abernethy Jr., Box 156, Drexel.

Enfield. Firemen's Agricultural Fair Association
Grandstand: None.
Plant is available for: Rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: Rodeo.
Rental Agent: Enfield Fire Department.

High Point. High Point Fair Association
Grandstand: None.
Plant is available for: Carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: W. C. Welch, 5489 English St., High Point.

Reidsville. Reidsville Fair Association
Plant is available for: Rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: William M. Oliver Sr., P. O. Box 13419, Reidsville.

NORTH DAKOTA
Beach. Golden Valley County Fair
Grandstand: None.
Plant is available for: Carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
1958 Still Dates: Shrine Circus, Northern Exposition, Nudek Race Club (car), Trail Riders Horse Show.
Rental Agent: M. O. Cuible, secretary, Beach.

Underwood. McLean County Fair
Grandstand capacity: 1,000.
Plant is available for: Rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: J. L. Rade, Underwood.

Wishek. Tri-County Fair
Grandstand: None.
Bleacher capacity: 1,200. Size of race track: half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: John Neary, Underwood.

OHIO
Attica. Attica Fair
Grandstand capacity: 2,000.
Bleacher capacity: 2,000. Size of race track: half mile. Track is equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Robert R. Holter.

Bucyrus. Crawford County Fair
Grandstand capacity: 2,000.
Bleacher capacity: 200. Size of race track: one-half mile. Track is equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.

Plant is available for: Midget automonole races, thrill shows, rodeos, carnival show lot, circus show lot.

Fairmen and Committees
For one of the finest motorized shows, get in touch with us. We'll be in Chicago and at your State Fair meetings ... or contact us at our permanent winter quarter's address.

JACK RUBACK, Owner
LARRY MULLEN, Gen. Agt.
PHONE: Capital 6-1812

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We Can Place Select Shows and Concessions for 1959 Route.

YOUR TOP QUALITY SHOW
PLAYING TOP FAIRS AND CELEBRATIONS IN THE EAST

Thanks FAIRMEN—COMMITTEEMEN
FOR GIVING US the opportunity to serve you in 1958. We hope that we will be able to play to your event in 1959.
See us at the Fair Meetings in Reading, Syracuse, and Albany.

Contacts:

MIKE & ARLENE DEMBROSKY
HAZLETON, PA.

CONTACT US NOW

LOOKING FOR A WINNER?
Try the show that gives you a performance based on experience...

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ALAMO EXPPOSITION SHOWS

SHOWN CONCESSIONAIRES
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We need the best you have for the BIGGEST SPRING CELEBRATION IN THE U.S.A.
"THE BATTLE OF FLOWERS"
San Antonio, Texas—April 25-35
(On the streets)
Can use Top Quality in all lines...especially good attractions. What have you to offer?
Our Sincere Thanks to all Fairmen and Committees, and our Legal Personnel, for making our 1959 Season so successful.

ALAMO EXPOSITION SHOWS
2240 E. Houston St.
San Antonio, Texas
Consistently Playing a Winning Route of Fairs and Celebrations Year After Year

Thanks to the Fairs and Celebration Committees
Where we had the privilege of showing in 1958

Fairs and Celebration Committees: For 1959 we offer you one of the finest up-to-date mediums you'll find anywhere, including a Lion Motor-drome and 18 Modern Rides.

Pennsylvania Fair Men: We have one week open in August in the State of Pennsylvania.

Committees for Bona Fide Centennials, Conventions and Other Celebrations in Pennsylvania: Our show has two unscheduled weeks in June. If you want a Modern Midway with Top Earning Capacity, don't delay... Obey that impulse... Reach for your telephone now, we will accept the phone charges without any obligations on your part.

Showmen and Concessionaires: We can place several Shows and the right type of Concessions for our route of Early Celebrations and Good Fairs.

Contact: Morris Hannum Manager
Mailing Address: 934 Murdock Road, Philadelphia 50, Pa.
(Phone: Chestnut Hill 7-8176)

Johnny T. Tinsley Shows
America's Most Modern Midway
The Finest Performing Midway in the Southeast... Playing Successfully in the States of Georgia, Tennessee, Alabama, North Carolina, South Carolina

Fairmen - Committees
If you are located in any of these states and are in need of an experienced, quality midway with unequaled entertainment please get in touch with us.

Showmen - Concessionaires
We can use worthwhile concessions and shows. We start early on a money-making route for a long, solid season.

Thank You
To the fairs and events we played during 1958, our sincerest thanks for your cooperation.

The Johnny T. Tinsley Shows
Johnny T. Tinsley, Owner
1205 Poinsettia Highway, Greenville, S. Carolina Phone: Cedar 2-5177
Bob Hammond shows

In KANSAS...MISSOURI...OKLAHOMA...TEXAS

For the Finest Performance you'll find anywhere, we urge you to investigate our Midway before you contract for your 1959 event.

- 17 Top Quality Rides
- Diesel Plants
- Modern Fleet of 21 Trailers and Trailers
- Searchlights and Light Towers

CONTACT US RIGHT AWAY

Thank You... Faith and our own Staff for another wonderful year. We'll be looking for you again next year.

SHOWS CONCESSIONS

We need worth-while Shows and legitimate Concessions. Contact us right away.

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6115 Gold St.
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Presented by JERRY AND WILLIAM BONDER

Canada's Show of Distinction

Entertaining Canada's Families

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Enjoying Canada's Families

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BERNARD AND BARRY SHOWS
Winter Quarters: Box 196
Sandwich, Ontario, Canada
Phone: Clearwater 2-9922, Windsor, Ontario, Canada

The Billboard Cavalcade of Fairs Edition 195

BOB HAMMOND shows

Oklahoma

Beaver, Beaver County Free Fair
Grandstand capacity: 3,000. Size of race track, one-half mile. Track is equipped for night racing.
Plant is available for: Motorsycle races, thrill shows, circuses.
Rental Agent: Claude L. Bates, secretary, Creek County Free Fair, Briton.

Chandler, Lincoln County Fair
Grandstand capacity: 500.
Plant is available for: Horse shows, carnival shows.

Cordell, Washita County Free Fair
Grandstand capacity: None.
Plant is available for: Carnival shows.
Rental Agent: J. V. Son, Cordell.

Enid, Garfield County Fair
Grandstand capacity: 6,000. Size of race tracks: half and quarter mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival shows.
Rental Agent: W. W. Davis, Box 506, Enid.

Tulsa, Tulsa State Fair Grandstand capacity: 3,000. Size of race track: half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, rodeos.

Oregon

McMinnville, Yamhill County Fair
Grandstand capacity: 1,000.
Plant is available for: Thrill shows.
Rental Agent: Dick Turley, Box 750, Roseburg.

Salem, Oregon State Fair
Grandstand capacity: 6,000.
Plant is available for: Thrill shows.
Rental Agent: Howard Maple, manager, Oregon State Fair, P.O. Box 671, Salem.

Tillamook, Tillamook Fair
Grandstand capacity: 2,000.
Plant is available for: Thrill shows.
Rental Agent: John Giese, president, fair board, Tillamook.

Pennsylvania

Carlisle, Carlisle Fair
Grandstand capacity: 2,000. Size of race track: half mile.
Plant is available for: Automobile races, motorcycle races, rodeos.
Coliseum seating capacity: 7,000.
Plant is available for: Thrill shows.
Coliseum (Indoor Arena): None. 1955 Still Dates: Special live stock days.
Rental Agent: Emil W. Hanover, administrative assistant, State Fair, Carlisle.

Wewoka, Seminole County Fair
Grandstand capacity: 2,000.
Plant is available for: Thrill shows.
Coliseum (Indoor Arena): None. 1955 Still Dates: Special livestock days.
Rental Agent: R. K. Haines, president, Route 1, Wewoka.

Zanesville, Muskingum County Fair
Grandstand capacity: 2,040.
Plant is available for: Horse shows.
Coliseum (Indoor Arena): None. 1955 Still Dates: Special live stock days.
Rental Agent: Wm. Greenfield, 498 Wayne Ave, Zanesville, Ohio.
of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Thrill shows, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Paul W. Snyder, Pitt & K St., Charles Town.

Honovedale, Wayne County Fair
Grandstand capacity: 22,000.

Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, thrill shows.

Coliseum (Indoor Arena): None.

Rental Agent: Paul W. Snyder, Pitt & K St., Charles Town.

Hugheston, Wyoming County Fair
Grandstand capacity: 1,080.

Bleacher capacity: 1,200. Size of race track, one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, thrill shows, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Clarence F. Stolz, 179 North Second St., Hugheston.

Indiana, Indiana County Fair
Grandstand capacity: 2,400.

Bleacher capacity: 1,500. Size of race track, one-half mile. Track is not equipped for night racing.

Coliseum (Indoor Arena): None.

