

**Administration:**

Laban Sparks, president; Matt L. Dalger, secretary; Howard Thompson, assistant secretary; John T. McCaslin, midway manager.  
(Above prepared from files of *The Billboard*.)

**MASSACHUSETTES****Brockton Fair**

Brockton, Mass.—September 13-19, 1942.

**Attendance:**

1940...171,685 1941...208,318

**General Information:**

*Gate Admission:* 50c day and night.  
*Total Cash Premiums Paid—Exhibits:* \$5,120 Purses: \$14,100.  
*Plant—Acreage, 85.* Total cost 1941 improvements—\$12,271, as follows: Buildings (pari-mutuel construction), \$5,545; land (fences and electrical work), \$4,412; equipment (new turnstiles, etc.), \$2,260.

**Attractions:**

*Grandstand—*50c to \$2 day; 50c to \$1.50 night. Night receipts, 40 per cent. *Automotive Thrill Days—*5. *Fireworks, Revue, Vaudeville, Horse Show, Brass Bands, Running Races—*6 days, pari-mutuels. Total 1941 handle, \$193,000.  
*Carnival—*Organized. Gross, \$39,960.

**Administration:**

Harold G. Morse, president; Frank H. Kingman, secretary, director of attractions and superintendent of concessions, building exhibits and commercial space.  
*Annual Meeting—*December 12, 1941.  
*IAFE Member—*About 16 years.  
*IAFE Delegate—*Frank H. Kingman.

**Barrington Fair**

Great Barrington, Mass.

**Attendance:**

1940...29,707 1941... 109,438

**General Information:**

*Gate Admission:* (Adults) 50c day; 20c night. (Children) 25c day; 20c night.

*Total Cash Premiums Paid:* Exhibits: \$4,200. Purses: \$16,000.  
*Plant—*Total cost 1941 improvements—Approximately \$50,000. New track, new entrances, new stables, remodeled grandstand, new parking areas, reconditioned exhibit buildings and mutuel department.

**Attractions:**

*Grandstand—*50c and 25c day; 57c, 85c and 10c night. *Automotive Thrill Days—*5. *Vaudeville, Anti-Aircraft Exhibition (U. S. Army)—*3 nights. *Dance Bands, Running Races—*6 days. *Carnival—*Organized. Gross, 150 per cent over 1940.

**Administration:**

Edward J. Carroll, general manager and superintendent of concessions; Paul W. Foster, secretary; Harry Storin, director of attractions, advertising and publicity; also superintendent of building exhibits and commercial space: O. E. Pons Jr. and Gordon Morrow, race secretaries.  
*Annual Meeting—*August.

**Eastern States Exposition**

Springfield, Mass.

**Attendance:**

1940...304,524 1941...352,516

**General Information:**

*Gate Admission:* \$1 day; 50c night.  
*Total Cash Premiums Paid—*1940: \$50,000; 1941: Not given.  
*Plant—*Acreage, 175.

**Attractions:**

*Grandstand—*50c, \$1, \$1.25 (thrill day); 75c, \$1.25, \$1.50 (auto races). Total attendance—1940: 35,000; 1941: 45,000. *Auto Racing—*2 days, IMCA. *Automotive Thrill Days—*5. *Fireworks, Revue, Rodeo, Vaudeville, Special Attractions, Brass Bands.*  
*Carnival—*Independent.

**Administration:**

Joshua L. Brooks, president; Charles A. Nash, general manager and superintendent of building exhibits and commercial space; R. S. Lidfield, director of attractions; George Bernert, superintendent of concessions.

*Annual Meeting—*First Monday in February.

*IAFE Member—*25 years (28th year for Charles A. Nash).  
*IAFE Delegate—*Charles A. Nash.

**Essex County Fair**

Topsfield, Mass.

**Attendance:**

1940...45,288 1941...59,468

**General Information:**

*Gate Admission:* 75c day, 50c night.  
*Gate Revenue—*1940: \$16,523.98; 1941: \$21,281.46  
*State Aid—*\$1,700.00.  
*Total Cash Premiums Paid—*Exhibits: \$4,220.25.  
*Plant—*Acreage, 78½, one-half mile from center of city. Total cost 1941 improvements—\$1,628.16 for new roofs, remodeled barns and exhibit hall.  
*Total 1941 Receipts—*\$39,507.57.  
*Expenses—*\$27,718.77.

**Attractions:**

*Grandstand—*25c day and night. Total attendance—1940: 18,198; 1941, 27,398. Receipts—1940: 3,442.25; 1941: \$6,814.35. Expenses—1940: \$5,536.20; 1941: \$5,587.75. Night receipts: 52 per cent. *Rodeo.*  
*Carnival—*Just rides.

**Administration:**

Edward Wigglesworth, president; Robert P. Trask, general manager.  
*Annual Meeting—*Topsfield, Mass., October 22, 1941.  
*State Convention Delegates—*Edward Wigglesworth, Robert P. Trask.  
*State Association Member—*22 years. One of the oldest societies in the country. Has held fairs every year since 1818.

**MICHIGAN****Michigan State Fair**

Detroit, Mich.

**Attendance:**

1940...399,729\* 1941...589,133\*  
(\*Paid)

**General Information:**

*Gate Admission:* 25c day and night.  
*Gate Revenue—*1940: \$97,089.  
*Premiums—*About \$70,000.  
*Total 1941 Receipts—*\$377,188.  
*Expenses—*\$376,217.

**Attractions:**

*Grandstand—*50c day and night. Rodeo attendance and receipts—76,939 paid \$50,742. Coliseum Circus attendance and receipts—50,557 paid \$26,963. *Fireworks, Rodeo, Name Bands, Circus, Harness Racing—*6 days, pari-mutuels. *Carnival—*Organized. Gross, \$91,043 (after paying taxes).

**Administration:**

Bernard J. Youngblood, general manager; Harry B. Kelley, superintendent of concessions.  
(Above prepared from files of *The Billboard*.)

**Hillsdale Fair**

Hillsdale, Mich.

**Attendance:**

1940...125,000 1941...135,000

**General Information:**

*Gate Admission:* 35c day and night.  
*Gate Revenue—*1940: \$15,726.20; 1941: \$18,284.54  
*State Aid—*\$3,500.00.  
*Total Cash Premiums Paid—*Exhibits: \$7,000. Purses: \$4,700.  
*Plant—*Acreage, 60. Total cost 1941 improvements—\$6,000 for improvements on buildings and grounds.  
*Total 1941 Receipts—*\$38,401.82.  
*Expenses—*\$35,171.08.

**Attractions:**

*Grandstand—*25c day and night. Total attendance—1940: 50,000; 1941, 60,000. Receipts—1940: \$5,151.20; 1941: \$6,246.00. Expenses—1940: \$9,780.00; 1941, \$9,830.00. Night receipts: 50 per cent. *Fireworks, Revues, Vaudeville, Harness Racing—*5 days.  
*Carnival—*Independent.

**Administration:**

J. J. Nachtrieb, president; H. B. Kelley, secretary.  
(Continued on next page)

DURING THE 1941 FAIR SEASON, JULY 4 TO OCTOBER 4  
WLW BOONE COUNTY JAMBOREE ENTERTAINERS PLAYED TO

# 169,406 PEOPLE

an all time record - 63 bookings in seven states,

This year also WLW produced "By Dawn's Early Light," a patriotic extravaganza with a cast of more than 100 at the Ohio State Fair. The most ambitious entertainment ever undertaken by a radio station, "By Dawn's Early Light," played to

# 45,757 PEOPLE

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WLW acts—plus WLW promotion—pack 'em in wherever they go—call us for dates and places.

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