ON the last day of the 1940 North Montana Fair, Great Falls, crowds totaled
49,507. Attendance was 274,009, Secretary-Manager Harold F. DeFue reported.

CUSE, 271,000; York (Pa.) Fair, 244,000, and a number pass the 250,000
mark.

Plant of the New York State Fair is valued at more than $5,000,000.

"We believe," says Paul Smith, director, "that our cattle exhibit this
year was larger than that of any other fair. The value of this and other
livestock exhibits, I would say, would approximate a million dollars.
This would include race horses, show horses, sheep, swine, poultry, and
pet stock. As to the value of commercial exhibits, domestic art, fruits,
vegetables, etc., I would say another half million."

The Indiana State Fair at Indianapolis has a new coliseum that cost
$1,200,000. It is used not only during the fair but also thru a large part
of the year for exhibitions of various sorts. The Minnesota State Fair's
half-million-dollar 4-H Club building is the finest in the country. The
Iowa State Fair at Des Moines, one of the country's leaders, has a grand-
stand 615 feet long and seats 12,250, with bleacher seats accommodating
as many more. Frequently the entire space is needed to accommodate
the crowds that flock to see the grandstand shows.

In Montana, which has a total population of slightly more than 500,000, the Northern Montana State Fair, Great Falls (population 26,622),
in 1939 drew an attendance of 263,940 paid customers, or more than half
the State's population.

From the foregoing may be gleaned some idea of the strong appeal
of fairs to the public. They have taken their place among the country's
most influential educational and business institutions. It has not been
a haphazard growth. Several decades ago leading fair men recognized
the need of some central directing force and the result was the organiza-
tion that eventually became the International Association of Fairs and
Expositions. The work of its members has done much toward building
up an enviable prestige and firmly establishing fairs in the Big Business
class.

The END

CONGRATULATIONS to the
IAFE on its 50th Anniversary

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