Rental Agent: John Auld, R. D. No. 2, Homer City.

Newfoundland: Greene, Delaware, Sterling Fair
Plant is available for: Carnival show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Bob Staph, Newfoundland.

New Stanton, Stanton Community Fair
Grandstand: None.


Port Royal, Juniata County Fair
Grandstand capacity: 1,440.

Bleacher capacity: 800. Size of race track, one-half mile. Track is equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnivals, show lot, circus show lot.


Rental Agent: Dwight B. Hoover, secretary, Juniata County Agricultural Society, Port Royal.

Reading, Reading Fair
Grandstand capacity: 2,500.

Bleacher capacity: 2,500. Size of race track, one-half mile. Track is equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnivals, show lot, circus show lot.


Rental Agent: John S. Giles, 522 Court Street, Reading.

Stoneboro, Stoneboro Fair
Grandstand capacity: 1,800.

Bleacher capacity: 400. Size of race track: one-half mile. Track is not equipped for night racing.

Plant is available for: Thrill shows, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.

1958 Still Dates: Mercer County 4-H Dairy Show.

Rental Agent: Lee Robinette, secretary, Stoneboro Fair, Stoneboro.

Tioga, Tioga County Valley Fair
Bleacher capacity: 400. Size of race track: one-half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.

Rental Agent: Carl H. Forrest, Tioga.

Westover, Harmony Grange Community Fair
Grandstand: None.

Coliseum (Indoor Arena) capacity: 850. Coliseum available for rental: For: Dances, trade shows.

1955 Still Dates: Farm machinery show, auto show, talent show, circus, shows.

Rental Agent: Lewis P. Greene, Jr., R. D., Westover.

Wind Ridge, Jackson Town Fair
Grandstand capacity: 700.

Bleacher capacity: 500. Plant is available for: Rodeos, carnivals.

Coliseum (Indoor Arena): None.

SOUTH CAROLINA

Manning, Clarendon County Agricultural Exposition
Grandstand: None.

Coliseum (Indoor Arena): None.

North Carolina:

Auld, Hamptonsville, NC: Unavailable.

Rental Agent: W. E. Alman, Clarendon County Agricultural Exposition, Manning.

SOUTH DAKOTA

Aberdeen, Brown County Fair and 4-H Show
Grandstand capacity: 2,400.

Bleacher capacity: 1,400. Size of race track: half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.

1955 Still Dates: Legion parade, North Dakota State Fair, Aberdeen, SD.

Rental Agent: Lee McLean, secretary, Brown County Fair, Aberdeen, SD.

Croton, Harvest Festival
Grandstand capacity: 1,500.

Plant is available for: Carnival show lot, circus show lot.


Rental Agent: E. Allen, president, Harvest Festival, Croton.

Huron, South Dakota State Fair
Grandstand capacity: 3,920.

Bleacher capacity: 3,000. Size of race track: half mile. Track is not equipped for night racing.

Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnivals, show lot, circus show lot.


1958 Still Dates: Auto races.

Rental Agent: Ken Baldesman, Manager, Box 1270, Huron.

TENNESSEE

Huntingdon, Carroll County Fair
Grandstand capacity: 3,000.

Bleacher capacity: 2,000. Size of race track: one-half mile. Track is not equipped for night racing.

Plant is available for: Thrill shows, rodeos, carnivals, show lot, circus show lot.

Coliseum (Indoor Arena): None.
1958 Still Dates: Ball games.
Rental Agent: Joe H. Hilliard, P. O. Box 107, Huntingdon.

Gallatin, Sumner County Fair
Grandstand capacity: 2,000.
Bleacher capacity: 500.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: R. J. Gathrie, secretary-manager, 428 E. Eastland, Gallatin.

Greeneville, Green County Agricultural Fair
Bleacher capacity: 500.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: James N. Hardin, Box 217, Greeneville.

Paris, Henry County Fair
Grandstand capacity: 2,000.
Plant is available for: Motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Del Willis, president, Lewis County Fair, Hohenwald.

Jackson, West Tennessee District Fair Association
Grandstand capacity: 2,000.
Bleacher capacity: 15,000. Track (is) equipped for night racing.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: J. M. Upchurch, Box 860, Paris.

Hohenwald, Lewis County Fair
Grandstand: Seating capacity: 2,000.
Bleacher capacity: 15,000. Track (is) equipped for night racing.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Hunter Taylor, P. O. Box 1789, Jackson.

Lawrenceburg, Middle Tennessee District Fair
Grandstand capacity: 3,000.
Bleacher capacity: 550.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: City of Lawrenceburg.

Maryville, Blount County Fair
Grandstand: None.
Plant is available for: Carnival show lot.
Coliseum available for rental for: Sports shows, trade shows.
Rental Agent: W. O. Burrus Jr., 501 Wright Road, Maryville.

Moss, Clay County Fair
Bleacher capacity: 1,000.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: 1958 Still Dates: Rodeos, circus.
Rental Agent: City of Lawrenceburg.

Maryville, Blount County Fair
Grandstand: None.
Plant is available for: Carnival show lot.
Coliseum available for rental for: Sports shows, trade shows.
Rental Agent: W. O. Burrus Jr., 501 Wright Road, Maryville.

Moss, Clay County Fair
Bleacher capacity: 2,000.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: 1958 Still Dates: Rodeos, circus.
Rental Agent: City of Lawrenceburg.

Pulaski, Giles County Fair
Grandstand capacity: 6,000.

Savannah, Hardin County Fair
Grandstand capacity: 6,000.
Bleacher capacity: 1,000.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): Coliseum available for rental for: Sports shows.
1958 Still Dates: Baby Ruth baseball league.
Rental Agent: T. B. Garth, president, Box 369, Savannah.

Sparta, White County Fair
Grandstand capacity: 5,000.
Bleacher capacity: 1,000. Size of race track: 350 by 150. Track (is) not equipped for night racing.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: T. Stanton Hale, Sparta.

TEXAS
Abilene, West Texas Fair
Grandstand: Seating capacity: 8,000.
Coliseum (Indoor Arena): None.
Rental Agent: Joe Cooley, Box 2281, Abilene.

Center, Shelby County Fair Association
Grandstand: None.
Coliseum available for rental for: Dances, circuses, trade shows.
Rental Agent: J. W. Parker, Box 791, Center.

Gainesville, Cooke County Fair
Grandstand capacity: 2,500.
Bleacher capacity: 1,000.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum available for rental for: Rodeos, dances.
Rental Agent: Le Roy Robinson, Cooke City National Bank, Gainesville.

Kaufman, Kaufman County Livestock Show
Grandstand capacity: 2,500.
Plant is available for: Carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.

Lubbock, Panhandle South Plains Fair
Grandstand: None.
Coliseum available for rental for: Ice shows, sports shows, dances, circuses, stage shows, trade shows.
1958 Still Dates: Dances, wrestling, meetings.
Rental Agent: Gene H. Linn, assistant manager, Panhandle, South Plains Fair, Lubbock.

McKinney, Collin County Fair
Grandstand: None.
Plant is available for: Rodeos, carnival show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Dairy show, Club Boys show, Landrace hog sale.
Rental Agent: Pat Simpson, 200 West Virginia Street, McKinney.

New Braunfels, Comal County Fair
Grandstand: Seating capacity: 1,000.
Bleacher capacity: 1,350. Size of race track: one-half mile. Track (is) equipped for night racing.
Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: 1958 Still Dates: Rodeo, circus.
Rental Agent: Marcus J. Adams, 180 E. Camp, New Braunfels.

Waco, Heart of Texas
Grandstand: None.
Coliseum (Indoor Arena): None.
Rental Agent: Leon B. Dollens Jr., Box 1220, Waco.

Wharton, Wharton County Fair
Grandstand capacity: 3,000.
Plant is available for: Rodeos.
Coliseum (Indoor Arena): None.

UTAH
Salt Lake City, Utah State Fair
Grandstand capacity: 7,000.
Bleacher capacity: 1,500. Size of field: 2,000.
BYERS BROS. SHOWS

DEPENDABLE SHOWMANSHIP—OUTSTANDING ENTERTAINMENT

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- 9 Shows
- 24 Concessions

Satisfying Customers, Fairmen and Committees wherever we played.

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Manager
Winterquarters: Box 306, Coueshee, La.

A. (DUTC H) WILSON
Southern Representative
Winterquarters: Box 306, Coueshee, La.
Yakima, Central Washington Fair
Grandstand: Seating capacity, 4,500.
Bleacher capacity: 1,500. Size of race track (a), one-half mile track and one-mile track (b) is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Bernard Drewse. Secretary, Ellsworth.
La Crosse, La Crosse
Interstate Fair
Grandstand capacity: 3,600. Size of race track, one-half mile.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot.
Coliseum (Indoor Arena): None.
Rental Agent: Joseph W. Friend. 535 Fifth Avenue South, La Crosse.

