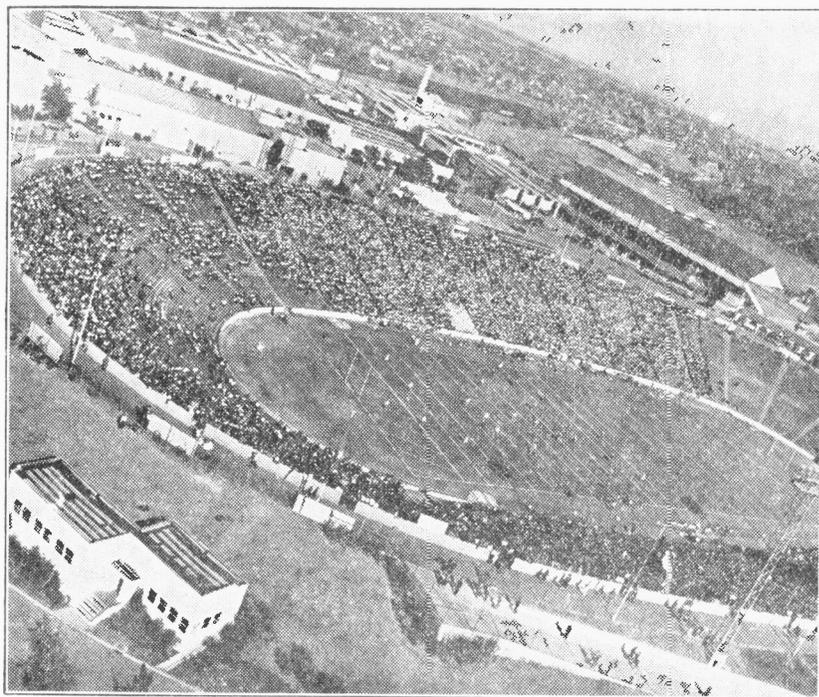




ON the last day of the 1940 North Montana Fair, Great Falls, crowds totaled 49,507. Attendance was 274,009, Secretary-Manager Harold F. DePue reported.



THE FAMOUS COTTON BOWL, where major football games are staged, is located on the grounds of the State Fair of Texas, Dallas.

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 grandstand 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 28,822), 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 organization 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

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