Marshallfield, Central Wisconsin State Fair
Grandstand capacity: 2,700.
Bleacher capacity: 2,500. Size of track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeo, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: W. A. Uehmeier, secretary, Central Wisconsin State Fair, Marshallfield.

Medford, Taylor County Youth Fair
Grandstand: Seating capacity, 450.
Bleacher capacity: 1,000. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: C. T. Sydenstricker, secretary, Box 829, Lewistown.

Manning, Mannington District Fair
Bleacher capacity: 1,000. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Carnival show lot, circus show lot.
Coliseum (Indoor Track) seating capacity: 2,000.
Coliseum available for rental: None.
Rental Agent: C. B. Kinsey, Route 1, Flemington.

Lewisburg, State Fair of West Virginia
Grandstand capacity: 4,500.
Bleacher capacity: 500. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: C. T. Sydenstricker, secretary, Box 829, Lewistown.

Mannington, Mannington District Fair
Bleacher capacity: 1,000. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Track) seating capacity: 2,000.
Coliseum available for rental: None.
Rental Agent: C. B. Kinsey, Route 1, Flemington.

WISCONSIN

Blyth, Blyth Exhibition Grandstand: None.
Coliseum (Indoor Arena) seating capacity: 1,200.
Coliseum available for: Ice shows, 1500 Still Dates: Ball games.
Rental Agent: Don Howes, Blyth.

Chippewa Falls, Northern Wisconsin District Fair Grandstand capacity: 5,000. Size of race track: half-mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: W. H. Kittis, Box 284, Chippewa Falls.

Eagle River, Vilas County Fair
Bleacher capacity: 1,200. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Thrill shows, rodeo, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.
Rental Agent: H. M. Smith, Eagle River.

Ellsworth, Pierce County Fair Grandstand capacity: 1,200.
Bleacher capacity: 1,000. Size of race track, one-third mile. Track is equipped for night racing.
Plant is available for: Motorcycle races, thrill shows, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None.

La Crosse, La Crosse Interstate Fair Grandstand capacity: 3,600. Size of race track, one-half mile.
Plant is available for: Automobile races, motorcycle races, thrill shows, carnival show lot.
Coliseum (Indoor Arena): None.

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GEO. C. SMITH

HELP WANTED

We will need additional shows, rides and concessions for 1959. Join us if you have quality and merit.

LET'S GET TOGETHER IN CHICAGO...

We'd like the opportunity of talking with you. We'll be looking for you at the Sherman...or at your State Fair meetings.

GEORGE CLYDE SMITH SHOWS

Casper, Central Wyoming Fair
Grandstand capacity: 3,000.
Bleacher capacity: 1,500. Track is equipped for night racing.
Plant is available for: Automobile races, thrill shows, rodeo, circus show lot, circus show lot.
Coliseum (Indoor Arena): None.

WYOMING

If you are interested in the east and are looking for a more profitable Midway for 1959, we invite you to inspect our business. The reputation speaks for itself.

GEO. C. SMITH

HELP WANTED

We will need additional shows, rides and concessions for 1959. Join us if you have quality and merit.

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GEORGE C. SMITH, Manager
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Our sincere thanks
to everyone with whom we did business in 1958. We had a good season.

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Happyland

Coliseum available for rental for:
Ice shows, sports shows, dances, stage shows, trade shows.
Rental Agent: Ruth M. Palmer.
Douglas, Wyoming State Fair
Grandstand capacity: 2,300.
Bleacher capacity: 500. Size of race track, one-half mile. Track is not equipped for night racing.
Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.
Douglas.

CANADA

ALBERTA

Calgary, Calgary
Exhibition and Stampede
Grandstand capacity: 8,800.
Bleacher capacity: 6,500. Size of race track: half-mile. Track is not equipped for night racing.
Plant is available for: Rodeos, ice shows, sports shows, dances, circuses, stage shows, trade shows.
1955 Still Dates: Horse racing, live stock shows and sales, horse shows, home shows, circus hockey, ice skating, curling, ice shows, stage shows.
Rental Agent: Maurice E. Hartnett, gen. mgr., Calgary Exhibition & Stampede.

British Columbia

Vancouver, Pacific National Exhibition
Grandstand capacity: 2,500.
Clubhouse: 1,600. Size of race track, five furlongs. Track is not equipped for night racing.
Coliseum (Indoor Arena): None. 1958 Still Dates: Agriculture and Technology fair, Vancouver, B. C.

MONTANA

Brandon, Provincial Exhibition of Manitoba
Grandstand capacity: 4,500.
Bleacher capacity: 1,000. Size of race track: one-half mile. Track is not equipped for night racing.
Plant is available for: Automobiles, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.
Coliseum (Indoor Arena): None. 1958 Still Dates: Rodeo, daredevil riding, donkey baseball, interschool field day.
Rental Agent: W. J. Steen, president, Swan River Valley Agricultural Society, Swan River.
Winkler, Stanley Fair
Grandstand: 1,500.
Plant is available for: Thrill shows.
Rental Agent: A. F. Schults, Box 604, Winkler.

Winipeg, Red River Exhibition
Grandstand capacity: Baseball stadium, 3,500. Football stadium, 17,000.
Coliseum (Indoor Arena): Seating capacity: 8,793.
Coliseum available for rental for: Rodeos, ice shows, sports shows, dances, circuses, stage shows, trade shows.
Rental Agent: Robert E. Stewart, Box 55, St. James, Winnipeg.

NEW BRUNSWICK

Bathurst, Gloucester City Fair
Grandstand capacity: 500.
Bleacher capacity: 1,500.
Plant is available for: Rodeos, carnival show lot, circus show lot.
Rental Agent: Allison Branch, 1535 King Ave., Bathurst.

ONTARIO

Ancaster, Ancaster Fair
Grandstand capacity: 6,000. Size of race track, one-half mile. Track is not equipped for night racing.
Coliseum (Indoor Arena): None. 1958 Still Dates: Rodeos, tractor and trick riders.
Rental Agent: Allison Branch, 1535 King Ave., Bathurst.

Vancouver, Pacific National Exhibition
Grandstand capacity: 2,500.
Clubhouse: 1,600. Size of race track, five furlongs. Track is not equipped for night racing.
Coliseum (Indoor Arena): None. 1958 Still Dates: Agriculture and Technology fair, Vancouver, B. C.
MICHIGAN'S NEWEST AND CLEANEST MIDWAY

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The Show That Everybody Watches

WE WISH TO SINCERELY THANK All the Fair Board Members With Whom We Were Affiliated in 1958. Looking Forward to Seeing Many of You Again in 1959, as Well as Many New Ones.

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35-45 CONcessIONS

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12 Top Shows
53 Qualified Concessions

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Fairs' Arenas and Coliseums

ALABAMA

BIRMINGHAM
State Fair Coliseum
2,500 seats; 17,000 square feet exhibit space. Manager, R. H. McLeod.

DECATUR
Jaycee Morgan County Fair Coliseum
500 seats; exhibit space. Manager, E. E. Howare.

FLORENCE
N. Alabama State Fair Coliseum
1,100 seats. Manager, C. H. Jackson.

LUVERNE
Crenshaw County Fair Coliseum
Exhibit space; stage. Manager, W. J. Bell.

MONTGOMERY
Alabama State Coliseum
12,828 seats; 60,000 square feet exhibit space; stage. Manager, Arthur L. Dees.

ARIZONA

PHOENIX
Arizona State Fair Commercial Building
17,850 square feet exhibit space. Manager, George N. Goodwin.

ARKANSAS

FORT SMITH
Arkansas/Oklahoma Fair Arena
10,500 seats; 23,000 square feet exhibit space. Manager, Paul Latture.

Fair Facilities

- Continued from page 201

Bluegrass capacity: 1,100. Size of race track, one-half mile. Track is equipped for night racing. Plant is available for: Thrill shows, cavalcade show lot, circus show lot.


Regina, Provincial Exhibition
Grandstand capacity: 8,500. Bluegrass capacity: 2,000. Size of race track, one-half mile. Track is not equipped for night racing. Plant is available for: Automobile races, motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.

Coliseum (Indoor Arena): Seating capacity, 5,000. Coliseum available for rental for: Rodeos, ice shows, sports shows, circuses, stageshows, trade shows. 1958 Still Dates: Sportsmen's Show, two meetings; circus, carnival.

Rental Agent: T. H. McLeod, manager, Box 167, Regina.

Saskatoon, Saskatoon
Industrial Exhibition Ltd.
Grandstand capacity: 6,000. Bluegrass capacity: 400. Size of race track, four furlongs. Track is not equipped for night racing. Plant is available for: Motorcycle races, thrill shows, rodeos, carnival show lot, circus show lot.


Rental Agent: S. N. MacEachern, manager, Saskatoon Industrial Exhibition Limited, Bessborough Hotel, Saskatoon.

HOPE
Fair Park Coliseum
4,000 seats; 41,000 square feet exhibit space. Manager, R. C. Daniels.

LITTLE ROCK
Barton Coliseum
9,200 seats; 26,000 square feet exhibit space. Manager, Clyde Byrd.

PARAGOULD
Greene County Fair Coliseum
Exhibit space. Management, fair board.

CALIFORNIA

ANGELS CAMP
Frog Town Arena
1,500 seats; 21,000 square feet exhibit space. Manager, Carl T. Miller, 19th District Agricultural Association.

AUBURN
Auburn District Fair Coliseum
2,000 seats; exhibit space; stage. Management, Auburn District Fair. BISHOP
Charles Brown Auditorium and Exhibit Hall
2,500 seats; exhibit space; stage. Management, Eastern Sierra Tri-County Fair.

COSTA MESA
Orange County Fair Commercial Building
38,000 square feet exhibit space.

DEL MAR
Bing Crosby Hall
4,500 seats; 35,000 square feet exhibit space. Manager, Paul T. Mann.

GRIDLEY
Butte County Fair Coliseum
2,000 seats; 14,000 square feet exhibit space.

IMPERIAL
Hulse Auditorium
500 seats; stage. Management, California Mid-Winter Fair.

LAKEPORT
Lake County Fair Coliseum
800 seats; stage. Manager, C. P. Lewis.

LANCASTER
Antelope Valley Fair Coliseum
1,600 seats; exhibit space; stage. Manager, A. C. Marquardt.

MADERA
Hanford Hall
1,800 seats; 12,800 square feet exhibit space. Stage. Management, Madera County Agricultural Association.

MERCED
Fairgrounds Pavilion
NAPA
Napa District Fair Exhibition Building
2,500 seats; 15,000 square feet exhibit space; stage. Manager, Thomas T. Camp.

ORLAND
Glenn County Fair Coliseum
Exhibit space.

PLEASANTON
Alameda County Fair Arena
1,500 seats; 10,000 square feet exhibit space; stage. Manager, San Bernardo.

SAN BERNARDINO
Swing Auditorium
12,000 seats; 15,000 square feet exhibit space; stage. Manager, H. H. Bailey.

(Continued on page 204)
SLIM KELLEY and WHITIE SUTTON

SECOND SUCCESSFUL YEAR WITH THE JAMES E. STRATES SHOWS

THANKS TO James E. Strates and the entire show personnel for another Successful Season

NOW BOOKING FREAKS, ODDITIES AND WORKING ACTS FOR THE 1959 SEASON

SLIM KELLEY and WHITIE SUTTON

Box 512, Gibsonton, Fla.

“THE WORLD’S STRANGEST MARRIED COUPLE”

PRISCILLA and EMMETT BEJANO

The Original Monkey Girl and the Original Alligator Skin Man

NOW BOOKING FOR 1959 SEASON

Available for Top Fairs and Leading Parks

Contact us early

OUR THANKS TO:
Floyd Gooding for a nice season, and to Clif Wilson for our Engagements at Mid-South Fair, Memphis and State Fair of Texas, Dallas.

PRISCILLA & EMMETT BEJANO · 1202 East Flora St. · Tampa 4, Florida

ERIEE ... UNCANNY ... UNBELIEVABLE

LIVE VAMPIRES

Blood eating demons from the Tropical Jungles. Absolutely the only attraction of its kind in the world.

AVAILABLE FOR FAIRS AND PARKS FOR THE 1959 SEASON. ALSO A SPLENDID ATTRACTION FOR MAJOR SPORTSMEN SHOWS AND WINTER AND SPRING DATES.

MY SINCERE THANKS TO LOU DUFOUR for my season-long engagement at RIVERVIEW PARK, CHICAGO, and to CLIF WILSON for the MID-SOUTH FAIR, MEMPHIS, and the STATE FAIR OF TEXAS, DALLAS.

WILLIAM KING

SNAKE'S SNAKE FARM, P. O. Box 912, Almeda, Texas

Located 12 miles from Houston

America’s Most Unusual Collection of Oddities...

MILO ANTHONY

CIRCUS SIDE SHOW

T 
O B A C C 0 R A D 0 
P IN HE A D S

NOW BOOKING THESE ATTRACTIONS FOR 1959

My Sincere Thanks for Successful 1958 Engagements

To: John Reid, Happyland Shows; Floyd E. Coeling, Coeling Shows, and Clif Wilson for the Memphis and Dallas Fairs.

MILO ANTHONY, c/o The Billboard, 812 Olive St., St. Louis 1, Mo.
concessions
by PARKER
A WINNER WHEREVER THEY PLAY
My Sincerest Thanks . . . To the Fair Managers and Show Owners for whom it was our pleasure to have operated our Concessions and Derby Racers during 1958 . . .
and to my loyal agents and employees for a job very well done by all once again.

BOB K. PARKER
10915 Griffing Blvd. Miami 38, Florida
Experts in Concession Operations

The World’s Most Elaborate and Fastest
MONKEY SPEEDWAY
OPERATED BY GLENN PORTER

NOW BOOKING THIS ATTRACTION FOR THE 1959 SEASON
Have a Few Weeks Open for Parks and Fairs
GLENN PORTER
Box 157, Gibsonton, Fla.

BURNS and MICKEY
Present the
NEW Torteur Show
A New Conception in Side Shows
FAIR SECRETARIES AND SHOW OWNERS:
SEE THIS NEW INNOVATION IN ALUMINUM AND PLASTIC. A TRAVELING MECHANICAL, HISTORICAL MUSEUM DEPICTING EARLY PERSECUTION OF CHRISTIANS BY MEDIEVAL HERETICS, ETC., ETC. 4500-WATT ILLUMINATION ON YOUR MIDWAY.
EARNING BIG GROSSES . . . “ALWAYS TOPPING ALL GRIND SHOWS”
Thanks Again To All Who Helped Us Over Our 1957 Disaster. See Us in Chicago, or Write or Wire
G. N. and MICKEY BURNS 4119 Nebraska Ave., Tampa 3, Fla.

FAIRS. RACEWAYS. SPEEDWAYS
SPECIAL AND SPONSORED EVENTS
FOR REAL ACTION AT
THE BOX OFFICE AND IN
FRONT OF THE GRANDSTAND
WRITE
Buddy Gates’ AUTO THRILL SHOW
P. O. BOX 35, GARDEN CITY, N. Y.

Continued from page 202
SAN FRANCISCO
Cow Palace
10,834 seats; 508,000 square feet exhibit space; stage. Management, Nye Wilson, Grand National Livestock Exposition.
SAN JOSE
Santa Clara County Exposition Hall
4,800 seats; 40,000 square feet exhibit space; stage. Management, Santa Clara County Fair.
SAN MATEO
Fiesta Building
5,000 seats; 38,000 square feet exhibit space; stage. Management, San Mateo County Fair.
SONOMA
Mother Lode Fair Exhibit Hall
2,000 seats; 16,500 square feet exhibit space; stage. Management, Mother Lode Fair.
STOCKTON
Coliseum
2,500 seats; 3,500 square feet exhibit space; stage. Management, San Joaquin County Fair.
TULARE
Elliott Auditorium
1,500 seats; exhibit space; stage. Management, Tulare County Fair.
TULELAKE
Tulelake-Butte County Fair Coliseum
750 seats; exhibit space. Management, Tulare-Butte County Fair.
VALLEJO
Fair Coliseum
2,500 seats; 18,000 square feet exhibit space; stage. Management, Solano County Fair.
COLORADO
BRUSH
Morgan County Fair Building Exhibit space. Management, Morgan County Junior Fair.
FLORIDA
MARIANNA
Jackson County Fair Coliseum
3,000 seats; 45,000 square feet exhibit space. Management, Jackson County Fair Association.
ORLANDO
Fairgrounds Coliseum
3,000 seats; exhibit space, Central Florida Fair.
GEORGIA
ATLANTA
Fair Exhibit Hall
Bleacher seats; 34,000 square feet exhibit space; stage. Management, Southeast Fair Association.
BLACK EYELAND
Fairgrounds Coliseum
500 seats; exhibit space. Management, Early County Fair and Peanut Festival.
IDAHO
BOISE
Fair Coliseum
1,400 seats; exhibit space; stage.

Management, Western Idaho State Fair.
NEZ PERCE
Lewis County Fair Building Exhibit space.
ILLINOIS
BELLEVILLE
St. Clair County Fair Coliseum Exhibit space. Management, St. Clair County Fair.
PECATONICA
Winnebago County Fair Coliseum
5,000 seats; exhibit space; stage. Management, Winnebago County Fair Association.
FELINA
Heart of Illinois Fair Coliseum
2,500 seats. Manager, Robert W. Dart.
SPRINGFIELD
Illinois State Fair Coliseum
INDIANA
CONNELTON
Perry County Coliseum
1,500 seats; exhibit space. Management, Perry County 4-H Fair.
INDIANAPOLIS
Indiana State Fair Coliseum
12,000 seats; exhibit space; stage. Management, Indiana State Fair. May to October. Mel Ross, Indiana Coliseum Corporation. Exhibit space.
LA GRANDE
County Fair Coliseum
Temporary tent; exhibit space. Management, La Grande County 4-H Club Fair.
TERRE HAUTE
Wabash Valley Fair Coliseum
Bleacher seats; exhibit space. Management, Wabash Valley Fair.
IOWA
BRITT
Hancock County Fair Coliseum Exhibit space. Management, Hancock County Junior Fair.
DAVENPORT
Mississippi Valley Exposition Hall
1,000 seats; exhibit space. Management, Mississippi Valley Fair and Exposition.
KEOKUK
Van Buren County Fair Building
900 seats; exhibit space. Management, Van Buren County Fair.
WATERLOO
Hippodrome Auditorium
7,969 seats; 20,000 square feet exhibit space; stage. Management, Nicholas George. Building is owned by the National Dairy Cattle Congress and operated by the city.
KANSAS
CHENEY
Sedgwick County Fair Building Exhibit space. Management, Sedgwick County Fair.

Eddie the Clown
Thanks Managers for a Smash 1958 at Fairs
* SPECIAL KID ENTERTAINMENT
* Walk Around • Trained Dogs Juggling and Magic
Book Now for 1959 . . . thru your agent . . . or
Eddie Edwards
Box 534, Thousand Oaks, Calif.
LIBERAL
Five-State Fair Coliseum
2,000 seats; exhibit space; stage
Management, Five-State Fair and Race Meet.

MOUND CITY
Lincoln County Fair Building
400 seats. Manager, John H. Morse.
Lincoln County Fair Building
400 seats; exhibit space; stage.

SALINA
Salina County Fair Coliseum
3,500 seats; exhibit space; stage.
Manager, Albert Frehse. Salina County Fair.

WAKEFIELD
Wakefield Fair Building
600 seats. Owned by the Clay County Farmers’ Institute and Wakefield Free Fair. Operated by the city.

KENTUCKY
BOONEVILLE
Owsley County Fair Building
700 seats. Manager, L. Birch.

BURLINGTON
Cumberland County Fair Coliseum
500 seats; exhibit space.

FREDERICK
Great Frederick Fair Coliseum
1,000 seats; exhibit space.

LEBANON
American Legion Fair Building
Portable seats; 9,750 square feet exhibit space. Management, American Legion.

LOUISVILLE
Kentucky Coliseum and Exposition Center
16,772 seats; 407,000 square feet exhibit space; stage. Manager, Clyde Reeves.

LOUISIANA
KENTWOOD
Tri-Parish Fair Building

SHREVEPORT
Hirsch Youth Center
9,000 seats; 28,800 square feet exhibit space; stage. Manager, Joseph Mommier, Louisiana State Fair.

WEST MONROE
Onechita Valley Fair Building
Exhibit space.

MAINE

CHERRYFIELD
West Washington Fair Building
350 seats; exhibit space; stage. Management, West Washington Agricultural Society, Inc.

MASSACHUSETTS

WEST SPRINGFIELD
Eastern States Coliseum
5,000 seats; exhibit space; stage.
Manager, Jack Reynolds, Eastern States Exposition.

MICHIGAN

DETROIT
State Fairgrounds Coliseum
5,000 seats; 17,000 square feet exhibit space; stage. Manager, Donald L. Swanson, Michigan State Fair.

ESCANABA
Upper Peninsula Fair Coliseum
1,500 seats; exhibit space. Management, Upper Peninsula State Fair.

MINNESOTA

AUSTIN
Crane Pavilion
1,500 seats; 7,000 square feet exhibit space; stage. Management, Mower County Fair and Livestock Show.

FERTILE
Polk County Fair Building
1,000 seats; exhibit space.

NEW ULM
Brown County Coliseum
12,000 square feet exhibit space. Management, Brown County Fair.

Once again, we would like to warmly welcome—the International Association of Fairs and Expositions... the National Association of Amusement Parks, Pools and Beaches... the American Carnival Association... the American Recreational Equipment Association... the Showmen’s League of America... and each of your friends and associates.

For many years we have shared in the excitement and enjoyment of your annual convention, and this year, as always, we are looking forward to greeting you at the Sherman. We hope this past season has been your most rewarding and that the future will be even brighter. At convention time, or any time, we look forward to greeting you at the Sherman with a sincere “Welcome Home.”

MOBILE HOMES AND CONCESSION TRAILERS
For Every Need in Outdoor Show Business
by FLOYD VINCENT
With It For Over 25 Years
EXCLUSIVE MIDWAY DEALERS IN DALLAS AND FORT WORTH AREA

SHOW FOLKS: If you’d like to own a Mobile Home, but have financial problems, border-line credit or have been dealing with the wrong kind of people... CALL ON US IMMEDIATELY. We understand your needs!

SHOWMEN’S SPECIAL! CONCESSION TRAILERS
31 Ft. 1 or 2 Bedrooms
Built to Your Specs

Our Sincereest and Deepest Thanks to all of our friends who have purchased Mobile Homes and Concession Trailers from us.

For Day or Nite Service: Call FLOYD VINCENT

VINCENT MOBILE HOME SALES
Distributors of Quality Mobile Homes
Exclusive Midway Dealers in Dallas & Fort Worth Area

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Fort Worth, Texas
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The Billboard Cavalcade of Fairs Edition
**MAHFFEY**

**TENT AND AWNING COMPANY**

**VINTAGE**

**'48 DUGLEY • P. O. BOX 179 • MEMPHIS, TENN. • TELEPHONE (Memphis 3-1101)**

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**MAHFFEY**

**TENT AND AWNING COMPANY**

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**MISSISSIPPI**

NEWTON
State Dairy Show Building
700 seats; exhibit space. Management, Newton State Dairy Show.

WEST POINT
Clay County Fair Building
1,000 seats; exhibit space. Management, Clay County Fair and Livestock Show.

---

**MISSOURI**

CAPE GIRARDEAU
State Fair Building
Exhibit space. Management, Southeast Missouri District Fair.

LOOKOUT
Community Fair Building
Exhibit space. Management, Chillicothe Community Fair.

KANSAS CITY
American Royal Building
6,600 seats; exhibit space. Management, American Livestock Exposition.

SEDALIA
Missouri State Fair Coliseum
5,000 seats; exhibit space. Management, Missouri State Fair.

SPRINGFIELD
Ozark Empire Fair
3,500 seats; exhibit space. Management, Ozark Empire Fair.

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**NEBRASKA**

AUBURN
Nemaha County Fair Building
800 seats; exhibit space. Stage.

EUSTIS
Elkhorn Fairgrounds Building
Exhibit space; stage.

LINCION
Nebraska State Fair Coliseum
9,000 seats; 28,000 square feet exhibit space; stage. Manager, Edwin Chaffe, Nebraska State Fair.

OAKLAND
Burt County Fair Coliseum
1,000 seats; exhibit space. Stage. Management, Burt County Agricultural Society.

SPENCER
Boyd Country Fair Building
1,000 seats; exhibit space. Stage.

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**NEW JERSEY**

TRENTON
New Jersey State Fair Coliseum
1,500 seats; exhibit space. Stage. Management, New Jersey State Fair.

---

**NEW MEXICO**

ALBUQUERQUE
State Fair Coliseum
12,000 seats; exhibit space. Stage. Management, Leon Harms, New Mexico State Fair.

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**NEW YORK**

SYRACUSE
State Fair Coliseum
6,000 seats; exhibit space. Stage. Management, New York State Fair.

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**OHIO**

COLUMBUS
Youth Center
2,600 seats; exhibit space. Stage. Manager, D. Robert Jones, Ohio State Fair.

COLUMBUS
State Fair Coliseum
5,500 seats; stage. Manager, D. Robert Jones, Ohio State Fair.

DAYTON
Montgomery County Coliseum
5,000 seats; 21,000 square feet exhibit space. Stage. Manager, Calda V. Schofield, Montgomery County Fair.

GREENVILLE
Darke County Fair Coliseum
3,200 seats; exhibit space. Manager, Gilbert Less.

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**OKLAHOMA**

FAIRVIEW
Major County Fair Building
5,000 seats; exhibit space. Stage. Management, Major County Fair.

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**OREGON**

PORTLAND
Pacific International Pavilion
Exhibit space. Management, Pacific International Livestock Exposition.

ROSEBURG
Douglas Country Coliseum
4,000 seats; exhibit space. Management, Douglas County Fair.

SALEM
Oregon State Fair Coliseum
5,000 seats; 20,000 square feet exhibit space. Stage. Management, Oregon State Fair.

---

**PENNSYLVANIA**

HARRISBURG
Farm Show Coliseum
7,500 seats; exhibit space. Stage. Management, Pennsylvania Farm Show.

HUGHESVILLE
Lycoming County Fair Building
700 seats; exhibit space. Stage.

MECHANICSBURG
Grange Fair Coliseum
600 seats; exhibit space; stage.

PORT ROYAL
Jeannette County Fair Coliseum
800 seats; exhibit space. Stage.

UNIONVILLE
Community Fair Building
700 seats; exhibit space. Stage.

WESTOVER
Community Fair Building
800 seats. Manager, Lewis P. Greene Jr., Harmony Grange Community Fair.

---

**RHODE ISLAND**

KINGSTON
State Fair Coliseum
1,200 seats; 14,000 square feet exhibit space. Stage. Management, Rhode Island State Fair.

---

**TENNESSEE**

COOKEVILLE
Putnam County Coliseum
Exhibit space; stage. Management, Putnam County Agricultural Fair.

MEMPHIS
Mid-South Fair Livestock Arena
5,000 seats; exhibit space. Stage. Manager, G. W. Wynn, Mid-South Fair.

NASHVILLE
Tennessee State Fair Coliseum
7,500 seats; exhibit space; stage. Management, Tennessee State Fair.

---

**TEXAS**

AMARILLO
Tri-State Fair Coliseum
9,000 seats; 18,000 square feet exhibit space. Stage. Management, Tri-State Fair.

---

**WELLS CARGO**

Mail coupon for factory prices & models

*Patent pending*

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**WELLS CARGO**, Division of Pabst Brewing Co., Dept. & Elberon, Indiana

Please send new catalog on Wells Cargo Jr. Semi-trailers, including new "Huckster" model.

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ADDRESS ___________________________________________________

CITY, STATE ____________________________

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**THE BILLBOARD CAVALCADE OF FAIRS EDITION**

206
Show Clubs Section

Most Show Clubs Have Cemetary Plots

One function that is a must with most show clubs is the purchase of a cemetery plot, a "Showmen's Rest" where members can be laid to rest with fellow or sister show people. Oldest of these is the 880-grave plot owned by the Showmen's League of America. This plot, of which 400 graves are all occupied, was established in 1915 and one block was used to bury victims of the Hagenback-Wallace train wreck.

The Greater Tampa Showmen's Association has one of the largest and one of the best landscaped. A total of 900 graves are available, yet the majority is still unoccupied. The plot is walled and well equipped.

The National Showmen's Association selected a site at Hartford, N.Y., some 200 miles from downtown Manhattan. There a 240-grave plot is maintained, although thus far only a few have been used. Nevertheless, the club is in the early stages of increasing the original size considerably.

Thus far only 54 of the 415 graves in the Miami Showmen's Association plot have been used. The area is divided into sections for Jewish, Catholic and Protestant members.

Showmen's Clubs Support Charities, Give Drives

Whether its underprivileged children, an ailing human or animal friend, the club is there to lend a helping hand. There are all given strong support by showmen.

The Lone Star Showman's Club of Dallas each year supports such fund raising as the Cancer Fund, Red Cross, Heart Fund and the March of Dimes and, additionally, each year picks out a special charitable project. One recent year the City of Hope's Leukemia Fund was their recipient of their aid. Among other charities given a nod by the Lone Star Showmen's Club is the Club of the March of Dimes.

The Pacific Coast Showmen's Association has some 300 underprivileged Chicag0 youngsters at a big Christmas party. The club is treated to a banquet by the hotel that is hosting the club. The Showmen's League of America has some 300 underprivileged Chicago youngsters at a big Christmas party. The club is treated to a banquet by the hotel that is hosting the club.

The Chicago chapter of Showmen's Clubs of America has its plot in front of the Lincoln Park Zoo, and the 100 by 100-foot area is topped off by a fifteen-room monument which looks down upon the graves of 36 members.

SHOWCLUB OFFICERS

Arizona Showmen's Association, Phoenix

EARL SALTER, Pres.
SAM STEFFIN, 1st V-P.
W. J. SIMMONS, 2d V-P.
TOY DOWNS, Secy.

Canadian Showmen's Association, Montreal and Toronto

P. A. MARCO, Pres.
ALEX ZAIEN, 1st V-P.
O. DROGOSZ, Secy.

Greater Tampa Showmen's Association, Tampa

C. C. GROSCHURTH, Pres.
EARL MARQUARDT, 1st V-P.
RICHARD GILDSORO, 2d V-P.

Heart of America Showmen's Association, Kansas City

GEORGE T. GORDON, Pres.
TED CORY, 1st V-P.
JESS WHIGLEY, 2d V-P.

Hot Springs Showman's

E. M. (PAT) FORD, Pres.
HAL EPHRO, 1st V-P.
WILLIAM MCCOY, 2d V-P.

International Association of Showmen, St. Louis

ERNEE E. FAHROW, Pres.
HARRY (BUSTER) WESTBROOK, 2d V-P.

Michigan Showmen's Association, Detroit

CAMERON D. MURRAY Sr., Pres.
JOHN VIVONA, 1st V-P.
HARRY (BUSTER) WESTBROOK, 2d V-P.

Midwest Showmen's Association, Minneapolis

WM. T. CROMBLEH, Pres.
FRANK B. WINKELT, 1st V-P.
WILLIAM G. ALLMAN, 2d V-P.
M. P. JAKE BOZONY, Secy.

SHOWWOMEN'S CLUBS

Showwomen's Clubs Support Charities, Give Drives

The building or purchase of a clubhouse has been a big development among clubs since the end of World War II and most all have come up with comfortable and in some cases, sumptuous quarters.

The present clubhouse of the Miami Showmen's Association was built in 1953 and since improved, is currently valued at $325,000. It has all the comforts desired by the members and is the highlight of the social events during the winter months.

One of the earlier purchasers of property was the Pacific Showmen's Association which has owned its quarters since 1904. It is the showmen's club in Los Angeles, holding room, lounge, snack bar, reception room, secretary's office, cocktail lounge and the women's meeting room and lounge. A pilot of ground 215 by 175 feet is used for parking.

The National Showmen's Association, New York, is one of the latest to acquire a club building. They purchased the one previously occupied by the Friar's Club in 1957 for a reported $115,000. This now serves both the men's and women's clubs.

Oldest club of all, the Showmen's League of America, which was founded in 1915, moved into its new quarters in downtown Chicago to 1937. The four-story building cost $45,000 with an additional $75,000 invested in its remodeling.

The clubhouse of the Greater Tampa Showmen's Association is one of the showmen's houses of the Florida Fair. Completed in 1949, it is now the home of the Greater Tampa Showmen's Association, dining room, rooming house, snack bar, reception room, secretary's office, cocktail lounge, the women's meeting room and lounge. A pilot of ground 215 by 175 feet is used for parking.

The showmen's clubs have built or acquired their own buildings, a trend which is sure to continue in the future.

The showmen's clubs have built or acquired their own buildings, a trend which is sure to continue in the future.
SHOW CLUB OFFICERS

National Showmen’s Association, New York

J. JEFF HARRIS, Pres.
ALFRED G. MILLER, 1st V.P.
JOSEPH PRELL, 2d V.P.
MAX TURIS, 3d V.P.
MORRIS YIVONA, Secy.

New England Showmen’s Association, Boston
JOHN VENDETTI, Pres.
FRANK McLEAGUE, 1st V.P.
BILLIE BURR, 2d V.P.

Pacific Coast Showmen’s
MATTHEW (JIMMY) LANTZ,
 Pres.
ARTHUR E. ANDERSEN,
1st V.P.
JOSEPH (RED) DAUER,
2d V.P.

Regular Associated Troopers, Los Angeles
MRS. RUTH DAVIS, Pres.
KENNETH STONE, 1st V.P.
SAND MOLIN, 2d V.P.
EARL LEONARD, 3d V.P.
JOE LEMONS, Financial Secy.

Show Folks of America, San Francisco
ALEX FREEDMAN, Pres.
HARRY MYERS, 1st V.P.
SAM DOLMAN, 2d V.P.
EARL LEONARD, 3d V.P.

Showmen’s League of America, Chicago
JOHN M. DUFFIELD, Pres.
WILLIAM CASEY, 1st V.P.
PAUL OLISON, 2d V.P.

Texas Showman’s Club, Dallas
C. S. (BUSTER) THOMPSON,
Pres.
LOYD ROupe, 1st V.P.

New York’s Place,
MRS. EVAN FRYAR, 2d V.P.

UPCOMING EVENTS

1959

Show Folks of America, MIDWEST
CHICAGO—JANUARY 12, 1959

SHOWFOLKS OF AMERICA INC.
145 Turk St.
San Francisco

Invites
All SHOW PEOPLE
To Join the FUN

Calendar of Events—Dates to Remember

ELECTION DAY
Dec. 1, 1958
CHRISTMAS DAY DINNER
Dec. 25, 1958
NEW YEAR’S EVE PARTY
Dec. 31, 1958

MEMORIAL SERVICES—Showmen’s Rest, Oliver Memorial Park
Jan. 11, 1959, 1:00 p.m.

BANQUET & BALL, Sherton-Palace Hotel
Gold Room, Jan. 11, 1959
Installation of Officers—Jan. 12, 1959

ALEX FREEDMAN
President
CHARLOTTE PORTER
Treasurer

208
The Billboard Cavalcade of Fairs Edition
THE SHOWMEN'S LEAGUE OF AMERICA
AN INTERNATIONAL ORGANIZATION OF SHOWMEN FOR SHOWMEN
46 YEARS of Peerless Leadership and Achievement
(ESTABLISHED IN 1913)

SOME OF THE ACCOMPLISHMENTS IN THE PAST

- Established first club-owned cemetery for outdoor show people.
- Furnished burial for over 480 members.
- Provided burial funds and plots in Showmen's Rest for over 312 members.
- Paid for and contributed mass burial for 35 persons killed in the Hagenbeck-Wallace Circus train wreck.
- Supplied hospitalization for over 1,700 indigent members.
- Have working arrangement with Alexian Brothers Hospital, Alexian Brothers Rest Home and American Hospital, Chicago, for hospitalization of members.
- Have paid out over $300,000 for Showman's Aid.
- Mailed more than 3,000 packages to League Servicemen during World War II.
- Distributed $25,000 to discharged Showmen's League servicemen at the end of World War II.
- Played Santa Claus to 4,100 orphans and underprivileged children at Christmas parties.
- Gave liberally to Red Cross, National Polio Foundation and similar agencies when need was urgent.
- Conducted annual memorial services for deported members.
- Co-sponsored many events and programs of benefit to outdoor show people, including the annual convention of outdoor show-business.

Every member of the SLA can certainly take great pride in this unmatched record of Achievements. To the Showmen who are not members, we cordially request that you examine these past accomplishments, to consider our future plans and our sincere invitation to become a member. While in Chicago, be sure to visit our Club Rooms.

WAYS AND MEANS

The Ways and Means Committee is deeply appreciative to the League's members and all other supporters for their strong backing in the past. Without such solid efforts, the League's magnificent achievements would never have been attained. The committee further urges the continuation of such fine support in our many worthwhile endeavors, fund-raising activities, and annual Cadillac awards. Such awards—of two Cadillacs this year—will be one of the high lights of our annual banquet and ball Wednesday, December 3, in the Hotel Sherman, Chicago.

Contact Your Ways and Means Committee

Albert J. Sweeney, Chairman
Jimmy Sullivan, Co-Chairman
Jack Kwet, Secretary
Andy Markham
Harry Shore
Hal Eifort
Mickey Blue

1958 OFFICERS

JOHN M. DUFFIELD, President
WILLIAM CASKY, 1st Vice-President
PAUL OLSON, 2nd Vice-President

EDWARD SOPENAB, 3rd Vice-President
H. N. (HANK) SHELBY, Secretary
BERNIE MENDELSON, Treasurer

300 W. RANDOLPH STREET
CHICAGO 6, ILLINOIS
Richmond State Fair Coliseum 4,000 seats; exhibit space; stage. Management, Virginia State Fair.

Washington Spokane Spokane Interstate Fair Coliseum 4,000 seats; exhibit space; stage. Management, Spokane Interstate Fair, Inc.

Wisconsin Madison Dane County Fairgrounds Arena 1,750 seats; exhibit space; stage. Manager, Roy Gunstow, Dane County Fair. Milwaukee State Fair Coliseum 4,000 seats; exhibit space; stage. Manager, W. M. Masterson, Wisconsin State Fair.

Ohio Meeker County Fair 1,200 seats; exhibit space; stage. Management, Meeker County Fair.

Wyoming Casper County Fair Industrial Building 3,000 seats; exhibit space; stage. Management, Wyoming State Fair.

International Association of Showmen

Invites

Membership and support for its service to membership, charitable work, and contributions for the good of outdoor showmen

Annual dues $10.00 Initiation fee $10.00

Membership, now at 205, is open to those engaged in or affiliated with show business.

We are proud of the following progressive activities

1-Self-supporting Club Building

Our 40 x 96-foot twenty-story building cost $27,500 when purchased in 1948, has since been improved by expenditure of $19,200. It is currently valued at $35,000. Payments and interest on mortgage, now whittled down to $7,400, are paid from rent of the first floor.

The second floor of the building is devoted entirely to club facilities—registration room, meeting room, offices for the secretary and for the club executive, a bar, and a separate meeting room for the Missouri Show Women's Club.

2-Cemetery has 156 graves

Hearts and parishes of the deceased Missouri Show Women's Club, Inc. are buried in a 156-grave section of a cemetery in St. Louis. All graves are available for future burials.

3-Donations many, varied

Civic and charitable organizations of the St. Louis area are given cash donations throughout the year. Contributions are numerous and are made to those organizations through the Missouri Show Women's Club.

4-Members volunteer blood

Blood has been donated by members of the Missouri Show Women's Club in their own selfless spirit. Anyone interested in donating blood is invited to call the club at 661-1100.

5-Club's location

The club has no location. The women who participate in the club are scattered throughout the state, and their activities are limited to the Missouri Show Women's Club, Inc.

6-Christmas Party

The club's Christmas Party is held annually in the Missouri Show Women's Club, Inc. The party is open to all members and their guests.

International Association of Showmen

415A Chestnut St.
St. Louis, Mo.

Founded in 1938

The Billboard Cavalcade of Fairs Edition
The friendliest lion in showbusiness

IN HIS 21 YEARS, the National Showmen’s Association lion has mellowed considerably, and certainly has become more contented. Just look at what he has to be proud of—A permanent club building where showmen and their wives can bring friends, spend leisure hours, receive mail and messages. A beautiful club-owned cemetery for the use of members. Hospitalization. A record of supporting many worthy charities. Annual social affairs where show people and friends can mingle in fellowship.

The N.S.A. has attained an importance far greater than its size by the generous application of fraternity and charity.

STAND BY THE CLUB THAT STANDS BY THE SHOW FOLKS!

NATIONAL SHOWMEN’S ASSN.
123 West 56th Street, New York 19, N. Y.
Castle for Cattle

LIVESTOCK at this year's Exposition Provinciale in Quebec were treated to a new way of life in the fair's new $150,000 stock building that incorporates many innovations. Measuring 77 by 183 feet, the building is 30 feet high. It accommodates over 325 head of stock when the removable stanchions are in place and during the off-fair season can be rented as valuable storage space.

The exterior of the structure is of red brick. Steel girders support a wood roof. Special interior features are no-pillar construction. A second permanent or temporary floor on pillars can be added and special window treatment has been adopted for this reason.

Easy access and egress is provided thru four rolling doors, one measuring 10 by 14 feet, the other three 10 feet square. The cattle were not the only ones that appreciated the comforts of the new building added this year at Quebec. Herders also lived better with fully equipped washrooms, sleeping rooms, toilets and animal-washing facilities.

Mechanical Cow

PURDUE UNIVERSITY, which year-after-year produces top exhibits at the Indiana State Fair, this year came up with a mechanical cow that not only drew thousands of patrons but told a practical story to those in the dairy business.

The cow, which was equipped with faucets in lieu of the usual sources of milk, was gaily painted and demonstrated the importance of a good year-round roughage program. A rotating table, holding low and high-quality roughage, determined the amount of flow from the faucets.

When "Bossey" ate hay put at the right time, all four spigots produced milk. When she dug into the hay that is was cut too late, only two spigots produced milk.

The mechanical bovine was just one of a number of clever exhibits in the university's exhibit which this year was themed as a "Fair-Within-a-Fair." A tomato exhibit purveyed free drinks of juice. A six-foot test tube full of organisms showed what can happen to food. A swine evaluation station showed the know-how of better hog production, and the science of building a pole-type barn, using native lumber, was described.

Even the "one-eyed, one-horned, one-toothed, flying, purple people-eater" was included. The monster was hidden in one of the exhibits as a challenge to the patron's eagle eyes.

NEW ENGLAND ASSN. NEWEST SHOW CLUB

LATEST addition to the long list of show clubs concerned with outdoor show business is the Boston-based New England Showmen's Association.

Organized in 1957, the club already has in the neighborhood of 300 members in addition to a ladies' auxiliary that boasts over 60 members.

The club is in the process of negotiating for a burial plot for its membership and has started what could become a sizable blood bank for use in emergencies. Medical help, in the form of hospital and doctor bill help, is being offered in addition to legal advice which is free for the asking.

In lieu of a Christmas party for underprivileged children, the club is concentrating on hospitals and orphanages for the present at least.

The annual banquet, which last year drew close to 300, is tentatively scheduled for January.

Miami Valuesblood Bank

MANY show clubs have blood banks but the one sponsored by the Miami Showmen's Association is probably the most successful or, at least, as successful as any.

The present bank contains 650 pints. Since its inception in 1961 the bank has given 344 pints to its members. In addition, 135 more pints have been given various other organizations as follows: Veterans' Hospital, 25 pints; Lantana T.B. Hospital, 25 pints; AGVA, 10 pints; Dade County needy, 75 pints.

Here is how the grandstand (and bleachers) of the Canadian National Exhibition, Toronto, eventually will look should the CNE become the home grounds of a major league ball club. Immediate step will be the extension of the present one level, more than 30,000-capacity grandstand built by bleachers seating 15,000 and costing $475,000. Later phases call for two-tiering the grandstand and the erection of an out-field grandstand. Cost of the new bleachers is to be borne by a Toronto football club.

Fairs' Arenas, And Coliseums

SAKETCHEWAN


SASKATCHEWAN

ESTEVAN

Agricultural Auditorium
3,200 seats; exhibit space; stage.

LLOYDMINSTER

Exhibition Coliseum
1,200 seats; exhibit space; stage.

MOOSE JAW

Exhibition Coliseum
4,500 seats; exhibit space; stage.

TORONTO

Canadian National Exhibition Coliseum
10,000 seats; 175,000 sq. ft. exhibit space; stage. Manager: H. E. McCallum, Canadian National Exhibitions.

SHEL BURNE

Dufferin Central Fair Building
1,500 seats; exhibit space; stage.

QUEBEC CITY

Colisseum
12,000 seats; 17,000. Manager: Emery Boucher, Quebec Provincial Exposition.

One exhibitor at the Wisconsin State Fair, Milwaukee, this year came up with a new version of weight guessing that brought much attention and was the subject of a weight guessing contest with Defense Bonds as the prize. The 10-foot plus gear, which is used in the cement and ore processing industry, towered over other commercial exhibits in the big Wisconsin-Al Work Building.
Founded in 1948, in Just Ten "Short" Years the Greater Tampa Showmen's Association Has Achieved a Record Number of "FIRSTS" That Betoken the True Fraternity Prevalent Thruout Our Membership

- **FIRST** Showmen's Club to build its own building, to be used exclusively for showmen and their club activities. It is one of Tampa's show places—with meeting room 63½ x 32 ft., lounge 23 x 32 ft., snack bar 15 x 32 ft., recreation room 12 x 32 ft., secretary's office 15 x 11 ft., cocktail lounge 43 x 15 ft., board room 18 x 20 ft., women's club room 63½ x 18 ft., women's lounge 11 x 22 ft., on 265 x 275 ft. lot, plus an adjacent parking lot 215 x 175 ft.

- **FIRST** Showmen's Club to build and beautify their own private cemetery that is not an integral part of any other cemetery, containing 900 graves. Showmen's Rest is one of the finest cemeteries in the nation.

- **FIRST** Showmen's Club to purchase a residence near the Club Building which has been furnished and is used as the home for Club's Custodian.

- **FIRST** And only Showmen's Club to provide Hospitalisation and Medical Insurance for its members. Making it possible that over $80,000.00 has to date been extended to covered members.

- **FIRST** Showmen's Club is establishing a Blood Bank for its members and holds membership in National Blood Bank and also in the Florida Blood Bank and has 550 pints of blood in a reserve from which members can draw thruout the U. S. and Canada.

- **FIRST** Showmen's Club to hold its own New Year's Eve Jubilee, featuring top-notch Circus and Vaudeville Acts and Name Bands, which is open to the public, and conducts a many-sided social activity program in which the ladies' auxiliary participates wholeheartedly, and stages one of the finest banquets-balls in the nation.
  
  - Purchased small building on 105 x 105 ft. lot adjacent to club building. Structure has been rased and land and lot black-topped for parking purposes.
  
  - Club has paid off all obligations on lots, club building and is debt-free. Overall asset structure estimated to be approximately $500,000.00.

  - Expended $42,975 for toys and sweets distributed to about 7,500 youngsters at club-sponsored Christmas parties.

  - Has been cited repeatedly for contributions to civic and charitable campaigns. Chief among them are Cancer, Red Cross, Polo and Community Chest Drives.

Membership (now 1067) is limited to those engaged in outdoor show business for one year prior to application for membership. Initiation fee is $25, annual dues are $10.

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**1958 OFFICERS**

**PRESIDENT:** C. C. GROSCURTH  
1st V.-P.: Earl Maddox

2nd V.-P.: Richard Gilsdorf  
3rd V.-P.: Paul D. Sprague

**Secretary:** Vernon F. Kohn  
**Treasurer:** Harry B. Julius

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The Billboard Cavalcade of Fairs Edition
STAR-STUDED STUNT SPECTACLE PACKS PERENNIAL PUNCH

By AUT SWENSON

Thrillcade is having its tenth birthday in 1959 and thanks to the support and confidence of a great number of Fair Boards throughout the Mid-Americas and Canada, it has outgrown the knee britches of brat-sized brashness to become a polished, entertaining offspring of which any producer can be justifiably proud.

Getting the men, machines and other equipment together for Thrillcade wasn't too difficult a job, we must concede, but all this wouldn't have been worth a plugged nickel without the faith and cooperation of the Fair Boards. They have invited us back time and time again, and new dates are being added from year to year, which seems to be proof enough that Thrillcade has the most to offer in exciting entertainment.

Fresh in our mind is the Ford Motor Company's new advertising gimmick line, "The cars that went to the Fair."

Fords have been going "to the Fair" for Thrillcade nine years running now, because that company considers Fairs the greatest showcase on earth for its products. Among the greatest of these Fairs—world's biggest, in fact—is the Canadian National Exhibition at Toronto, where in 1958 Thrillcade drew throngs of thousands in ten star-spangled performances.

We can't be modest about the drawing power of Thrillcade, and when Fair managers tell us that the popularity of the show increases with each passing year.

Thrillcade is no loosely knit organization, with one unit going here and another going there when dates conflict. Fair managers have come to appreciate the fact that they're getting their money's worth when they book Thrillcade, and this may, in part, account for the many repeat performances.

Another thing, Fair Managers have been kind enough to tell us what they like about Thrillcade is that we always put our best foot forward not only in rapid-fire staging of each production but in the sharp appearances of our gold-leaf-trimmed vehicles, the exemplary behavior of our performers, our thorough advance exploitation, and the integrity shown in financial dealings.

The Rayon Institute of America and Rayoniere of Marshfield, Wis., through which we obtain our portable dressing rooms and business offices, are other associates which seem to be highly satisfied with our business relationships.

As Thrillcade heads into its tenth season it again is assured of having excellent professional talent on the stunt and clowning rosters. Christian-born Kerby Blue, whose all-around skill at piloting motorcycles or driving automobiles makes him one of the most sought-after daredevils of this era, again is under contract. So, too, is Jimmie James of Chicago, dean of the stuntmen, who has made the automobile ramp-to-ramp leap over an elephant's back one of the sure-fire attractions of each performance.

And in line with the policy of dressing up each year's performances to avoid any charges of sameness, Thrillcade in 1959 has added the Honey Girls of Australia and their acrobatic motor ballet to its repertoire. We've tried to be alert to this need for constant changing of our patterns and were the first to introduce circus acts to Thrillcade, took Dot recording star Johnny Maddox, the ragtime pianist, on tour; pioneered in the introduction of aerial acts and instituted other innovations that contemporaries have attempted to emulate.

While automobile thrill shows originated as strictly an American institution, we like to believe that we've done a major part in developing them to a point where they're developing world-wide interest.
Willard Alexander, Inc. SHOW PRODUCTIONS

PROUDLY PRESENTS FOR 1959

OUTSTANDING STARS OF TV-MOTION PICTURES & RECORDS

These are some of the artists that we are presenting for fairs

- Red Buttons
  Academy Award Winner
- Bill Cullen
  Star of "The Price is Right"
- Ted Mack
  & The Original Amateur Hour
- Janet Blair
  Star of Stage, TV & Screen

PLUS ALL NEW

- Ted Mack
  and the Original Amateur Hour
- Riviera Nights
  1959 Edition
- Lou Walters
  Production of
  "The 1959 Edition of
  The Ziegfeld Follies"
- Around the World
  in 80 Minutes
- Ice-Time Varieties
  (A Symphony in Water Shows)
- Aqua Frolics

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